

## Lesson six: Nine Building Blocks

We are going to consider the 9 building blocks of a successful water efficiency campaign:



1. Understanding how and why water is valued: **we need people to consider how important water is!**



2. Narratives and stories: simple messages such as 'save more water' are not as effective as **seeing the bigger picture of water management.**



3. Framing: **how information is presented** to people to get the biggest impact.



4. Setting realistic targets: we need to think about **how much water is actually needed to complete a task** e.g. showering.



5. Competition: **people like to know where they stand compared to others!**



6. Reference groups: are people close to us e.g. friends and family. **If we can challenge this group and learn from their best practices, we can have impact!**



7. Align structural and behaviour change measures: **Installing water saving devices and changing people's thinking can go together to have bigger impact!**



8. Building water saving messages on energy saving campaigns: If we combine the message e.g. **shorter showers will save energy as well as water!**



9. Data and evaluation: **regularly evaluating the impact of water efficiency campaigns** can help further improve their impact.