

WATER & BEHAVIOUR CHANGE E-BULLETIN

Waterwise in collaboration with Kathryn Rathouse Social Research, May 28, 2009

Act on CO₂ to act on water efficiency

The next strand of Act on CO₂ will focus on communicating water efficiency messages, including where water comes from, why it needs to be saved and how it can be saved. The Defra campaign, which will be a mix of PR and advertising, will run from mid July to September across England, with some regional targeting. While a small part of the campaign will focus on businesses, the majority will target domestic consumers, particularly those in Defra's 'Sideline Supporters' segment. For more information, please follow <http://campaigns.direct.gov.uk/actonco2/home.html>.

Future methods of charging for the water industry

Undertaken in collaboration with water companies, Defra, Ofwat and CCWater, this UKWIR study estimates household bill and debt implications (for water companies) of alternative charging methods for water and sewerage services in England and Wales. As well as presenting analyses of a range of alternative approaches to unmetered and metered charging, the study also developed a spreadsheet-based modelling tool. The report provides details on the methodologies used to underpin tariff modelling tools in the areas of household socio-economic and demographic characteristics, household water demand, household optional metering and household debt related to water. For more details, go to <http://www.ukwir.org/ukwirlibrary/92759>.

CIPHE GreenPlumb

CIPHE has introduced a new, free scheme that will make it easier for consumers to pick a 'green' plumbing/heating professional. Under the GreenPlumb scheme, CIPHE members who have taken a course(s) to equip them to deliver green services can sign up to the scheme and use its brand. Go to <http://www.iphe.org.uk/GreenPlumb/> for more information.

Feasibility of using microsimulation for estimating and forecasting domestic water demand

Eran Md. Sadek, a PhD student at the School of Geography, University of Leeds, is conducting a survey on water use and conservation behaviours as part of his research, which aims to evaluate the feasibility of using microsimulation for estimating and forecasting domestic water demand under a series of scenarios, such future price increases, increased education and awareness, etc. Microsimulation is used to create a synthetic population of a chosen area (in this case, Leeds) that then allows for the creation of individual estimates of water demand. Previous models are limited in that they lack information related to water use behaviour.

Please take five minutes to complete the short survey at <http://www.survey.leeds.ac.uk/watersurvey>. No personal data will be collected and results will be used only for research purposes. This survey represents one way to gather the behavioural information that is lacking in previous models. For more information, please email Eran at gyessm@leeds.ac.uk.

Joint water and energy advice for the home

Waterwise have been working closely with the Energy Saving Trust in developing joint water and energy messaging and advice for the home. This work will feed into an EU Life+ funded project that will pilot combined water-energy advice through the EST's existing advice centres. The objectives of the project are

1. To pilot an innovative approach to provide environmental advice and raise consumer awareness (cross selling with existing services);
2. To actively investigate the viability of combining water saving and sustainable energy advice (identifying synergies/conflicts and carbon saving links between energy and water);
3. To analyse geopolitical differences in three pilot areas (Cardiff, Edinburgh and London);
4. To influence consumer behaviour to reduce their carbon emissions, preserve natural resources and move towards a water saving culture (22,500 consumers taking action); and,
5. To disseminate the findings of this innovative project (sharing info with other EU states to replicate pilot elsewhere).

A range of marketing and PR activities will launch in early autumn. For more information, please email Gareth Walker, Waterwise Research Associate, at gwalker@waterwise.org.uk.

Please email Joanne at jzygmunt@waterwise.org.uk or Kathryn at 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.

The purpose of this e-Bulletin is to share research and other 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 we will include in future W&BC e-Bulletins. We hope to release about two e-Bulletins per month.

Best wishes,
Joanne and Kathryn