

A Waterwise Future

WATERWISE STRATEGY 2010 – 2020



Waterwise Vision

Water is used wisely, everyday, everywhere

Waterwise Mission

We will ensure that water efficiency is integral to everyone's life

Waterwise Values

Partnership, facilitation, innovation and independence

Waterwise will help people and businesses be more water efficient.

The challenge of making the UK water efficient should be shared across water suppliers and all water users including government.

Our strategic direction for the next ten years

Waterwise has increased the profile of water efficiency and we will work to convert the interest in water efficiency into long-term benefit and action. Central to Waterwise's actions will still remain 'reducing waste not restricting use', we will not aim to constrain people's lifestyle or choices but offer alternatives that have financial, social and environmental benefits.

We will increase our focus more on the social aspects of water efficiency to understand and influence consumers, place greater emphasis on delivery and engage further with communities and local partners. Through this work we will develop a bottom-up approach in addition to the top-down one and also build partnerships at the European and international level when it benefits the activities in the UK.

We will continue to work in partnership with the water companies, government and regulators, and other partners across public, private and third sectors. This will include local authorities, local communities, social housing providers, developers, trade bodies, NGOs, universities, manufacturers and retailers.



ENSURING THAT WATER EFFICIENCY BECOMES A STANDARD ELEMENT OF THE WATER COMPANIES' WATER PLANNING AND MANAGEMENT PROCESSES

Waterwise will lead on developing and driving the framework to support the integration of water efficiency as a standard element of the supply/demand balance and will ensure that the body of evidence and research supports the decision-making of the next price review processes across the UK. Waterwise's work will assist the water companies in establishing the reliability of water efficiency measures and improving the reliability of assumptions underlying investments targeted at water efficiency. Waterwise will continue to lead on the UK Evidence Base for Large-scale Water Efficiency and will extend its remit to cover all aspects of water efficiency.

KNOWLEDGE AND SUPPORT FOR DRIVING WATER-EFFICIENT BEHAVIOUR

Waterwise will continue its leadership role in developing the evidence and providing the necessary tools which will underpin water companies' work with consumers so that social and behavioural aspects are built into water efficiency projects. Waterwise will lead on developing the evidence to better understand consumer's behaviour and consumption and how best to trigger behavioural change so that water savings occur in practice and are sustained. Waterwise will organise a series of masterclasses each year around themes relating to changing water using behaviours and engaging people with water.

SECURING POLITICAL AND REGULATORY COMMITMENT TO WATER EFFICIENCY TO ADAPT TO AND MITIGATE THE EFFECTS OF CLIMATE CHANGE

Building on the publication of the Waterwise White Paper in June 2010, Waterwise will work with UK governments and regulators and with all the UK water companies to shape a framework which will provide the right mix of mechanisms and incentives, and to remove the existing barriers and shortcomings to large-scale water efficiency by the UK water industry. Waterwise will work to ensure that, where appropriate, water efficiency is integrated into other frameworks and programmes. Importantly, Waterwise will also work to ensure that water efficiency is not treated only as a sub-set of other issues and programmes, but is recognised as an important approach in its own right. Waterwise will work with partners to develop links with the current policy and regulatory structure for energy and housing across the UK, as synergies will allow for economies of scale, greater water, energy, carbon and financial savings, and increased uptake.



STRENGTHENING THE ABILITY OF SOCIETY TO DELIVER WATER EFFICIENCY

Waterwise will significantly develop its activities at the local level. Waterwise will continue its role as a broker between parties and a facilitator of discussions and projects at the national and local levels. Waterwise will work to ensure that the appropriate processes, platforms, and mechanisms are in place, at the national and local level to influence the way society perceives and deals with water efficiency. Waterwise will ensure that there is consistency between policy and the implementation and operational levels. In addition to its Annual Conference, Waterwise will run technical symposia to provide a technical forum for presentations and discussions on specific technical issues. Waterwise will hold training sessions to contribute to the effective implementation of water efficiency projects.

INFLUENCING CONSUMERS AND BUSINESSES TOWARDS RESOURCE EFFICIENCY

Waterwise will work in partnership to promote initiatives, incentives, and ideas to foster resource efficiency in homes and businesses. Waterwise will work with partners to help ensure the UK moves towards sustainable production and consumption and to help meet the national targets for water, carbon and energy. Waterwise will lead on promoting the links between water and energy and will make recommendations for the potential contribution of water efficiency in making the UK a low carbon and greener economy, to be realised. Waterwise will promote the right incentives and innovation to build a sound framework for water efficiency as part of the resource efficiency agenda. Waterwise will work in partnership to tailor these instruments and initiatives to particular requirements and the unique local conditions.

