

# Sprint Title: What is the 'value' of water?

**Water water everywhere...right? How do you place a value on something that literally falls from the sky. What is that value?** How do we learn to appreciate something that has just always been there?

## Description:

Water serves the same fundamental functions for all of us. We drink it, wash with it, work with it, dive into it. And we each use it in ways that tell us something about ourselves. A deep, luxurious bubble bath for someone taking a moment of peace. A sports bottle strapped to a bike on a hot summer's day. The steaming mugs of coffee between good friends on a lunchbreak.

We need it to make drinking water, plants need it to grow, we use it to make clothes, build roads, create bricks and mortar, make cars. Its has a touchpoint with every aspect of our lives and the world in which we live. Its importance is undeniable. It is literally fundamental to life on earth and how we live it, like oxygen.

However, unlike oxygen, water is not in infinite supply, and doesn't just come out the tap. Climate change and population growth are affecting water availability and the picture is a worsening one. 3 years from now the forecast is that ....??

The difficulty is how do we get people to truly understand value water and what a precious resource it is, in what is a very noisy arena including plastic pollution, carbo footprint, saving the rainforest, the ozone hole etc?



# Value of water: Functional Value

Washing, dishwasher,  
showers – everyday things  
are all taken for granted.

Functional, social and It's a bit of a strange one – when you talk about it you really see how much we can't live without it but on a day to day basis you just switch the tap on. Because its always been there and there is no problem with supply it's thought of an infinite thing when you switch the tap on - until you have a conversation like this you don't realise that everything in life relies on it.

# Value of water: Social Value

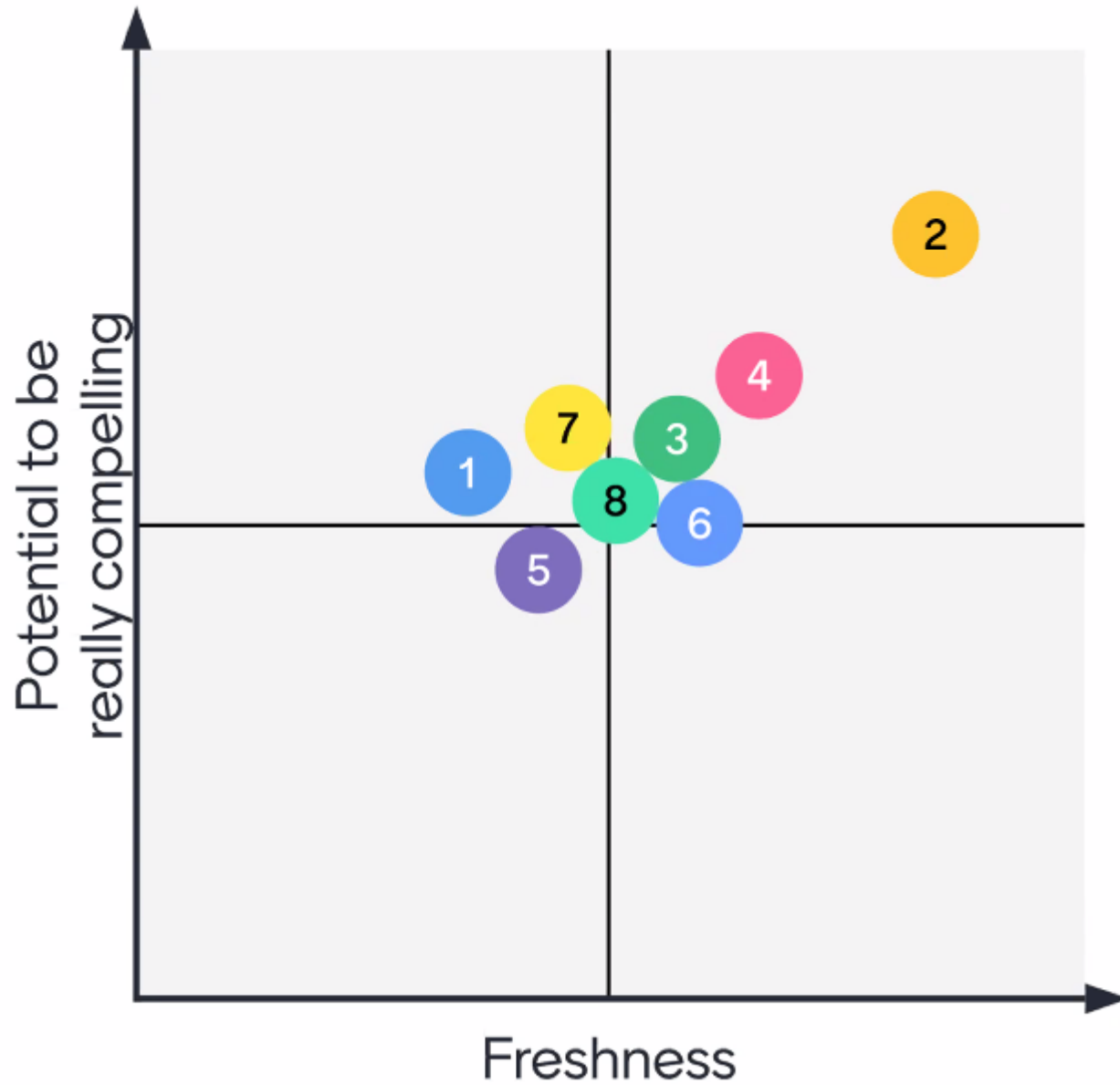
It's priceless – you have to have it to live. It's a hard question really

Yeah drinking , cleaning but the amount embedded in agriculture and manufacturing dwarves the amount we use as individuals – e.g. 100s of gallons are used to produce a car. There's actually tons of water there but we just don't capture it and store it for future use.

# Value of water: Emotional Value

The emotional and social come together when you walk at the sea and look at the water. My sister walks around Derwent and Kielder with her dog – there's that peaceful relaxation thing around water – water features, that trickling noise.

My friend's mum had a water feature in the corner of her room and there was a trickling noise the whole time and that was quite emotional for me.



- 1 Kids for Change
- 2 We don't flush with Evian
- 3 Water - time for fresh thinking
- 4 Water is amazing - change the frickin' narrative
- 5 Social status / affordability
- 6 We are made of water
- 7 Water cycle - ripple /domino effect
- 8 80 litre challenge / rationing

# We don't flush with Evian



Sophie, 21 hours ago

Showcase  
Value

If water  
was...beer /  
champagne

Sophie, 21 hours ago

If water  
was...petrol

Sophie, 21 hours ago



Sophie, 21 hours ago



Start young -  
schools  
involvement

Sophie, 21 hours ago



Sophie, 21 hours ago

Flush vs.  
fountain

monetary  
value - tap  
vs. evian

Levels of water -  
garden/washcar  
/flush/loo up to  
drinking, pure,  
sparkley

Sophie, 21 hours ago

Same  
quality  
water for  
everything -

Sophie, 21 hours ago

Water is amazing – change the fricken' narrative



Pete Daykin, 21 hours ago

Water is AMAZING...

...change the frickin' narrative

image.png



# Time for fresh thinking



Our existing water infrastructure was designed and built in Victorian times



Pete Daykin, 21 hours ago



Pete Daykin, 21 hours ago

Your kids can't play Roblox on this bad boy!

Pete Daykin, 21 hours ago

You wouldn't ride a bike like this



Pete Daykin, 21 hours ago

Anyone fancy treating infections with these?

Pete Daykin, 21 hours ago

**Water: time for fresh thinking?**



# Customer Results

Evian – 45%

Frickin – 36%

Fresh thinking – 18%

We don't flush Evian – it's a brand name and with it comes cost – it's not cheap. You have a brand – living water which elevates it from plain. The other part about the sewerage thing.

I'm very aware of when Alnwick gardens first opened we went with a school trip – the fountains and how they flushed the toilets they took us through and I thought why don't we do it in the homes – but we'd need to get the builders involved.

Overall people just don't understand the value of water – its not to say I'm ignornat I just genuinely don't know about the value of it. It's always on tap and there to use. I don't know how you impact that.

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When I play football I don't take water from the tap – I prefer to go to the shop and buy it. I feel like it's better water than what I get out of the tap. In my parents' house they have one of those fridges that filters the water and I feel like that's cleaner. I don't know I just prefer bottled water. I know people call it council pop – it obviously gets that name from somewhere. I'm not saying I can't drink it but I prefer not to.

I'm tight so I use tap water personally