

# How to make the most of every drop

Inspirational guide



[WWW.HUBBUB.ORG.UK](http://WWW.HUBBUB.ORG.UK)  
Registered Charity No. 1158700



# About this guide

**Water is our most precious resource, yet we tend to take it for granted. In fact, 2 in 3 people don't think they can use less water, despite admitting to habits such as leaving the tap on when brushing their teeth.**

To avoid future water shortages, we need to create a major culture shift in how we value water.

Together we can inspire people to rethink their daily water habits. If we all save a little, we all save a lot.

Whether you're a community group, local authority or business, this guide has all the tips you need to run your own water saving event or social media campaign.

Dive in to find out more and good luck!

**Keep us in the loop #EveryDropCounts**  
[everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk)



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Find specific advice and ideas for **community groups**, **local authorities** and **businesses** on pages 14, 20 and 30-31.

# Why do we need to talk about water?

## The south east is a water stressed area

Despite its rainy reputation the south east receives **a lot less rain** than you might think, about the **same as Melbourne**, Australia. High population density and climate change is causing a huge impact to freshwater availability. In fact, by 2030, nearly half of the world's population will live in areas of high water stress.



## Water saving is a powerful climate action

Cleaning, transporting and heating water takes a lot of energy - in fact, it produces **5% of the UK's total greenhouse gas emissions**. Using only what you need helps to reduce greenhouse gas emissions and combat climate change.



## Water saving is a hidden issue

Water saving isn't an issue that people tend to think or talk about. In fact, **2 in 3 people don't think they can use less water** and 1 in 4 admit to taking it for granted. To engage people in water saving, we need a fresh approach to communicating water saving. This guide is packed with tips for how to create an engaging campaign or event. If you have further ideas, please let us know [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk)



SES Water supplies **160 million litres** of water per day!

Two-thirds of water supplies are used by households

**Did you know that in Dorking and Sutton:**

People spend an average of **6 minutes** in the shower

**21.47%** sometimes leave tap on when brushing

**Spend £341** per household per year on water!

# Making water saving engaging

Hosting an event or a social media campaign are great ways to raise awareness about why we need to save water and give people tangible tips for curbing their daily water use.

Depending on the time and resources available, you can go as little or big as you like.



## 1. How to run a social media campaign

Running a social media campaign is an easy way to spread the water saving message.

Get started with the sample posts and resources on page pages 20-22.



## 2. How to organise an event

Events are great for engaging people in an issue, and inspiring them to make positive behaviour changes.

Read on for tips on planning and promoting your event, ideas for event activities, and support that SES Water can offer.

Keep us posted on what you're planning so that we can help promote your event or campaign. Get in touch via email [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk) and tag **#EveryDropCounts** on social media.



# How to talk about water saving

Linking water saving to what people are thinking or talking about is a great way to make it more engaging.

## 1. Keep it topical

To boost your campaign, you might want to organize it around official days such as:



## 2. Use seasonal hooks

People are more likely to think about water use during a heatwave than when it's raining. Use seasonal hooks to make your communications more relevant and tap into wider conversations online and in the media to boost reach.

### Possible hooks include:

- Use Easter and Bank Holidays to talk about water use in the garden.
- Use summer to talk about ways to stay cool when it's warm.
- Use the lead up to Christmas to talk about the importance of insulating pipes to prevent bursts.



### 3. Make it relevant

Water isn't a topic that people tend to think or talk about. However, water is part of almost every aspect of our daily lives. Below are our top tips for ways to talk about water saving in a way that resonates.



#### Food and meat

**Did you know that it takes 15,415 litres of water to make 1kg of beef?** Eating less meat is a great way to reduce your water footprint, and can be better for your health too. Start by going meat-free once a week or swapping out a couple of meals for veggie options. Check out [www.meatfreemondays.com](http://www.meatfreemondays.com) or [www.hubhub.org.uk](http://www.hubhub.org.uk) for simple recipes and tips on eating more plants.



#### Energy saving

**When we use water, we are using energy, mainly to heat the water.** About 20% of a typical gas heated household's heating water for showers, baths and the tap. Saving water can lower your energy bills and is also good for the environment as heating water for use in our homes makes up about 4% the UK's total carbon emissions.



#### Gardening

**About 8% of our daily water use takes place in the garden.** Planting plants meant for our dry climate means less watering and less risk of plants succumbing to warm weather. There are lots of clever ways to water your garden such as watering early in the morning and using a watering can instead of a hose. Don't panic if your lawn turns brown - grass is a resilient species that will bounce back even after a long period without rain. Avoid using a sprinkler - these can use up to 1,000 litres of water an hour - equivalent to more than 12 baths!



#### Plastics

**Did you know plastics have a huge water footprint?** It takes 180 litres of water to produce 1kg of plastic - about the same amount of water that we each use per day.



#### Climate change

**Cleaning, transporting and heating water is a resource intensive process.** The water industry accounts for 5% of the UK's total greenhouse gas emissions. Using less water helps lower your carbon footprint.



## How is water saving relevant to me?

### Community groups

1. **Saving water in your community helps to protect beloved local water environments**, like rivers, lakes and wetlands, as well as the local plants and animals that rely on them. This is because if too much water is removed, this can result in wildlife habitats being lost. By easing our demands on local water bodies, we can make them more resilient to the looming pressures of climate change and population growth. This allows current and future communities to enjoy these environments.
2. **Cost Savings:** using less water means lower metered water and energy bills. Over half of us now pay for our water with a meter, giving us the opportunity to soak up savings when we use less water. If you're not on a meter, now might be the time to use **Save Water, Save Money's** Savings Engine! In minutes, this water meter calculator creates a personalised dashboard for your home, to show you if you'd be better off on a meter (if you're not already), how you compare with your neighbours and order free water saving devices suitable for your home. Head over to **seswater.co.uk/calculator** Every month it helps thousands of households to quickly work out if they might be better off switching. In some cases, people find they can **cut their bills by over £100 a year** - and you've got more motivation to save water too.

### Local authorities

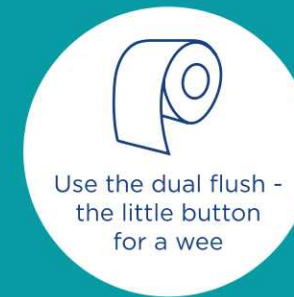
1. Refitting homes with **water efficiency measures** creates hundreds of skilled local jobs.
2. Catching and **storing rainwater** for use locally **reduces flood peaks**.
3. Water needs energy to pump, treat and heat it, whilst energy needs a lot of water to produce it - so by saving one, you'll save the other!  
**If you are on a meter, offices that save water and energy can save money - and promote sustainable behaviour at work and beyond!**
4. Supporting residents to save water can help them save money, and inspire them to make other positive behaviour changes in their daily lives.

### Businesses

1. Businesses use **one third of water supplies**, so, simple changes in your office can make a huge difference to reducing water use.
2. Do you know how much water your office is using? Exemplary action to improve your water use can result in your company winning an award in water efficiency.

# Top tips for saving water all year round

Make it as easy as possible for people to make positive lifestyle changes with these top tips for using less water. Use these to inform your messaging or as conversation starters at your event.





# Make a splash on social media



# How to run a social media campaign



## 1. Pick a date

Consider the best time to launch your campaign. Are there any calls to action, key dates or seasonal hooks that you can tap into? How much time do you need to prepare for the launch?



## 2. Make a plan

Map out key messages and call to actions. What do you want people to do after seeing your posts? What information can you use to make them take notice? What content can you link back to spark interest?



## 3. Know your audience

Think about who you want to engage with your campaign and what they're interested in. How can you integrate this into your campaign? See some tips on page 12.



## 4. Use your network

Reach out to existing contacts and networks to get them to support your campaign. Make it as easy for possible by providing sample posts – have a look at page 20 for inspiration.



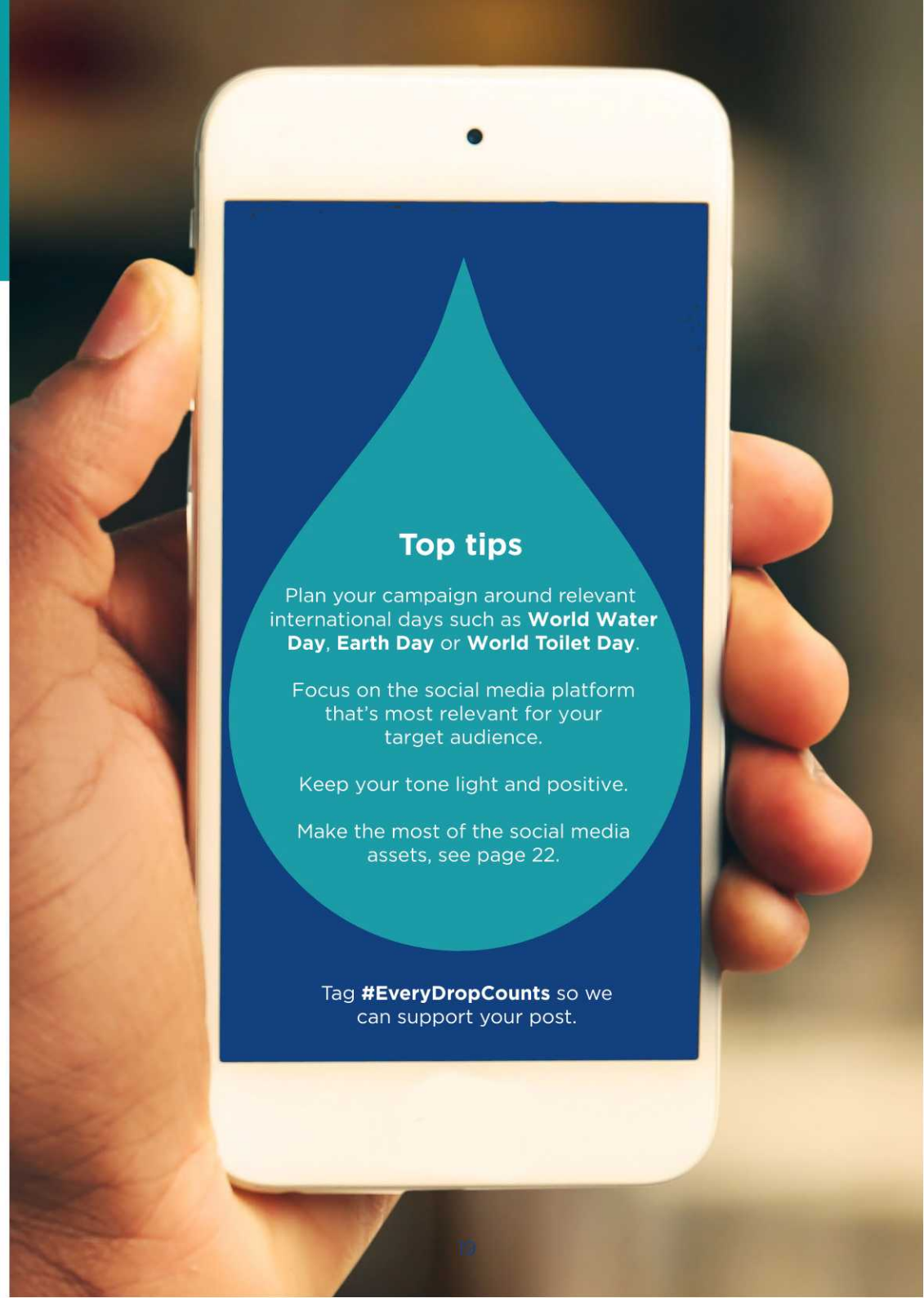
## 5. Launch your campaign

Launch with a bang by making the most of the social media resources and sample posts. Be creative with messaging and have fun.



## 6. Measure your impact

You could use an online tool such as Hashtracking or simply keep an eye on how many people engage with your posts. Celebrate the reach afterwards and thank people for taking part.



# Sample posts

Here's some sample posts to get you started. Be creative and tailor them to your audiences. Remember to include #EveryDropCounts so that we can support your posts.

## Community groups

How do your daily water habits add up? We each use 150 litres of water every day on washing, cleaning and cooking. Saving water is easy and can save you time and water too. Join us in rethinking our daily water habits & making sure #EveryDropCounts.

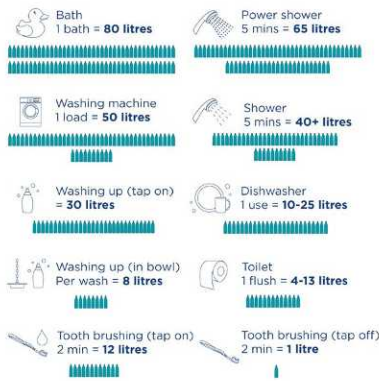
**Let's talk about water**

2/3 of people don't think they could reduce their water usage

But the average person is using **140 litres** of water every day!

The Southeast has less available water **per person than Morocco**

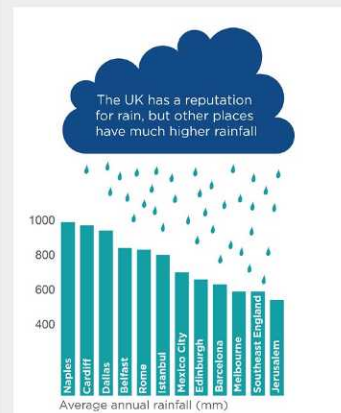
### Where are you using water?



### How do your water habits add up?

Follow #EveryDropCounts for water saving tips

#DYK that the Southeast is a water stressed area? Still, 2 in 3 people don't think they can use less water and 1 in 4 admit to taking water for granted. If we all save a little, (add location) saves a lot. Join us in making sure #EveryDropCounts



Confused about which button to use? You're not alone. 1 in 5 are unsure about when to use the little button on a dual flush toilet. Psst... use the little button for a wee, and save the big button for everything else. If we all save a little, we all save a lot. #EveryDropCounts [picture of a dual flush button]

Keen gardener? Choose drought resistant plants that require less water to save time watering and give your garden a better chance of surviving a warm summer. If we all save a little, we all save a lot. #EveryDropCounts [picture of a drought resistant plant]

## Local authority

Despite its rainy reputation, the Southeast receives less rain than you might think - in fact, its water stressed. Yet, 1 in 4 admit to taking water for granted. If we all save a little, (add location) saves a lot. Make #EveryDropCounts with these tips [www.hubbub.org/tapchat](http://www.hubbub.org/tapchat)

**6 steps to save water**

## Business

Don't flush water down the toilet... when you don't have to! Contact your water company for a free 'Save a Flush' water saving pack! #EveryDropCounts



How do your daily water habits add up? We each use 150 litres of water every day on washing, cleaning and cooking. Saving water is easy and can save you time and water too. Join us in rethinking how we value water & making sure #EveryDropCounts [use with infographic 'Let's talk about water']

Confused about which button to use? You're not alone, 1 in 5 are unsure about when to use the little button on a dual flush toilet. Psst... use the little button for a wee, and save the big button for everything else. If we all save a little, we all save a lot. #EveryDropCounts [picture of a dual flush button]

#DYK that a leaking tap splashes away at least 5,500 litres of water per year? That is enough to fill 3,200 kettles or 22,000 glasses of water! Contact your water supplier to get a water audit and make sure that you're making #EveryDropCounts [picture of a tap]

How do your daily water habits add up? We each use 150 litres of water every day on washing, cleaning and cooking. Saving water is easy and can save you time and water too. Join us in rethinking how we value water & making sure #EveryDropCounts [use with infographic 'Let's talk about water']

Despite its rainy reputation, the Southeast receives less rain than you might think - in fact, its water stressed. Yet, 1 in 4 admit to taking water for granted. If we all save a little, (add location) saves a lot. Make sure #EveryDropCounts with these tips [www.hubbub.org/tapchat](http://www.hubbub.org/tapchat)

# Social media resources

To support this guide, we've put together social media assets that you can share as part of your campaign.

Visit [www.seswater.co.uk/EveryDropGuide](http://www.seswater.co.uk/EveryDropGuide) to access them.

**Wash up in a bowl**

### Let's talk about water

**140 litres**

2/3 of people don't think they could reduce their water usage

But the average person is using **140 litres** of water every day!

The Southeast has less available water per person than **Morocco**

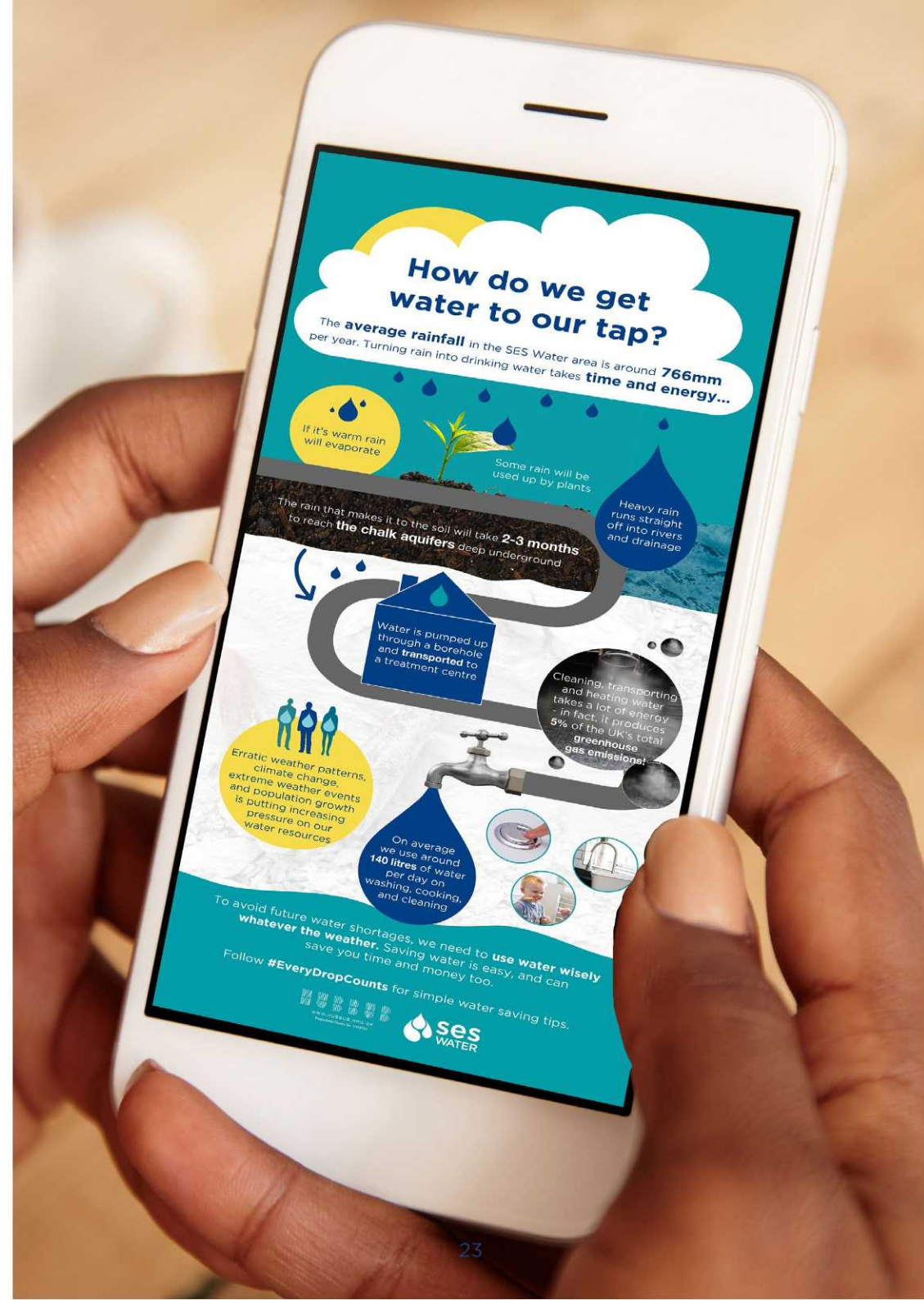
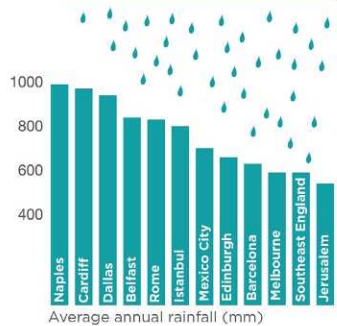
#### Where are you using water?



#### How do your water habits add up?

Follow #EveryDropCounts for water saving tips

The UK has a reputation for rain, but other places have much higher rainfall



# Get hands on and run an event



# How to run a water saving event



## 1. Pick a location

Choose a location for your event: depending on who you want to engage you might want to arrange your event in your office reception or canteen. Want to reach a wider audience? This is where your local networks come in. Have a think about contacting local cafés, community halls, church halls or any other communal spaces people already use. If you explain what the event is for, they may be willing to let you use it for free. A cafe is ideal as you then don't need to worry about arranging refreshments.



## 2. Pick a date

Think about how you want to engage through your event and when might be the best way to reach this audience. If you're running an event for colleagues then lunchtime might be best. If you're running a public event, then a weekend daytime might reach more people.

On page 11, you can find ideas for seasonal hooks or topics to tap into to make your event interesting.



## 3. Spread the word

Make the most of existing networks and communication channels. Arranging an event for your colleagues? Post on your intranet or send a mailout. Arranging a public event? Post in local Facebook groups or contact local publications or newsletters to see if they'll promote it.

### You may need:

- Venue
- Table
- Freebies / Give Aways
- Refreshments

### We can provide templates for:

- Event posters
- Tips postcards

### SES Water can provide water saving give-aways for your event. Available items include:

- 4 minute Shower Timer
- Save a Flush Cistern Bag
- Swell Gel for plants
- 2 minute Toothy Timers
- Water Saving Leaflets

Get in touch with [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk) to find out what products are available.

### Encourage your audience to order other water saving products for their homes from SES, including:

- Water Efficient Shower Head
- 4 Minute Shower Timer
- Plant Water Saving Gel
- Shower Flow Regulator

To read more about the water saving products that SES Water offers visit [www.seswater.co.uk/freepack](http://www.seswater.co.uk/freepack)





#### 4. Make it fun

Key to engaging people in water saving is to make it FUN. On the next page, you'll find ideas for activities to run as part of your event. People like getting freebies, so have a think about what you can hand out at your event. SES Water is able to provide free water saving products, so contact [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk) to see what is available.



#### 5. Make it easy

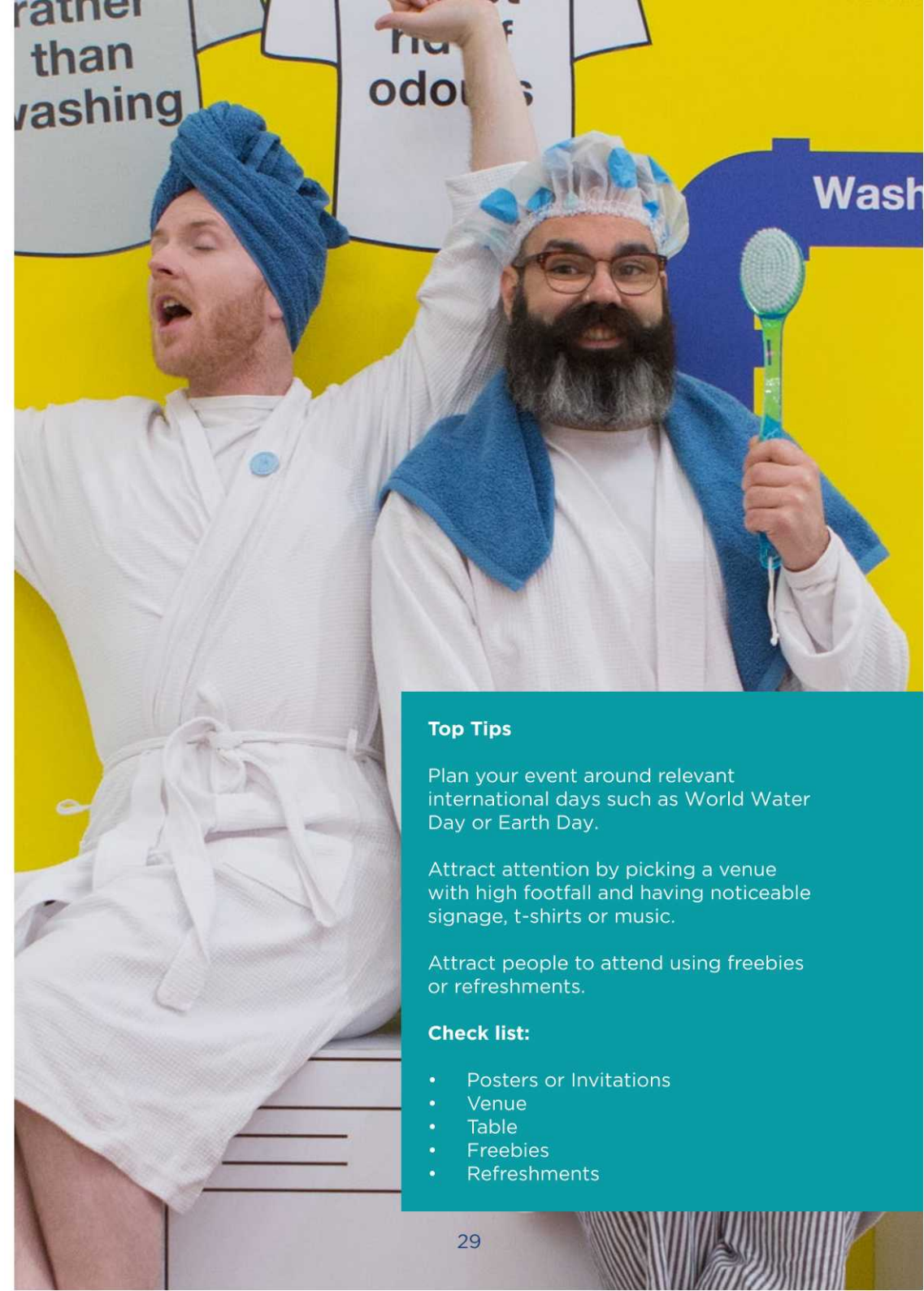
Make it easy for people to get involved in your event and to take the action that you want them to take. Decorate your stand with the downloadable materials on page 32 that present water saving tips in a simple, accessible



#### 6. Measuring impact

Keep track of how many people you've engaged through your event and how many water saving devices you've handed out. Celebrate the difference you've made. Take photos and capture the stories shared and share them on social media. We'll keep an eye out so we can share and thank you too.

Share your event with  
**#EveryDropCounts**



#### Top Tips

Plan your event around relevant international days such as World Water Day or Earth Day.

Attract attention by picking a venue with high footfall and having noticeable signage, t-shirts or music.

Attract people to attend using freebies or refreshments.

#### Check list:

- Posters or Invitations
- Venue
- Table
- Freebies
- Refreshments

# Event activities

Here are some ideas for activities that you can run - don't forget to encourage residents, other community groups in your area and partners to take part in your water saving event.

## Community groups

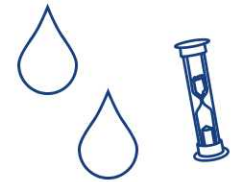
Holding an event can bring your community together to preserve beloved water environments in your community. Invite the local media to help showcase the work you're doing to protect our planet.

1. Organise a water themed **trivia quiz** at a pub in your local area to educate your community about water saving.
2. Organise a **water game**: time how quickly people can carry 15 buckets of water from one side of the party to the other - in total, that's how much we use every day (150 litres!).
3. Water is important in all religions, so ask your **religious leader** to give a talk about the importance of water conservation.
4. Organise a **visit to your local water bodies** (rivers, lakes, wetlands and reservoirs) and explore them whether by going for a walk, taking part in activities that might be available, or simply sitting and enjoying the view.
5. Create a **wave of action** by making a pledge to save water and encourage others to do the same. Pledges could include: Checking if a water meter is cheaper by using CCWater's calculator - [www.ccwater.org.uk/watermetercalculator/](http://www.ccwater.org.uk/watermetercalculator/) or asking SES Water for some free water saving devices.



## Local authority

1. Order water saving devices from SES Water and hold a **'Give Away' event**, where you distribute water saving products and talk to people about potential money savings from reducing water use. The local press might also be interested in a photo shoot involving senior council staff or dignitaries at the event.
2. Try to **support local businesses** who have made efforts to save water - it will encourage others to do the same.
3. Work with schools to promote existing **water-related educational resources**: <http://bit.ly/EducationalProgramme>



## Business

1. Ask staff to take the **water footprint quiz** and share their results: <http://bit.ly/PersonalWaterFootprint>
2. Invite your CEO, employees, guests and partners to make a **pledge to reduce their water use**; then create a pledges wall in your reception area.
3. Run a **competition to give away prizes**; Ask employees to enter by submitting three photos that show they're committing to a pledge. Then, reward the teams that submit the greatest number of pledges.
4. Work with our IT team to **display water saving images** on internal screens and computer screen savers.
5. Organise an **employee volunteer event** for your local Rivers Trust, Wildlife Trust, local council or other environmental organisations to maintain and protect local water environments.



# Bring your campaign to life

## Every Drop Counts Resources

To support this guide, we've put together a resources pack filled with downloadable resources for your event. Get in touch with [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk) to receive a link to the assets.

Printable resources include:



### A6 double-sided postcards (tips and water use facts)

- **Where to print:** use either a local printer or an online printer (we recommend InstantPrint or Printed.com).
- **Specifications:** A6, double-sided, 3mm bleed, 200-300gsm (thickness of the paper), matt (or gloss finish if preferred), colour.



### A4 or A3 Posters (tips and water saving messages)

- **Where to print:** use either a local printer or an online printer (we recommend InstantPrint or Printed.com).
- **Specifications:** A4/A3, single-sided, 5mm bleed, 180gsm (thickness of the paper), matt (or gloss finish if preferred), colour.



### Kiss cut stickers, 75mm x 75mm (mirror/dual flush stickers)

- **Where to print:** you can use a local printers or we recommend using this online printers: [www.stickermule.com/uk/products/kiss-cut-stickers](http://www.stickermule.com/uk/products/kiss-cut-stickers)
- **Specifications:** 75mm x 75mm, kiss cut (the droplet is cut to shape and can be peeled off the square background), upload the artwork file saved in the resources (printed example shown on the right).



# Water saving devices

Give Aways are good for attracting people to your event and great conversation starters. SES Water can provide water saving give-aways for your event.

## Available items include:

- 4 minutes Shower Timer
- Save a Flush Cistern Bag
- Swell Gel for plants
- 2 minutes Toothy Timers
- Water Saving Leaflets

Get in touch with [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk) to find out what products are available.

To read more about the water saving products that SES Water offers visit [www.seswater.co.uk/freepack](http://www.seswater.co.uk/freepack)



# Thank you for being a part of #EveryDropCounts

Keep us posted on how you use this guide by emailing [everydropcounts@seswater.co.uk](mailto:everydropcounts@seswater.co.uk) or tagging **#EveryDropCounts** across social media.

**Feedback or questions?** We'd love to hear from you.

**For more water saving tips and ideas visit:**

[www.seswater.co.uk/saving](http://www.seswater.co.uk/saving)  
[www.hubbub.org.uk/tapchat](http://www.hubbub.org.uk/tapchat)  
[www.waterwise.org.uk](http://www.waterwise.org.uk)



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charity Hubbub for SES Water.



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