

2025

Waterwise
Affiliate



waterwise

About us

Waterwise is the leading independent voice in the UK for using water wisely, for the benefit of people and the planet. Our vision is that water is used wisely every day, everywhere, by everyone. We are the UK's conscience on water efficiency, on behalf of people and the planet, and are experts in water efficiency policy, regulation, research, behaviour and campaigns.

This means we work in a range of areas, including influencing and shaping policy and legislation; driving strategic and practical ambition in the water sector; designing and delivering research; campaigning; media; promoting water-efficient technology and services; helping businesses be more water-efficient; facilitating partnerships; brokering new solutions; and training water efficiency practitioners.

By working with Waterwise you can:

1

Enhance your business reputation with customers and key stakeholders and support your wider CSR efforts

4

Ensure business continuity, build resilience in your supply chains and mitigate risks around water scarcity

2

Champion change within your organisation to engage and motivate your teams

5

Access and secure future finance and investment

3

Reduce your carbon footprint and progress towards your environmental goals

6

Save money through reduced water usage and disposal as well as associated reductions in energy use



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waterwise.org.uk



[@waterwise](https://twitter.com/waterwise)

Affiliate package

Becoming an Affiliate of Waterwise is a way to demonstrate your commitment to supporting our vision that water is used wisely every day, everywhere, by everyone. We want to work with organisations that share our values, to create mutually beneficial partnerships that help us both to achieve our objectives in the water efficiency space. Waterwise Affiliates benefit from:

- **Thought leadership and influence:** As an Affiliate you will benefit from Waterwise's thought leadership - driving policy and regulatory change. Our knowledge, analysis and innovations and our significant media profile make space for those in the sector and beyond to aim higher on water efficiency.
- **Networking and connections:** Affiliates are part of Waterwise's influential network of leaders in the field of water efficiency - from policymakers and behaviour change specialists to tech start-ups and innovative product solutions.
 - Access to our invitation-only Water Efficiency Forum events, taking place 3-4 times per year (online and in-person)
 - Two free passes to the Waterwise Annual Conference, which takes place in March each year (worth £250+VAT)
 - Exclusive invitations to other events hosted by ourselves and our partners
- **Brand association:** Aligning with Waterwise as an Affiliate demonstrates your organisation's commitment to water efficiency, helping to raise your profile and support you to access new markets, audiences and customers, through:
 - Your organisation's logo and profile featured on the Waterwise website
 - Your organisation's logo on Waterwise printed and online materials to maximise your brand exposure - ranging from our newsletter with 4,000 subscribers, to research papers and conference materials
 - Use of the Waterwise Affiliate logo on your own promotional materials, to highlight your alignment with Waterwise

The standard Affiliate package costs **£2,293 + VAT** per annum. If you'd like to discuss a bespoke package to include additional elements to those outlined above, please contact Claire Spendley, Head of Commercial Services claire.spendley@waterwise.org.uk

“ *Waterwise has brought together wholesale companies, water retailers and regulators and government to tackle barriers and produce more joint working and incentives to deliver the water savings we need to see in the business sector.*

- Jo Dow, Chief Executive, Business Stream

Why it matters

The scale of the problem

We are already seeing the impacts of water scarcity on people, the environment and the economy, right across the UK. By 2050, in order to support a growing population, the economy, food production and protect the environment, we will need almost 5 billion litres of extra water every day - unless we do something about it now. As a result, it is more important than ever that we take care with how we use water.

Waterwise helps communities, businesses and governments to understand the value of water and use it wisely so that we have enough now and in the future. Let's work together to lead and inspire change so that water is never wasted.

How we use our funding

As a not-for-profit organisation, the funding we receive from our supporters, affiliates and corporate partners goes directly towards our campaigning activities, to raise awareness of the issue of water scarcity, to drive behaviour change, and to influence policy around water efficiency.

Contact

Claire Spendley, Head of Commercial Services

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“ For many years Waterwise has played a crucial role in the water sector, using its expertise and independence to drive ambition in water efficiency, to help ensure we have enough water for the environment, for people and economic growth. Waterwise also continues to play a crucial role in driving awareness of water efficiency, and actual behaviour change, through its year-round water efficiency campaigns and innovations such as its Waterwise Shower Playlist on Spotify. It's really important for those of us making regulation, policy and legislation about water to have Waterwise as a trusted voice, and a source of independent expertise and challenge. Our former CEO made his 'Jaws of death' speech about the gap between supply and demand in England at the Waterwise conference in 2019, and without further action along the lines Waterwise has set out in its UK Strategy, which includes a key role for smart water meters, the jaws of death will widen.

- Alan Lovell, Chair, Environment Agency