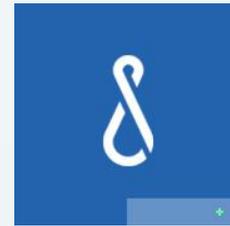


Lake Friendly



Combined Sewer Overflows

Lake Friendly's Goal is ...

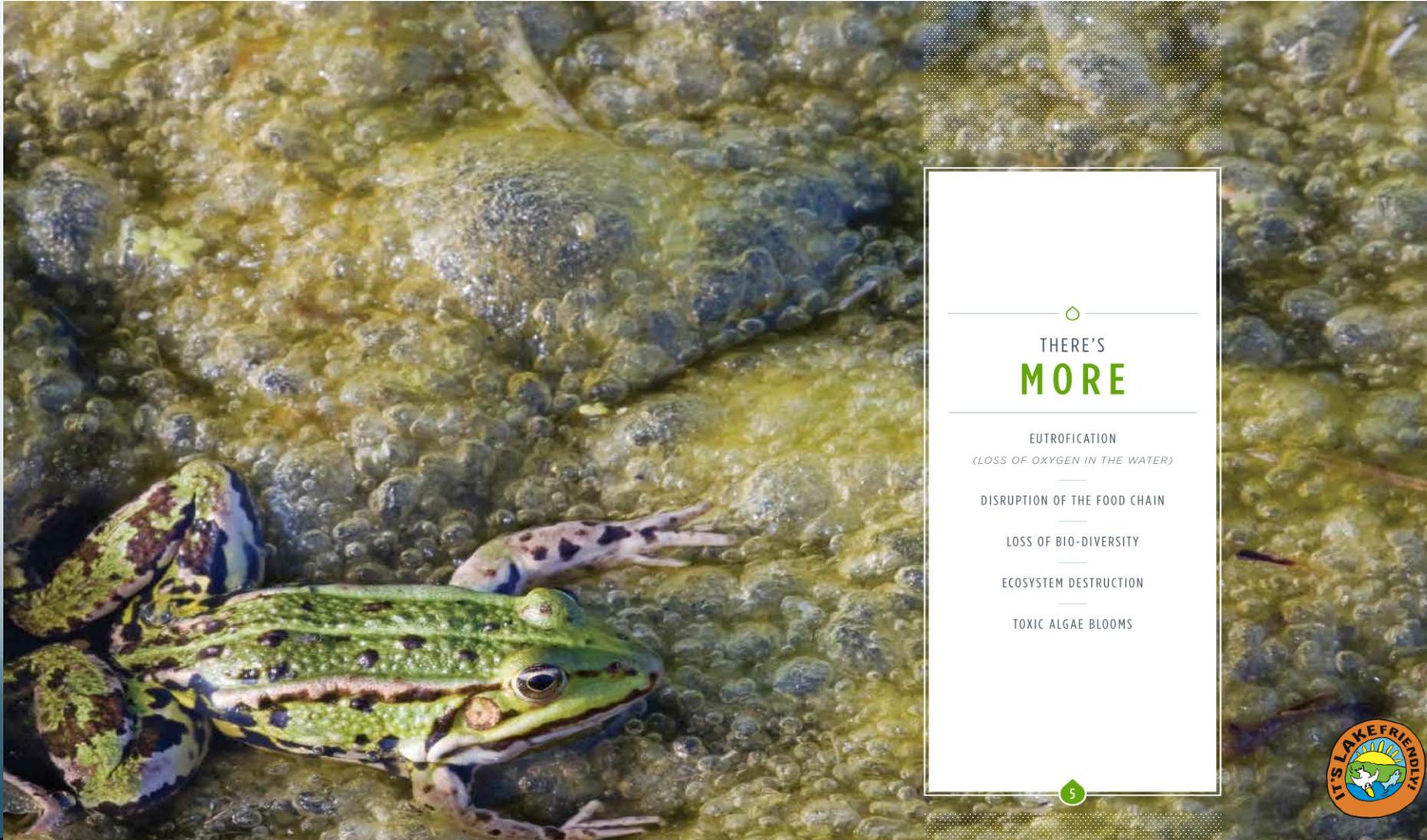
- Developed by the South Basin Mayors and Reeves in 2009
- Grassroots approach that encourages multi- sector engagement and participation,
 - to build awareness about the health of our lakes, rivers and streams
 - to increase understanding that water is our most valuable resource
 - we should be paying attention to our water



Experiencing - Algal Blooms



Habitat Destruction



THERE'S
MORE

EUTROFICATION

(LOSS OF OXYGEN IN THE WATER)

DISRUPTION OF THE FOOD CHAIN

LOSS OF BIO-DIVERSITY

ECOSYSTEM DESTRUCTION

TOXIC ALGAE BLOOMS



Beach Closures



Aquatic Invasive Species

ZEBRA MUSSELS IN LAKE WINNIPEG

They are a costly nuisance to boaters, fishers and beach-goers. It is extremely important to stop their spread.

What can municipalities and individuals do this season to control them?

Join us **MONDAY MAY 5TH FROM 6:00PM TO 7:30 PM**
at the *Gaynor Family Regional Library* in Selkirk

OR **TUESDAY MAY 6TH FROM 6:00PM TO 7:30 PM**
in the Curling Foyer of the Gimli Recreational Center,
45 Centennial Road.

as we discuss Zebra Mussels and the options available
for controlling them.



Manitoba



Water Quality - Lack of Clean Drinking Water

Clean running water still a luxury on many native reserves

About 39% of First Nations water systems deemed 'high risk'

By Kazi Stasna, CBC News | Posted: Nov 30, 2011 5:05 AM ET | Last Updated: Dec 08, 2011 7:32 PM ET



Outhouses near the band office of the Wasagamack First Nation in Manitoba. The outhouses are used year-round, even in winter. More than 60 per cent of residents in the Cree community 600 kilometres northeast of Winnipeg lack indoor plumbing (Karen Pauls/CBC)

REGIONS

British Columbia

Kamloops

Calgary

Kitchener-Waterloo

Hamilton

Toronto

Over 1 Billion world wide lack access to clean water



Flooding/Extreme Weather



Impacting our Ecosystem

Example of food chain



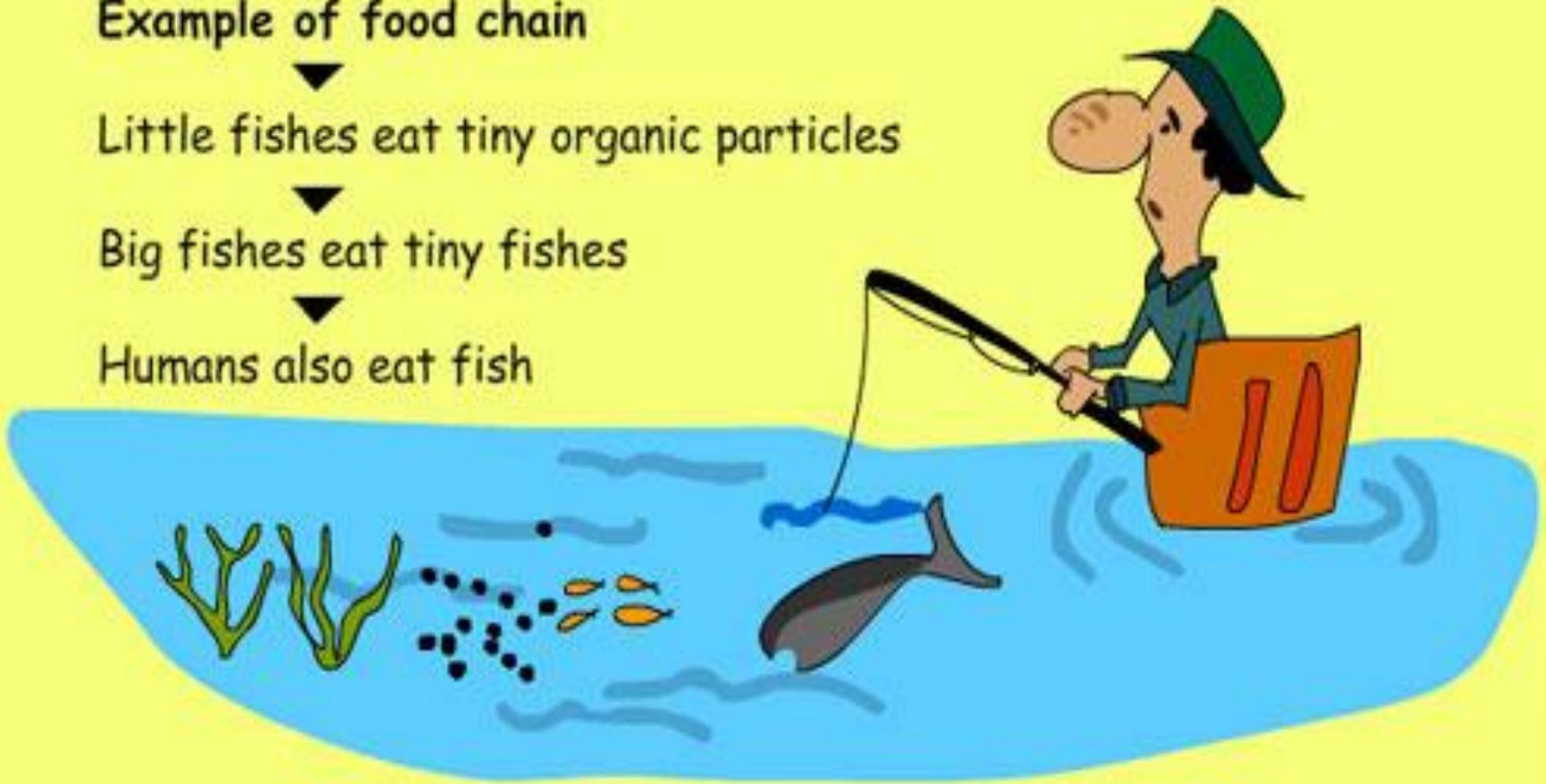
Little fishes eat tiny organic particles



Big fishes eat tiny fishes



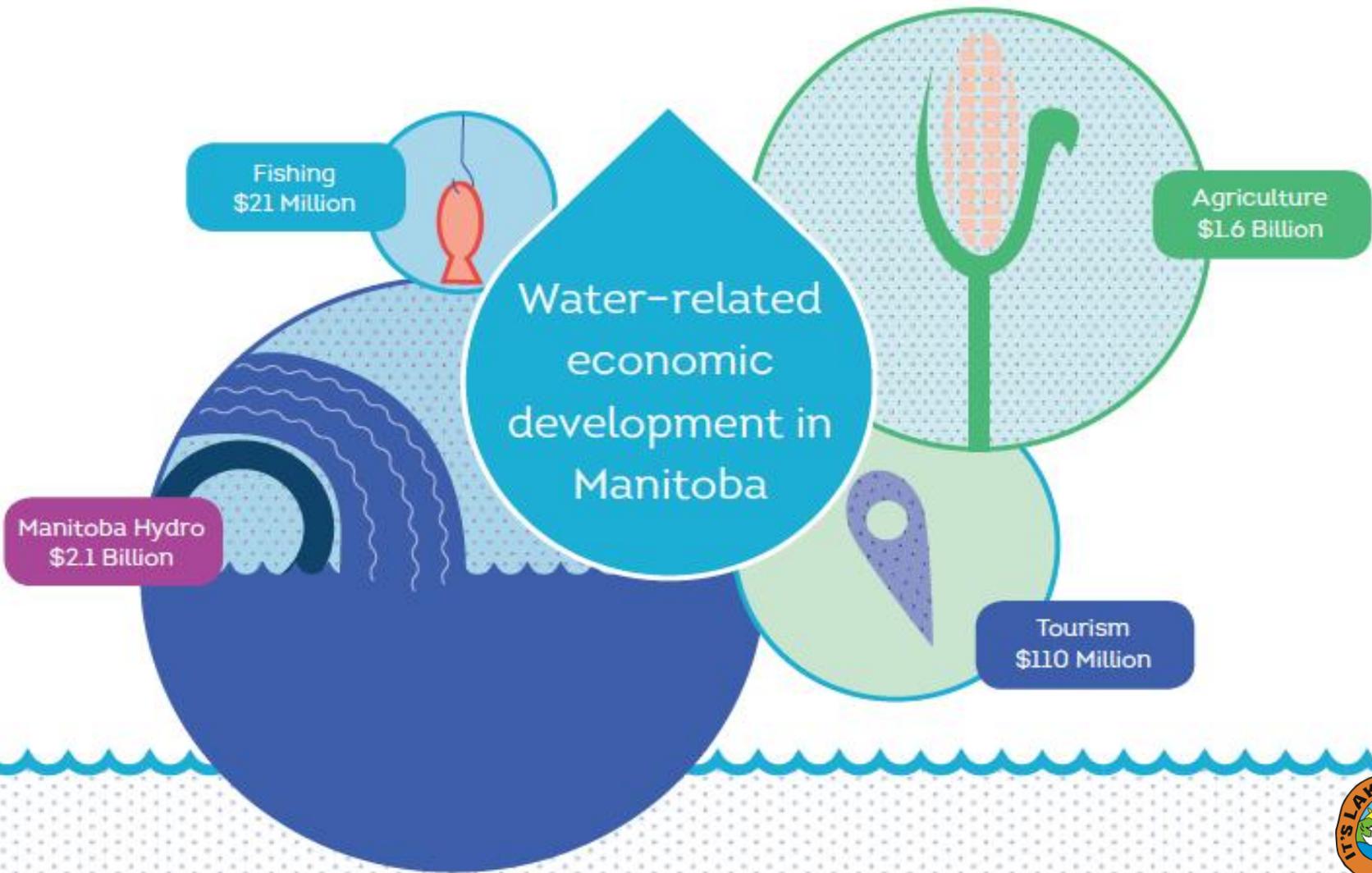
Humans also eat fish



Infrastructure



...our Economy



Fisheries - \$21 million

 jonah o'neil
photography



Processing



Agriculture - \$1.6 billion



Manufacturing



Water Usage:
750,000 imperial gallons of water per day



Tourism – \$100 million



Impacting Our Way of Life From ...



Winnipeg - Red River



Yacht Club - West St Paul



Fishing in Lockport



Canoeing in Selkirk



Waterskiing on Netley Creek



Grand Beach



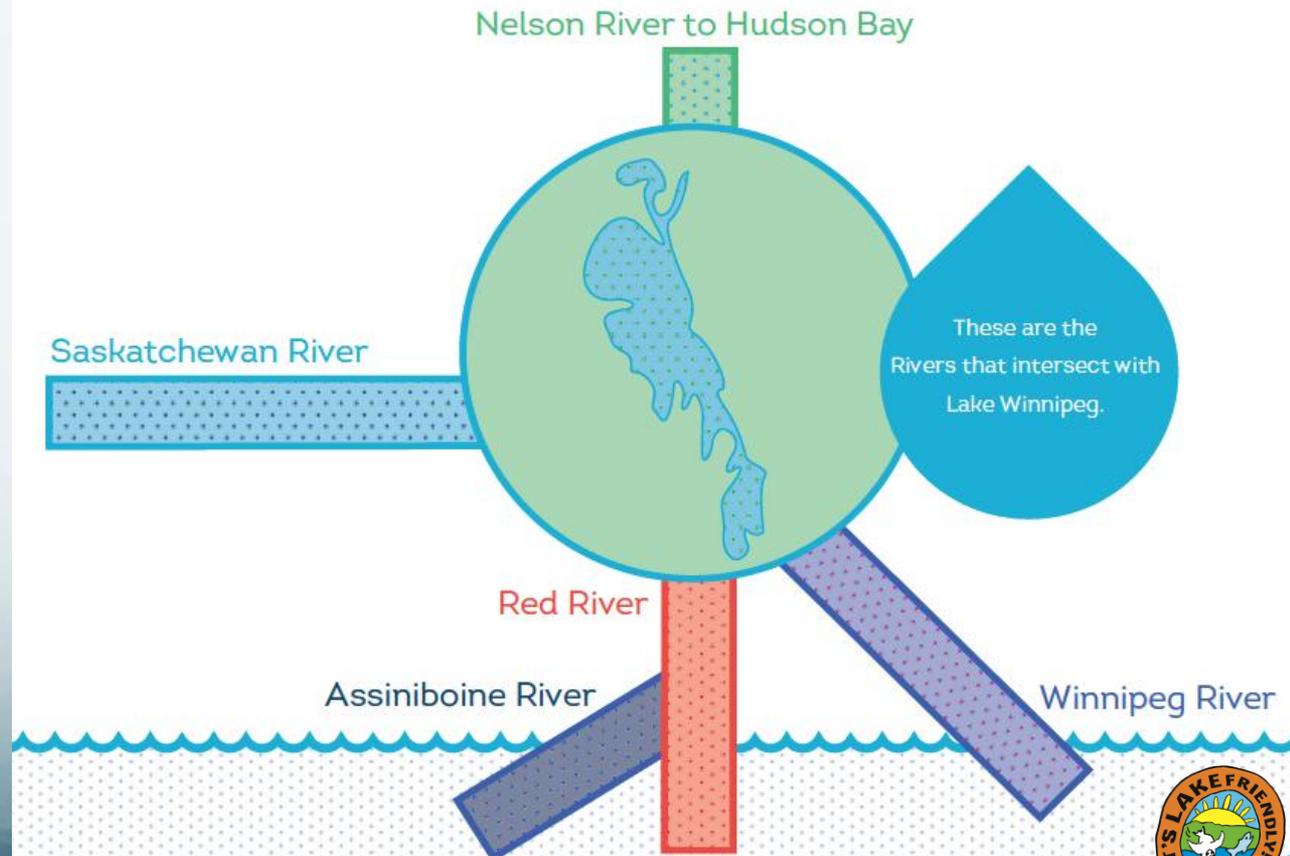
Impacts Caused By Almost Every Human Activity



Many Diverse Sources

- Non Point Source

70%
of all phosphorus
enters Lake Winnipeg
via the Red River.



Related to what is happening on the land...

Natural Processes - Flooding



Drought



Agriculture



Development



Waste Treatment/Lagoons



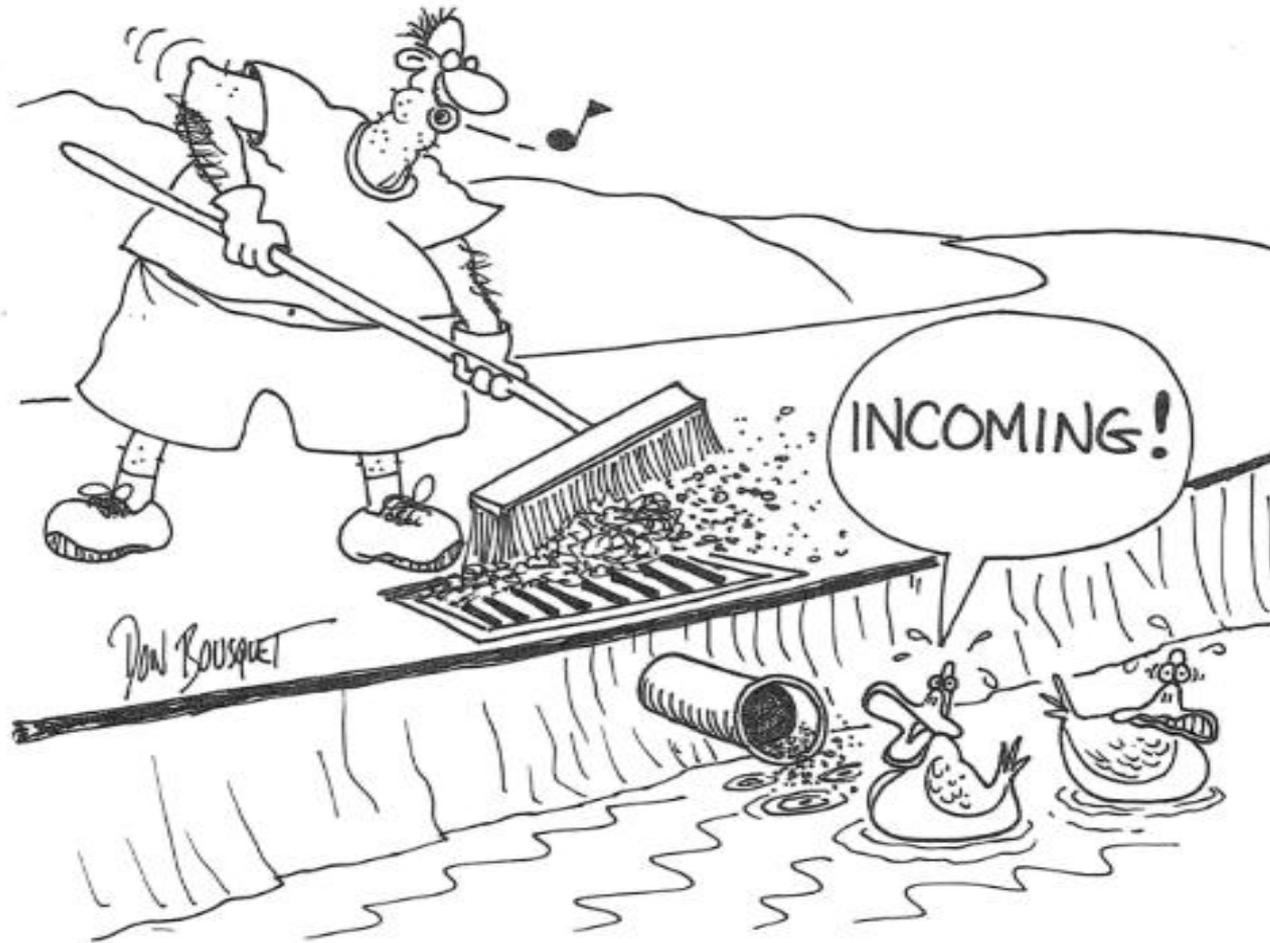
Infrastructure - CSS



Land Drainage



Human Processes



Lake Friendly - A Non-Point Source Problem Requires a Non-Point Source Approach

- A non point source approach requires focused, clear, and consistent messaging

Research, Science
and Traditional
Knowledge

Infrastructure
Investment,
Market Force,
Innovation



Policy, Governance,
Legislative Process and
Development Planning

Education, Awareness
and engagement/action



Policy, Legislation – how and where we build our communities



Development Practices – Innovation



Infrastructure Investment



Market Force – Business and Industry Integration



Soak It Up! finalists find stormwater solutions

0

0

 Tweet

 Recommend

WEDNESDAY, MARCH 13, 2013

BY CHRISTINE FISHER

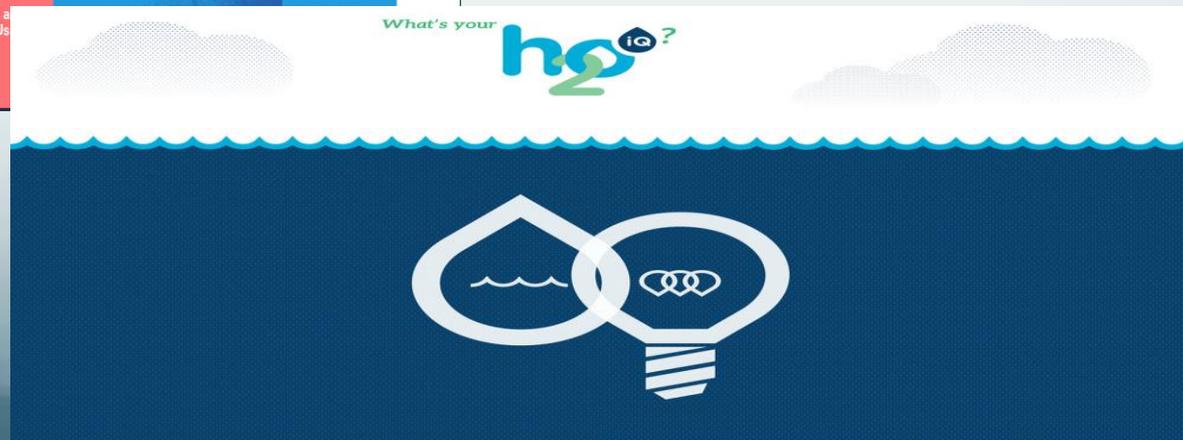
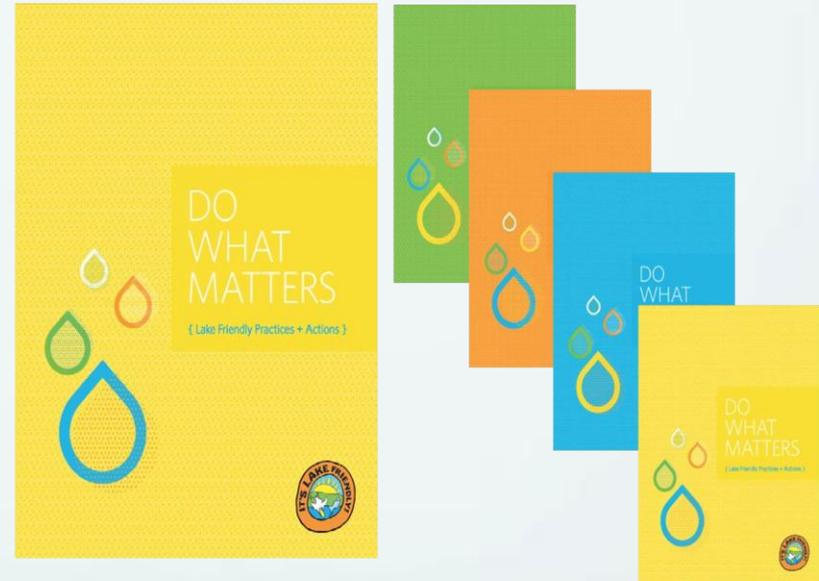
0 COMMENTS

Cross Sector Engagement – Best Practice



Public Education, Engagement and Action

The screenshot shows the Aquavist website homepage with a blue header and a grid of content blocks. The main header features the Aquavist logo and navigation links. The main content area includes a large hero section with the text "THIS SUMMER, WE'RE KICK-STARTING A CONVERSATION THAT WILL CONTINUE FOR DECADES." and a video player. Below this are several smaller blocks: "This is Our Opportunity.", "Money Talks", "How do you do ... what matters", "Meet George Jetson", "Become an Aquavist", "Zoom... Zoom Way Out", "Group Starts social movement to protect Lake Winnipeg ...", "Let's stand up for the future of our water.", "See What Your Brand can do for Water!", "Stay connected this summer and get up to date details on Aquavist events and info!", "Hey, you crossed a line, there", "The Future is in Good Hands", "Mary, Mary, Quite Contrary", "With your support we can make a difference.", and "Partners Around Us".



Toward Best - Practice in our Business and Industry



In our Homes and Yards



Individual Action – Purchasing



Conserving Water



PRE-1980s TOILET

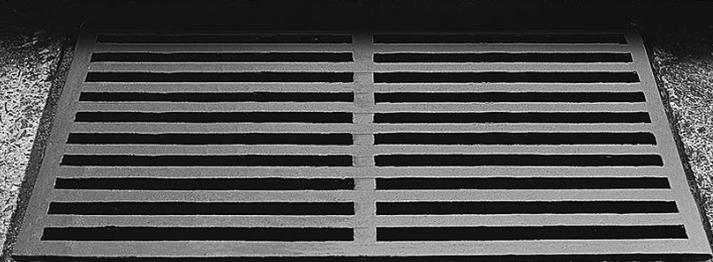


**HIGH-EFFICIENCY
TOILET TODAY**



Managing Run Off

THE DRAIN IS JUST FOR RAIN



Supporting necessary changes for action



HERE'S HOW IT STARTS

- YOUR LEADERSHIP
- MULTI-MEDIA CAMPAIGN
- EDITORIAL COVERAGE
- PUBLIC AWARENESS
- POLICY AND LEGISLATIVE CHANGE
- MARKET FORCE INFLUENCE





THANK-YOU

