

# SMART WATER THINKING

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## Webinar

### Calling Water Efficiency

Innovators eager to influence a new generation of shoppers!

11am-12.30pm AEST  
**Tues 25 Oct 2022**

Water deserves to play a bigger part in the sustainability conversation amongst everyday Australians. What better way to inspire a new generation of water efficient innovators and to influence water smart shopping choices nationwide than the Smart Approved WaterMark.

 Short History of SAWM - benefits for Licensee and Consumer  
Chris Philpot, The Water Conservancy

 SAWM Categories and assessment process  
Jeremy Cape, Chair The Expert Panel

 Licensee insights into how SAWM helps with:  
Sustainability  
Online  
International  
Gen Z  
Rebates

 SAWM Product of the Year  
Chris Philpot, The Water Conservancy

 How to apply  
Michelle Thompson, The Water Conservancy

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