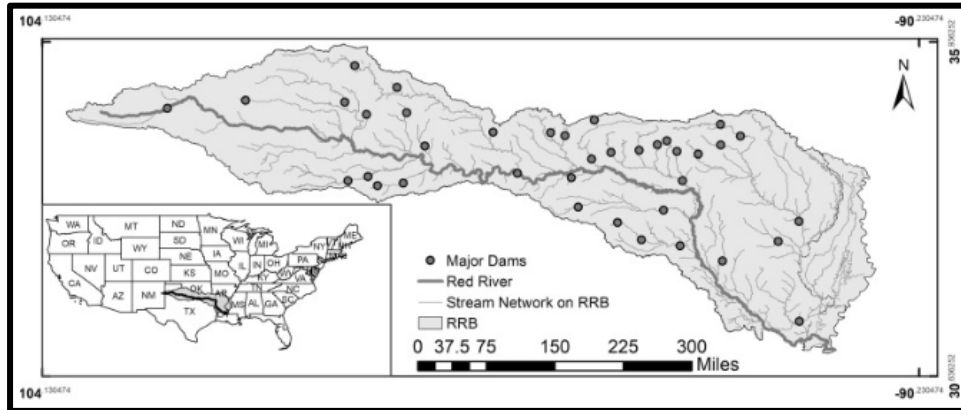


Strategic Planning of Incentives for Water Conservation of Environmental Flows and Societal Usage

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The choice between human needs and environmental flows for ecosystems depending on freshwater is becoming a difficult decision for societies worldwide. Currently, regions are working toward water conservation plans by reducing consumption through incentives instead of regulations. To assist water managers and conservation groups in these efforts, a planning framework was created, targeting the balance of freshwater consumption for society and the needs of these vital ecosystems.

The framework was applied in the Red River Basin as a case study and the researchers noted the following about water usage:

- Current freshwater availability in the Red River is insufficient to meet the demands of human needs and environmental flow.
- In order to reach both societal and environmental goals, a substantial reduction by society is required.

This framework can be applied outside the Red River and used in areas around the world where drought is a major concern in the upcoming future.

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