



WATER IS ALWAYS WORTH SAVING



**Scottish
Water**
Trusted to serve Scotland

WATER SAVING TOOLKIT

WATER IS ALWAYS WORTH SAVING

WELCOME TO YOUR TOOLKIT

This toolkit has been designed with your business in mind. It will show you how to appropriately use your Water is Always Worth Saving content both in and around the workplace, and through your Social Media channels.

Please note all assets are fully editable and can be customised with your business' logo. Simply download the assets and add your logo in InDesign.

PRINT:

- A4 Audit Checklist
- Set of A4 Posters

DIGITAL:

- Square Social Media Posts

EMAILS:

- To Licensed Provider Customers
- To Business Employee



WATER IS ALWAYS WORTH SAVING

A4 AUDIT CHECKLIST

We've created an A4 Audit Checklist to promote the different ways your colleagues can save water. They are useful for reminding them of the many small changes they can make that get big results.

When placed in key areas where water is typically wasted, such as the bathroom and the kitchen, they can make a significant impact and serve as a great daily reminder. Staff rooms and canteens would also make for ideal locations.

ARTWORK PDFS

- Branded Your Water Your Life / Scottish Water for cobranding/resize please use InDesign file(s)
- One set with bleed and crop marks for professional printing
- One set for in house printing (no bleed/crop marks)

INDESIGN FILES

- Cobranding/resize option available with provided InDesign file
- Place your logo in specified area and export as PDF. If printing professionally please export with all printers marks

[CLICK HERE TO DOWNLOAD A4 CHECKLIST](#)

Logo Here

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WATER SAVING CHECKLIST

Different businesses will have different water using requirements, and you will know best how much water you need to operate your business.

However, here are some key actions you can take to reduce water waste in your business and help support your local water resources, reduce your carbon footprint and save money!

The first step in reducing your water use is understanding how much water you use and what this water is being used for. If you have a water meter check it regularly to track your water use and measure the savings you are making.

Top Tip: As well as checking your meter at regular intervals, check it at the end of the day and first thing in the morning, if a lot of water is being used overnight then that might mean you have a leak!

 <p>CHECK FOR LEAKS A dripping tap can waste up to 105 litres per week.</p>	 <p>TAP AERATORS Are a simple way to reduce the flow of your taps.</p>	 <p>SELF-CLOSING TAPS Can save as much as 6 litres a minute.</p>	 <p>SIGNAGE Clear signage can help encourage water saving.</p>
 <p>DUAL-FLUSH Can significantly reduce the water used when flushing.</p>	 <p>CISTERN DEVICE Hippos reduce the amount of water that cisterns hold.</p>	 <p>URINAL CONTROLS Consider installing waterless urinals.</p>	 <p>PUSH-BUTTON CONTROLS Push-button showers shut off after a period of time.</p>
 <p>SHOWER TIMERS Help keep shower time down.</p>	 <p>WATER PRESSURE Ensure water pressure is at the lowest level for your needs.</p>	 <p>BOIL AS YOU NEED Fill the kettle with only the water you need.</p>	 <p>ECO-BOILERS Heats water as you need it and is a great way to save money.</p>

Name

Title

Date

Signed

WATER IS ALWAYS WORTH SAVING

SET OF A4 POSTERS

We've created a set of A4 posters that promote the message that Water is Always Worth Saving.

When placed in key areas where water is typically wasted, such as the bathroom and the kitchen, they can make a significant impact and serve as a great daily reminder. Staff rooms and canteens would also make for ideal locations.

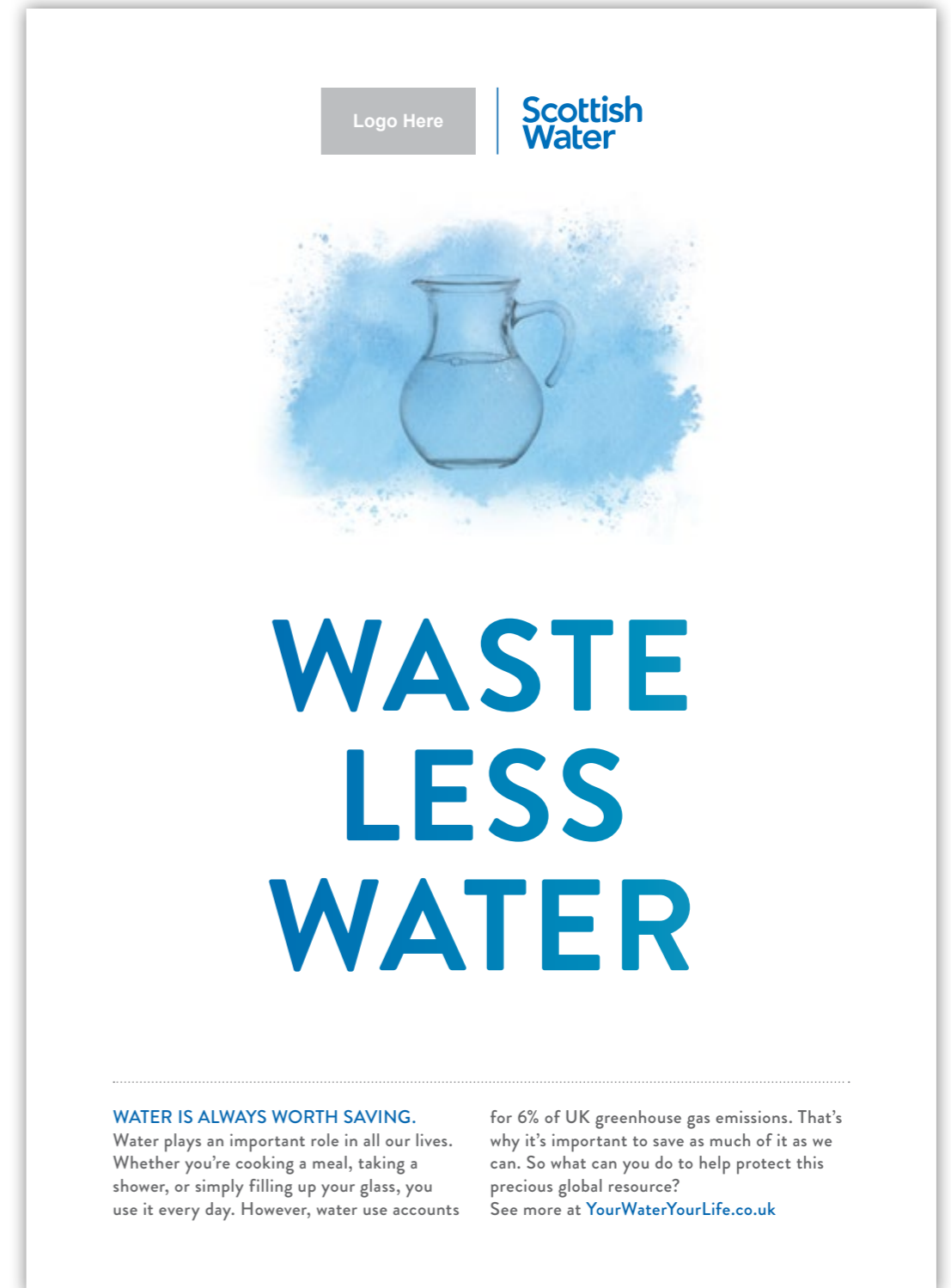
ARTWORK PDFS

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[CLICK HERE TO DOWNLOAD SET OF POSTERS](#)



WATER IS ALWAYS WORTH SAVING.

Water plays an important role in all our lives. Whether you're cooking a meal, taking a shower, or simply filling up your glass, you use it every day. However, water use accounts

for 6% of UK greenhouse gas emissions. That's why it's important to save as much of it as we can. So what can you do to help protect this precious global resource?

See more at YourWaterYourLife.co.uk

HAIR AND BEAUTY THEMED

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CUT WATER WASTE

WATER IS ALWAYS WORTH SAVING.

Washing a client's hair is part of a hairdresser's job, but businesses still need to think about how they consume water. A dripping tap, for

example, can waste over 5,500 litres a year. To protect the planet and save money, always make sure taps are turned off properly or replace the washer. See more at YourWaterYourLife.co.uk

HOSPITALITY THEMED

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WASTE LESS WATER

WATER IS ALWAYS WORTH SAVING. Support sustainable tourism by reducing water waste in your business. Think about how you could only use the water you need when cleaning and catering for guests.

There are various measures you can take: monitoring water consumption, installing water saving devices and engaging with your staff. See more at YourWaterYourLife.co.uk

WATER IS ALWAYS WORTH SAVING

SQUARE SOCIAL POSTS

A Social Post is a great way to demonstrate the positive changes your company is making to save water. Spreading the message that saving water helps protect our planet gives you an opportunity to show how much you care. Square Social Posts should be used for Instagram and Facebook only.

IMAGE SPEC

- Currently set to 1080px X 1080px
- Branded Your Water Your Life / Scottish Water for cobranding/resize please use InDesign file(s)

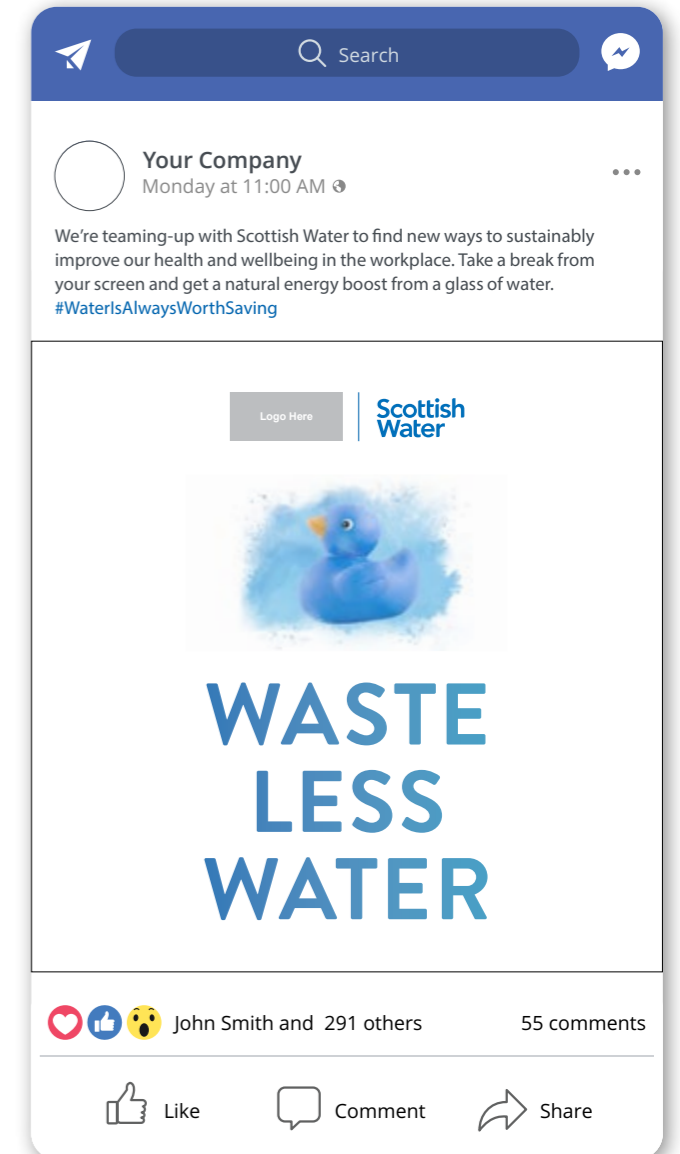
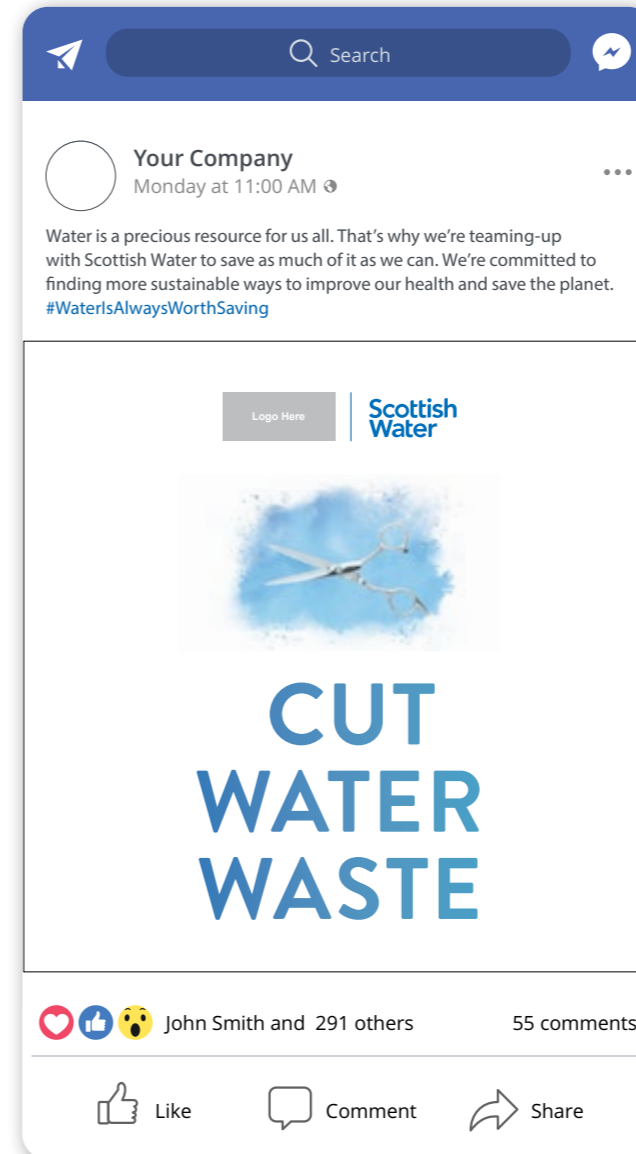
INDESIGN FILES

- Cobranding option available with provided InDesign file
- Place your logo in specified area and export as JPG.

COPY

- Be creative with your content. Ask questions, share tips and facts related to your company's approach to sustainability

[CLICK HERE TO DOWNLOAD SOCIAL POSTS](#)



WATER IS ALWAYS WORTH SAVING

EMAIL TEMPLATE FOR CUSTOMERS

This e-mail template offers a pre-defined layout that can be cobranded and used for customer communications around saving water.

INDESIGN FILES

- Cobranding/resize option available with provided InDesign file
- Place your logo in specified
- Create HTML email based off this InDesign file

[CLICK HERE TO DOWNLOAD EMAIL TEMPLATES](#)

If this email is not displaying correctly, please [click here](#) to view in browser.



Dear [name]

WATER IS ALWAYS WORTH SAVING

Scottish Water provides over 370 million litres of water a day to over 150,000 business premises across Scotland.

Help reduce the pressure businesses put on local water supplies by saving water in your business.

PLUS

It's not just water you will be saving...



SAVE MONEY

Saving water will help your business save money by reducing your water and energy bills.



SAVE THE PLANET

It will also help you boost your environmental credentials by protecting precious natural water resources like reservoirs

WATER IS ALWAYS WORTH SAVING

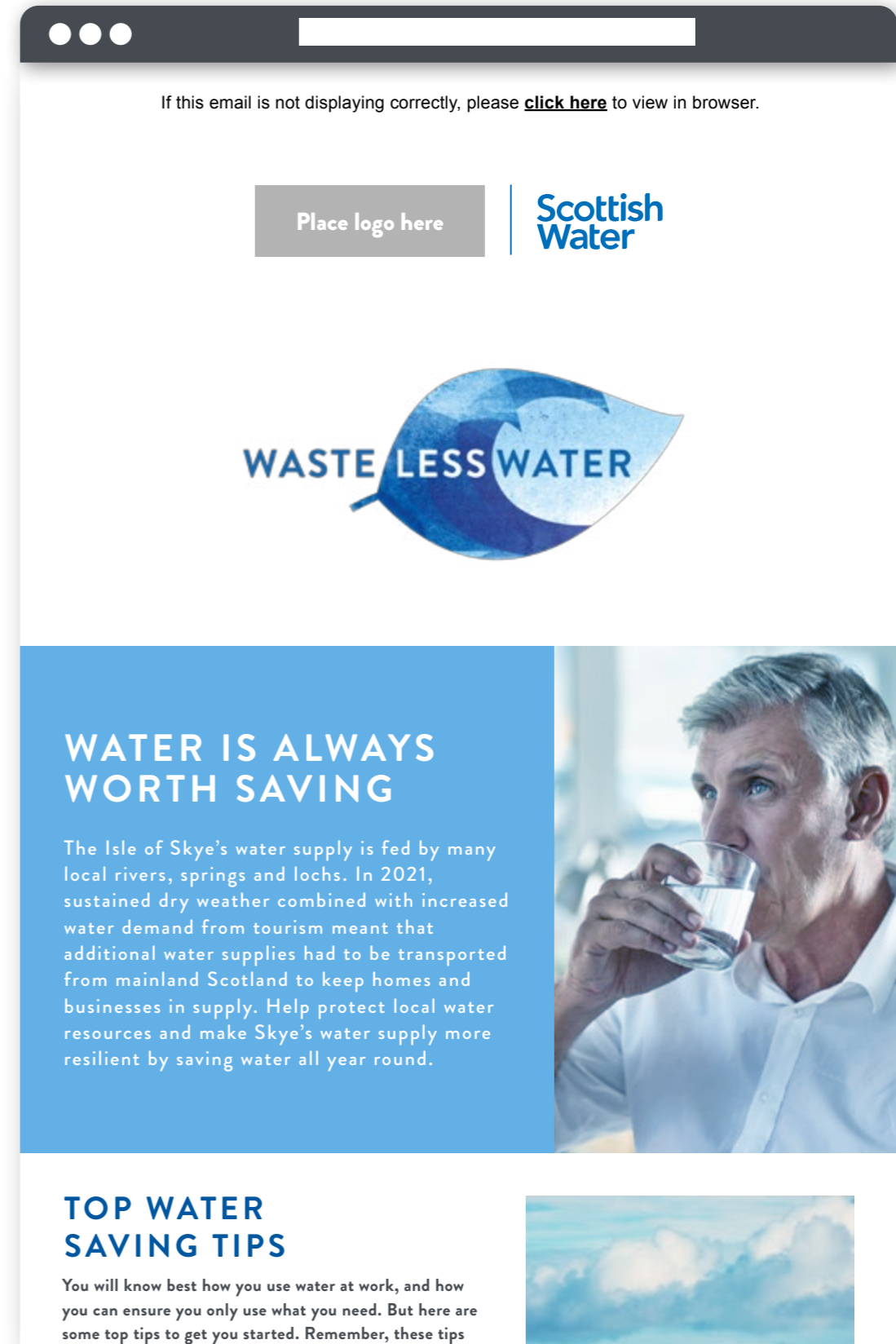
EMAIL TEMPLATE FOR EMPLOYEES

This e-mail template offers a pre-defined layout that can be edited and cobranded to use for employee communications around saving water.

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[CLICK HERE TO DOWNLOAD EMAIL TEMPLATES](#)



HAVE ANY QUESTIONS?

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