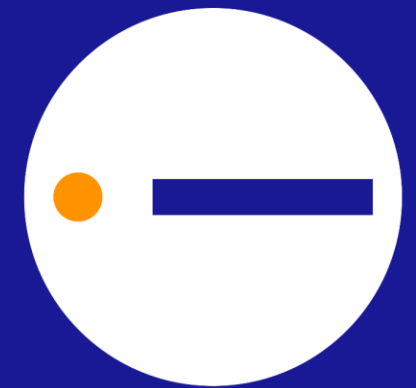


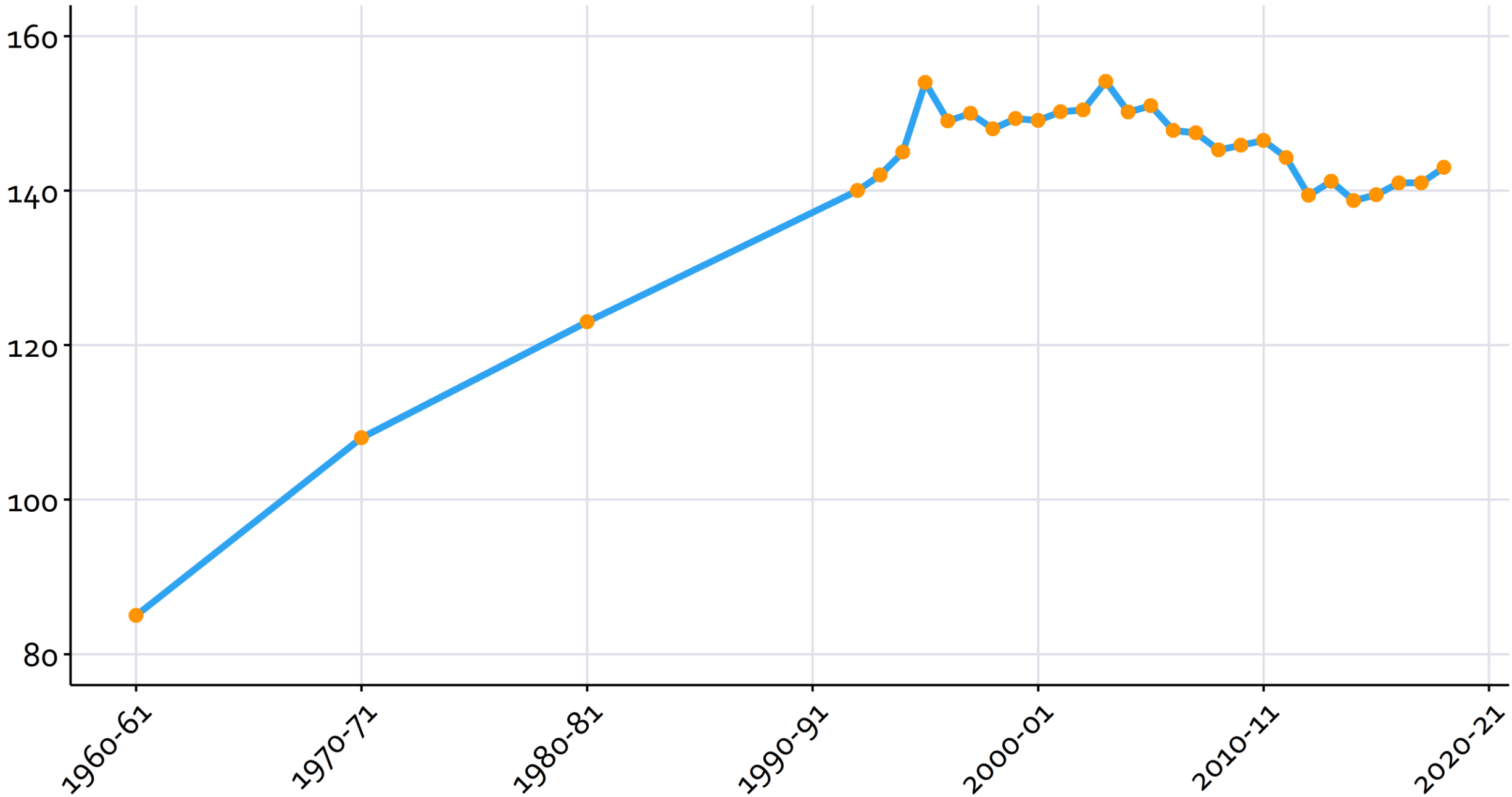
Challenges and opportunities in delivering water efficiency ambition

16 September 2020

Rob Lawson, Artesia



Mean PCC I/head/day





Why is this important?

If no action is taken between 2025 and 2050 around **3,435 million extra litres of water** per day will be needed for public water supply to address future pressures. This includes:

1,150 million litres per day (MI/d) to make water supplies more resilient to drought

1,040 million litres per day to supply the growing population

720 million litres per day to replace unsustainable abstractions and improve the environment

400 million litres per day* to address the impact of climate change on water availability

Around **50%** of the national need is in the South East



*Water companies have included additional impacts from climate change of around 640 MI/d in their plans up to 2025 which is before the start date for this analysis

There is a serious risk that some parts of the country will run out of water within the next 20 years.

Government has failed to develop a national message to consumers on the need to reduce water consumption and how to do so.

The Department has not demonstrated sufficient leadership to drive forward the implementation of product labelling, changes to building regulations and other measures that can make a major contribution to improving water efficiency.

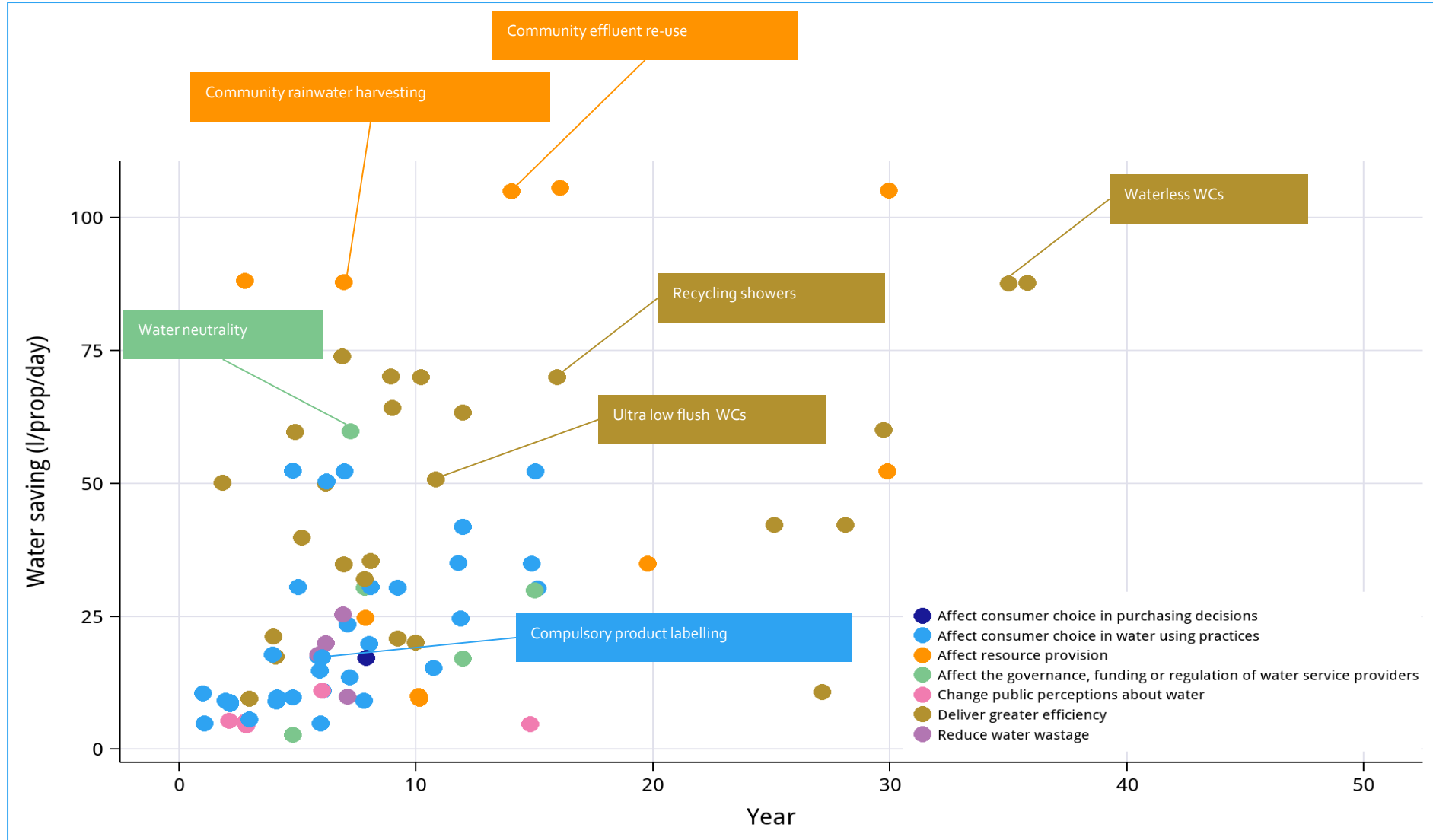
Public Accounts Committee report on Water Resources and Demand Management – July 2020

The long term potential for deep reductions in household water demand

Ofwat

April 2018

A wide range of technology, policy and behaviour change initiatives



Examples of measures available, being delivered or developed now

Propelair toilet



Watersmart customer engagement and data analytics



Miele bundles



NW Cambridge development



Orbital Systems recycling showers



- 
90% WATER SAVINGS
- 
80% ENERGY SAVINGS
- 
SUSTAINABILITY STRATEGY

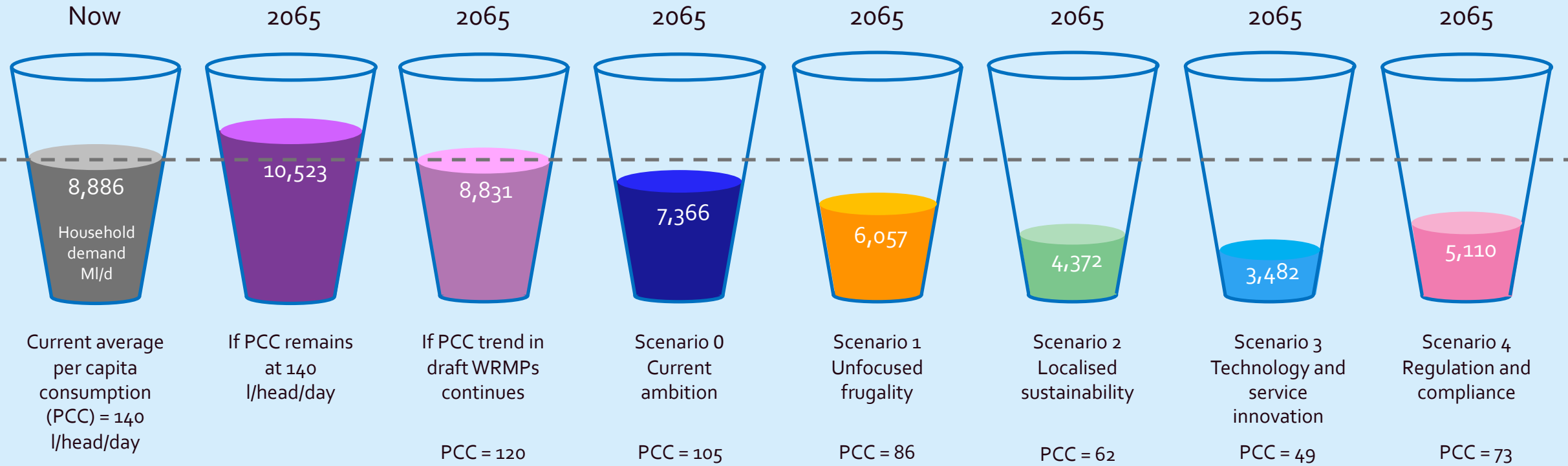
Green Redeem customer rewards



Anglian Water
The 40 litres PCC house



The long-term potential for reducing household water use



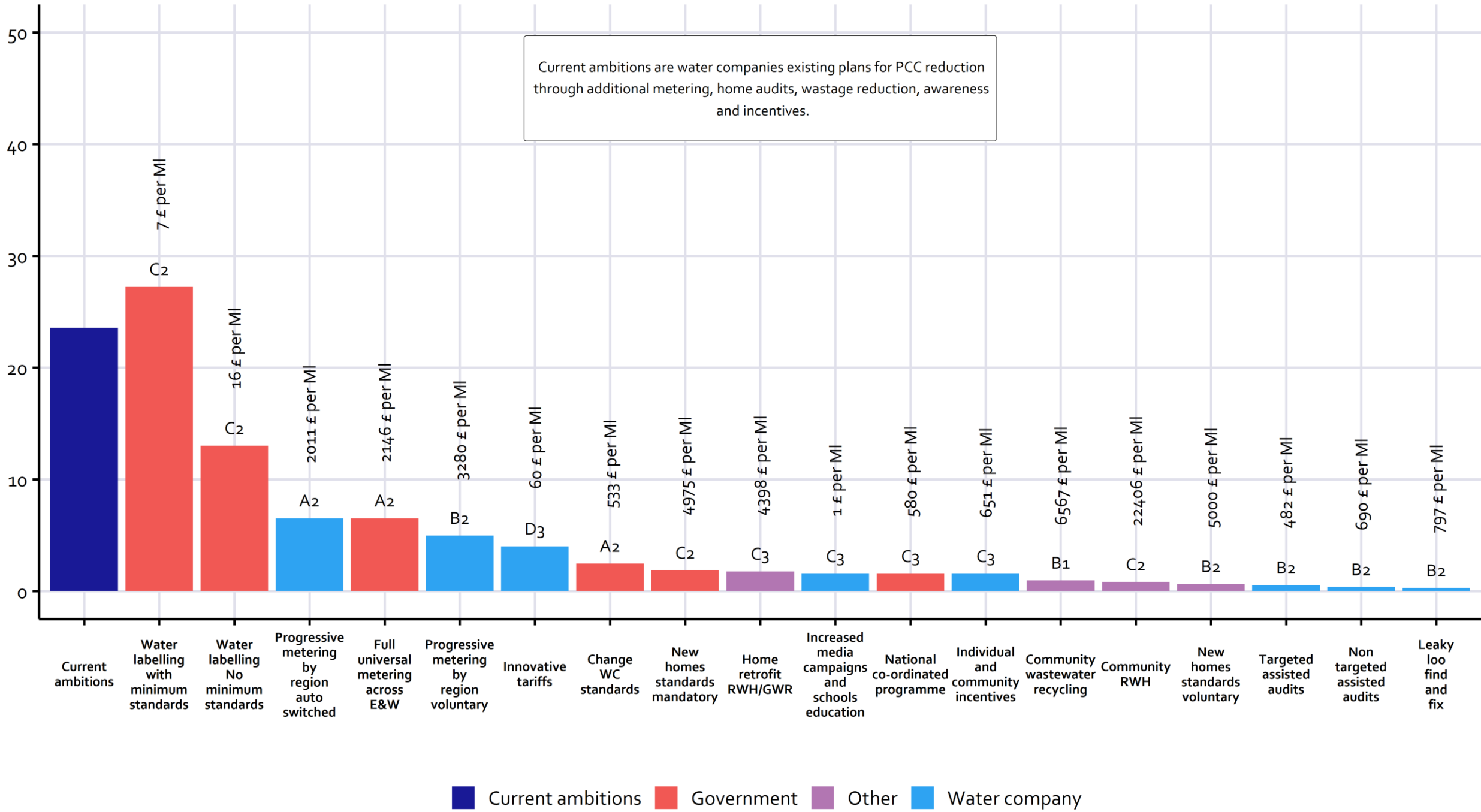
Pathways to long-term PCC reduction

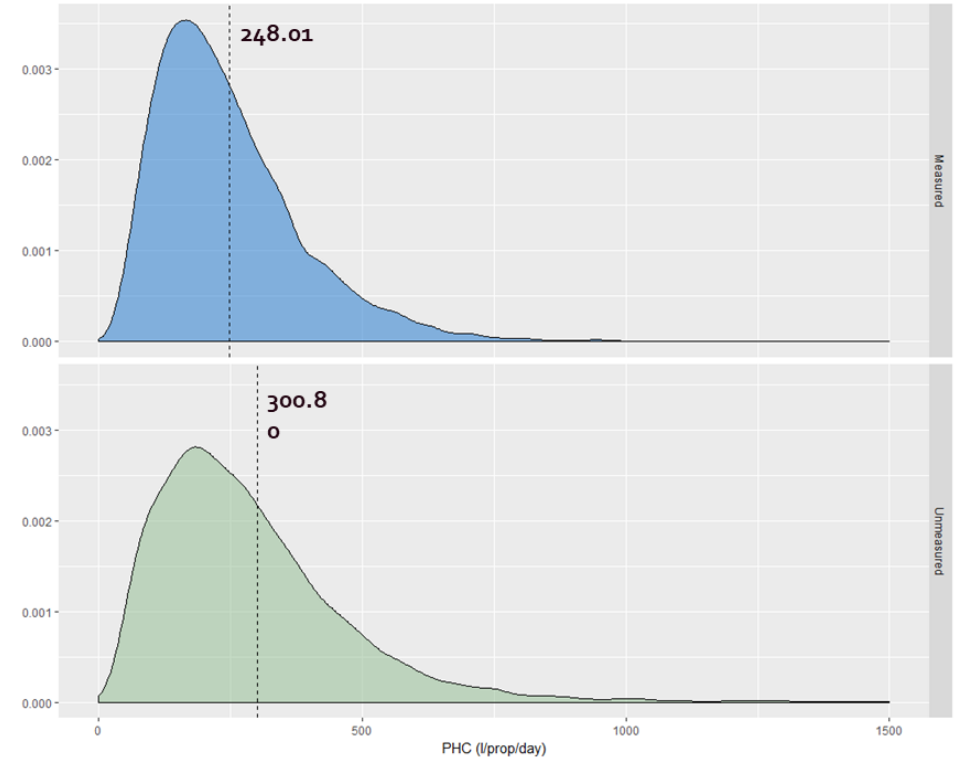
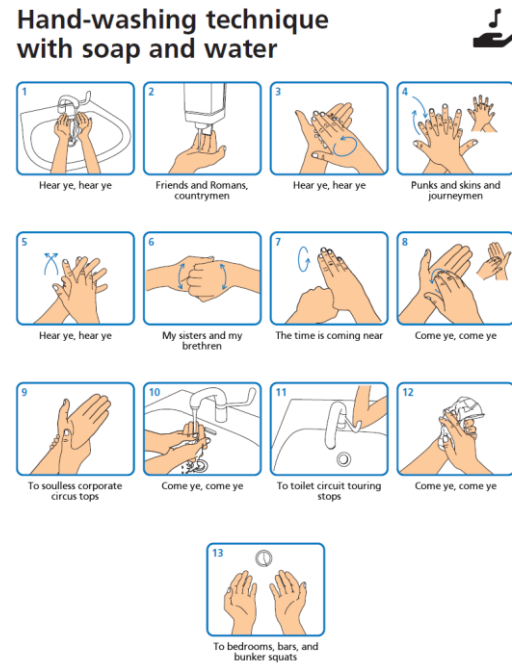
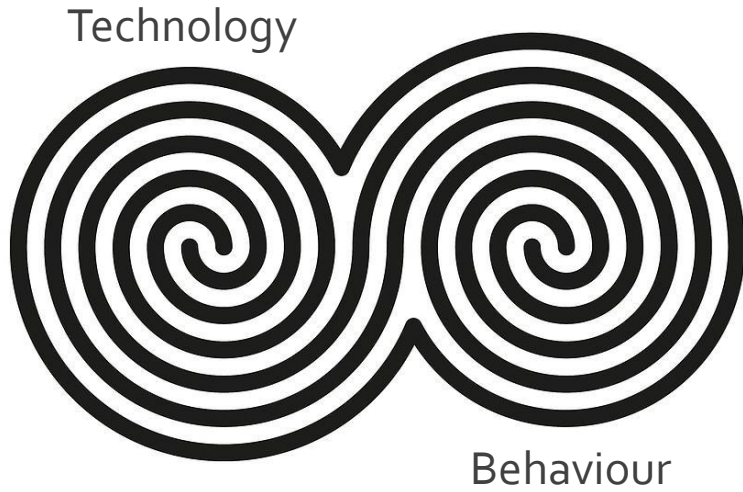
Water UK

August 2019

<https://www.water.org.uk/publication/water-uk-recommendations-on-water-efficiency/>

Water saved in 2065 (l/head/day)







The more stars the more water efficient

WATER RATING
www.waterrating.gov.au

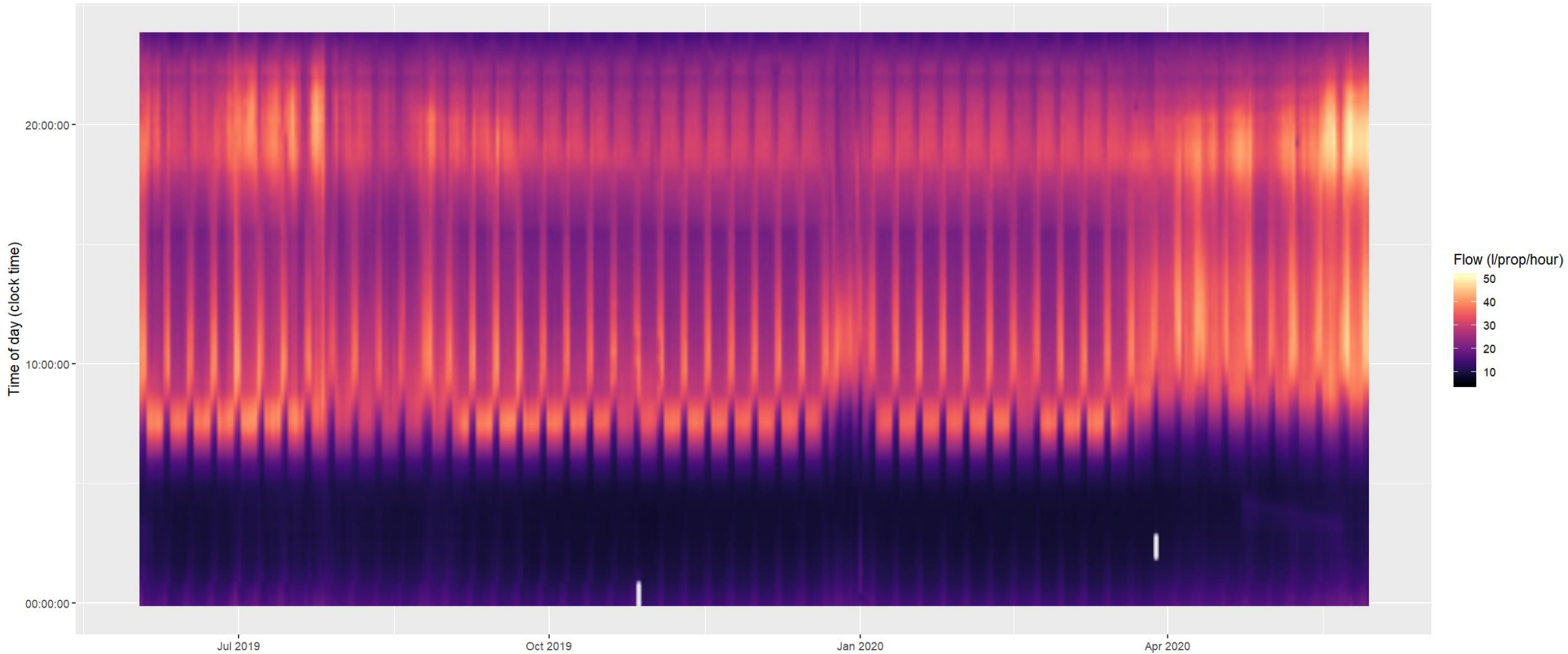
6.5 litres per minute

In accordance with AS/NZS 6400

Licence No. 0002
Registered Company Name for this Licence Number



Lockdown shows how policy and behaviour changes affect water use patterns



Thank you!

@artesianrob