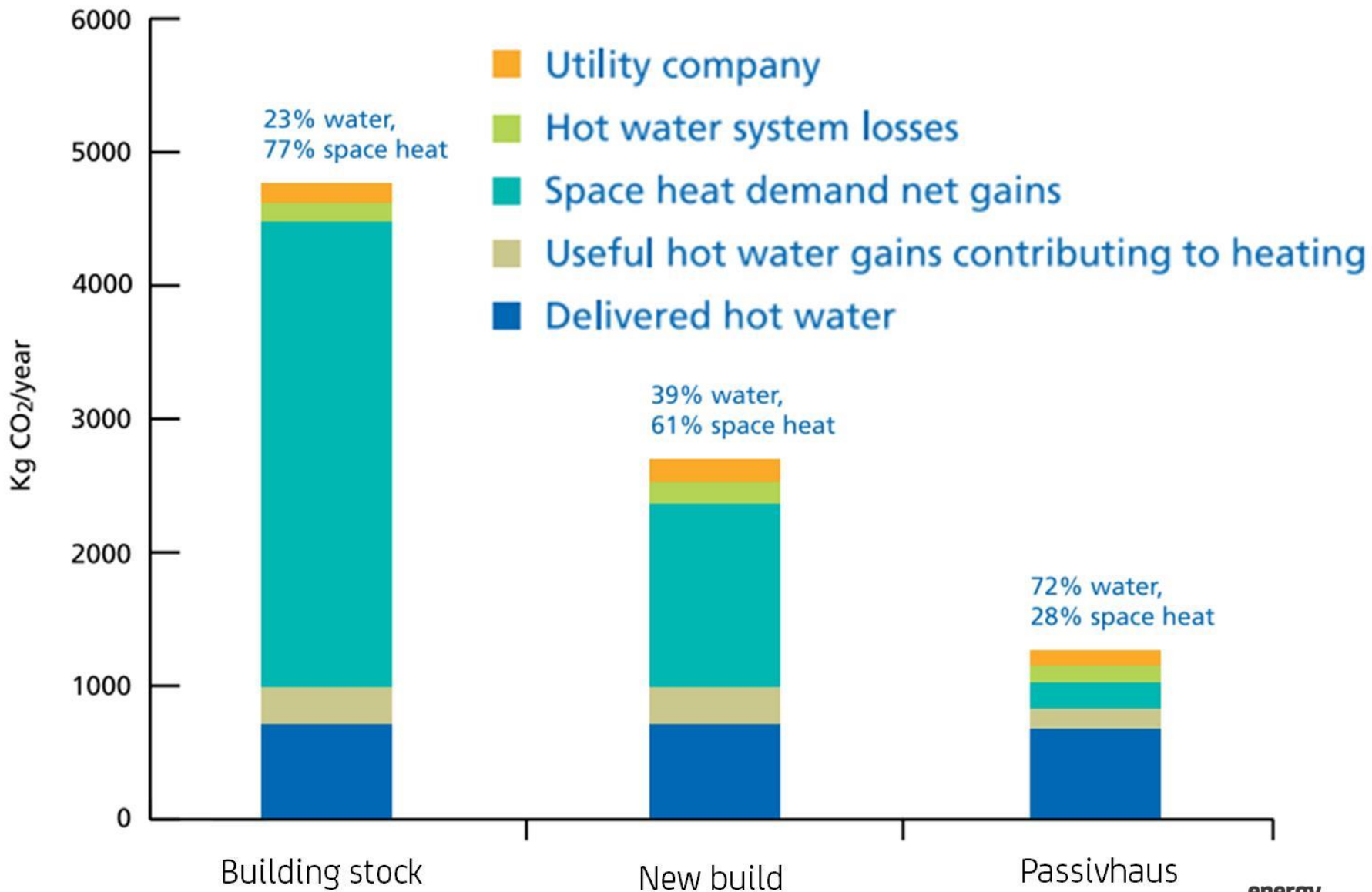


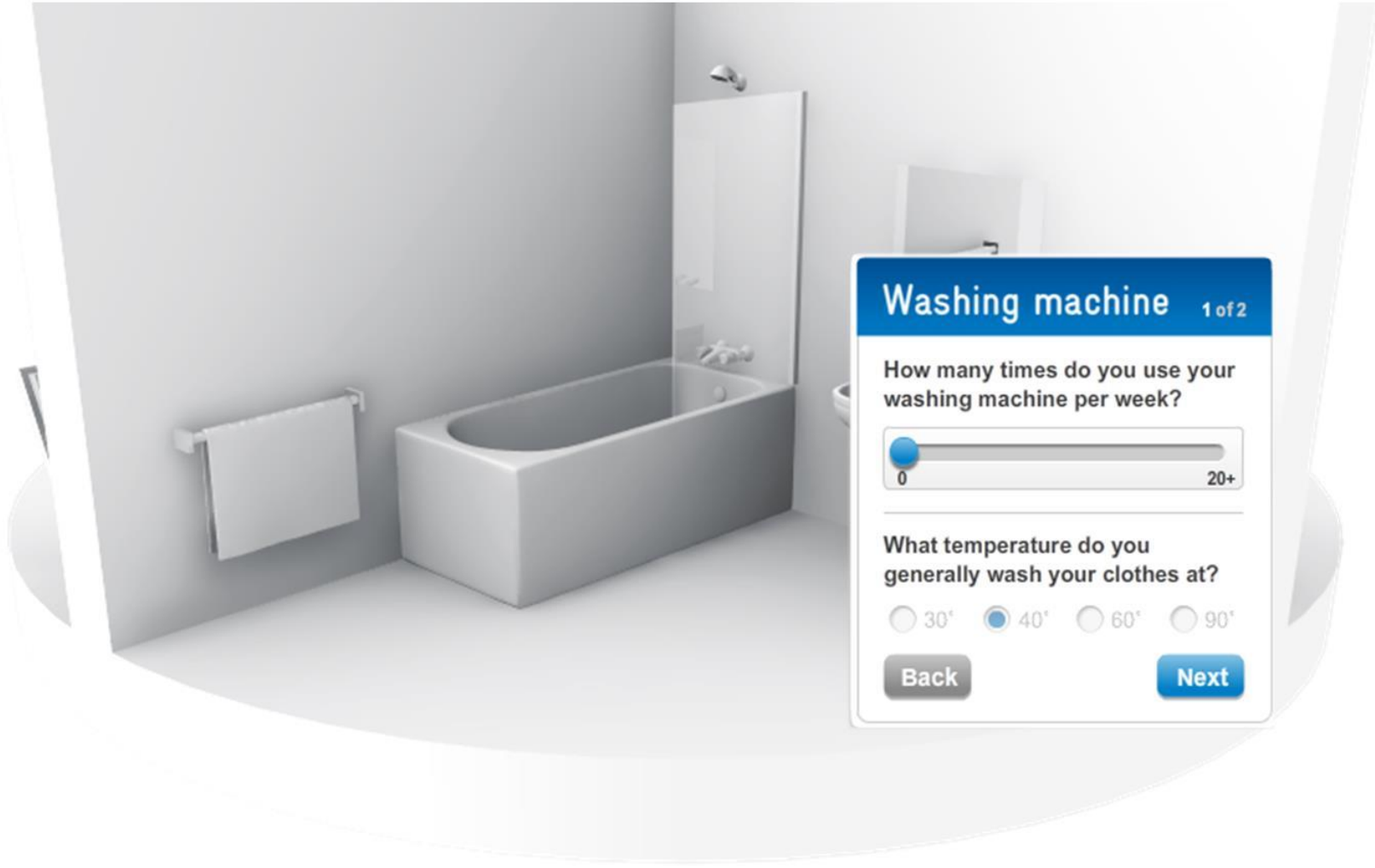
energy
saving
trust

Impact of combining behavioural advice vs retrofit measures on water consumption

Why is the energy saving trust interested in saving water?



Water energy calculator



The biggest ever review of
domestic water use in Great Britain

energy[®]
saving
trust

at home with water



Department
for Environment
Food & Rural Affairs

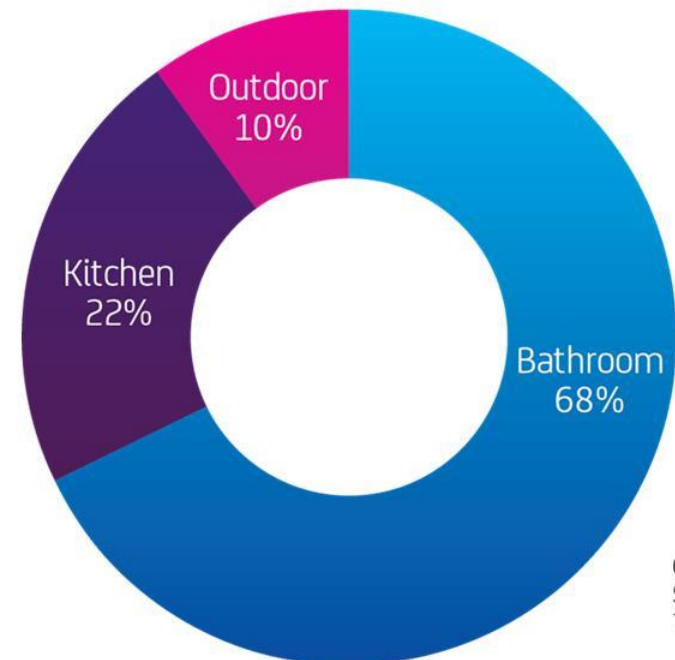
Phase 1: Analysis of domestic water device / behaviour dataset. Water Energy Calculator

Phase 2: In-home with householders. Quantitative & qualitative data. Undertake in-depth education & engagement with families. A new way of gaining 'customer insight'.

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Phase 1

- Each person uses about 142 litres of water each day.
- Households: 349 litres
- The average annual metered water bill is £427 (£369 for 2.1 persons)
- Hot water use contributes £228 to the average annual combined energy bill and emits 875kg of CO2 per household per year.
- 43% of respondents have a water meter in their homes. These properties used around 3% less water than unmetered properties.
- Showers are the biggest water user in the house (25%), followed by lavatories (22%).



Phase 2

Phase 2

We asked:

- What do you think about the need to save water?

Phase 2

We asked:

- What do you think about the need to save water?
- Where do you think you use the most water?

Phase 2

We asked:

- What do you think about the need to save water?
- Where do you think you use the most water?
- How do you think you could try to reduce your consumption?

Phase 2

Weather / climate

We've got plenty of it – it's wet, we're on the coast of the Atlantic, we're an island.

Climate's unpredictable – rainfall patterns are getting more erratic.

Ironic when it rains so much – where does the water go?

Infrastructure

We have to save, the water companies are always hiking up bills to cover the costs of infrastructure.

All you hear is water shortage ... wrong type of rain ... But putting the onus on the consumer to turn off their hosepipes, rather than fixing pipes that leak and gush out is not good enough.

Sustainability

You have to think about the next generation... it's emotive.

There's a disconnect from the resource in London.

I stopped leaving taps running after living in Europe – they treat water completely differently

Phase 2

Usage

Half of people couldn't identify where they were using the most water in their home before using the calculator

People are surprisingly good at estimating how long they spend in the shower.

Water Efficiency Trials

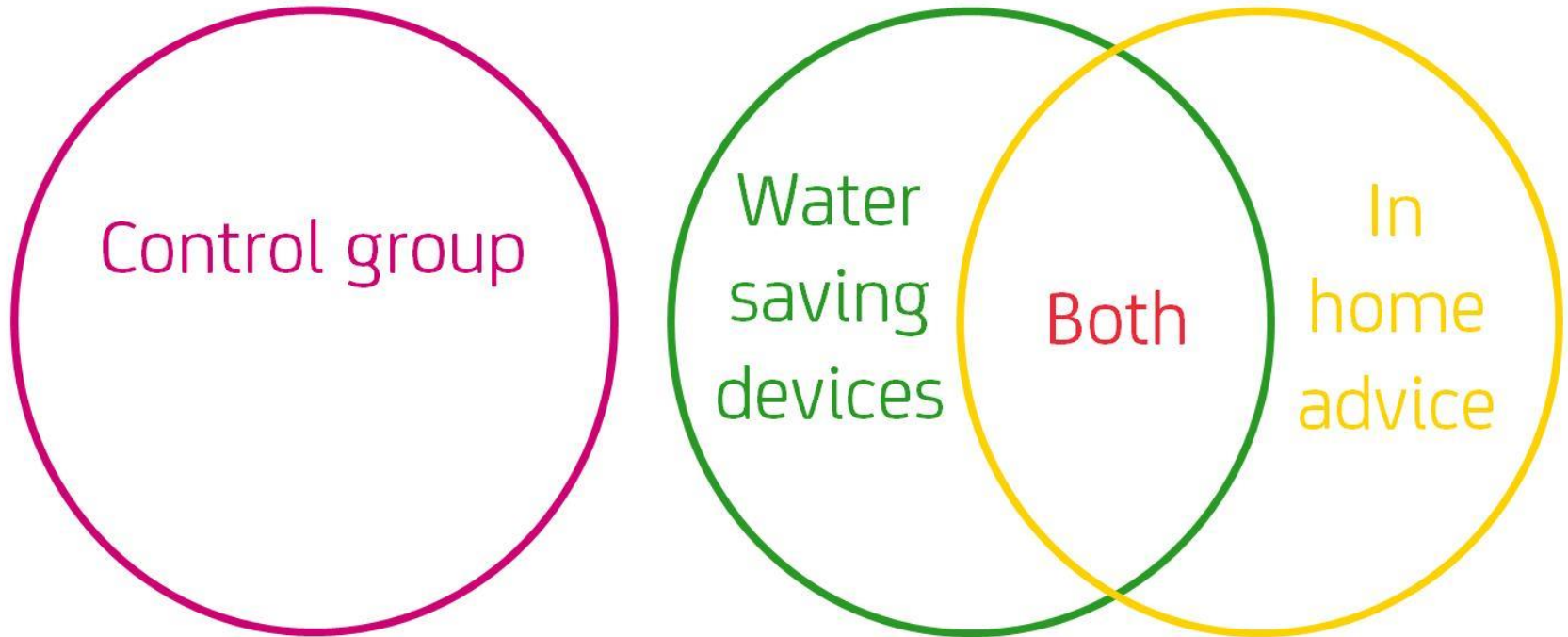
**Scottish
Water**

**energy
saving
trust**

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TECHNOLOGIES

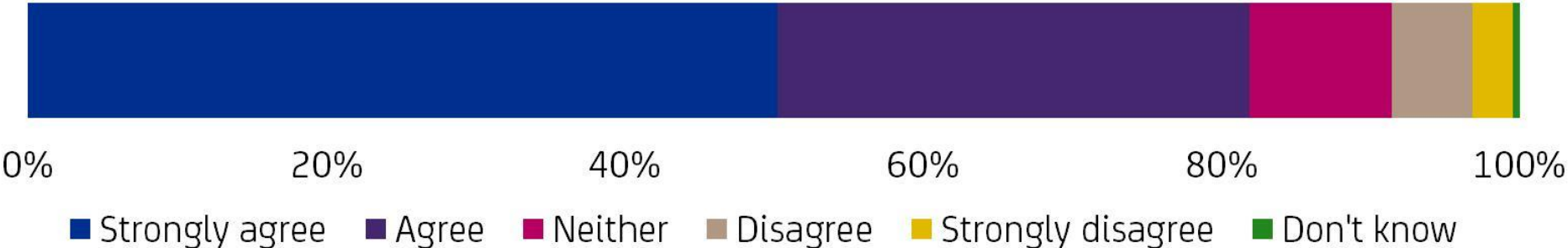
aqualogic
water conservation

4 groups:



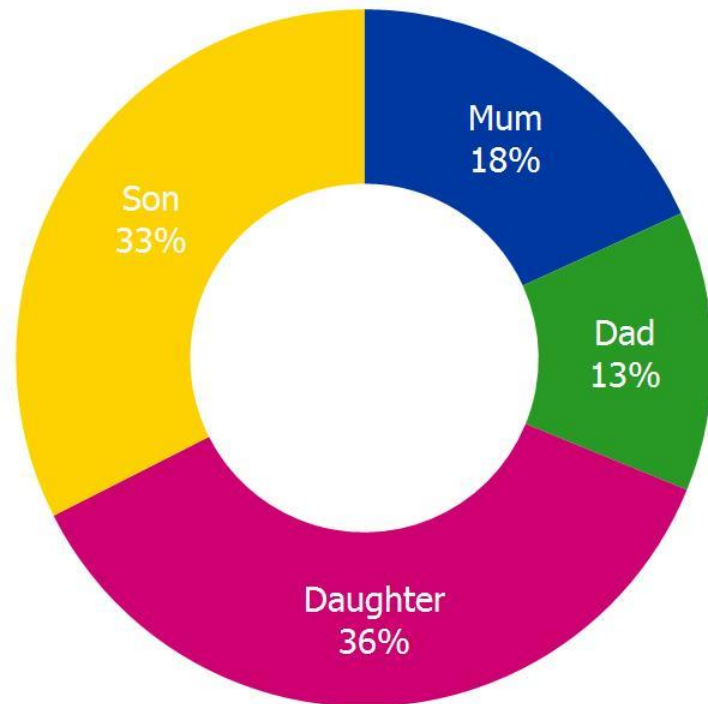
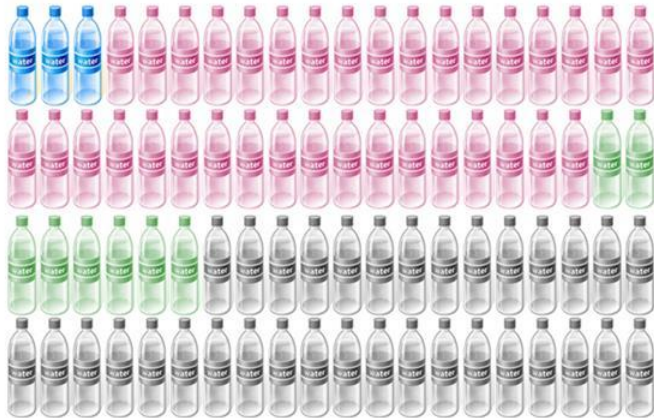
Advisor feedback:

I know a lot more about how to be water efficient because of the project:



Advisor feedback:

- Talk to, and about, everyone in the home
- Illustrate their use
- Build it in as part of whole house advice



The future of in-home advice



...congrats Rob, you've managed to cut your water consumption by a fifth this week...



USER PROFILE
ROB MARTIN

AGE: 44
OCCUPATION: Construction planner
FAMILY SITUATION: Married with 2 kids (10 and 12 years old)

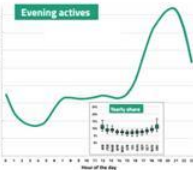
ABOUT ROB
Rob is an enthusiastic cyclist; he thus tries to juggle his time with his work, children, household matters and his hobbies as efficiently as possible. He enjoys new technologies and spends time checking reviews of things that come out on the market. He is a connected guy and spends several hours a week on social networks. He and his wife usually get home around 6-7:00 pm in the evening on weekdays. As for their weekends they're mostly out and about unless they host a dinner with friends at their place.

"Non cost - conscious"
(Based on A.2 Report on Attitudinal Segmentation)

ATTITUDES TOWARDS



LOAD PROFILE



HOUSEHOLD INFO

- Big renovation
- Energy conscious

thank you
Greg.Shreeve@est.org.uk