



LONDON

# Sustain

\*Joined the #OneLess pioneer network in Nov 2018

**sustain**  
the alliance for better food and farming

## At a glance

Sustain is a UK charity that promotes a more sustainable food system. The charity has been campaigning for greater accessibility to free, safe and reliable drinking water for several years.

[sustainweb.org](http://sustainweb.org)



## Providing funding for drinking fountains

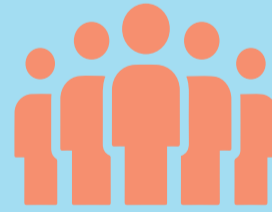
Sustain has funded **45** drinking fountains across the UK, and is supporting local authorities to secure funding for more fountains. In London this includes a sizeable addition to several London boroughs, including **13** in Lewisham and **8** in the public parks and open spaces of Southwark. Sustain has also recently approached the Drinking Fountain Association (DFA) to expand potential funding.

## Drinking fountain toolkit

Sustain launched a fountain toolkit ([www.sustainweb.org/50fountains](http://www.sustainweb.org/50fountains)) to guide organisations through the technical and legal requirements of installing a fountain. This is based on a range of case studies throughout the UK – including the London Drinking Fountain Fund by #OneLess. The toolkit was launched in June 2019.

**45 DRINKING FOUNTAINS**  
across the UK funded by Sustain

**20 ORGANISATIONS**  
that signed up to the 50 Fountains Challenge within its first four weeks.



“A key challenge is perception – challenging myths around the hygiene of drinking fountains and making it a normal behaviour to refill. We’ve got to show it’s cheaper, more accessible and more attractive.”

## Key challenges



Two key challenges persist: how to normalise the use of drinking fountains across age groups and cultures, and how to defeat myths surrounding hygiene of public fountains.

## What's next

In autumn 2019, Sustain launched the 50 Fountains Challenge, in partnership with City to Sea, to encourage local authorities, community groups and fountain companies to work together to install a network of publicly accessible fountains across the UK. In its first four weeks, over 20 local councils and organisations registered interest in the campaign.

Join the #OneLess pioneer network  
[onelessbottle.org/network](http://onelessbottle.org/network)  
[@OneLessBTL](https://twitter.com/OneLessBTL)

#OneLess

