



MINISTRY OF WATER AND IRRIGATION



Specialist Group
Efficient Urban
Water Management

The Sixth IWA Specialist Conference on Efficient Use and Management of Water

Water Demand Management: Challenges & Opportunities

March 29 - April 2, 2011 Jordan

First Announcement & Call for Papers



Efficient 2011 Jordan

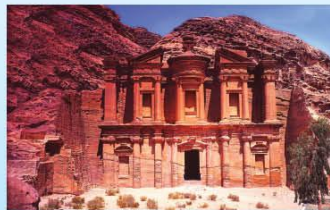
The Ministry of Water and Irrigation in Jordan, the International Water Association, and the United States Agency for International Development are pleased to announce the sixth IWA Efficient Conference—Water Demand Management: Challenges & Opportunities. The conference will be held under the patronage of His Majesty King Abdullah II in Jordan, March 29–April 2, 2011.

Rapid population growth coupled with drastic changes in the climate and ever increasing energy costs, are placing tremendous challenges on the water sector in meeting the increasing water demand. Now, more than ever, a shift of paradigm, from a water supply-oriented approach to an integrated supply-demand management approach, is called for!

This conference will present the experiences of different countries in water demand management and their accomplishments in improving water use efficiency and dealing with the challenges of drought.

The agenda will include a wide range of topics related to policies and regulations, planning, efficient technologies, best management practices, alternative water resources, the water and energy nexus, climate change and drought adaptation, and public involvement. The conference will also host an exhibition to showcase the latest water- and energy-efficient products, services, and technologies.

Don't miss this chance to learn what other countries are successfully doing to overcome the same challenges you face, network with world-renowned experts, and renew friendships.



Why Jordan!

Although Jordan is the fourth driest country on earth, its stability and security, tourism attraction, quality of business and health services make it a prime regional hub for investment. This is currently witnessed by a substantial construction and development boom. This challenging situation provides a great opportunity for the introduction of the most effective water management tools to make use of each drop of water to keep up with the pace of economic and social development. Jordan experience in water use efficiency under water scarcity will serve many other countries in the region and in the globe which will be faced with water shortage due to the looming climate change.

In addition to the added technical value this conference will provide participants with an exciting flavor of Jordan history. The Kingdom of Jordan has been the crossroad of ancient and modern civilizations reflected in the diversity of its historical and religious sites, exotic cuisines, and warmth of Jordanian people.

This call for papers is your invitation to join us in Jordan in March 2011. We guarantee an unforgettable time and experience!



We look forward to seeing you in Jordan in March 2011

Topics Covered

1. **Policies & legislation**
 - a. Strategies & Policies
 - b. Water use regulations
 - c. Codes /standards
 - d. Water tariffs
 - e. Treated wastewater tariffs
 - f. Water conservation taxes and tax credits/incentives
 - g. Enforcement
 - h. Key performance indicators
2. **Planning & implementation**
 - a. Water demand forecasting & analysis
 - b. Efficiency plans for utilities
 - c. Efficiency programs in the domestic, industrial, commercial and institutional sectors
 - d. Financing WDM programs through public-private partnership
 - e. Cost-benefit analysis for efficiency programs
 - f. Monitoring and evaluation
 - g. Integrated water resources planning
3. **Best management practices**
 - a. Smart technologies
 - b. Billing/metering and leakage
 - c. Water loss control
 - d. Efficiency practices in arid climates
 - e. Green buildings and water efficiency
 - f. Training and capacity building for water efficiency
4. **Non revenue water, leakage and pressure management**
 - a. Leakage control and detection
 - b. Pressure management and water modelling
 - c. Water balance: Real & Apparent Losses
 - d. Cost-effectiveness analysis
5. **Alternative water supply**
 - a. Rainwater harvesting
 - b. Grey water reuse
 - c. Waste water reuse
 - d. Desalination
6. **Climate change and drought adaptation**
 - a. Drought Plans
 - b. Drought risk assessment & water demand management
 - c. Climate change risks & water demand management
 - d. Demand reduction strategies
 - e. Water shortage response actions
 - f. Drought ordinances & enforcement
 - g. Crisis management: Affording and adapting to climate change
7. **Water and energy nexus**
 - a. Efficient water & energy use
 - b. Saving energy through water efficiency programs
 - c. Sustainability through water and energy efficiency
 - d. The economics of water and energy
8. **Efficiency in the agriculture sector**
 - a. On-farm water management
 - b. Pricing instruments in agriculture
 - c. Best management practices in agriculture.
 - d. Innovative technologies in agriculture
 - e. Use of alternative sources in agriculture: risks and benefits
9. **Public involvement**
 - a. Strategic communication
 - b. Community engagement
 - c. Social marketing and behaviour change

Who will attend?

The 6th IWA Efficient conference is addressed towards professionals involved in all aspects of Water Demand Management and Water Conservation Programs. Business representation will include:

- Utility managers
- Water resource planners and engineers
- Conservation professionals
- Academics
- Private consultants

We invite you to submit a paper

Applicants are invited to submit abstracts on the topics identified above. Abstracts for papers can only be submitted through the official Efficient 2011 website (www.efficient2011.com). All abstracts must be submitted in English and clearly state the objectives and desired outcomes of the proposed presentation.

Please note the following abstract submission guidelines:

- You may submit more than one abstract
- Abstracts may be amended or withdrawn
- Abstracts must be submitted in "text" only format (not HTML, PDF or Word)
- Images, figures or graphs should not be included within the abstracts
 - Text must not exceed 500 words
- Abstracts must have a clear and concise title
- Abstracts must have no subheadings
- Abstracts should contain a brief introduction (purpose), methodology, results, and conclusions
- State preferred presentation type (oral or poster)

Submitting a paper for The 6th IWA Specialist Conference on Efficient Use and Management of Water will give you an opportunity to present your work to a global audience, and also the opportunity of publishing your paper in a leading international peer-reviewed journal.

Please submit your abstract online at

www.efficient2011.com

Important dates:

Submission of abstracts	August 31, 2010
Notification of selected papers	October 15, 2010
Submission of final papers	January 15, 2011

For additional information regarding the Efficient 2011 conference please send an email to:

info@efficient2011.com

