

Who We Are

– In Action continued



Helping customers use water better

Water is everywhere in our lives, so it's easy to take for granted. But if we don't all pay attention to our water use, it means bills go up and streams dry out. To look after our streams for the future, we must protect them today. We have over a century's worth of expertise and a commitment to innovation, and we're using that to modernise our local infrastructure and give customers the tools and information they need, so every single one of us can use water better.

Our aspiration

- We aim to reduce people's daily water use by 12.5% by 2025 through metering, and by inspiring our customers to use less through our award-winning Save Our Streams campaign
- We'll continue to work with government, regulators and across sectors to campaign for the changes we need to make saving water simpler

Our industry-leading water-saving campaign – Save Our Streams

In 2022, we launched the next phase of our award-winning Save Our Streams ('SOS') initiative, which aims to help customers use water wisely, save money, and support the local environment.

Our new My Water Footprint tool helps customers understand their water usage easily, provides tips to reduce the amount they use as well as providing free water-saving devices for their homes. The new creative campaign, featuring Duck, succeeded in reaching customers, with an 88% awareness level. We also teamed up with high-profile campaigner Ben Fogle and local school children for a lesson on the River Chess. More than 240,000 people have now joined our Save Our Streams water saving campaign, and hundreds of thousands more households who have seen the campaign have started their water saving journey. Our calculations show that our customers water saving efforts reached more than 23 million litres a day last year.

The programme will continue this year and focus on water usage behaviours that are easiest for customers to change in day-to-day life. We'll also be running a

campaign to empower customers to identify and fix home leaks, and a new educational programme across schools, to help children and their families understand their water use, and encourage them and schools to save water, save money, and help Save Our Streams.



Read more about **how we are leaving more water in the environment** on [page 64](#)

UNSDGs

Our alignment with the UN Sustainable Development Goals



240k

Joined our Save Our Streams water-saving campaign

88%

awareness among customers in reaching customers with our new creative campaign

