



Navigating Public Perception:

International Strategies to Promote Acceptance of Water Reuse Initiatives

Public Engagement is a critical, but often ignored, component of water reuse project implementation. Communities are demanding the ability to take a more active role in decisions that impact them financially or their quality of life. Coupled with an environment where social media is the dominant knowledge source for the general public, it is even more important to include stakeholders and continual communications throughout project development and implementation.

Across the globe, the approach to public engagement varies significantly based on local needs. During this workshop, experts from multiple countries (Australia, South Africa, United States, and The Netherlands) will highlight the latest water reuse-focused engagement initiatives and research. In addition, an international collaboration to catalogue water reuse project information to help inform the public and project developers will be presented.

The workshop will also include a hands-on group exercise using a case study of a water recycling scheme to design an engagement strategy. The workshop will be moderated by Melissa Meeker.



Adam Lovell
WSAA, Australia
Speaker



Nqobile Simelane
City of Cape Town, SA
Speaker



Germano Salazar-Benites
HRSD, USA
Speaker



Sandra Sikkena
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Only for registered delegates