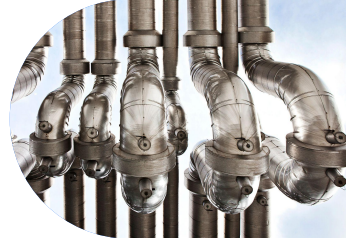


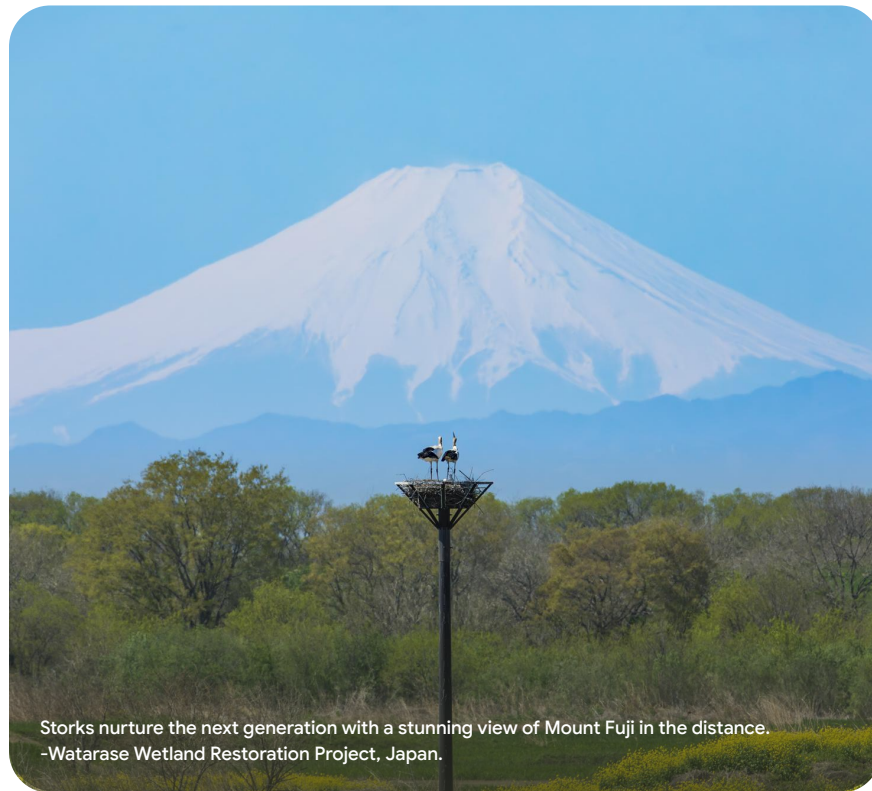
Water Replenishment Ag & NBS RFI





Agenda

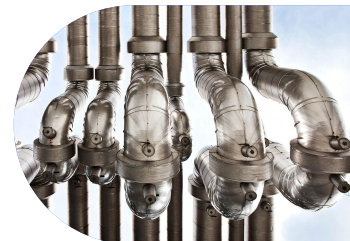
- Program Overview
- Replenishment
- VWBA Guidance
- Project Categories
- Project Examples
- Eligibility Criteria
- Timeline
- Discussion



Storks nurture the next generation with a stunning view of Mount Fuji in the distance.
-Watarase Wetland Restoration Project, Japan.



Program Overview



Water Stewardship

Google's water stewardship strategy is centered on advancing responsible water use in our operations, benefiting watersheds and communities, and supporting water security with technology.



Replenishing water

We're taking a local approach
to water stewardship

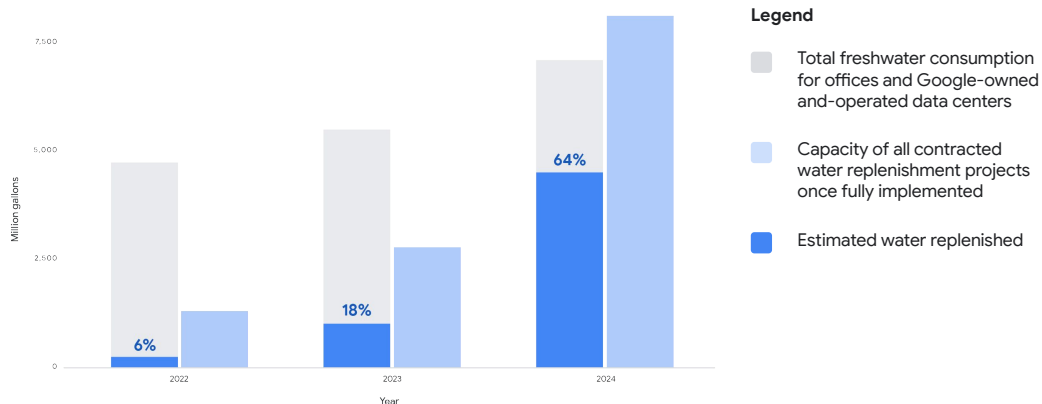
Google's 2024 water highlights

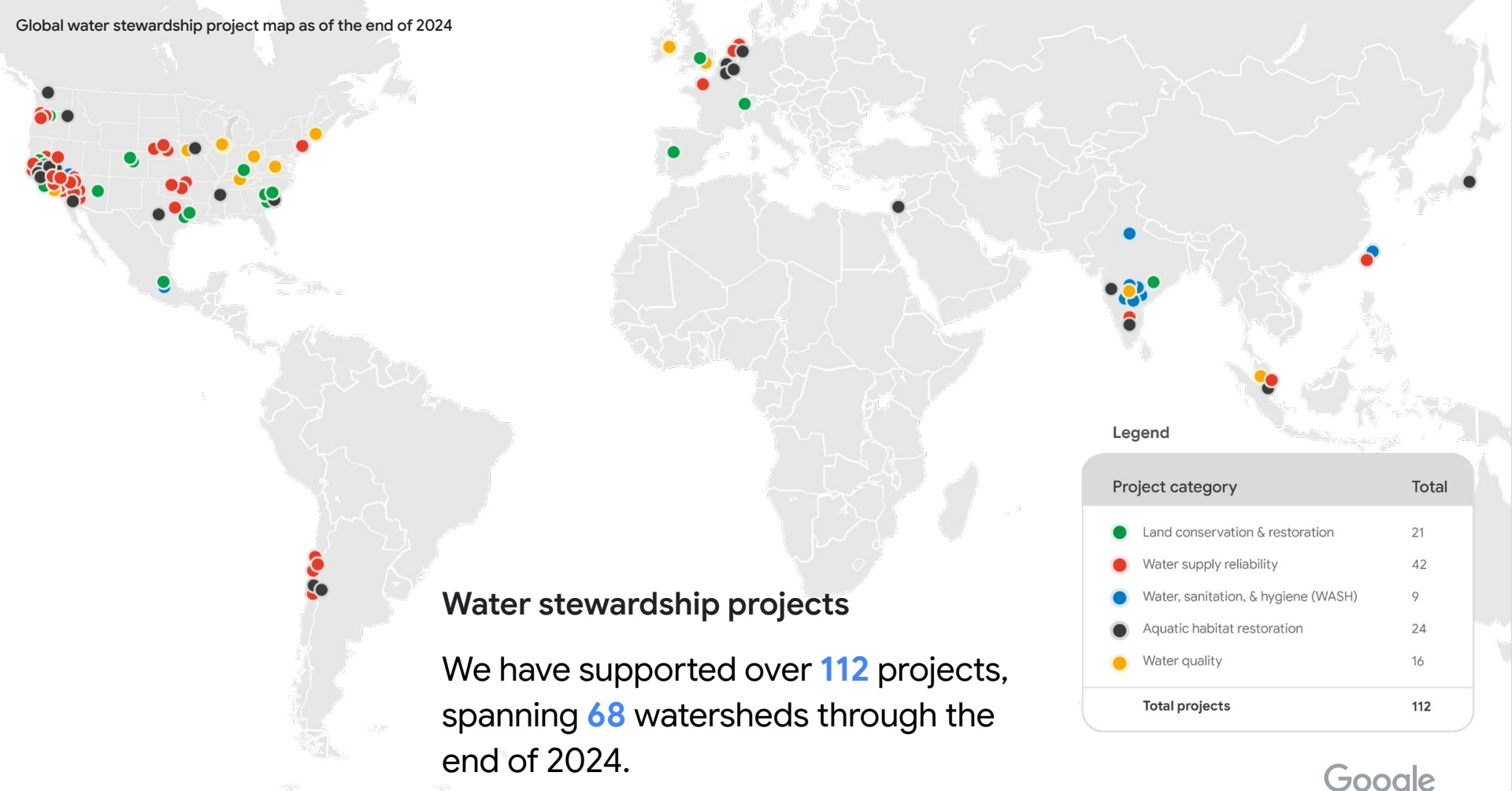
Ambition

We aim to replenish **more** water than we consume across our offices and data centers **by 2030**.

Progress

In 2024, our water stewardship projects replenished approximately **4.5 billion gallons** of water, roughly **64%** of our 2024 freshwater consumption.





Water stewardship projects

We have supported over **112** projects, spanning **68** watersheds through the end of 2024.

Legend

Project category	Total
Land conservation & restoration	21
Water supply reliability	42
Water, sanitation, & hygiene (WASH)	9
Aquatic habitat restoration	24
Water quality	16
Total projects	112

North America Program | Roles & Responsibilities

Owner



Partners/Facilitators

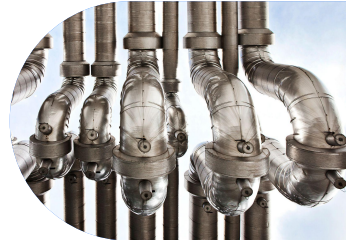


Third-Party Validator



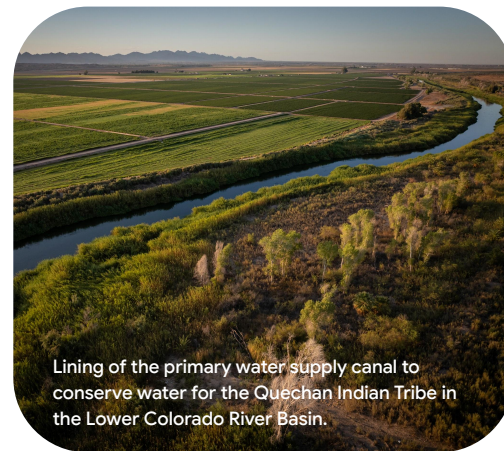


Replenishment



What is replenishment?

Any project that conserves, restores, or retains water in the watershed where it would otherwise be lost, flow out of the watershed, or be inaccessible due to water quality issues, may be considered “replenishment.”





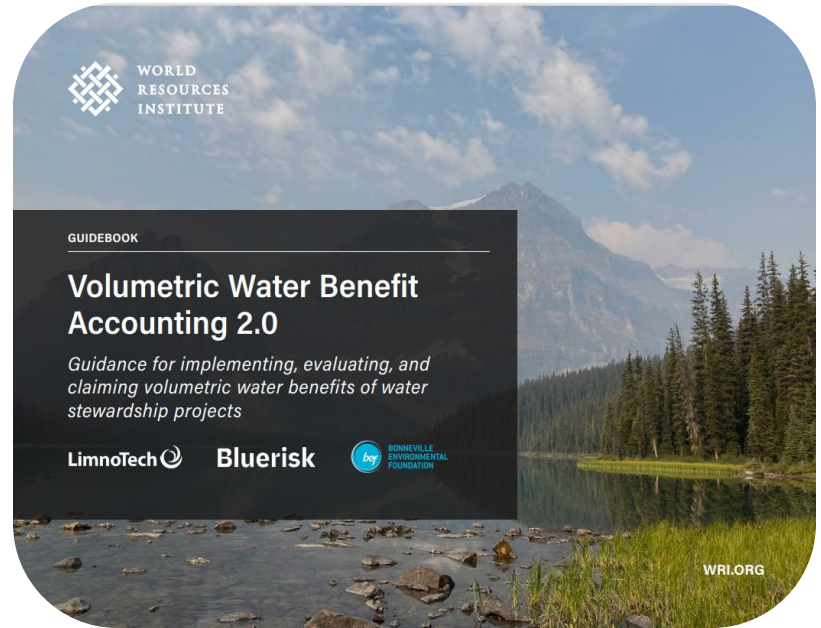
VWBA Guidance



Volumetric Water Benefit Accounting Guidance

“ VWBA 2.0...aims to help companies and practitioners make consistent, credible volumetric water benefit claims across diverse geographies and water stewardship activities through the implementation of a six-step process.

-WRI



Source: [Volumetric Water Benefit Accounting 2.0](#)

VWBA 2.0 Methodology

Impact pathway for water stewardship activities

Shared water challenge



IMPACT PATHWAY



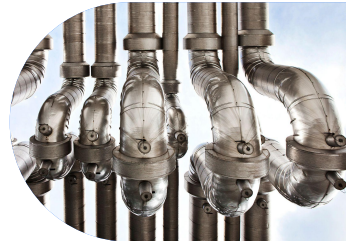
WATER STEWARDSHIP

Inputs	Activities	Outputs	Outcomes	Impacts
Investment in water stewardship	Water stewardship activity and activity requirements	Volumetric water benefits	Social, economic, and environmental benefits	

EXAMPLES

\$150,000 to address local groundwater table decline	Establishment of infiltration wells for artificial aquifer recharge of rainwater	462 million liters recharged per year	Social benefit: increased drought resilience of local farming community Environmental benefit: improved wetland biodiversity	
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Project Categories & Examples



RFI Project Characterization Guide



INFRASTRUCTURE

These projects involve engineered solutions and "gray" infrastructure to improve water efficiency, supply, or quality.

[Submission Link](#)



AGRICULTURE

These projects focus on farm-level practices and technology to reduce agricultural water demand and improve soil health.

[Submission Link](#)



NATURE-BASED SOLUTIONS

These projects preserve or restore elements of natural systems, such as forests, rivers, and wetlands, to improve the hydrologic cycle.

[Submission Link](#)

Agriculture Projects | Example Activities



Example Qualifying Activities	<ul style="list-style-type: none">• Irrigation efficiency or conversion (e.g., flood to drip)• Canal lining• Regenerative agriculture and grazing management• Cover crops, mulching, and reduced/no-till• Agricultural nutrient or pesticide management• Fallowing or crop conversion• Water leasing and environmental water transactions
Previously Funded Projects	<p>Precision Drip Irrigation Conversion: Replacing traditional, high-water-use flood irrigation systems with high-efficiency drip or smart systems for crops like alfalfa, corn, and rice.</p> <p>AI for Irrigation Management: Utilizing Big Data, satellite info, and field sensors to provide real-time irrigation demand data to farmers, optimizing water use.</p> <p>Regenerative Agriculture Practices: Implementation of cover crops and conservation tillage to restore water resources and soil health.</p> <p>Dairy Effluent Recycling: Installing subsurface drip systems that utilize dairy manure effluent as organic fertilizer, reducing both freshwater and synthetic fertilizer demand.</p> <p>Irrigation Canal Lining: Lining open irrigation canals with concrete to reduce water losses from seepage and infiltration.</p>

Previously Funded Projects

Irrigation Efficiency with the Colorado River Indian Tribes

Objective: Reduce irrigation withdrawals from the Colorado River

Scope: Installation of precision drip irrigation on up to 1,500 acres of CRIT agricultural lands

Location: CRIT Farms, CRIT Reservation

Watershed: Lower Colorado River

Status:
Complete

Source: [2025 Water Stewardship Project Portfolio](#)



Gravity Powered-Drip Irrigation Providing Water to Crops

Nature-Based Solutions | Example Activities



<p>Example Qualifying Activities</p>	<ul style="list-style-type: none">• Reforestation and grassland restoration• Wetland restoration, creation, or protection• Invasive species removal (e.g., Arundo removal)• Aquatic habitat restoration (e.g., Floodplain reconnection and levee/berm removal)• Green Stormwater Infrastructure (GSI) (e.g. Rain gardens and bioswales)
<p>Previously Funded Projects</p>	<p>Wetland Restoration and Protection: Dewatering and desilting degraded lakes, filling eroded gullies in meadows, and acquiring conservation easements to protect large natural wetlands.</p> <p>Forest Management and Reforestation: Mechanical thinning of overgrown forests and the use of prescribed burns to reduce wildfire risk and improve groundwater infiltration.</p> <p>Floodplain Reconnection: Removing levees or recontouring slopes to allow rivers to regularly inundate their historic floodplains, which recharges aquifers and creates habitat.</p> <p>Green Stormwater Infrastructure: Installation of rain gardens, bioswales, and planter boxes to capture and filter urban runoff before it enters sewer systems.</p>

Longleaf Pine Restoration

Objective: Restore longleaf pine forest habitat

Scope: Implement prescribed fire to reduce density of encroaching loblolly pine stands

Location: Francis Marion National Forest, South Carolina

Watershed: Edisto-Santee River Basin

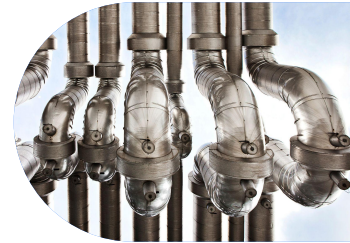
Status: In progress

Source: [2025 Water Stewardship Project Portfolio](#)



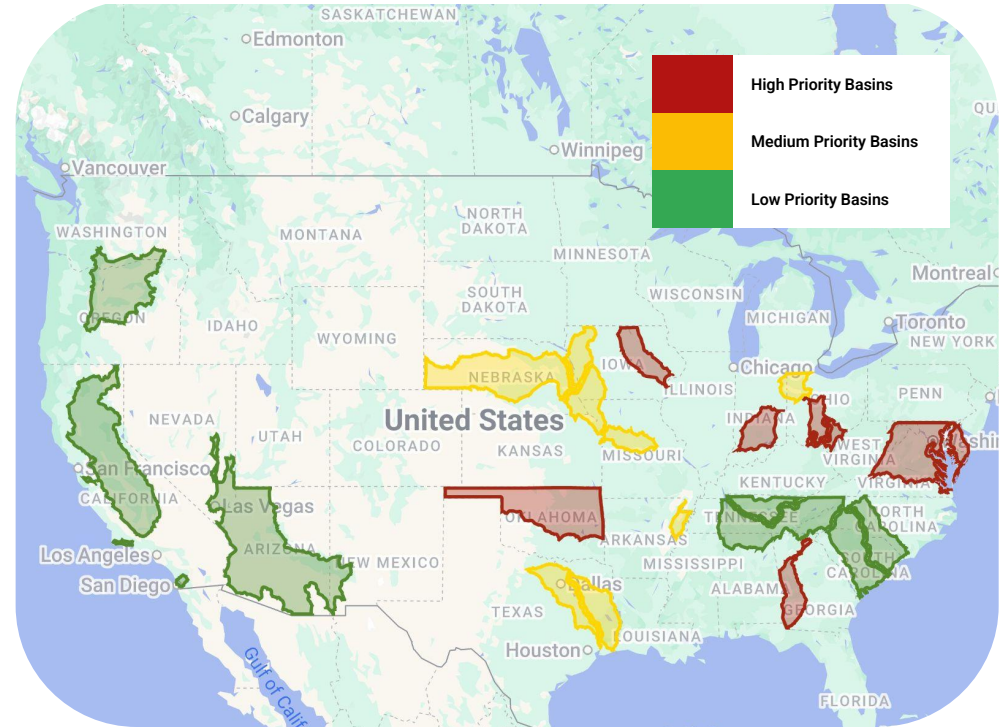


Eligibility Criteria



Eligibility Criteria

- Located within priority watersheds
- Eligible entities include water utilities, Tribal Nations, NGOs, technology vendors
- Operational by 2030
- Minimum duration of 7 to 10 years
- Voluntary and not required under law, permit, or settlement
- Volumetric benefit of ≥ 100 MGY, except California
- Up to \$6M per project, except California
- Funding may support capital, operations and maintenance, and annual reporting, and may be combined with other funding sources
- No match requirement

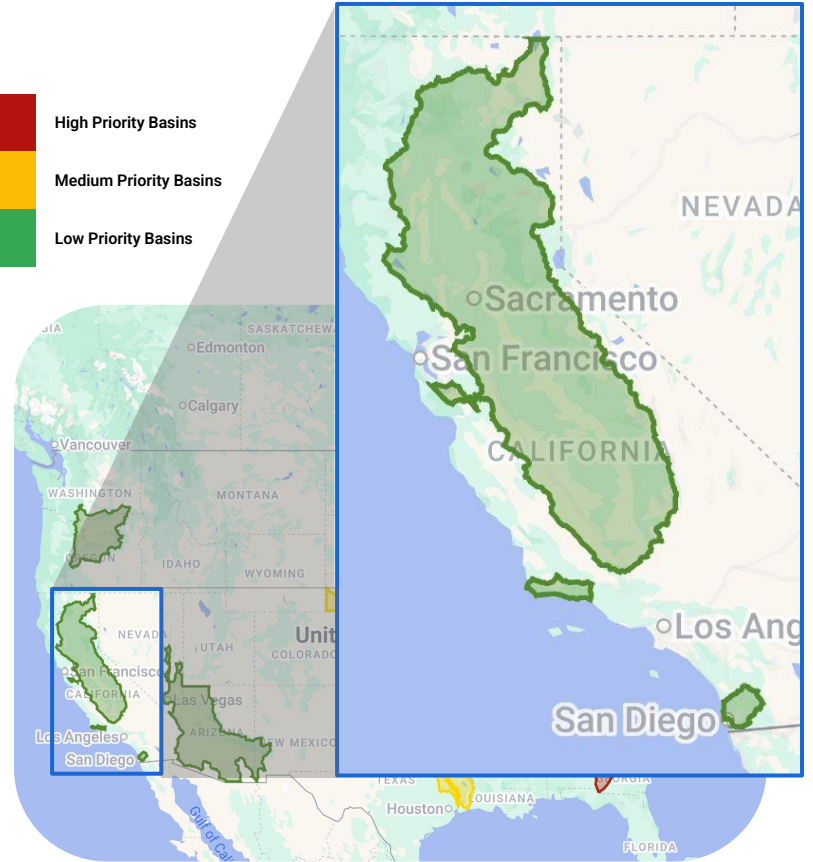
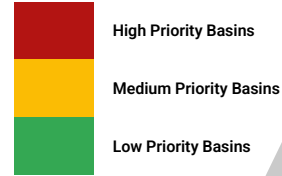


Priority locations and watersheds. An interactive map is available [here](#).

* Projects outside of these boundaries may also be considered if they have a hydrologic interconnection to the priority watersheds (e.g., through inter-basin transfers or overlapping groundwater basins); please refer to the Resources section below for clarification.

California

- Min volumetric benefit of ~5 MGY
- ~\$100k to \$600k per project
- Watershed health co-benefits
 - Biodiversity
 - Water quality
 - and/or ecosystem health
- Scale impact beyond the site (e.g., via collective action, public-private partnerships, innovation pilots, policy, governance solutions)
- FAQ has watersheds listed



Project Cost-Effectiveness

- **Cost-Effectiveness:** A key factor in all funding decisions
- **Standard Unit:** Measured in cost per million gallons per year (\$/MGY)
- **Typical Funding Range:** Projects generally fall between \$4,000 and \$12,000/MGY



Example: Calculating Cost per MGY

Total Project Cost:

\$4,250,000

Yearly Replenishment:

425 MGY

Calculation:

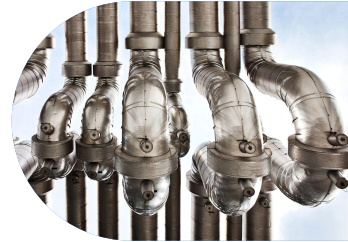
Total Cost/Year Replenishment = $\$4,250,000 / 425 \text{ MGY}$

\$/MGY:

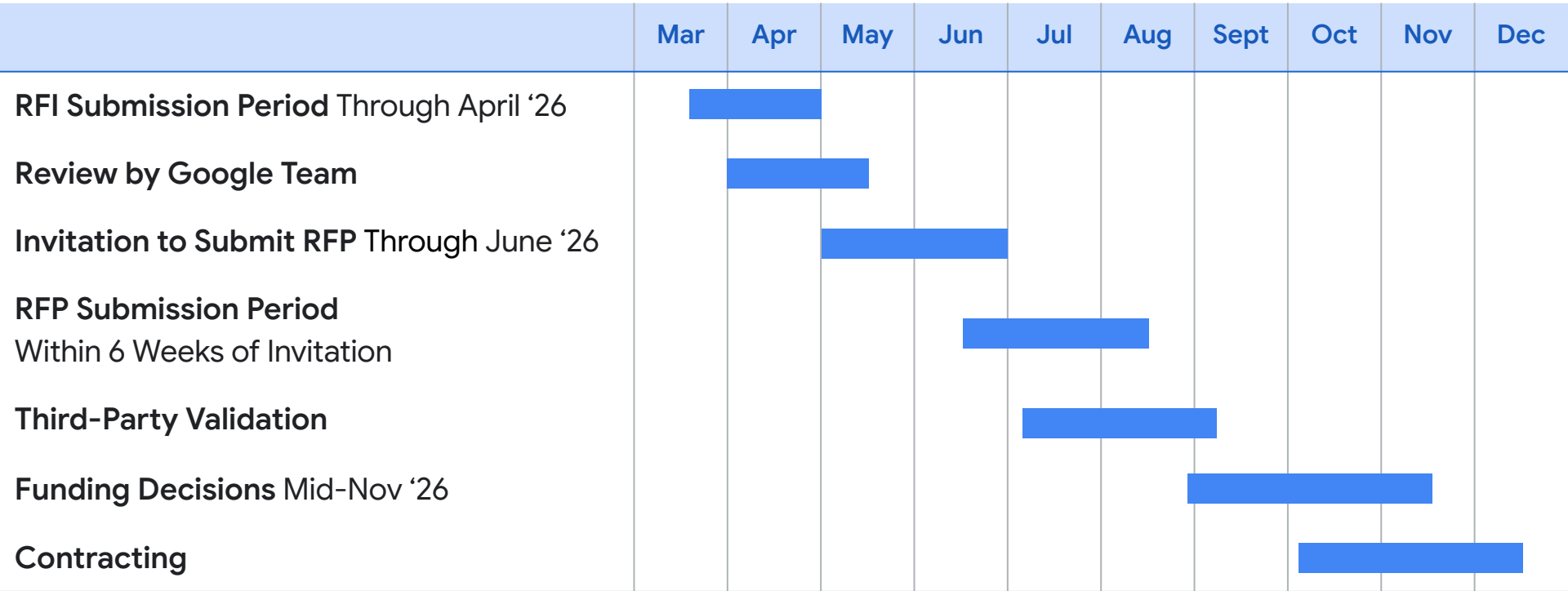
\$10,000/MGY



Timeline

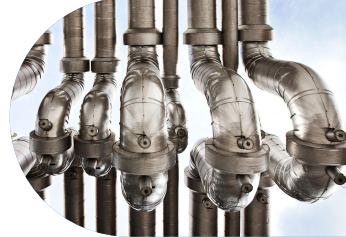


Timeline





Discussion



FAQ

- A. Program Scope and Objectives
- B. Project Eligibility
- C. Project Parameters
- D. Funding Questions
- E. Award Expectations and Reporting
- F. RFI Submissions
- G. RFP Submissions

Written questions can be sent to:

- Ag.water.RFI@gmail.com for Agricultural projects,
- NBS.water.RFI@gmail.com for NBS projects

Source: [FAQ](#)

Project Eligibility

- Eligible entities must be able to accept corporate funding.
- Projects that have completed the construction phase are not eligible for retroactive funding. Projects under construction would be evaluated on a case-by-case basis.
- Projects designed solely to meet or mitigate legal/regulatory compliance obligations are not eligible.
- Priority locations are defined in the RFI. Refer to the interactive map or FAQ for basin and Hydrologic Unit Code (HUC) details.
- Experimental/research components will be evaluated on a case-by-case basis.

Source: [FAQ](#)

Project Parameters

- Proposals will be evaluated based on alignment with Google's goals, feasibility and technical merit, financial viability and cost effectiveness, and the entity's capacity to execute the project.
- Reasonable contingencies can be included in cost estimates.
- Infrastructure projects must be operational by 2030 and provide volumetric benefits for 7-10 years.

Funding Questions

- No specific budget or numbers of projects limitations.
- No minimum cost-share or matching-fund contributions. Co-funding is acceptable.
- Funding range:
 - \$100K-\$600K (California)
 - \$350K to \$6M (outside of California)

Award Expectations and Reporting

- RFI will be open March 16 to April 30.
- Select applicants will be invited to submit a technical proposal under the RFP phase (Q2 2026).
- Funding decisions will be made on a rolling basis (Q3/Q4 2026).
- Reporting requirements will be determined on a case-by-case basis.
- A project benefit summary prepared by a third party will summarize volumetric water benefits (VWB). Once implemented, annual reports will summarize monitoring results. Initial VWB estimates will be conservative to allow for fluctuations due to elements outside a partner's control, such as precipitation.

Source: [FAQ](#)

RFI Submissions

- Project ideas/concepts will be submitted via Google Form for the Infrastructure category.
- There is no limit to the number of projects that can be submitted by a single entity.
- Priority will be given to submittals that include complete information. Preliminary VWB and cost estimates are acceptable as long as assumptions are stated.
- Additional/supporting information can be submitted via Infra.water.RFI@gmail.com
- Inquiries can be submitted to Infra.water.RFI@gmail.com
- No extensions will be granted.

Source: [FAQ](#)

RFP Submissions

- Selected projects will be invited to submit a technical proposal, due within 6 weeks of receiving an invitation.
- All proposals are subject to third-party validation to confirm alignment with VWBA 2.0 guidance.
- Proposal materials will be kept confidential. Any public announcements will be subject to partner review and approval.
- Contractor quotes are not required, and contingencies are allowed.
- If actual project costs exceed the grant award, project partners will be responsible for covering the additional costs.

Source: [FAQ](#)