

(DON'T!)

**WASTE
WATER**

Jennifer Möller-Gulland

is a Water Risk Expert and Water Economist for the World Bank and the United Nations Development Programme and the Founder of the Water Risk Assessment Blueprint Training.



THE WORLD BANK



If you ever come across a staggering statistic such as “We’ll miss 40% of the water needed by 2030,” it’s because someone did a water risk assessment.

It might be someone like Jennifer, Jennifer herself... or one of the *assessment padawans* she trained.



And with Water Scarcity on the rise and Climate Change being primarily felt through water, it’s getting more and more important to get that assessment right!

(DON'T!)

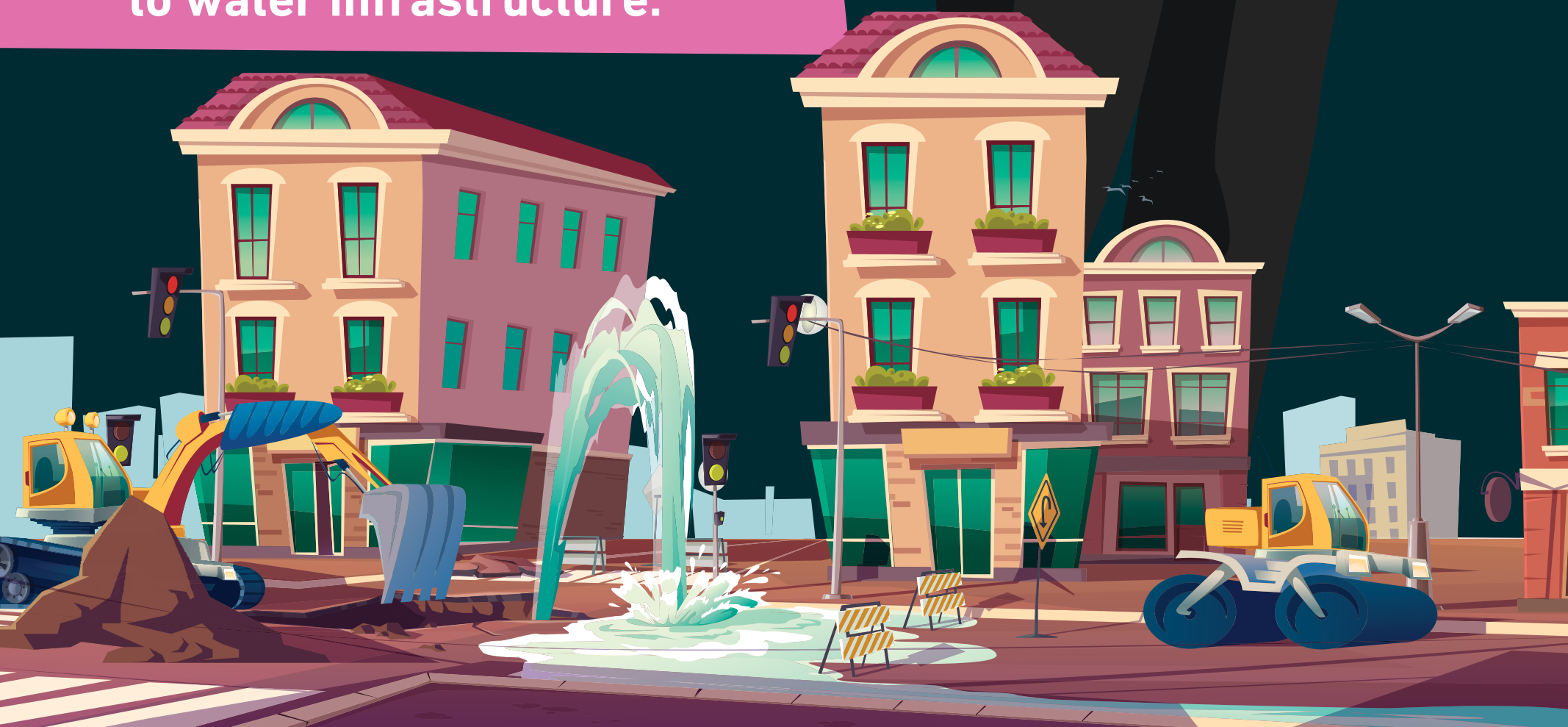
**WASTE
WATER**

When defining water risks, I look at them from three categories: physical, water infrastructure, and governance risks.

The physical risk is the most straightforward: water stress, mismatch of supply and demand, water pollution, water-related disasters, floods, droughts, landslides...

For governments, of course, it's critical. You need to know water risks. It's connected to your economic development, it's connected to your social development, it's connected to gender equality, so it's connected to every facet of your economy.

Yet, governments often struggle to handle the second risk category: the one linked to water infrastructure.



(DON'T!)

**WASTE
WATER**

Let's use this analogy. Take a bottle of sparkling water with high pressure inside. You put holes into the bottle and start fixing it by putting tape on it. But there are more and more holes, and at some point, the tape can't hold anymore. It's just going to explode; it's gonna leak. Our infrastructure is exactly the same!



This is also a direct consequence of mishandling the third risk type: the governance risk.

Politics usually work in four to five-year cycles, so you don't want to have a massive investment in your five-year cycle. If you can push it to the next one, you will do that. But at some point, it will blow up just because the way decisions are made is not made for long-term sustainability. We're just waiting for the first countries to really fail...



Now, if governments and countries are key stakeholders and can greatly benefit from water risk assessment, they're not the only ones. Private companies as well shall do their due diligence:

(DON'T!)
WASTE WATER

As a company, what are your water risks? Forget about the water price: what happens if you don't have water or 50% less? What will it do to your operations, and how likely will a scenario happen?



This is just scratching the surface of a fascinating field: if you'd like to learn (much) more, we dived much deeper into the topic in this week's podcast. (go grab it on your favorite podcatcher!)

And if it convinced you to further explore the world of water risk assessment, Jennifer offers a series of training from a free workshop to a comprehensive 12-Week program through a rapid-pace crash course!

Are you interested in Innovation with Impact?
Come meet the most brilliant Water Entrepreneurs, Industry Influencers, Key Decision Makers (and me 😊) at the Upcoming BlueTech Forum in Edinburgh (May 17-18, 2023)!

Get a 20% discount

if you register before the 30th of April by using the code

“Antoine20”

at checkout.



See you in the Highlands!