IWA EFFICIENT URBAN WATER MANAGEMENT SPECIALIST GROUP

NEWSLETTER

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SAVE THE DATE – EFFICIENT 2025

IWA Efficient 2025 – 16-18 September 2025 | MELBOURNE, AUSTRALIA

Next Generation Water Efficiency

Addressing water efficiency and loss is becoming increasingly critical worldwide, leading to the adoption of new and emerging technologies across various sectors. Through an international lens, best practices in demand management are being shared and implemented to optimise water usage and minimise waste. Emerging behaviours, innovative interfaces, and programs are driving this shift by enhancing monitoring capabilities, improving data analysis, and fostering community engagement. By embracing innovative solutions and learning from global experiences, societies are advancing toward more sustainable and efficient water management practices.

In its continuous search for solutions, the International Water Association (IWA) Specialist Group for Efficient Urban Water Management will bring the 12th biennial IWA Efficient Conference to Melbourne Australia, in association with Australian Water Association (AWA) Australian Water Association Homepage | AWA

On 16 – 18 September 2025, the conference will bring together a high-calibre urban water and wastewater professionals to reflect on shared challenges and to promote efficient solutions.

Please save this date in your diaries – more information on venue and agenda as well as call for papers to come soon.

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FOREWORD BY THE CHAIR

Dear members of the Efficient Urban Water Management SG,

Reflections on Efficient 2023

The 11th edition of the Efficient Conference, after two years of delays due to COVID-19, finally took place in Bordeaux, France. This event provided a platform for reflecting on recent droughts in Europe and the USA, as well as the ongoing drought in Central and South America. With 226 delegates from around the world, the conference featured three days of technical sessions and workshops across three streams. A highlight of the event was the first Water Efficiency World Cup, where young water professionals presented their innovative ideas for improving water efficiency in their respective countries.

Acknowledgements

I would like to extend my thanks to the Management Committee for their expertise and invaluable input. Their dedication and hard work have been instrumental in the success of our initiatives. You can find out more about the Management Committee and contact them via the SG page on IWA Connect.

Announcing IWA Efficient 2025, Melbourne Australia 16-18 September 2025

Working with the Australian Water Association and IWA Australia we submitted and IWA approved our proposal to host Efficient 2025 in Melbourne Australia. This event is scheduled to be held on the 16th, 17th, and 18th of September 2025. We will share further details as they become available. The theme is Next Generation Water Efficiency.

***Aaron Burton** FRSA C.WEM CEnv CSci*

Chair IWA Efficient Urban Water Management Specialist Group

IWA Efficient 2023 – An Overview

With over 100 presentations over 3 days from countries around the world, Efficient 2023 had very much an international feel to the conference and this was one of the highlights. A chance to compare common water efficiency challenges and to explore potential solutions with colleagues from Canada, Australia, Brazil, France, Portugal, Germany, Spain and the USA.

Below is an extract from a wider summary thanks to Nathan Richardson, Head of Policy at Waterwise UK (full summary here).

Frameworks for water efficiency programmes

There were some great examples of water efficiency frameworks for planning, undertaking and evaluating water efficiency programmes. This one from New South Wales in Australia looked particularly relevant and includes a spreadsheet tool that poses key questions and captures the responses. In addition, a framework has been developed in California, USA which is linked to new statutory standards for indoor water use and outdoor water use. The UK's Environment Agency presented on the development of the statutory water demand target in England with feedback comparing it positively to some similar targets set in the USA.

Water neutrality and water reuse

The general view was that water reuse is a big and largely untapped (pardon the pun) opportunity area for water demand management alongside in property leakage reduction. In this USA example in San Francisco, which was presented as a keynote, a legal ordinance is used to require developments of over 40,000 square feet to submit a water budget. Water reuse has also been required since 2015 for larger developments with reuse now required in all new developments over 100,000 square feet (9290 square metres).

Smart metering and data privacy management

There were two excellent presentations from France (Suez) and USA (in Georgetown) on their roll-out of smart water metering and how they were dealing with the amount of data generated developing dashboards and indicators for water efficiency and leakage managers and also tools for water users.

There was also a lively discussion on data privacy. The point was made that this ultimately rests with the individual whose consent needs to be sought which means people need to see the benefits to them. However, in several cases such as leakage a legitimate interest argument appears to have been made in France to share and analyse the data with other organisations who are assisting the water provider.

Water labelling

The Australian government managers of their mandatory water labelling scheme were at the conference. All relevant products to be sold in Australia have to be registered with WELS and display the label at the point of sale. Their current focus is on tightening the minimum standards already used (from 3 star to 4 star) and they have looked at a number of ways this could be done in Australia through plumbing codes or through tightening of existing minimum standards in their water label. The latter option is preferred. They also described how they have successfully worked with Ebay to ensure that online product sales are displaying the water label.

Showering and bathrooms of the future

Chris Philpot from The Water Conservancy in Australia ran some videos of youngsters in Sydney talking about how they spend 30 to 60 mins in the shower and had no idea how much water was being used and it was clear this is an area of concern for water managers across several countries who are seeing similar trends. Stuart White from the Institute of Sustainable Futures in Australia presented on some research they have published into the homes and bathrooms of the future and how smarter devices may help reduce water and energy use.

Behaviour change campaigns and Water Night Australia (and UK!)

Other than the work on showering there was surprisingly little on behaviour change with the focus much more on policy and technology. An exception to this was the presentation on Water Night in Australia. We took the opportunity at the conference to announce that we are to run Water Night in the UK as a pilot in 2023 and to encourage other countries to come on board in 2024.

A sample of photos is below but more are available online: EFFICIENT 2023 by Savinien Tonelli (pixieset.com)

Water literacy, awareness and efficiency in Australia in 2024

Australia is known for its volatile and extreme weather. Despite living on one of the driest continents, most Australians use water subconsciously and know little about it. Water literacy is shockingly low, with water rarely considered in matters of sustainability and climate change – especially amongst younger generations, despite being environmental activists. Aussies tend to place value on the environment and on water as a natural resource, but their individual behaviours and actions do not align with their intentions.

Research over the years indicates a nationwide water knowledge deficit. Despite Australians' self-reported high value of water and the environment, there is a huge gap between how Aussies perceive their own water literacy versus actual water literacy levels. Only by bridging this water literacy gap, between intention, perception, and action can Australians start to think critically about their own water habits and use water wisely.

The gap between perception and reality refers to the disconnect that can exist between how we think we use water and how we really use it. This phenomenon occurs for many reasons including lack of knowledge on the water cycle, how much is available for our use, and the role of the water industry in providing high quality, treated drinking water for our homes.

Because of this gap between intention and action, many Australians are unsure about the practical steps needed to reduce water consumption effectively. Most people recognize the imminent global water shortages expected within the next two decades without making significant reductions in their water usage. With over 90% agreeing on the necessity of limiting water use during droughts, and the looming threat of another El Niño event heightening concerns, clear research emphasizes the urgent need for clearer guidance and strategies to translate concern into impactful behaviour change in everyday life.

For example, research conducted by The Water Conservancy in 2021 proves 62% of Australians think ‘water’ is precious yet only 42% consider ‘tap water’ precious. ‘Water’ and ‘tap water’ are not regarded as the same thing. People’s feelings about ‘tap water’ expose a very different relationship and reality. Concern for the environment is shared across generations. Yet this concern rarely extends to issues specific to water, such as droughts, water shortages or dam levels.

Additionally, only 18% of Australians say they are aware of their water use, however 91% say it is important to be aware of their water use. So, we want to be aware, even if we may not realise it!

People find it difficult to value tap water — especially the younger generations. For most Australians, tap water is a daily necessity — with most people using it as much as 16 times a day, every day, with 69% of respondents saying they’d ‘freak out’ if their taps stopped flowing. It seems clear that the use of household water is subconscious and that awareness of the water saving capability of standard taps and toilet devices is also unknown with many appliances being subconsciously used and chosen.

Encouragingly, eight in ten (82%) Australians say that if they had access to easy steps to conserve water at home and save on water bills, they would be very/somewhat likely to try and reduce water consumption, in which half (48%) of those are very likely to do so.

The last time most people learned about the household water cycle was in high school. Consequently, water literacy is low with only 64% knowing where their household water comes from and 45% saying they definitely don’t think about where it comes from.

The good news is that the water industry has embraced this knowledge. Achieving high levels of water literacy is essential for fostering informed decision-making, promoting sustainable practices, and ensuring resilience in the face of future water challenges. Campaigns to improve water literacy are in place by many water utilities and not-for-profits.

Australians are not always monitoring their water usage, with half (51%) saying they are unable to recall how many times they have used any tap at home in the last 12 hours. In fact, only 11% of Australians say they know exactly how many times they have used the tap at home in the past 12 hours.

Campaigns like Water Night, in its 5th year in 2024, encourage householders to face their subconscious use of tap water and to increase their perceived value of it. As the householders of the future, Water Night inspires participants to increase their literacy, challenge their behaviour and to use less water. Water Night has demonstrated results that improve water literacy by 24% and water awareness by 60% amongst participants. Delivered nationally and supported regionally by many water utilities, Water Night illustrates that an increased value for water can only result from education and experience.

Addressing poor water literacy requires targeted education and awareness campaigns that empower individuals and communities with the knowledge and skills needed to make informed decisions about water use. By improving water literacy, stakeholders can better understand the importance of water conservation, adopt water-efficient practices, and contribute to sustainable water management efforts that benefit both people and the environment.

Chris Philpot
CEO, The Water Conservancy
chris.philpot@thewaterconservancy.org

The Water Conservancy is an independent not for profit, committed to enabling all Australians to be conscious of their relationship with water, to value it, understand it and use it efficiently in order to waste less.

Research cited:

‘Aussie Intentions. Are They Enough? Australia's Water Literacy Tested’, The Water Conservancy 2023
‘A Billion Water Using Minutes’, The Water Conservancy 2021
‘Australia's Relationship with Water’, The Water Conservancy 2019
https://thewaterconservancy.org/research/

Emerging Water Leaders needed!

Calling All Emerging Water Leaders! Join Us for Efficient 2025 in Melbourne, Australia.

Are you a young professional or Emerging Water Leader who is passionate about efficient water use and management?

Globally, water efficiency measures are increasingly being implemented and studied, yet a comprehensive analysis and aggregation of these efforts are still needed. Our goal is to establish a baseline understanding of best practices in water use efficiency, which will help us create benchmarks for water utilities, states, and countries.

Currently, Young Water Professionals (aged under 35) make up about 25% of our specialist group's membership. We're on a mission to boost the engagement from this dynamic group by inviting you to contribute to this strategic evaluation.

Opportunity Alert: Join the Steering Group!

We're calling on IWA YWPs from all regions to step forward and participate. Engaging with this project offers you a unique chance to:

a. Gain hands-on experience in shaping and leading a strategic research initiative.
b. Connect with and learn from experts and mentors within the Efficient SG.
c. Enhance your professional growth and development.

This involvement will not only enrich your skills but also strengthen your qualifications to attend the IWA Efficient 2025 conference in Melbourne. At the conference, we will unveil the project outcomes and explore how they can be transformed into actionable performance indicators.

Don’t miss this chance to make a significant impact in the world of water efficiency. Let’s shape the future together!

Get in touch

For more information on how to get involved, contact Michiko Iwanami (Vice Chair of the EUWM SG) at michiko1873@gmail.com.

Interview with Mary Ann Dickinson

“We're certainly not finished. I've been working in water efficiency since 1989 and I think we've made great progress…”

We spoke to Mary Ann Dickinson, the founder and former CEO of the Alliance for Water Efficiency, an NGO based in North America but working worldwide in water efficiency.

Could you tell us a bit about yourself for any readers who might not know you?
So, I didn't start my career in water or the environment. I actually started out wanting to be in the United States Foreign Service. I was a student at Georgetown University in the School of Foreign Service but the lack of opportunities for women led me to explore other paths.

In April 1970, the first Earth Day inspired a shift in my focus toward environmental planning. I joined the Department of Environmental Protection in Connecticut, where I spent two decades contributing to the development of policies and standards for water resources. Later, I moved to the drinking water industry, initially knowing little about water conservation.

Reflecting on my career so far, I take pride in the positive impact I believe my work has had on water sustainability. It’s been a rewarding journey, and I've always said water efficiency is the most fun area to work in because of the people and the relationships I have built.

Was there anything that initially surprised you about the water sector?
As I’ve said, it is very collaborative – more than other sectors. Even after retiring from my full-time job at the Alliance for Water Efficiency, I chose to stay involved through the specialist group. The relationships I’ve built here and across the sector are like friends and family.

Our Specialist Group is all about water efficiency, of course, but are there any other issues around water which you have particularly enjoyed working on?
Working specifically in land conservation and preservation and developing policies and funding programmes to permanently preserve large swathes of very biologically diverse habitat, and again it all tied back to water because the biologically diverse habitats always had access to high quality water.

Moving onto the USA’s WaterSense label, could you tell us a bit about your work on the label and could you give an overview of the impact the label has had since it was established?
I was very involved in the launch of the Water Sense programme. I basically went to some colleagues in the Environmental Protection Agency (EPA) and said,
“You have to develop a water label like your energy label, and you should call it Water Star, just like Energy Star.”
I didn't get the name I wanted, but we got the programme!

Mary Ann (blue jumper) at the launch of the WaterSense label in San Antonio, 2006.

We had created the Alliance for Water Efficiency pretty much the year before and one of the main priorities we had was to get a water products label. In terms of statistics, savings include:

- 7.5 trillion gallons of water. That’s the water used in 9.5 months by all U.S. households!
- Reduction in energy consumption by 880 billion kWh, enough to power 83 million homes for a year.
- 337 million metric tons of greenhouse gas emissions saved; the equivalent of 5.6 billion trees planted.
- $171 billion saved on consumer water and energy bills but that doesn't count what's been saved on the water utility side from the reduction in consumption.

That is really impressive. Are there any ways the label has been particularly successful; for example, with influencing the behaviour of particular consumer demographics or with the manufacturers of water-using products?
When the Watersense label was announced, most of the manufacturers wanted to pile in and make sure they created Watersense labelled products because they knew there would be a marketing push from the EPA to get people to buy them. The manufacturers really stepped up to become partners in the programme and to make sure they were developing products that comply.

Now, the sales in the marketplace are almost 90% WaterSense products because they are affordable, and they don't cost more than non-labelled products which use 20% more water. So, there's been great manufacturer response and great consumer response too.

For other countries looking at introducing water labels, whether voluntary or mandatory, what advice would you give?
In terms of whether a label should be voluntary or mandatory, I think it depends on the culture of the country. As a former regulator I think mandatory is always good but in the USA we already had a successful voluntary Energy Star programme, so it depends on what you have in your country as the background culture for it, and what support you have from manufacturers and other groups.
[EDITOR'S NOTE: The EUWM SG ran a research project on water efficiency labels in 2019 – report available https://iwa-network.org/news/launch-of-water-efficiency-labelling-report/]

If we could quickly talk about our very own Efficient Urban Water Management (EUWM) Specialist Group, how did you come to join (and later chair) the group and what attracted you to this role?
I was executive director of the California Urban Water Conservation Council and Francisco Cubillo - who chaired the EUWM's predecessor 'Efficient Operations Management' Specialist Group – invited me to Madrid in 2001 to talk about the water conservation work I was doing in California. So, I began to work with Francisco and others. Eventually the name got changed to the Efficient Urban Water Management specialist group so that it wouldn't be seen as just focusing on operational efficiency, but rather to cover efficiency of the resource itself. I took over when Francisco stepped down and chaired the group for six years.

For anyone new to the IWA and/or new to the work of this SG, how have you found knowledge sharing here beneficial for other work that you do? Do you have any examples you could give?
It's so important for people to share experiences and to document the benefits of water efficiency. As an example, I learned a lot from the Australians during their Millennium drought, documenting everything going on to share those lessons with the big drought that was happening in the Southwest of the USA and particularly in California.

Now, in Australia, they're using the report I wrote on their Millenium drought to sort of refresh their memory on what they had done in the past, as knowledge can be lost when people move on from organisations and new people join. So, we've gone full circle and that's the benefit of the international network we have.

That's really a really good reminder that it's really important to keep sharing and recycling and updating knowledge. Speaking of which, the EUWM SG held its last conference – Efficient 2023 – in Bordeaux. What were the highlights for you, and why should people attend the 2025 conference in Melbourne?
It can be hard to get people to go to an international conference; it's expensive to go to a conference in another country. But the benefit is that you learn a lot, you come home with information that you never would have ever gotten any other way: you become part of this worldwide water network. The Melbourne Conference will be another wonderful opportunity to do this.

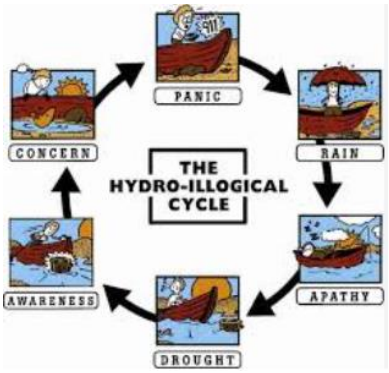
I gave a talk at the Bordeaux Conference on how reducing network leakage saves greenhouse gas emissions and the extent to which that is largely unrecognised. Folks from Brazil were in the audience and they came up to me afterwards and said, "We're really interested in this because, in Brazil, our drought is tied to our power supply crisis; we are losing hydro generation capacity." This resulted in me giving this same talk at their next Brazil Water Week conference. I always say "yes" to these things because I'm happy to share what I know because so many people have done the same for me.

Thank you for your time today! Despite many achievements in the water efficiency space nationally and internationally, is it fair to say that there is still plenty of work to do to ensure water efficiency gets the profile it needs?

We're certainly not finished. I've been working in water efficiency since 1989 and I think we've made great progress. We've done some great work at evaluating the benefits of water efficiency, evaluating how much water it's saving and what the benefits are financially to the utility system. And to the customers. But we're not done. We have so much more to do. Until we make water efficiency a completely standard practise in every water utility, irrespective of shortage, you know we're not going to be fully there.

Finally, are there any particular areas within water efficiency where you feel greater focus and collaboration is needed?

One area we need to move forward in is potable water reuse and I think specialist groups in the IWA can start to work together because that becomes a great water efficiency issue. Israel are starting to do it: they recycle 80% of their water, but mostly they use that recycled water in agriculture.



The Hydro-Illogical Cycle. This cycle highlights why proactive drought preparedness has proven to be challenging (Lankford et al., 2004).

NEWS, PROJECTS, ACTIVITIES & ISSUES

Water efficiency innovation funding in England and Wales

The financial water regulator (Ofwat) in England and Wales is proposing a £100 million (USD$130 million) water efficiency fund for the period 2025-2030. The fund is being designed to encourage collaboration and innovation between water companies, regulators and across sectors. It is Ofwat's ambition to prioritise water efficiency on par with energy efficiency and other sustainability challenges, promote its efficient use, gather greater understanding, and remove barriers to help water companies deliver on their responsibilities. More details can be found at Water efficiency fund - Ofwat.

Productivity Commission Review Australia

The Australian Government's productivity commission published their final report on 'National Water Reform 2024'. The report sets out the Commission's findings and recommendations on the urgent need to renew the 2004 National Water Initiative, due to climate change and changing water demand. Some of the findings relevant to the Specialist Group include:

- The 2004 National Water Initiative (NWI) has served Australia well as a foundation for water management. But a renewed and updated NWI will help governments navigate growing water security challenges.
    - Climate change is making rainfall as a water source increasingly less reliable.
    - Demand for water is growing and changing.
- Planning for water security should be a greater focus of a renewed NWI, in the face of an increasingly variable and changing climate.
    - Jurisdictions need to plan for threats to water quality and availability from an increased risk of flooding, storms, bushfires and sea level rise, as well as drought.
    - Governments also need to collectively model and plan for the water demands of the transition to net zero emissions.
    - All options need to be on the table and transparently assessed, to ensure water security is achieved at least cost to the Australian community and to sustain the underlying health of water systems.

NEWS FROM IWA HQ

Digital Water Summit 2024: 12 to 14 November, Bilbao, Spain

With the digital revolution continuing to reshape industries worldwide, this pivotal business-to-business event will once again convene water leaders, innovators, and experts from around the world to explore the latest advances in digital technologies and solutions for the water sector.

The 2024 Digital Water Summit is co-organised by IWA with Consorcio de Aguas Bilbao Bizkaia, the water utility in the region, and AEAS, the IWA Governing Member in Spain. It serves as a premier platform for fostering collaboration, sharing insights, and driving innovation within the water sector. Building upon the success of previous editions, the upcoming summit promises to deliver unparalleled opportunities for networking, learning, and exchange of ideas.

Mark your calendars and join us in Bilbao this November for an unforgettable experience at the forefront of digital water innovation. Together, let us unlock the full potential of digital technologies to create a more sustainable and resilient water future. Digital Water Summit 2024 - International Water Association

NEWS FROM IWA PUBLISHING

Selected Books

New and Relevant Books:

Guidelines for Carbon Accounting and Emission Reduction in the Urban Water Sector
OPEN ACCESS EBOOK - *Edited by Xiaodi Hao, Ranbin Liu*

Quantification and Modelling of Fugitive Greenhouse Gas Emissions from Urban Water Systems
OPEN ACCESS EBOOK - *Edited by Liu Ye, Jose Porro, Ingmar Nopens*

Asset Management of Urban Drainage Systems: If anything exciting happens, we've done it wrong!
OPEN ACCESS EBOOK - *Edited by Frédéric Cherqui, François Clemens-Meyer, Franz Tscheikner-Gratl, Bert van Duin*

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New and Relevant Journal Articles:

Integrated systems for rainwater harvesting and greywater reuse: a systematic review of urban water management strategies
A. M. Rodrigues, K. T. M. Formiga, J. Milograna

Collaborative water governance model for potable urban water supply in Riau Province, Indonesia
Suyeno Suyeno, Sumartono Sumartono, Bambang Santoso Haryono, Fadillah Amin

Urban water system of the National Capital Territory of Delhi: a comprehensive study
Adeeba Parveen, Syed Naushad Ahmad

Water quality ensemble prediction model for the urban water reservoir based on the hybrid long short-term memory (LSTM) network analysis

Kai He, Yu Liu, Jinlong Yuan, Zhidong He, Qidong Yin, Dongjian Xu, Xinfeng Zhao, Maochuan Hu, Haoxian Lu

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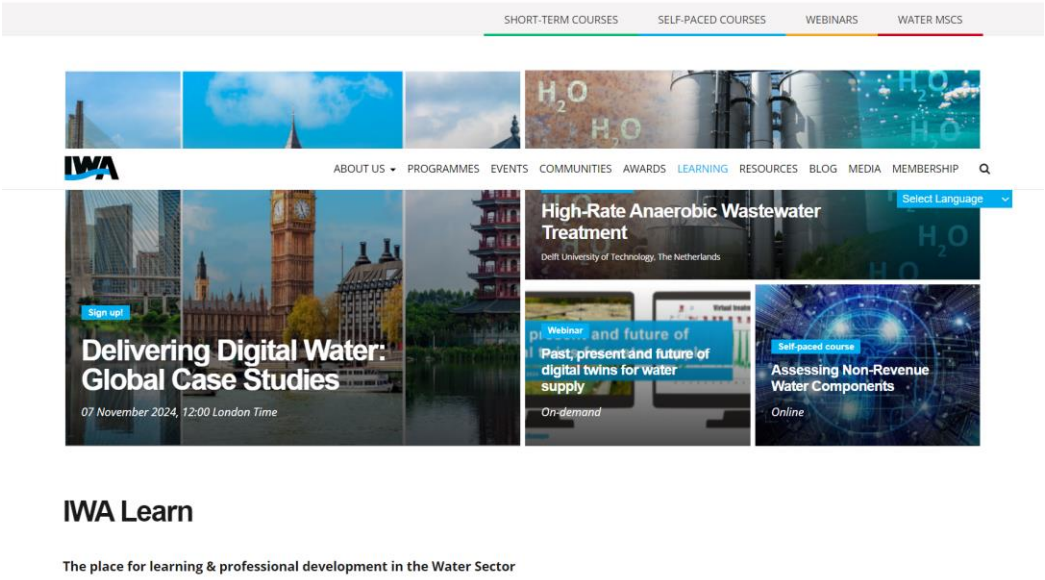
Professionals in the water sector require continuous development to be able to stay abreast with the changing environment circumstances. No matter in which stage of your career, IWA provides you with guidance and opportunities to build up the competences required to succeed. This includes a set of tools on how to develop your career, as well as opportunity of professional updating, learning, training and networking.

To learn more, visit the IWA Learn platform: https://iwa-network.org/iwa-learn/



BECOME A MEMBER OF 'EFFICIENT URBAN WATER MANAGEMENT' SG

Specialist Group description: The mission of the Efficient Urban Water Management Specialist Group is to encourage the interchange of knowledge, research, best practices and programs regarding efficient management and use of water in urban zones. Topics of interest include the management of drinking water supply and wastewater sanitation systems, customer demand, network assets and water resource planning.

For IWA members, who already have Connect login details, please go to IWA - Community Portal - Group (iwaconnectplus.org) and simply click on "Join Group" button on the top right.

For new friends, please register to join IWA by visiting https://iwa-connect.org/subscribe and then follow the link above to join the EUWM SG group.

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IWA
the international water association

WRITE TO EFFICIENT URBAN WATER MANAGEMENT SG

The Newsletter is an opportunity to share information: points of view; policy developments; research; activities and events; worldwide. If you have an interesting project, comments, or are planning a conference or workshop, send it to us, including contact point for more information.

- **Aaron Burton**, Chair
  Email: aaronhburton@gmail.com
- **Michiko Iwanami**, Vice Chair
  Email: michiko1873@gmail.com
- **Ricardo Cobacho Jordán**, Secretary
  Email: rcobacho@ita.upv.es

If you would like to present a webinar on Efficient Urban Water Management or have an interesting story you would like included in a future Newsletter, then get in contact with us.

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IWA Head Office:
Republic – Export Building, First Floor
1 Clove Crescent
London E14 2BA
United Kingdom

Tel: +44 207 654 5500
Fax: +44 207 654 5555

General e-mail: water@iwahq.org
Membership e-mail: members@iwahq.org

Website: http://www.iwa-network.org

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