

waterwise



Strategic Direction

Our Vision: Water is used wisely every day, everywhere, by everyone.

Our Values: Waterwise is a people-led organisation which prioritises the wellbeing of its staff. Our values are Purpose, Pioneer, Passion and People.

Our Mission: Waterwise is the leading independent voice in the UK for using water wisely, for the benefit of people and the planet.



The challenge and our role in addressing it

We need to reduce water demand to secure water supplies for society and the economy - and for a healthy environment. However, progress has stalled.

To get back on track we need to see:

- People and businesses more aware of water scarcity in the UK and the need to use water wisely - and resulting behaviour change
- Water efficiency mainstreamed across the UK, including through policy and regulation, economic growth, housebuilding, net zero, and adaptation to climate change
- Funding for effective water-saving programmes
- New water-saving products, innovations and services rolled out at scale
- More working together and sharing knowledge on solutions

As the independent voice, Waterwise can help by:

- Running and supporting effective national water efficiency campaigns to raise awareness and change behaviour - such as #WaterSavingWeek
- Being a strong and bold voice to government, regulators and industry
- Leading networks and partnerships, supporting collaborative research and sharing good practice
- Challenging everyone to be more ambitious
- **Being the UK's conscience on water efficiency, on behalf of people and the planet**

Waterwise's 2030 Strategic Objectives

- ✓ We are an even more independent organisation with a more diverse funding and support base
- ✓ We have an even stronger, bolder voice and are unafraid to call for the actions needed
- ✓ We are harnessing the power of partnerships to achieve more
- ✓ We are listening to a more diverse range of voices, reflecting the UK communities we seek to engage
- ✓ We are helping deliver the water savings we need to ensure resilient water supplies and protect the environment (see 2030 UK Water Efficiency Strategy)
- ✓ We remain focused on water efficiency but have a broader impact on using water wisely
- ✓ We are reducing our own environmental footprint
- ✓ We have even greater influence across the UK on legislation, policy and regulation for ambitious water efficiency

