



**Water Efficiency  
Schools  
Programme.**

# Water Efficiency Schools Programme.

Our Water Efficiency Schools Programme (WESP) is an industry leading behaviour change and school engagement project and a central component of our wider water efficiency programme. During 2017/18, we visited 40 schools, where over 5,000 students took part in this programme. Being able to engage with a whole school community ensures our messages endure in the minds of this key group.

## Winning formula.

We offer each participating school a comprehensive programme of practical and educational activities, including interactive engagement workshops, a free water audit for the school, a focus on free fixes for leaking taps and loos, and free urinal controls.

This programme is innovative in the way it sets out to involve the whole school community – from pupils to caretakers to families – and produce lasting behaviour change alongside real water savings. The project uses peer-to-peer influencing to widen its reach and make sure that our key messages aren't quickly forgotten.

Our interactive engagement workshops help students to understand water efficiency issues, as well as encouraging them to spread this knowledge through the school and at home. The workshops have included creating an 'eco team' within their school. Teams were taught how to run an interactive game using water and energy saving messages with their peers, and then encouraged to invite other school classes to take part.

In secondary schools, teams were asked to create a water efficiency campaign. Support was provided to help them select key messages and methods of delivery, but the teams themselves came up with their own ideas on the campaign itself.

Alongside the workshops and campaigns, each school receives a free and comprehensive water audit, in which we focus on identifying and fixing leaky loos and taps. We also install urinal controls where appropriate, providing the school with even more savings.

- Engaged with around 40,000 pupils.
- Free school water audits and fixes.
- Shortlisted for Global Good Awards 2018.



## Wide reach, successful delivery.

Since this programme started in 2014, we've engaged with 210 school communities. We've provided real water savings for schools as part of an innovative engagement and education programme, reaching thousands of pupils and their families. We've also:

- Delivered nearly 500 workshops in schools
- Engaged approximately 40,000 pupils
- Saved over 8 million litres of water each year

## Building on the relationship.

After our successful school visits, we held a celebration and awards event for eight of the schools which took part.

This event was held at City Hall in central London, where students were given the opportunity to present their water efficiency campaigns in the prestigious main Assembly Chamber, with their work being judged by a panel. The presentations included the changes they'd made in their school and local community, as well as findings from the project.

The winning school was rewarded with a fun trip to Walthamstow Wetlands to see one of our sites of special scientific interest (SSSI).

## Longer term outcomes.

The benefits of our Water Efficiency Schools Programme go far beyond water savings and the number of people we've engaged with. By fully evaluating this project, using before and after surveys, we've been able to measure how the students' and communities' behaviours and attitudes to water use have changed. Overall, we've seen a positive shift in attitudes.