

Placing a value on water

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Ai Group water forum
25th March 2011

because the environment matters



Outline of the journey

- Personal water values - financial & real
- Water in your business
- Its real value - for you & others
- Increasing its value
- A plan of action

This is an interactive session

- Ask questions and give comment



Definition: “Value”

- Desirability, usefulness or importance!
(Aust Oxford Dictionary)



We don't often know the value of an object until we don't have it..... Same applies to people !



Financial Value of residential water

- Annual residential supply charge of \$142.40
- Quarterly water usage pricing for 2010-11:
 - 0 - 30kL \$1.28 per kilolitre
 - 30 - 130kL \$2.48 per kilolitre
 - Above 130kL \$2.98 per kilolitre



Did YOU have a shower this morning?

- Who had a shower this morning?
- How much did it cost?
 - Water ~ 20 cents
 - Energy (hot water) ~ 30 cents
 - Total = 50 cents / person / day
 - Total = \$180/ person / year (excluding sewer rates)

- That is the \$ value!



What is the value of a shower to this people?



What if.....

No water came out the tap for 1 week?

- What would you do?
 - Phone SA Water and complain
 - Go & shower at a friend's house
 - Buy more bottled water & “bath in a basin”
 - Use lots of deodorant !!!!
- What would you do for drinking, washing & the garden?
- Bottled water, laundromat & a dead garden?
- Lots of inconvenience and extra cost
- **What is the true value now?**



Now...using water at work?

Do you know how much you use?



What if.... No water for 1 week?

- Would you have to shut down?
- Could you do some processes but not others?
- Would your Air Conditioning work?
- OHS&W issues - flushing toilets? Cleaning?
- Is water in your product?

**Bottom line –
how much would you
be willing to pay to
truck in water?**



So..... What is the true value of water?

Would having NO water for a week....

- Minor inconvenience
- Stop some minor processes
- Interrupt major processes
- Stop major processes
- Close the business

True value of water is



Hopefully...you value water more now

- How do you decrease your reliance on it ?
(minimise your risk)
- Your staff use the water - how do you make them value it more?

The price of water WILL INCREASE!

What can you do?



There is a wrong way!

Don't:

- Use Policy “police”
(top down command - “water saving policy”)
- Leave it to “green” staff
(with no support)
- Hired “gun” water consultant
(drop & run approach)
- Allocate to “water champion”
 (“all your eggs in 1 basket” - one man band)



“You need everyone on board”

Need to “breed” a culture that values water

To create behaviour change:

- Driven by managers & staff
- On-going process
- Measurable, accountable & documented

How?

Green Team?



What is a Green team?

Can take many forms!

- Green Team Principles:
 - Uses interested volunteers (existing env knowledge)
 - Resourced with time & \$
 - Given a responsibility & mandate to create action plan
 - Tangible support from senior managers
 - Outcomes positively promoted
- Can be linked to EMS or Continuous Imp systems

“They are the ONLY common element I’ve found in leading businesses.”



Changing behaviours with Green Teams

1. Research barriers & benefits for Resource Eff.
2. Gain management support for green initiatives
3. Form Green team - highly motivated volunteers
4. Establish objectives & goals
5. Launch the initiatives
6. Spread the word- Green team & initiatives
7. Reward & recognise
8. Keep the message fresh
9. Keep track of your success



Water Efficiency initiatives

- Water use - what proportion is:
 - Basic operations (cooling towers, toilets, drinking)
 - Production related - is it benchmarked? (L/widget)
- What can be reduced / replaced?
- Opportunities for reuse?

You can't improve what you haven't measured



Getting others involved -Ecomapping

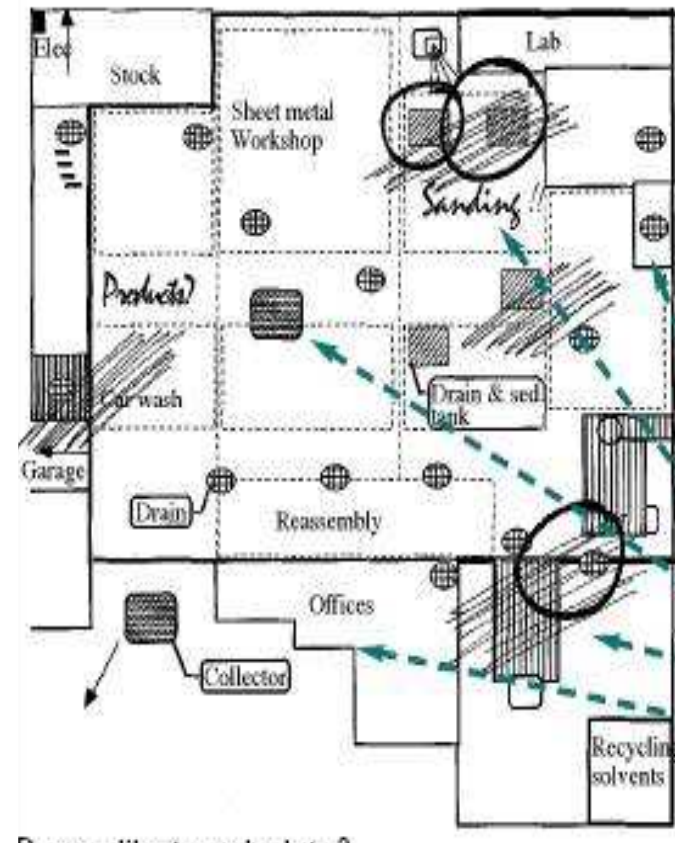
- Free ware from EU.
- Uses simple 'mud maps'
- Gets staff involved
- DIY step-wise approach to EMS

Symbols for Environmental Issues

Hatched lines: small problem

Circles: large problem -
more serious, the thicker the circle

Use photos to tell the story & shows
improvements



One photo can tell a story



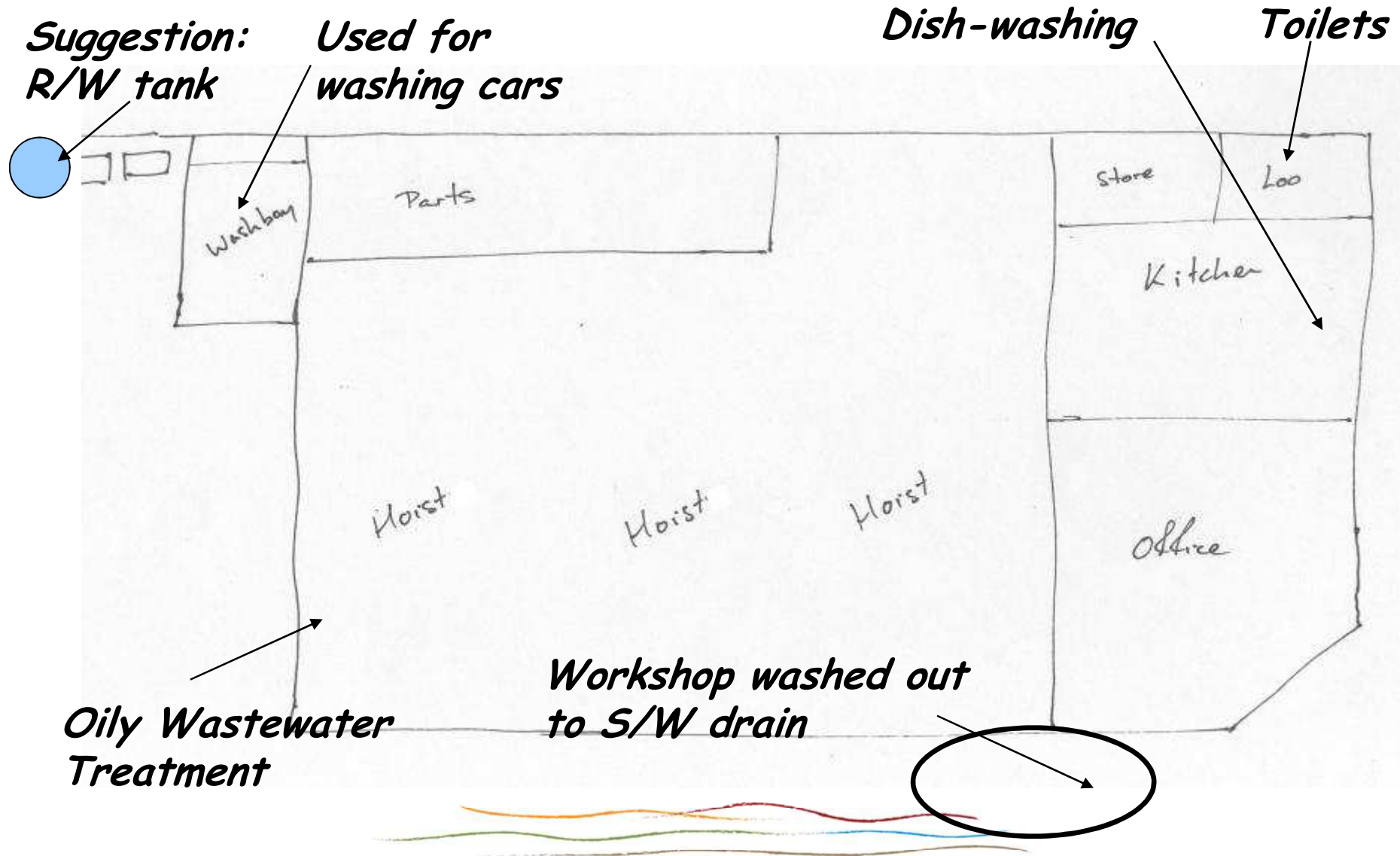
Overview - Eco-mapping process



- *Commitment*
- Step 1: Urban Situation - who do you impact?
- Step 2: *Material Flows*
- Step 3: Weather map - workers opinion poll
- Eco-mapping the site with staff:
 - Step 4: Eco-map water
 - Step 5: Eco-map soil & storage
 - Step 6: Eco- map air, odours, noise, dust
 - Step 7: Eco-map energy
 - Step 8: Eco-map waste
 - Step 9: Eco-map risks
- Step 10: Create a Summary & Environment Action Plan



Step 4: Eco-map water



Environment Action Plan

1. Workshop floors - use mop - not a hose - *staff*
2. Install a timer on compressor by Nov 11 - *Fred*
3. Separate cardboard bins in workshop - *Dan*
4. Install bunding around new oil by Jan 12 - *John*
5. Investigate price of skylights by Jan 12- *Steve*
6. Investigate use of rainwater - landlord - *boss*

Your Environment Action Plan for
your Green team!

.....and staff are on board.



Share the journey -engaging others



Sustainability journey -the further you go -
the more you need on board



The last word!

- Increasing the VALUE of water in your business is...
 - Changing the value of water in the mind of your staff!
 - Easier to achieve in some than others
 - Needs to be linked to “personal” water values (what are they doing at home)
 - Needs a “what’s in it for me” component (rewards?)
 - It will require lots of “baby steps”
 - Requires a creative approach
 - Requires constant reinforcement



Thanks and Questions please

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