

**Source 2008**

**29 May 2008, Lancaster House London**

**Speech by Maria Adebawale**

**Chair, Waterwise**

Thank you Pamela. As you said in your speech, Waterwise evolved out of Water UK as an independent organisation which campaigns to reduce water wastage. You might think that it is unusual for an industry to set up an NGO which will challenge how it behaves. Indeed we often say and do things that are not in the short term interests of the water companies and occasionally we find ourselves at odds with Water UK, but our very existence demonstrates that the water industry is committed to long-term sustainability.

And we believe that involving people is key to delivering sustainability, so a big part of our work is consumer focussed.

The UK has less water per person than most other European countries, yet we use about a third more than many of our Northern European neighbours and our daily wastage is more than the daily use in the developing world. At the same time hot water accounts for about 5% of UK greenhouse gas emissions. So there are social, financial, moral and environmental drivers to reduce water waste.

And it is waste that we focus on rather than use, we are not the shower police, we and don't want to stop people using water. If they use it they will value it more and waste it less.

By focussing on behavioural changes and technical fixes we can reduce consumption. This is why we work with a range of stakeholders, from manufacturers like Twyfords, who have an affordable low flush toilet, to brands like Ariel where we are running a joint consumer campaign, and with charities ranging from Muslim Aid to WWF who reach different cross-sections of society.

And importantly we work closely with the water industry to deliver practical water efficiency measures like home retrofits as part of our remit within Defra's Water Saving Group.

Water efficiency is a good example of an area where collaboration is essential and where water companies are key players but cannot do it alone and this is what Source is about.