



MILWAUKEE'S PAST: Gathering Place by the Water...

Long before oil became an important commodity, the availability of water determined where civilizations would gather, take root, and grow. And where water is scarce, people face enormous challenges.

Worldwide, the statistics are staggering:

- At the current rate of water use, the United States will need 16 trillion additional gallons of fresh water per year by 2020 for municipal and light industrial uses. This equates to one-fourth of the combined outflow of all the Great Lakes.
- 1.2 billion people, or roughly the entire population of India, are at risk of adverse human health effects due to a lack of clean, available water.
- 2.6 billion people, or the combined populations of India and China, lack adequate sanitation, primarily due to water problems.
- 27,000 people die every day as a result of water borne disease—that's nearly 10 million people a year.

There is no doubt water will be one of the largest economic growth sectors in the world over the next several decades. From beer and beef to toothpaste and toilet paper, water is an important ingredient in manufacturing and processing hundreds of thousands of everyday products. Businesses consider the availability and quality of water when they're locating facilities, and a scarcity of clean water resources can hold up and limit economic development.

Foundation for Growth

Water was the foundation for Milwaukee's past growth and prosperity. Now the city is looking toward freshwater for a bright future, especially through its designation as a UN Global Compact City, recognized internationally as a center of freshwater expertise. Academic, business, and government researchers in Milwaukee will specifically tackle issues such as cleaning and reusing water used in aquaculture, reducing/eliminating cladophora (algae) in Lake Michigan, disinfecting storm water runoff, increasing wastewater treatment efficiencies, and speeding the adoption of new water technologies by municipalities.

The word "Milwaukee" comes from the Potawatomi *minwaking*, or Ojibwe *ominowakiing*, which means "gathering place by the water." Water industries such as meters, wastewater treatment expertise, and controls have played an important role in the city's development. With a concerted effort, water offers unparalleled



Scientists at UWM's Great Lakes WATER Institute, Fred Binkowski and Dr. Rick Goetz, are feeding Wisconsin's economy by developing new aquaculture technologies. Aquaculture is the fastest growing segment of U.S. agriculture.

opportunities for new jobs, new companies, and a distinguished brand for Milwaukee.

A combination of industry, academia, organizations, and government units are working together to promote new water-technology companies and resources in an effort to showcase the Milwaukee region as a resource in the world water marketplace. The area features:

- More than 120 water technology companies.
- The Great Lakes WATER Institute, the largest freshwater research institute on the Great Lakes.
- The University of Wisconsin-Milwaukee, home to the first School of Freshwater Sciences in the nation.
- A water law program at Marquette University and water business management emphasis at University of Wisconsin-Whitewater.

Milwaukee Water Council

The only organization of its kind in the United States, the Water Council is convening the region's existing water companies and research clusters, developing education programs to train talent, and building partnerships that cut across all sectors and geographic boundaries. Created by leaders in both business and education, the Council is successfully coalescing these tremendous attributes into a powerful hub for socially responsible development.

Visit www.milwaukee7-watercouncil.com for more information.