

# What Kenya taught me about water conservation

Jared Wall, March, 2024

Fifteen years into this career of energy efficiency consulting, I've learned two things for certain. One, most businessmen pursue energy efficiency initiatives solely as a means of cost-cutting; they don't really give much thought to the "environmentalist" aspect of those projects. Two, the narrative behind "green energy", "sustainability", and "climate change" is largely based on lies and is pushed by vested interests with the goal of empowering and enriching themselves.

I recently returned from a nearly 6-week trip to Kenya. During that trip, it became obvious that the narrative of "we're running out of fresh drinking water" is similarly false.

Access to clean, purified drinking water has been an issue in Kenya for a long time. Many families have access to well water or borehole water, but that water is primarily suited for washing or toilet flushing. Most choose not to drink it due to bacteria and other contaminants. For drinking water, those who are able to afford it have long resorted to drinking only bottled water.

The problem is that this bottled water can be expensive. During our last trip to Kenya seven years ago, the only option was to continuously purchase replacement bottles of water.

While traveling the country this time, it became clear that the market has largely solved that problem. Instead of constantly purchasing new 20-liter (5-gallon) water jugs, consumers are now able to simply refill their existing jugs - at a fraction of the cost. In virtually every part of the country, we saw water purification / refill "dukas" (Swahili for small stores) which were solely dedicated to keeping their customers supplied with clean drinking water.

Given that our family is actively seeking to relocate to Kenya, our eyes were open to potential business & investment opportunities that could serve to sustain us financially and allow for such a move to be made possible. These dukas seemed like a potential opportunity, so we spent a good deal of time talking with existing business owners and researching the technology.

The first & most exciting thing that we learned is that the up-front investment cost to begin one of these stores is surprisingly low.

The second thing that we learned is what made it so clear that "running out of fresh drinking water" is a complete farce. One manufacturer of these purification systems that we researched offers three different "levels" of purifiers. They range from the least expensive (and least capable) to the middle-of-the-road version to the "Cadillac" purification system.

The Cadillac purification system utilizes reverse osmosis technology with a 5-step process that can turn virtually any kind of water into potable drinking water. This includes brown river water and heavily polluted water. It can even desalinate ocean water.

It's that last part which really caught my attention.

This equipment can be purchased for less than \$3,000 and is capable of purifying up to 3,000 liters of water per hour. Given that information, how can anyone possibly allow themselves to believe in

the fearmongering propaganda that lives are at risk due to a lack of sufficient quantities of drinking water? Who can still shout from the rooftops that government must "do something!" to save us all from terminal dehydration.

The average recommended daily consumption of water for men is 3.7 liters per day. It's about two-thirds that for women (according to a quick Google search).

One doesn't need to be a statistician to understand what those numbers mean. Even if all of the fresh water on Earth were to suddenly evaporate, it would only take a small scaling up of this technology to turn the world's oceans into giant water fountains.