

# Taking a balanced, **sustainable approach** to irrigation

**AS THE WORLD** hovers on the verge of a water crisis, we all need to examine how much water we use in our daily lives, and for what purposes. Landscape irrigation has undergone a great deal of scrutiny for this very reason. Green spaces, however, provide significant societal and environmental benefits that can't be ignored.

In addition to making our environment more beautiful, grass, trees and plants release oxygen, absorb carbon dioxide, control erosion and naturally insulate our homes and buildings. In other words, while water conservation and smart plant selection are certainly imperative, simply reducing the number of green spaces around the world isn't enough to fully answer our water problems.

So, what is the solution? There's no magic formula, but the answer lies within a more balanced approach. Not only do we need to conserve water and apply it more efficiently, but we also need to harvest that water from alternative, sustainable sources. Harvesting water for landscape irrigation can be as simple as collecting rainwater in a bucket or as complex as creating vegetative swales and ponds to capture runoff. Using mechanical systems to reclaim water that's been used for the purposes of hand-washing, showering or laundry takes the process a step further by reusing water that would have quite literally gone down the drain.

CityCenter of CityNorth, a mixed-use urban development in Phoenix, Arizona, is a prime example of how commercial sites can successfully incorporate water harvesting into their sustainability initiatives. By employing a state-of-the-art water harvesting system that collects water discharged by on-site cooling towers, the site meets its irrigation needs even during the hottest summer months. Meanwhile, central control technology, drip irrigation, water-smart valves and flow sensors from Rain Bird enable the site to take full advantage of its reclaimed water. With its innovative, sustainable irrigation system, CityCenter truly embodies Rain Bird's guiding vision, The Intelligent Use of Water™.

Using alternative water sources for landscape irrigation is not just a trend that only makes sense in desert locations like Phoenix. It's likely that the world's water concerns will continue, making the efficient use of reclaimed water across the globe not a choice, but a necessity. Rain Bird is dedicated to providing irrigation products and systems that make the most of every drop of water — regardless of its source.

