



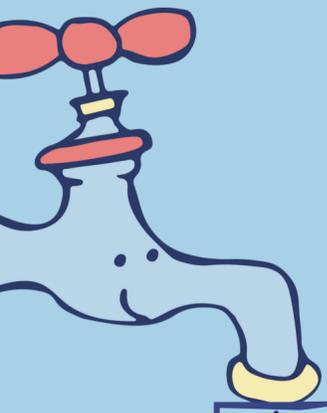
Community Checkmark Guidance



Community



waterwise



Community

Community Checkmark Guidance

This guide will explain what the Community Checkmark is, why you should do it and the process to becoming accredited.

What is the Community Checkmark?

The Waterwise Community Checkmark exists to highlight and celebrate work that a particular community is doing in Water Efficiency.

The Waterwise Community Checkmark is open to any community within the UK and isn't restricted to water company only projects. We encourage applications from community groups and charities working on water efficiency within their communities.

The Community Checkmark will be awarded to communities which are engaged and active in saving water, that encourage water saving behaviours and particularly communities who have simple low/no cost measures to reduce water waste and encourage the efficient use of water in a variety of ways.

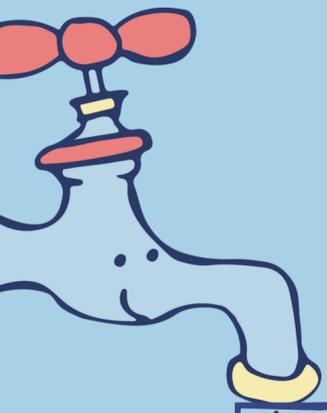
Who are Waterwise?

Waterwise is an independent, influential, not-for-profit, non-governmental organisation focused on reducing water wastage in the UK and building an evidence base for water efficiency. Waterwise is the leading authority on water efficiency in the UK. We like to be at the front - driving and supporting innovative approaches on water efficiency policy, research and delivery. Our vision is that water will be used wisely every day, everywhere.

Why did Waterwise start the Community Checkmark?

Waterwise has been approached by numerous people and organisations to create a community level accreditation, similar to the existing Checkmark for Offices. This is due to the fact that water companies are increasingly favouring community scale projects and would like a framework to help them plan projects, set an overall goal to work towards and to gain recognition for the work they have done.





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What are the benefits of getting the Community Checkmark?

- **Realisation** of all the elements you could include in a community scale water efficiency intervention. Have a look at our application form before you plan your project to make sure you are covering all elements of a “best practice” community programme.
- **Reporting** and recording the work you do with the community will help document what you have achieved and keep motivated to go further with your water savings.
- **Recognition** of the fact your community is doing their bit to help the water resilience of the country.
- **Rewarding** the hard work you and your community have put into improving the water efficiency of the area.

How do I apply for the Community Checkmark?

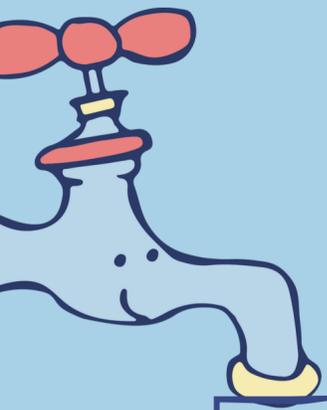
Email info@waterwise.org.uk if you are interested in finding out more about the process, to register interest or to get an application form.

The process is very straight forward. It is just one application form, which the Waterwise team will assess, then the applicant will receive a letter either awarding the accreditation or asking for more evidence and giving the applicant the chance to fill any gaps in the application. If the participant/community isn't successful the first time, they will have 1 year to reapply with an improved application at no extra cost.

You should read the terms and conditions when you complete the application form, and submit the completed form along to info@waterwise.org.uk. Evidence of your payment for the scheme will be needed before the application is assessed.

We will provide you with a certificate for display and the Community Checkmark logo for your use. We will also request a statement from you for use in promotional materials as we are keen to publicise successful applicants and celebrate water saving achievements with you.





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The application form

There are 8 main themes in the application form:

1. Homes
2. Schools
3. Businesses
4. Affordability and vulnerable customers
5. Hardware/water efficiency products
6. Leaky Loos
7. Communications and behaviour change
8. Carbon, energy and climate change

The application form consists of a few questions under each theme and we are looking for community projects which have covered all of the themes in some way. We understand that some projects may have focused in particular areas more than others, but all themes need to be acted on through the community project to achieve the Checkmark.

How long should the answers be?

Approximately one or two paragraphs. There is no exact word count, but we expect a good level of detail so that we can fully understand your project.

How much detail is expected?

We understand that you will have longer answers for some questions where you have focused areas of your work and shorter answers for others. Please don't assume the assessor has any prior knowledge about your project.

What evidence should be included?

Please include evidence where you can. This can be in any format, statistics, photos or testimonials of people in the community. Evidence does not have to be embedded in the form, you can attach it to the email you send to Waterwise when applying.

How do Waterwise check that the application is valid?

This is why we ask for evidence wherever possible. We would also love to hear from the community themselves in the form of case studies or testimonials.





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Do you have to answer every question?

Yes. In order to qualify for the Community Checkmark you must answer all of the questions. If there are questions you can't answer or areas your project didn't cover please get in touch with us at Waterwise to talk through your options.

Can you talk about future plans?

Yes, if your project is in progress already you can talk about future plans to answer the questions. But completed projects are always preferable because of the assurance that they have been delivered.

How much does it cost?

The Community Checkmark accreditation costs £1500 per community, with 20% discount for Waterwise supporters, (making the price £1200). There are also discounts available for charities or community organisations or for organisations who apply with multiple communities at one time.

Frequently asked Questions

What classes as a community?

Your application needs to be community or town level. Therefore a whole water company area or a city do not qualify. You are welcome to divide the city up into communities, e.g. Brixton in London etc. We reserve the right to decide whether the scale of the project classifies as community.

Could the checkmark be removed?

Waterwise reserves the right to award or rescind the checkmark at their discretion, should the situation or available knowledge change.

How long does the checkmark last?

The Community Checkmark lasts for three years from the day of issue. Your certificate will have the date of issue on it. Please do not use the logo once this three year period is over.

Are we allowed to use the checkmark logo?

Once you have received confirmation that you have passed, you are permitted to use the community checkmark logo and display the certificate in public places or on your social media/websites etc.

