

Achieving behaviour change

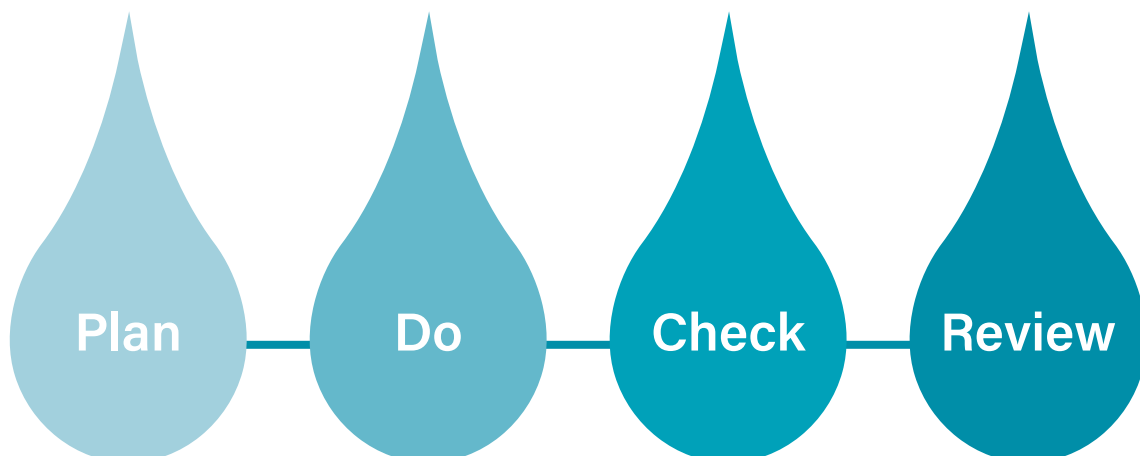


While automation is changing the way we work, many water using processes are still user dependent. One of the critical first steps in water efficiency is to gain commitment from all levels in your organisation, from staff to senior management.

Achieving behaviour change

The Waste and Resources Action Programme (WRAP) charity identifies four key steps to achieving behaviour change in a company:

- Pressure for change
- A clear and shared vision
- Capacity for change
- Action: Plan-Do-Check-Review



Achieving behaviour change

Did you know?

A single leaky loo can waste up to 400 litres of water per day - the equivalent of five full bath tubs? When you have a leaking toilet, the water just dribbles away down the back of the pan and often goes unnoticed.



Pressure for change

A variety of drivers can prompt an organisation to begin working towards water efficiency, including:

- Financial
- Regulatory
- Environmental

Vision

Since they are the key point of influence in an organisation's direction, it is key that senior management involvement is the vision for water efficiency. Their buy-in can be encouraged through:

- Highlighting the financial savings associated with water efficiency
- Showing how environmentally sound business can enhance an organisation's reputation
- Providing business cases from other water efficiency success stories

A key success factor in changing behaviour is communication. Once drivers have been identified and the programme defined, it should be communicated to all staff

so that everyone is involved and feels 'ownership' of the programme. Mechanisms to do this could include:

- Water efficiency programme inductions
- Staff training sessions
- Posters and stickers
- Newsletters

Top tip

A particularly effective behaviour change mechanism is to ask for volunteers or nominate a 'water efficiency champion' to promote water savings behaviour among staff. This individual can fulfil several key roles in a successful behaviour change programme:

- Co-ordination of activities (workshops, training, etc.)
- Quantify achieved water savings
- Provide savings updates to management and staff

Capacity for change

Once a programme has been defined and its vision communicated, it is necessary to ensure that staff members have the resources available to effect change, including:

- Time
- Equipment
- Knowledge

Action

Behaviour change should be seen as a continuous cycle of planning objects, doing actions, checking their results, and reviewing progress.

Further information

www.resourceefficientscotland.com
(Scotland)
www.waterwise.org.uk (England)

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