

MASTERCLASS

SPEAKERS

BIOGRAPHY

TOP TIP

KIRSTEN REEVES

Kirsten is Head of Defra's Sustainable Behaviours Unit, leading a multidisciplinary team taking a broadly social marketing approach to understanding and influencing behaviours for more sustainable lifestyles.

While people can see some actions use more water than they need to, this doesn't mean that they can see waste with a deep relaxing bath!



DR JOHN MCALANEY

John is a lecturer in Psychology at the University of Bradford who specialises in the social norms field. He has worked on applying the approach to a wide range of behaviours including alcohol use, personal safety and pro environmental behaviours.

Don't just focus on the negatives – be sure to make people aware of the positives, too.



KATHRYN RATHOUSE

Kathryn is a social researcher with a particular interest in water use. Her research has covered willingness to change showering behaviour, understanding of the water/energy link and views about water labels and water metering.

Give feedback from consumers who have tried water efficient fittings and devices, along the lines of "8 out of 10 owners say their cats prefer Whiskas®".



PROFESSOR
BAS VERPLANKEN

Bas covers a wide range of topics in social, health and consumer psychology. He is an internationally recognised expert in habitual behaviours, teaching at the University of Bath.

Provide water use monitors that give feedback on use in monetary terms, provide norms and previous water use data. People need to know what they do; they don't when it comes to water use.



PAUL WHITE

Paul is Director of The Social Marketing Practice, a social marketing consultancy specialising in sustainability strategy. He is a creative thinker with extensive experience working with business and policy in the context of behaviour change.

Think 'unconscious habits' - think 'un-bundling' behaviours to spot the critical habit step and it's associated 'situational cue' ... how you might introduce new cues to interrupt old habits and shape new ones?



DR SARAH DARBY

Sarah researches social and behavioural aspects of energy use in buildings. She is part of the evaluation team for the UK Demand Reduction trials of feedback and metering, and was a co-author of *40% House*, a study of the prospects for reducing emissions from the UK housing stock.

Make the feedback to your customers as direct and immediate as you can - see if you can include it on a live energy display panel.

A MASTERCLASS on changing water using behaviours

A collaborative initiative between Waterwise and Kathryn Rathouse Social Research

AGENDA

- 10:00 Registration and refreshments
- 10:25 Welcome from Chris Philpot, Communications Manager at Waterwise
- 10:30 **What does the public understand about sustainable water use?**
Kirsten Reeves, Head of Sustainable Behaviours Unit at Defra
- 10:50 **How can we make water efficiency the norm?**
John McAlaney, Lecturer in Psychology at the University of Bradford, with Kathryn Rathouse, Independent Social Researcher
- 11:30 Q&As and discussion
- 12:00 Lunch
- 13:00 **How can water wasting habits be broken?**
Bas Verplanken, Professor of Psychology at University of Bath, with Paul White, Director at The Social Marketing Practice
- 13:40 Q&As and discussion
- 14:00 Refreshments
- 14:30 **Is more feedback on water use useful?**
Sarah Darby, Research Fellow at Oxford University
- 15:00 Q&As followed by discussion with all the speakers
- 15:30 Feedback and thanks from Waterwise
- 16:00 Close

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