

Season 5 - Episode 2

DWW  
SHOW

Best Quotes

of this week's Episode



“

I'm not coming at it from a water angle. I'm coming at it from really **a publishing angle!**

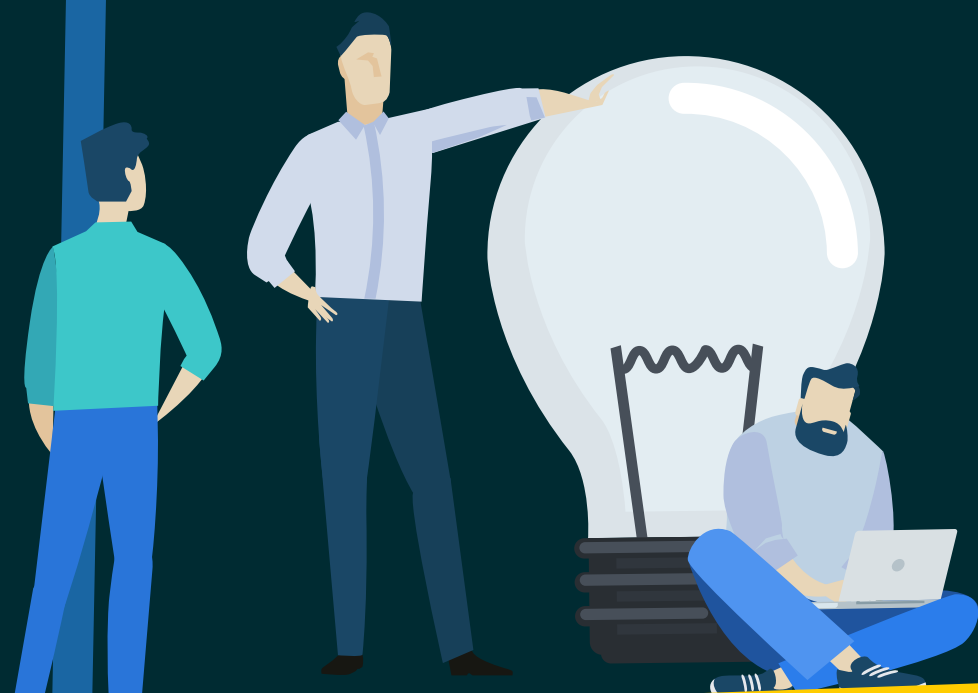
(DON'T!)

**WASTE  
WATER**



Christopher Gasson

Owner & Publisher @ GWI



**Full story on [dww.show](http://dww.show)**



There was this little magazine for sale. **It had 162 subscribers, and I bought it for 17'000 pounds.**

(DON'T!)  
**WASTE  
WATER**

Christopher Gasson

Owner & Publisher @ GWI



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“

The part of the Water Industry that we were covering, which was the international private water market, was actually **falling like a stone...**

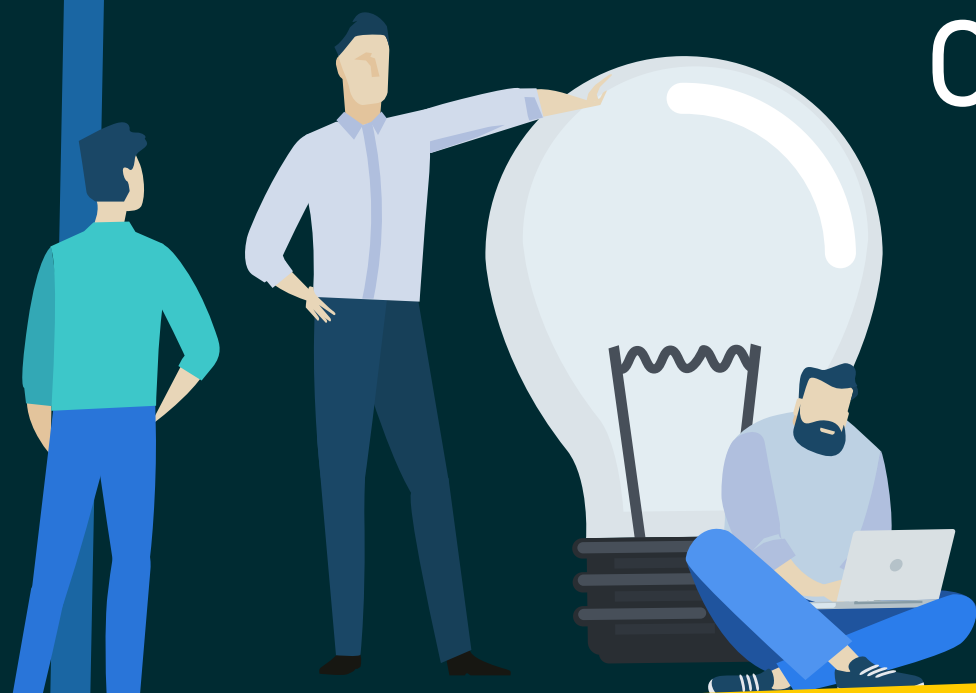
Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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It's always been my feeling that there are two things which are international in water. **One is money, and the other is technology!**

Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



**Full story on [dww.show](http://dww.show)**

“

I guess now we're finding, there's a third thing which is international in water, **and that is climate change!**

Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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Most people or most other sort of organizations, which bring people together in the water industry, **are afraid to talk about money.**

(DON'T!)  
**WASTE  
WATER**

Christopher Gasson

Owner & Publisher @ GWI



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Water is immensely capital intensive! For \$1 of revenue, you need \$7-8 of infrastructure investment. And **if you don't talk about how you're going to attract that \$7-8 of infrastructure investment** you might as well get out of the water industry right now. **You're wasting your life.**

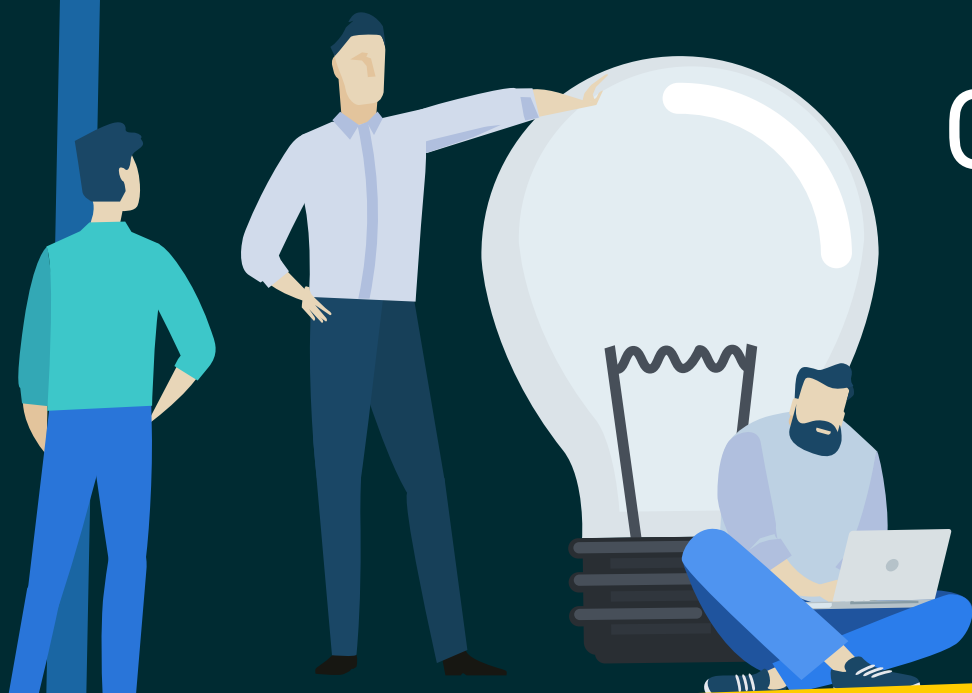
Christopher Gasson

Owner & Publisher @ GWI

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WATER**



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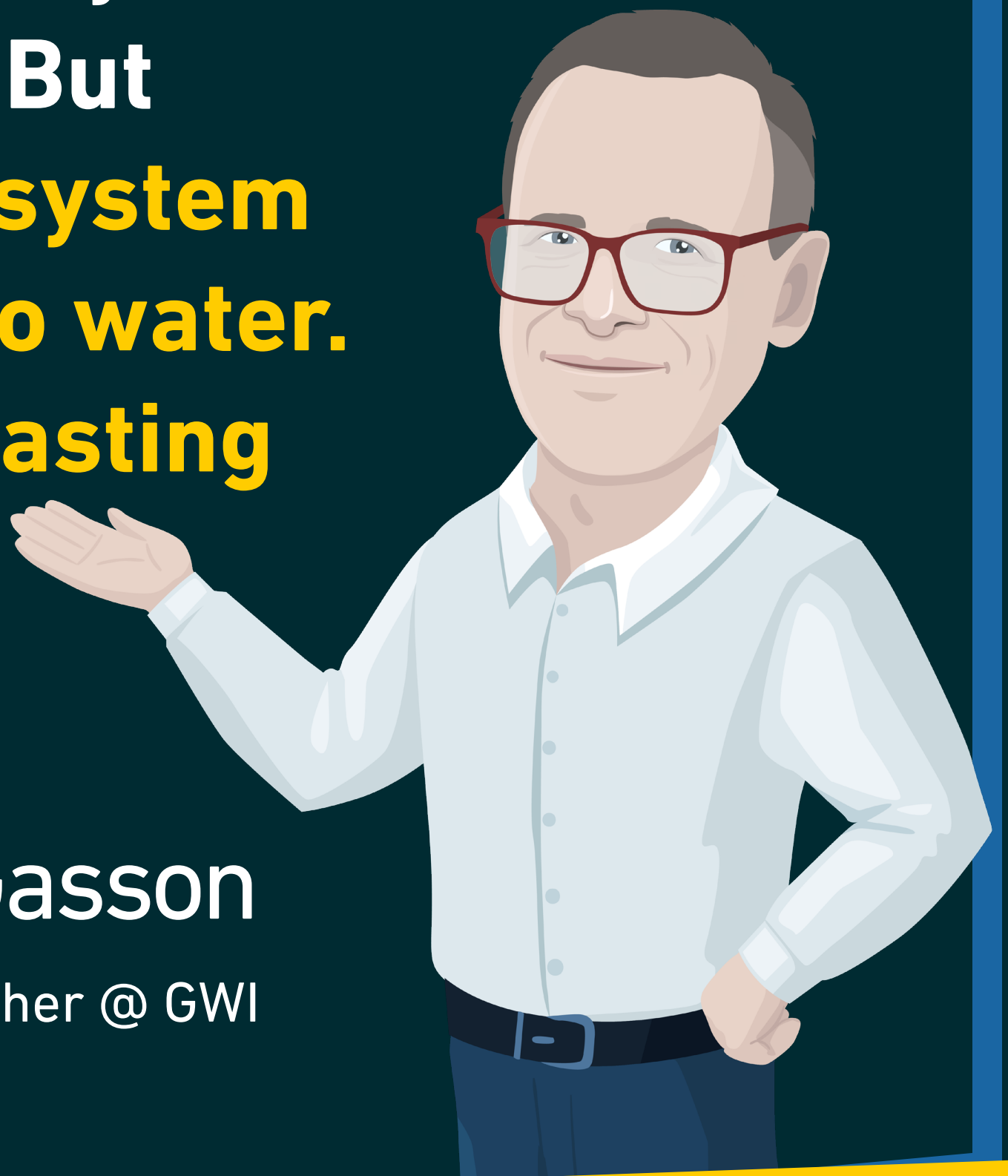


It doesn't matter whether you've got a private system or a public system. But **you need to have a system that gets capital into water. Otherwise you're wasting your time.**

(DON'T!)  
**WASTE  
WATER**

**Christopher Gasson**

Owner & Publisher @ GWI



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It's a way of  
**bringing people  
together** who care  
about the future of  
water.

Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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“

**Each project that we track becomes a piece of data** about the future of that market, how fast it is growing and where it's going.

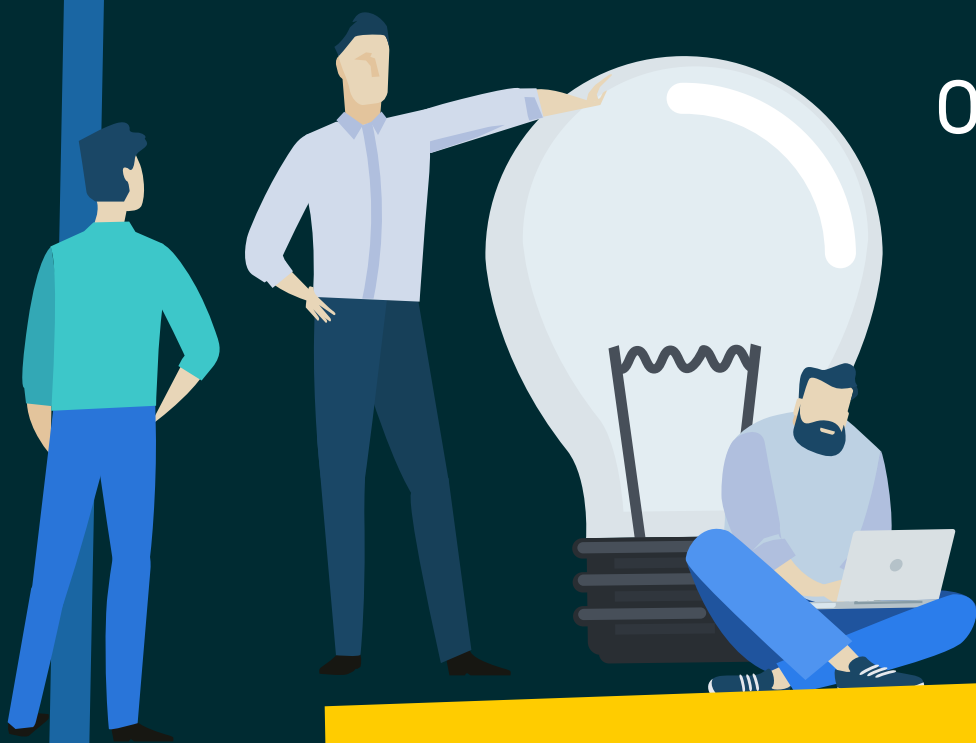
Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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“

**We can't know everything,**  
but we can try and put  
ourselves in the position  
where we know more  
than other people or we  
know everything that is  
published!

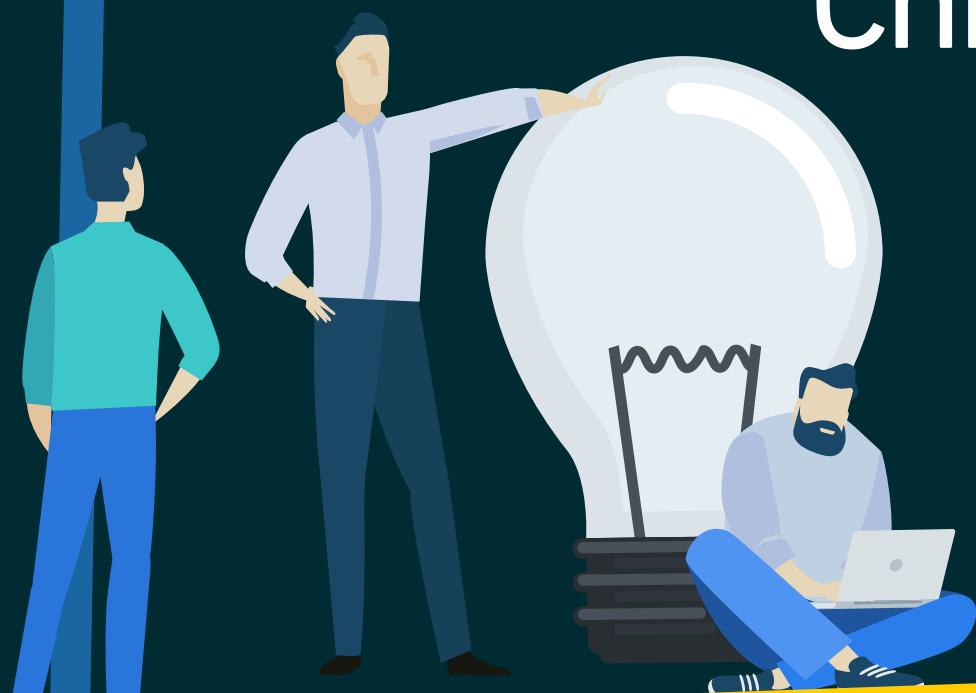
Christopher Gasson

Owner & Publisher @ GWI

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WATER**



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Most intelligent people know, that's impossible to say **what the future's going to be.**

Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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With a CAPEX  
market, **these things**  
**actually just jump**  
**around** all over the  
show.

(DON'T!)  
**WASTE  
WATER**

Christopher Gasson

Owner & Publisher @ GWI



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“

**85% of the money going into Sub-Saharan Africa goes to less than 20 different utilities.** The development finance community looks at these utilities and says: these guys really know what they're doing. And if we give them money, they will take a big step towards solving SDG 6

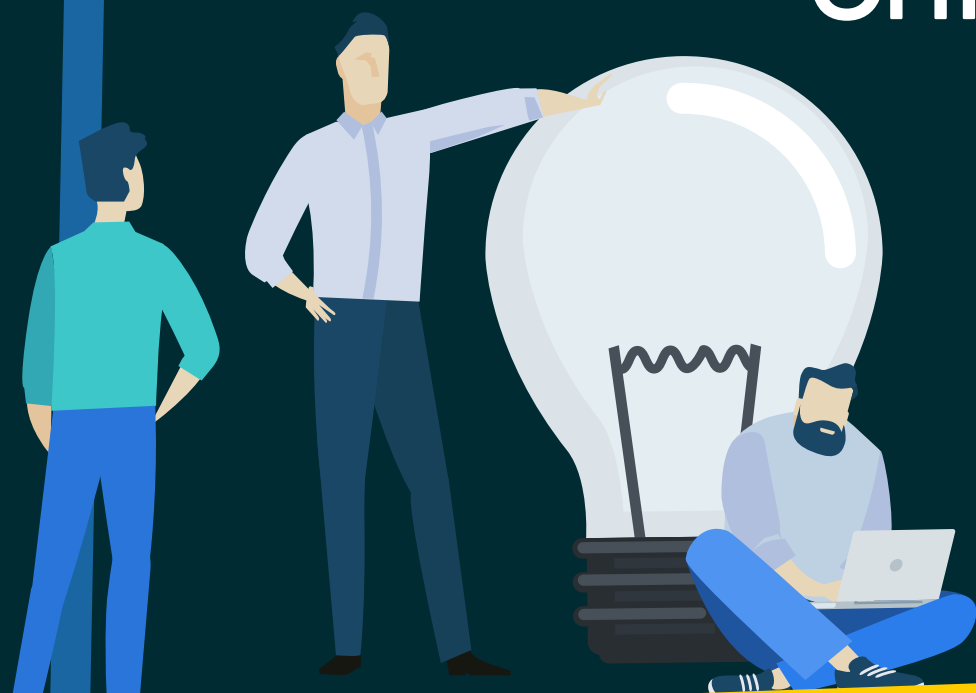
Christopher Gasson

Owner & Publisher @ GWI

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WATER**



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We need to think of  
water consumers  
as **customers**.

Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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What we discovered  
was that actually,  
**good water pays for  
itself!**

(DON'T!)

**WASTE  
WATER**



Christopher Gasson

Owner & Publisher @ GWI



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On the wastewater side, **we discovered that pipes don't actually pay for themselves** if you have good fecal sludge management and you're in a low-income country.

Christopher Gasson

Owner & Publisher @ GWI

(DON'T!)  
**WASTE  
WATER**



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History shows that  
if you can provide  
a good source of  
water, **people will be  
prepared to pay for it.**

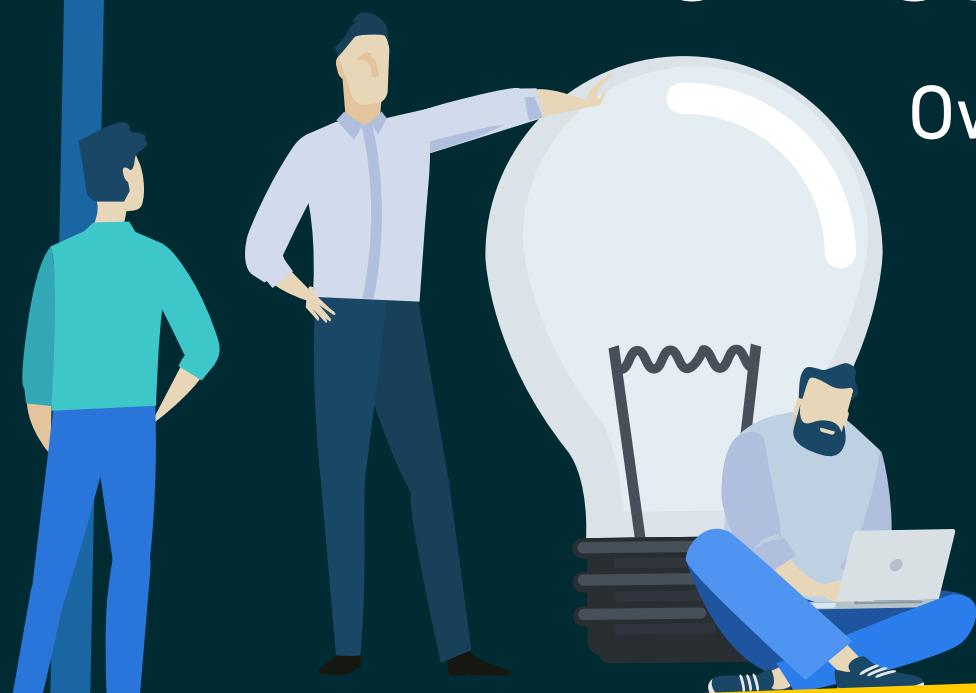
Christopher Gasson

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**WASTE  
WATER**



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**Wanna pick a quote  
yourself?**

**Check  
Christopher's  
Interview!**

**dww.show**

