

## Simply Washrooms announces partnership with The Rivers Trust

1 year ago



Sustainable washroom services provider [Simply Washrooms](#) has announced a new charity partnership with environmental NGO, The Rivers Trust.

The year-long partnership will see the two organisations work together to tackle two key issues which impact our rivers – water pollution and water use – through a combination of educational public messaging, volunteering and fundraising.

Andrew Shelley, Director of Operations, Simply Washrooms said: “As a major provider of hygiene services for commercial businesses in England, we are in a unique position to help The Rivers Trust amplify its message to the general public.”

“After achieving our B Corp certification last year, we set out to find a strategic charity partner that would really align with our core business and help to increase our impact through the multiplier effect of a partnership. We felt the aims and objectives of The Rivers Trust were a perfect fit for us. Both organisations share the objective of encouraging people to divert waste away from our waterways – it’s something we do every day through the provision of hygiene bins to commercial businesses. And through our water management products and services we help businesses to conserve water – another important issue for The Rivers Trust.”

Mark Lloyd, CEO of the Rivers Trust said: “It became clear early on in our discussions with Simply that they would be an excellent partner for us. From reducing the amount of water we use to flush our loos to making sure we don’t clog up sewers with un-flushable products, what we do in the bathroom has a direct impact on the health of our rivers. Simply are in a unique position to help amplify our messages around

water pollution and water conservation, both within their industry and to the wider public.”