

Case Study: Optimising Use of Recycled Water



The Issue

New housing developments are connected to both drinking and recycled water supplies, with the recycled water available for use in gardens, toilets and the laundry.

YVW felt that RW was being underused and wanted to develop strategies and interventions that would increase suitable usage as well as acceptance of its use.

What We Did

There was considerable existing knowledge / hypotheses around the attitudes, beliefs, understanding of and likely barriers to recycled water usage. We weren't 'starting from scratch'.

We first profiled customers' current usage, understanding and attitudes, which enabled us to identify the most critical barriers to increased usage. We then explored those specific barriers and possible interventions qualitatively.

The Outcome

In first identifying the key barriers to increased usage, we were able to not only focus on understanding those barriers, we were able to develop stimulus / potential interventions that related to a specific barrier and explore reactions to those.

As such, we were able to fulfil the brief of identifying informed, targeted behaviour change strategies and interventions that would have the greatest impact on usage.