Financing Sustainable Water (FSW) is an initiative of the Alliance for Water Efficiency. It aims to offer practical guidance on developing and implementing rate structures. The FSW website is curated to include the latest materials and tools that support utilities in navigating the design and implementation of rates built to cover operations and maintenance costs, while promoting water conservation. FSW also provides distinct guidance and information for finance managers, conservation coordinators, elected officials, ratepayers and other stakeholders.

**TOOLS FOR BALANCING RATES, REVENUE AND RESOURCES**

- **Building Better Rates in an Uncertain World:** A Handbook to explain key concepts, provide case studies, policy guidance, and implementation advice
- **AWE Sales Forecasting and Rate Model:** Innovative, user-friendly tool to model demand scenarios under different rate structures, account for uncertainties, and determine the likelihood of achieving one-, three- and five-year revenue targets
- **Water Rates Messaging:** Materials to support strategic communication with ratepayers, elected officials, and other stakeholders on key messages
- **Videos:** Two customizable videos explaining the value of water and the need for rate restructuring
- **Professional Insight:** Guest authors on the FSW blog and resources niche topics such as opportunities for utilities to use financial instruments such as derivatives, insurance and bonds
- **And more:** Topical fact sheets, new case studies, guidance materials to help with the most complex aspects of rate design and communication, and the latest in research and news

All in once place at FinancingSustainableWater.org