

Water Savers - Netherlands

SUMMARY

Project Description: Large-scale programme to create a behavioural change in customers, starting with educating young children so they become ‘change agents’ for adults

Project Type: Education in Sustainability

National Association: Stayokay, The Netherlands

Project Location: In all Stayokay hostels in The Netherlands

Estimation of number of reduced tonnes of CO2: Reduce of CO2 emission can be estimated as follows;

Water; ± 2%

Gas; ± 1%

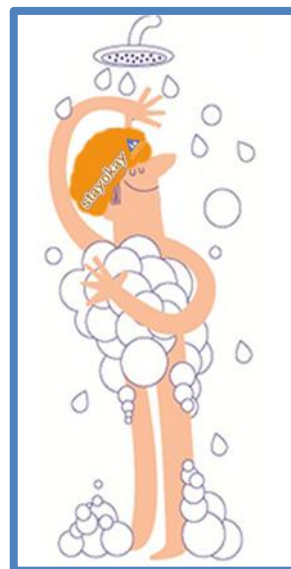
Total Funds Requested: £ 10,082

Total Project Cost: £ 28,849

Annual £ saves and ROI (return of investment): £ 6,241

Why should this project be funded ahead of others?

It evolves a young target group that will become aware of their shower behaviour and the consequences for the climate. Young Children are ‘change agents’ and in this way they are also going to stimulate their parents to change their behaviour to save the environment.



DETAILED PROJECT INFORMATION

Purpose / objectives of the project activity

WaterSavers is a large-scale programme. Its purpose is to make as many people as possible aware of using less warm water by shortening shower time. Research shows that most water is spilled while taking a warm shower. And our shower time is getting longer nowadays. The average shower time in The Netherlands is 8 minutes per day. If we are able to reduce this to 5 minutes, we are able to save a very large amount of (hot) water and thus energy. With the WaterSavers project we can make a change which will become a movement.

Background

Stayokay runs its hostels in an environmentally friendly way, e.g. waste is sorted, energy comes from renewable resources, printed materials are recyclable, and uniforms are ‘fair wear’. All 26 Stayokay hostels meet the requirements of the European Ecolabel. This is the number 1 label for environmentally friendly products and services in Europe. We ask our guests to contribute as well by switching off lights and turning off the heating whenever they leave their rooms, but also to sort their waste. Stayokay also provides environmentally friendly packages and educational programmes for groups. Research shows that, even though companies are trying to make their products more sustainable, their customers still

play the biggest role. A lot of product suppliers are helping their customers by offering (more) sustainable products, but a very important fact is the need of behavioural change in the use of these products. This is where WaterSavers starts. The main objective of the WaterSavers project is to develop a behavioural change to reduce the emission of CO₂, starting with a young target group, namely children between the ages of 6 and 12.

How?

Showering (for most people) is a moment to relax. You could see the shower as a ‘crime scene’, only you don’t see or feel the negative consequences. When taking a shower, you don’t think about the negative effects on the environment and how much CO₂ emission it causes. Almost no-one likes to compromise on comfort; this makes it hard to reduce shower time. We would like to communicate that people should give up some of their ‘comfort time’ because of the environment. This is why this project starts by educating young children: because it’s easier to achieve a bigger result in this age group. Stayokay organises two activities for this purpose;

- 1) Designing a label on a bottle of shower gel
- 2) Offering an educational programme for primary schools staying at Stayokay hostels.

1) Designing a label on a bottle of shower gel

Stayokay offers this activity once a week to in family hostels from June to October. A WaterSavers workshop will be organised in these family hostels. During these workshops children will receive information about their shower behaviour and its impact on water and energy consumption. With this activity we eventually hope to reach many people so we can save millions and millions of (hot) water and thus a lot of energy.

Workshop format

1	Introduction <i>Well done!</i> Project of Stayokay and why WaterSavers is an important project.
2	<i>Showing a short film.</i> This film shows facts about the amount of water and gives similar examples of the reduction of CO ₂ emission. After seeing the movie, the children are asked what they have seen and learned.
3	Discuss with each other what our possible influence is. Give examples.
4	The group thinks about sayings that call to action, using catch words. The saying has to encourage the whole family to take a 5 minute shower.
5	<i>The design phase.</i> Children first draw their idea on a scratch paper before making their final design at the right paper for the label on the bottle of shower gel. The final design includes the saying and a drawing with the call to action.
6	<i>Action phase</i> The bottle of shower gel with the own created label is now ready to take home to show it to as many people as possible (such as family, neighbours, friends, grandparents, etc.). The goal

	<p>is to start a dialogue with them to change their shower behaviour. By putting the bottle in the shower, everybody is reminded to reduce their shower time to save water and energy, both during their stay in a Stayokay hostel and at home.</p> <p>This project gives children a responsibility for the whole family, what's good for the development of their self-confidence. This will improve so WaterSavers also has a good social aspect.</p>
7	<p><i>Facebook photo competition.</i></p> <p>Each child that has designed a label for his or her shampoo bottle can take a picture with herself / himself and the bottle and put it on Facebook. The picture with the most 'likes' wins a free weekend stay at Stayokay with the whole family!</p> <p><i>The Facebook competition also serves to view the impact of the project: the amount of pictures shows the amount of children and their families reached by the project. Besides, all the people who like the pictures will also become aware of the statement of the project.</i></p>

2) Educational programme for primary schools

An educational programme has been developed by the initiative partners for primary schools to start a behavioural change. This programme elaborates on the environmental effect of water consumption and temperature. This programme consists of four lessons, and each lesson takes 1.5 hours. There are many useful tools available, such as the stopwatch app to check your shower times, and the improvement meter, which is an online tool where you can fill in your shower times to see how much energy you saved with the whole family.

From September 2014 onwards, Stayokay will offer the WaterSavers educational programme to Dutch primary schools from classes 6 to 8 during their stays at Stayokay.

Educational programme

Start:	Measuring the shower behaviour at home with different tools. (the stopwatch app and the improvement meter)
Lesson 1:	Thinking of climate change
Lesson 2:	<p>Making a label. This lesson is offered in Stayokay hostels.</p> <p>They will design a label with a catchy phrase and drawing, to encourage their family to shower for just 5 minutes. This label is put on a shower product which the children can take home.</p>
Lesson 3:	Learning how to communicate this information at home and measure the shower times again.
Lesson 4:	Reflecting the results

There is also a winning aspect for the participating schools. The class who saved the most water and energy and the child who designed the most beautiful label can win a school trip with the whole class to a Stayokay hostel.

Step by step approach

STEP 1:

We start with ourselves and developed a Stayokay Shampoo bottle with the message:

**“Taking a shower in 5 minutes is Well Done!
Become a WaterSaver as well.”**

Every Stayokay employee receives one bottle to encourage ourselves and to introduce the project within Stayokay.

STEP 2:

Training of the Well done! ambassadors who supervise the activities.

STEP 3:

Start activity in the family hostels.(from June to October). The estimated amount of children who will be participating in the activity is 15 children per week.

STEP 4:

From September onwards, the campaign for Dutch primary schools will run, and they will be able to book the educational programme at Stayokay.

STEP 5:

It's a continuous process. With all these activities we want to reach as many people as possible!



Results

Contribution of the project to sustainable development

The WaterSavers project fits very well with our sustainable development project ‘Well done!’. By working with different themes, such as water, energy, waste, social aspects, mobility, and well-being, our goal is to reduce our CO2 emission. WaterSavers is a perfect supplement that contributes to this goal.

WaterSavers is a project of different cooperating companies. These companies are WWF, Unilever, Missing Chapter Foundation, Eneco, Vitens, Nudge, Zorn, Enexis, and Vewin. The cooperating companies are very diverse, and contribute in different ways to help us develop our sustainable goals. The project is still growing; new companies are still joining the project, so WaterSavers is becoming bigger and makes more and more people aware.

(website; www.waterspaarders.nl)

Contribution to emission reduction, Saved Funds and ROI (return of investment)

WaterSavers contributes to our goal to reduce our CO2 emission on two levels:

- water
- gas

Water

- 8 min shower waste: 63 litres of water
- 5 min shower waste: 40 litres of water
- Shower 3 minutes shorter = saving is 23 litres per shower.
- per litre of water; 0.34 grams of CO₂
- 23 litres of water equals a CO₂ emission of 7.82 grams. (23 litres x 0.34 grams = 7.82 grams)

Gas

- 1000 litres uses 5,3 m³ gas (1 litre = 0,0053 m³)
- Shower 3 minutes shorter = savings 23 litres * 0,0053 m³ gas = 0,127 m³ gas
- 1.78 kilos CO₂ per m³ gas
- If you shower 3 minutes shorter you save 0,000226 kilos CO₂

	Water in liters	CO ₂ water in kilos	Gas in m ³	CO ₂ gas in kilos	CO ₂ total in kilos	
1 person	46	0,01564	0,254	0,4521	0,468	
Family hostels (= 19,200 persons, average family of 4 persons)	883,200	300	4,876	8,680	8,980	
Primary schools (= 15,225 persons)	700,350	238	3,876	6,883	7,121	
Total of family and primary schools	1,583,550	538	8,743	15,563	16,101	
Saving (in GBP)	1,751		4490			Total 6241
Estimated reduce of CO ₂		± 2%		± 1%		

Figure 1: Overview contribution reduction CO₂ emission and financial savings
Savings on the basis of an average stay of 2 nights

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