

The pie chart shows the percentage of water in and around your home. The tips below will help you to reduce your water consumption.

Alternatively visit www.waterwise.org.uk

- Turn off the tap while brushing your teeth - a running tap wastes over six litres per minute. If the entire adult population of England and Wales remembered to do this, we could save enough water to supply nearly half a million homes.
- Put a hippo or other displacement device into the toilet cistern to save water – water used to flush toilets accounts for one third of the water used in the home. If you are purchasing a new toilet buy a water efficient dual flush toilet.
- Fix dripping taps – a dripping tap wastes at least 5,500 litres of water a year – that's enough to fill a paddling pool every week for the whole summer.
- Use a full load in your dishwasher and washing machine. If you're thinking of buying a new machine, make sure you buy a water efficient model. Have a look at our website (www.waterwise.org.uk) where we have ranked all appliances by water efficiency to help you choose.
- Have a short shower instead of a bath. A bath can use over 100 litres, while a shower only uses a third of that amount. Take care though as many power -showers actually use more than a bath if you shower for more than five minutes.
- To save water outdoors, use a watering can or a hosepipe with a trigger nozzle instead of a sprinkler; invest in a rainwater tank; use a bucket and sponge to wash your car and use mulch which reduces evaporation by up to 75%.

For more information on water efficiency please visit www.waterwise.org.uk
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The Waterwise Project is a not for profit company registered in the UK - co no 5546669
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Reducing water wastage in the UK

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.



Maria Adebowale
Chair of Waterwise

“ It is an exciting time to be involved in water efficiency and to be working with Waterwise to deliver its aim of reducing water consumption. The aim is clear, but it is also clear that delivery relies on the actions of others: water companies, retailers, manufacturers, Government, regulators and the public. Waterwise is effectively a facilitator: its job is to enable, to promote dialogue, to establish a common evidence base and to develop partnerships and share ideas. We are keen to work with anyone who shares our aim and would welcome your help.” ”

Who are we?

Waterwise is a UK NGO focussed on decreasing water consumption in the UK by 2010 and building the evidence base for large scale water efficiency. We are the leading authority on water efficiency in the UK.

Waterwise is an independent, not for profit organisation that receives funding from the UK water industry and from sponsorship and consultancy work. We sit on the UK Environment Minister's Water Saving Group alongside the water industry and regulators.

Who do we work with?

To achieve our aim we work together with key partners in the water companies, governments (UK, Scotland, Wales, Northern Ireland and local governments), manufacturers, retailers, NGOs, environmentalists, regulators, agriculture, business, domestic consumers and the media.

What do we do?

We hold the only Annual Water Efficiency Conference in the UK which brings together the leading policy makers, doers and thinkers on water efficiency, both as speakers and participants to discuss water efficiency. This is part of the United Nations World Water Day program.

We founded the Waterwise Marque in October 2006 which is the first award scheme of its kind in the UK. We award the Marque annually to water using products which highlight water efficiency or reduce water wastage.

We have set up a Scottish roundtable on water efficiency, consisting of key players such as regulators, the water industry, parliamentarians, the Scottish Executive and NGOs and supported by a new water efficiency network, 'Saving Water in Scotland' (SWS) to reduce water consumption in Scotland.

We work with UK water companies on large scale water efficiency projects which range from water audits to domestic retrofit schemes.

We provide information and assistance to households, businesses, media and the government amongst others.

We have ranked all dishwashers, washing machines, showers, toilets and taps in terms of water efficiency. This ranking is available on our website – www.waterwise.org.uk

Our 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.

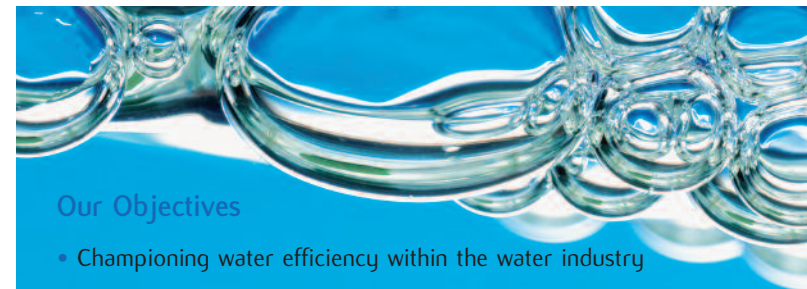
What's the problem?

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. Most parts of the UK have experienced drought in the past decade.

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.



Our Objectives

- Championing water efficiency within the water industry
- Shaping a positive regulatory framework for water efficiency
- Building the evidence base for water efficiency through large scale pilot schemes and other research
- Ensuring water efficiency in the built environment sector
- Influencing government policies on water efficiency
- Understanding and changing consumer perceptions of water efficiency and encouraging wise use of water
- Promoting the social benefits of and addressing the barriers to water efficiency.