



Conserve to Enhance (C2E): Business Participants

What is C2E?

Conserve to Enhance (C2E) is a unique, voluntary water conservation program that motivates participants to use water more efficiently by linking water conservation efforts with environmental enhancements in their community. Residential and commercial participants conserve water and then donate the value of their saved water to a C2E fund for local and regional projects. Projects are based on community priorities and range from green infrastructure to riparian restoration.

How can my business benefit from participating?

- Save Water and \$\$ on your utility bills
 - Explore available rebate programs, learn water conservation tips, and track your water savings through the C2E Water Use Dashboard
 - Schedule a water audit with your utility to identify key areas to improve water efficiency.
- Connect with your community
 - C2E is a great way to show customers you care about our local environment and can be used as a platform to expand your customer base to new demographics.
 - Receive C2E promotional materials and no-cost advertising via C2E outreach efforts.
- Lead by Example
 - Join a growing network of businesses to promote awareness about our most precious resource — water.
 - Give your customers and community a tangible reason to conserve water, donate their time, and contribute funds to local projects.



Tucson, Arizona, home to the first C2E program, will be breaking ground on their seventh enhancement site in summer 2014. C2E sites pictured top to bottom: Atturbury Wash and Northwest/El Cortez Neighborhood.

How can my business engage with C2E?

- Join or start a C2E program
 - Lend your business platform to support community-driven and publically-funded riparian & urban waterway enhancements through an initiative that is the first of its kind in the country.
 - Have your business prominently featured on the C2E Dashboard — at no cost!
- Conserve water at your stores and educate staff about water efficiency
 - For example, update faucet aerators. This low cost change is currently saving one group of C2E business participants 1,000+ gallons of water/day at each location.
 - Utilize C2E resources to provide information to your staff, encouraging them to implement water efficiency practices at work and at home.
- Promote your successes and investments
 - Using C2E templates, customize posters and infographics to explain water conservation efforts being done at your store, how guests can aid this effort, and your partnership with the community to conserve water.
- Sponsor a C2E outreach event, fundraiser, or enhancement project to connect the community with your C2E participation.



conserve2enhance.org



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