
Foreword

That the planet Earth faces a looming water crisis is now beyond doubt. In many countries the great rivers no longer flow to the sea. Water is likely to increasingly become a source of conflict between regions and nations. Many countries and regions are facing the worst recorded droughts, and there is an increasing indication that climate change will have serious implications for water security.

This is one of the reasons why this book is so important. Water conservation is the quiet achiever for our sustainable water future. While there is a great emphasis on, and investment in, increasing supply, through more and more expensive and energy intensive means, it still remains the case that the cheapest, quickest and least risky 'source' of water for urban use lies in the savings that are possible in the millions of houses, offices, shops and factories in our cities and towns. Experience tells us that these savings are real, and can be tapped at low cost in all countries, regardless of their level of development. We must tap these savings, in order to reduce the cost of providing water services, to improve social outcomes and to capture the environmental benefits of reducing the extraction of water from our natural systems and reducing the discharge of wastewater to waterways and reducing the greenhouse gas emissions associated with pumping, treating and heating water.

This book focuses on the business sector, the industrial and commercial water users. This is an important area in the water conservation world, for many reasons. First, there are significant savings available, through both improved technology of water use, that is, more efficient equipment and better design of industrial processes, as well as through improved water using practices by staff. The involvement of management and staff in the collaborative development of solutions to improved water use is a key success strategy for obtaining savings in the business sector. Secondly, the savings can be achieved in large 'lumps' due to the high water use of individual customers. There are also economies of scale of rolling out programmes that target, say, all educational institutions, or all cooling towers – where there are homogeneous problems and solutions.

This book is important and timely, and it will provide an invaluable resource for managers, decision makers, utility staff and technical staff. It will

help to build capacity in the emerging water conservation industry and to 'grow the market' of water saving. It provides a detailed description of how to obtain these savings. The author can rightly claim expertise in this area, as the foundation Manager of the Stockholm Water Prize winning programme, the largest such program in Australia, the Sydney Water Corporation Every Drop Counts Business Program.

This book will make a substantial contribution to the field. This means it will also make a major contribution to the urgent task of reducing water scarcity. And for that, it is worth its weight in gold.

Professor Stuart White
Director, Institute for Sustainable Futures
University of Technology, Sydney

This is an important book. It explains the difficulties we are facing in Sydney and elsewhere with climate change and related lower rainfall and higher temperatures. There is nothing new in this message but this book shows what can be done by business, industry and government organisations to use less water.

It is a practical guide based on the initial work and experiences that Mohan Seneviratne has implemented during his time at Sydney Water. Whether you are in the business of hospitality, running hospitals, servicing commercial office blocks, processing food, oil refining or operating a commercial laundry, this book is for you.

On a simple level we can all save significant amounts of potable water by being careful in our use. But what this work demonstrates is that a step-by-step process of tackling the issue of water conservation leads systematically to results that are inspiring. I take great pride in recommending this book. It is certainly one for the present day.

Kerry Schott
Managing Director
Sydney Water Corporation