

# Make Water Work Smarter.

Let's conserve water across the Okanagan together.

Did you know that Okanagan residents have one of the highest rates of water use in Canada? In some ways, it's understandable. We live in a dry climate, and to achieve the same landscaping results as other regions, people need to use more water. But the startling truth is that we also have less water available per person than anywhere else in Canada.

Things need to change. We need residents to change their water use and reimagine how their yards can be WaterWise and still beautiful. Since 2011, Make Water Work has helped educate residents on water consumption in the Okanagan.

The campaign returns with more tips and tools to help residents lower their water usage. There's a heavy focus on changing behaviours so that we don't exhaust our water resources and ensure there's enough for the stuff that matters: food, fish, and firefighting. Will you help us get the word out? Share the message on social media, take the pledge and let people know how you're making water work smarter.

## Who's Behind the Campaign?

The Okanagan Basin Water Board is delivering the campaign as the public outreach and education program of the Okanagan Basin Water Board. Born out of a need to unify Okanagan residents in protecting our water sources, Okanagan WaterWise is a leading voice in ensuring our natural space stays beautiful for generations to come. The campaign is delivered in partnership with local governments and utilities as well as a number of garden centres and irrigation businesses.

## We All Play a Part.

Protecting our water takes all of us. The Okanagan's water and stunning natural beauty drew many of us to live here. This campaign helps those of us who live here to not just make water work, but make it work smarter so there's more of it for everyone.



Dry-climate plant social



Making Water Work Smarter for post



How-to make water work post



Okanagan Basin  
WATER BOARD



MakeWaterWork.ca





## The Campaign's Creative

We've included some examples of what you can expect to see from the campaign. Please share anything that speaks to you. We also have social media kits available on [MakeWaterWork.ca](https://www.makewaterwork.ca) with free images and prompts to help you get the word out.

## Take The Pledge

A key component of the campaign is a pledge program where visitors to [MakeWaterWork.ca](https://www.makewaterwork.ca) can sign on to commit to minor changes that can yield big results to lower outdoor water use.

We'd love it if you took the pledge and shared it through your social media channels.

## Reach Out if You Need Anything

Thank you for your interest in supporting our campaign. Working together, we can save more water across the Okanagan this year than ever before.

## Let's Make Water Work Smarter, Together.



Who are you making water work for post



"I pledge to" post

