

The Role of Engagement in Tapping the Full Potential of IDA



By Shannon McCarthy

We often hear the term “engagement” these days, whether we’re talking about interactions on social media, involvement of company employees, or enhancing relationships with customers and other stakeholders.

What exactly is engagement and how does it pertain to IDA?

I believe that engagement is about establishing relationships and forming a community where people not only share interests, but also interact to create a more fulfilling and valued experience.

IDA is moving forward with a renewed sense of commitment to connect, engage with and provide value to the community we serve. Career and professional development services, business networking opportunities that forge effective relationships, and special platforms and channels for real-time communications among members are some of the most valuable things that a business and professional association can offer its members. Another is providing a knowledge and information source regarding business opportunities, R&D activities, industry developments and events, and professional education, which can benefit our individual members, industry members, and academic members.

While IDA is a professionally managed organization, our strength comes from the tireless and generous efforts of our members who spend their time on IDA matters because they believe in our mission to promote the development and use of desalination and water reuse around the world. These people, all of whom serve on a volunteer basis, are IDA’s most important resource.

We are committed to building an expanded IDA community that embraces all aspects of planning and satisfying global water needs, and promoting communication within that expanded community. Our vision is an IDA community that includes not only technology providers, but also government policy-makers, technology users, the

international finance community, global think tanks, and NGOs. A first step in this direction was made at the World Congress in São Paulo where panels were organized with institutions such as the World Bank, UNESCO, FAO – the Food & Agriculture Organization of the United Nations, Inter-American Development Bank and IHE Delft Institute for Water Education.

Likewise, IDA is dedicated to promoting the maximum practical use of non-polluting renewable energy sources to power desalination plants and water processing for reuse. IDA is expanding our strategic relationships and forming alliances to aid in achieving this objective.

I am honored to serve IDA in creating new opportunities for engagement with current and future members, affiliates and others involved in desalination and reuse – in turn, enabling them to closely engage with other members of the IDA community. The aim is to create more value, share knowledge and connect people and ideas to create water solutions. We are here to serve our members. IDA looks forward to embracing these opportunities as we chart our course as an invigorated, even more, relevant organization.

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IDA leadership with utility executives from around the world.