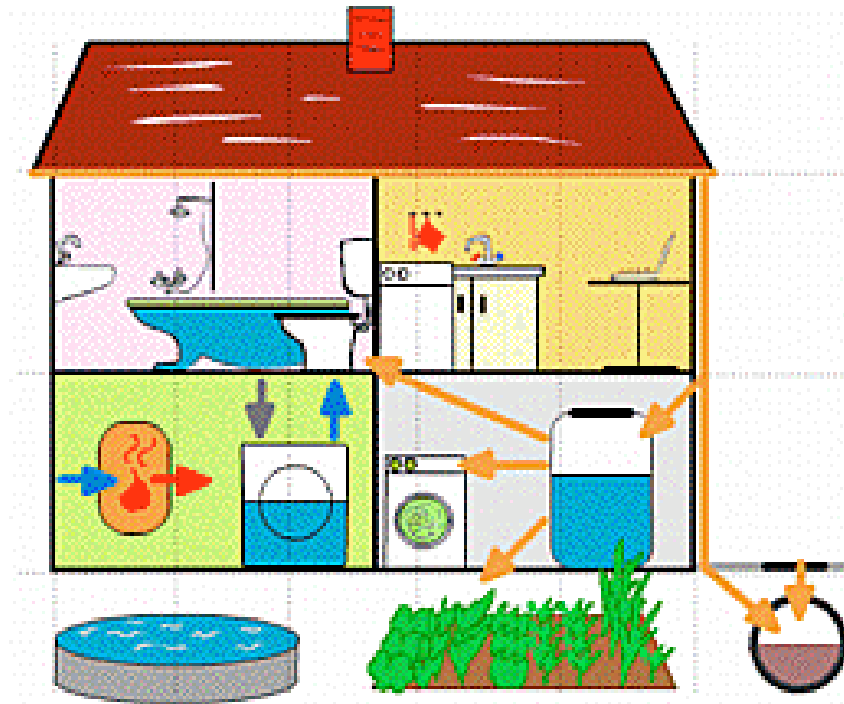


Promoting sustainable use of water on a household level

Offer for the joint development of an awareness raising tool



State: September 7, 2004

A growing need for water

In many regions of the world, growing cities and their thirst for water contrast with limited water resources in the surrounding rural areas, which literally start to dry out, whereas the thirst of the cities seems unquenchable.

City or district administrations looking for new water resources are often faced with a difficult situation: Tapping them is costly, may compete with other users (agriculture, industry, mining...) and will often meet the resistance of local people. It may not be politically feasible to transfer rising costs to the consumers, which in turn may lead to problems with financial institutions, insisting on market criteria for their investments.

Water saving – a possible strategy

A possible strategy in this situation is to promote water saving behaviour and the implementation of water saving appliances on the household level. Although domestic water consumption is just one factor among others, a reduced

consumption in this sector may help to avoid or postpone new investments into the water system. It may also be a starting point for water saving behaviour in other sectors (small and medium enterprises, public services...) and a general incentive to a more conscious consumption behaviour.

My proposal: Joint development of a campaign and an interactive tool

The campaign and the interactive tool (called the Personal Water Calculator, PWC¹) will both be focussing on domestic water consumption and related issues in private households. The campaign should aim to reduce water consumption. The tool will support the campaign by allowing to assess:

- Personal habits and their effect on water consumption
- Options to save water with water saving appliances
- The feasibility of rainwater use and greywater reuse
- The effects of the selected options on wastewater production
- Related costs and the cost saving potential

The tool will be an interactive learning software, adapted to the local context. It will allow children from age 12 on and adults to assess within 10-15 minutes their personal options to save water and the potential financial benefits. As a takeaway product the users will get a printout indicating the water saving potential together with associated costs and potential savings.

The tool will be distributed as part of the campaign either via the internet or via CD-ROM. It could also be accessible via internet terminals in public buildings.

Wanted: an interested city, district or government body

I am offering to co-develop this tool together with a district, city or governmental body interested in combining it with a water saving campaign of their own. The tool should be part of a mid-term strategy to promote water saving behaviour. The project language can be either English, French or Portuguese.

Development and programming of the tool and the coordination with the campaign will take an estimated 200-300 working hours. Ideally, the campaign should be developed at the same time in the partner's country, to ensure embedding into your local context. If wanted, the campaign can also be offered by me.

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¹ The PWC is technically based on a tool in German language, Der Persönliche Wasserrechner (www.wasserrechner.ch), developed by me in 1999, which I will be glad to present to any interested party.