



**Water efficiency
incentive
scheme pilot.**

Water efficiency incentive scheme pilot.

In partnership with Green Redeem, we've developed an incentive scheme pilot to reward customers for reducing their water usage. We've made a commitment as part of our current Business Plan to test whether innovative tariffs or incentives could help reduce household water demand.

Our original pilot involved households in Reading, using smart meter technology which provides regular data on how much water they consume. As a result, in 2017/18 we expanded this trial to include over 140,000 smart metered households in London.

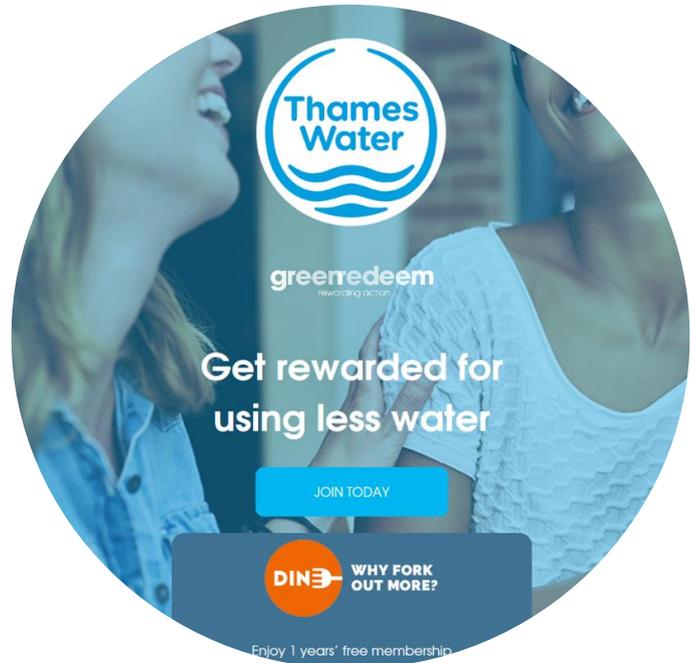
How it works.

We establish a baseline of water consumption for each household taking part by calculating their average water use over the previous three months from meter readings. Each week the participating households are awarded points through their online portal or app, if that week's water use is lower than their baseline.

Rewarding water efficiency.

Customers can spend their points on a selection of rewards such as offers at local businesses, shopping vouchers, free coffees and more. Points can also be exchanged for entry into a monthly prize draw or monetary donations to charity.

- Rewarding customers for saving water through an innovative pilot incentive scheme.
- First ever scheme to combine smart water meter data with non-financial rewards.



The platform for the incentive scheme also allows 'bonus points' to be awarded for taking quizzes about water efficiency and pledging to undertake sustainable actions. All this helps to increase awareness and education amongst participating customers.

Pilot scheme results.

The households which signed up to the original pilot scheme in Reading achieved water savings between 0.5 and 2 per cent against their baseline.

We've recruited 1,675 customers for the pilot scheme across both Reading and areas of London. We'll continue to add more households to the incentive scheme, monitoring any reduction in water consumption and measuring customer engagement with the app and reward offers.

