

TOOLKIT

WATER IS ALWAYS WORTH SAVING



YourWaterYourLife.co.uk/Save



**Scottish
Water**
Trusted to serve Scotland

IN A NUTSHELL...

WATER IS ALWAYS WORTH SAVING

Our climate is changing and in the future we can expect to see more variable and extreme weather patterns than those experienced in the past.

There is only so much water we can store and abstract from our water sources so it's important that we manage them all year.

The link between energy, net zero and water is often overlooked, but by reducing water abstraction we will reduce carbon emissions. It takes energy to purify water and pump it across Scotland's 33,300 miles of sewer pipes. That's why saving water is such a good idea.

Domestically, heating showers and baths use about 30% of the water in a home, contributing to home energy bills. By shortening your shower by just 2 minutes, you can take around £130 off your energy bill. You'll also save 5,000 litres of water a year. So, by only using what we need you can save money, as well as the planet.

Taking a shorter shower is one of the best ways of cutting down on your water use. But, other tips include using the eco-setting on your washing machine and only boiling what you need in the kettle. By taking these simple steps you can save water, energy, and money.

Water is always worth saving. Help protect this precious resource.

YourWaterYourLife.co.uk/Save



SOCIAL CHANNELS

WATER IS ALWAYS WORTH SAVING

www.YourWaterYourLife.co.uk/save

#WaterIsAlwaysWorthSaving

#ScottishWater

#LoveWater

YourWaterYourLife.co.uk/Save

SUGGESTED TEXT:

Try taking 2 minutes off your shower and take around £130 off your yearly energy bill. Save water, save energy and save money.
#WaterIsAlwaysWorthSaving #ScottishWater #LoveWater

Washing, cooking, cleaning, flushing - it all adds up. Try to do a full load and use the eco setting on your washing machine and dishwasher. Save water, save energy and save money.
#WaterIsAlwaysWorthSaving #ScottishWater #LoveWater

Try using the eco setting on your washing machine, fill the dishwasher and only boil enough for your cuppa - you'll save water, energy and money. **#WaterIsAlwaysWorthSaving #ScottishWater #LoveWater**

Help protect the planet by saving water. Taking 2 mins less in the shower saves 5,000 litres.
#WaterIsAlwaysWorthSaving #ScottishWater #LoveWater

Showers and baths use about 30% of the water in your home, using and heating less water will help save water, save money and the planet.
#WaterIsAlwaysWorthSaving #ScottishWater #LoveWater

A hosepipe uses enough water in 30 minutes to fill five bathtubs. Wash your car with a bucket and sponge instead. **#WaterIsAlwaysWorthSaving #ScottishWater #CarWashing**

A hose wastes 1,000 litres an hour. Save water and nourish your plants' roots with a watering can instead. **#WaterIsAlwaysWorthSaving #ScottishWater #Gardening**

By using the eco-setting on your dishwasher and washing machine and doing a full load saves energy and water. **#WaterIsAlwaysWorthSaving #ScottishWater #TurnOffTheTap**

SOCIAL CHANNELS

WATER IS ALWAYS WORTH SAVING

www.YourWaterYourLife.co.uk/save

#WaterIsAlwaysWorthSaving

#ScottishWater

#LoveWater

YourWaterYourLife.co.uk/Save

SUGGESTED TEXT:

Put a water jug in the fridge. This saves water as you won't have to run the tap to wait for it to get cold. **#WaterIsAlwaysWorthSaving**
#ScottishWater **#WaterJug**

Did you know you can water your plants with left-over washing up water? Don't let it go down the drain! **#WaterIsAlwaysWorthSaving**
#ScottishWater **#WaterYourPlants**

If artificial grass is your only option, it's a good idea to manage water run-off with a raingarden. **#WaterIsAlwaysWorthSaving** **#ScottishWater**
#Raingarden

Keep our reservoirs plentiful during dry spells by covering the pool and using the water the next day. **#WaterIsAlwaysWorthSaving**
#ScottishWater **#PaddlingPools**

A water butt helps prevent flooding by reducing rain run-off. The water it collects can then be used to water your garden.
#WaterIsAlwaysWorthSaving **#ScottishWater**
#InstallAWaterButt

Watering your lawn uses a lot of energy. Don't worry if it becomes parched during the summer months, it'll soon be green again with the next rainfall. **#WaterIsAlwaysWorthSaving**
#ScottishWater **#LoveYourLawn**

A planter is a great way to add colour to your garden. It also absorbs water which helps prevent flooding. **#WaterIsAlwaysWorthSaving**
#ScottishWater **#MakeAPlanter**

Help protect the planet and save water when you shower. Taking 2 mins less saves 5,000 litres a year. **#WaterIsAlwaysWorthSaving**
#ScottishWater **#SaveWhileYouShower**

WATER IS ALWAYS WORTH SAVING

SOCIAL MEDIA ASSETS

Single Image assets have been developed for you to use on social media, to help you communicate the message to your followers.

Please remember to use the hashtag **#WaterIsAlwaysWorthSaving**

DOWNLOAD ASSETS

Grey Water



Lawn



Paddling Pool



Planter



Rain Garden



Water Jug



Water Butt



WATER IS ALWAYS WORTH SAVING

SOCIAL MEDIA ASSETS

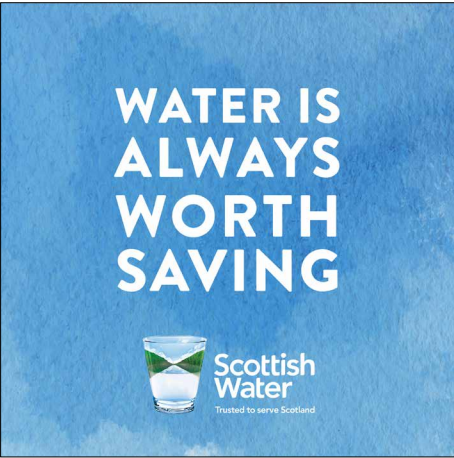
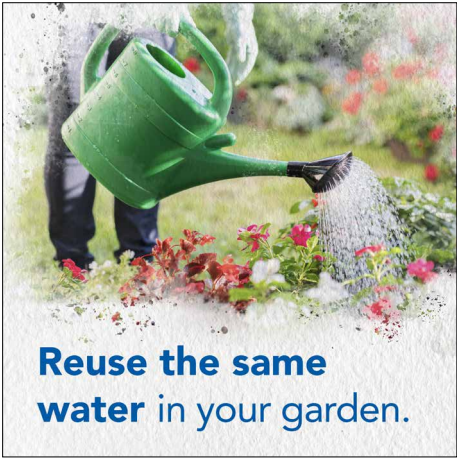
Carousels and animations have been developed for you to use on social media, to help you communicate the message to your followers.

Please remember to use the hashtag **#WaterIsAlwaysWorthSaving**

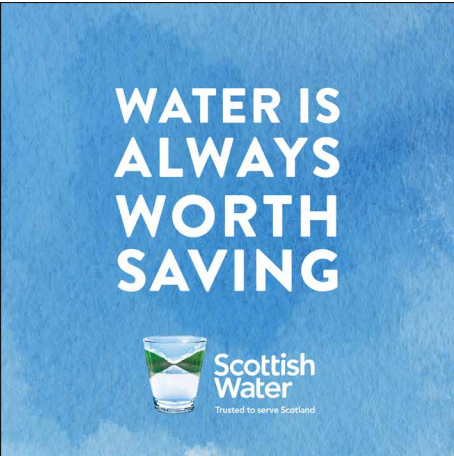
DOWNLOAD ASSETS

YourWaterYourLife.co.uk/Save

Grey Water



Lawn



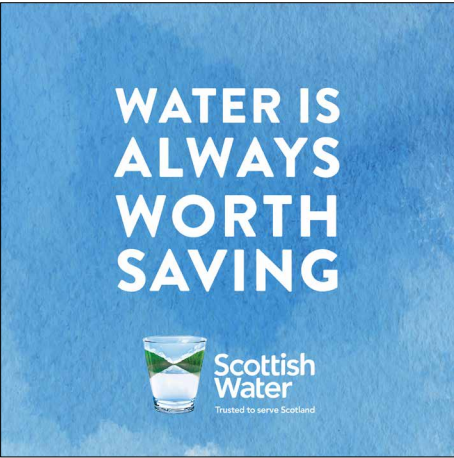
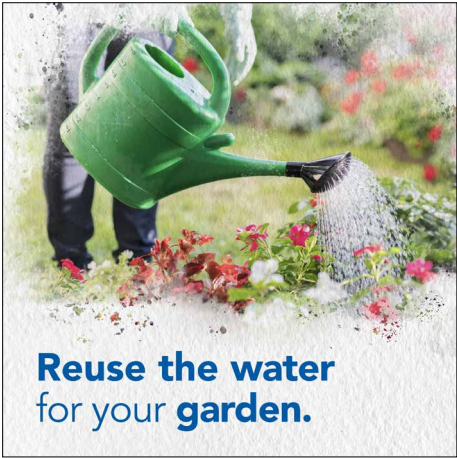
WATER IS ALWAYS WORTH SAVING

SOCIAL MEDIA ASSETS

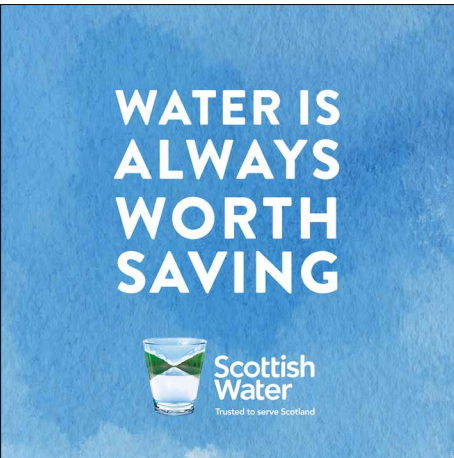
Carousels and animations have been developed for you to use on social media, to help you communicate the message to your followers.

Please remember to use the hashtag **#WaterIsAlwaysWorthSaving**

Paddling Pool



Planter



DOWNLOAD ASSETS

WATER IS ALWAYS WORTH SAVING

SOCIAL MEDIA ASSETS

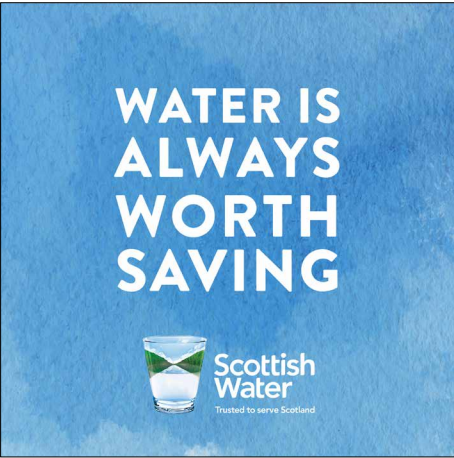
Carousels and animations have been developed for you to use on social media, to help you communicate the message to your followers.

Please remember to use the hashtag **#WaterIsAlwaysWorthSaving**

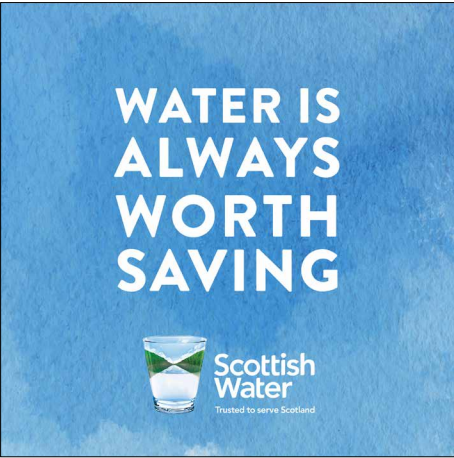
DOWNLOAD ASSETS

YourWaterYourLife.co.uk/Save

Rain Garden



Water Jug



WATER IS ALWAYS WORTH SAVING

SOCIAL MEDIA ASSETS

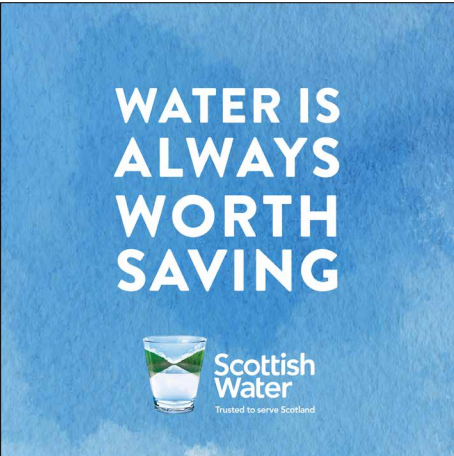
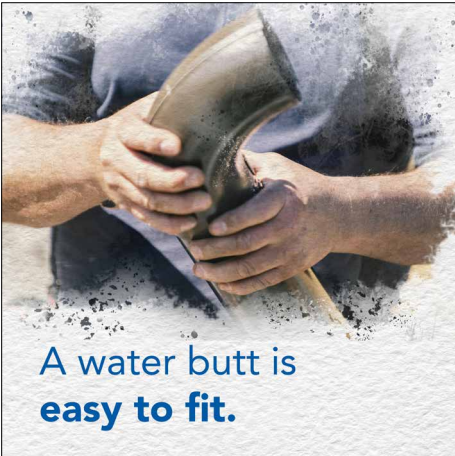
Carousels and animations have been developed for you to use on social media, to help you communicate the message to your followers.

Please remember to use the hashtag **#WaterIsAlwaysWorthSaving**

DOWNLOAD ASSETS

YourWaterYourLife.co.uk/Save

Water Butt



WATER IS ALWAYS WORTH SAVING

EMAIL SIGNATURE

An email signature has been developed for you to use on your emails, to help you communicate the message to your followers.

DOWNLOAD ASSETS

YourWaterYourLife.co.uk/Save

Email Signature



WATER IS ALWAYS WORTH SAVING

CAMPAIGN VIDEOS

Videos have been developed for you to share in 20 sec and 30 sec formats.

Please remember to use the hashtag **#WaterIsAlwaysWorthSaving**

DOWNLOAD ASSETS

YourWaterYourLife.co.uk/Save



20 AND 30 SEC VIDEO

**WATER IS ALWAYS
WORTH SAVING**

COLLATERAL ASSETS

Posters have been developed to help you communicate the message 'Protect a precious resource.'

These are available to download and print in A4 format.

DOWNLOAD ASSETS

YourWaterYourLife.co.uk/Save

PROTECT A PRECIOUS RESOURCE

Water is always worth saving.



See YourWaterYourLife.co.uk
for water saving tips.



A4 POSTER

SCOTTISH WATER

WATER IS ALWAYS WORTH SAVING

Scottish Water continually monitors and manages our water resources, and we take action, where necessary, to ensure we maintain normal supplies to customers.

Scottish Water has more than halved the level of leakage, with year on year reductions, from over 1100 million litres per day in 2006 to an all time low.

We invest around £11m every year in finding and fixing leaks. Some are visible, and on many occasions our customers direct us to them, but many leaks never reach the surface so we have to monitor the 40,000km of water pipes to identify changes in flow and pressure. We effectively listen to the pipes and locate the leaks thereafter, using conventional and innovative techniques such as acoustic logging and satellite imagery.

With 40,000km of pipe and over 2.5 million connections and many other elements of connected infrastructure there are often small weeps and seeps (drips) at these points across the network

and this all adds up to a large volume of water each day. In some cases it would not be economic and it could prove almost impossible to try to find such a small leak. This is described as background leakage which equates to about half of our total leakage volume.

While we focus on our network of pipes we also check for leaks on our customers service pipes. These are the pipes that go between the property boundary and the home. It is estimated that leakage on service pipes is over 25% of the total volume lost and if we identify a leak on a customers property we will work with them to support a repair.

Our aim is to reach an economic level of leakage in every water supply zone, but we will go further if there is an additional benefit to customers and/or the environment. We do this in parallel with many other demand management activities, such as making customers more aware of the value of water.

YourWaterYourLife.co.uk/Save



**Scottish
Water**
Trusted to serve Scotland

WATER IS ALWAYS WORTH SAVING

If you have any questions regarding this campaign,
please contact us at: clare.smith@scottishwater.co.uk

YourWaterYourLife.co.uk/Save



**Scottish
Water**

Trusted to serve Scotland