

From Drought Devastation to Water Abundance

Israel's path to world leadership in water conservation

Israel and California's Water MOU



Gov. Brown and PM Netanyahu sign a landmark MOU to increase cooperation in a number of areas including water, March 2014

The Israel-California Green-Tech Partnership: Year 1

Join us in kicking off the

WEDNESDAY, APRIL 20, 2016

ISRAEL21c

UNCOVERING ISRAEL

#WaterPartners



October 14th, 5:45-9pm

5:45-7pm: Pre-Reception Program - Water Tech & Innova

Google's Israeli and California campuses

7-9pm: Reception following the WATEC Conference

[RSVP Here](#) by Oct. 5th

Israel-Calif Green-Tech Partnership launches

Google BAY AREA DROUGHT WATCH

COVERAGE OF CALIFORNIA'S LOOMING WATER PROBLEM



The [Israel-California Green-Tech Partnership](#) will promote and strengthen thought leadership, business, investment, entrepreneurship, technology and trade relations between the green-tech business communities of California and Israel.

Google
Yigal Alon 98 Elco Tower
29th floor
Tel Aviv-Yafo

White House Water Summit Highlights Israeli/California Innovation

technology and innovation to solve the water crisis in



The Water Miracle: From Drought to Surplus in Israel

End of the 1990s

“We were very, very close to someone opening a tap somewhere in the country and no would come out”

Today

“Now, there is no problem of water... The price is higher, but we can live a normal life.”



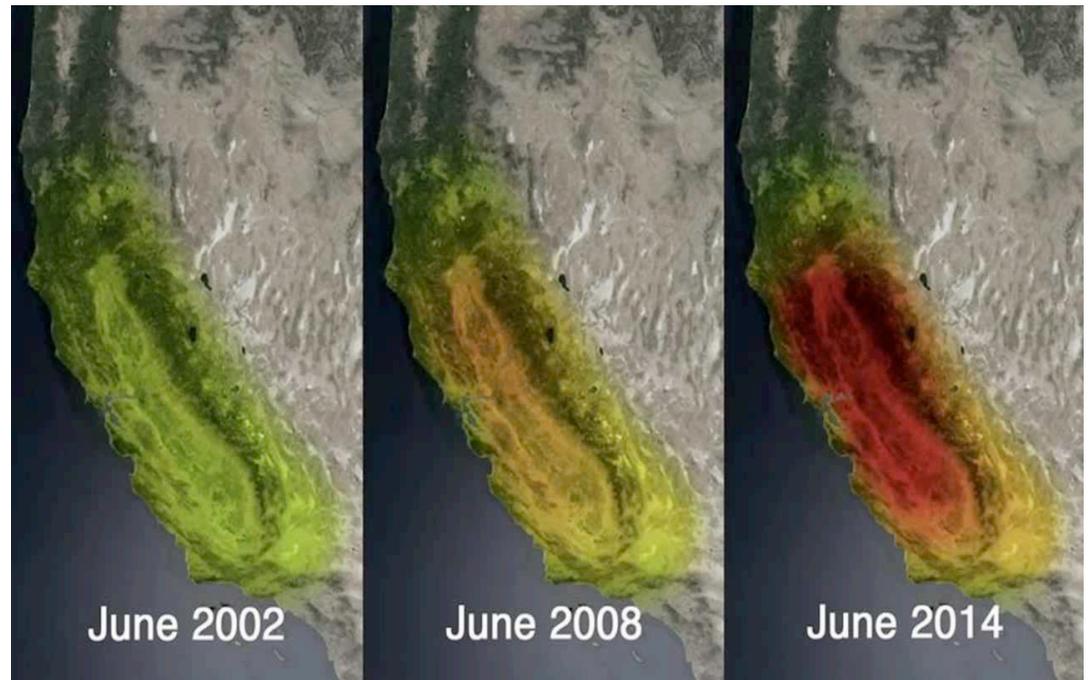
Israel's Historical Water Challenge

- * The southern 2/3 of Israel is comprised of the Negev Desert
- * Israel experiences very little natural rainfall
- * As a result, has had to innovate its way to water sustainability



California's Water Challenge is Here to Stay

- * California has experienced more than a decade of drought
- * 70-80% of water goes to agricultural uses, including to water-intensive plants
- * Snowpack fading due to climate change
- * Unsustainable use of groundwater



Innovating its Way out of Crisis: Israel's Leadership

Culture of Conservation

Sewage Treatment and Reuse

Regulatory Overhaul

Market Pricing

Leak Detection



Drip Irrigation

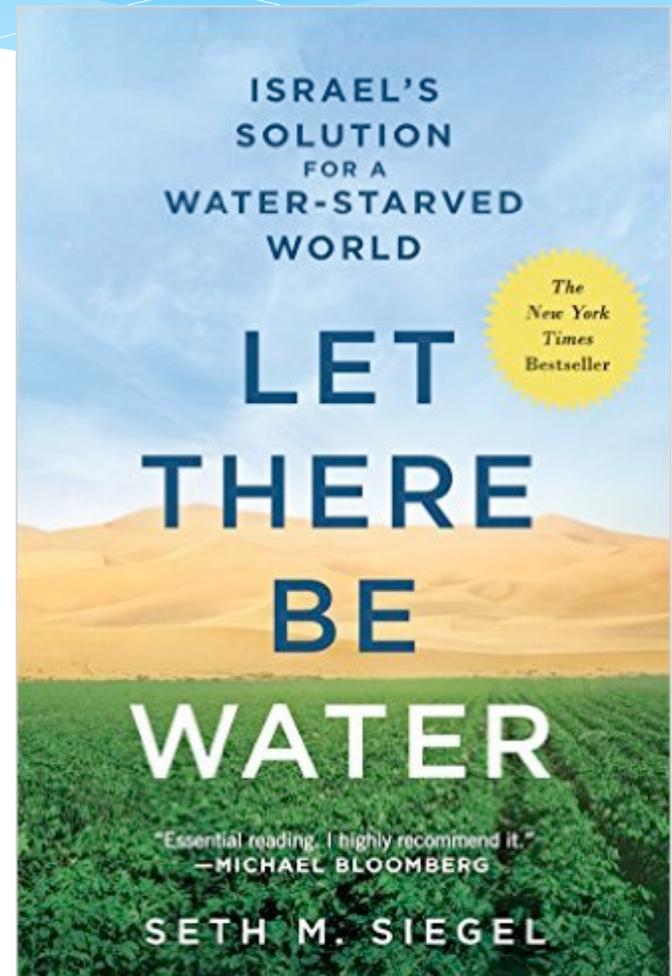
Desalination

Encouraging R&D

Salt Water Produce

Israel in 2016: The World's Water Leader

- * Recycling: 86%; Spain is 2nd, at 17% (California: 13% municipal wastewater; U.S. – 1%)
- * Drip irrigation: 75% adoption (global: 5%; California: ~45%)
- * Leak detection: less than 10% water lost to leaks (global: 25-30%;
- * Desal: More than 50% of the water for Israeli households, ag, and industry is now artificially produced
- * Israel has become a water exporter to its neighbors, including the Palestinian Authority and Jordan



California's Chance to Learn from Israel



*Israel-CA Green-Tech Partnership
Conference with
George Shultz and Shultz-
Stephenson Task Force, January 2016*



Carlsbad Desal Plant