



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



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) 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
[@OneLessBTL](https://twitter.com/OneLessBTL)

#OneLess

