

Season 5 - Episode 6

DWW  
SHOW

# Best Quotes

of this week's Episode





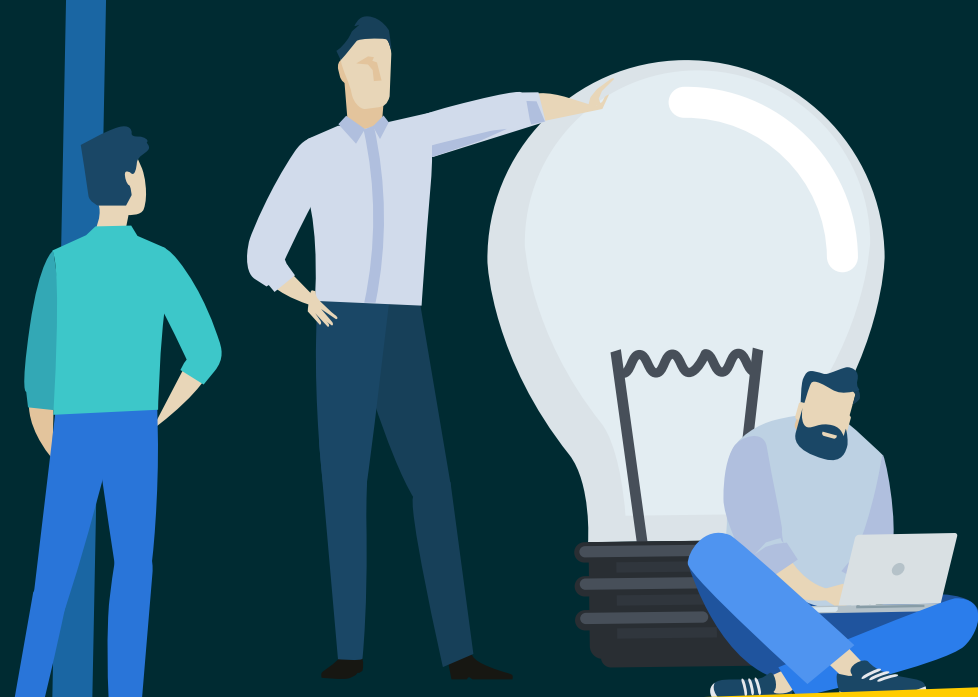
How do you get the corporate community engaged? **One way to do that is by incentivizing them through recognition!**

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



**Jon Freedman**

Senior Vice President  
Global Government Affairs  
@ SUEZ WTS



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



I am the owner of one of those action items. I will create a national award for a **water reuse champion!**

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

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

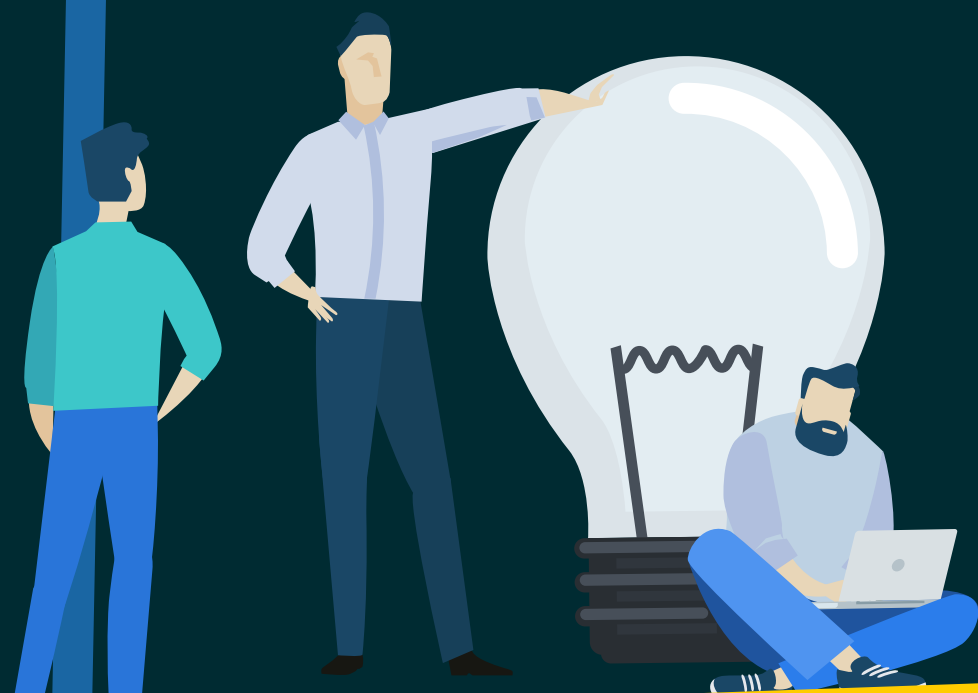
“

I think the US government should put **an investment tax credit in place to promote industrial reuse of water**. Just like there's an investment tax credit to promote the adoption of wind and solar energy!

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

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A lot of cities across the country are increasing their water rates because **they know they have to sustainably invest** in water reuse solutions.

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

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The city of Los Angeles announced a couple of years ago that **it is going to recycle 100% of its wastewater by 2035.**

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



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The Membrane  
Bioreactor is our **basic  
building block** at Suez  
for most of our reuse  
solutions globally.

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



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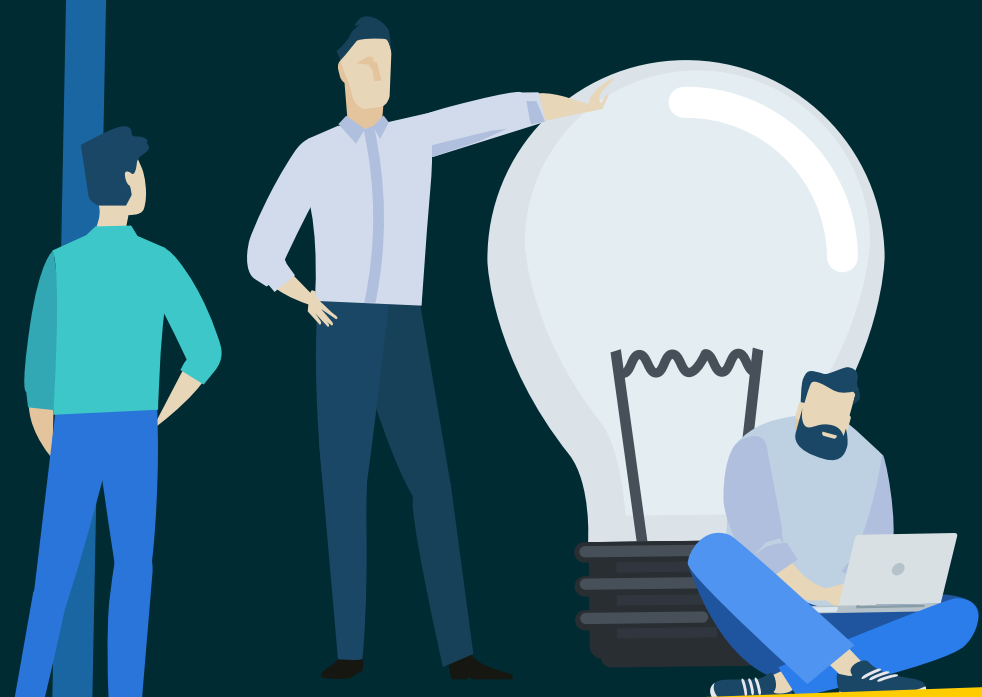
Put yourself in the shoes of a city leader, telling people “we’re going to take our wastewater, treat it and give it to you to drink.”

You probably want to be able to say, “and guess what? We took this great technology. We piloted it on our own wastewater for 18 months. We have all the test data. **It’s a thousand percent safe!**”

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Senior Vice President  
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(DON'T!)  
**WASTE  
WATER**



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“

If you look in the US right now one of the lenses that the Biden administration looks through when it thinks about environmental policy is environmental justice. **And there are a lot of people who can't afford to pay for clean water.**

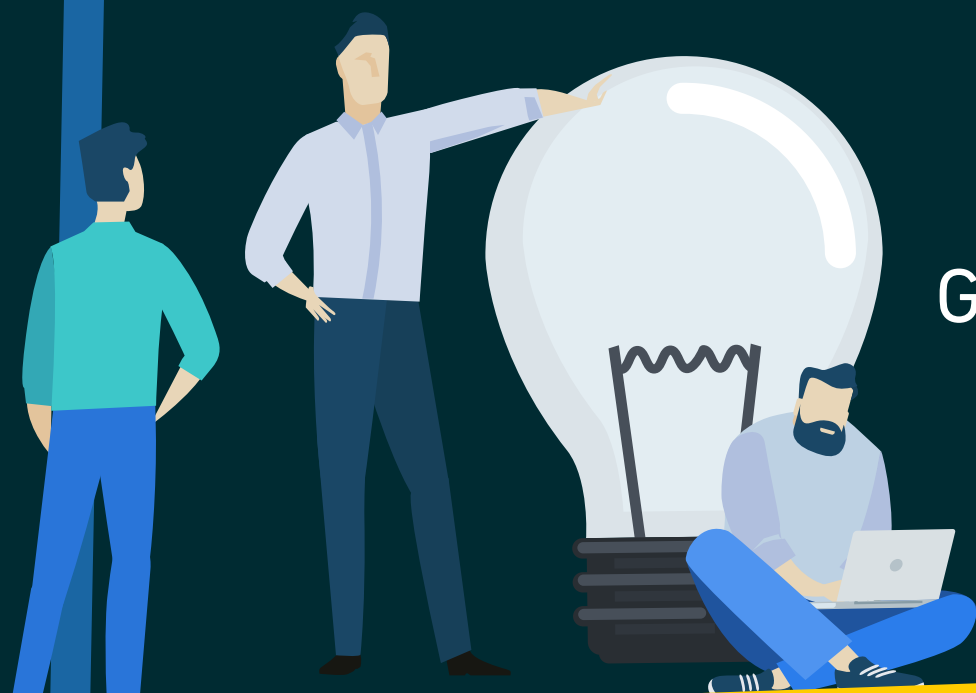
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(DON'T!)  
**WASTE  
WATER**



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**Wanna pick a quote  
yourself?**

**Check  
Jon's  
Interview!**

**dww.show**

