

WATER AND BEHAVIOUR CHANGE E-BULLETIN

Brought to you by Waterwise and Kathryn Rathouse Social Research, February 23, 2010

Comments welcome on interim Lydd Metering Trial report

The town of Lydd, in Veolia South East's supply area, was the first area to be fully metered and, since April 2007, the consumption of all Lydd customers has been closely monitored. Over the intervening period a number of water efficiency trials have been carried out including,

- *Smart communication – supplying customers with additional information on their consumption and costs of using water
- *Stepped tariff – selected customers pay less than the standard cost for the first 80 cubic metres of water they use and more for all water used in excess
- *Water efficient devices retrofit – a free water audit and appropriate water efficiency devices fitted for free for selected customers

The purpose of these trials is to identify the impact on water savings in order to understand what it is possible to achieve by way of reducing demand. To read the report and to comment, visit <https://southeast.veoliawater.co.uk/Lydd-Metering-Trial.aspx>.

Waterwise requests for info on messaging and retrofitting

Waterwise is currently involved in two research reviews on consumers' attitudes, perceptions and behaviours in relation to water use. If you know of any research that could feed into either of the following reviews, we would be very grateful if you could email it to Joanne (jzygmunt@waterwise.org.uk). We'll include a summary of findings from the reviews in future e-Bulletins:

a) How might communications campaigns more efficiently reach domestic water users and influence their water use? We are looking for research that has looked at 1) what messages are likely to have (or have had) most impact; 2) how consumers perceive different messages (boring, fun, preaching, insulting etc.); 3) how important channel and timing are; and, 4) how responses might vary between water users.

b) What are consumers' views about the options for retrofitting water-related measures in privately-owned, owner-occupied homes in England? We're trying to gain an understanding of the potential obstacles and motivations for the implementation of water-related retrofitting measures, in addition to identifying potential solutions that encourage owner-occupiers to integrate retrofitting measures into their properties.

Defra reviews behaviour goals

In 2007, Defra led work to identify behaviours that are important for sustainable living. Defra developed a set of twelve headline behaviours with a longer list of thirty-two behaviours with input from a wide range of stakeholders. You can find details on the 2007 framework that was published in January 2008 at

<http://www.defra.gov.uk/evidence/social/behaviour/>

Building on their earlier work and the extensive evidence base compiled since that time, the Defra Sustainable Behaviours Unit held a workshop on 11 February 2010 to develop a refreshed set of behaviours and behaviour goals, including around water use. Over 90 stakeholders participated including policy colleagues, leading practitioners and academics,

non-governmental organisations and businesses. On the day they examined a long list of behaviours with the aim of distilling these into a set of behaviours that participants felt were most key for sustainable living. They particularly wanted to see if there are additional behaviours that should be included, understand why participants think a behaviour should be included, and explore the potential links between behaviours to increase uptake.

This work is part of Defra's wider work on sustainable consumption and production and Defra will be holding further engagement with stakeholders. If you are interested in being involved, please forward your contact details to behavioursunit@defra.gsi.gov.uk.

Sell the Sizzle: the New Climate Message

Futerra's new guide argues that climate change is no longer a scientist's problem; it's now a salesman's problem. Futerra call upon government spokespeople, climate campaigners and business advertisers to stop selling visions of hell. Instead all must create and sell a new vision of a 'low carbon heaven'. Read the report at <http://www.futerra.co.uk/downloads/Sellthesizzle.pdf>.

Call for info: social research review to inform natural environment policy

Defra has commissioned the Policy Studies Institute, Land Use Consultants and the Centre for Rural Economy to undertake a review of the social science research of relevance to Defra's Environment and Rural Group (ERG). The aim of the review is to ensure that key social research findings from a broad evidence base are accessible to policy and decision makers responsible for natural environment policy issues. To supplement the web-based and database searches being undertaken in the first stage of this project, the project team is issuing a call through various mailing lists for any key social research publications, emerging social research findings or current social research being undertaken in relation to ERG policy areas, including water availability and quality. Any such sources would be much appreciated and gratefully received by Sarah Bell (s.bell@psi.org.uk), who will also be very happy to answer any further questions about the review.

Tyndall working paper, 'The smart meter visible energy trial'

Previous studies on the provision of feedback to energy consumers suggest that it can help to realise savings of between 5 and 15% annually, depending on the quality and type of feedback provided. As yet very little is known about the processes through which these kinds of savings are achieved. Real time displays, or smart energy monitors, attempt to provide immediate feedback and information to people about their energy use in order to help them reduce it. This report seeks to understand how people actually use these devices and the feedback they provide, how they relate this to their everyday lives and practices, and how (or if) this leads to changes in energy consumption patterns.

Throughout 2008-2009, Carbon Connections in partnership with Green Energy Options (GEO), Sys Consulting Ltd, and the School of Environmental Sciences at the University of East Anglia ran a trial of a range of smart energy monitoring devices in 275 households in the East of England. As part of this 'Visible Energy Trial', and in addition to social surveys at strategic points throughout the trial's duration, 15 semi-structured interviews were conducted with trial participants in an attempt to address these concerns. This report focuses solely on explicating the findings of these interviews:

<http://www.tyndall.ac.uk/publications/working-paper/2010/visible-energy-trial-insights-qualitative-interviews>.

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

Best wishes,
Joanne and Kathryn