

Water Efficiency Conference
5-7 August 2015, University of Exeter



PEOPLE AND COMMUNITIES

Understanding people and water efficiency

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The Water Efficiency (WATeF) Network

www.watefnetwork.co.uk

Overview

- Committee scope
- Activities to date
- Case studies of people and communities in water efficiency
- Framework of scales and approaches
- Future plans

Introduction to the Committee

- First meeting February 2015
- Diverse membership
- Scope
 - Clarify different approaches
 - Disseminate case studies (successes and failures)
- Clarify the role of individual, community, social and cultural factors

Activities

- Two meetings at UCL
- Framework produced by Ali Browne and Claire Hoolohan
- Case study template
- Initial case studies
 - Social housing
 - Traveller communities
 - Schools

Current Study

- Expanding case study data base
- Developing web site for dissemination
- Analysis of case studies to draw wider conclusions and recommendations

Key Findings

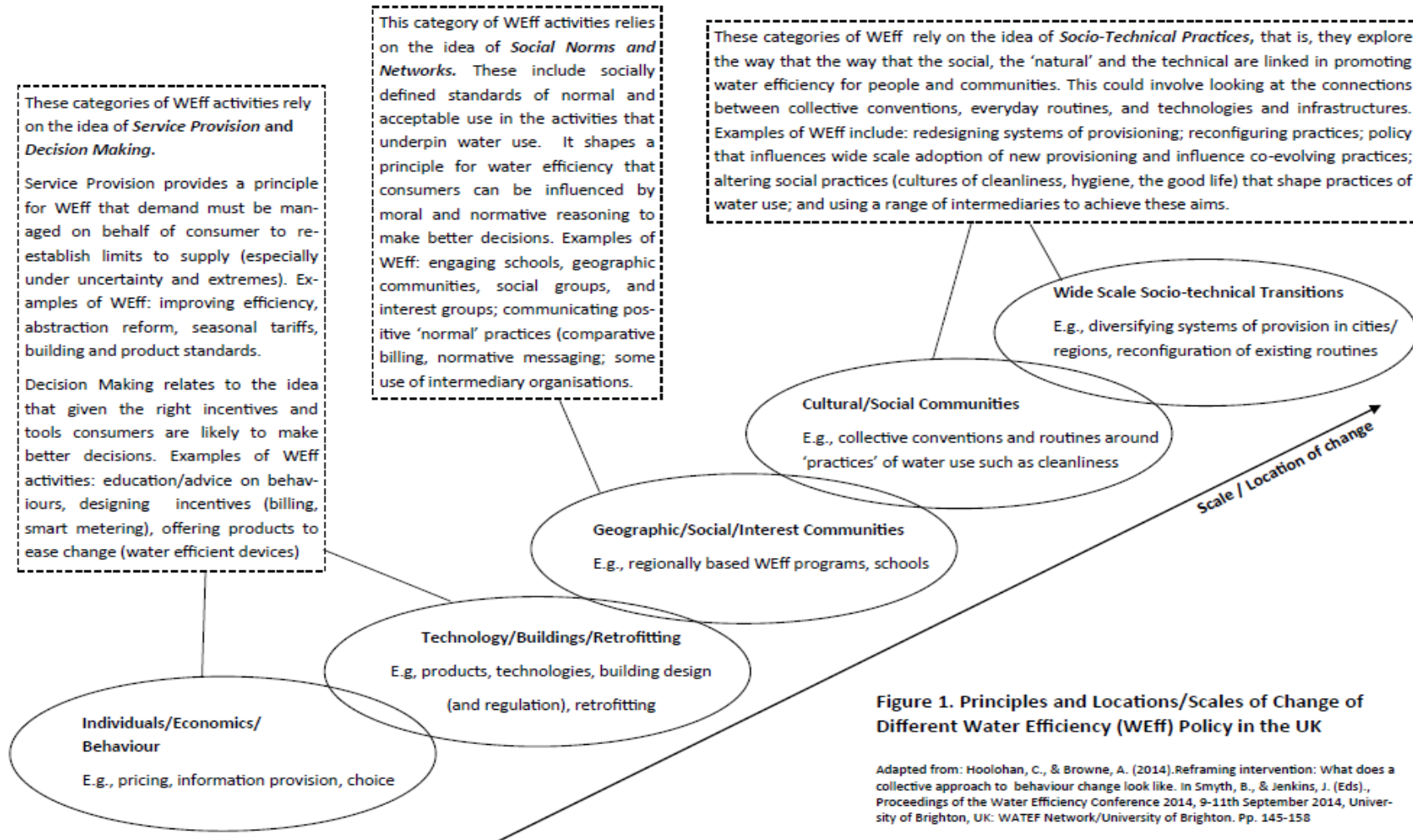


Figure 1. Principles and Locations/Scales of Change of Different Water Efficiency (WEff) Policy in the UK

Adapted from: Hoolohan, C., & Browne, A. (2014). Reframing intervention: What does a collective approach to behaviour change look like. In Smyth, B., & Jenkins, J. (Eds.), Proceedings of the Water Efficiency Conference 2014, 9-11th September 2014, University of Brighton, UK: WATEF Network/University of Brighton. Pp. 145-158

Future Program

- Use case study database to demonstrate different approaches and factors for success and failure
- Synthesise key findings for:
 - Policy
 - Different practitioners and sectors

Summary

- There is a role for a range of approaches to involving people and communities in water efficiency
- Water efficiency requires a range of actors (not just water companies)
- Drawing together theories from research and case studies from experience
- Synthesise key findings for different audiences