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## Consumer engagement must play key role in supply shortages, says Climate Energy

Following the release of the Water White Paper, Richard Lloyd, Strategic Water Manager at Climate Energy says:

"The White Paper has given the water industry a clear steer that engineering solutions are not the only way to solve the problem of supply shortages. Seasonal tariffs, social tariffs and water saving measures must now also be seen as an integral part of domestic water supply strategies.

"Consumer engagement will play a major role in this, and water companies need to quickly implement education programmes that will help customers appreciate the true value of water in their homes and the role they can play in water efficiency, as well as understand the issues that drive the actions of water companies.

"For this to work, targeted and intense face-to-face programs will be needed – the days of just sending letters or giving away water saving devices are numbered."

- Ends -

### Notes to editors

#### **About Climate Energy**

Climate Energy is an award winning partner of choice for local, regional and national government bodies, as well as registered social landlords, commercial organisations and charitable groups for the delivery of energy efficiency measures and renewable technologies.

Climate Energy specialises in:

- The management of energy efficient and renewable energy retrofit programmes  
Funding and financing solutions
- Energy efficiency advice
- Consultancy

Climate Energy works with partner organisations and communities across the UK to help them adopt energy efficiency and renewable energy options. Climate Energy's portfolio includes:

- Carbon and fuel poverty reduction programme management on behalf of over 150 local authorities and housing associations
- Main contractor for major energy efficiency retrofit construction projects



- Funding agents for CERT and CESP
- Green Deal consultant

To find out more visit [www.climateenergy.org.uk](http://www.climateenergy.org.uk) or call 01376 531531