

NACWA 40th Annual Meeting

Reuse's Role in 21st Century Water Policy



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GE
Water & Process Technologies

July 22, 2010



imagination at work

Becoming the global water leader

Glegg

BetzDearborn

Osmonics

Ionics

ZENON

✓ Pure Water Solutions

✓ Water & Process Specialty Chemicals

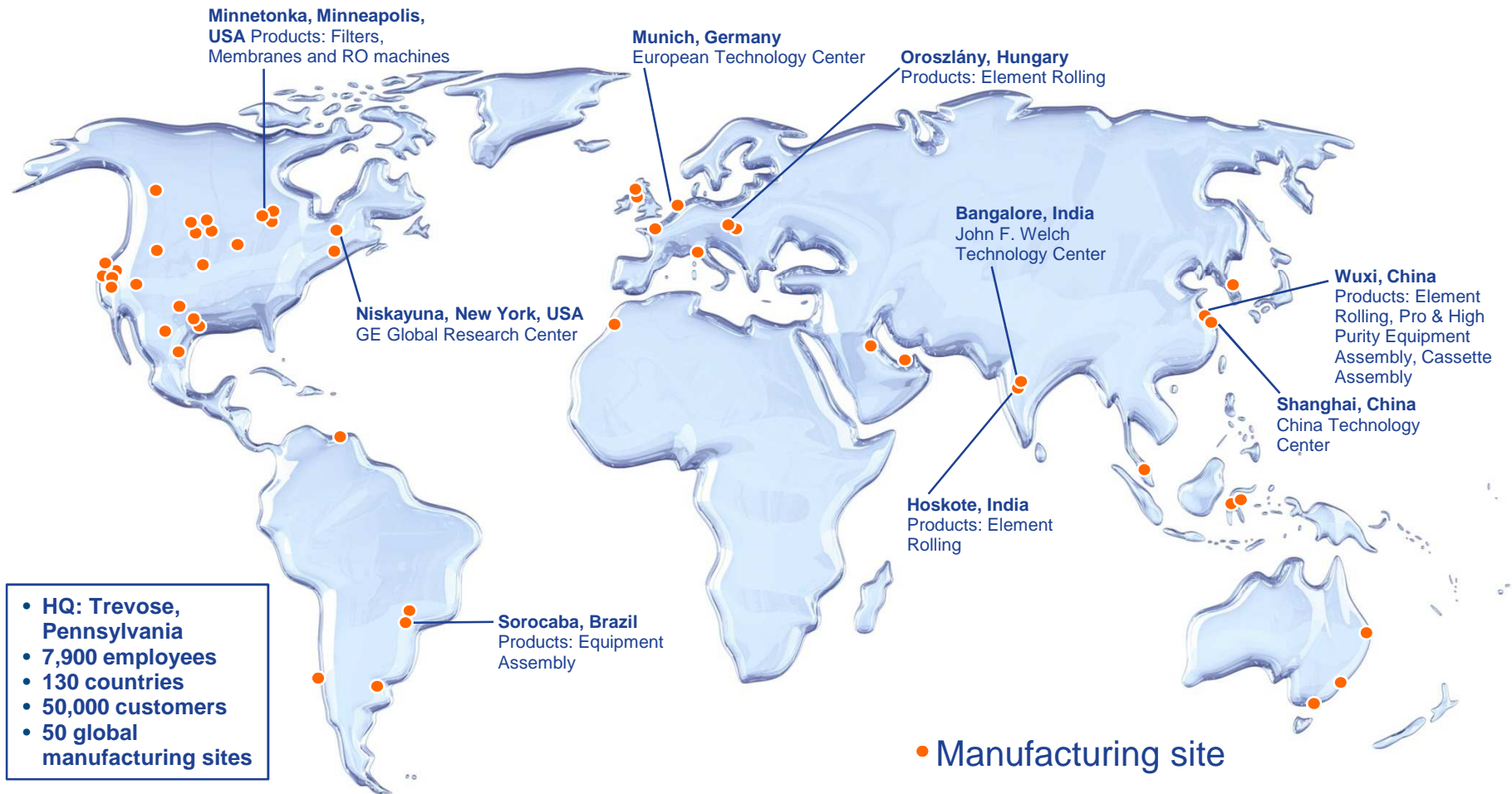
✓ Equipment & Membranes

✓ Desalination & Reuse
✓ Mobile Water

✓ Hollow Fiber Technology
✓ MBR Technology



Global footprint



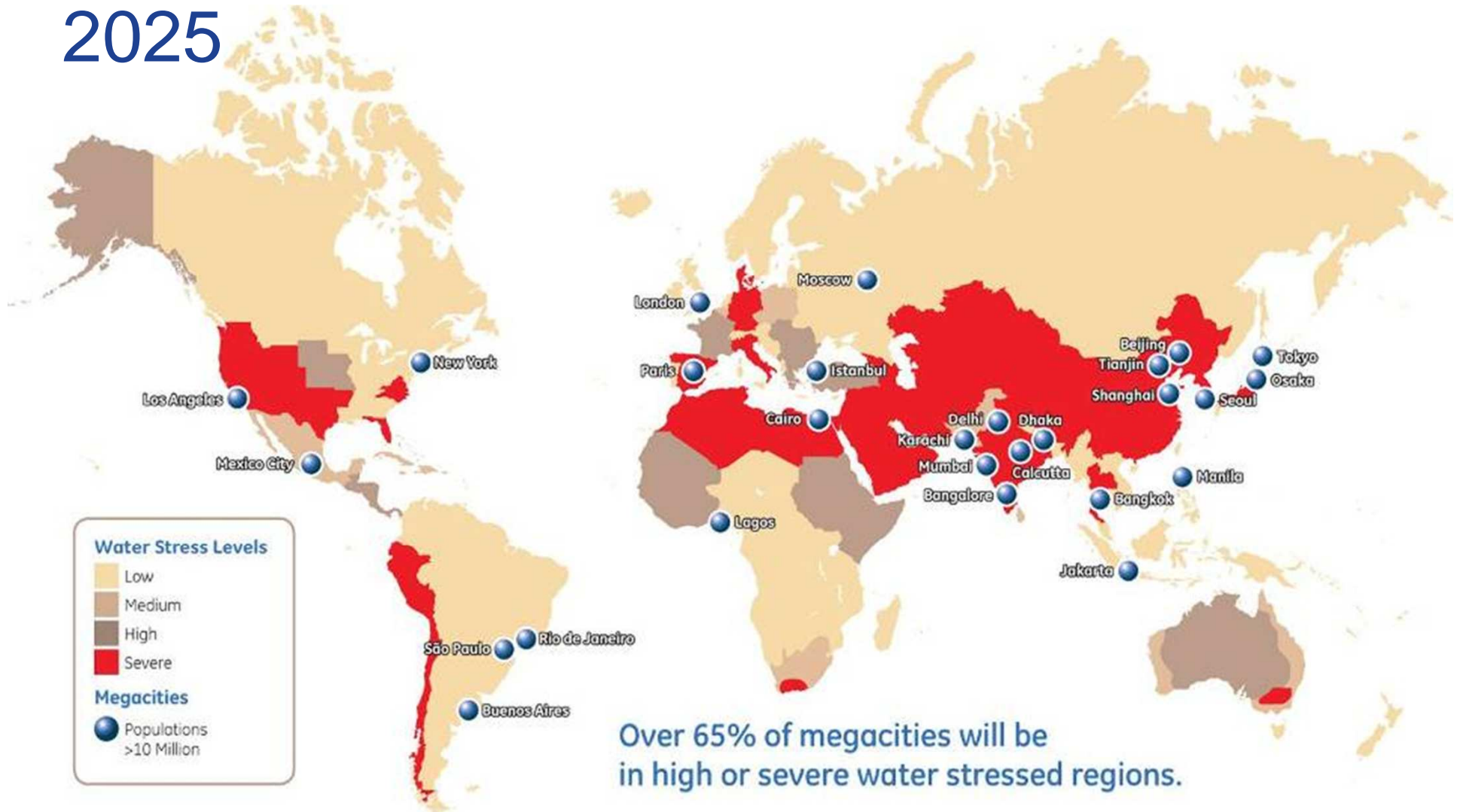
7,900 employees in 130 countries



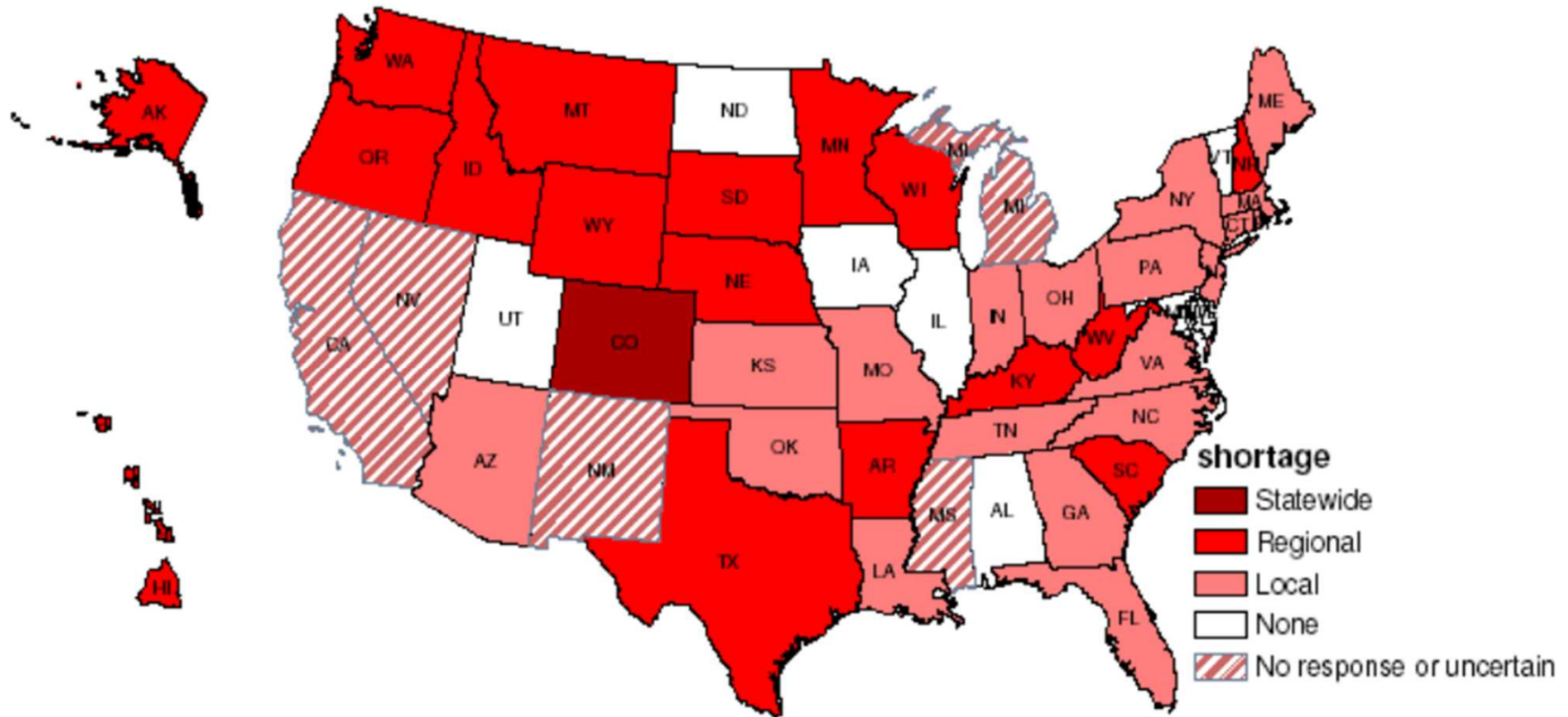
imagination at work

Images denote major manufacturing facilities

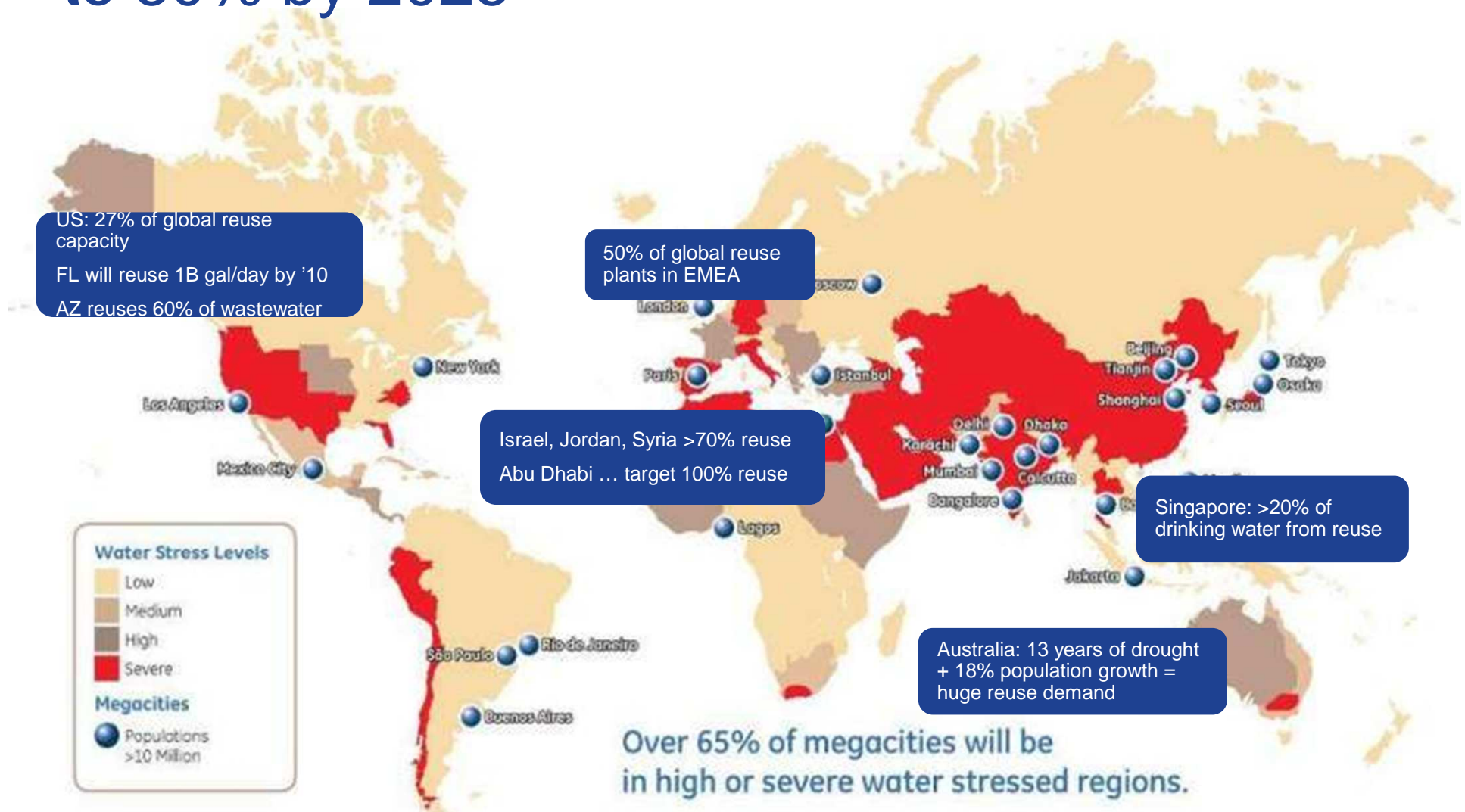
Water scarcity & mega-cities converge in 2025



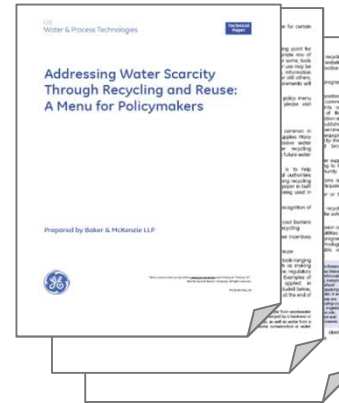
Most States expect water shortages over the next decade under average conditions



Reuse increasing from ~4% of WW treated to 30% by 2025



Thought Leadership on Reuse



- Global White Paper promoting greater reuse
- “A menu for policy makers”
- Downloaded >40,000 times

'09 Crotonville Reuse Summit



- 120 attendees
- 2-day program
- Government, Industry, Academia
- \$1B opportunity

Intense government focus on reuse in 21st century policies



✓ **USTDA Reuse Summit in Beijing**



✓ **India – National Water Commission**



✓ **EU Water Scarcity Communication**



✓ **Queensland Coal Seam Methane Guidelines**



✓ **Oil Sands Water Reuse ... Alberta**

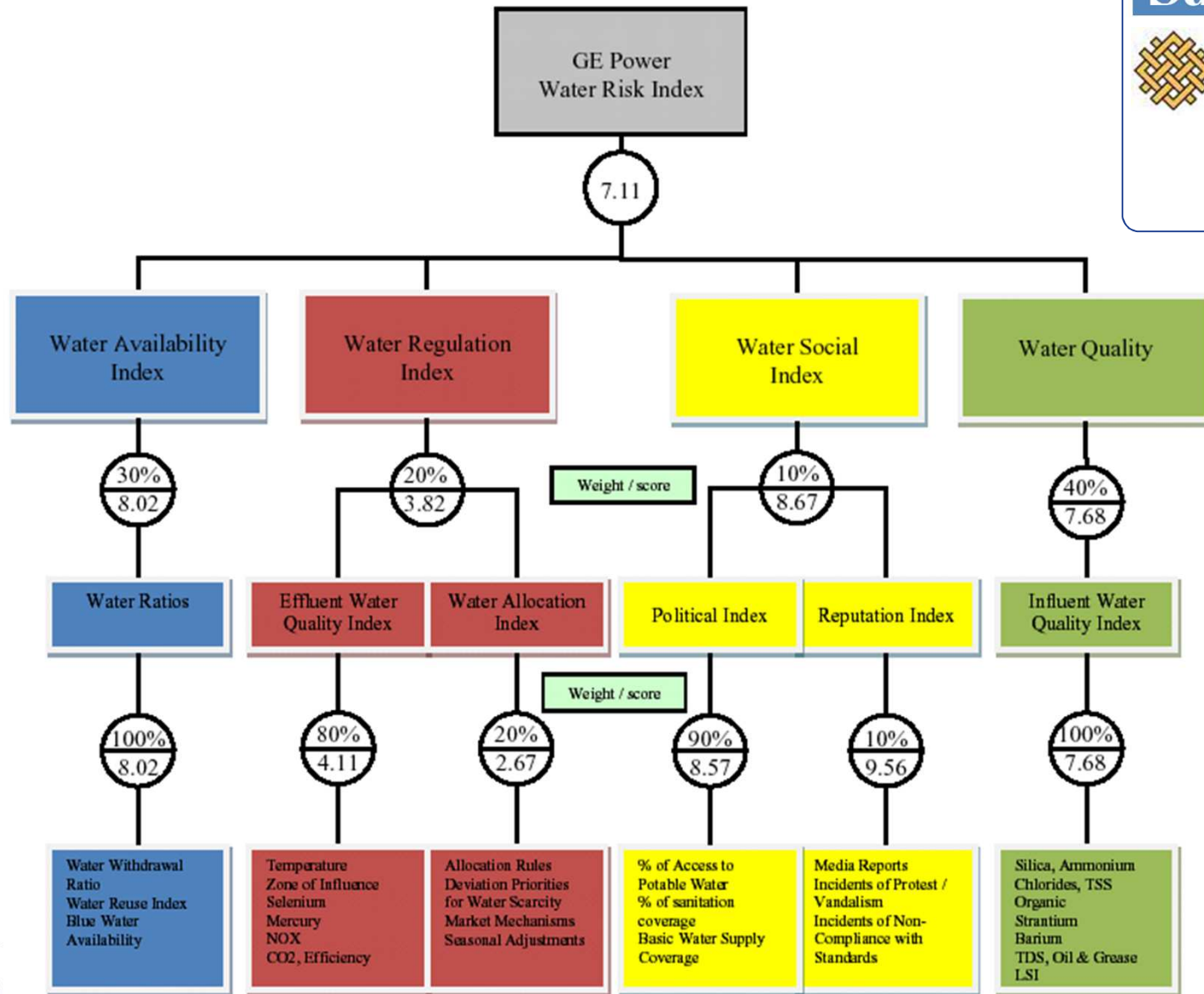
WaterReuse Association – 2010 Legislative Priorities

-  Research Foundation
-  Title XVI and ARRA
-  SRF Reauthorization (S.1005/H.R.1262)
-  Private Activity Bonds (H.R. 4213)
-  **Alternative Water Sources Act
(\$125MM/Yr for 3 years for Desal &
Reuse)**
-  Tax Credit Bonds
-  Adaptation Assistance
- 

**Investment Tax Credits for Reuse (S.
1639)**



Water Risk Index



ecomaginationSM

Environmental
performance



Operating
performance

Double
R&D... \$1.5
Billion

Grow
Revenues... \$25
Billion

Reduce
Emissions

Reduce
Water



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