

(DON'T!)

**WASTE
WATER**

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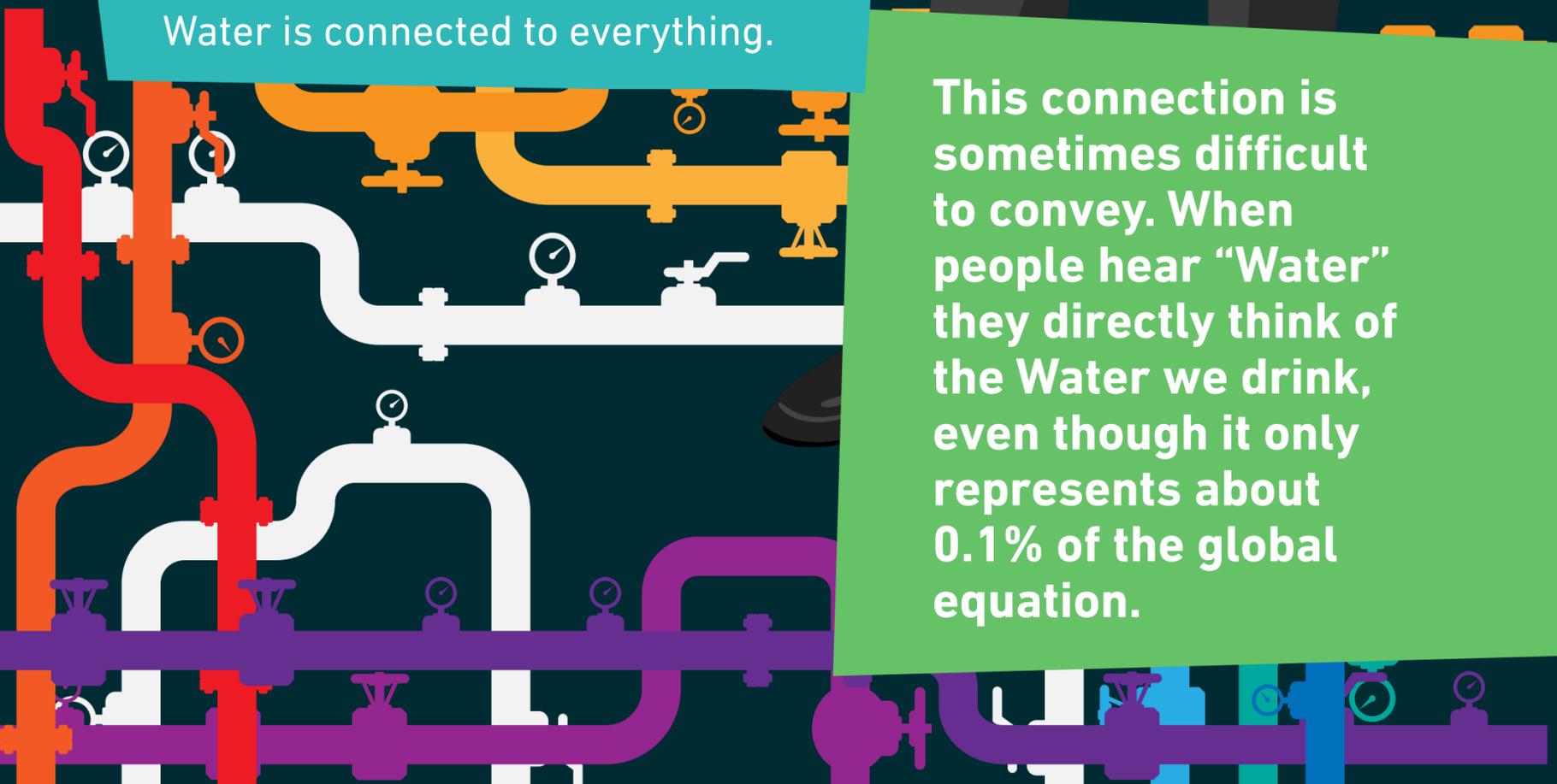
We're missing 40% of the Water needed by 2030, so we shall reuse more of it, close the loop, and finally become circular - problem solved, drop the mic, right?

I'm sure all my water friends would agree.



One of the problems with the water people, or the water sector, is precisely that we tend to be self-indulgent. It's water people talking to water people, but we must understand that Water is connected to everything.

This connection is sometimes difficult to convey. When people hear "Water" they directly think of the Water we drink, even though it only represents about 0.1% of the global equation.



“Thirst” isn’t actually the first concern we have to solve:

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I don't know anyone in the world who actually demands Water. You will tell me, “oh, you're crazy.” But I can explain that we do not demand Water because we actually demand security, agricultural income, well-being, or public health. Water is just a vector for all that.

So as long as we start from the vector to tell everyone why they shall act, we're missing the bigger picture.

And there's a very simple way to measure how much we miss it:



When it comes to sustainability, we have very good reasons to make really bad decisions.

This is what economists like Gonzalo would call “wrong incentives.” And it explains almond trees in California or desalinated Water pumped up from the ocean to the Atacama desert to feed a copper mine.

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But when you start rethinking these incentives, there’s a broader problem that reveals.

We’ve got 19th-century institutions making decisions about 21st-century challenges!



That's how 40 UN agencies deal with Water while political powers make short-sighted decisions.

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Will the upcoming UN Water Conference finally tackle that governance issue? We'll get the answer in less than a month now.



We also covered:

- How we benefit from nature's services and how those can be assessed in economic terms
- How water circularity doesn't exist in isolation, and how the World needs to become circular first
- How even if Water doesn't have a price, it always has a cost - and how we shall better account for that
- How getting our s*** together for 2050 will require breaking it down into digestible pieces
- How the largest water challenges may well happen outside of the Water Sector and how to adapt to this new realm
- Water trading, water governance, new technologies, planning for a World that doesn't exist anymore, the agriculture-energy-water nexus, the roadmap to real sustainability... and much more!

Don't miss a single bite: head over to dww.show!