

Conservation and Leakage Communications Campaign

| 16/07/2019|

52% of the population admit to wasting water

Research on conservation has shown.

25% of the population believe they don't need to conserve

Due to the perception that Ireland is a wet country.

1.7 billion litres of water is supplied daily

Collected, treated and pumped to homes and businesses.

7 stages and 3 days

To turn raw water into safe, clean drinking water.



Help us encourage customers to use less water

Research carried out for Irish Water has revealed that 52% of the public admit to wasting water and 25% of people believe that they don't need to conserve water because of the level of rainfall in Ireland. While Ireland is not a water stressed country, there is a significant economic and environmental cost to collecting, treating and delivering clean safe drinking water to our customers across Ireland. Encouraging the public to value this precious resource and to only use what they need is a priority for Irish Water now and for the future.

Water is precious. Let's use only what we need.

Each day in Ireland, 1.7 billion litres of water is collected, treated and pumped around a vast network of pipes to homes, businesses, hospitals and farms. The treatment process is a lengthy and complex one with seven stages that take up to three days to make untreated water suitable to drink. As our population grows, Irish Water need to ensure that we are only abstracting the water we need for homes and businesses while still protecting the environment and this is why water conservation is so important. We also have a serious problem with leakage on our water supply network and Irish Water has a plan to address this.

During the 2018, drought, Irish Waters national and regional water conservation campaign contributed to an increased public awareness of the need to conserve water and many people changed their habits as a result. While this year there is no overt crisis, we all still have a responsibility to value and safeguard our water resources for the future and to be mindful of how we use the treated drinking water supply that comes from our taps.

To further increase awareness and understanding of the need to conserve water and to understand what Irish Water is doing to support this, we are launching a public information campaign from 17th July on TV, radio, newspapers, billboards, online and on social media. The campaign has two elements. The first aims to increase awareness of the need to **conserve water** and to encourage people to permanently change how they **think** about water use and **reduce** the amount of water they use. The second explains what Irish Water is doing to conserve water, primarily through investment in **leakage reduction**. As well as supporting the conservation message, improving public understanding of Irish Water's approach to reducing leakage. This highlights the significant public investment and explains the importance of this work at a national and local level.

Please support this campaign and encourage others to do so too

The wider support given to our 2018 water conservation campaign was an important factor in its success and we are hoping to build on that this year. Our website has lots of helpful conservation tips for homes, business and farms on **water.ie/conservation** and our digital channels will be sharing this information throughout the campaign. Follow us on Twitter and Facebook and please share our messages or your own to highlight how you are conserving water and encouraging others to follow your example. Thanks for your support, it makes a real difference.

#ConserveWater

Facebook.com/irishwater

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