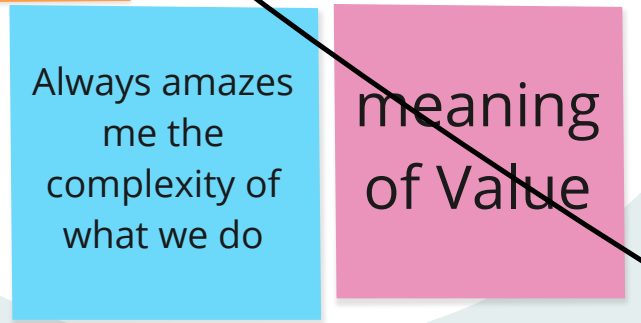
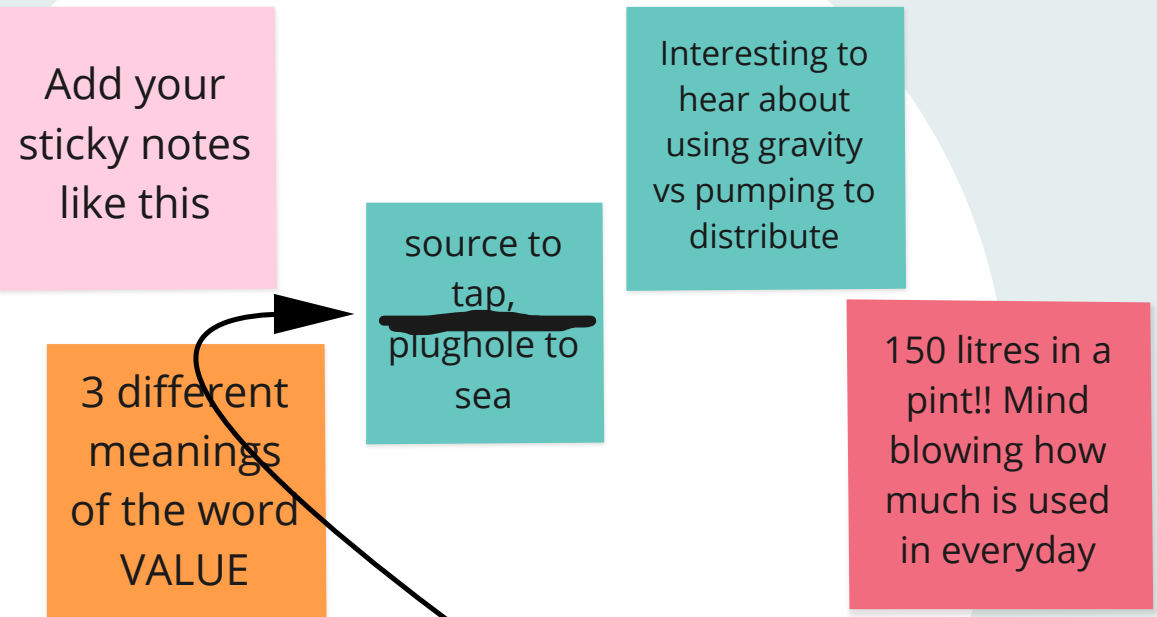
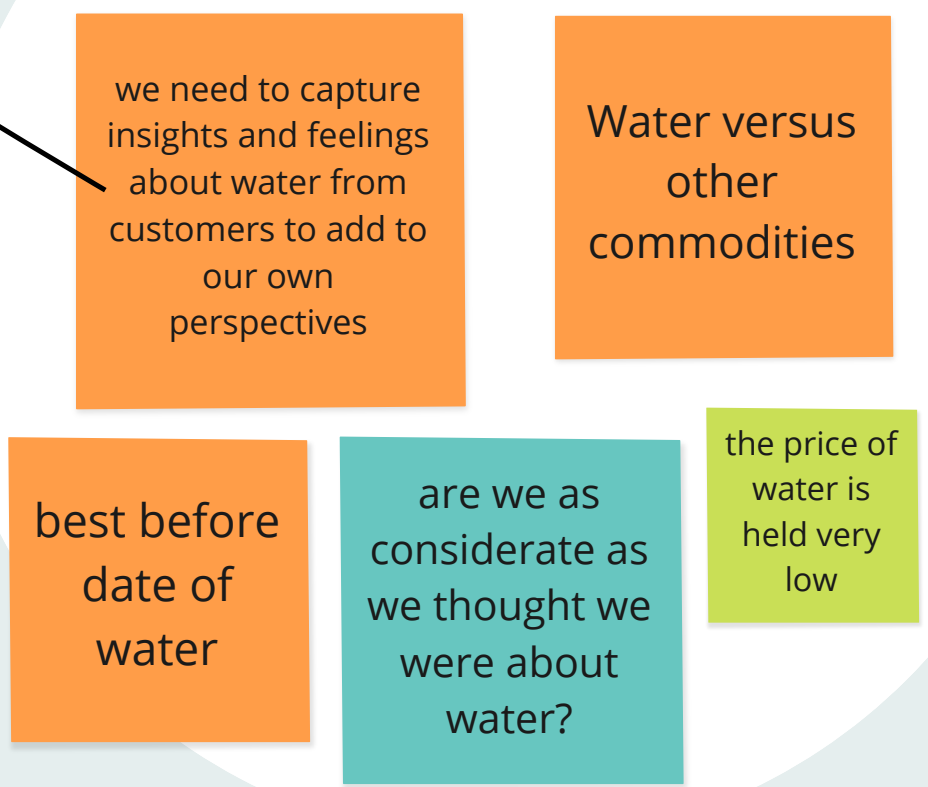


Insights so far



where are the white squares?

Themes & Observations - as a group



How do YOU FEEL about water?



Economic Value

Symbolic Value

Functional Value

Emotional Value

cheap

protecting us from spreading virus

necessity

prioritise reduction over development

Beauty of nature

social status vs affordability

take it for granted

Necessary for economic growth e.g. food production

British identity - it's always wet

Irreplacable

where we get water from

fun and family time

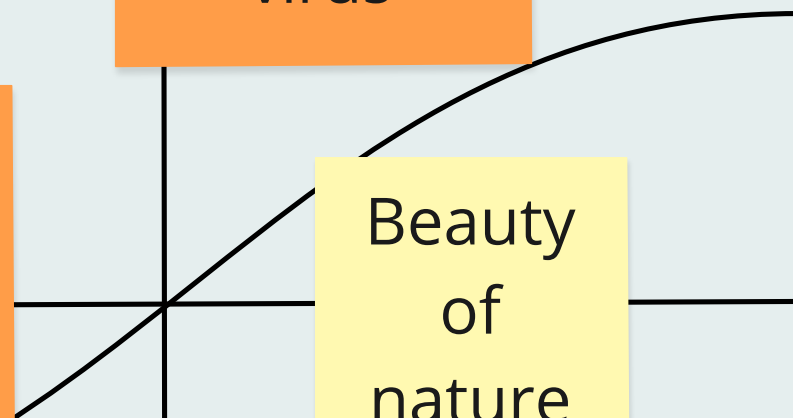
emotions around not having enough

vital for life

Don't want to have to think about it

guilt

cleanliness



Different States



purity

melting
ice caps

Add more ideas about the value of water to the board



Gin & Tonic

weather
/climate
change

Beauty

Tourism
draw of
water sites

From a single droplet to a full ocean - and everything in between



Add more ideas about the value of water to the board

Biodiversity in rivers / reservoirs

Shipping

how much of us is water?

Hydrogen fuel production - decarbonisation

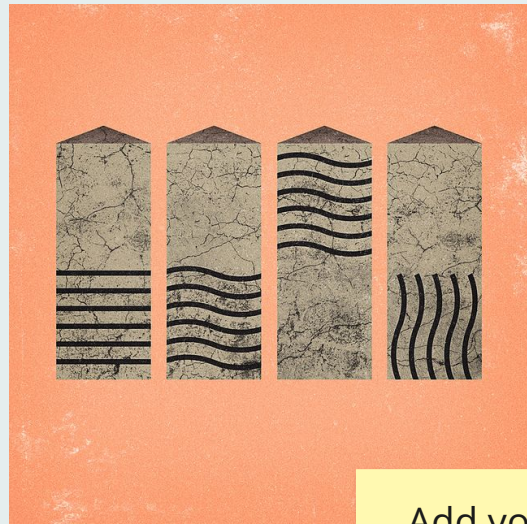
therapeutic



not just drinking water: seeing it!



Best of the Crazy Eights



Add your 'best of the Crazy Eights' ideas here

6: 6 stages of water, droplet, puddle, pond, river, ocean



Ripples = shallow water and oxygen.

Water is never far away

I love to skim

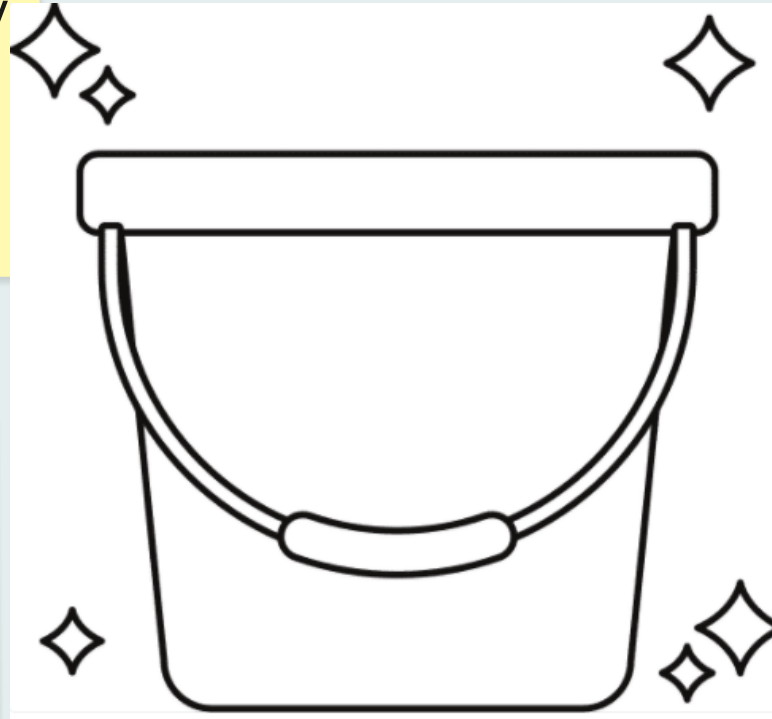


Blue are the life giving waters taken for granted, they quietly understand

Our top 3 most compelling and original ideas are:



Biodiversity
in rivers /
reservoirs



6: 6 stages of
water, droplet,
puddle, pond,
river, ocean

150 litres in a
pint!! Mind
blowing how
much is used
in everyday



how much
of us is
water?

Water is
never
far away

multiple meanings: whichever
way you look at it, water is
impactful, both for those that
have none, and because of
those that waste it

Blue and the life
giving waters
taken for granted,
they quietly
understand

Necessary for
economic
growth e.g.
food
production

social status
vs
affordability

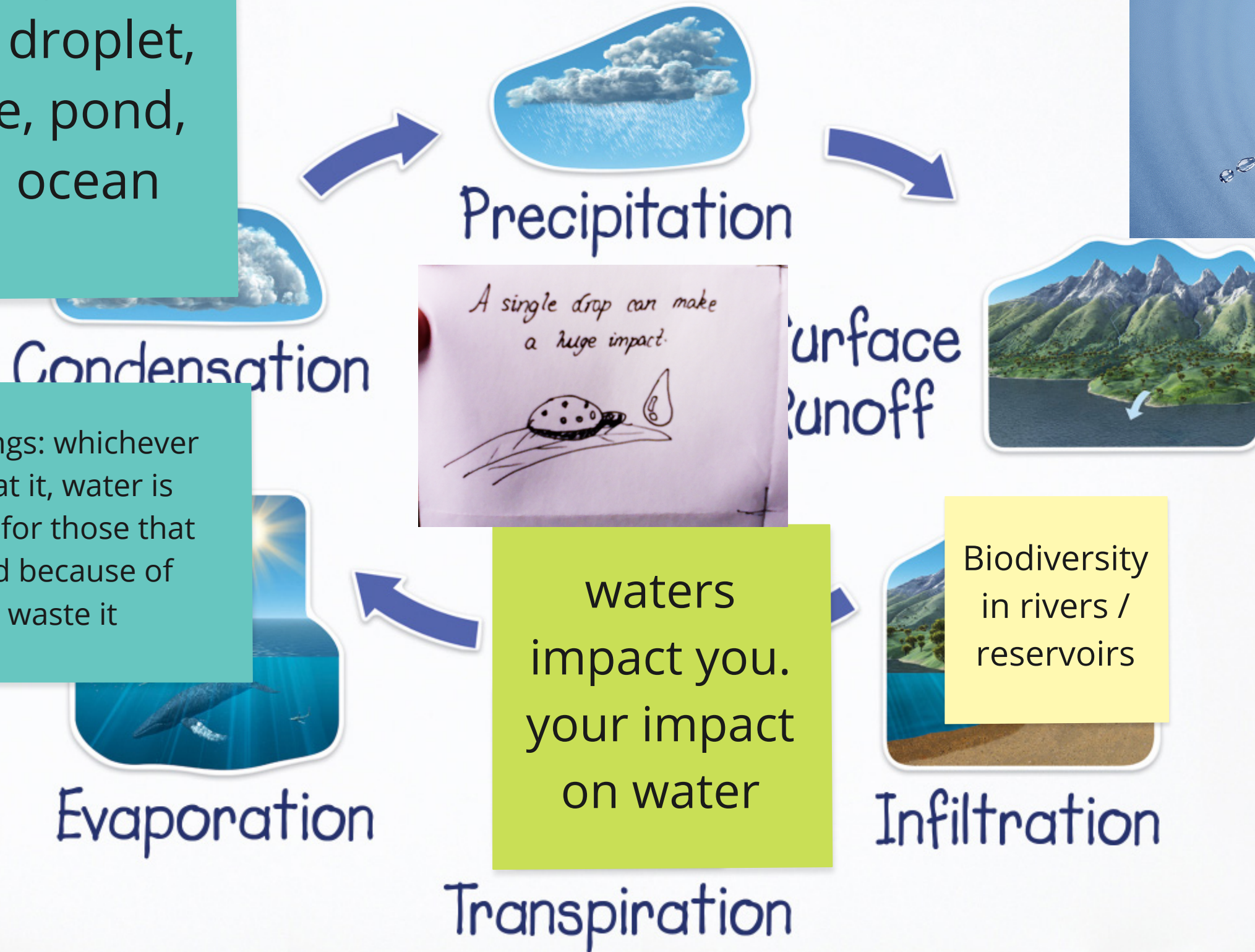
we need
insight
about
custo
pe

plughole to
sea

Water Cycle



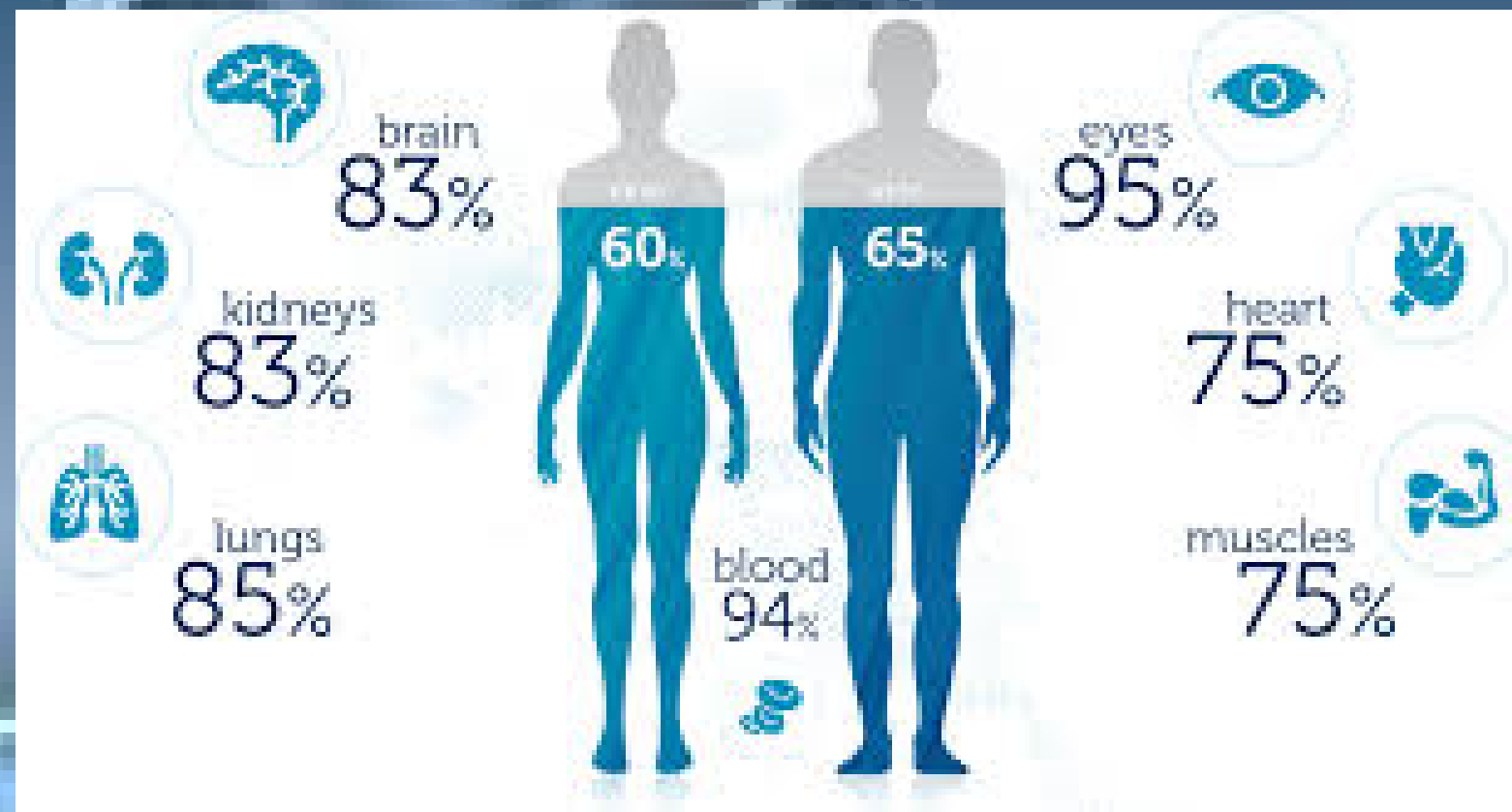
6: 6 stages of water, droplet, puddle, pond, river, ocean



multiple meanings: whichever way you look at it, water is impactful, both for those that have none, and because of those that waste it

ripple effect/
domino

how much
of us is
water?



Water is
present in
every part of
our lives, from
cradle to grave

physically/ in terms of our life,
consumption and nurturing

customer insights and feelings about water

Social Status

affordability

source to tap,
plughole to sea

Blue are the life giving waters taken for granted, they quietly understand

