

Myth and Reality: Water Reuse Leadership in the US

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Despite a perceived advantage in corporate leadership and technological capability, the United States lags far behind other countries in the adoption of large-scale water reuse strategies. During the talk, we will briefly explore current water reuse practices on the international level as compared to those of the US, from the standpoint of opportunity, technology, and public policy. Several examples will be presented through the lens of myth and reality, highlighting *evident* versus *potential* leadership in the area of water reuse. Focus issues will include how firms can leverage their capacities to lead water reuse in US homes and communities, and the factors that continue to hold us back where other, less-developed countries have succeeded. Finally, we will address the ways in which the lack of a comprehensive US water reuse strategy affects both individual and national security.