

TOOLKIT

# WATER IS ALWAYS WORTH SAVING

[YourWaterYourLife.co.uk/Save](https://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 at least £50 off your energy bill. You'll also save 21,500 litres of water a year. So, by only using what we need you can save money, as well as the planet.

Remember that by helping Scottish Water, you're helping yourself. We're owned by you, the public, and we're asking you to play your part. Water is a precious resource and by taking the right steps, having shorter shower, switching to the eco-mode on your washing machine, using a watering can, you can play an owner's part.

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

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## SOCIAL CHANNELS

# WATER IS ALWAYS WORTH SAVING

[www.YourWaterYourLife.co.uk/save](http://www.YourWaterYourLife.co.uk/save)

#WaterIsAlwaysWorthSaving

#ScottishWater

#LoveWater

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### SUGGESTED TEXT:

Try taking 2 minutes off your shower and take at least £50 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 21,500 litres a year. **#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

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#WaterIsAlwaysWorthSaving

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#LoveWater

### 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 21,500 litres a year. **#WaterIsAlwaysWorthSaving #ScottishWater #SaveWhileYouShower**

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# 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

[YourWaterYourLife.co.uk/Save](http://YourWaterYourLife.co.uk/Save)

Fix Leaks



Kettle



Paddling Pool



Watering Can



Shorter Shower





# 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.

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### Grey Water



### Lawn





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### Paddling Pool



**Paddling pools** use **400 litres** of water on average.



Make sure water **won't be wasted.**



**Reuse the water** for your **garden.**

**WATER IS ALWAYS WORTH SAVING**



Trusted to serve Scotland

### Planter



Add a **splash** of colour to your **garden.**



**Build** your own **DIY planters!**



Great for **absorbing rainwater.**

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## SOCIAL MEDIA ASSETS

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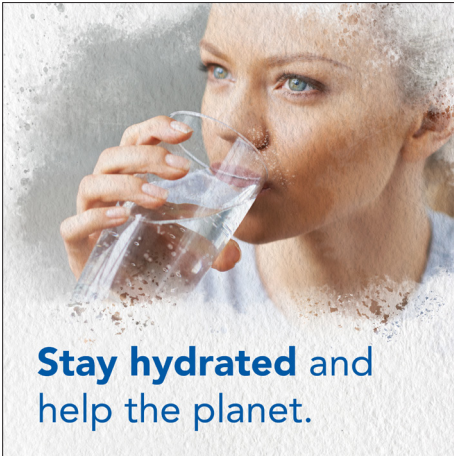
DOWNLOAD ASSETS

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### Rain Garden



### Water Jug





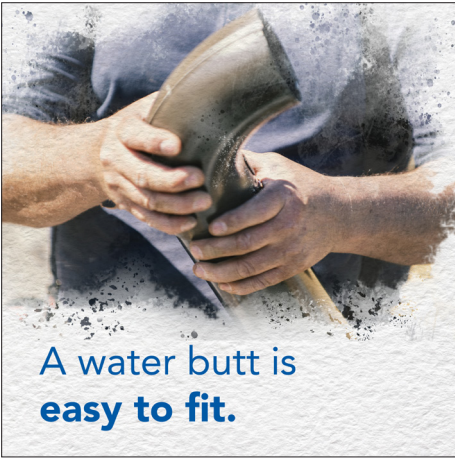
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## SOCIAL MEDIA ASSETS

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### Water Butt



DOWNLOAD ASSETS

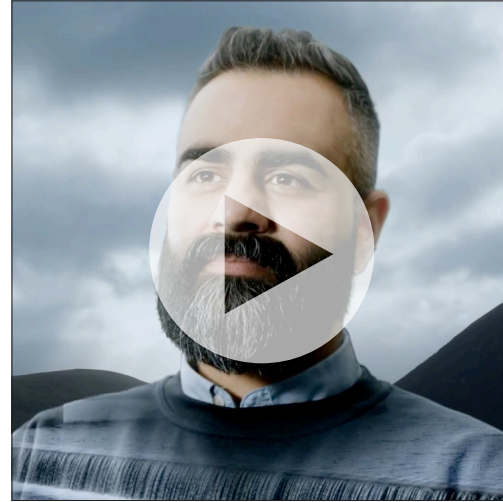


# WATER IS ALWAYS WORTH SAVING

## VIDEO CUTDOWNS

15 second versions of our video content is available for you to share to communicate the message to your followers.

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



15 SEC VIDEO

DOWNLOAD ASSETS

[YourWaterYourLife.co.uk/Save](https://YourWaterYourLife.co.uk/Save)



# 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**

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20 AND 30 SEC VIDEO



# 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.

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## Email Signature





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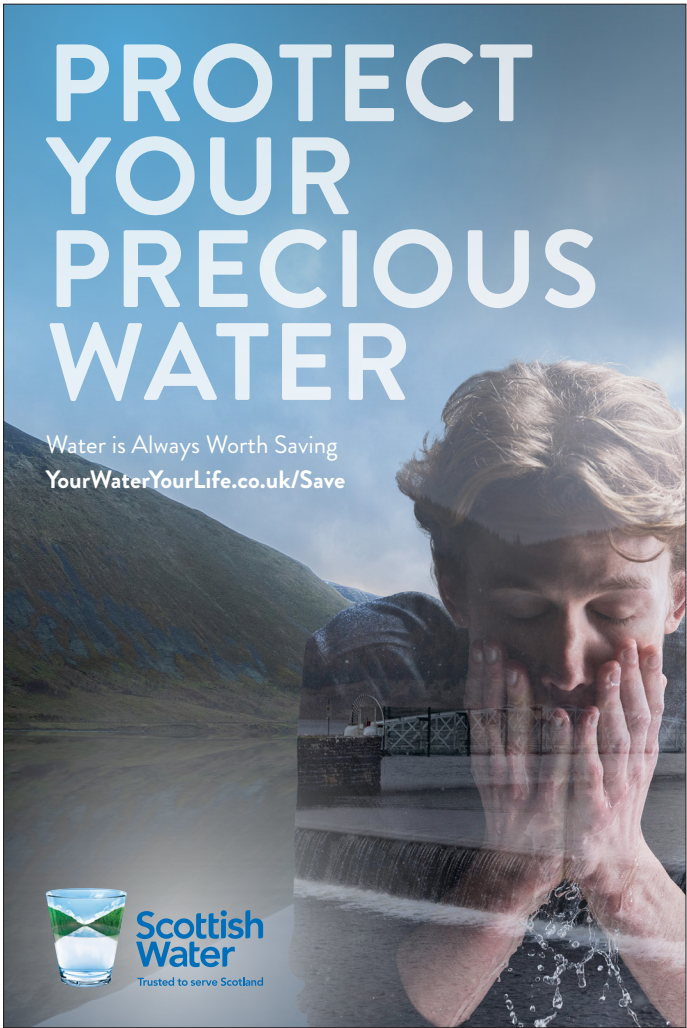
## COLLATERAL ASSETS

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

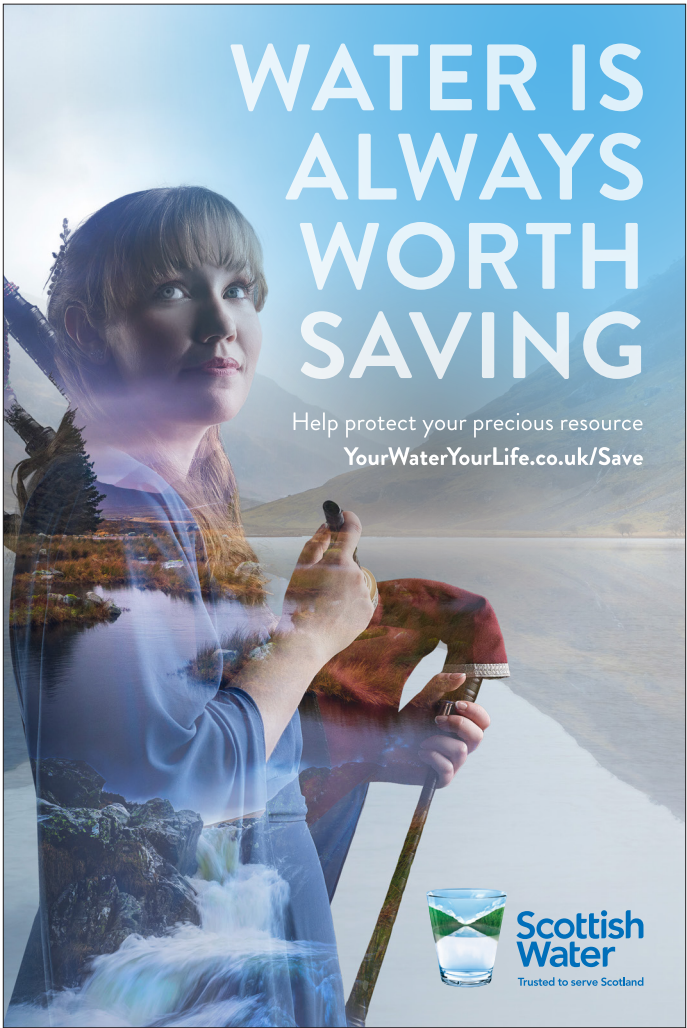
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A4 POSTER



A4 POSTER



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.

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

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