



IWA Makes A Moment In History

YOU HAVE READ IN PREVIOUS ISSUES OF THIS NEWSLETTER about the excellent progress we have been making toward the establishment of our new association, the International Water Association, which legally came into being at the end of July 1999.

Our first opportunity for the ceremonial launch of the association, however, is the opening of the World Water Congress in Buenos Aires on 20 September. We hope that as many of the current members of both IAWQ and IWSA as may find it possible will be able to join us on that day in celebrating the truly significant merger of two well-established and respected world water associations.

The need for due care in the various forms of influence we as professionals exert on the management of the world's water is well understood by our combined membership. For many of us, this care has been a rewarding life's work which has been ever present in our consciousness.

It is comforting to know that a similar consciousness about the dire consequences of poor water management is growing in the hearts and minds of the international community at large. The result is that governments now find it imperative, on behalf of their people, to devote more time and resources to dealing with matters which we as water people know to be essential for the future well-being of our planet. It seems that our concerns as an association are no longer regarded as the 'Cinderella issues' in the portals of world governance. However tentatively and, however inadequately, international governmental organisations are being forced to address holistic water issues.

It is a propitious moment therefore for the water sector to constitute an international body as all embracing as the new IWA with which to interact with world governments.

While we may take some comfort from the developments mentioned above, our sense of realism tells us that these first steps are but the early part of a long journey. We have begun the work of understanding what needs to be done to manage our world's water resources more adequately than we do at present.

We have also some understanding of what is required to improve water services to those who already have them. Far more pressing, however, is the learning that lies ahead of us as to how we should optimally assist in extending water services to those who have never had them.

There have been many well intentioned attempts at extending water services which have not yet given much cause for

satisfaction. Sustainability of the service and inadequacy of the numbers assisted have been the chief disappointments. What has been lacking until now, however, is a coherent world effort which will combine the resources of knowledge and experience with those of finance and manpower. It ought to be the objective of IWA to provide the former and we must persuade international governmental agencies to provide the latter.

Grant funding as well as loan funding is already flowing to water projects all over the world; but is it achieving its objective? Many would suggest that it is not. Can IWA make a difference to this programme? I believe it can! It can facilitate international coordination and coherence of the vast knowledge base necessary to transfer both management and technical skills to those who are ultimately in receipt of funding from international donors.

The closer working together, therefore, of donor, researcher and practitioner may yet be the formula that will achieve results far greater than any we have witnessed to date.

It seems to me that there are exciting times ahead for our new association. Whatever one's interest, work is always at its most rewarding when people can interact on world best practice in their particular field. If you want to be at the cutting edge of international water developments, then you would be well advised to be at the World Water Congress in Buenos Aires in September.

Apart from being in beautiful Argentina in the company of people you most admire in the water sector, you will be participating in the launch of a new association which, I predict, in time, through its intellectual energy, managerial drive and capacity for life, will have a profound affect on future world water management.

We sincerely hope to see you there. Be part of the making of history.



Vincent Bath
President Elect

South American Perspective

The water and wastewater market in Latin America is currently extremely variable, especially with the changes that are taking place in some of the large cities and regions of the South American countries. In many cases, these changes, are related to privatisation, whether by concessions, sale of shares, BOOT (build, own, operate and transfer) schemes, or third party involvement of some kind.

Owing to privatisation, using the word in its generic form, opportunities are much greater thanks to contractual insistence on securing better services and enhanced water quality. This in turn brings new technologies as well as improved administration. As a result, standards are being set which cannot be matched in the public sector and Governments setting up private companies have demanded substantial capital investment which have not only prevented the development of existing services but have also led to their deterioration.

It is evident that personnel involved must be trained to a much higher level than currently exists. The increase of investment certainly brings a corresponding increase in work for consultants and those companies supplying equipment and materials.

Governments are very slowly beginning to realise that a lack of service, as well as poor service, brings the providers into disrepute. They also realise that an association like IWA can act in an influential way to promote the water and wastewater sector. Without doubt, one important step would be to create an apolitical organisation of regulatory agencies which could act in

both public and private sectors.

I believe that one of the most significant deficiencies has been the self-regulation of the public companies which has resulted in poor quality services and, more importantly, in the contamination of natural resources.

I think that, with a few exceptions, many non-governmental organisations in Latin America have taken a passive approach when it comes to the political and legal aspects of the different countries. I think that action must be taken at the highest levels of government to offer well-founded arguments and solid solutions. In Latin America, the IWA and AIDIS may work together and I suggest that tacit support could be given to the Pan-American Health Organisation which is carrying out a very important task in our countries.

Visits from IWA members create a link which helps us to put into practice much of what we realise is necessary but, owing to distance and lack of personal contact, we have found difficult to achieve.

Enrique Arntsen

President, Inter-American Association of Sanitary Environmental Engineering (AIDIS)

President of the IWSA World Water Congress, Argentina



New London Address for IWA

In July, we moved to new premises in central London, providing 370 m² of office space to house the combined staffs of IWSA, IAWQ and IWA Publishing.

The office building, owned by the UK Temperance Society, is called *Alliance House*—appropriately named for the union of two international associations. It is situated in Caxton Street, Westminster, an area with historic connections to William Caxton who produced the first ever book printed in England in 1476. Again, with IWA's publishing activities in mind, the auguries seem appropriate.

The full address is:

**International Water Association,
Alliance House, 12 Caxton Street,
London SW1H 0QS, UK.
Tel: +44 (0)207 654 5500
Fax: +44 (0)207 654 5555**

(Note: telephone area codes for inner and outer London have been changed to keep pace with the growing demand for new numbers.)

New Association Makes its Debut at Stockholm

Several leading IWA personalities were invited to contribute to this year's Stockholm Water Symposium. The theme was *Urban stability through integrated water-related management*. Tony Milburn chaired the Plenary Session on the first full day; Nick Hood chaired *The Founders Seminar*; Piet Odendaal presented a paper on *Sustainable urban sanitation*; and Vincent Bath chaired the session on *Interaction between urban and peri-urban water-related activities*.

IWA took a small display stand to promote its activities to the many international visitors to the Symposium. We also used the opportunity to launch our new membership brochure.

New Web Site

We are developing a new web site at Alliance House to give us a fully automated membership management system and other benefits. New software will be used to up-date our financial management and enable us to speed up recruitment and membership enquiries.

IWA Foundation: Appointment of Director

Nick King has been appointed as Director of the new IWA Foundation (IWAF). He is a chartered chemical engineer and was Head of Overseas Operations at WaterAid for the six years before the UK charity received the Stockholm Water Prize in 1995. His career in the water industry includes working for a major water utility and for both consultancy and contracting firms. He also has wide overseas experience working as a project engineer. For the last three years, Nick has worked for English Heritage, most recently as Operations Director. (A profile of Nick King will appear in IWA Newsletter No. 4 in November.)

Focus on Publishing

Profile of Michael Dunn

Michael Dunn, Head of IWA Publishing, has spent all his working life in the world of publishing. Born in the UK's rural East Anglia, he was brought up in a farming community and attended grammar school where he did well at science. After graduating in physics at Bristol University, he toyed with the idea of following an academic career but decided instead to pursue his scientific interests through publishing.

He joined the Reed Group in the mid 1970s and, later, the Thomson organisation, where he was involved with technical and scientific publication. In his role as Publishing Director at Chapman & Hall, an internationally acknowledged publishing imprint, he began turning new projects into business ventures.

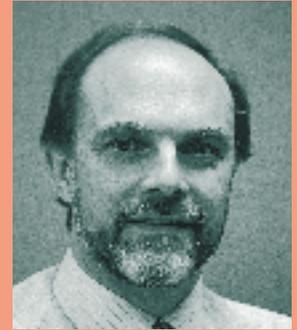
Michael joined IAWQ as

the Association's publisher in 1998. After the constraints imposed by working for large companies, he was pleased to join a small, but growing, organisation with, as he puts it, 'a more focused approach'. Part of his rationale for moving was that large corporations tend to lose contact with the communities they are supposed to be serving. Membership organisations, on the other hand, have a highly focused outlook. The concept of working for subscribing members entails having objectives centred on their needs and geared up to providing high levels of service. Michael believes that, 'membership organisations are by definition tuned in to the communities they serve'.

Consequently, he found IAWQ, and now IWA, a natural home for his personal outlook and

also for his experience. He sees the merger as 'a tremendous opportunity to expand the Association's range of publishing to a wider professional market, both academic and commercial'. It is important to develop the existing journals in the current editorial programme as well as developing new publications in both traditionally printed and electronic formats.

Michael is a keen advocate of the Internet which he views as furthering the community spirit. 'Communities form spontaneously around the Internet', he says, 'and provide publishing opportunities to link common interests. I see it as being absolutely essential to present our members with the extra functionality and ease of access that comes from the Internet.' He believes the timing is right for IWA to expand its



publishing role to provide high quality information services to members. In turn, this will help to grow and retain membership to the overall benefit of IWA.

On a personal note, Michael finds satisfaction being involved in publishing in water and sanitation because it has a significant impact on people's lives. Michael Dunn's experience makes him the ideal professional to drive forward IWA's publishing ambitions.

IWA Publishing Ltd

In January 1999, anticipating the merger between IAWQ and IWSA, we set up IWA Publishing (IWAP) to become a wholly owned subsidiary of IWA. This was the culmination of a wide-ranging review of publications within the two associations, combined with a membership survey, which strongly supported the case for expansion of the publications to meet members' information needs.

The expansion of publications will play a major role in fulfilling our ambitious plans for increasing the membership of IWA, providing a wider range of benefits to attract new members and retain existing ones. The plan is to create a broad-based international publishing business under the control of IWA, generating secure and increasing revenues which will be used to support the activities of the Association.

Building a publishing business

Over the past twelve months, an enormous amount of behind-the-scenes activity has taken place to provide the infrastructure to support a secure publishing business. From next year, IWAP will publish the journals *Water Science and Technology* (previously published by Elsevier), *AQUA*

and *Water Supply* (previously published by Blackwells) and will continue to publish *Water Research* in association with Elsevier. In July, we launch a new publication, *Journal of Hydroinformatics*, and a major programme of book titles will come on stream later this year.

IWA members will receive a new membership magazine, *Water21*, which will be launched in time for the World Water Congress in Buenos Aires. This journal will combine the best elements of *Water Quality International* and *Aqua News*, with much more besides.

We plan to launch new publications of all types, including journals, Internet/CD-ROM products, reference books, training manuals, conference proceedings and newsletters, all of which will be marketed internationally both within and beyond the membership of IWA. Already, many members have submitted proposals for new publications and the continuing support of members will be crucial to the success of the enterprise.

Internet access to our publications will be a priority and subscribers will be able to view the full text of our journals on-line next year. Our publications web-site will be developed to provide a range of services, including e-mail delivery of journal contents lists before publication, and free access to

abstracts. Future development will place electronic delivery of increasingly sophisticated information services at the centre of our activities.

Michael Dunn

Answering your information needs

For the future, we plan to develop IWAP as the information provider for the water and environmental sector worldwide. The opportunity is there to be grasped—we are operating in a buoyant market with high and increasing levels of investment in the water sector. There is a demand for information to give competitive advantage. Water-related research is well-funded, generating a good supply of papers for our journals programme. We are uniquely placed to access the information generated by our members and, these members, as information users, are also our customers.

IWAP will respond to the information needs of the international water industry and research community and, as IWA members, you have the opportunity to let us know the information services you require. This exciting initiative will succeed with the enthusiastic support of members as authors, editors and advisers and, above all, as users of our publications.

Launching Water21

The first issue of IWA's membership magazine, *Water21*, is published in July/August as a prelude to the launch of IWA in September. Under the editorship of Keith Hayward, the new magazine will take the place of *Water Quality International* and *Aqua News* which have served members of IAWQ and IWSA in recent years.

The merger of IAWQ and IWSA has created a new organisation with the opportunity to bring together the best of both international associations. The initial challenge is to ensure that both sets of members find at least as much value in membership of IWA as they do of IAWQ and IWSA. There is a key role for a publication that has broad appeal and helps to consolidate the identity of the new association. The part played by *Water Quality International* and *AQUA* as communication channels for their respective memberships is acknowledged. Now the task is to move on by creating a corresponding publication for IWA—*Water21* is intended to fulfil that need.

Members of both IAWQ and IWSA will receive the new magazine for the rest of this year, after which it will become a membership benefit for all members of IWA. Just one of the reasons to sign up for the new association!

Who's Who at IWA—The Accounts Team: Ed Ratnam and Peggy Toboada

Ed Ratnam is the Financial Controller for both IWSA and IAWQ. He joined IWSA in 1996 in a part-time role with additional work on projects assisting Mike Slipper. When the merger with IAWQ began to take shape, he became full-time financial controller for both associations in September 1998.

A Brunei born Tamil, Ed has been based in England since 1967. He qualified as a chartered accountant with Arthur Andersen (London office) after graduating with a degree in management sciences and communication engineering from Manchester University. After 23 years in the commercial sector, both as a management information accountant and internal auditor, he has found working in the non-profit sector very satisfying because service is more valued than commercial gain.



Together with Peggy Toboada, Ed will help IWA realise its international mission by being responsible for good financial information and administration for the new association.

Peggy Taboada has worked for IAWQ for two years. She joined the Association as an assistant in the membership department and, last year, was promoted to the Accounts Department where she helps Ed Ratnam in the day-to-day running of IAWQ accounts. She will continue in this role with IWA. Peggy was born in England, but her parents came from northern Spain and she has a widespread family, with members in Europe, North America, South America and Africa. Her fluency in Spanish helps in dealing with enquiries.



Amanda White, Toby Cray and Kate Moss

Membership Marketing Officer **Amanda White** has recently returned to IAWQ after giving birth to a beautiful baby girl in February this year. Amanda was born and educated in Greenwich, London.

After leaving college she worked for the Medical Defence Union, dealing with the administration of doctors' records before joining IAWQ in 1990. She came to the association as Membership Assistant and soon moved up to the position of Membership Marketing Officer. Her responsibilities include the administration of members records and subscriptions in addition to promoting membership of the association.



During her 9 years with the association she seen the membership grow from just over 3000 members to just under 7000. She is now looking forward to the challenge of recruiting new members to IWA and seeing the membership numbers go beyond 10,000 within the next year.

Toby Cray joined IWSA in

September 1998 to help co-ordinate the Association's conferences and the World Water Congress. His degree in communication studies and past experience working in publishing and public relations have proved invaluable. He liaises regularly our publishers and with international authors and contributors. His most recent task has been to

manage production of the proceedings for the World Water Congress in Buenos Aires and helping with the administration of Congress registrations.

Kate Moss joined IAWQ earlier this year, having been a high flyer for four years with British Midland airline's cabin staff. She was born and educated in Cheshire and spent some time working in her father's public relations business before moving to London. Her role at IAWQ is a varied one, mainly involving membership affairs where she assists Amanda White dealing with records and renewals and also with requests for information about the Association.

Making a Splash in Argentina

As part of its contribution to commemorate IWSA's World Water Congress in September, the City of Buenos Aires is constructing a water fountain in one of its public squares. Dr Fernando de la Rúa, Leader of the City Government, will inaugurate the fountain in Plaza Urquiza near the National Museum of Fine Arts on 21 September. The fountain, which will project a column of water to a height of 18 m, is being paid for by the Buenos Aires City Council and Aguas Argentinas.