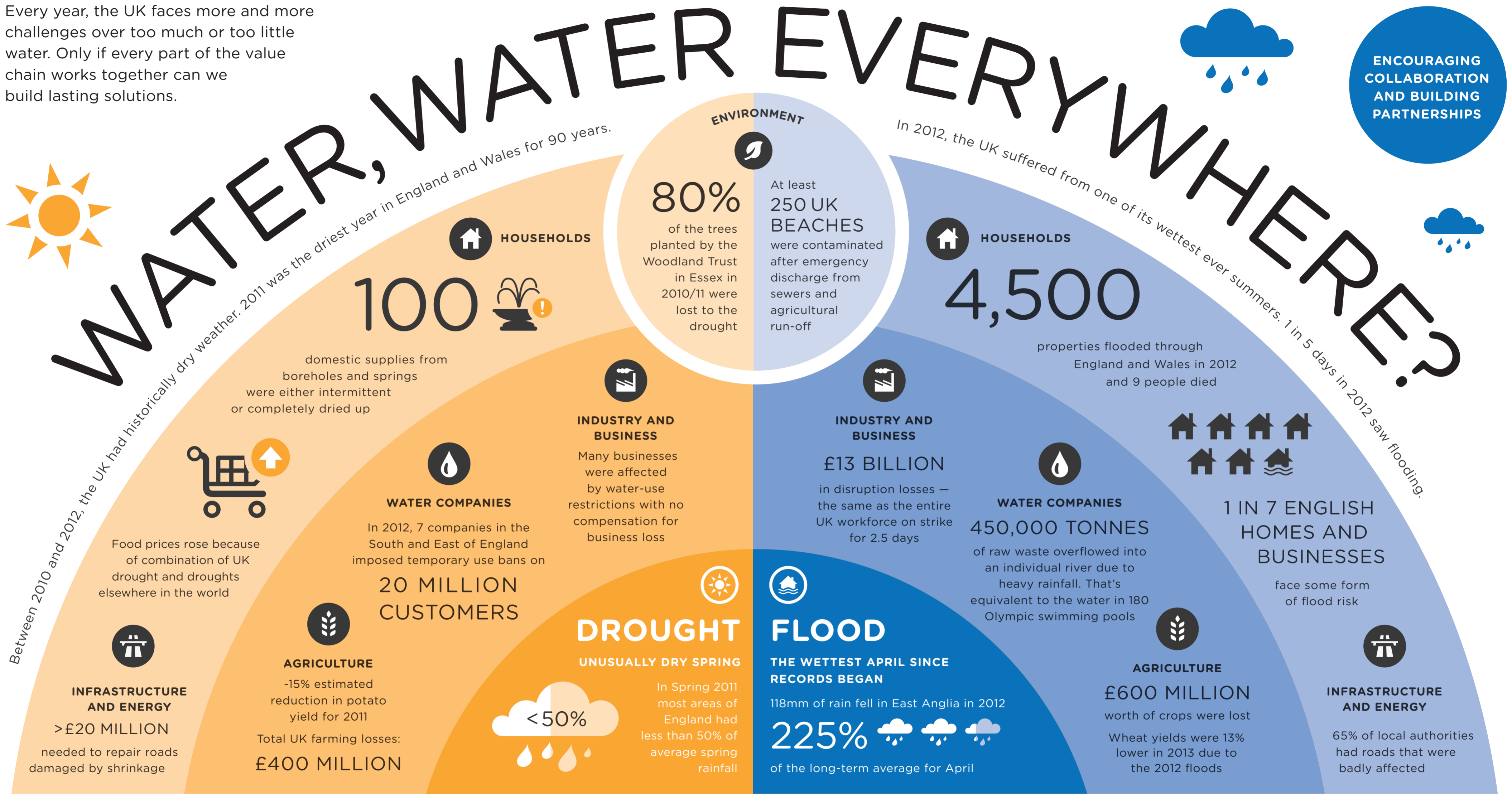


Every year, the UK faces more and more challenges over too much or too little water. Only if every part of the value chain works together can we build lasting solutions.



SOLUTIONS

THE FREQUENCY OF DROUGHTS AND FLOODS IS LIKELY TO INCREASE IN THE COMING YEARS. ENGAGEMENT OF A GROUP OF DIVERSE STAKEHOLDERS SUCH AS THE WATER INDUSTRY, BUSINESS, REGULATORS, LAND OWNERS, CONSERVATION BODIES, LOCAL AUTHORITIES, AND COMMUNITIES IS NECESSARY TO IMPLEMENT BENEFICIAL ACTIONS FOR ALL.

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| <p>AGRICULTURE</p> <ul style="list-style-type: none"> Drought resistant crops Better irrigation and water systems Effective abstraction among farmers' cooperatives Better water storage Undertaken collaboratively to provide benefits for the wider community Sustainable drainage systems and new wetlands to manage flood risk | <p>HOUSEHOLDS</p> <ul style="list-style-type: none"> Buy products with lower embedded water It takes around 50 times more water to make a 330g steak than 450g of tomatoes Dispose of waste sensibly to avoid overflowing sewers | <p>INDUSTRY AND BUSINESS</p> <ul style="list-style-type: none"> Join water management programmes like CERES Work with supply chains to ensure they are more water secure Prepare in advance for flooding | <p>WATER COMPANIES</p> <ul style="list-style-type: none"> Encourage water meter usage/efficiency Improved communication strategies around extreme weather events Effective water farming in cooperation with land managers Invest in sewage systems | <p>INFRASTRUCTURE AND ENERGY</p> <ul style="list-style-type: none"> Move water between supply zones Invest in sharing infrastructure Innovative leakage reduction and reduce supply interruptions Store water for future dry conditions – "water farming" Implement planning guidance for new and existing developments Invest in flood defences They protected 200,000 homes in 2012 Sustainable urban planning |
|--|---|--|--|--|

SOURCES: <http://www.guardian.co.uk/environment/2012/feb/12/summer-drought-looms-for-england>, <http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/8556817/UK-farming-in-crisis-as-drought-hits-crop-yields.html/>, <http://www.environment-agency.gov.uk/news/146242.aspx>, <http://www.potato.org.uk/sites/default/files/%5Bcurrent-page%3Aarg%3A%3F%5D/Cost%20of%20Production%202012%20-%2086450%20PINSTONE.pdf>, <http://www.environment-agency.gov.uk/news/146242.aspx>, <http://www.telegraph.co.uk/topics/weather/9771541/Wettest-year-on-record-cost-economy-13bn.html>, <http://www.guardian.co.uk/environment/2011/jun/09/fish-thames-sewage>, <http://www.metoffice.gov.uk/education/7783>, http://www.asphaltindustryalliance.com/images/library/files/Alarm%20Survey%202013/ALARM_Survey_2013.pdf, <http://www.bbc.co.uk/news/science-environment-19995084>, <http://www.guardian.co.uk/environment/2013/jan/04/2012-year-british-weather-dangerous>