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## IRRIGATING EFFICIENCY: FRAMING

How will you improve or scale agricultural water use efficiency?

Agriculture uses account for 70% of freshwater globally. Irrigation has improved yields, incomes, climate resilience, and food security, but has also depleted and polluted freshwater resources for other uses. Solutions to improve agricultural water use efficiency are out there, but investment, incentives, political will, and capacity to implement and scale reforms in water use practices remain in short supply.

## WAYS TO APPROACH THE PROBLEM: IRRIGATING EFFICIENCY

As suggested by topic experts, the following examples showcase the different approaches entrants might take in response to the challenge framing.

- Distribution: Market-based solutions for increasing the distribution and accessibility of affordable, quality irrigation products
- Advocacy campaign: Publically promote positive behavioral norms for agricultural water use
- Policy: Identification of institutional structures or regulations that inhibit water use efficiency and the measures that can be taken to change those

## INSTRUCTIONS

Your entry will be assessed and judged against these eligibility and criteria.

Your entry is private and will not be published without your express permission and will be reviewed by the Rockefeller Challenge team and expert judges. You will retain all rights to your intellectual property.

For help with your entry, clarification of eligibility or criteria, or general inquiries about the Rockefeller Innovation Challenge, please contact the appropriate team members.

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\*\*\*If you prefer to download a Word document version of the entry form, download it here and send to the team member in your region.

Country\*

Email\*

First Name\*

7. Upload up to 3 original images that illustrate your idea. (optional)

 

Upload a second original image that illustrate your idea. (optional)

 

Upload a third original image that illustrate your idea. (optional)

 

8. Share the link to a video that shows your idea. (optional)

**Please confirm your responses. You will not be able to edit your entry upon submission.**

How did you hear about the 2012 Innovation Challenges?

Contact me to receive updates about the Global Engagement Network, a community of innovators  
The Rockefeller Foundation is building!

**SUBMIT FORM**

\* denotes required field

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