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Did you know?
You can save up to 50 litres of water a month if you close the tap while you brush your teeth.

Introduction

- ▶ Water Wise - Rand Water's environmental brand.
- ▶ Framework to promote water conservation through awareness campaigns.
- ▶ Conducts research to inform awareness campaigns.
- ▶ Legally* mandated to promote WC/WDM, prevent wasteful use of water, and provide public awareness campaigns.



*The Water Services Act 108 of 1997 mandates:

- Section 4.2.c. (v) measures to promote water conservation and demand management.
- Section 33. (vi) water conservation and the prevention of wasteful or unlawful use of water provided by the water board.
- Section 39. (an environmental) policy, including measures to reduce water wastage to an acceptable level, and the measures, including water awareness campaigns, to be taken to promote water conservation and water demand management.

Market research

- ▶ Annual surveys since 2008
- ▶ Qualitative and quantitative methodology
- ▶ Exhibitions – Garden World, Grand Designs, Homemakers Expo, Lifestyle, Decorex
- ▶ Shopping centres and households
- ▶ Garden centres and nurseries
- ▶ Rand Water residential properties i.e. Zwartkopjes

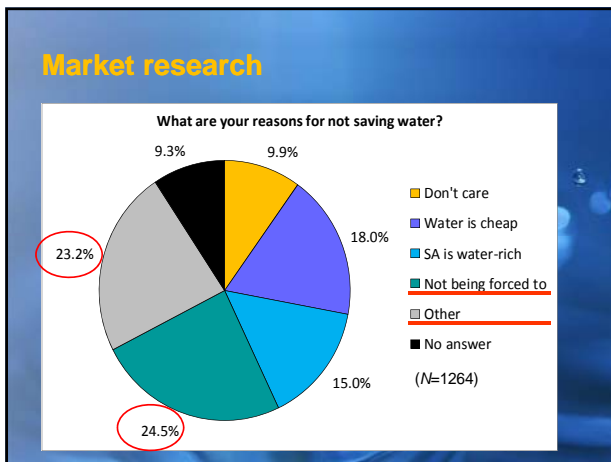
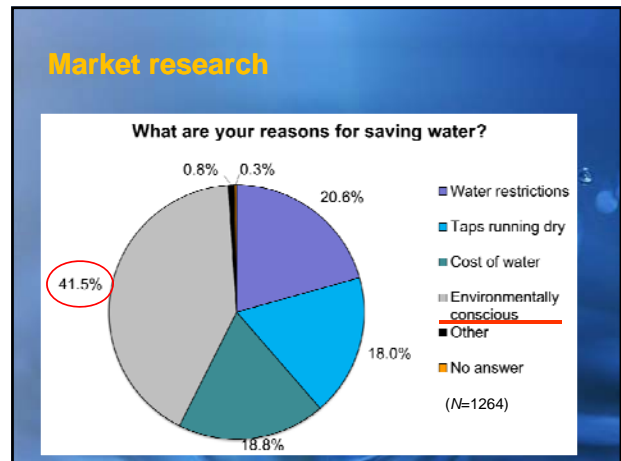
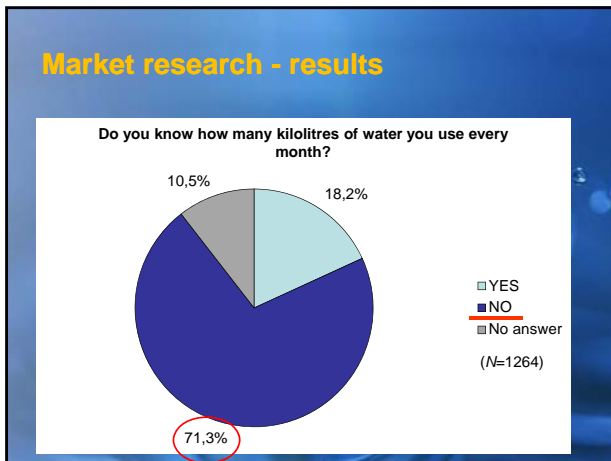


Market research 2015 – 2016 (N=1264)

- ▶ Randfontein 2015 (n = 41)
- ▶ Lifestyle Garden Show 2015 (n=109)
- ▶ Grand Designs Live 2015 (n=138)
- ▶ Homemakers' Expo 2015 (n=115)
- ▶ Decorex 2015 (n=214)
- ▶ Garden World 2015 (n=114)
- ▶ Households 2015 (n=262)
- ▶ Grand Designs Live 2016 (n=80)
- ▶ Homemakers' Expo 2016 (n=55)
- ▶ Zwartkopjes residents 2016 (n=136)

Market research - surveys

- ▶ What encourages me to save water?
 - Cost of water
 - Legal requirements e.g. water restrictions
 - I am environmentally conscious
 - We have a water shortage in SA i.e. taps may run dry
 - Other
- ▶ What prevents me from saving water?
 - I don't care
 - Water is cheap
 - SA is a water-rich country
 - I am not being forced to
 - Other
- ▶ How many kilolitres of water is used in my house every month?
- ▶ How much money do I spend on water every month?



Model development – why?

- Market research!
- People don't know how much water they use.
- People don't know how much they spend on water.
- People want to learn more about saving water.

Model development - is it unique?

- There are many water use calculators available on the Internet* ...just Google it!
 - Hansgrohe savings calculator
 - Master Builders Water Calculator
 - AWC Group calculator
 - Water footprint calculators
- *specific to South Africa
- Relevance to us?
 - Kilolitres = Rands.
 - Specific activities.

Image: Hansgrohe

Model development – how was it done?


- Common everyday activities that use water.
- Referenced South African sources
 - Water Wise website
 - City of Cape Town
 - Department of Water and Sanitation
 - City of Tshwane
 - eThekweni Municipality
 - City of Joburg.
- Domestic Water Tariff – metered areas.

Model development – current interface

In the home:

Water Use Calculator

HOME	Answers to questions
1 What town do you live in?	Katlegong
2 How many people live in your household?	6
3 How many times a day is the toilet flushed in your house?	15
4 Do all of the toilets in your home have dual-flush mechanisms? Yes/no	no
5 How many of the toilets in your home leak?	0
6 How many showers are taken in your home per day?	0
7 Each time someone showers, on average how many minutes do they shower for?	0
8 Do all the showers in your home have low-flow shower heads? Yes/no	no
9 How many times a day do people in your house take a bath?	6
10 When people in your home take a bath, do they fill the tub half way? Yes/no	yes
11 If there is a dishwasher in your home, how many times a week is it run?	0
12 Is your dishwasher water efficient? Yes/no	no
13 How many times a day are dishes washed by hand in your home?	1
14 If you own a clothes washing machine, how many loads are done in your home per week?	2
15 Is your clothes washing machine water efficient? Yes/no	yes
16 How many times a day do the taps in your home get used to wash hands, brush teeth, shave etc.?	12
17 Do the taps in your home have low-flow aerators? Yes/no	yes
18 How many times do you use the hose to water your garden?	0




Model development – current interface

The car:

CAR

19 How many cars do you have at home?	0
20 How many times a month do you wash your car/s?	0
21 Do you use a bucket to wash your car/s? Yes/no	no
22 How many buckets of water do you use to wash all your car/s?	0
23 Do you use a hose to wash your car/s? Yes/no	no
24 How many minutes do you use the hose for to wash all your car/s?	0




Model development – current interface

In the garden:

GARDEN (if no pool or garden, answer NO to relevant questions)

19 Do you have a garden? Yes/no	no
20 How big is your garden? Please indicate the size of your garden with a yes/no next to the relevant size.	no
21 Small (± 200 m ²)	no
22 Medium (± 500 m ²)	no
23 Large (± 2 000 m ²)	no
24 How many minutes do you water your garden per week?	10
25 Do you have a rain sensor?	no
26 Do you mulch your garden?	no
27 Do you use compost?	no
28 Do you zone your garden?	no
29 Do you use grey water?	no
30 Do you have a rain tank?	no
31 Do you wash your car on the grass?	no
32 Do you have a pool? Please indicate the size of your pool with a yes/no.	no
33 Small (± 30 000 litres)	no
34 Medium (± 70 000 litres)	no
35 Large (± 150 000 litres)	no
36 Do you have a pool cover? Please indicate the size of your pool with a yes/no next to the relevant size.	no
37 Small	no
38 Medium	no
39 Large	no
40 How often do you top your pool up per week?	0
41 How many minutes do you top your pool up for?	0
42 If you hose down your driveway or pavement, how many minutes does the hose run?	0



Model development - output

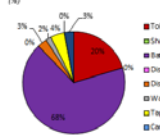
Your Water Wise Calculator

Have you ever wondered how much water you actually use every day? Water Wise has developed a calculator that can tell you approximately how much water you consume with your everyday activities. Try it!

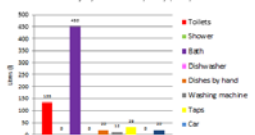
	PER WEEK	PER DAY
TOTAL water consumption (litres)	4,654	666
TOTAL water consumption (kilo litres)	4,7	0,7
TOTAL water use per day PER PERSON (litres)		1024

TOTAL water consumption per month (kilo litres)	Monthly cost (Rand)
139,6	R 274,11

Water use activities for your household per day (%)



Water use activities for your household per day (litres)



For more information on this and other Water Wise activities, please visit www.randwater.co.za and click on the Water Wise logo, or call 0860 10 10 60.

Way forward – pilot study

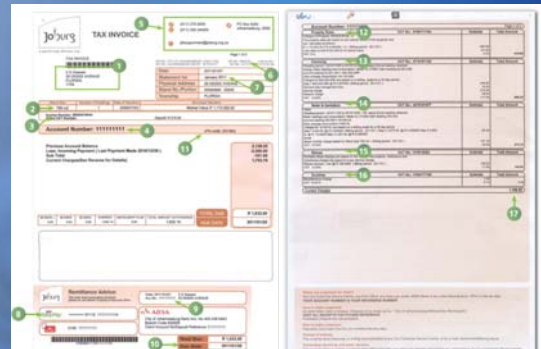


Image: City of Joburg

Way forward – pilot study

- ± 150 volunteers from Rand Water
- Over 3 months
- Use water calculator once a month
- Compare results to actual municipal account
 - Rands
 - Kilolitres
- Validity of calculator
- Accuracy of calculator to 95% confidence

Way forward – expected outcomes

- ▲ Understanding a municipal account
- ▲ Identifying where water is used
- ▲ Pinpointing high water use activities and reducing consumption

=

- ▲ AWARENESS
- ▲ REDUCTION IN CONSUMPTION
- ▲ PREVENTION OF WASTEFUL WATER USE

“We all live downstream from one another.”



- Thank You -

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