

### Define What

The ech<sub>2</sub>o water newsletter is written and distributed quarterly and is sent to over 2000 individual recipients across the world. At the same time it is posted onto our website and the link to the newsletter is advertised in a series of newsletters that are distributed to design professionals (practitioners and students) in the UK. We consider that it is currently read by upwards of 2500 people and we are continually expanding our readership.

### Define Why

Why do we do it? We felt that there was a gap in the market for a newsletter that took the subject of sustainable water in all its guises and highlighted research, products, websites, video links, articles, art installations, in fact anything and everything about water. Think Demand Management Bulletin, only with a wider remit and more jokes!

We categorically did not want it to be a 'look what ech<sub>2</sub>o have done' type of newsletter – just too boring. Though, of course, we do link to any reports, blogs, or articles that we have produced. Our audience is wide and varied. It includes professionals in the construction industry, the Housing Association sector, the water industry, teachers and lecturers. About 10% of our readership is abroad, and we think an international overview of water problems and solutions is vitally important.

### Define How

The newsletter is free, whether sent out directly or accessed through our website. We think that the more people understand about water, realise how fascinating it is as a substance, understand how their behaviour affects water resources, and adds to global warming, and can access proven technological solutions to reduce local flooding incidents, or to reduce hot water wastage, or to harness water supplies in the most extreme of conditions. We believe that information is power and that once people understand the impacts of their use of water they will look for technological solutions or change their behaviour to lessen that impact.

In the 18 months since the newsletter has been in existence we have, amongst many other things: introduced our readers to Rip the drip and Gizmo the cat; asked if Panorama missed the point in their documentary, 'Drinking our rivers dry'; remarked on the Propelair 1.5 litre flush WC as it launched on the UK market; demonstrated the link between rain and poo in the sea; linked to our article about the 'wettest drought on record'; found a video game where you lay sewers and then have to clear the fat build ups from them; linked to Water Matters (New York City's Water Guidelines) and the UK's first Rain Gardens guide; asked whether we are over estimating the water savings from WC improvements in schools; did a bit of 'Matt Damon is wonderful- the Bourne trilogy and campaigning for better sanitation'; questioned how many women readers hover over the toilet seat and how many readers (any sex) wee in the shower; reviewed the Water Museum and the Rain Room installations; and always, without fail, highlight what Cath has been up to in her monthly 'A year of showering variously' blog.

### How Much

Do we think that our newsletter will have saved water ? Absolutely we do! Have we measured its impact in m<sup>3</sup> of water? Sadly no! Did we miss a trick there? Probably! Will we rectify that in the future? Yes!

And finally, a message from one of our readers...

*I just wanted to say that I look forward to your newsletter and always, always, always find them really interesting BUT you have surpassed even my expectations this time. Well done 5\*\*\*\*\*star reading, thank you soooo much! Keep up the good work.*

Elaine Quinn , The Green Register

**Evidence:** Copies of all newsletters attached. Or go to <http://www.ech2o.co.uk/newsletter.shtml>

