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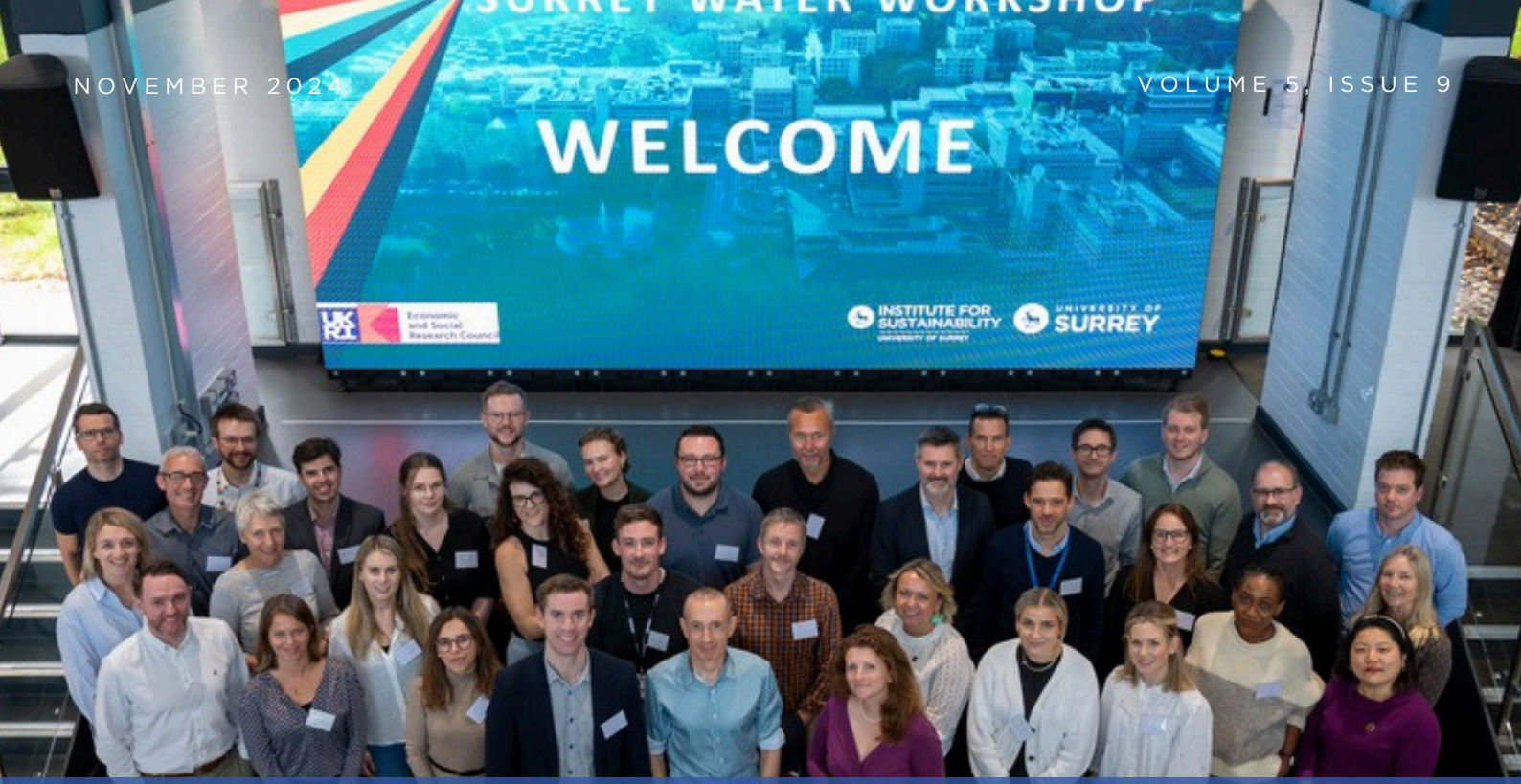

SURREY BUSINESS SCHOOL
UNIVERSITY OF SURREY

INDUSTRY
WEEKLY DIGEST

Co-designing innovative approaches to reducing water consumption

The UK faces a significant water crisis, with an estimated **daily deficit of 5 billion litres** expected by 2050. Addressing this challenge requires a comprehensive understanding of water usage and the development of effective conservation strategies.

This project, funded by **Surrey's ESRC Impact Acceleration Account**, aims to explore and implement innovative and impactful solutions to reduce water consumption in collaboration with UK water stakeholders.

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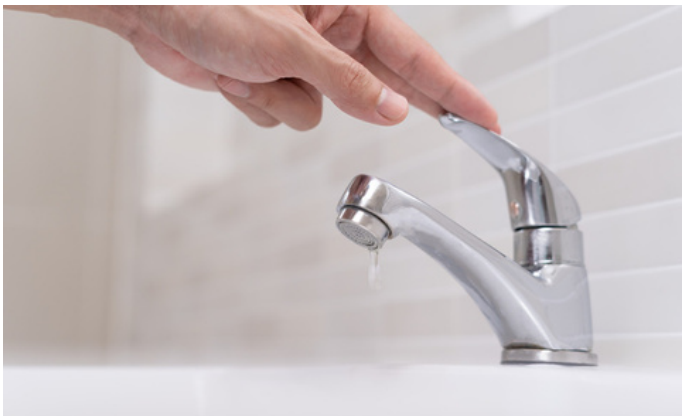
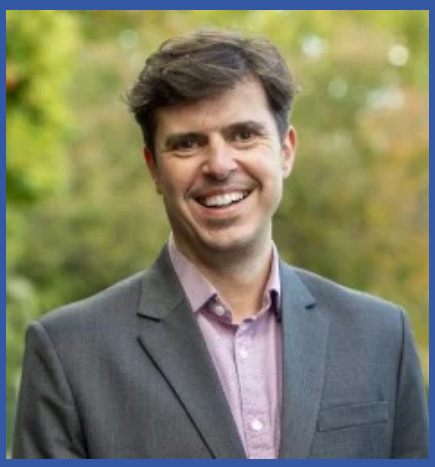


Water! Water! Water! We cannot deny that this is a scarce but vital resource to sustain life on earth!

This week, we turn our attention to the complex challenge of UK water security and the project undertaken by **Dr Pablo Pereira-Doel** and **Dr Benjamin Gardner** in tackling this critical issue.

Key to the project is the importance of fostering collaboration among water stakeholders to co-develop a national water conservation strategy.

INDUSTRY WEEKLY DIGEST



About Dr Pablo Pereira-Doel

Dr Pablo Pereira-Doel is the director of the Undergraduate Hospitality Programmes at **Surrey Business School**, the lead of the Institute for Sustainability's Water literacy and sustainable water behaviour programme, and the co-director of the **Human Insight Lab**. He is the first researcher in the UK to be awarded an ESRC postdoctoral fellowship in hospitality/tourism.

LEADING UK WATER CONSERVATION THROUGH INNOVATIVE TECHNOLOGY AND BEHAVIOUR CHANGE

By Dr Pablo Pereira-Doel & Dr Benjamin Gardner

Understanding Water Use: Effective water conservation requires an understanding of how and why water is used. The University of Surrey's project focuses on identifying areas where consumption can be minimised. The University is working with industry, government, and other stakeholders to co-create an agenda to guide UK water consumption reduction activity, through technology-assisted behaviour change solutions. The project will also establish a cutting-edge, agile testbed to pioneer innovative water conservation solutions on campus.

Leveraging Technology for Nudging Conservation: The integration of technology plays a pivotal role in promoting water-saving behaviours. Building on our groundbreaking research involving in-shower technology, the project explores the use of devices that nudge a change in behaviour and disrupts habits, by for example providing real-time feedback. These technologies aim to inspire behaviour change by helping users save water (and money) without negatively impacting their user experience.

Stakeholder Collaboration: Engaging with stakeholders ensures that the solutions developed are practical, scalable, and beneficial to all. This includes creating a White Paper outlining priorities for reducing water consumption, and developing our 'living lab' on Surrey campus to test innovative water saving technologies and interventions.

Conclusion: Addressing the UK's water shortage necessitates a holistic approach that combines technological innovation, behavioural insights, and stakeholder collaboration. The University of Surrey's initiative exemplifies a proactive effort to lead the nation in conserving water, and so securing a sustainable water future for all.

Further Reading:
University of Surrey ESRC-UKRI, 2024 **Leading UK water conservation through innovative technology and behaviour change.**

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