

What we need to do to persuade and enable customers to use less water?

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9 December 2010

- 150 litres per person per day
- Less available water than most of our northern European neighbours
- Floods /droughts more common place

Metering

- England 1/3
- Wales 1/4
- Scotland 0



Housing

- 80% of 2050 already built
- Code for Sustainable Homes / Part G Building Regulations
- Social Housing – swapping baths for showers in 200 homes- 25% reduction in water use
- Retrofit projects on existing houses

Tap into Savings

- Waterwise-led partnership programme
- 7,600 homes in 3 areas of England
- Retrofitting and EcoTeams (GAP)



Save Water Swindon

- Partnership programme
- Free home make over and DIY kits available



Communications

- 25% energy in home from heating water
- Partnership water efficiency campaigns
- B&Q campaign – 300% increase in sales

Products

- One single water efficiency label
- Space for water efficient kit on shop floors

Research

- Evidence Base for Large-scale Water Efficiency in Homes
- Ariel/Waterwise research
- Behavioural trends and attitudes – Savilles – 48% pay more

And lots more as well....

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