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Wharton School and Institute for Environmental Studies  
***BUSINESS & ENVIRONMENT SEMINAR SERIES***

Present

# Bill Marrazzo

WHYY

## **Performance Beyond Benchmarks Sustainable Development Architecture for the Water Industry**

For nearly three quarters of a century, the water industry has evolved and migrated through two remarkably effective periods. The first, defined by adverse public health pressures from untreated water early in the 20th century, birthed a new industry packed with technologies that have virtually eradicated water borne disease. On the foundation of this asset build up, the second stage of the industry's maturation was driven by environmental concerns for assurances that the nations waterways were fishable and swimmable.

Today, as the water industry looks forward to the 21st. century, protection of the public's health and environment, needs to be achieved on the basis of an economic model that fosters growth and ensures universal access to clean drinking water - a particular challenge in urban America. Promotion of long-term economic development goals without compromising public health and the environment will require the development of management systems and tools which will redefine the character of the water industry over the next decade.

Development cannot subsist on a deteriorating environmental resource base and the environment cannot be protected when growth plans consistently fail to consider the costs of service and/or long term implications to public health. This discussion will focus on the beginnings of the resulting sustainable development movement within the water industry built upon systems that interconnect ecological and economic concerns.

**Date:** Tuesday, March 25, 2003  
**Time:** 4:30 B 5:30 pm  
**Place:** 360 Jon M. Huntsman Hall  
On Penn's campus: 3730 Walnut Street

**NO REGISTRATION REQUIRED**

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[http://www.sas.upenn.edu/earth/ies/seminar\\_business\\_env.html](http://www.sas.upenn.edu/earth/ies/seminar_business_env.html)

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