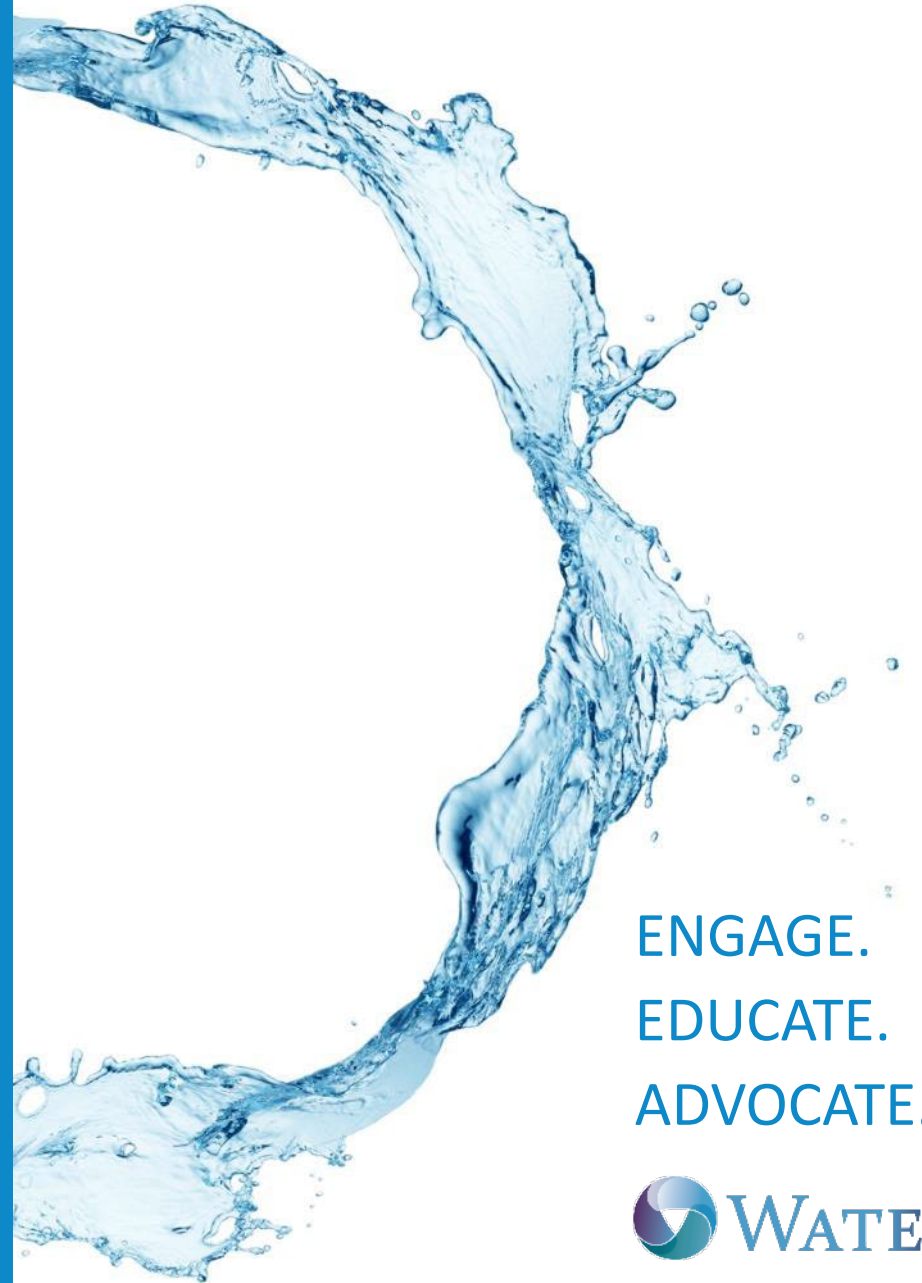


# WaterReuse Association



**Bruno Pigott**  
Executive Director  
*WaterReuse Association*

Science Team  
January 27, 2026



ENGAGE.  
EDUCATE.  
ADVOCATE.





# WATEREUSE<sup>®</sup>

The nation's only trade association solely  
dedicated to advancing laws, policy, funding,  
and public acceptance of recycled water.

# Water Reuse Drivers

# Water Reuse Potential in the United States

## Drivers

### **Water Stress**

- 30 M in the U.S. live in regions with high water supply stress\*

### **Industrial Demand**

- Data centers & AI
- Onshoring of U.S. manufacturing
- Growth occurring in water stressed regions



## Opportunity

- Predicted 2031 US water market:
  - Municipal: \$3.89 B
  - Industrial: \$771 M<sup>†</sup>
- < 7% of municipal wastewater is recycled<sup>‡</sup>
- Over 325 BGD of wastewater available for reuse (processed by cities, farms & industry, or falls as stormwater).<sup>‡</sup>

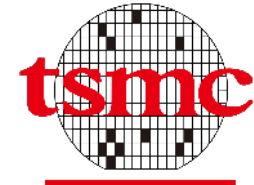
# Industrial Investment in the United States



\$600B



\$165B



\$200B



\$150B



\$55B

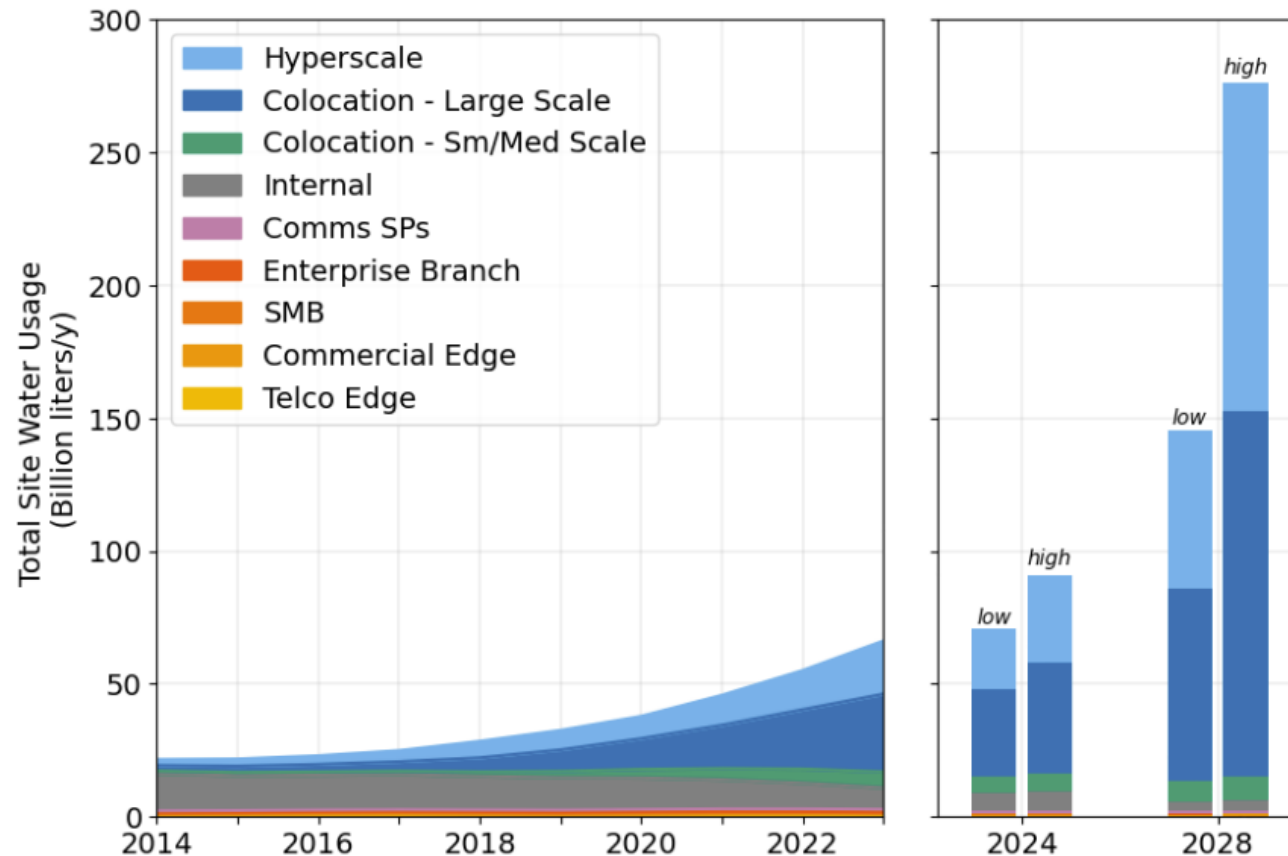


\$50B

Large commitments to U.S. manufacturing in 2025 came from a variety of sectors, including the companies above.<sup>†</sup>

# Spotlight on Data Centers:

Predicted growth in data center water usage<sup>\*</sup>



**148 billion  
gallons/year**

Consumed by the global  
data center sector<sup>†</sup>

**One 16 oz  
bottle of water**

Every 5-50 ChatGPT  
prompts<sup>‡</sup>

<sup>\*</sup> Figure from: Lawrence Berkeley National Laboratory: 2024 United States Data Center Energy Usage Report

<sup>†</sup> AquaTech, 8/27/25

<sup>‡</sup> AP News 9/9/23

# Reuse in the Great Lakes Region



# Industrial Reuse in the Great Lakes Region



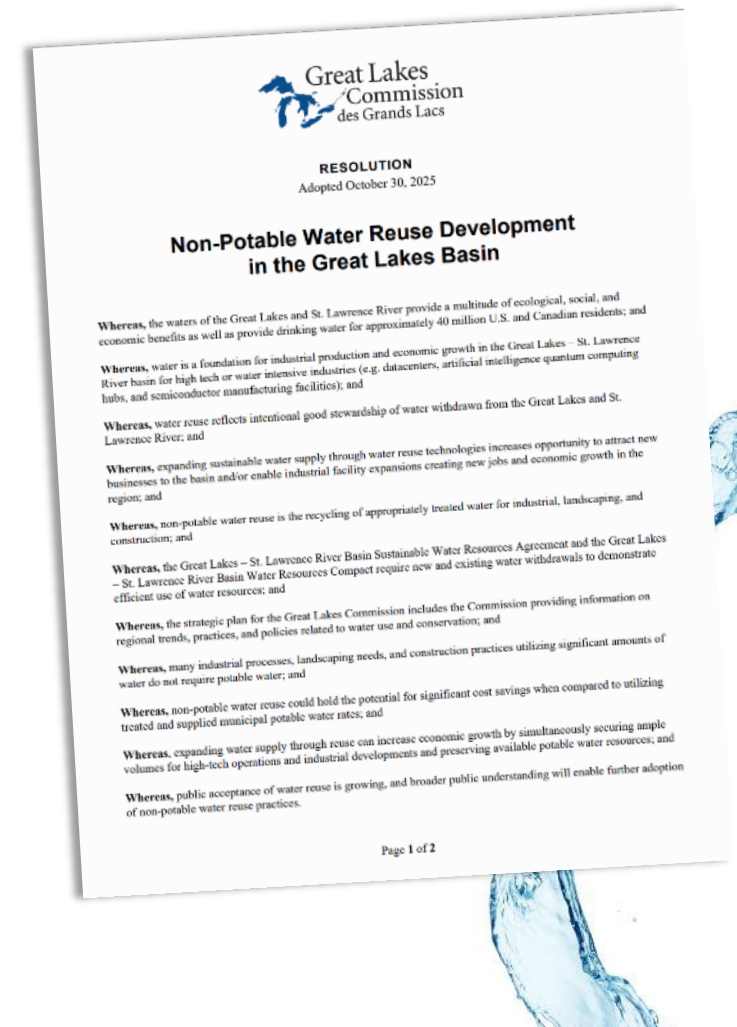
**New Albany, Ohio**  
Serving planned Intel microchip fab



**Chicago, Illinois**  
Planned onsite reuse at Quantum & Microelectronics Park

# Great Lakes Commission Water Reuse Resolution

- Adopted October 30, 2025
- Driver: industry and economic benefit
- Focus on non-potable reuse

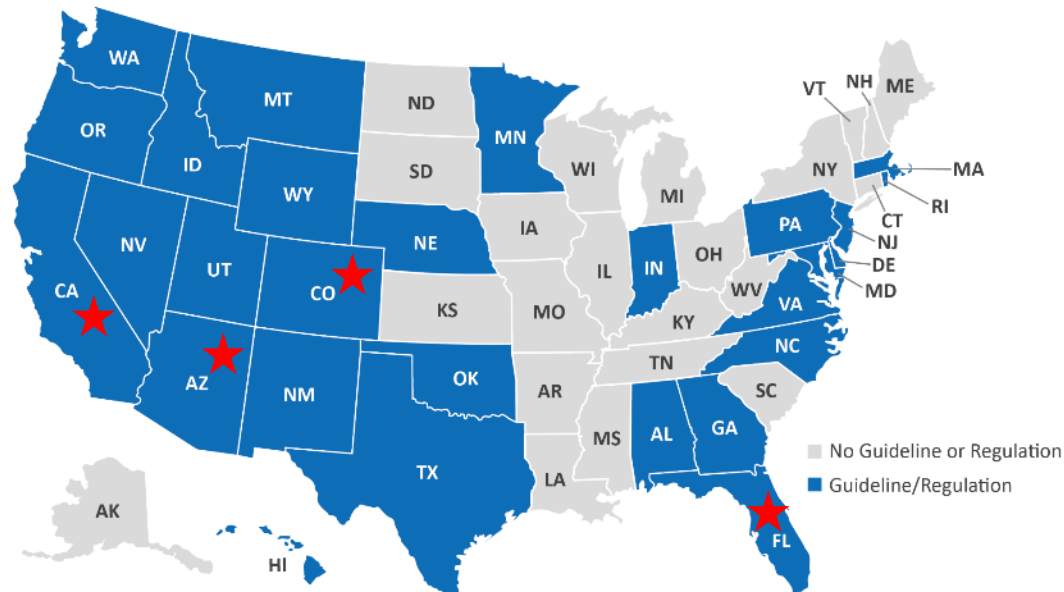


# Water Reuse on the National Stage



# Policy and Regulatory Landscape

States with Water Reuse Regulations  
or Guidelines for Agriculture



★ Direct Potable Reuse regulations

Date created: August 2024

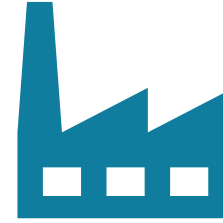
This is a map of states with guidelines or regulations included in the REUSExplorer tool. Some states may permit reuse on a case-by-case basis and did not have enough information to include in the tool.

Source: U.S. EPA

# Advocacy Efforts



State Legislative  
and Regulatory  
Guide



Industrial Reuse:  
Advancing Water  
Reuse Act



PFAS:  
Polluter Pays



Funding:  
2026 Appropriations



# Next Steps for the Great Lakes Region



**Convening**  
Establish WaterReuse  
State Sections



**Rulemaking**  
Develop state  
reuse regulations



**Education**  
Share the benefits  
of water reuse



# Plenary Panel: The Road to Reuse in America's Heartland

 WATERREUSE<sup>®</sup>  
**2026 SYMPOSIUM**

LA InterContinental Downtown | March 8-11

[watereuse.org/symposium](http://watereuse.org/symposium)



A wide-angle photograph of the Chicago skyline at sunset. The sky is filled with soft, orange and pink clouds. The city's skyscrapers are silhouetted against the bright horizon. In the foreground, the calm water of Lake Michigan reflects the city lights and the sky. A red metal railing is visible in the lower right corner, partially submerged in the water.

**IWSConference.org**  
**Call for Content Closes January 29**

WATEREUSE | WEF

# INDUSTRIAL WATER SOLUTIONS



*POWERING THE CIRCULAR  
WATER ECONOMY*

**JUNE 8-10, 2026  
CHICAGO**

Thank You

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