



SEVERN  
TRENT  
WATER

# Promoting water efficiency



## Education and Water Efficiency team

Helping present and future  
customers to use water and  
the sewage system wisely is  
vital to Severn Trent Water.

The education and water efficiency team promotes the efficient use of water to both domestic and commercial customers. They do this by:

- Providing free water saving products for all customers which can be ordered from our website [stwater.co.uk/save](http://stwater.co.uk/save).
- Providing discounts on larger water efficient products such as shower heads, water butts and water retaining crystals for gardens.
- Working in partnership with public sector and commercial organisations to help them reduce their water consumption. This includes working with social housing providers through the 'Plugin' programme which is run in partnership with the Environment Agency.



A team of education coordinators speak to thousands of customers every year to make them aware of how they can save water, what happens to their dirty water in the sewage treatment process and how we're working to reduce our carbon footprint to help protect the environment. All of the sessions are free to customers.

The Education Team runs team-building days in the community, informing employees about the work of Severn Trent Water and our key messages; running practical activities and tours around sewage treatment works. They also work in close partnership with a wide range of external organisations and companies in order to maximise the opportunities for getting key company messages across to the customers.

**Schools programme:** the team visits venues across the region, as well as holding public site tours at Derby and Hayden sewage treatment sites. The schools programme is aimed at pupils aged 5 to 18, covering topics such as the water cycle, water treatment processes, water efficiency and waste issues. Audiences are also shown a Water Treatment and Sewage Treatment DVD which uses real footage to explain how clean drinking water is produced and sewage is treated.

**Adult groups:** the team also attends community events and talks to adult groups about important subjects, such as sewer misuse, alongside water efficiency messages.

**Website:** the Leisure and Learning pages on the Severn Trent Water website are constantly updated to include useful facts and figures, downloadable activities and resources for teachers and community groups.