



Frank Water



*Joined the #OneLess pioneer network in Nov 2018

At a glance

Through its Festival Refill Service, the 'Drink Me; Save Lives' refill scheme for restaurants and its Pledge to Refill campaign for individuals, FRANK Water is pioneering efforts to change consumer behaviour away from products, processes and practices that have a negative impact on global water resources.

frankwater.com



Eradicating single-use plastic water bottles

In 2017 FRANK Water became the first bottled water company to stop selling bottled water in single-use plastic and move towards more sustainable solutions including refillable cups and bottles, bottled water in glass and mains-fed water coolers. At the same time, it launched the Pledge to Refill campaign, inviting individuals to make their pledge to ditch single-use plastic and invest in a refillable water bottle.

Keeping festival crowds hydrated

In 2010, FRANK Water launched its Festival Refill Service, offering festival-goers access to unlimited refills of chilled, filtered drinking water. You can find the FRANK Water Festival Refill Service at some of the UK's biggest events, including Shambala, Camp Bestival and Green Man. Over the last decade, FRANK Water's team of volunteers has dispensed more than **600,000** (500ml) refills at **77** festivals, engaging with three quarters of a million people.

70,000 - number of refillable water bottles, flasks and cups sold



Refillable restaurant scheme

In 2017, FRANK Water launched a refill scheme for restaurants, 'Drink Me; Save Lives,' where restaurant customers provide a nominal donation to FRANK Water for unlimited tap water at their table. Notable partners include the national chain Pieminster, who has raised more than £20,000 for FRANK Water charity's safe water and sanitation projects overseas. FRANK Water continues to supply cafes, bars and restaurants across the country with artesian spring water in recycled glass bottles.



600,000 - number of water refills dispensed at UK festivals

77 FESTIVALS with FRANK water Festival Refill Service, engaging 0.75 million people



“By working to improve global water systems and, at the same time, challenging the way we use water on an individual level, we can begin to effect real change that will improve the health of people and our planet.”

- Katie Alcott, CEO & Founder, FRANK Water

Key challenge



A key challenge includes changing the mindset of prospective restaurant partners, where bottled water in single-use plastic can be a significant source of income. FRANK Water's approach involves engaging with business owners, their staff and customers on the impact of plastic waste, offering alternatives and supporting with communication materials and advice.

What's next

This year FRANK Water celebrates 15 years of changing lives with safe water, sanitation & hygiene AND the 10th anniversary of their Festival Refill Service.

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