

Cut your carbon



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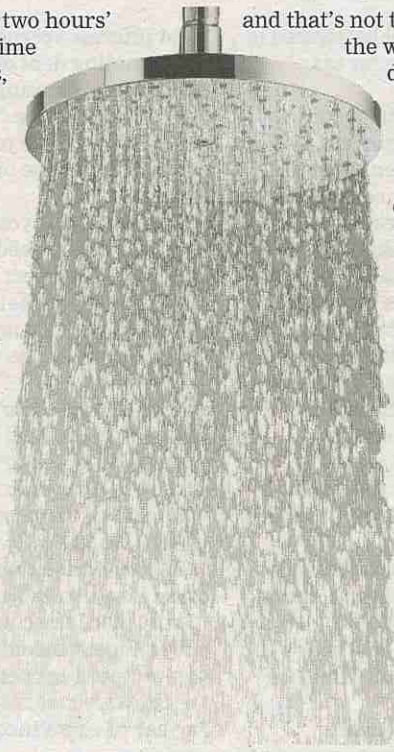
Clean-up with a shower swap

Do you think about your carbon footprint when standing in the shower? Well maybe you should. As the fourth most energy intensive industry in the UK, the water sector directly contributes around five million tonnes of greenhouse gas (GHG) emissions each year.

More than 4 per cent of the UK's energy consumption and the associated carbon footprint is a result of the water industry processing and pumping water we often take for granted – for example, a daily shower or brushing your teeth.

For every 1,000 litres of water, called in the industry a cube, there is 1 tonne of embedded carbon. So, what does a cube of water look like? Well there are 2,500 cubes of water in an Olympic swimming pool. So put that into perspective in our homes, on average a six-minute shower uses approximately 50 litres of water. So, one tonne of embedded

carbon equates to two hours' worth of shower time and, in most cases, we like a hot shower, so we have used additional energy to heat the water. Now think about those who have more than two people per household, add in a couple of teenage kids who, if they only spent six minutes in the shower it would be a miracle, assume each have a daily shower, a family of five for instance. That's a lot of carbon in our grey water,



and that's not taking into account the water we use to do dishes, laundry and even flush a toilet. Considering this and considering the costs and carbon footprint that comes with our water consumption whether at home or in businesses, the importance of using this resource more wisely is evident.

Will I have to compromise on my shower quality to save enough water?

Let's stick with showers as one main area of water usage in your home –

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many think that going green must involve a compromise. This does not have to be the case when it comes to reducing your energy and water usage though. You can reduce your energy and water consumption without any impact on quality of your shower experience.

Let me put into perspective just how much money an eco-shower head could save you. Many years back the choice and design was poor, but now there are many different manufactures, designs from handheld to rain heads. In most

cases they are easy to fit simply unscrew the old one and screw on your new eco showerhead.

If your current shower head runs at 16 litres per minute, then you could save circa £134 a year by switching it out for a eco six litre per minute shower head. If you select the right one, loss of pressure isn't an issue either as eco shower heads are often aerated, which means a mixture of air and water is used to create pressure.

Pleasurable shower and eco technology

Eco technology makes showering more efficient by reducing the water you use, and the energy needed to heat the water, thus helping you to reduce your carbon footprint shower after shower. This means that you can enjoy your shower for longer, without feeling guilty for using up too much water, and saving money in the meantime. And let's not forget the reduction in your carbon footprint.