

## **WATER & BEHAVIOUR CHANGE E-BULLETIN**

From Waterwise in collaboration with Kathryn Rathouse Social Research, March 19, 2009

### **Young people making a difference**

Envision is a national education charity supporting 16-19 year olds in schools and colleges to design their own local community projects. This year, Envision (<http://www.envision.org.uk/>) has several teams of 16 - 19 year olds in schools and colleges across the country developing water saving projects as well as projects focussing on global water issues. For example, in the Arthur Terry School in Birmingham a team of 16 and 17 year olds are working to raise awareness of the lack of access to water globally and of the need to save water in their school and homes. They began by researching how many people lacked access to water and then worked within their school to measure how much water they could save over four weeks. The team developed posters with facts and how-to tips in order to raise awareness of how much water was wasted and of how their peers could do their bit. In addition, the team delivered water workshops to over 100 students at their school at which they distributed save water stickers. The team is now working towards the Seven Trent Be Smart Award.

Envision are keen to work with partners to develop more educational tools to help students tackle water issues, and are also particularly keen to work more with water companies. Please contact Rommel Moseley at Envision on [rommel@envision.org.uk](mailto:rommel@envision.org.uk).

### **Catalyst behaviours**

Annie Austin at Brook Lyndhurst is part of a research team exploring 'catalyst behaviours'. This is the idea that some pro-environmental behaviours or actions may have a knock on effect and result in an individual adopting a broader range of pro-environmental behaviours. Is anyone aware of any evidence of this kind of behavioural spill over (related to water or other behaviours) from projects they have worked on? If so, please contact Annie ([Annie.Austin@Brooklyndhurst.co.uk](mailto:Annie.Austin@Brooklyndhurst.co.uk)) and copy in Kathryn ([kathryn@krsrc.co.uk](mailto:kathryn@krsrc.co.uk)) or Joanne ([jzygmunt@waterwise.org.uk](mailto:jzygmunt@waterwise.org.uk)) (so that we can include responses in the next e-Bulletin). We will also let you know when Brook Lyndhurst's research report is available later in the year.

### **Actual water use v. stated water use**

In March/April 2000, Essex and Suffolk Water conducted a study of about a dozen homes in which they used WRc's Identiflow (<http://www.wrcplc.co.uk/pdf/Identiflowflyer07.pdf>) alongside questionnaires to test how real and stated water use results compared. The study found that stated frequencies for bathing and/or showering were actually less than those measured through Identiflow. Questionnaires revealed 0.7 and 1.03 uses per day for baths and showers, respectively, while Identiflow indicated 1.31 and 1.29 uses per day, respectively.

### **Small business support**

Global Action Plan is going to be supporting both small business suppliers and customers of Thames Water with on-site support around water efficiency as well as other practical environmental advice to help them minimise their impacts. This is part of Global Action Plan's small business support project running 2008-2011 which is part-funded by the European Regional Development Fund. For more information visit <http://www.globalactionplan.org.uk/>.

### **From the land down under**

A bit outdated we know, but this literature review from Australia, "Promoting Behavioural Change in Household Water Consumption", which was written in 2007 for Smart Water, is quite useful! It summarises the principal theories of behavioural change related to water use in residential situations and also considers the application of the theories to actual behavioural

change initiatives. Education, incentives and community-based social marketing are all reviewed as are several case studies from Australia. Go to <http://www.smartwater.com.au/projectdocs/project137/Literature%20Review%20-%20Behavioural%20Change%20Models.pdf>.

### **Water use diaries**

During the summer of 2008, South West Tourism tested diaries with five groups of visitors. Participants were given Personal Digital Assistants (PDAs) to help them keep a daily diary of their activities through a questionnaire that covered, for example, how they travelled, what food and drink they consumed, and how and when they used energy and water, etc. In relation to water use, participants were asked about their use of appliances and how many baths/showers they had taken. Results are not reported due to the small sample size; the exercise was instead meant to test the methodology, which seemed to be a success. South West Tourism are now exploring how a roll-out might be funded.

### **Maximising uptake rates – how?**

It would be really useful to share best practice for maximizing uptake rates for water efficiency retrofits, particularly since many retrofits will be rolling out over the coming years in response to policies, regulations and increasing water stress. Do you have any information about what works and what doesn't? Evidence does not necessarily have to be from a water efficiency trials; lessons learned from energy efficiency retrofits and any other initiatives that relied on participation would be useful, too. We'd value your expert opinions as well as research from trials. Please share! Results will be included in the next e-Bulletin and will also feed into Waterwise's best practice guide for water efficiency retrofits, which will be updated in the coming months.

Please respond to Joanne at [jzygmunt@waterwise.org.uk](mailto:jzygmunt@waterwise.org.uk) or Kathryn at [Kathryn@krsrsc.co.uk](mailto:Kathryn@krsrsc.co.uk). Please also use these email addresses to include items in the next issue of the e-Bulletin or to un/subscribe.

The purpose of this e-Bulletin is to share research and activities related to water and behavioural change. We hope that the e-Bulletin will be interactive; we ask that subscribers email us with news, announcements, events, requests for information, opportunities for collaboration and other information, which will include in future W&BC e-Bulletins. We hope to release about two e-Bulletins per month.