




Opening Comments

Chris Jones
Chief Executive
Welsh Water



A large, solid blue teardrop-shaped graphic is centered on a white background. Inside the teardrop, the text "To earn the trust of our customers every day" is written in a white, sans-serif font, arranged in three lines.

To earn the trust
of our customers
every day



Welsh Water 2050 - to be a truly world class, resilient and sustainable water service for the benefit of future generations of customers.



Trends and challenges to 2050



DEMOGRAPHIC
CHANGE



CLIMATE
CHANGE



CHANGE
IN CUSTOMER
EXPECTATIONS



CHANGES TO
THE STRUCTURE
OF THE ECONOMY



ENVIRONMENTAL
CHANGE



PROTECTING
ESSENTIAL
INFRASTRUCTURE

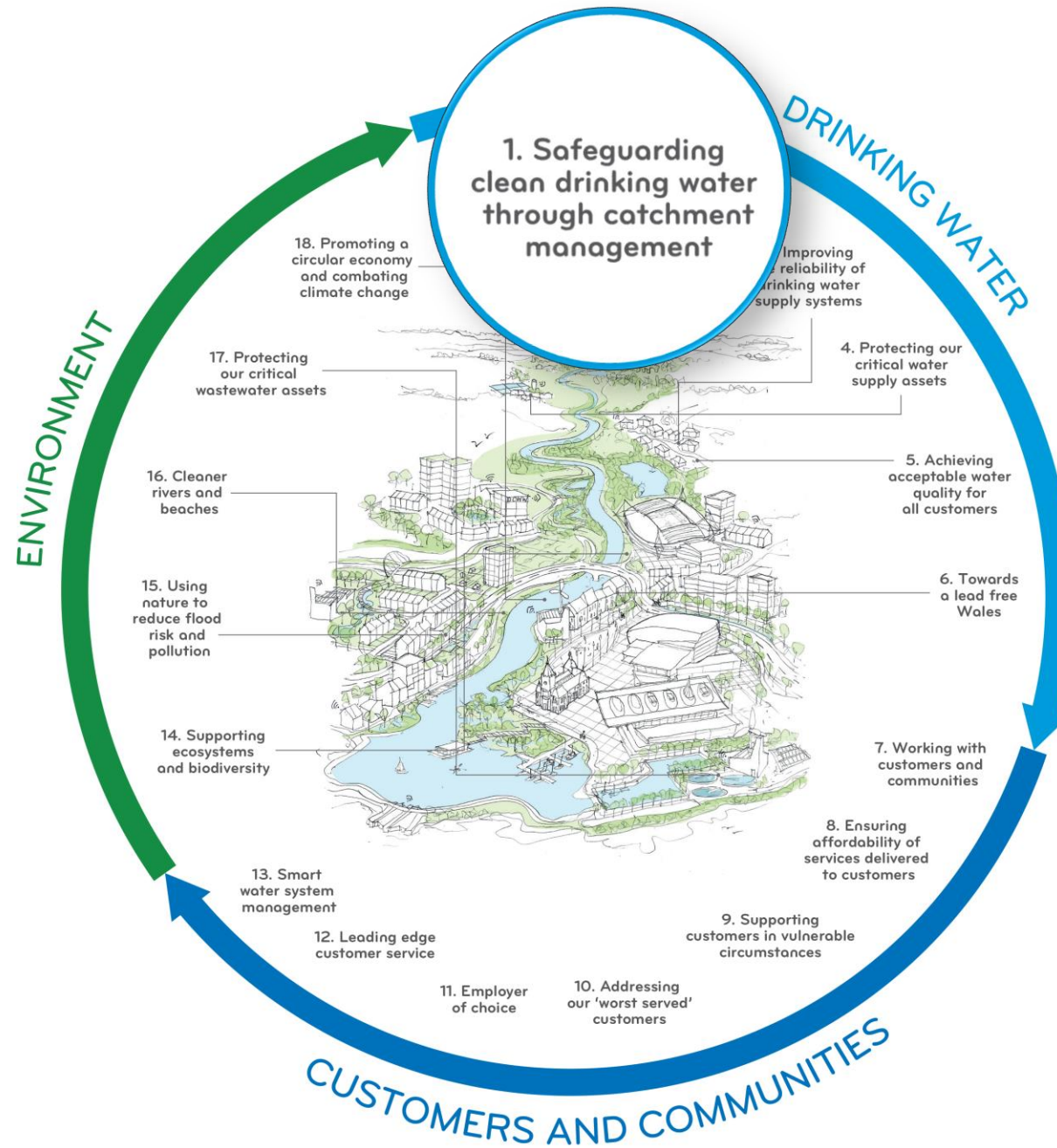


POLICY AND
REGULATORY
CHANGE



PROTECTING
PUBLIC HEALTH

WW2050 Strategic Responses





Building on Success

- 💧 Industry-wide reputation
- 💧 Innovative thinking, trials & solutions
- 💧 Ground-breaking research
- 💧 Brought people together





WaterSource

Facing the Future Together

#WaterSource19