

Visibility and Value: Enhancing Sustainability in Water Treatment

ON THE SCALING UP! H2O PODCAST

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Sustainability isn't just a trendy term—it's about implementing practical practices that protect our planet for current and future generations. By adopting sustainable strategies, we can conserve resources, cut costs, and create lasting benefits for both the environment and our clients' businesses. In our latest episode of the Scaling UP! H2O Podcast, we had the privilege of speaking with **James Courtney**, CWT, LEED AP of **CSC Technologies**, an advocate for sustainability, who shared actionable insights on how water professionals can effectively embrace sustainability while adding value to their clients.

Educating and Empowering Clients

Understanding water and energy usage is essential for effective water management. James emphasizes the importance of educating clients about their consumption patterns to drive meaningful change. He states, "We operate in this space where we are directly responsible for the sustainability of our customers. If you do a good job as a water treater, you help your customer reduce their carbon footprint, how much water they use, how much electricity, and how much fuel they consume." James explains that by optimizing cycles of conductivity and ensuring that boilers run without scale, water professionals can significantly enhance system performance. He adds that maintaining clean and efficient surfaces is crucial in this process. By highlighting potential cost savings—such as lower electricity bills and reduced fuel costs—clients can clearly see the connection between efficient water treatment and their overall financial health. This proactive approach not only supports clients in achieving sustainability goals but also empowers them to make informed decisions that benefit their bottom line.

Scale UP! Your Sustainability Knowledge

Sustainability: More Than Just a Buzzword

Sustainability is an evolving paradigm that challenges professionals to think critically about resource use and environmental impact. James discusses the shifting landscape of water treatment, where the focus is on creating integrated solutions rather than just standalone services. He notes that water treaters must be prepared to adapt their strategies as industries embrace more holistic sustainability frameworks. This shift involves not only optimizing processes but also collaborating with clients to develop innovative solutions tailored to their specific needs.

Join us on **November 15, 2024**, for this insightful episode as we explore how embracing sustainability can create tangible benefits for both water professionals and their clients. For more information about this episode or to listen to past episodes, visit www.ScalingUpH2o.com

About the Scaling UP! H2O Podcast

At Scaling UP! H2O we believe in providing easily accessible educational content for professionals working in the best industry in the world, industrial water treatment.

Because of our drive to present the very best digital media for professionals in the water industry, we air weekly podcast episodes, share daily digital content on social media, and have a library of online courses specifically for water treaters to help them reach their professional goals.

Globally ranked in the top 2.5% of all podcasts and recipient of AWT's Innovation Award, Scaling UP! H2O delivers the very best educational content for professionals in the water industry.

To request an interview or for other inquiries, please contact Executive Producer, Corrine Drury, at corrine@blackmore-enterprises.com