

Reframing water efficiency: what might a collective approach to behaviour change look like?

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12. It is clear that the Government alone cannot deliver the changes needed to adapt our water management to the changing climatic conditions. **Everyone** must play their part and work together. By... innovation and share best practice to ensure that we are prepared for



**The CEO Water Mandate
Guide to Water-Related Collective Action**

Beta 1.0 August 2012

Solutions to water stress and scarcity should be collective

Managing the impact of water in a country that suffers both droughts and floods is no mean feat, but co-operative work could help develop and implement innovative solutions

<http://www.theguardian.com/sustainable-business>



MANCHESTER
1824

The University of Manchester

9 September 2013

Nathaniel Mason



WATER FUTURES
PARTNERING
WORKING
TOGETHER
FOR A SECURE
WATER FUTURE

2011

Why collaboration in water management matters for business
With an unpredictable climate of dry weather often followed by large amounts of rainfall, it's time to consider whether collective action is the best way to address water management

<http://www.theguardian.com/sustainable-business/collaboration-water-management-matters-business>

WATER FUTURES

ADDRESSING SHARED WATER CHALLENGES THROUGH COLLECTIVE ACTION

Corporate Stewardship?

water-stewardship

Context – identifying drivers of domestic demand

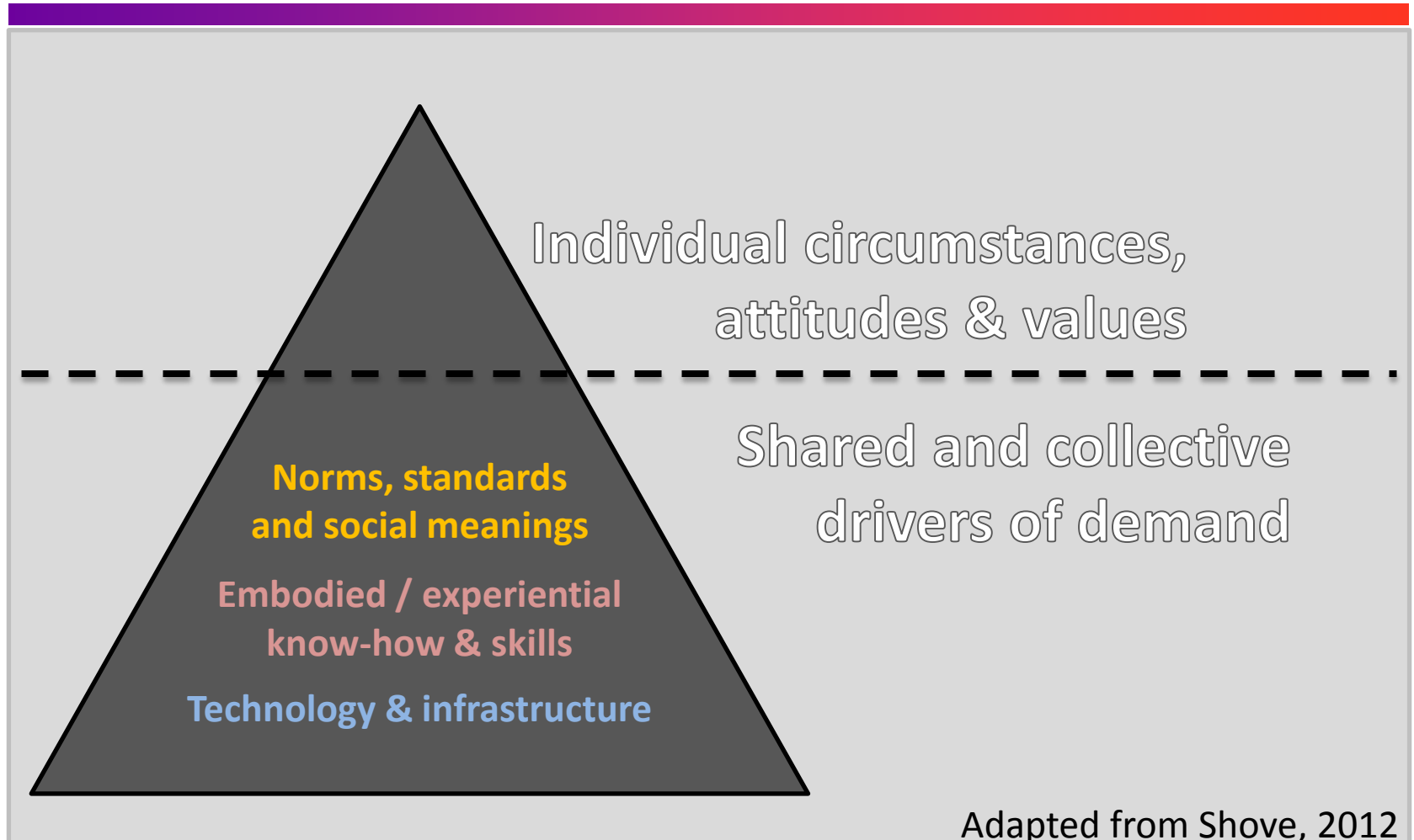
Macro:

- Population & property growth
- Effects of climate change
- Infrastructure
- Building standards
- Changes in technology

Micro

- Income
- Age
- Tenancy
- Family size
- Environmental altruism or concern
- Attitudes towards conservation / recycling

Context – identifying drivers of domestic demand



Research Questions

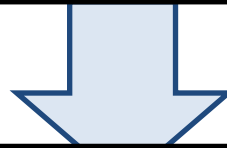


- What are the collective drivers of domestic demand?
- What are the implications of these for water efficiency activities?
- What challenges do they raise for practice and policy?

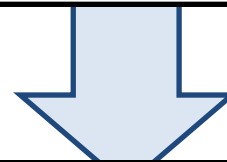
Methods



Literature review



Material analysis



Focus groups

Methods

Save Water Swindon

Care for the Kennet

Overview

3 groups, 2 hours each
6-8 participants

Strategic sampling

Split by life-stage (21-34; 35-50; 50+)

50:50 Male to female

Proportional representation of metered
and unmetered customers

Snowball sampled

Parents of children involved in project

Aged 30-55

All female

Mix of metered and unmetered

Research Questions:

- 1) What shapes water use in the home? *Individual & Group discussion*
- 2) Evaluation of initiative activities? *Group discussion*
- 3) Discussion of everyday “normal” water use. *Group scenario exercise*
- 3) Discussion of impact of weather and extreme events. *Group discussion*

Intro

Research Q's

Methods

Findings

Implications

Findings

- 4 different forms of collective driver were identified:
 - » Shared interests in cost saving and price
 - » Common understanding of water supply
 - » Social norms
 - » Socio - technical configurations

RQ1: What are the collective drivers of domestic demand? Expectations of water supply

“M1: I don’t know where it comes from, a reservoir somewhere? M2: I’ve never really thought about it ... M3: I think we bring lots in from wales now-a-days don’t we?”

(50+)

“F: I wouldn’t blame myself for the state of the rivers, I really don’t associate it with my water! M: I don’t ever think about my water coming from the river, I never have - to be honest, I didn’t know that it did!”

(35-50)

RQ2: Implications for water use and management? Expectations of water service provision

- High expectations
- Quick to point blame
- 'It won't happen to me'
- Lack of patience
- Rapid repair over long term management

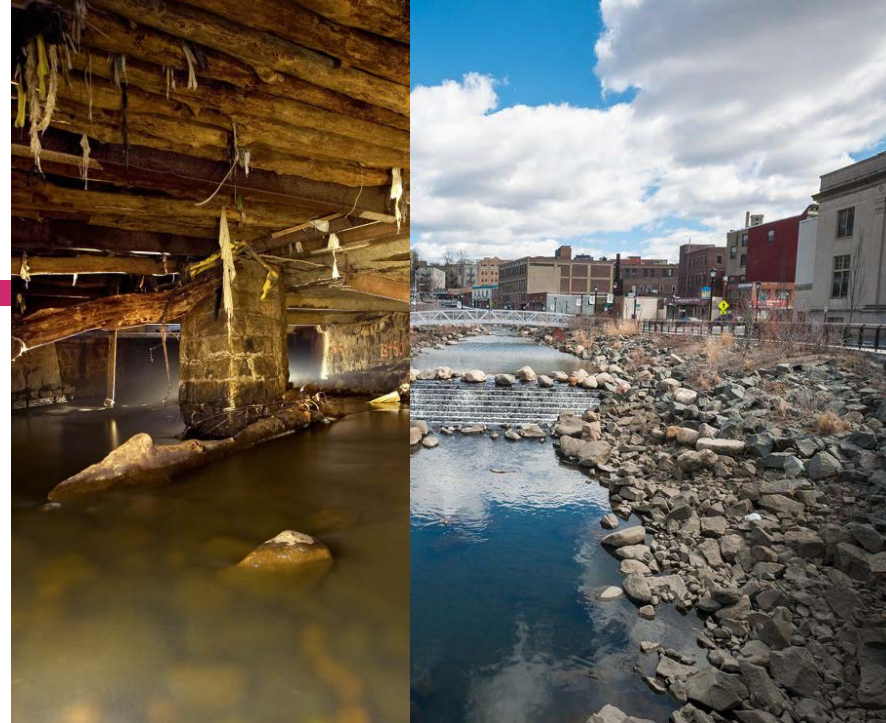
Intervening

Transparency:

- » Media representation
- » Communication with customers
- » Collaboration

Reconnecting tap to source:

- » Day-lighting urban water courses
- » Local harvest and supply solutions
- » Grey water recycling
- » Demand attunement
- » Experiences



Above: Daylighting: Saw Mill River, NYC



Above: Daylighting household water

RQ1: What are the collective drivers of domestic demand?

Social norms and networks

*“You just use water differently to me
– each to their own”
(F, 34)*

*“I think if you came and told me that I was like
four or five times over what other people in my
situation were I might feel a little bit bad, but I
still probably wouldn’t change”
(M, 37)*

RQ1: What are the collective drivers of domestic demand?

Socio-technical

- Si: Your uniform, that's quite a big things for my. I work in a warehouse and the geniuses at the top gave us white shirts to wear, and white overalls...
- Sarah: In a warehouse?
- Si : Yeah, which is dusty, with parts coming in from all over the world with all sorts of dust and stuff on them. So those jackets have to be washed every other day, or they just get manky and horrible.



RQ2: Implications for water use and management?

Social norms & socio-technical

- Individual action undermined by technology
- New trends / technologies rendered unacceptable by social standards
- Water use becomes 'locked in'
 - » Volume / quality / timing
 - » Private vs public
 - » Priorities

Intervening

Challenge norms through tech:

- » Identify the future of new technologies
- » Sensitivity to long term impacts
- » Appreciation of user appropriation & connection to other spaces/ appliances

Challenge norms through society:

- » Identify existing trends and standards and their impacts.
- » Identify future risks of emerging trends.



Challenging norms through tech:
Above: Eco-toilet Below: 'Splash'



Where next

- Long-term planning and evaluation.
- Flexibility and room to experiment.
- Critical evaluation
- Collaboration across different agendas/ sectors / scales
(e.g. household, work, recreation)

Thanks for listening

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