



# INTERNATIONAL WATER RESOURCES ASSOCIATION

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## 24th – Innovation – Stakeholder Intervention – IWRA

There needs to be joined up innovation across sectors (not just in the water sector) to ensure efficient and impactful innovation.

Developing a common non-technical language is a starting point. This means we need the robust target-based and enabling regulatory/policy signals linked across sectors to encourage successful innovation, which include policies that allow people to fail and start again.

For example, we have heard about micro-plastics, but if we scan the horizon, we can see a crisis looming with pharmaceuticals entering the waterways, where we need policies to encourage joined up innovation not just in wastewater management and treatment, but also in the pharmaceuticals sector itself. If we are to avoid uncertain catastrophes such as antibiotic resistance and disruption of normal hormonal functions in humans and other species, innovation is also required in policy making itself to encourage this joined up innovation for new and emerging pollutants.

Therefore, raising awareness and fostering dialogue between different sectors is critical to achieving the SDGs.

**Callum Clench**  
Executive Director  
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