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# Water efficiency by stealth: time for a rethink on how we use water meters

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[www.cir-strategy.com/events/water](http://www.cir-strategy.com/events/water)

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# Problems with water metering?

- **Low level understanding:**
  - People have no understanding of how much water they use
- **High levels of disengagement:**
  - 90% of respondents said that the seasonal tariff trial had not prompted them to fit water saving devices
  - 95% of respondents were found never to check their water meter
- **Economic rationale flawed:**
  - 60% of respondents stated that receiving a metered water bill did not make them reflect and take action to reduce usage
  - Many consumers are not price sensitive to the costs involved in using water > morality of pricing
- **Devoid of political realities:**
  - 80% of respondents thought that water prices should not in general be increased in order to encourage people to use less
- **Long term impact on demand not known**

# Treating water as a 'precious' resource - alternative responses

- **Consumers need to be targeted with a diverse range of policies:**
  - consumers were very positive towards the fitting of free water saving devices (70%)
  - the subsidisation of more water efficient household appliances (75%)
  - the offering of a rebate on their water bill, if they were to reduce their water usage (70%)
- **Make all water meters accessible**
- **Use water meters to educate**
- **Cost-neutral regulatory framework is not effective**
- **Bolder and stronger regulation needed**
- **Effective and engaging resource management approaches are going to cost more – 'nudge' your customers!**

## Change by stealth!