

AD FEATURE: World Water Week: this UK broadband company is using specialist sensors to raise awareness of climate change

As part of World Water Week, Yorkshire-based IoT and smart cities provider [Connexin](#) has reinforced its commitment to climate change awareness through the innovation and delivery of smart water solutions.

This year's [World Water Week](#) focuses on the role of innovation as the world faces an unprecedented global water crisis. For the first time the safe planetary boundary for water has now been crossed due to the impact of human activities on the climate, leaving around [two billion people](#) worldwide without access to safe drinking water.

Connexin is pioneering the delivery of smart water solutions to raise awareness of climate change, provide valuable insights to utility companies and helping to tackle the impact of water wastage. Having secured a number of successful customer partnerships across the UK, it is currently working with Yorkshire Water to roll-out a smart water network throughout the region to provide greater transparency of water consumption patterns.

Elsewhere in the country, Connexin is digitally transforming the water network in Coventry and Warwickshire with Severn Trent Water. Extending its smart water network to give real-time insights on water usage and help Severn Trent Water speedily identify leaks and burst pipes, monitor consumption patterns, and reduce water loss.

Looking at the bigger picture

The ongoing monitoring and detection of leaks helps water companies reduce demand for water, as less of it will need to be extracted from natural sources. Detection can also extend to target common issues such as pollution incidents and energy use through smart metering and water quality sensors.

Customers of Yorkshire Water and Severn Trent Water have access to a network that provides them with further breakdown of their water usage by receiving accurate, automated billing, allowing them to proactively make decisions on how they use water and how they can use it better, further reducing the likelihood of excess water wastage.

Some areas of the country like Hull and the East Yorkshire currently sit at sea level or below. This puts them at risk of being underwater as sea levels continue to rise. However, as smart meters and sensors have a battery life of around 15 years, they can be used to monitor changes over time and save money in the longer term.

Dan Preece, vice president of IoT at Connexin comments: "As part of World Water Week, we're proud of the contribution we're making to help to create more sustainable water practices across the UK.

Successful contract wins and partnerships with the likes of Yorkshire Water and Severn Trent Water are only the starting point for us. We know that climate change is a real threat to mankind and our planet, and we want to help reverse the adverse effects with better water management, to ensure the lives of our current and future generations."

About Connexin

Founded in Hull in 2006, Connexin is an innovative and disruptive technology company specialising in building and

operating award-winning Smart City infrastructure to support the Internet of Things. Connexin is on a mission to connect the real world with the digital world to improve the way we live.

The company is in partnership with Cisco and Newcastle City Council and has helped deliver the [UK's smartest street](#), which was announced at the Great Exhibition of the North. In September 2020 Connexin raised an initial [£80 million in funding](#) from Whitehelm Capital (now PATRIZIA) to further strengthen its position and become a pioneer in the smart infrastructure and Internet of Things sector.

Connexin was named one of the Top 100 Fastest-Growing Technology Companies in the Northern Tech Awards both in [2023](#) and [2017](#). It recently announced that it was offering [the fastest speeds in Hull](#), releasing a 2Gbps (2000Mbps) package.

Connexin also acquired Pure and Wisper Broadband in 2022, and reached the 25,000 customer milestone in 2023, three years into its journey to provide ultrafast broadband to the region.

To find out more about Connexin, visit the [website](#).