

This is a large, centered version of the "the Rippleffect" logo. The word "the" is in a smaller, blue, sans-serif font above the word "Rippleffect" in a larger, blue, sans-serif font. Below "Rippleffect" is the tagline "Water efficiency for business" in a smaller, blue, sans-serif font.

Claire Sweeney, AEA Group
Business Resource Efficiency Adviser
on behalf of WRAP
27 January 2011

Outline

- Why save water?
- Why join the Rippleeffect?
- What is the Rippleeffect?
- A case study example – SAFT Batteries

Why save water?

The background of the slide is a high-speed photograph of water splashing into a drain. The water is captured in mid-air, creating a complex pattern of droplets and ripples. The overall color palette is a deep, monochromatic blue, giving the image a clean, industrial feel.

Water is costing businesses
in England and Wales around
£30 million every day

Business drivers for water efficiency

- Reduce water use and save costs
- Comply with current and future environmental legislation
- Improve environmental performance and reduce environmental impact
- Conserve natural resources and help promote future supply
- Benefit from improved stakeholder relationships

Hidden costs can be up to three times the cost of supply and disposal

Easily identified costs

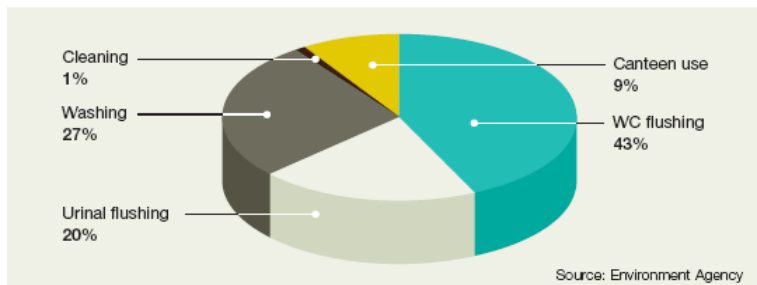
Water charges
Sewerage charges
Effluent charges

Hidden Costs

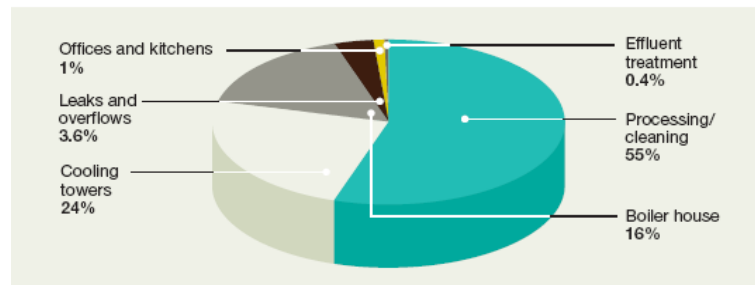
- Cost of chemicals for water treatment
- Cost of wasted energy
- Cost of chemicals for effluent treatment
- Cost of raw materials/product in effluent
- Cost of labour

Which areas of your business are responsible for the greatest water use?

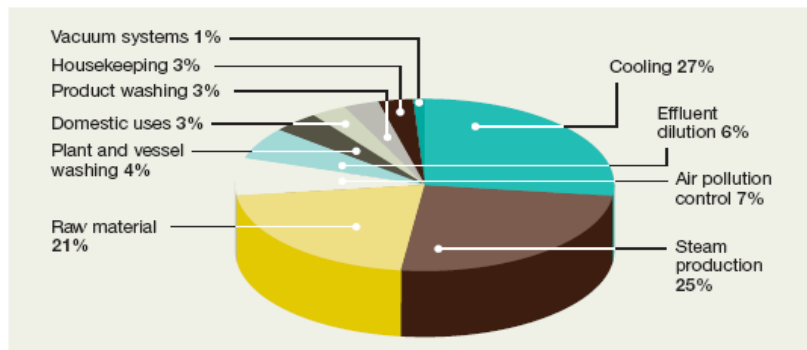
Water use in offices



Water use in food manufacture



Water use in speciality chemical manufacturing



Source Environment Agency

Why join the Rippleeffect?

Businesses can typically make savings of 30% on their water bills by taking simple action

The Rippleeffect consists of free online support designed to help businesses reduce their water use and save money

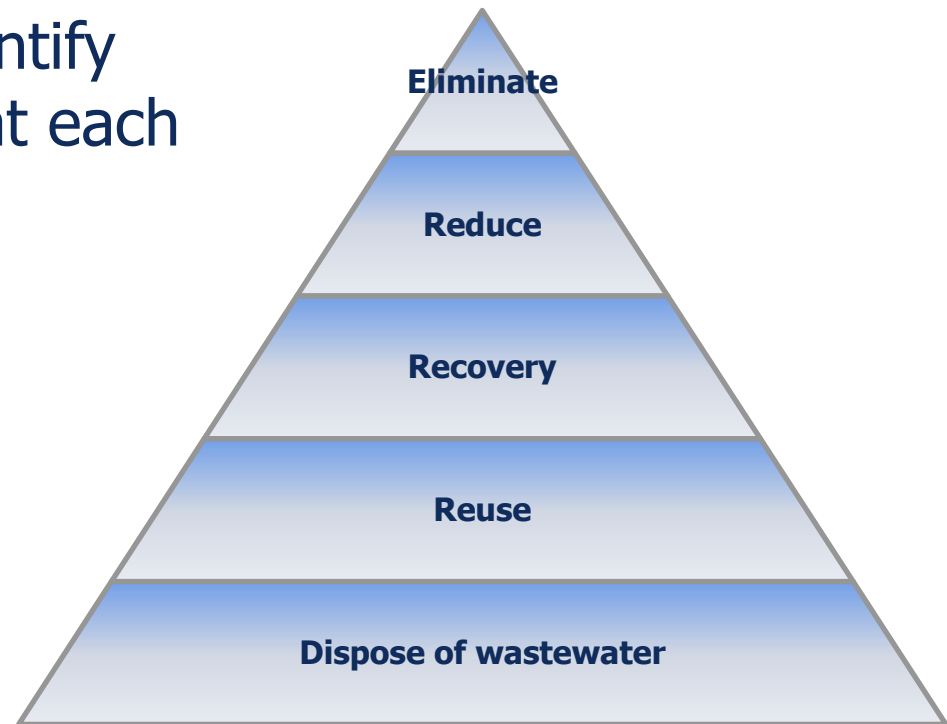
This year more than 700 members took part in the
Rippleeffect

The Rippleeffect can help you to:

- understand how much and where your company uses water
- identify simple ways to start saving water and money
- measure the water and cost savings you make

Identify opportunities

The Rippleeffect can help identify water saving opportunities at each stage of your water use



What is the Rippleeffect?

- Three online modules providing step by step guidance on how to make your business more water efficient
- Access to video case studies and web conferences
- Provision of tools to help you calculate your water use and waste water disposal costs
- Free technical advice through the WRAP Resource Efficiency helpline, call **0808 100 2040**
- A certificate of achievement

Online modules

- Module 1: Data collection
- Module 2: Developing an action plan
- Module 3: Implementing an action plan
and measuring savings

Video case studies

On location case studies which focus on water efficiency practices at:

- A hotel - Radisson Hotel
- A manufacturing site - Pincroft Dyeing and Printing
- An office – Lyreco

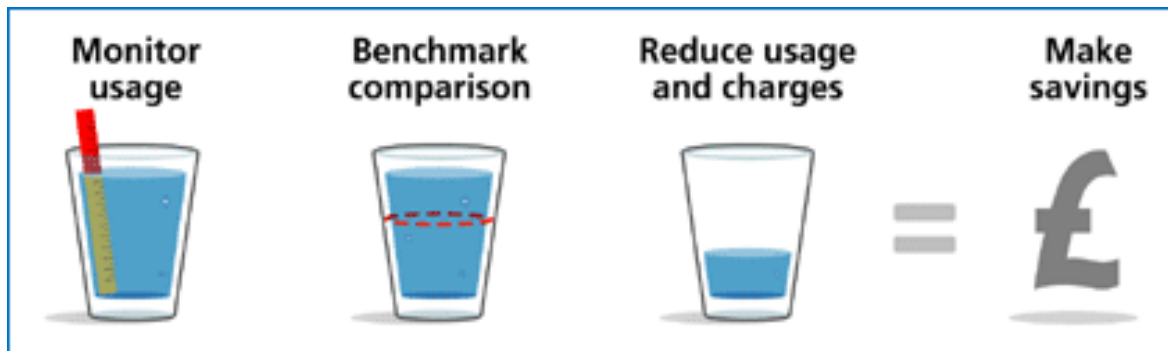


Web Conferences

- Access to two pre-recorded audio web conferences

Water Efficiency Tools

- Monitoring spreadsheet
- Water Account tool
- Mogden formula tool
- Water efficiency tool



Case Study Soft Batteries

- Monthly water use reduced from 3,000 m³ to 220 m³
- Annual cost savings of over £46,000
- Reduction in water use per unit of product by 10%
- An annual saving of over £2,106 due to a revised water tariff

Quotes from Rippleeffect members

“The Rippleeffect has given us the tools and resources to make significant savings for our organisation. The programme gave us a structured plan, which opened up many other business and environmental benefits previously overlooked.”

Ian Rawcliffe,
Pincroft Dyeing & Printing Co Ltd

“I have just completed working through the modules and have thoroughly enjoyed the process. My understanding of water usage is vastly improved as a result of this course, so I would like to thank you for the opportunity and congratulate you on a fantastic course, both in terms of content and presentation.”

Sandra Norval,
DORMA UK Ltd

the Rippleffect

Water efficiency for business

www.wrap.org.uk/rippleffect
Sign up by 31 January 2011

WRAP Resource Efficiency helpline
0808 100 2040