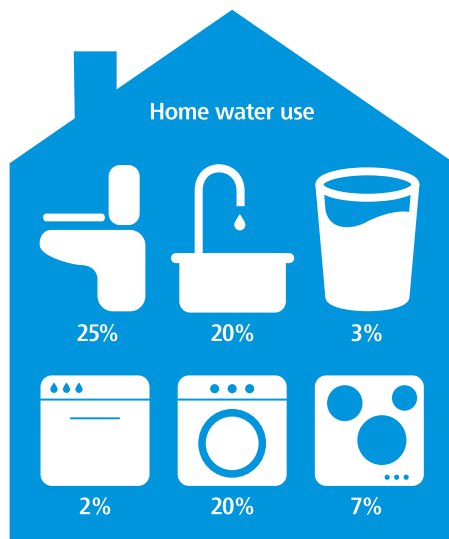


Control Plant, expanding its capacity from 1.2 million to 1.8 million cubic meters per day. The quality of the treatment was also improved by defining eight treatment areas to enhance the removal of biochemical oxygen demand (BOD) from 60% to 85%. The improvements brought New York into compliance with the Federal Clean Water Act¹⁸⁾. So in 2012, New Yorkers are all set with clean water and ways to manage it individually.

The green plumber's toolbox

Another important element to a greener home is domestic tools, and high-performing, water-efficient fixtures have yet to hit the mainstream. For instance, toilets use about 30% of the total water used in a UK household. An average household flushes 5000 times per year. There are around 45 million toilets in UK homes, using an estimated 2 billion liters* of fresh water every day. Approximately five million of these toilets are of the latest low-flush models, which use only half the amount of water compared to old style toilets. Should all old style toilets be changed the savings would amount to app. 1 billion liters annually.¹⁹⁾ ●



The above values are estimates based on survey results gathered from a number of countries.

He's written thirteen books on sustainable development. He's the co-founder of the Greenbuild Show of the US Green Building Council – the largest annual show in North America, if not the world, on green building. He sees water as the next Big Issue for our planet. Jerry Yudelson's main message: Blue is the new green.

Blue is the new green

“Live as you learn” seems to be Jerry Yudelson's modus operandi, and he has decided to be his own best case when it comes to implementing green practices in the home environment.

“I've taken a 10-year old home and put 3 kilowatts of solar power cells on the roof. I have a solar water heater and I collect rainwater for use in my garden. I have low-flush toilets, energy-efficient appliances and even a greywater collection system for the laundry water to put in the garden.”

Surprisingly, the first neighbor who followed the trend was the least likely person Jerry could have imagined – a “very conservative guy in his early 60s”, who installed USD 50,000 worth of green equipment.

“As soon as you get your first bill and you see that the utility company owes you money instead of the reverse, you get very satisfied.”

The green business has become big business in the US and the world, and consumers as well as companies are seeing the financial and environment benefits. In Yudelson's latest book, “Dry Run: Preventing the Next Water Crises,” one of the first books that deals with the design issues that cause water use in the cities, he gives advice of what metropolitans can do to live more sustainably.

“What you can control most as an ur-

ban resident is demand on a city level. We all need to become more aware that water is not a free resource. In your everyday life, you have to really look at the efficiency of water use when you buy things, such as washers, dryers and toilets. It's all about the small changes. I, for example, have a four-minute timer in my shower. So I take a four-minute or less shower – and that includes singing!” ●

“In your everyday life, you have to really look at the efficiency of water use when you buy things”

Jerry Yudelson,
Green Building Speaker
Co-founder, Greenbuild Show
USGBC USA

