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

Here's a twist we need to address in the new realm of the carbon-conscious water industry: achieving a "Good Net Zero"

I don't see decarbonization as only one extra thing we need to be considering. Net zero, hopefully by 2050 globally, will be an operating environment!

... and there may well be a business and investment opportunity for the fast movers, a parameter that Water UK spectacularly preempted.

Wanna explore the various facets of this opportunity? Check out my full interview with Maria to find out:

- How social outcomes are a north star to guide all carbon actions
- How the full concept of a good net-zero outgrew carbon neutrality and global warning for the better
- How the outcomes of COP 26 might still not be clear enough as to how to roll out the new carbon normal
- How leadership is the X-factor in succeeding or failing the net-zero transition
- How wastewater treatment direct emissions may soon represent 60% of water companies' footprint - and what to do to mitigate it
- How to adapt procurement strategies to enable carbon strategies
- How to educate this generation of professionals (and the next one)
- Net Zero as a new paradigm rather than a fancy, fresh thinking, collaboration platforms, new standards and frameworks, zooming out before you zoom in, achieving 2030 objectives with 2050 in sight... and much more!

Don't miss a single bite: head over to dww.show or meet us on stage for the Global Water Summit in Madrid!

