Season 4 - Episode 13

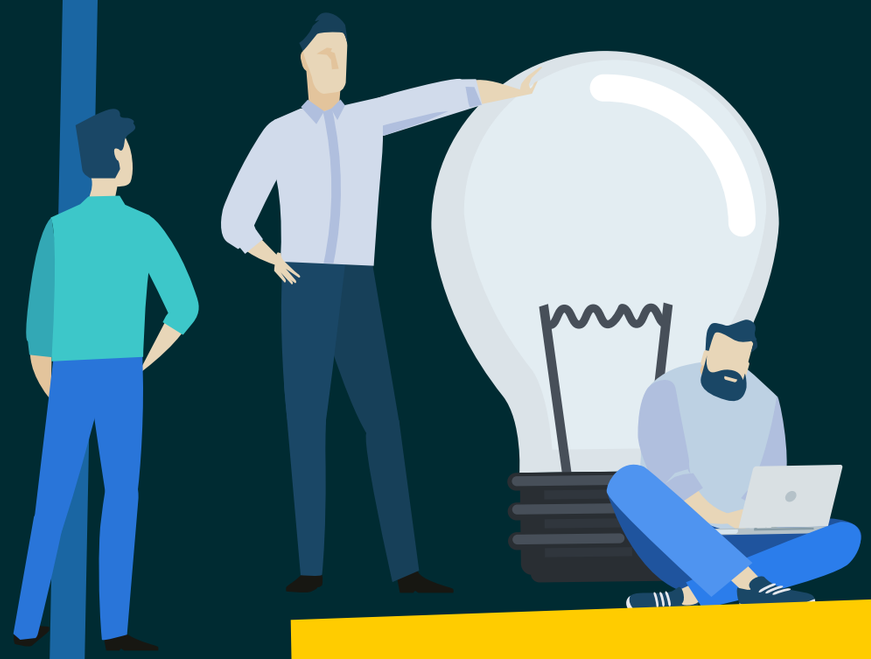
DWW .SHOW

Best Quotes

of this week's Episode

(DON'T!)
WASTE WATER

We don't want the research that's happening at the university to just die there.
We want to disseminate it and translate those scientific discoveris into practical knowledge!



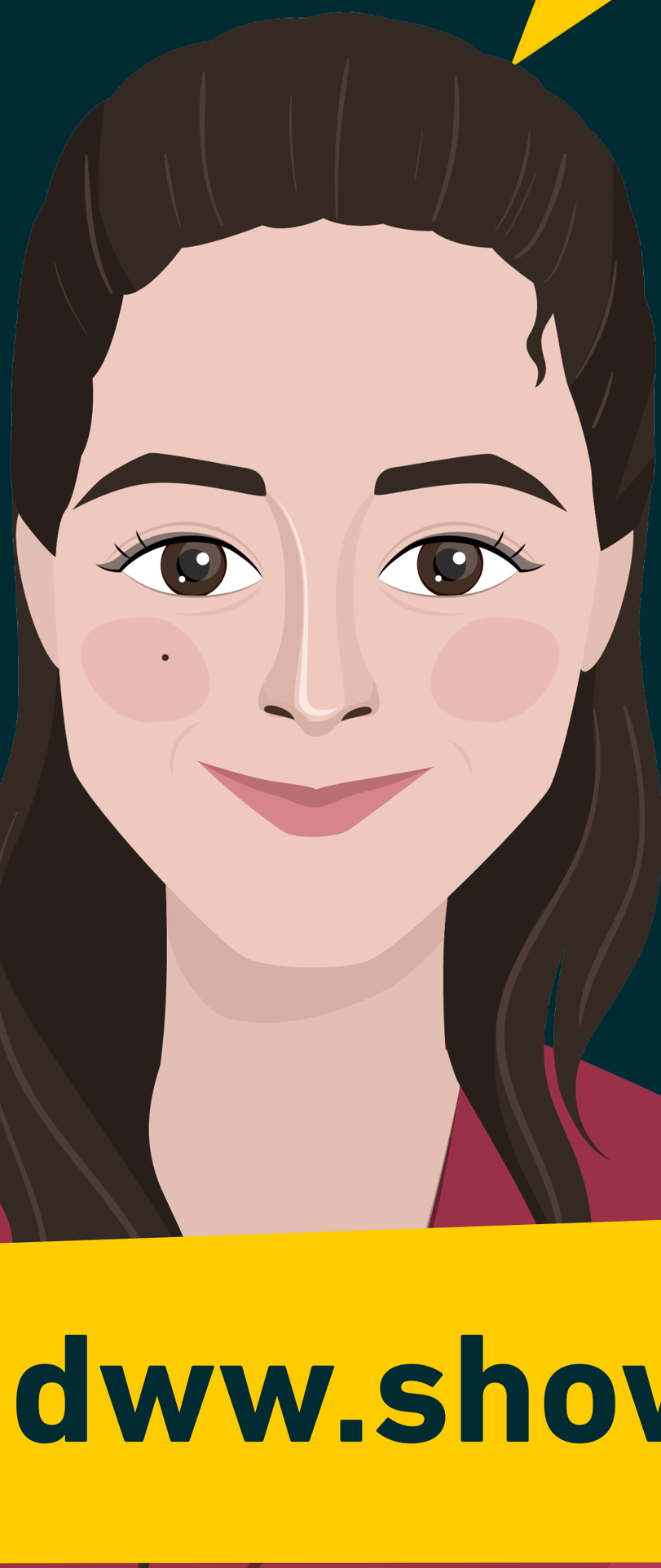
Ellen Bruno

Extension Economist
@ UC Berkeley

Full story on dww.show

(DON'T!)
WASTE WATER

“There can be corrections to the market where we can re-incentivize so that market forces work in favor of the environment!



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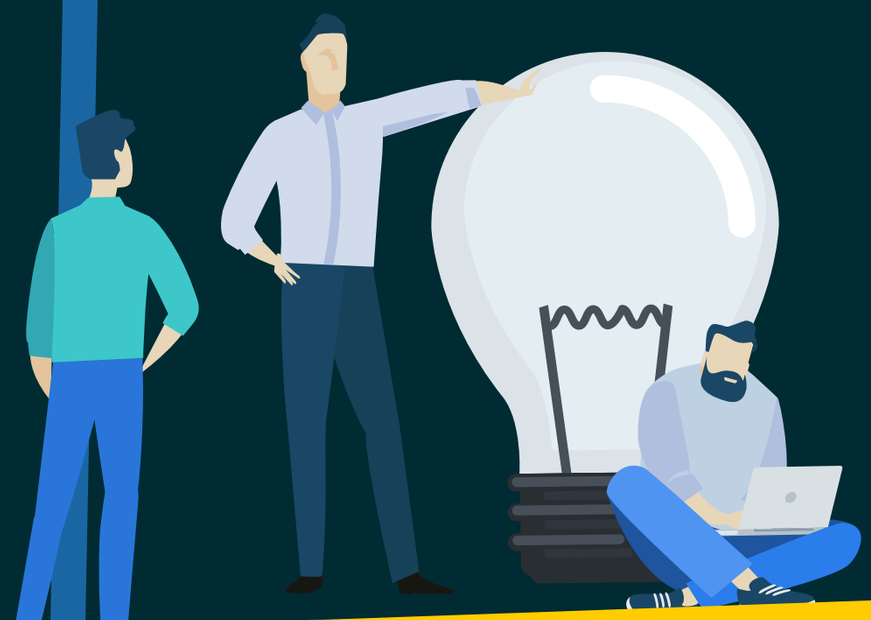
(DON'T!)
WASTE WATER

If we have to restrict water use, that's tough on the water users. Water trading makes that transition to a restricted environment easier!



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(DON'T!)
WASTE WATER

We have to cut back. How can we do that in the least painful way possible? That's by taking the scarce resource and using it in the most efficient way amongst those.

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(DON'T!)

WASTE WATER

Of course we know, especially environmental economists know, that markets don't work perfectly.
They rarely, if ever, do.

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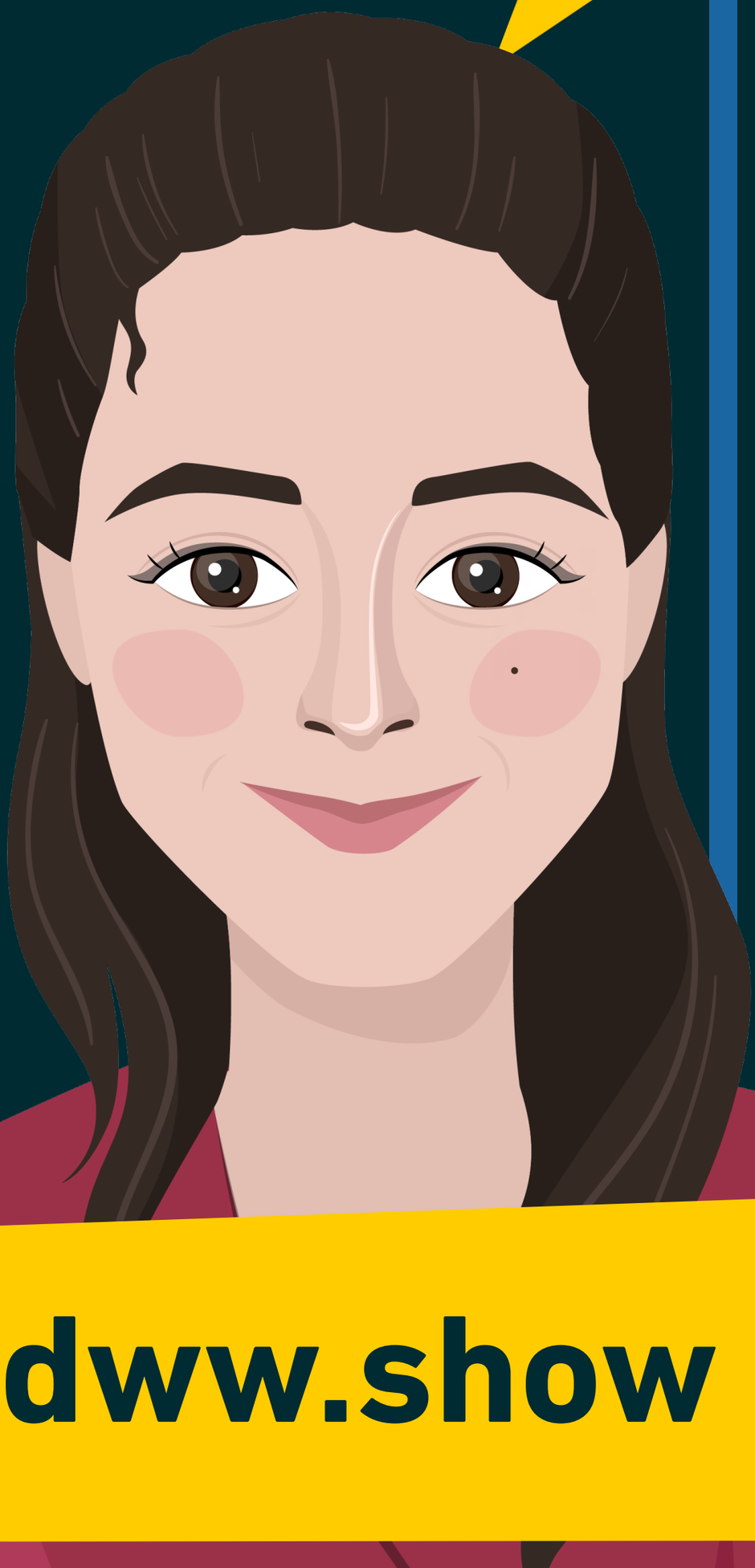
“

But in many cases, markets can still be better than the alternative where you don’t have any trade.

(DON'T!)
WASTE WATER



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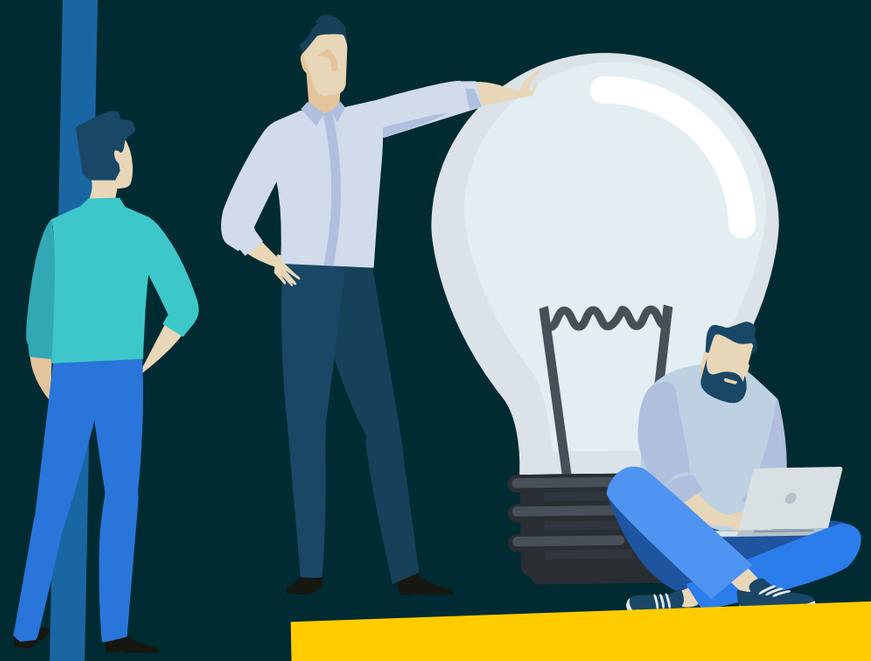
(DON'T!)
WASTE WATER

“If we’re implementing these markets, we want to get them to work as well as possible!



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(DON'T!)
WASTE WATER

“

We have an intuition, all of us, about demand curves. **How high of a price would they need to set** in order to incentivize a certain reduction in pumping?

Ellen Bruno

Extension Economist
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Wanna pick a quote yourself?

Check Ellen's Interview!

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