



CWEE AFFILIATE GIFT PROGRAM

Supporting innovations in integrated water and energy efficiency

The Center for Water-Energy Efficiency is a not-for-profit research and development unit at the University of California, Davis, leading innovations in water and energy efficient technologies and policies. CWEE faculty and staff are investigating and advancing the state of knowledge at the home, neighborhood, utility, and global scales to enable everyone—from homeowners to policymakers—to make the connection between water and energy and to use and allocate both more efficiently. Collaborating with partners in government, industry and academia, CWEE is a nexus for some of the most important developments in the rapidly evolving field of water and energy.

Donating to CWEE's annual Affiliate Gift Program is one important way companies, utilities and other organizations support the Center's mission to research, develop, and disseminate efficient technologies and effective policy for integrated water and energy conservation. The descriptions below offer an overview of the most common ways CWEE utilizes funding to advance the science of integrated water and energy efficiency.

STRATEGIC PLANNING

Strategic planning activities strengthen CWEE's relationship with its partners and provide opportunities for mutual influence in direction and scope of future activities. Collaborative partners have access to CWEE's knowledge base for evaluation of current and prospective research and concepts. Strategic planning can help bring a new project or strategy into focus.

RESEARCH AND DEVELOPMENT

CWEE's research and development activities support the evolution of technology and success in the marketplace. Affiliate contributions provide vital funding to maintain CWEE's laboratory facilities, support innovative research projects, and deliver water-energy technologies to market. The University of California offers defense of intellectual property protection for all new developments, and all partners are assured a high degree of professionalism and legal protection.

POLICY DEVELOPMENT

CWEE works with regulatory agencies such as the California Public Utilities Commission and Department of Water Resources, to ensure that state and federal regulations and policies reflect best practices. CWEE experts assist decision makers in identifying, understanding and implementing policies that advance water and energy efficient technologies and practices. This support plays a critical role in the development of policies that protect water resource systems, promote water-energy efficiency, and address climate change.



CONTRACT-BASED WORK

CWEE offers partnership options, including sponsored research and technical service agreements. When potential projects require a statement of work, specific deliverables, technical services, or financial accounting, a contract is developed to support the effort.

An example of work CWEE is doing with utility partners are highlighted below.

WATER-ENERGY ANALYTICS

To improve the visibility of the energy-water resource interactions, CWEE is collaborating with information technology and utility partners to integrate real-time water use and energy intensity data, including data sourced from GIS, SCADA, and AMI systems. The goal is to allow the utility agencies to optimize improvements based on the potential water, energy, and cost savings. In addition, intelligent decisions on water and energy efficiency improvements and conservation programs can be made given the full view of the water system network (including treatment, distribution, end use, and wastewater treatment processes).

BEHAVIOR-BASED CONSERVATION

Through research and pilot projects, CWEE is assessing the potential of behavior-based water interventions to influence end-users to reduce both water and energy consumption. Focusing on hot water conservation, CWEE is working with new software tools that aim to drive behavioral change by clearly communicating up-to-date water consumption, comparing water use with similar neighbors, and by providing customized recommendations for conservation. This approach leverages behavior-based water conservation as a tool to achieve water and energy savings and encourage water and energy utility partnerships.

“A coordinated approach to managing water and energy resources creates significant opportunities to advance efficiency efforts in both sectors. The potential for innovative, ‘win-win’ solutions cannot be ignored.”

- Frank Loge, UC Davis

OUTREACH ACTIVITIES

CWEE's outreach team provides marketing and media tools, including guides, case studies, photography, media releases, and reports. Staff members also help Affiliate Members share news of new developments through newsletters, forums, conferences, and social media. CWEE's laboratory and conference room can be utilized by Affiliate Members for seminars, educational programs and events.

CWEE's Annual Gift Program is a unique opportunity for affiliate partners to support the Center and its mission. Annual affiliate gifts, typically ranging from \$10,000 to \$25,000 from each member, are unrestricted and tax-deductible.

For more information, contact:

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ABOUT THE CENTER FOR WATER-ENERGY EFFICIENCY: *The Center for Water-Energy Efficiency was created in 2009 to research, develop, and disseminate efficient technologies and effective policy for integrated water and energy conservation.*