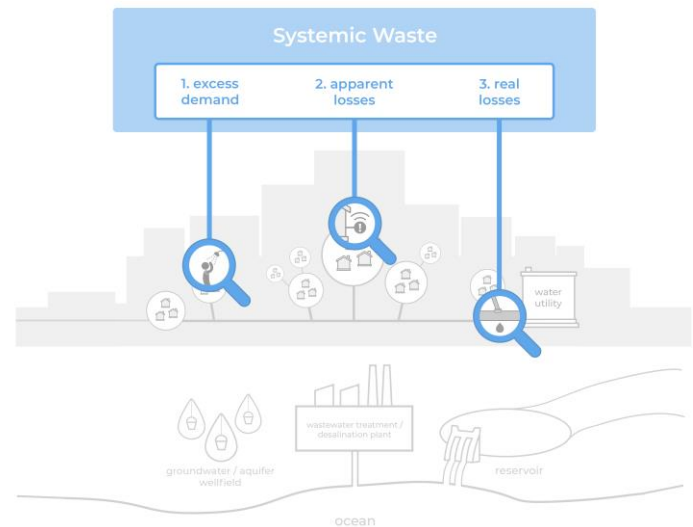
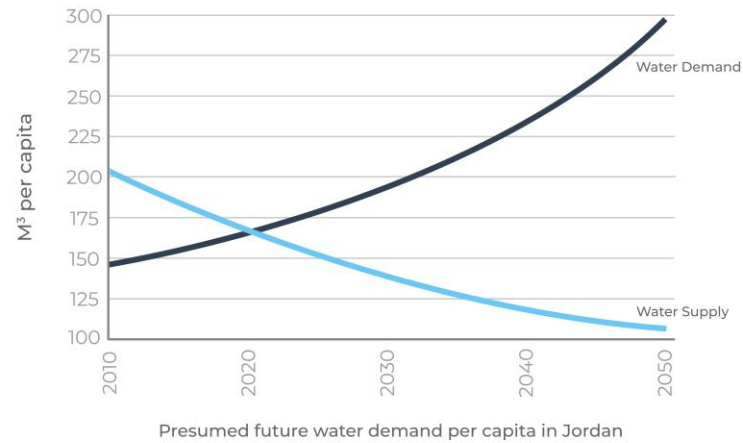
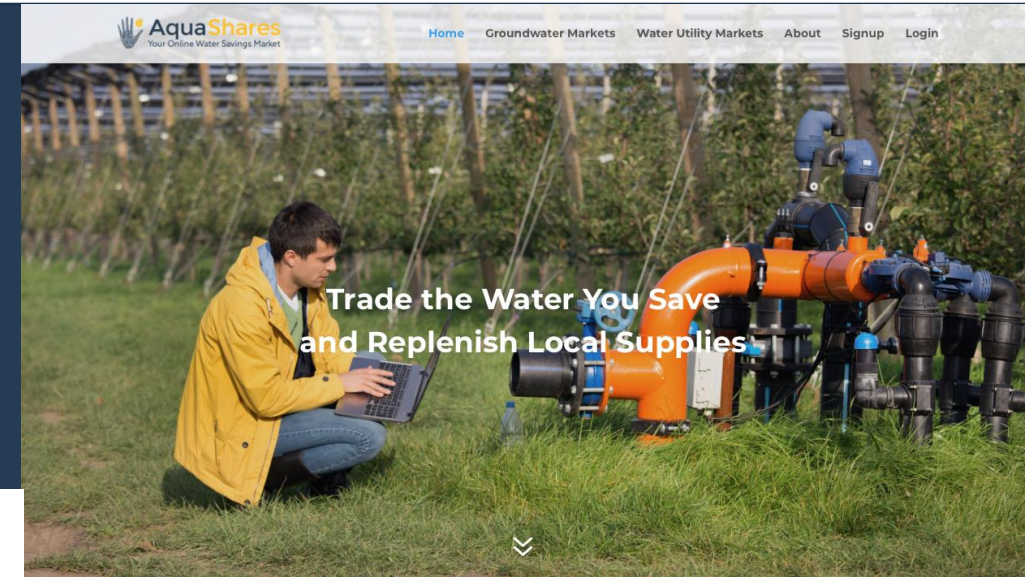


Performance-Based Programs to Drive Urban Water Resilience



Jamie Workman
Asian Development Bank

Sources:
Demand Curve: https://www.researchgate.net/figure/Presumed-future-water-demand-per-capita-in-Jordan_fig4_282632964
Supply Curve: FAO AquaStat Jordan 2014

AquaShares Solution

Applying Incentives to Improve Urban Water Resilience

AquaShares: reduces systemic waste, lowers utility cost of service, captures valuable water savings from within system, & improves customer satisfaction.



Customer Demand Reduction
Program, at scale



Non-Revenue Water (NRW)
Loss Reduction Program



Water Savings Purchase
Agreement - financing model that
improves utility financial health

AquaShares Solution

End User Program Design for Resilience

A properly designed program can improve resiliency with environmental, economic, and social goals

Environmental Goals



Focus: defining equitable allocations of the local resource

Economic Goals

Utility Losses Today...



Enable Incentives for Tomorrow

- Consumers
- Investors
- Utility
- Corp. Brands

Focus: designing financial incentives to save water by reducing utility net losses (i.e., from below cost sales)

Social Goals



Focus: improving customer satisfaction, establishing protections (e.g., water savings limits)

AMI “Smart” Meters + Incentives = Resilience

- ✓ Lower expense of reading
- ✓ Slash fuel, emissions, labour costs
- ✓ Reduce billing errors, disputes
- ✓ Assess NRW in real time/intervals
- ✓ Encourage lower demand/usage
- ✓ Detect leaks sooner, repair faster
- ✓ Proven in California & Morocco
- ✓ Self-Financing Mechanism
- ✓ *“For Marrakesh, AquaShares offers a very good solution that raises awareness among consumers about the real value of water.” - RADEEMA*

