



FRESH WATER MIGHT NOT BE THE NEW OIL, AS T. BOONE PICKENS ONCE ARGUED, BUT IT'S EQUALLY IN DEMAND AND STARTING A BOOM OF ITS OWN.

databases to ID the tiny villains that are tainting our water so we're able to do a better, more thorough job of cleaning it up.

Amhaus is bullish on the business of water. "In the U.S., there are cities that still use wooden water pipes—places like Boston and Chicago," he says. "Those need to be replaced. And farmers in Texas and California will need to embrace water tech just to survive."

That last point is especially pressing given that agriculture

accounts for at least 70 percent of the country's water usage. In the past decade, a slew of new products has arrived to help farms better monitor their water use and inventory. The San Francisco-based nonprofit Imagine H₂O helps such products reach the market through programs such as business plan competitions for blue-tech entrepreneurs around the world. In the past few years, it's awarded cash to Fruition Sciences, whose "sap flow sensors" help vintners decide exactly how much irrigation is needed, and Wellntel, a monitor that gives farmers and other well owners data about their ground water supply—the idea again being that the more you know, the smarter you irrigate.

Innovation is one thing, but adoption is another, and it's too early to say which, if any, of these develop-

ments will make a lasting impact. The good news is that federal subsidies and incentives are available for home and business owners who embrace blue tech. That methane digester back at Point Reyes Farmstead? It was partly funded through USDA grants. The State of Colorado—which has endured its share of droughts over the years—awards water efficiency grants to local governments to develop conservation projects. Many other states offer tax credits to property owners who install water conservation systems.

Beyond helping farmers, municipalities and the general public, blue tech is at the frontline of a

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—DEAN AMHAUS OF THE WATER COUNCIL

more serious crisis affecting countries the world over. According to the United Nations, 1.2 billion people lack access to clean drinking water, while poor sanitation remains a life-threatening problem. Solutions range from LifeStraw water purifiers, which have been used to purify contaminated water in communities in Kenya, Mexico and Bangladesh, to a Gates Foundation-funded toilet that extracts clean water, minerals and biological charcoal from human waste.

"I'm very concerned about the world's water," says Amhaus. "The fact that every 20 seconds a child dies because of lack of fresh water is outrageous. What's promising is that there's greater awareness about the issues. We've ignored it for so long, but we're finally paying attention—even on the business side of things."

EDITORS' PICK

Archer Hotel New York

Located in Manhattan's Garment District, this month-old hotel echoes the personality of its "host," Archer: spirited, well-versed in luxury, with just the right dose of quirk. Named one of *Forbes*' "15 Most Anticipated Hotel Openings of 2014," the Archer boasts partnerships with some of New York's trendiest names. Chef David Burke helms three eateries—fabrick, Bugatti Bar and Spyglass Rooftop Bar—while Malin+Goetz products dress up guest room sinks. Even turndown service has a twist, with a rotation of eight different brand-name treats. archerhotel.com/new-york



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