

Public Confidence: The Foundation of a Circular Water Future

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Case Study - Columbus Ohio

The background image shows a water treatment facility. In the foreground, several workers wearing white hard hats and high-visibility safety vests are standing on a metal walkway with railings. They are looking towards the background. In the background, there are large industrial structures, including circular tanks and tall chimneys, under a blue sky with some clouds. The entire image has a blue tint.

Why Public Confidence Matters?



Transparency



Frequent
Communication



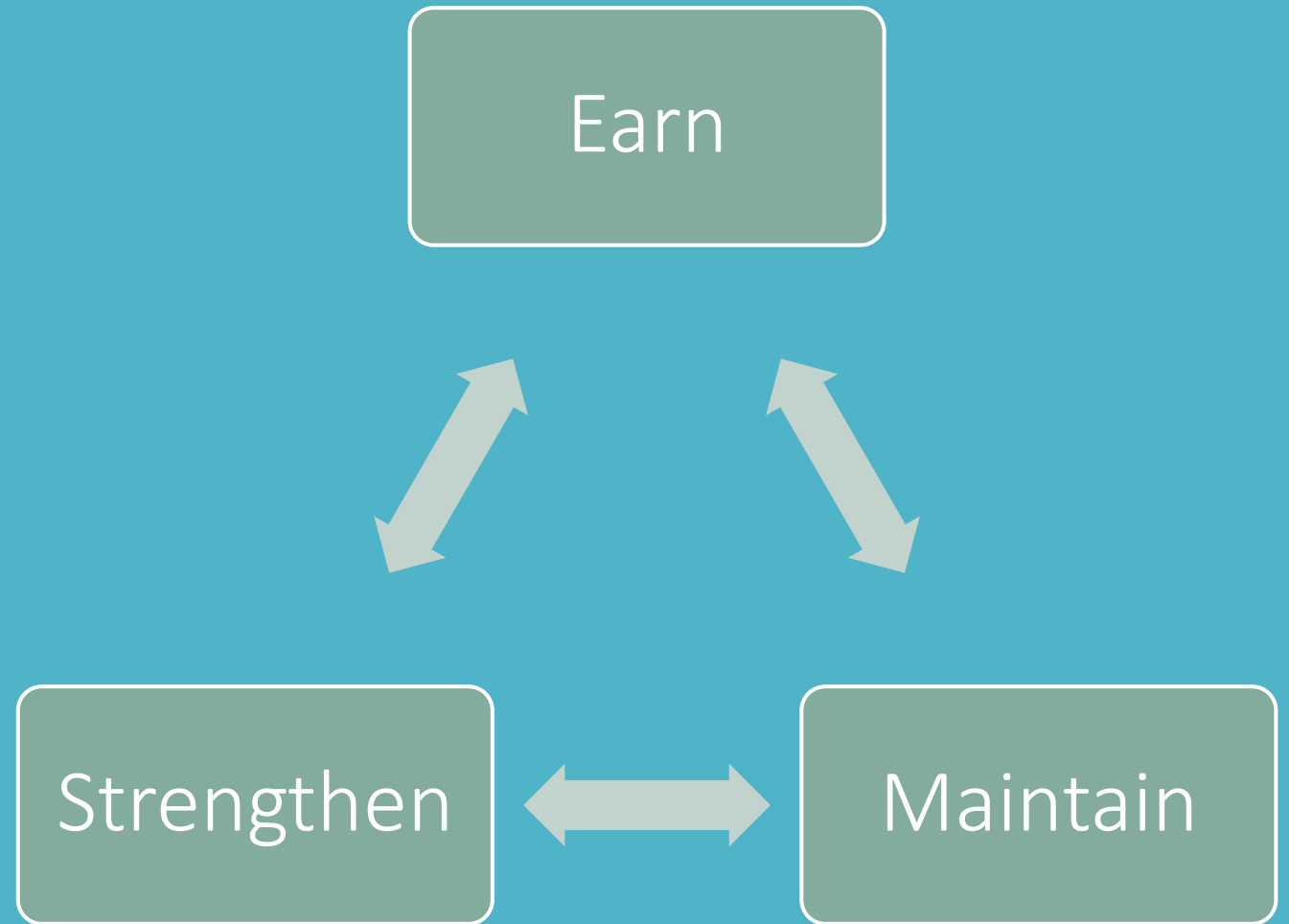
Community
Involvement

Lessons Learned – Trust Drivers

Building Public Confidence

- Early stakeholder engagement
- Public tours and education centers
- Transparent water quality reporting
- Consistent messaging from scientist and community leaders
- Independent regulatory oversight

Social License Framework





Key Message

The success of a circular water economy depends just as much on public confidence as it does on treatment technology.