

Water Footprinting: Is Less More?” presented by Ms. Wendy Larson

Ms. Wendy Larson, a Senior Scientist with LimnoTech in Ann Arbor, Michigan, will be giving a presentation entitled “Water Footprinting: Is Less More?” at the FWQA luncheon scheduled for May 12 at the Carlyle suites hotel on New Hampshire Avenue in the District. Water footprinting is one of numerous water stewardship initiatives under development in response to global water concerns. Ms. Larson will provide an overview of the water footprint concept, and describe how a footprint is calculated. She will also present case study descriptions of how companies, NGOs, agencies, and others are applying water footprinting to improve water management, and discuss the future of water footprinting.

Ms. Larson directs LimnoTech’s water sustainability consulting services, where she focuses on working with clients to help them better understand and quantify their direct and indirect water uses, and to develop sustainable practices that protect economic, social, and environmental needs. This work includes quantifying uses, evaluating risks and impacts, and developing strategies to minimize impacts through conservation, reuse and watershed actions. Ms. Larson’s clients include global corporations, agencies, and non-governmental organizations. Example projects have involved the development/refinement of analytical protocols, water footprint assessments, development of watershed improvement plans, and quantification of water benefits. She has also conducted training globally through her work with The Coca-Cola Company, the International Finance Corporation, World Wildlife Fund, and The Nature Conservancy.