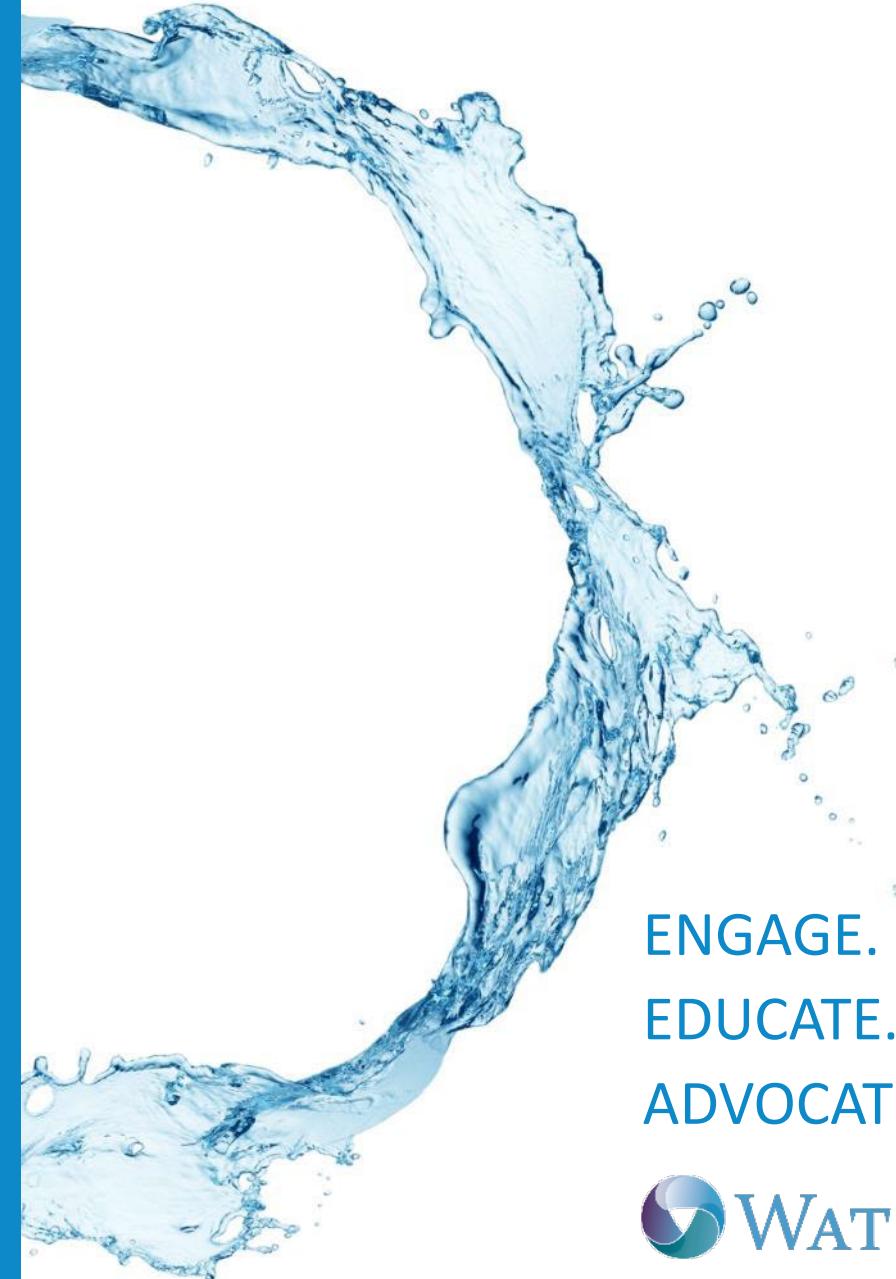


# WateReuse Association



**Bruno Pigott**  
**Executive Director**  
*WateReuse Association*

Science Team  
January 27, 2026



ENGAGE.  
EDUCATE.  
ADVOCATE.





# WATERUSE<sup>®</sup>

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



WATERUSE<sup>®</sup>

# 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>

\* USGS Integrated Water Availability Assessment—2010–20

† Bluefield Research, 2021

‡ U.S. EPA Estimate, 2021

‡ U.S. EPA, 2020. *National Water Reuse Action Plan*

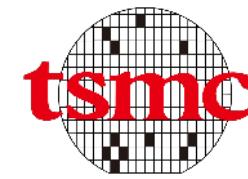
# Industrial Investment in the United States



\$600B



\$165B



\$200B



\$150B

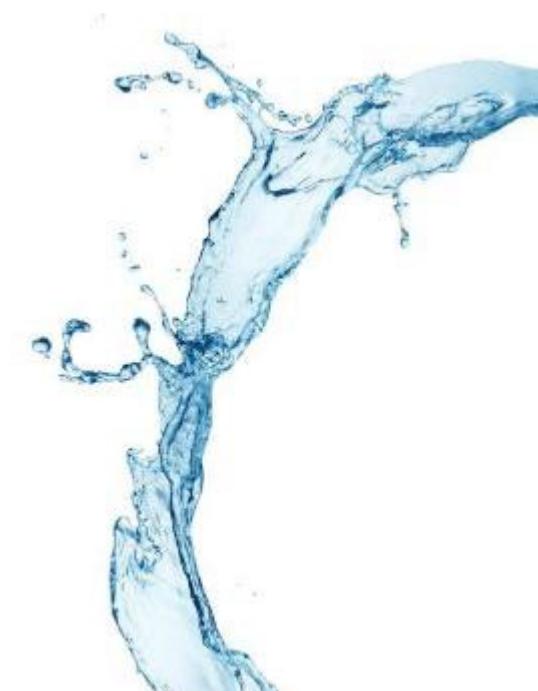


\$55B



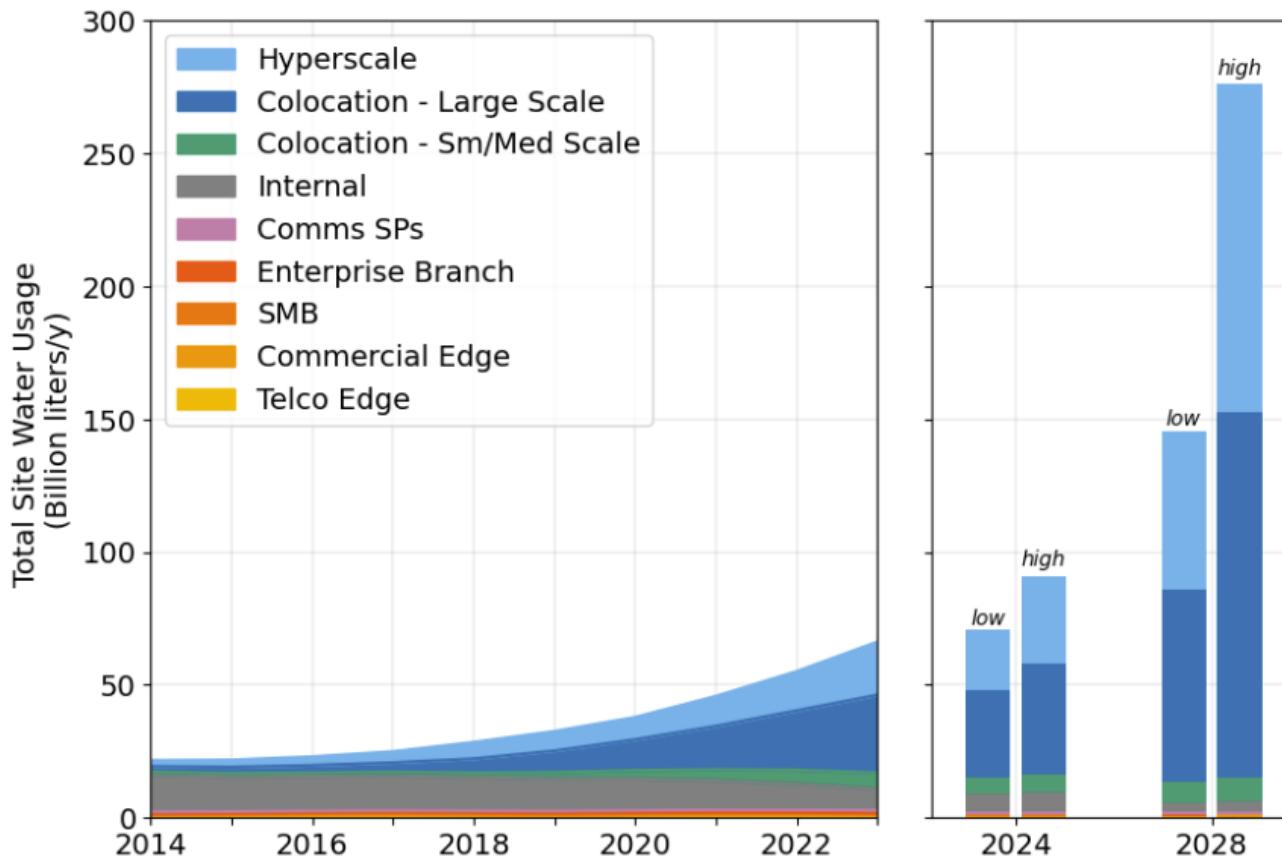
\$50B

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\*



**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>

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

† AquaTech, 8/27/25

‡ 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



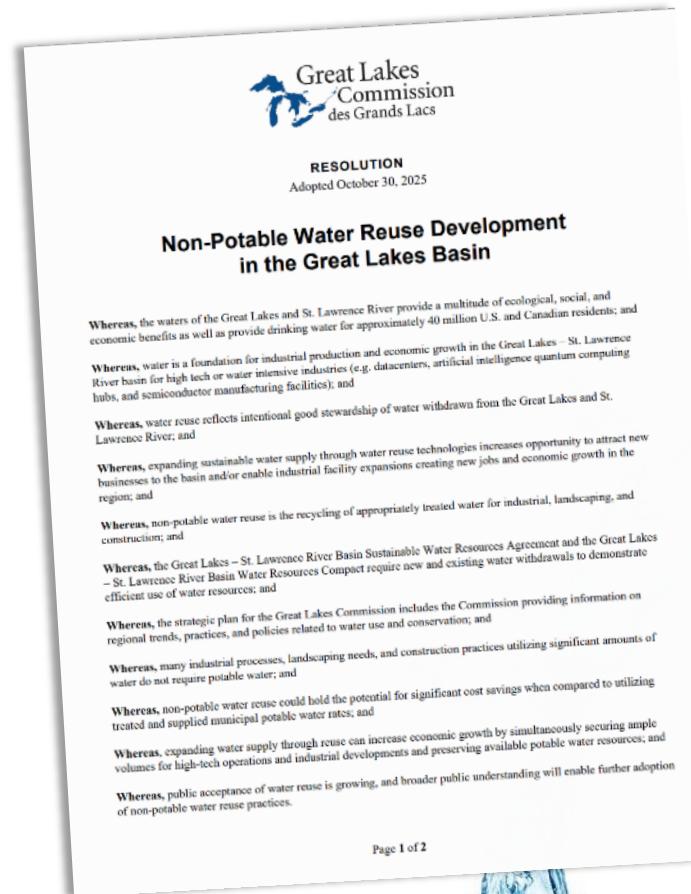
**Chicago, Illinois**  
Planned onsite reuse at Quantum & Microelectronics Park



WATER REUSE

# Great Lakes Commission Water Reuse Resolution

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

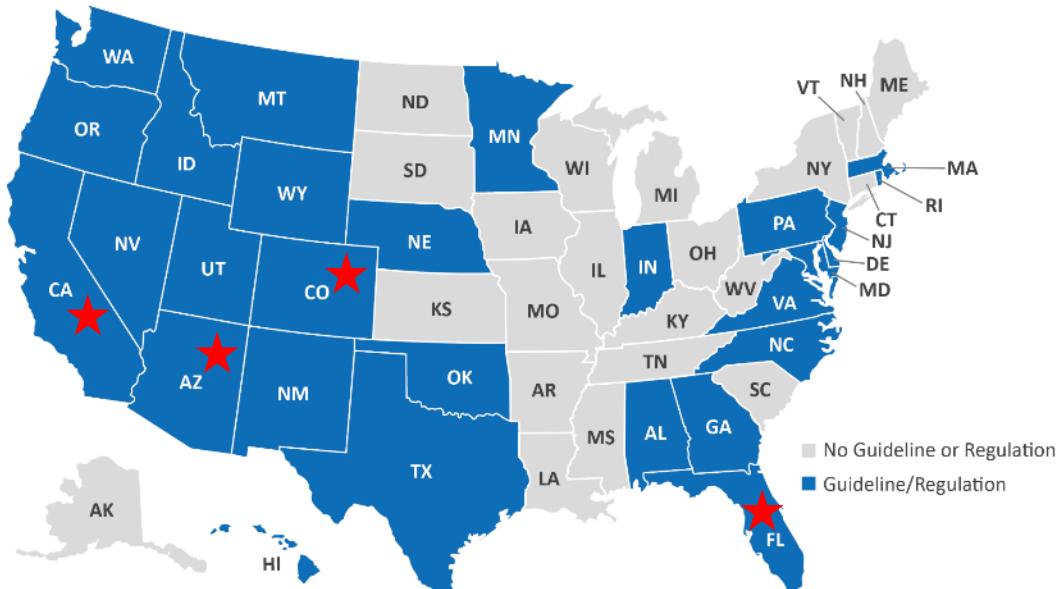


# Water Reuse on the National Stage



# Policy and Regulatory Landscape

## States with Water Reuse Regulations or Guidelines for Agriculture



Direct Potable Reuse regulations

Source: U.S. EPA



WATERUSE

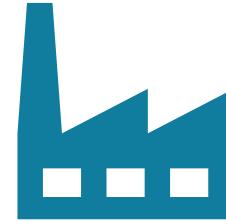
# Advocacy Efforts



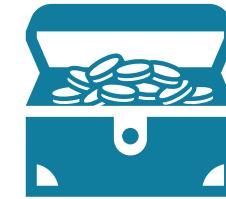
State Legislative  
and Regulatory  
Guide



PFAS:  
Polluter Pays



Industrial Reuse:  
Advancing Water  
Reuse Act



Funding:  
2026 Appropriations



# Next Steps for the Great Lakes Region



**Convening**  
Establish WateReuse  
State Sections



**Rulemaking**  
Develop state  
reuse regulations



**Education**  
Share the benefits  
of water reuse





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



WATEREUSE®  
**2026 SYMPOSIUM**

LA InterContinental Downtown | March 8-11

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



A photograph of the Chicago skyline at sunset, with the city lights reflecting on the water in the foreground. The sky is filled with warm, orange and yellow clouds.

IWSConference.org

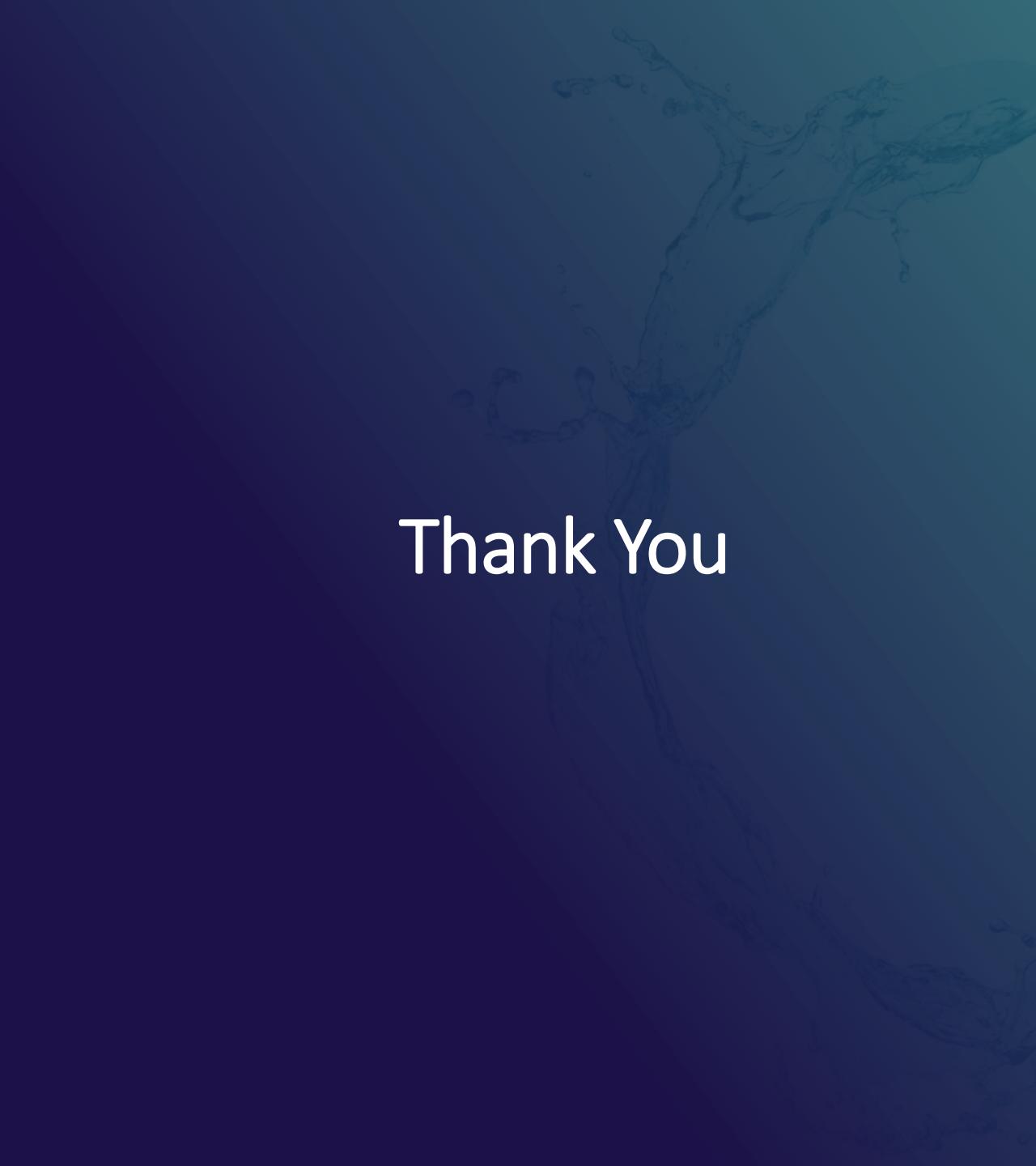
Call for Content Closes January 29

WATEREUSE | WEF —  
**INDUSTRIAL  
WATER SOLUTIONS**



*POWERING THE CIRCULAR  
WATER ECONOMY*

JUNE 8-10, 2026  
CHICAGO

A large, dynamic water splash dominates the left side of the slide, starting from the bottom right and curving upwards and to the left. The water is a vibrant blue color.

Thank You

