



Why is PCC Reduction important?

Within the next 20 years parts of England could run out of water.

Climate change is set to increase the risk of drought.

Coordinated action is needed to secure future water supply.

The challenge:

Increased water usage | Climate change | Growing population



70 million by mid 2031, with an

average daily water consumption of 143 litres per person in England



4bn litres of additional water

needed, per day, by 2050



Up to 40% reductions needed

to reach PR19 commitments

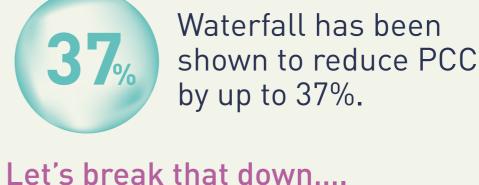
Ways to reduce PCC



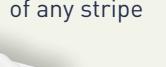
Education, awareness and behaviour change

Water saving appliances and devices

How can waterfall help?









and fixing them



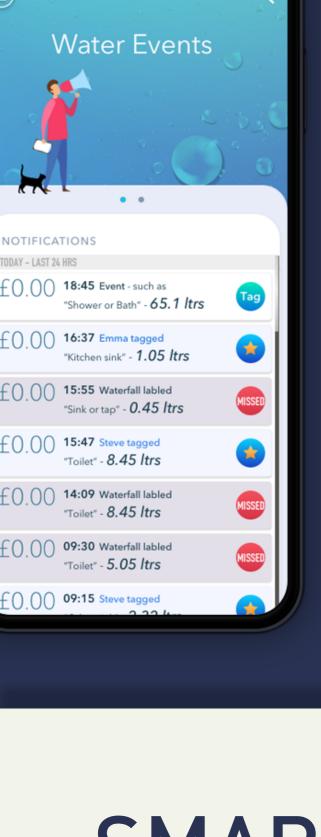
consumers on water usage



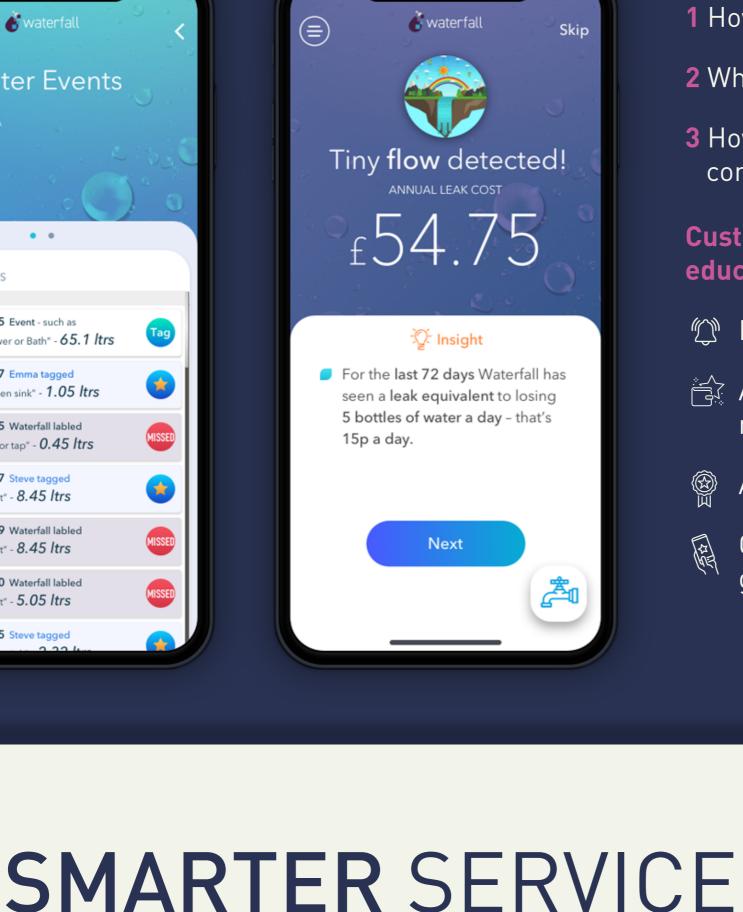
Measure and track consumption more accurately

- Onboard hard-to-reach dwellings like HMOs and apartment blocks
- Rapid find and fix of in-home leaks of all sizes Identify excessive consumption and target appropriately

SMARTER ENGAGEMENT The Waterfall app shares insights with the householder that reveal:



waterfall



3 How they could reduce their

1 How much water they are using

consumption

2 What they are using it for

Customer engagement and education extends to:

Nudge messaging capabilities Ability to incentivise PCC

gets involved

- reduction Ability to integrate rewards

Gamification so the whole family

Waterfall gives water companies

opportunities for customer engagement:

Hardify vulnerable users through usage patterns

Ongoing daily interactions with the app

Interaction with the plumber at installation

In addition, your

customers enjoy:

customer experience

Proactive customer service

- Reduced bills Personalised, improved

DISCOVERY WORKSHOP The best way to understand what Waterfall can do is to see it in action. Sign up for our one-to-one

discovery workshop and meet the design and implementation team, including Steve McCorry,

ARRANGE YOUR WORKSHOP

CTO at Creative EC and architect of the Waterfall device.

