



Environment Agency & Waterwise
**uk water efficiency
 awards 2012**

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Campaigns & Education



GabiH2O, Nickelodeon, United Utilities and Southern Water – GabiH2O on Nickelodeon



THE QUESTION WAS HOW DO you get the water saving message out to the widest audience and effect behaviour change on a mass scale? For GabiH2O, the answer was to partner with TV network Nickelodeon UK, and sponsored by United Utilities and Southern Water, to oversee the launch in mid-May 2012 of Gabi the camel, the UK's first on-air animated character dedicated to educating children about water efficiency. This national media campaign has been reaching millions of kids. The goal was to harness pester power for positive behaviour change, which was supported by a dedicated schools programme in partnership with Eco-Schools sponsored by United Utilities and Southern Water.

The campaign went live on 14 May, running 3-5

times per day on Nickelodeon channels. The average viewing figures are 5.5 million per month, of which roughly half are kids 4-15, and 1.6 million are parents. The accompanying website has had over 174,700 visits and more than 211,300 page views, suggesting a high level of engagement with

By partnering with Nickelodeon Gabi has ensured a nationwide audience is being exposed to water saving messages.

Gabi and his message. Kieran Saunders, Vice President, Commercial Director, Nickelodeon UK, says "We are immensely proud of what we have achieved working with Gabi."

In West Cumbria, in the programme sponsored by United Utilities, 89 schools were sent GabiH2O materials (a water cycle poster, lesson plan, water saving trump cards). 43 schools responded positively and requested water saving activities organised by



United Utilities and Gabi in the autumn. This level of uptake illustrates the power of positive social messaging coupled with excellent education materials employed in the classroom. We will be able to more formally measure behaviour change at end of autumn term.

Southern Water is also launching their schools programme with Gabi in the autumn, targeting over 100 schools in the Brighton and Thanet areas. Activities and contests planned to promote water saving include

- ◆ Adopting a camel at Marwell Wildlife Park and the Oasis Camel Centre
- ◆ Contest to win a special school visit to the Oasis Camel Centre for their school
- ◆ Giveaway for tickets to Nickelodeon Land

Essex and Suffolk Water have given out 594 Gabi children's kits in 274 of the properties that have taken part in their H2eco project retrofit. Essex and Suffolk Water wanted to not only engage adults but children too. They recognise that the children's kits – complete with singing toothbrush (encouraging kids to “stop the gush when they brush”), the trump cards, the water saving workbook, the kids water bottle and the pencil case – capture not only the kids imagination but also the attention of their parents. This leads to real behaviour change with regard to the way water is used and perceived.

GabiH2O has harnessed the medium of mass media reach to create the first unified nationwide outreach campaign dedicated to saving water, reaching millions. By partnering with Nickelodeon Gabi has ensured a nationwide audience is being exposed to water saving messages. And it's working, as kids are becoming more 'waterwise'. Seven-year old Alex, from the Isle of Wight says, “I like your rap every time I go on your website I play it and sometimes

I sing to it. Every time I see water going to be wasted I water the plants with it. My mum calls it Gabi-ing.”

And the message is spreading thanks to our profile. We have been approached by over 30 schools and scout groups since launch on TV to help with water saving campaigns. Gabi is also using the education muscle of Eco Schools who wish to take the Gabi water saving message to their 17,000 affiliated schools.

DON'T WASTE H2O

