



## **Water UK's Vision for a Sustainable Water Industry**

Our vision is for a sustainable water industry. This will be achieved through efficient provision of water and wastewater services and a commitment to: protect and promote public health; provide a high quality, reliable and value-for-money service; respond to climate change; reduce our impacts on the environment; and earn the trust of the community.

### **1 Protect and promote public health**

We will protect public health by ensuring the safety of drinking water; effective water treatment, waste management and by promoting the importance of water in the nation's health.

### **2 Provide a high quality, reliable and value-for-money service**

We will provide a high quality, reliable and value-for-money service to meet the expressed needs and wishes of our customers. We will influence regulatory powers to ensure that any extension of choice or competition benefits all our customers. We will work with government and others to develop policies which help people on low incomes.

### **3 Respond to climate change**

We will understand our energy consumption and, through carbon management, reduce our impact on the climate. We will adapt our business and investment plans to minimise the effect of climate change on consumers and the environment.

### **4 Reduce our impacts on the environment**

We will minimise our demands on scarce water resources by promoting water efficiency, managing leakage and developing new resources. We will work with others to continue to support the polluter-pays principle to enhance the quality and health of water environment.

### **5 Earn the trust of the community**

We will be good corporate citizens and effective stewards of an essential public service that depends on the natural environment. We will comply with all our legal obligations, operate in a transparent manner; provide fair returns to investors; and be active participants in the communities we serve.