

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

Waterwise in collaboration with Kathryn Rathouse Social Research, August 11, 2009

### **Waterwise is now hiring for SHARE**

Waterwise is launching SHARE, Social Housing Action on Resources and Environment, with Global Action Plan, Kathryn Rathouse Social Research and several local partners in three English regions. Projects will deliver significant water savings and catalyse residents to make pro-environmental changes. The programme is being funded through Defra's Greener Living Fund. For more information, visit <http://www.greenerlivingfund.org.uk/projects/share-project/>.

We are now looking for enthusiastic individuals to fill the following positions:

- *SHARE Programme Evaluation Manager*, to monitor progress of SHARE and its three projects, and to evaluate the projects and the programme overall with regard to environmental and social impacts
- *SHARE South East Project Facilitator*, to support the implementation of the water efficiency retrofit and resident engagement project in social housing in Merstham and Redhill, Surrey
- Another Project Facilitator post in the Coventry area will soon be opening

Full details and application instructions at

[http://www.waterwise.org.uk/reducing\\_water\\_wastage\\_in\\_the\\_uk/about\\_us/careers.html](http://www.waterwise.org.uk/reducing_water_wastage_in_the_uk/about_us/careers.html). Applications due to Joanne ([jzymunt@waterwise.org.uk](mailto:jzymunt@waterwise.org.uk)) by September 4, 2009.

### **Upcoming \*Special Edition\* on retrofits**

The next Special Edition of the W&BC e-Bulletin will focus on retrofitting homes. Do you have tips to share for boosting take-up, or reports to share from your recent retrofit project? Please contact us!

### **Project Earth Rock**

Project Earth Rock ([www.projectearthrock.com](http://www.projectearthrock.com)) provides a fun and engaging music programme to help children understand sustainability and climate change issues. Their music curriculum supports the implementation of the eco schools programme as well as the eight doorways of the DCSF Sustainable Schools strategy. They are currently writing and recording songs about a number of environmental issues, including a 'shorter shower' song. Contact Jess Gold ([jess@projectearthrock.com](mailto:jess@projectearthrock.com)) to find out more.

### **Can energy charges encourage energy efficiency?**

A new discussion paper by Ofgem considers the potential effectiveness of different tariff structures to encourage an uptake in household energy efficiency. It examines how energy pricing influences domestic energy consumption in the context of persistent barriers to behaviour change and differences in price sensitivity of households, as well as implications of various tariff structures for energy efficiency, and the potential impacts on consumers, fuel poverty and competitive markets.

Given the publication of the draft findings and recommendations from the independent Walker Review of Charging and Metering for Water, this Ofgem paper is an interesting read:

<http://www.ofgem.gov.uk/Sustainability/Documents1/Final%20discussion%20paper%2022%20July.pdf>.

### **Upcoming event: Metering Symposium 2009**

Hear the Walker Review's findings and recommendations from a senior Walker Review representative and listen to Anne McIntosh, Shadow Minister for Environment Water and Waste, present the Conservative vision on water resources and metering. Don't miss the chance to debate crucial findings and related key topics with decision-makers from the industry, regulators and other stakeholders at this timely industry-led event. For event details, go to <http://www.water.org.uk/home/events/events-list/metering-symposium-2009>.

### **The Environment Agency Water Efficiency Awards**

Sponsored by Defra, the Food and Drink Federation and OFWAT, these awards are the leading scheme in England and Wales to recognise the achievements of organisations in promoting water efficiency. The 'Water Shout' award, celebrating great campaigns that change the way people use water, was won by Save Money Save Water Ltd for its campaign that reached an audience of approximately 750,000 people via coverage in First News, which is distributed in schools across the country. Congratulations to Save Money Save Water and all the other winners!

The Awards are in their ninth year and are held biennially. Full details at <http://www.water-efficiency-awards.org.uk/2009-winners.php>.

### **Citizens need information about 'watery' food**

The Food Ethics Council has produced a report for Sustain, the alliance for better food and farming, assessing how policy and industry initiatives can help to reduce the water footprint of the food we grow and eat. The Council looked at the value of labels in promoting sustainable water use and their effectiveness in communicating water footprints to consumers. They recommended to Sustain that a water stewardship labelling system would best address the complex criteria involved in judging water sustainability. You can read the full report, with the Food Ethics Council's recommendations, at [http://www.foodethicscouncil.org/files/waterlabels\\_0.pdf](http://www.foodethicscouncil.org/files/waterlabels_0.pdf).

### **'People, energy and buildings' - EPSRC call for expressions of interest**

The Research Councils Energy Programme (RCEP) and EDF have £million to invest in a collaborative research programme in the general area of the social and economic sciences of energy efficiency in buildings. They are inviting Expressions of Interest from groups of UK academics to engage with researchers at the EDF European Energy Efficiency Research centre (ECLER). Encouragingly, the call mentions the large proportion of domestic energy used to heat water. Full details at [www.epsrc.ac.uk/CMSWeb/Downloads/Calls/EDFEPSRCcall.doc](http://www.epsrc.ac.uk/CMSWeb/Downloads/Calls/EDFEPSRCcall.doc).

### **Natalie Imbruglia teams up with WaterAid and Ecover to talk about water**

A short film about the global importance of the water cycle: <http://www.ecoverwateraid.com/natalie>.

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 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 will include in future W&BC e-Bulletins. We release about two e-Bulletins per month.

Best wishes,  
Joanne and Kathryn