



OE23D30

## WHAT IS THE VALUE OF WATER? WHY WATER IS NOT JUST WATER?



### INSTRUCTOR

#### JORGE EDUARDO HIRTER

12 years in management positions at Swiss Bank Corporation (UBS) and Procter & Gamble in Asia and Switzerland.

25 years in management consulting at Roland Berger and since 2003 with my own practice, Hirter Consulting.

18 years as university lecturer at Lucerne University of Applied Sciences and Arts: Head of BA Design Management 2016 - 2019.

### OVERVIEW

Managing water is a key priority for humanity. Trends like growing population and climate change impact availability and commercialization of water, and also policy-making regarding usage, distribution, and renewal. We need to design new ways of allocating and controlling the precious liquid. Business-market approaches falls short in providing adequate solutions.

We will explore water in a differentiated manner to achieve a deep understanding: types of water, their relevance for life, economy, culture, human usage, etc. We seek to understand the significance and value of water profit, people, planet, ethics, and equity perspectives, and the conflicts that arise between these.

### KEY WORDS

Strategic design, Policy design,  
Economic design

### AVAILABILITY

12 Seats