

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

Waterwise in collaboration with Kathryn Rathouse Social Research, April 01, 2009

### **Seeding Sustainable Communities**

On 1<sup>st</sup> April 2009 Peterborough Environment City Trust (PECT) is launching a project to encourage householders to be more water efficient, funded by Anglian Water. The project is based on PECT's former Seeding Sustainable Communities project which resulted in 100% behaviour change amongst residents over its three year duration.

The new project will reach 300 Peterborough residents through face-to-face visits. This personal element worked very successfully with the original Seeding Sustainable Communities project. Project workers will collect evidence of current water and energy behaviours through a community survey, offer support and advice, and give residents an environmental pack filled with energy and water saving devices to help them live more sustainably. Behaviour change will be measured by a follow up survey three months after the initial face-to-face visit.

PECT has a fifteen year track record of delivering sustainability projects of local and national significance. The charity's mission is to create a truly sustainable Peterborough, the UK's Environment Capital. For further information on this project or PECT's work please contact Janine Starling on 01733 567254 or at [janine.starling@pect.net](mailto:janine.starling@pect.net), or visit [www.pect.org.uk](http://www.pect.org.uk).

### **Water use in social housing – request for info**

Waterwise is putting together a short review on water use and efficiency in social housing. Do you know of

- Any data on the current level of interest in saving water among social housing residents?
- Any data on the current level of water efficiency in social housing stock? or of
- Any behaviour change initiatives, retro-fitting or refurbishment programmes in social housing that have focused on improving water efficiency?

We are also interested in other environmental (e.g. energy efficiency or composting) initiatives that were delivered in social housing. Know of any? Please email Joanne at [JZygmunt@waterwise.org.uk](mailto:JZygmunt@waterwise.org.uk) or Kathryn at [Kathryn@krsrc.co.uk](mailto:Kathryn@krsrc.co.uk). We will of course circulate the review as soon as it is complete.

### **Drought and water overuse in Europe, a report from the EEA**

The European Environment Agency has published a new report detailing water use in Europe. One of the key conclusions from the report is that Europe needs a sustainable, demand-led approach to water resource management, focusing on conserving water and using it more efficiently. The report recommends several measures to raise public awareness, such as eco-labelling, eco-certification, and education programmes in schools. The full report is available at <http://www.eea.europa.eu/publications/water-resources-across-europe>.

### **Environmental Audit Committee reports on environmental labelling**

The House of Commons Environmental Audit Committee recently published a report on environmental labelling, which may be found at <http://www.publications.parliament.uk/pa/cm/cmenvaud.htm>. The report concludes that labels can be an important influence on consumer behaviour but that there is a risk of too many labels appearing on the market, which may undermine consumers' understanding and confidence. They recommend a sector-based universal scheme enforced in law (to prevent greenwash) as well as standards for independent monitoring, and they place an emphasis on the importance of retailers.

Please email Joanne at [jzygmunt@waterwise.org.uk](mailto:jzygmunt@waterwise.org.uk) or Kathryn at [Kathryn@krsrc.co.uk](mailto:Kathryn@krsrc.co.uk) to include items in the next issue of the e-Bulletin or to un/subscribe. Past issues are at [http://www.waterwise.org.uk/reducing\\_water\\_wastage\\_in\\_the\\_uk/research/water\\_and\\_behaviour\\_change\\_bulletin.html](http://www.waterwise.org.uk/reducing_water_wastage_in_the_uk/research/water_and_behaviour_change_bulletin.html).

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.

Best wishes,  
Joanne and Kathryn

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