

Review of: "Promoting Pro-Environmental Behavior for Sustainable Water Resource Management: A Social Exchange Perspective"

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Potential competing interests: No potential competing interests to declare.

I enjoyed reading the manuscript, which clearly defines the problem of water scarcity and the possibilities for alleviating it. Very unfortunately, these are possibilities that, in themselves, involve a social dilemma, since, very easily, there is a problem of 'free riding' on the part of those who, systematically, do not comply with them. I really believe that, as long as each of us believes that our time horizon corresponds to our life expectancy, this failure will continue, unless each of us realizes that our life expectancy is shorter than we think. For those whose time horizon goes beyond their life expectancy, fulfilling those possibilities will eventually be easier.

Perhaps the author would like to elaborate a little more on how one can effectively achieve that the time horizon for individuals' concerns is extended enough, so that the problem of water scarcity can be resolved before it is too late.