



Water Saving Week 2018 (19th-23rd March 2018)

Press Release

06/03/18

Water efficiency is essential for a resilient nation. Help us spread the word this Water Saving Week, 19th-23rd March 2018.

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 some African countries. Surprised? Increasingly erratic weather patterns, population increases and changes in lifestyle have led to increasing pressure being put on our water supplies. As a result, it is more important than ever that we take care with how we use water. Taking positive action now can help to ensure that there is enough water to go round, for us, for businesses and for the environment.

Waterwise started Water Saving Week in 2015 to get the nation talking about saving water, and most importantly getting people to take action to save water. This year it will run from **Monday 19th March to Friday 23rd March**. It coincides with World Water Day which is on Thursday 22nd. We will be engaging with a range of partners to increase our social media and online reach over the course of the week (last year we had over 55,000 impressions on Twitter alone), as well as encouraging increased 'on-the-ground' action. Our mascot is Mr Splosh, who is on a mission to use water wisely, everyday and everywhere.



Waterwise's Managing Director, Nicci Russell, said:

"I'm really looking forward to this year's Water Saving Week! We need to make the water we have go further - and Waterwise's tips, challenges and resources will make this fun. Why not challenge your friends, relatives or workmates and let us know how you're getting on at #watersavingweek? Cape Town is counting down to Day Zero in coming months - when taps will actually run dry - and we know that there will be more droughts across the UK in coming decades. Recent extreme cold weather in the UK has also meant customers needing to use water wisely. We can't function without water, so let's all get stuck in to Water Saving Week 2018!"

Daily Themes

Each day will have a theme. These themed days will have a downloadable pack full of ideas, information, challenges, posters, infographics and water saving tips and will be the focus of our social media.

- **Monday:** Saving water in your home. Key messages include: The prevalence of leaks which leak clean water and the need to use an approved plumber to fix leaks. Sponsored by WaterSafe
- **Tuesday:** Saving water in your garden. Key messages include: Water efficient practices for a resilient garden
- **Wednesday:** Saving water in your school. Key messages include: Encouraging young people to join the water industry (there is a growing gap in workforce). Sponsored by FWA
- **Thursday:** Saving water in your workplace. Key messages include: The business case for water efficiency, water retailer options and the water-energy nexus
- **Friday:** Saving water in your community. Key messages include: Water efficiency for affordability and protecting your local water bodies and natural environment. Sponsored by Consumer Council for Water

Waterwise

Waterwise is an independent not-for-profit organisation, and the leading authority on water efficiency in the UK. We receive funding from Waterwise Supporters and Affiliates across the UK water sector and beyond, and from sponsorship, research and delivery projects. **Our vision is that water will be used wisely, every day, everywhere.**

Sponsors and Partners for Water Saving Week 2018

A number of organisations will be getting involved, including schools, universities, community groups and businesses. Key sponsors and partners this year include:

WaterSafe

WaterSafe is the water-sector backed online search facility where you can find trusted and qualified plumbers in your area. Plumbers approved through WaterSafe are trained to meet the strict regulations for installing pipes and fittings which supply drinking water, and can also help homes and businesses become more water-efficient. WaterSafe is sponsoring 'Saving Water in your Home' on Monday.

"WaterSafe is proud to support 'Saving Water in your Home' this Water Saving Week. Well-trained, knowledgeable and approved plumbers play an important role in making sure water is used wisely in the home and at work."

Consumer Council for Water (CCWater) – the Water Watchdog

The Water Watchdog helps thousands of consumers resolve complaints with their water company each year and provides free advice and support on every aspect of water and sewerage services. Since 2005 it has secured more than £26 million in compensation and rebates for consumers. CCWater is sponsoring ‘Saving Water in your Community’ on Friday:

Ana-Maria Millan, CCWater’s Policy Lead for Water Efficiency, said: *“Water Saving Week is a great opportunity for all of us to discover the small ways we can help to ease the pressure on our local water sources and environment - as well as our wallets! Using water more efficiently will also help to ensure that we, and future generations, continue to enjoy the high quality, reliable water supply that we can easily take for granted.”*

Young Water Dragons

Young Water Dragons is competition run by the Future Water Association, which aims to find future creative thinkers, leaders and entrepreneurs of the water sector. The award acts as a goal and stimulus to young people engaged in STEM after-school clubs to consider applying their innovative minds to solving water-related challenges and at the same time seeing the huge potential for stimulating careers in the water sector.

The UK Water Industry

We are grateful to our Supporters and Affiliates for supporting Water Saving Week. We are an independent organisation but work closely with the water industry and through their funding our Supporters and Affiliates enable us to continue to support and challenge everyone in the UK to be more ambitious on water efficiency. This year we have set water companies a number of challenges, encouraging them to take part in Water Saving Week, recognising their employees as customers and water users, and spreading the knowledge of the water efficiency team throughout their organisation through internal workshops.

Hubbub

Hubbub is a charity that creates environmental campaigns with a difference. We’ve partnered with them this year to increase our reach and encourage people to join the #TapChat and get the nation talking about how they use water in their daily life.

Get Involved

Waterwise is happy to take press enquiries and interviews. Please contact hazel.lewis@waterwise.org.uk or 07793251450. You can also follow @Waterwise on Twitter and use #WaterSavingWeek to join in the conversation. For more information please go to the Water Saving Week [website](#).