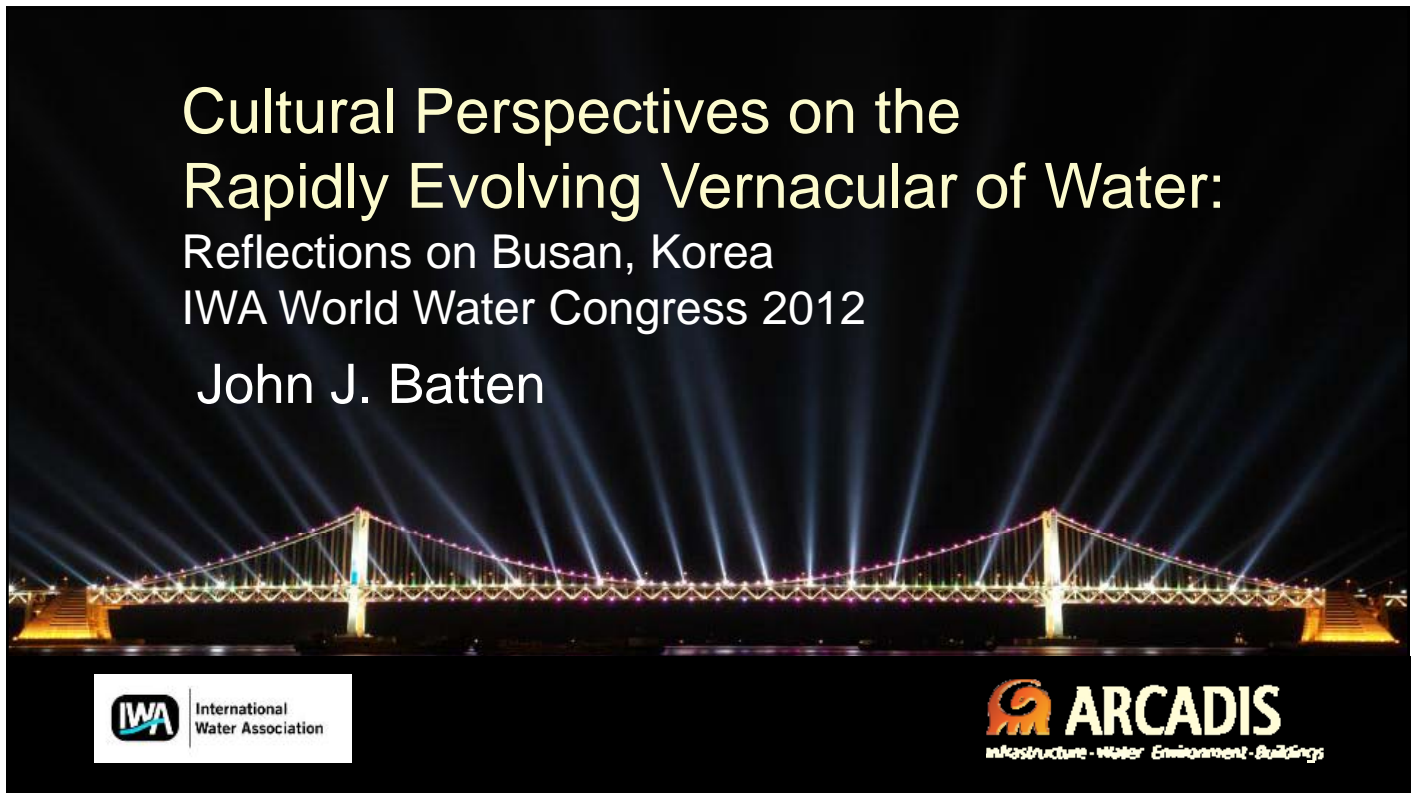


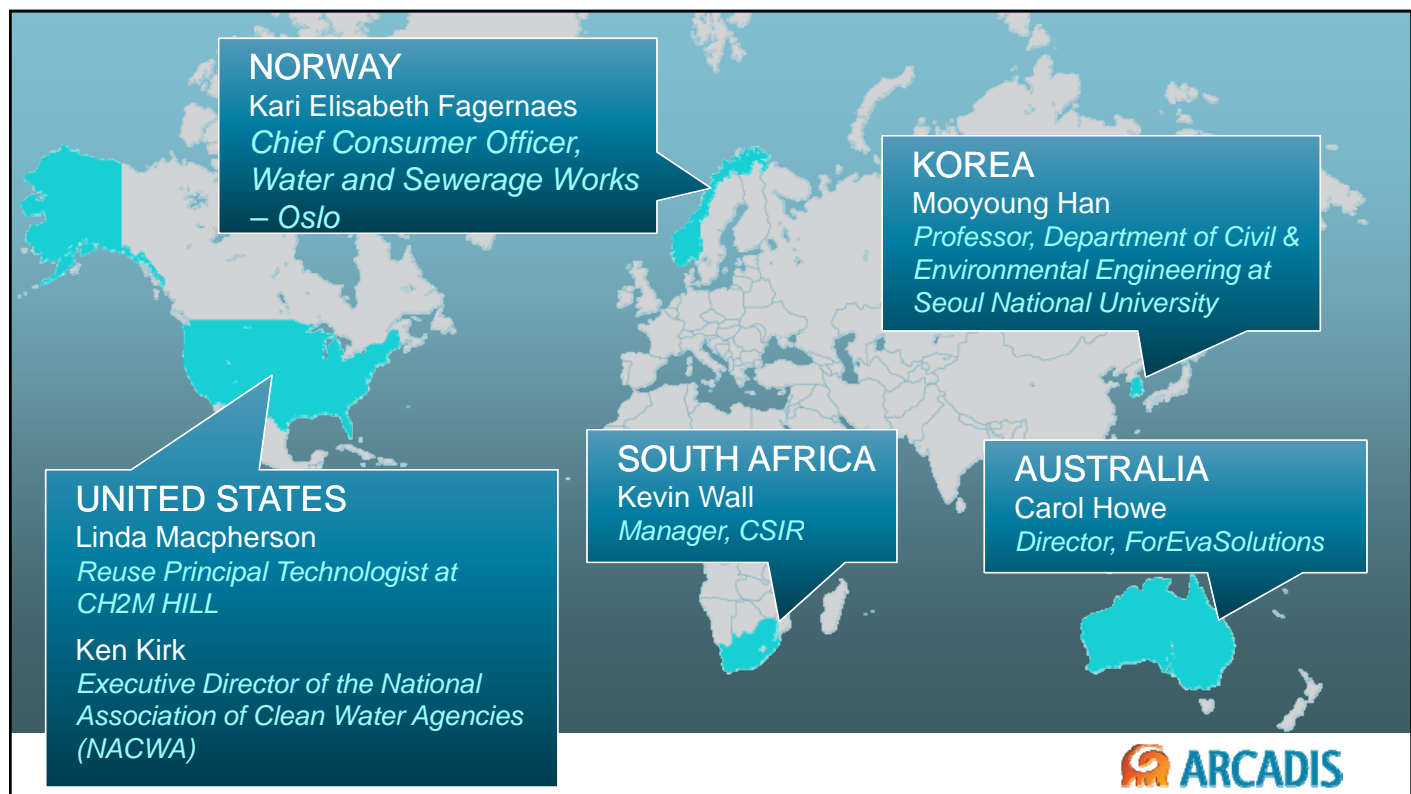
Cultural Perspectives on the Rapidly Evolving Vernacular of Water:

Reflections on Busan, Korea

IWA World Water Congress 2012

John J. Batten







Evolving Industry Terminology



PASSÉ

- Sustainable
- Sludge, residuals
- Networks
- Community consultation
- Sewage Treatment Plant
- Treated wastewater;
Treated effluent

Sydney Water

Evolving Communications



CHOICES for Clean Waterways – WaterPlan21

The focus was not on how water is measured - but on what people care about

- Reliable and safe drinking water supplies
- Clean beaches, rivers, ocean and harbors
- Smart growth
- Wise resource use



Norway



- Culture of directness using clear language and images
- Moving from technical terms (natural sciences) to more every-day approach
- How water relates to Ecological footprint, and environmental health
- More citizen engagement and participation





What is Dong?

Secret of urban water management in Korea



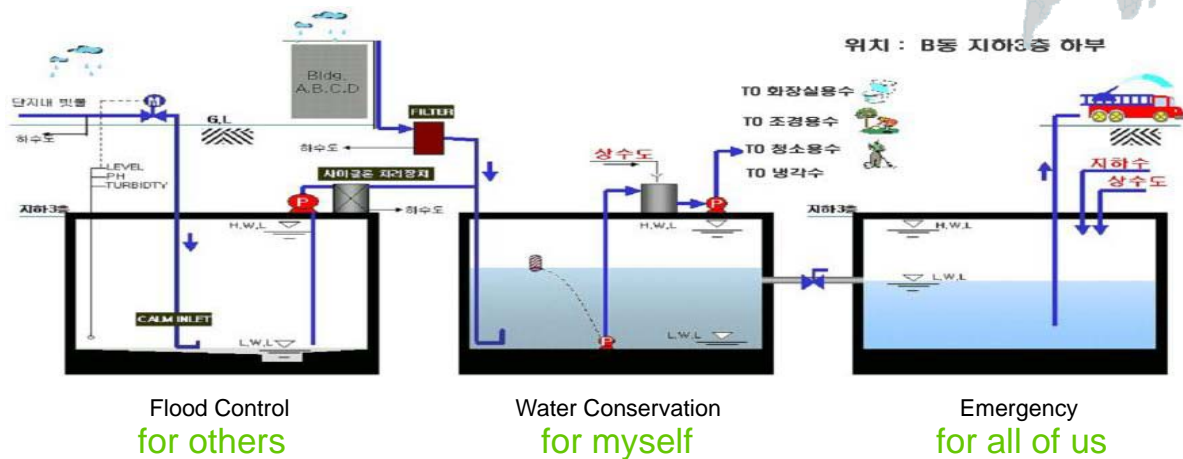
=

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+

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Rainwater Management at Star City



To Make Everybody Happy



A collage of images related to water and infrastructure. It includes a large dam in a dry landscape, a close-up of water splashing from a faucet, a hand holding a glass of water, and a group of people standing in a river. The images are arranged in a layered, overlapping fashion.

Communications and Stakeholder Engagement

*going beyond the technical
excellence we achieve*

CSIR
our future through science

Challenges in Stakeholder Engagement



Little trust & effective communication between various groups of stakeholders

Lack of true information sharing

Conflicting scientific information being provided to decision-makers

Significant level of 'stakeholder' fatigue

Key Lessons Learned



Take the time to
**conceptualize
the needs of local
actors** in their settings

Understand the
regulatory complexity of the process
and who impacts stakeholders

Don't hurry too much
to arrive at preconceived endpoints –
it's a research process.

Keep in touch with the people
that are the beneficiaries and
visit them often.

Funding sources often **hidden**
in a confused mix of legislation/rules –
but **figure them out.**

Have the
**community take
responsibility
for implementing** solutions.

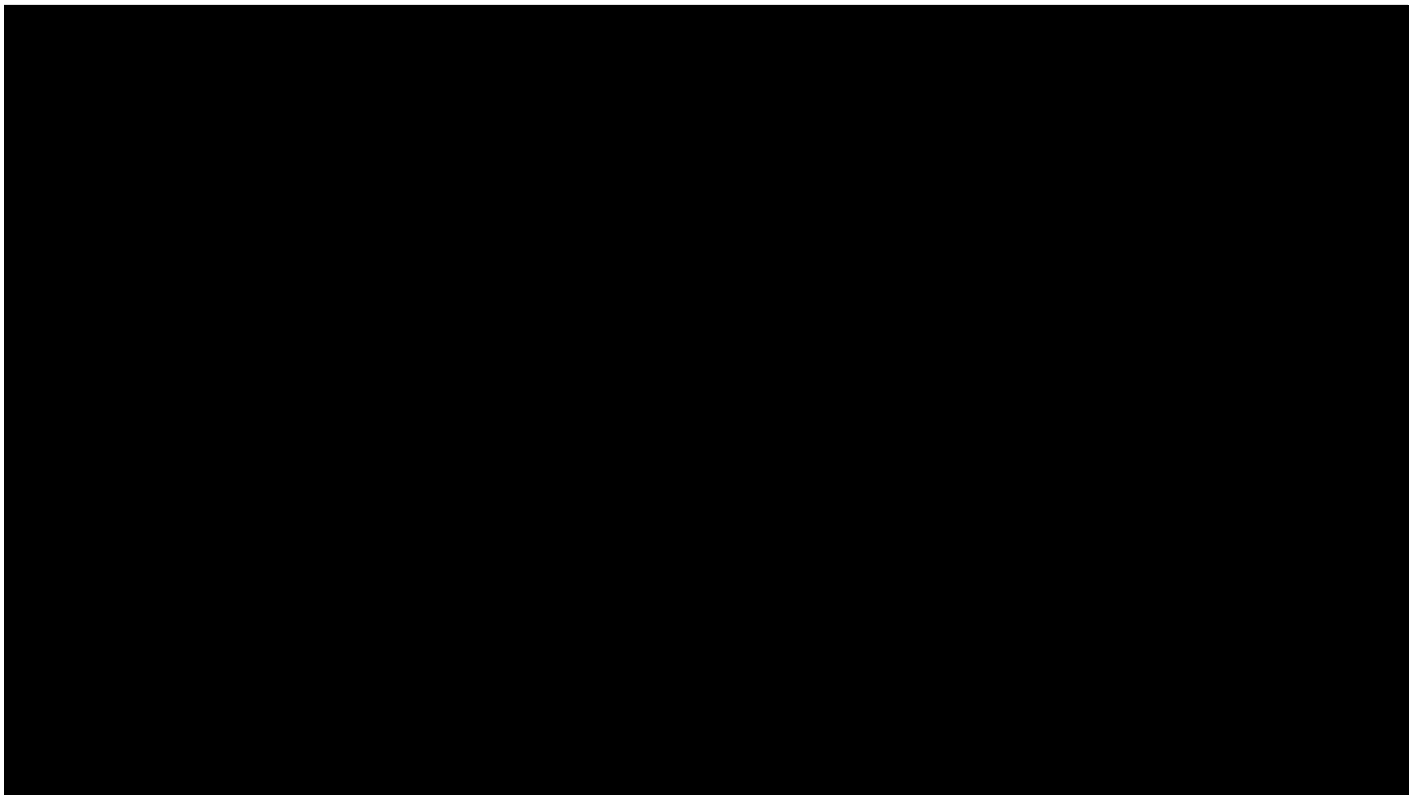


U.S. Water Alliance

(formerly Clean Water America Alliance)

Goals & Visions of U.S. Water Alliance:

- Break down silo thinking that has kept clean water, drinking water, stormwater and water reuse interests segregated
- Move towards meeting challenges on a watershed basis with a focus on sustainability and green cities
- To change the water paradigm





Presidential Pipeline

*A Message From Clean Water America Alliance President
May 16, 2012*

Crooks and Nannies

Environmental enforcement policies can have hard and soft edges, twists and turns, not unlike an english muffin or stale political rhetoric.

With all the recent "news" about rogue regulators and heavy-handed enforcement time to review some basic principles and emerging opportunities to make enforcement less politicized extremes.

For starters: Enforcement is a bedrock principle of environmental law. If it's unclear or simply unfair, it unravels the regulatory fabric, leaving good actors and ecosystems and communities at risk. Enforcement done right serves as those who contemplate short-cuts or bad acts.

Second: Compliance assistance should be the first step and enforcement the last resort. That doesn't mean "no enforcement" or "weak enforcement" either. It's a sequence of events, a hierarchy of actions designed to instill a culture of collaboration and compliance. Surprise inspections add value but should be selected carefully and fairly. There should be incentives for third-party audits and self-disclosures of violations that are corrected. Agencies that strive to measure environmental outcomes, rather than just penalty beans, can instill public trust and dispel accusations of playing "gotcha!".




Sincerely,

Ben Grumbles
President
Clean Water America Alliance

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Presidential Pipeline
*A Message From Clean Water America Alliance President
 February 22, 2012*


Yuck Not
 All of us in the "Water Community" hold these truths to be self-evident:
 1) reclaiming and reusing wastewater makes environmental and economic sense when done safely,
 2) such resource recovery efforts fall flat without sufficient public support, and
 3) the "yuck factor" has to be tackled with good science, strategy, and patience.

An important new study will help boost the wastewater reuse movement and weaken the Yuck! Not-In-My-Water syndrome. In January 2012, the National Academy of Sciences and Technology Board issued "Water Reuse: Potential for Expanding Through Reuse of Municipal Wastewater" www.nas.edu (Note: I served involved in writing or reviewing the report, although I offered EPA support years ago when it was first under consideration and I was EPA Assistant Secretary for Water.)

The NAS study analyzes the scientific, technical, legal, cultural, and psychological barriers to water reuse, analyzing real versus perceived health risks with water scarcity in some regions. It claims advanced treatment and reuse can boost water supplies of coastal cities by as much as 27%. Along the way, it is worth noting and understanding—such as "sewage farming" (which still exists) and "de facto" or unplanned reuse.

As one might expect, and hope, it's getting significant attention from the 125-plus [\[Continue Reading\]](#).



Sincerely,

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 President
 Clean Water America Alliance

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Presidential Pipeline

A Message From Clean Water America Alliance President Ben Grumbles
September 26, 2013

Soft and Salty

The topic is water softeners, not baked pretzels, although both share some similarities.

Hard water isn't a new challenge. It's as old as dirt and rocks. Some areas of the arid Southwest, have been confronting the problem for many years given the land and climate. Hard water, loaded with calcium and magnesium, needs softening to work well for residents and businesses and the fixtures, appliances, and life accustomed.

As one who has lived in Phoenix and Scottsdale, I know first-hand that dishwashers don't flush if hardness takes hold and scaling sets in. Studies have also shown that water heaters lose energy efficiency too, increasing our carbon footprint, when water is softer. EPA estimates 6-10 million residential cation exchange water softener regenerating water softeners (SRWS), are installed in the U.S. Many existing softeners are inefficient, using large volumes (80 gallons or more per day) during the regenerating process more frequently than necessary.

Extra water consumption isn't the only issue. Most of the devices add lots of salt to the chemistry of softening and that means more salts to sewers and ultimately to the water stream. Some estimate the SRWS add 1 pound of salt to the waste stream from a home. The individual loadings by thousands across communities and you can see why wastewater treatment and water reuse facilities are concerned about the "cumulative assault" on their assets and ability to comply downstream. Pitched battles have ensued over local bans on softeners, Clean Water Act NPDES permit violations for salt loadings, and the large number of total maximum daily loads (pollution diets) for waters impaired by chlorides and total dissolved solids.

There's a new twist, however, involving some well-intended efforts of EPA. [Continue Reading](#)



Sincerely,
Ben Grumbles
Ben Grumbles
President
Clean Water America Alliance

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Presidential Pipeline

A Message From Clean Water America Alliance President Ben Grumbles
August 23, 2011

Gargoyles and Gorillas

Not to mix religion and politics, but the fantastic fixtures on cathedrals and other buildings are speaking a lot to me these days (so far only figuratively), as green infrastructure cheerleaders and EPA critics gear up for a politically-bruising battle over stormwater regulations. We should all look up from time to time in our search for progress and common ground—from the curb and the fence line to the gutters and rooftops, to the forest canopies and landscapes beyond them.

Look up the word "gargoyle" and you'll find Latin and French roots meaning "throat" and "gullet". Think of gargle and spew. If all goes well, the artful spouts channel both rain water and evil spirits away from the building.

Today's important issues over stormwater have evolved into complex technical policy, and political choices, and much of the drama is playing out on the national stage over the upcoming Clean Water Act (CWA) stormwater regulations. Art, skill, luck, and a little bit of magic are needed to find the right mix at the right level.

Understandably, there's concern about potential costs and constraints imposed by the federal government (or gorillas with federal badges, so to speak). Home builders, property owners, and policymakers are asking some legitimate questions about legal authority and surrounding potential EPA CWA post-construction standards and property. But there are also great opportunities to drive green infrastructure locally as thoughtful, flexible standards.

With that in mind, the Clean Water America Alliance teamed up with American Rainwater Catchment Systems Association to develop a set of principles for successful green infrastructure strategies and stormwater regulations. [Read the full report here.](#)



Sincerely,
Ben Grumbles
Ben Grumbles
President
Clean Water America Alliance

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Busan Conclusions

FOSTER TRUST

- Be transparent and simple; use language that connects with people's everyday lives.
- Avoid technical jargon.

SEEK INDUSTRY CONSISTENCY

- Use the profession of water as platform for common consumer value propositions

KNOW YOUR AUDIENCE

- No one size fits all – cultural nuances and historical perspectives plus different degrees of needs.
- Ask your audience what's important to them – and speak to it.

MAKE IT ENGAGING

- Think out of the box and challenge traditional ways of communication.



Imagine the result

