



## Shark Tank on Water Reuse Solutions

### Overview

The Environmental Council of the States (ECOS) invites five organizations to serve as **Shark Tank Sponsors** to compete in a fun and engaging competition planned for **March 30** at the 2026 ECOS Spring Meeting in Savannah, Georgia.

With a theme of *Environment-Economy Nexus* and a half day devoted to water, the Spring Meeting will offer an unparalleled opportunity for private sector and NGO participants to showcase their capabilities and forge partnerships with state environmental agencies toward meeting unprecedented water needs through water reuse.

### The Challenge

Amid growing demands on water systems, particularly in managing water quantity, quality, and infrastructure funding gaps, state environmental agencies are searching for ways to shore up water systems and resources. Safeguarding a clean water supply and promoting economic growth are critical needs in every jurisdiction. Reuse can serve as a practical solution for improving supply reliability, supporting population growth, combating saltwater intrusion, promoting economic growth, creating healthy habitats, and reducing pollution discharges and overflows.

The regulatory landscape and drivers for reuse vary greatly from state to state and community to community, yet all state environmental agencies have a significant stake in ensuring the protection and sound use of water resources within their borders. From potable use of recycled water to non-potable uses like agricultural and landscape irrigation, groundwater recharge, industrial growth, environmental protection, and municipal supply, opportunities for reuse abound. The challenge lies in developing policy frameworks that support safe, sustainable, and publicly acceptable practices.

Private sector and NGO partners are well-positioned to help state agencies develop comprehensive frameworks that advance reuse including predictable and consistent policies and regulations that promote reuse solutions, improve supply reliability, connect users with water sources, encourage fit-for-purpose treatment, and improve strategies for effective communication and engagement with public stakeholders that build public trust.

The Shark Tank on Water Reuse Solutions thus poses the following question:

**Can you mastermind a policy solution that incorporates innovative regulatory strategies or technologies to help state environmental agencies meet water, energy, or economic growth demands through water reuse?**

## The Competition

On March 30, your designated spokesperson will make a pitch during a one-hour Shark Tank held in plenary session. Your seven-minute presentation of a problem statement and solution concept may incorporate any type of media, such as an explainer video, song, and/or physical demonstration. A panel of “State Sharks” will then have up to three minutes to pose questions about your pitch.

You are also welcome to bring in one partner organization to help devise and present a solution, although only the lead sponsor will receive official sponsor recognition.

After the presentations, members of the audience will vote to select a single winning “life raft” based on three criteria related to your approach: need, originality, and viability. Participating organizations will not vote. ECOS will not share raw data or rankings from the vote with the audience. The winner will receive an engraved award and may wish to pursue the development of a solution for a state or states.

## The Commitment

As a \$15,000 Shark Tank Sponsor for the Spring Meeting, your organization will receive:

- Shark Tank presenter slot
- Complimentary meeting registration for two representatives
- Optional prearranged exhibit space
- Name/logo prominently displayed on ECOS website and social media, as well as during meeting breaks
- Recognition during Executive Director’s opening remarks and in special meeting coverage in weekly newsletter *ECOSWIRE*

Participation is first come, first served, and the commitment deadline is **January 30**. Please contact [Layne Piper](#) of ECOS for more information – or to confirm your participation.