



# Public Opinion: EU Drinking Water Quality & Cost of the revised EU DWD for the UK

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# ECORYS



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**Economic fact-based consultancy**

more than 85 years of experience (Nobel Price winner Jan Tinbergen)



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Advice based on sound research; Policy oriented;  
Economic roots; Strong reputation of being independent.



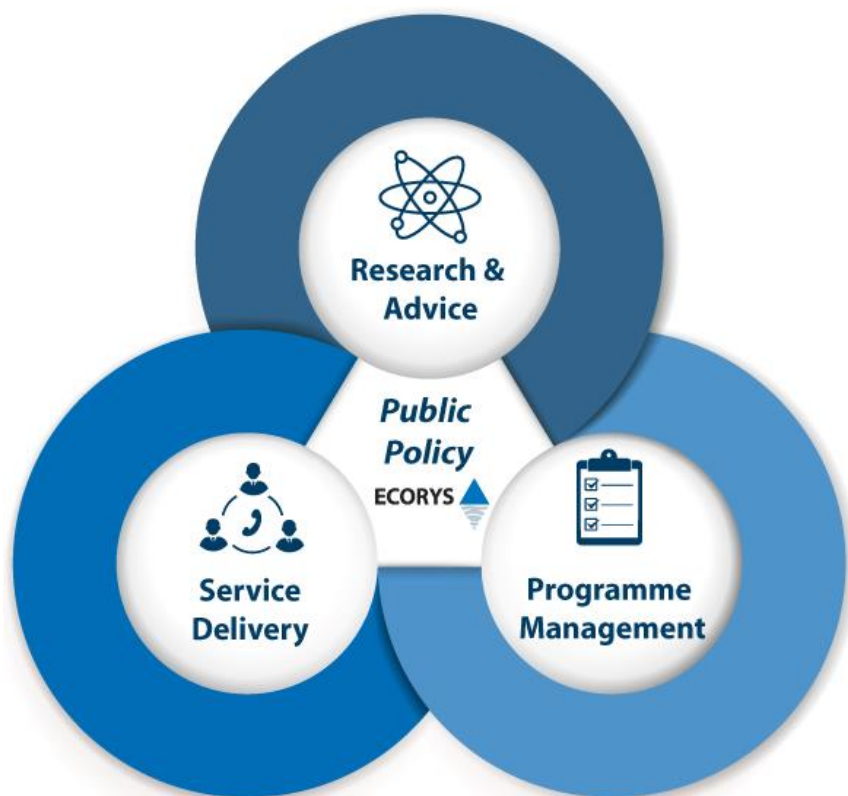
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### Research, analysis and advice

- Qualitative and Quantitative Research
- Analysis, Modelling and Impact Assessment
- Monitoring, Evaluation and Learning



### Manage and communicate change

- Technical Assistance
- Institutional & Legal Framework Development
- Training, learning & Capacity Building
- Campaigns & Public Diplomacy Initiatives



### Deliver services

- Programme & Event Management
- Communication strategies
- Full-cycle grant management







# OBJECTIVES

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- Share EU (UK) Public Opinion of Drinking Water
- Re-cap proposed changes to the EU DWD and implications for the UK



## SHORT HISTORY OF EU WATER LEGISLATION



- **First DWD (1980), Updated EU DWD (1998)**
- **Blueprint for Water (EU, 2012)**



- **Right2Water Initiative (2013)**
- **Public Survey (2014)**



- **(REFIT) Evaluation of the '98 EU DWD (2015)**
- **Impact Assessment Study (2016)**



- **DG ENV proposal for a revised EU DWD (02/2018)**





# EU SURVEY ON THE QUALITY OF DRINKING WATER



## EU PUBLIC SURVEY

- **Period: 23/06/2014 to 23/09/2014**
  - available in all languages

- Evaluated replies:	<b>5908</b>
- of these: Stakeholders/Experts:	<b>670 (11%)</b>
- responses from the UK:	<b>95</b>

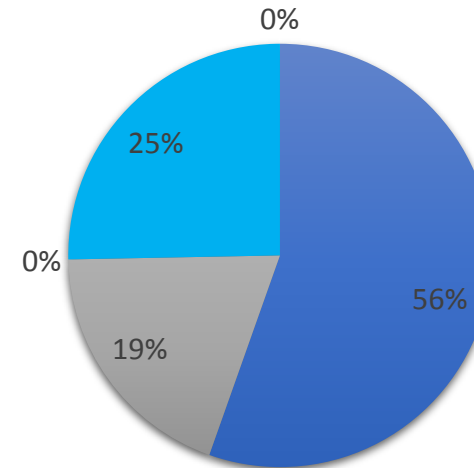
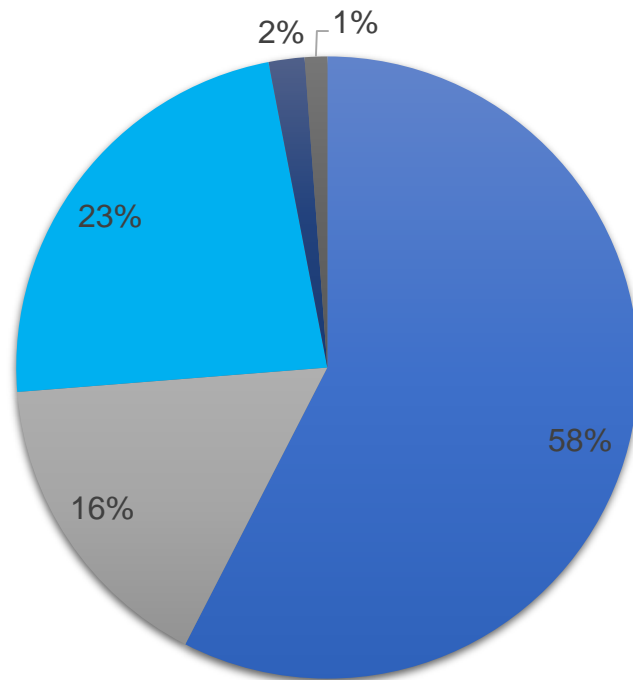
- **Survey consisting of 2 parts:**
  1. General Questions to Consumers, and
  2. Specific DWD Questions





## P1: EU PUBLIC SURVEY

I am well informed about the quality of my drinking water (%), UK figures right-side



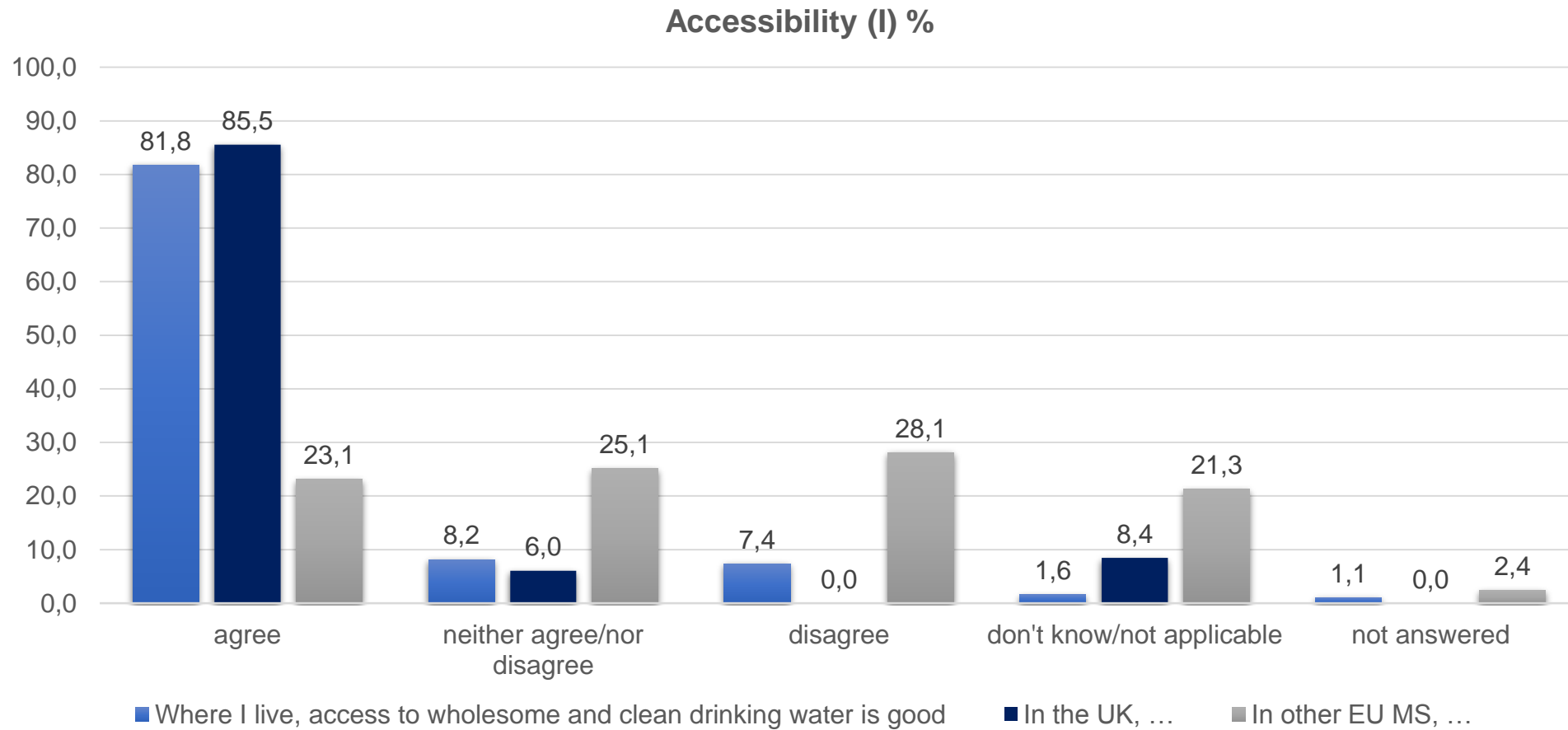
■ agree ■ neither agree/no disagree ■ disagree ■ don't know/not applicable ■ not answered





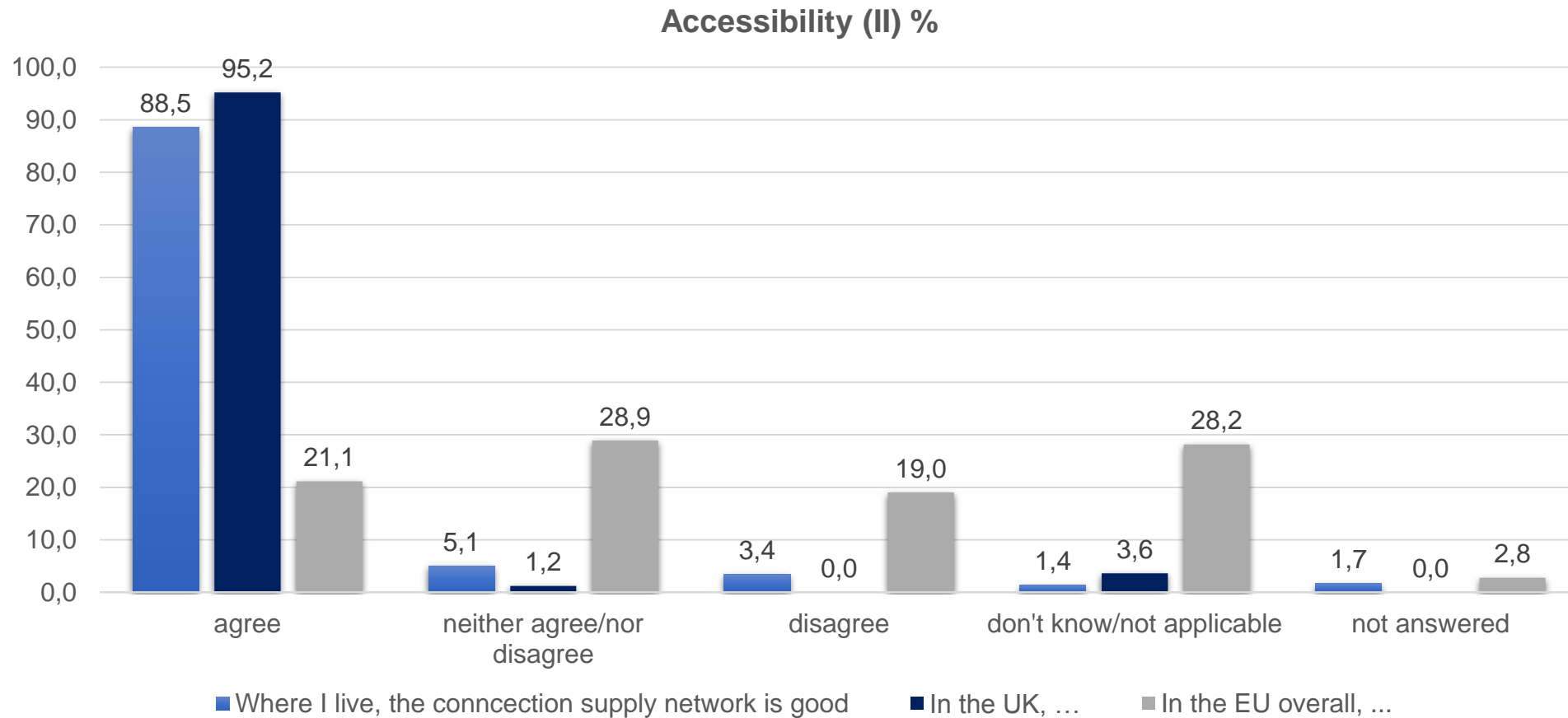


## P1: EU PUBLIC SURVEY



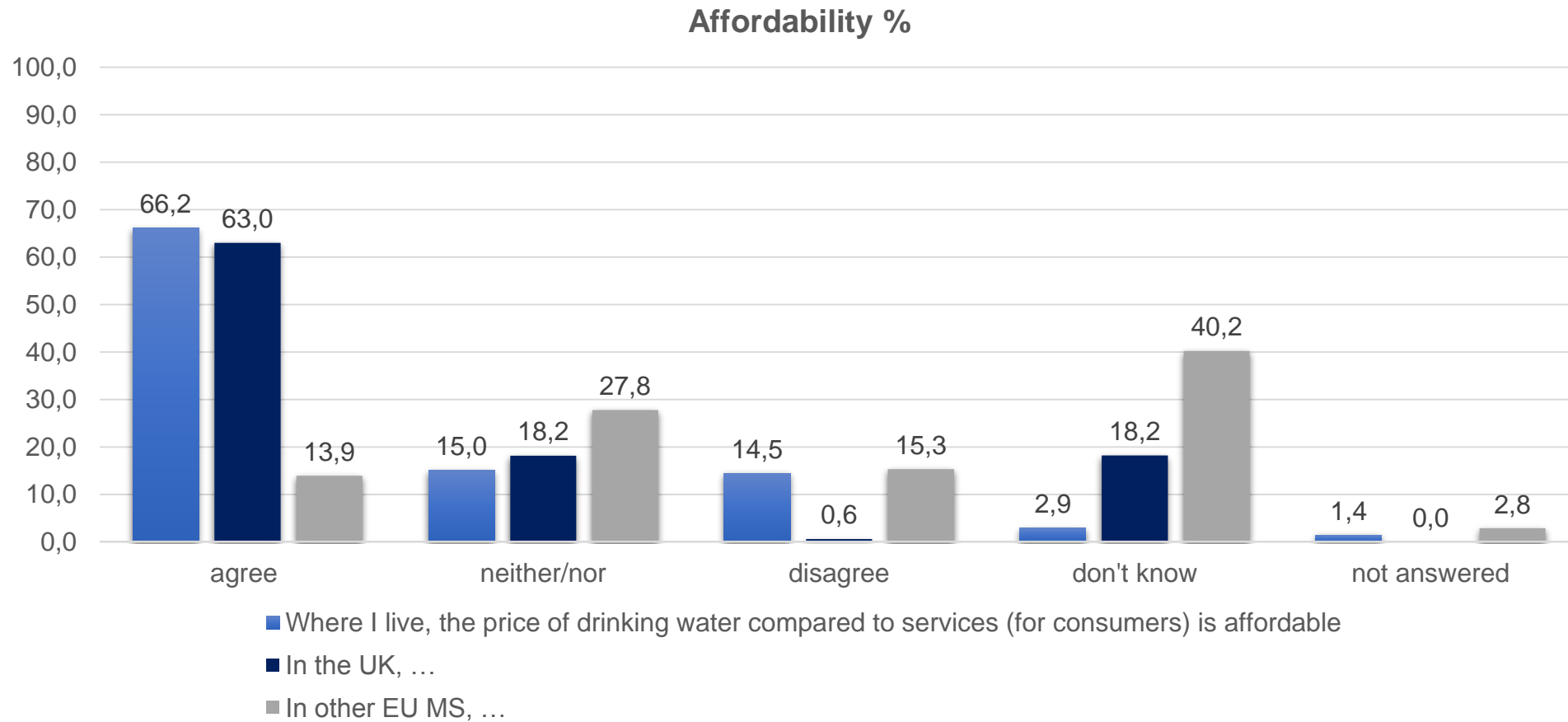


## P1: EU PUBLIC SURVEY



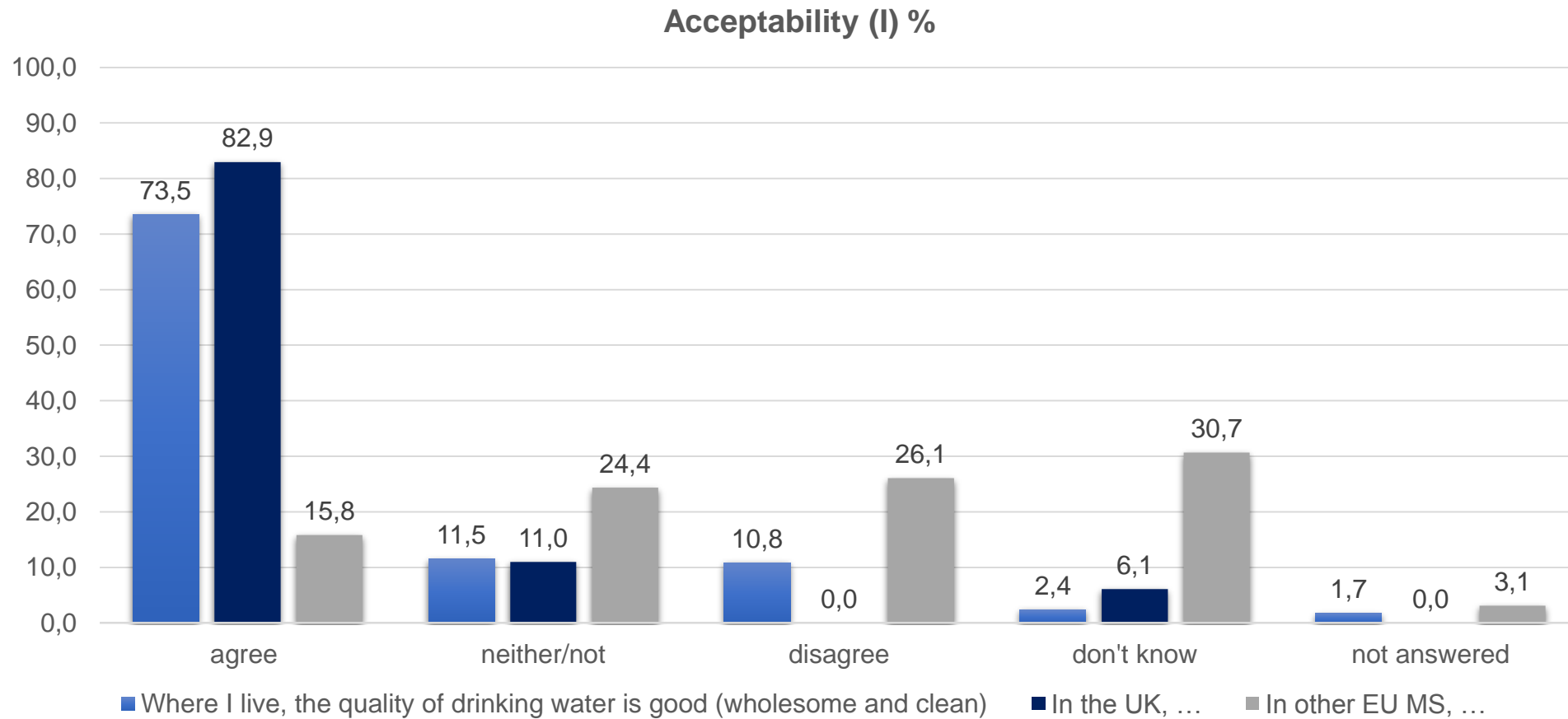


## P1: EU PUBLIC SURVEY





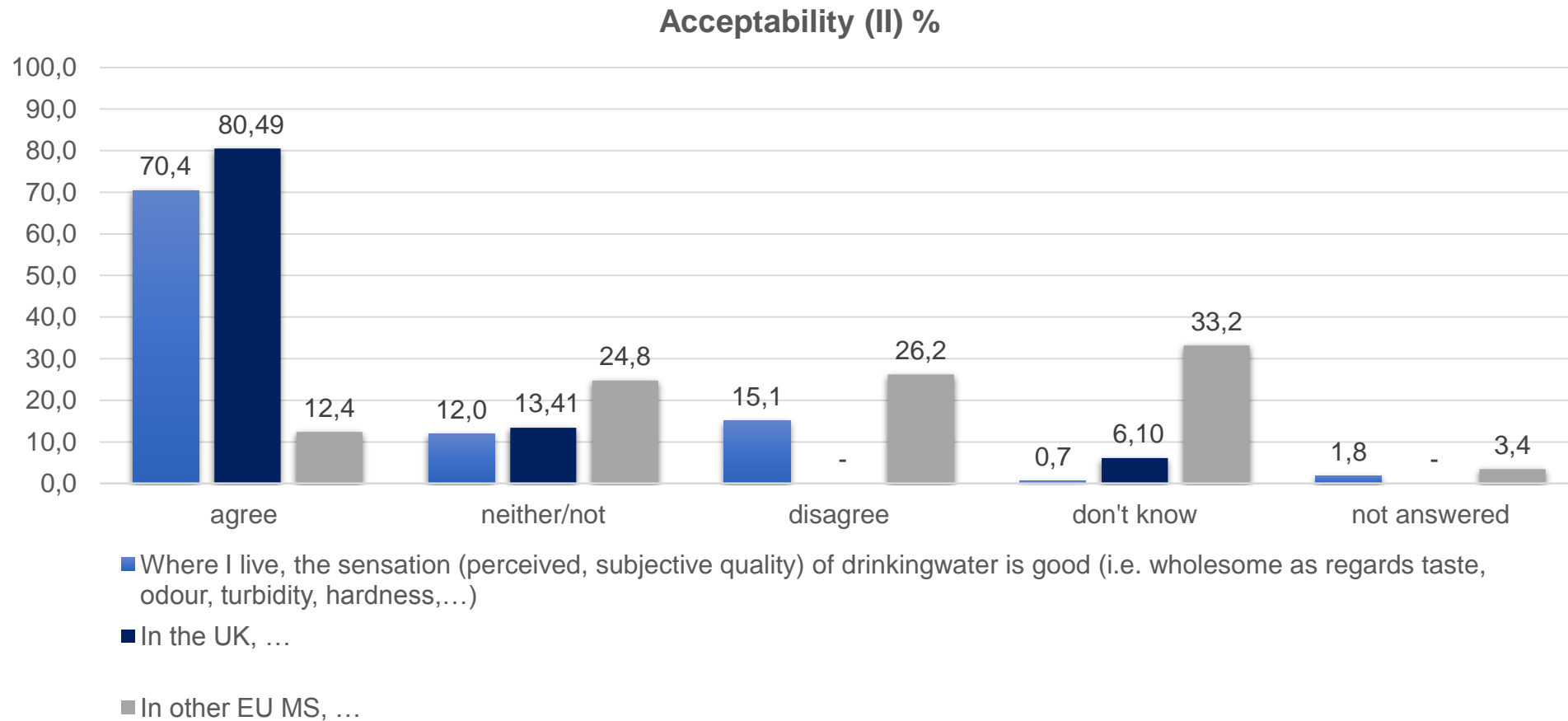
## P1: EU PUBLIC SURVEY





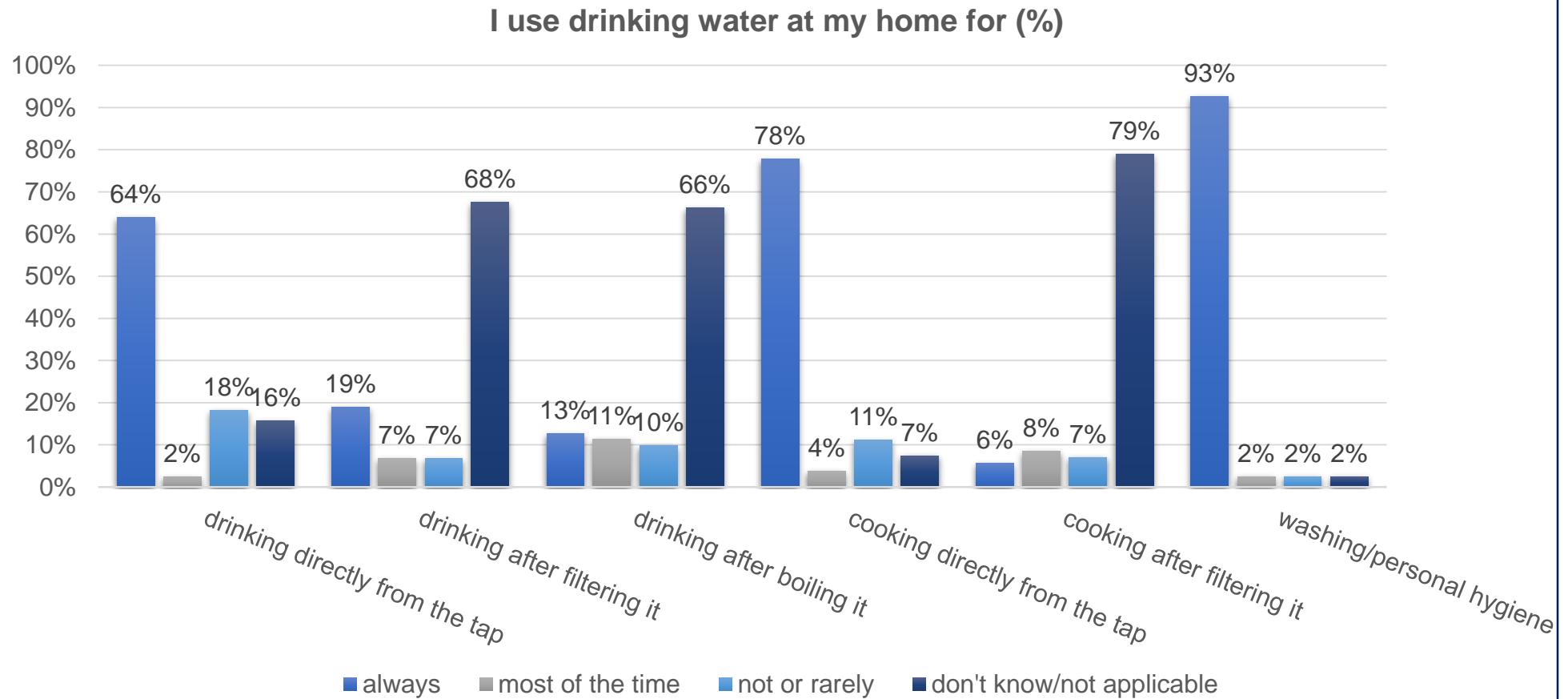


## P1: EU PUBLIC SURVEY





## P1: EU PUBLIC SURVEY





## P2: EU PUBLIC SURVEY

- **Main treats to drinking water supply:**
  - **Pollution from agri & industry (80%), urban (73%)**
  - **Pollution from substances in contact with DW (64%)**
  - **Climate change (e.g droughts) (61%)**
- **Extent list of quality parameters (66%) (when this increases prices, 46%)**
- **Reduce monitoring & control effort (9%)**

Note:  
percentages  
between  
brackets (%)  
are results  
based on UK  
respondents





## P2: EU PUBLIC SURVEY

- **Main information needs for consumers:**
  - **Increase monitoring transparency (75%)**
  - **Publish simple monitoring results (69%)**
  - **Publish summaries of results (52%)**
  - **Publish detailed results (33%)**
- **Make use of new apps/tools (44%)**



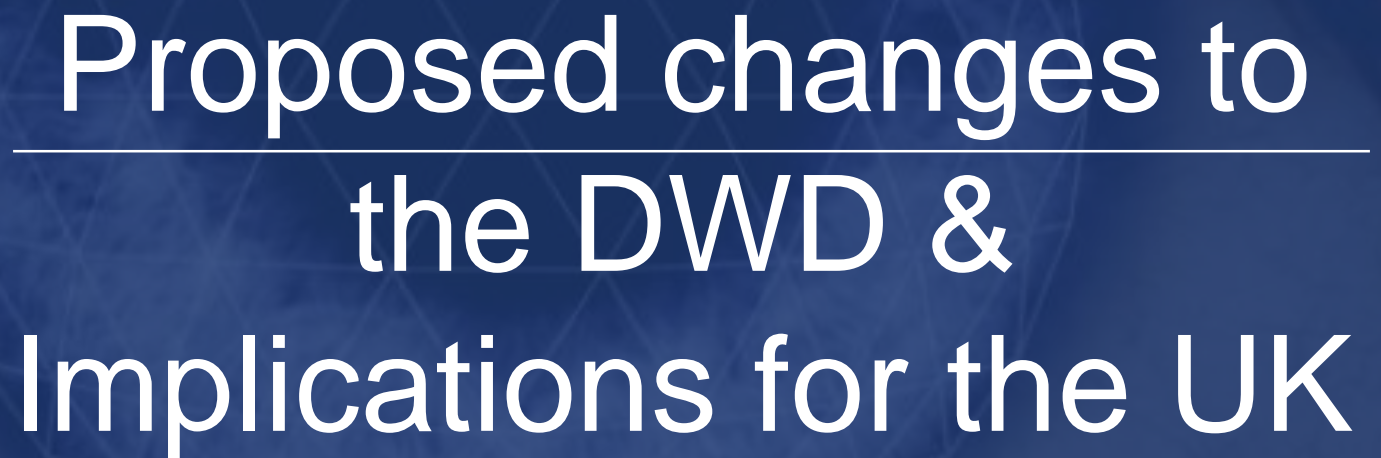




## P2. EU PUBLIC SURVEY

- **Other survey findings:**
  - **Regulate materials in contact (76%)**
  - **Introduce incentives for water saving (73%)**
  - **Regulate entire supply process (67%)**





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## PROPOSAL FOR REVISION EU DWD

- 1. Improve access to water for all**
  - Access to water
  - New Article 10 obligation to conduct a domestic distribution risk assessment
- 2. Upgrade drinking water standards**
  - Updated parameters
  - Risk-based approach
- 3. Increased transparency**
  - Share up-to-date information
  - Limited benchmarking





## PROPOSAL FOR REVISION EU DWD

**Revised DWD is expected to lead to:**



Confidence in tap water



Savings for consumers



Reduction of plastic bottles



Performance of operators



Energy efficiency

**& changes will have a  
positive impact on  
human health**







## PROPOSAL FOR REVISION EU DWD

**Current UK water utilities total annual operating cost in 2015 estimated at 6.4 billion euro.**

**Expected autonomous increase to 7.6 billion in 2050.**

**Due to new DWD cost for UK utilities increase by 0.37 billion in 2050. Cost for UK households increase by 11 euro (for the EU the increase is on average 8 euro, this excludes access to water for all).**

**Reduction in healthcare cost estimated at 24 mln for UK (excluding long term health benefits), 157 mln total.**

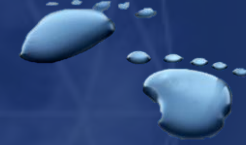
Note: figures are based on Impact Assessment Study, Policy Package 2 (Ecorys, 2017)

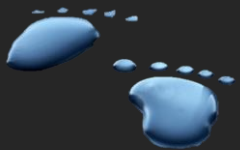
Actual COM proposal slightly deviates from the options combined in the policy package.



# WHATS NEXT?

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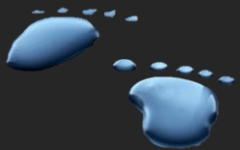




## WHATS NEXT?

- **Acceptance of revised Directive (end 2018)**
- **Transposition into MS legislation**
- **New Directive into force at local level ~ 2022**
- **Increased transparency (and trust!) for consumers**
- **Increased water quality, but..**





## WHATS NEXT?

- **Need for additional investments to comply with new Directive (e.g. increased treatment effort)**

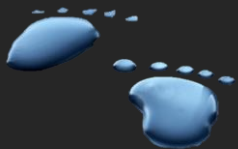
&

- **Need for additional investments (in UK and elsewhere) to replace aging infrastructure,**

**thus...**







## WHATS NEXT?

- In my view, the new Directive and expected future investment needs require a discussion on whether pricing of DW should be according to the guiding principle of **affordability** (currently not very well quantified) **or** water should be priced with the objective of **cost recovery**.
- Choosing the right **guiding principle for pricing** to cover investment needs will likely need to be developed at MS or even utility level.
- *As such, there seems a need for politicians, utilities, water regulators, researchers and public stakeholder groups to find a tailored solution that will ensure provision of high quality DW to consumers, now and in 2050*



# THANK YOU

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