

EVERY DROP COUNTS

A whole town approach to water efficiency

EVERY DROP COUNTS OUR JOURNEY

1997

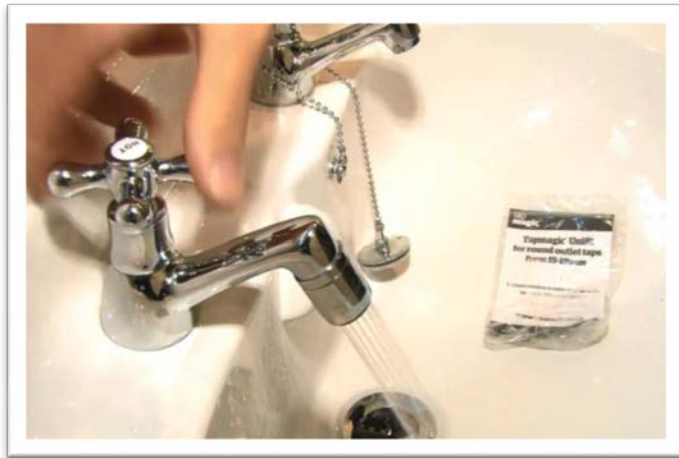


2015...



H₂eco
Help the planet,
help your wallet.

EVERY DROP COUNTS H₂ECO - AN AWARD WINNING INITIATIVE



H₂eco
Help the planet,
help your wallet.

EVERY DROP COUNTS

H₂ECO HEADLINE FINDINGS

Results

H2eco	Short term water savings (l/p/d)	Number of audited properties
Phase 1	17.1	1495
Phase 2	6.3	1439
Phase 3	8.2	194
Phase 4	29.1	600
Phase 5	19.7	2266
Phase 6	44.6	3002
Phase 7	28.9	3002
Phase 8	28.2	3001
Phase 9	6.1	3009

21.5

litres saved on average

18,008

properties audited

EVERY DROP COUNTS
A SURPRISING RESPONSE RATE

200%



EVERY DROP COUNTS THE FORCES



EVERY DROP COUNTS
THE WHOLE TOWN APPROACH

BILLERICAY

WATER EFFICIENCY PROJECTS

MARKETING PLAN

DOMESTIC

SCHOOLS

BUSINESSES

Adverts

Radio

H₂eco

Save a
Bucket
Load

Little
Green
Riding
Hood

Aqua
Innovation

Audits

High
Street

Industrial
Estates

Churches

Pubs

Billboards

News-
papers

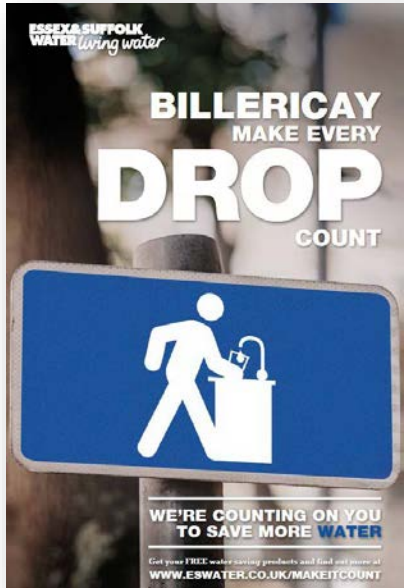
ITV
Player

Heart
FM and
Pheonix
Radio

EVERY DROP COUNTS
BUILDING THE BRAND

THE Enquirer

itv PLAYER



phoenix 98fm

heart
more music variety



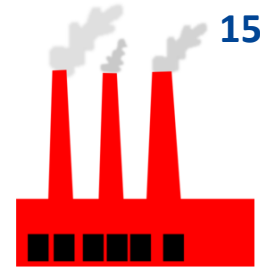
EVERY DROP COUNTS WHOLE TOWN RESULTS

200+ garden products
and information
distributed



700 customers visited
the awareness stands

Commercial
usage down
15%



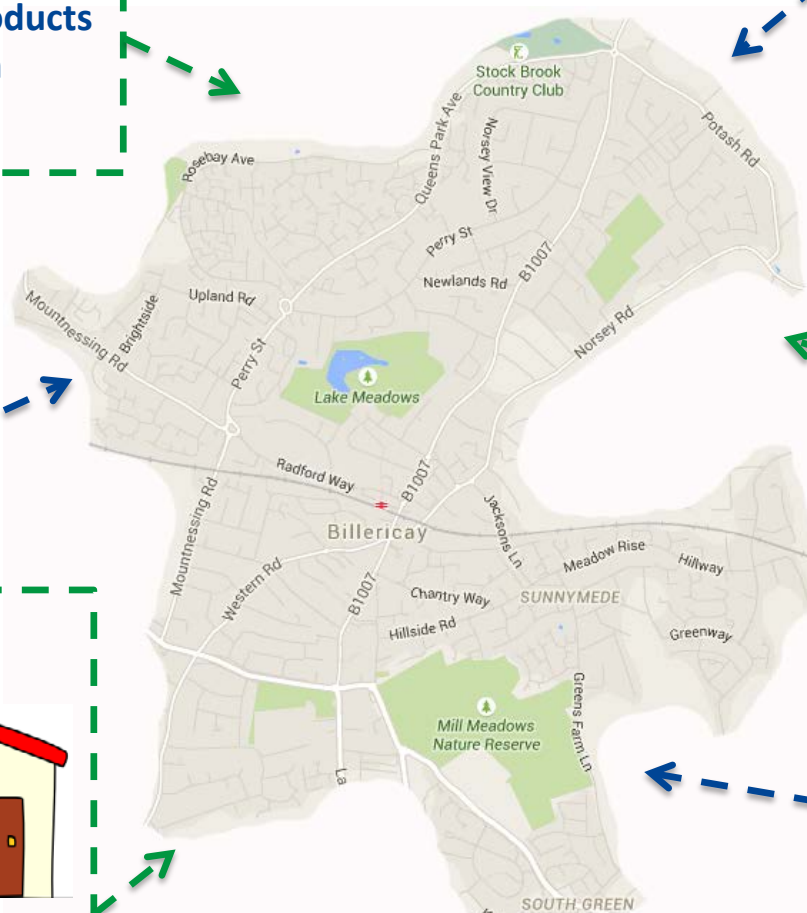
18,000+ litres
of water saved
per day



Engaged with
900+ school
children



19,000+ products
distributed



EVERY DROP COUNTS CLOSING THOUGHT



THANK YOU

The background features a gradient from dark blue at the top to light green at the bottom. A large, stylized brushstroke in shades of blue and green sweeps across the lower half of the image. The text 'THANK YOU' is centered in the upper half in a white, sans-serif font.