CRC for
Water Sensitive Cities

Reducing household water us
which behaviours should be p

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Industry Note
Program A: Society
Project A2.2

Households have the capacity to generate signific water use. There are many water-saving behaviour adopt – but some have a greater impact on water u household behaviours should demand-reduction c

Summary
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Choosing behaviours for targeted interventions

Water-saving behaviours have been rated according to their impact on household water use, the likelihood of being adopted, and the opportunity for change. These behaviours were then used to create an Impact-Likelihood Matrix. Behaviours which save the most water (high impact behaviours), have the highest likelihood of adoption, and have the greatest opportunity for chang (e.g. letting the lawn go brown, see Table provides a 'roadmap for change' - a list behaviours that can be prioritised in wat reduction programs.

Introduction
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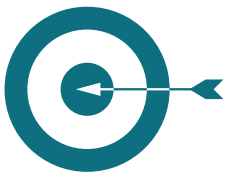

Target behaviours

- Let the lawn go brown during dry seasons or replace it with drought tolerant plants
- Flush the toilet less
- Water the garden in early morning and evening, and only if it needs it
- Use a low-flow shower head

These behaviours impact on househ and high likelihoo uptake in the popu promoting these b demand-reductio

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High impact behaviours, limited by cost

- Install greywater system
- Connect rain tank to bathroom and laundry
- Buy water-efficient, front-loading washing machine

These behaviours impact on househ but with a low like of financial cost. H also be a barrier f behaviours.

Consider promoti when incentives a

Easy behaviours that add up

- Fill the washing machine or dishwasher
- Avoid rinsing under a running tap – scrape plates
- Turn off taps when cleaning teeth or shaving
- Wash the car less

These are easy be Individually, they h but contribute to l savings when con behaviours. Consi these behaviours campaigns that ai behaviours, or fos identity and socia

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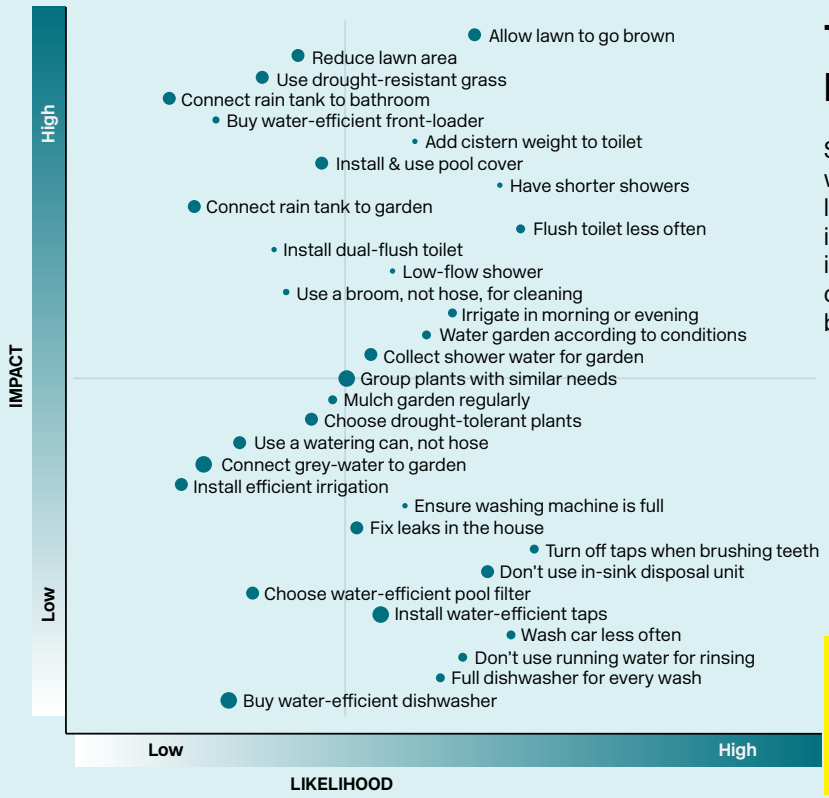
Australian Government
Department of Industry, Innovation and Science
Business Cooperative Research Centres Programme



The Impact-Likelihood Matrix

Some water-saving behaviours are popular with high 'likelihood' of uptake but result in limited water-savings (low impact), as shown in the Matrix image (left). Considering both impact on water use and likelihood of uptake can help refine selection of behaviours for behaviour change campaigns:

- The top right quadrant includes high-impact behaviours that may already be adopted. Ensure these behaviours are adopted and maintained
- The top left quadrant includes high impact behaviours with potential barriers to uptake. Consider addressing these barriers.
- Larger dots on the matrix reflect greater opportunity for change

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Developing the Impact-Likelihood Matrix

Measurements of impact and likelihood of water-saving behaviours are the core of the Impact-Likelihood Matrix, and, with "opportunity", form the basis of choosing behaviours for targeted interventions.

Impact: The amount of water saved by each behaviour has been quantified and ranked using scientific studies to form an 'Impact' score. High impact behaviours are those that save greater amounts of water (see full report for details).

Likelihood: The 'likelihood' data comes from a survey of Australian adults which identified the effort they thought it would take to perform certain behaviours. Three types of effort were rated: physical, mental and financial.
For each behaviour, the highest rated effort was recorded. The likelihood score is the reverse ranked order of the items from most likely (lowest effort) to least li

Opportunity: 'Opportunity' is the percen households who have not yet taken up t data is taken from the Australian Bureau CRC for Water Sensitive Cities' national s The capacity to change behaviours is gr that have high opportunity.

The actual amount of water saved from behaviours may vary according to house size, climate and other environmental co suitability of each behaviour may vary ac matrix is intended to help you select whi prioritise in your particular area.

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This research was conducted as part of *Accelerating transitions to Water Sensitive Cities by influencing beha*

This project focuses on household behaviour that affects water consumption, quality and runoff as an impo solution to the issues of drought, flooding, and pollution. Specifically, it seeks to address the issue that ther which householders can act to help address these challenges through the identification, prioritisation and of behaviours that assist in transitioning to greater water sensitivity.

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Further reading
How influencing behaviours can accelerate the transition to a water sensitive city (http://goo.gl/H7m4W9)

Further information

Level 1, 8 Scenic Blvd
Monash University, Clayton
Victoria 3800, Australia

Dr. Liam Smith
e. Liam.smith@monash.edu
t. +61 (3) 9904 7107

info@crcwsc.org.au

http://www.watersensitivecities.org.au
Project website: http://goo.gl/Y2INhl

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