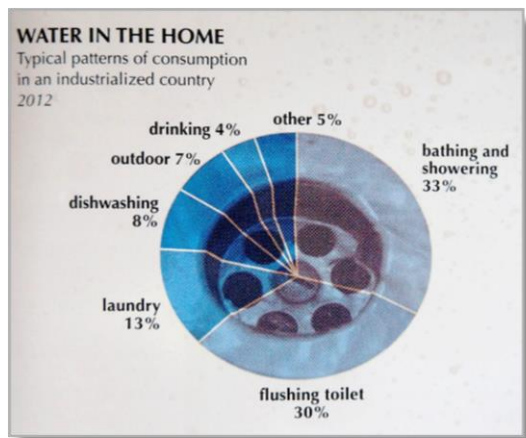


A Value Observation on Tap Water Quality for Drinking

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Black, M. (2016).
*The State of the World's Water - An Atlas
of Our Most Vital Resource.*
Oxford, UK: New Internationalist.

Good morning, my name is Yantje Wongso. I am here representing a company from Indonesia named PT. Biru Semesta Abadi. The company franchises stores that sell one product only, drinking water. It opened up its first store in 2002. And at present, the company has been operating more than 333 stores in Indonesia.

I will present to you an important idea based on A Value Observation on Tap Water Quality for Drinking. It is a huge subject matter indeed, but as I have very short time, I will try to pin-point the ideas as simple as possible.

Those who travel may experience different tap water qualities in countries they have traveled to. Most developed countries say that their tap water is potable, while most developing countries say their tap water is not potable.

So, which of these has a better tap water quality, developed or developing countries? The answer seems very obvious. But let's discuss the subject of the value of quality in further detail. The term "Value" is defined as "Quality divided by Cost". The higher the Quality the higher the Value, while the higher the Cost the lower the Value.

So, if value is being observed on tap water quality for drinking, which tap water quality has a better value?

Quality is directly related to usability. In terms of water quality, does the quality for drinking, bathing, toilets, dish washing, and watering plants all have the same quality standard requirements? If drinking water is used for watering plants, isn't it too excessive in quality? We surely won't have any difficulty answering these questions, because they are very obvious.

Practically, the highest water quality - healthy water, is for drinking. Safe water quality is for dishwashing, laundry, and bathing. And clean water quality is to flush the toilet, water the plants, and wash the car. If further simplified, two qualities of water can be distinguished, namely healthy water and clean water.

What happens then, if healthy water is used for a purpose other than drinking? The obvious answer is the occurrence of a waste of resources, namely the use of investment funds, technology, human capital, raw

materials, etc. The waste of resources is related to the water treatment process to achieve quality according to its use, and also to water distribution management to users.

How much of a waste is that? To answer this question, let's picture this: what if we use commercial bottled drinking water to flush our toilet? To water our garden? Do our dishes? Do our laundry? Using drinking water, the highest quality water, to do all these would be such a huge HUGE waste indeed. Imagine if we must pay the price of bottled drinking water for these usages. Surely we will be very reluctant!

Cited from the book titled "The State of the World's Water – An Atlas of Our Most Vital Resource", written by Maggie Black, published in 2016 by New Internationalists, Oxford, United Kingdom, the typical pattern of home water consumption in a developed country in 2012, the home consumption for drinking counts only for 4%! That means the other 96% has a very low value because of the high cost relative to quality of water needed for these usage. A real massive waste of valuable resources!

Peter H. Gleick in his book titled "Bottled & Sold", published in 2010 by IslandPress, Washington DC, USA, predicted the future of water which he called "the Third Water Age". It follows soft paths to the reality of limited resources. It was mentioned in full that:

"The soft path recognize the complexity of water economic, including the power of economies of scale and scope and recognize that investments in small-scale, decentralized solutions can be just as cost-effective as investment in large, centralized options. Finally, the soft path requires water providers to interact closely with water users and to effectively engage community groups in water management. These ideas contrast and conflict with the fundamental assumptions of the Second Water Age that water left in a river or lake or aquifer is not being used productively, and that large-scale central water infrastructure is the only realistic way to meet demands."

I can attest what Peter H. Gleick predicted has happened at this moment, and it has been tested for over 16 years we're in business. Along with testimonies from our customers who have consumed over 3.3 billion liters of drinking water from more than 333 stores in 28 cities in Indonesia, Biru Water Store Franchise has been providing healthy drinking water with a comparable quality as bottled water's, with roughly one third of the price. In Indonesia, one liter of Biru drinking water is commercially priced at 369 IDR, or around 2.5 cents USD.

In conclusion, I encourage governments from both developed and developing countries to better allocate their limited resources by focusing on providing CLEAN tap water for residential areas in the city. It would be most efficient if governments provide clean water through centralized production facilities in a large economic of scale.

As for drinking water, the government can provide decentralized solutions by forming smaller production units at population points to improve the water quality from CLEAN tap water to HEALTHY water for consumption. These drinking water production units must be managed both commercially and socially, namely as an independent non-profit commercial depot.

This non-profit commercial depot will open up jobs as depot operators and will have commercial power to finance themselves independently, which includes the procurement of investment funds to develop depot facilities and to maintain facilities on an ongoing basis. Consumers of this non-profit drinking water depot will also create cost efficiency from appropriate use of drinking water. In other words, create the highest value for drinking water.

On behalf of Biru Franchise and its 2400 direct workers, I thank you all for your attention. Our deep gratitude and appreciation to European Society for Quality Research for granting our company, PT Biru Semesta Abadi, the Best Quality Leadership Award 2018. May God bless you all.