

2025

Waterwise  
Supporter



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, 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 water efficiency and literacy training for individuals, practitioners, community groups, organisations and businesses.

## What we offer

1

**Influence** on UK government and regulatory policy

4

**Networks** and access to stakeholders and other innovators

2

**Increased awareness** of water efficiency and drought resilience in the media and via social media

5

**Events** - Annual Conference, Water Saving Week, other campaigns and project-specific roundtables

3

**Market growth** in water efficiency for our partners, via the space and appetite we create for ever-more ambitious water efficiency

6

**Discounts** on Water Efficiency Training and the Waterwise Checkmark

# Supporter package

**As a Waterwise Supporter, you join a nationwide movement to ensure water is used wisely every day, everywhere, by everyone. Our supporters include water companies, government departments, regulators, and other key organisations shaping a more water-efficient UK.**

## **Thought leadership and influence**

- Benefit from Waterwise's policy and regulatory expertise, driving change across the water sector, and gain access to cutting-edge knowledge, analysis, and innovations.
- Enhance your brand with the Waterwise Supporter logo and be associated with the leading UK water efficiency expert.

## **Networking and connections**

- Join an influential network of policymakers, behaviour change specialists, tech start-ups, and solution providers.
- Attend invitation-only Water Efficiency Forum events (3-4 times per year, online and in-person).
- Receive free passes to the annual Waterwise Conference (worth £250+VAT each) and exclusive invitations to other events.

## **Support to achieve your water efficiency goals**

- Access campaign resources for initiatives like Water Saving Week and Water Night.
- Utilise tools such as the Waterwise Checkmark and behaviour change evaluation toolkit for both household and non-household customers.
- Participate in free webinars and gain insights to help reduce water consumption.

## **Exclusive access and expertise**

- Two days of expert support from Waterwise each year, with additional discounted consultations.
- Priority access to Waterwise events, campaigns, seminars, and training.
- Access to Supporter-only events and the latest sector innovations.

## **New partnerships and projects**

- Waterwise will help broker new projects, relationships, and partnerships, introducing you to cutting-edge technologies and services.

## **Corporate Social Responsibility and marketing benefits**

- Showcase your commitment to water efficiency through brand association with Waterwise, including logo placement on our website, publications, and events.
- Exclusive sponsorship opportunities and an opportunity to contribute an article to the Waterwise monthly newsletter.



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# Our impact

## **A stronger, more water-efficient UK**

Your support strengthens water efficiency across the UK, contributing to Waterwise's role as the leading independent voice in the sector. Your involvement delivers both commercial benefits and corporate social responsibility outcomes. By becoming a Waterwise Supporter, you are actively contributing to achieving a water-efficient future for everyone.

## **Driving policy for 20 years**

Waterwise has been a key driver of policy and regulatory changes essential for wholesalers and retailers to meet water efficiency goals. We've influenced the water efficiency label and statutory demand targets, leading cost-benefit research, lobbying UK governments, and providing essential materials for water companies and stakeholders.

## **Strategic initiatives and key achievements**

Our UK Water Efficiency Strategy sets out ten strategic objectives to close the supply-demand gap and highlights the potential benefits. We played a pivotal role in the creation of Ofwat's Water Efficiency Fund, co-developed with over 100 water sector organisations. Waterwise has consistently influenced policies like the water efficiency label and the roadmap for homes, essential for Water Resource Management Plans. We also championed non-household water efficiency, engaging ministers and sitting on expert groups that shaped the Environment Act 2021.

## **Pioneering change**

Waterwise was the first to identify how the capex bias was affecting water efficiency, link it with energy efficiency, and highlight its role in climate change mitigation. Our work was instrumental in Defra and Ofwat's shift to require smart metering as the default, driven by our cost-benefit research and advocacy.

## **Campaigns and outreach**

We run impactful campaigns targeting both households and businesses, such as Water Night, which reached nearly 7 million people in 2024. Our annual conference attracts significant attention, with ministers and local officials among the speakers. Supporters enjoy benefits like free conference tickets and two free days of consultation on projects.

## **Expertise and media presence**

Waterwise is a trusted voice in the sector. Our team, recognised for its expertise in policy, campaigns, and technical aspects of water efficiency, frequently appears in national and local media to promote water conservation.

**Our work helps drive water efficiency at policy, regulatory and customer level.**



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# Why it matters

**Without Waterwise, water efficiency would remain a niche issue. Today, it sits at the heart of policy, regulation, and business planning, driving a future where water is used more wisely for the benefit of people and the planet.**

## **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.

## **Future direction**

In 2025, we launched a new website, brand refresh, and Impact Plan, designed to engage new audiences and push for a significant reduction in water consumption by 2030. Through policy advocacy, public awareness, educational programmes, and strategic partnerships, the Impact Plan is focused on inspiring change at individual, community, and organisational levels, positioning water efficiency as central to sustainability efforts.

## **Contact**

**Claire Spendley, Head of Commercial Services**

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# Testimonials

“The resilience of our water supply is fragile, but there remains very low awareness amongst businesses of this risk, or the true cost of running out of water. MOSL has been working closely with Waterwise and the business water market to drive greater awareness amongst businesses of the need for greater water security, including how we can use data to better understand consumption and use water more efficiently. Waterwise play a vital role in driving change – holding government, regulators and the industry to account to drive ambition and inspire positive action. We are pleased to be a very close partner of Waterwise in driving our collective goal to value and preserve our water supplies now and into the future.”

**- Sarah McMath, CEO of MOSL**

“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**

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**

