

ADVOCATING FOR WATER EFFICIENCY, SAFETY AND RESEARCH

PETE DEMARCO

THE IAPMO GROUP



DISCUSSION OUTLINE



Our Global Water Challenges

Access to Safe Water
**Water Scarcity & Climate
Change**
**Declining Water Quality/
Pathogens**
Research Needs



Putting Tools in Our Toolboxes

Emerging Technologies
Standardization
Workforce Development
Women Needed



What's Your Role?

Get In the Game!

DISCUSSION OUTLINE



Our Global Water Challenges

Access to Safe Water
**Water Scarcity & Climate
Change**
**Declining Water Quality/
Pathogens**
Research Needs



Putting Tools in Our Toolboxes

Emerging Technologies
Standardization
Workforce Development
Women Needed



What's Your Role?

Get In the Game!



“ADVOCATE”

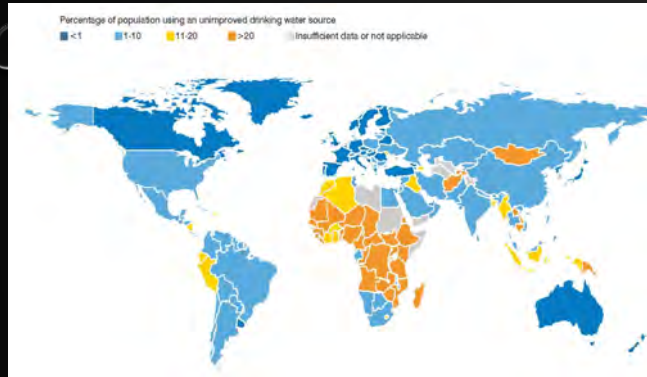
VERB:

TO SPEAK OR WRITE IN FAVOR OF; SUPPORT OR URGE BY ARGUMENT; TO RECOMMEND PUBLICLY

NOUN:

A PERSON WHO SPEAKS, WRITES OR ACTS IN SUPPORT OR DEFENSE OF

Global Water Challenges



Access to Safe Water and Sanitation



- United Nation's Sustainability Goals
- IAPMO / IWSH Foundation advocates to government and NGO's alike for grants
 - Get help with grant writing if you need it
 - Getting the first one is the toughest
 - Nail it!

Global Water Challenges



Access to Safe
Water and
Sanitation

IWSH.org

IWSH Foundation gaining experience!

- Consider Domestic and International projects
- Build a diverse team of volunteers 
- Push-Pull does it!
- Talk it up!
- Utilize efficient products available locally  certified to international standards
- Build local skills! 



Global Water Challenges



**Declining Water
Quality /
Pathogens**

Research Needs



Be aware of unintended
consequences! 🏠

- grossly oversized distribution and plumbing systems
- Increased diversity in materials
- Participate in the development of standards 📄
- Advocate for water teams trained on risk management strategies
- Work with regulators on enforcement

Global Water Challenges



Research Needs

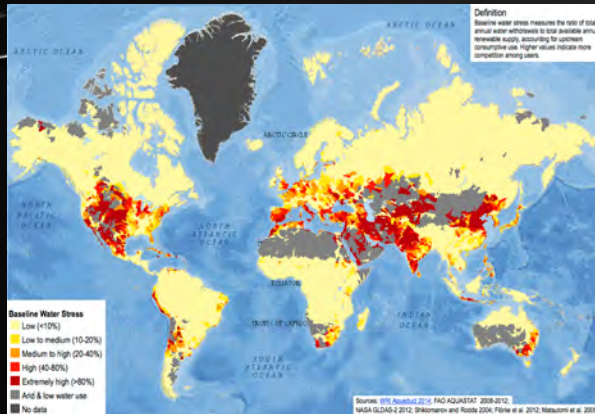


In for the the long haul!
NIST report on the way!

- Don't go it alone - Build coalitions!
- Be persistent and don't rush to judgement
- Water is apolitical!
- Be clear in what you want
- The hard part... Getting the \$

Global Water Challenges

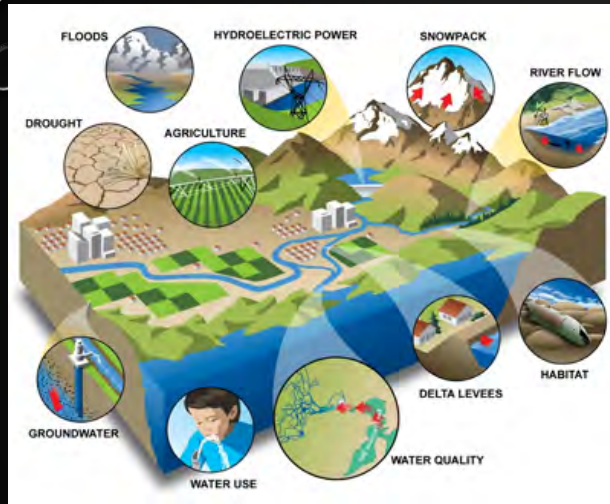
Water Scarcity



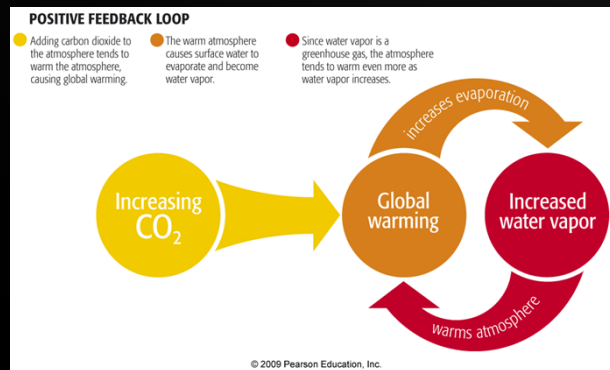
Every Continent on Earth is impacted by water Scarcity

- Physical water scarcity - inadequate water sources, ~20% of human population¹
- Economic water scarcity - lack of investment in infrastructure ~25% of human population¹

Global Water Challenges



Climate Change



Climate change is making our job more difficult

- Increasing droughts, more severe storms, flooding
- ~35% all wetlands disappeared between 1975 and 2015²
- Increased water vapor in the air creating feedback loop
- Displaced populations lacking water and food.

2. Global Wetland Outlook by the Ramsar Convention, a globally treaty ratified by 170 countries

Global Water Challenges



Water Scarcity and Climate Change



Advocating for water scarcity is relatively easy -
Advocating for Climate Change is tricky... depending on who you're talking to


- Know who your advocating to and tailor your messages
- Don't forget World Plumbing Day!

Putting New Tools in Our Toolboxes

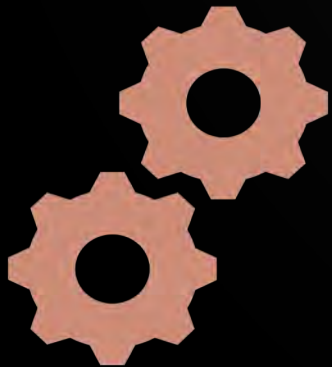
Emerging Technologies Standardization



Embrace Industry!

- Support new technologies in standards & codes
- Standards lead the way, but participation is lagging
- SDOs need your knowledge
- **Participate** at conferences and symposiums 

Putting New Tools in Our Toolboxes



Workforce Development

Women Needed



Support training programs, build
skills!



Advocating for Workforce
Development has been a success!

- Politicians universally support
- But, need to start earlier
- Show me the money!




Putting New Tools in Our Toolboxes



Workforce
Development

Women Needed



Women remain underrepresented
in the plumbing trades! 

- Women plumbers report high job satisfaction
- Excellent advancement potential
- No wage gap!
- Profound need in developing nations

What's Your
Role?



BE AN
ADVOCATE



Get In the
Game!



**What's Your
Role?**



**BE AN
ADVOCATE**



**Get In the
Game!
Thank You!**

