

Waterwise Media Brief

What is Waterwise?

Waterwise is an independent not-for-profit UK NGO focused on decreasing water consumption in the UK by 2010 and building an evidence base for large-scale water efficiency. Waterwise receive the majority of funding from the UK water industry and additional funding through sponsorship and consultancy work.

Waterwise is part of the Water Saving Group, a ministerial-led group which brings together key water industry stakeholders to promote the efficient use of water in households. Other members include Defra, DCLG, the Environment Agency, Ofwat, representatives of the water companies, Water UK, and the Consumer Council for Water.

For more information and previous press releases please visit: www.waterwise.org.uk

Waterwise Aim

Our aim is to reverse the upward trend in how much water we all use at home and at work by 2010. We will develop a framework to demonstrate the benefits of water efficiency in the UK supported by a robust social, economic and environmental evidence base. By 2010, water companies will be carrying out large-scale water efficiency projects alongside new resource developments. Water efficiency will be part of everyone's lives.

Setting the Context of Water in the UK

- The UK has less available water per person than most other European countries.
- London is drier than Istanbul, and the South East of England has less water available per person than the Sudan and Syria.
- Water is scarce in parts of Scotland, Wales and Northern Ireland as well as in England - large scale drought is already occurring in the UK, with the lowest rainfall, groundwater and reservoir levels for decades.
- Each person in the UK currently uses about 150 litres of water every day. This has been rising by 1% since 1930. This consumption level is not sustainable in the long-term.
- If we do not take action now, climate change, population shifts and behaviour mean the UK will face increased water stress in the future.
- There must be a collective effort by industry, consumers, Government, regulators and others to save water and to ensure a sustainable water supply for the future.
- The key to water efficiency is reducing waste, not restricting use. Consumers can help reduce waste by making small behavioural changes and by choosing more water efficient products.
- Saving water makes good economic sense and has environmental and social benefits too.
- Incorporating water efficient appliances into the built environment will ensure a sustainable water supply for the future.

What can Waterwise provide?

Print and broadcast comment and factual information on:

- Drought and water resources in the UK and internationally
- why we need to save water
- water saving tips and information on water saving devices
- economic case for saving water
- climate change impacts
- new housebuilding programmes – economic and environmental case for water efficiency
- consumer behaviour
- environmental behaviour
- water company action on water efficiency
- periodic review on water pricing
- embedded water

Waterwise contacts

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