

## CONSERVING AND PROTECTING FLORIDA'S ONE WATER: PRIVATE, PUBLIC, AND UNIVERSITY PERSPECTIVES AND PATHWAYS

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Is there common ground among private- and public-sector interests for conserving and protecting Florida's water? Are 'water for people' and 'water for nature' distinct from one another? What do the Venn diagrams of strategic priorities and incentives for water conservation look like from different institutional and stakeholder perspectives? Can we leverage shared interest in the health and sustained supply of Florida's "One Water" resource to move the needle substantially on conservation and do so in ways that are replicable and scalable? Applying a systems lens and long-view perspective, the UF/IFAS Program for Resource Efficient Communities is working with The Nature Conservancy and Family Lands Remembered to identify practical, actionable answers to some of these challenging and complex questions, specifically as they relate to water use in residential landscapes.

Can we make the business case for irrigation-free landscaping and other water conservation measures that will make a meaningful water conservation impact? Our presentation will do the following: 1) introduce this evolving private-public-university applied research collaboration; 2) detail our respective water initiatives and priorities; 3) identify shared interests that will help shift the current residential water use paradigm; and 4) discuss a pilot project for performance-based certification of "One Water Florida" for new community developments. The session will build an understanding of synergies and tradeoffs that shape residential landscape water use and decisions that affect optimal paths forward. Session participants will leave with an improved awareness of how this collaboration came to be and why cross-sector collaborations are essential for accelerating water conservation programs and scaling impacts.

**PRESENTER BIO:** Jennison is an ecological economist with over two decades of experience working to identify incentives for resource efficiency, protect the health and resilience of the natural environment, and strengthen community capacity. She coordinates Sustainable Floridians<sup>SM</sup>, a systems-level education and "discussion-to-action" Extension program.