

Add your sticky notes

5 Whys Activity

1. Why ... ?

why should we value water

Because ...

because of all the things it powers - including us!

axiomatic!

how can we picture not having water?

2. Why ... ?

why is powering things (and us) important?

Because ...

quality of products (including us)

3. Why ... ?

why is the quality of 'products' important?

Because ...

self preservation (don't want to 'trade down')

trying to move away from the importance of human life

If we hadn't seen such riches we could live with being poor

4. Why ... ?

why is consumption important?

Because ...

the impact on the environment

5. Why ... ?

Because ...

Our final why

really conscious of the deepness of the conversation - quite quickly asking 'what is the meaning of life?'

it's a pertinent point as water is so essential

Demographics

- Age
- Gender
- Income

Dog owners

Affluent

teenagers/20s

Male & Female

Mid-Range **We wouldn't waste Evian**

Psychographics

- Attitude
- Activities
- Values

Perceived quality

Social status

Taste

Plastics and waste - don't care

brand loyalty

Wasteful

Sports people

convenience purchases

Influencers

Behavioural

- Purchase Patterns
- Usage

Geographics

- Area
- Urban / rural
- Region

Urban

Large housing

Based on house pricing

Barriers

money

Care:
psychologically
distant from the
wasting of water

Ideas to overcome them

cost of
water

metering

don't think
£ think
value

Accelerators

money

More
tangible

brand

Ideas to use them

if tap water was
the same cost as
evian - how would
you use water
differently?

smart
meters!

expert

days

Words

WAVE

Clocking off early

how do we listen to the experts?

chaos

The return of parkrun and why so many love it

UK HEALTH

summer

making TV history

PARROT

we need a clear message that doesn't go stale on repeat

top tips

My secret diary

Sleep easy

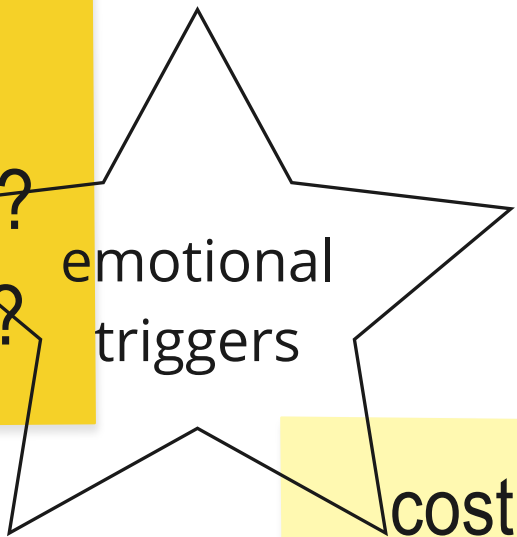
need sustained behavioral change

drivers

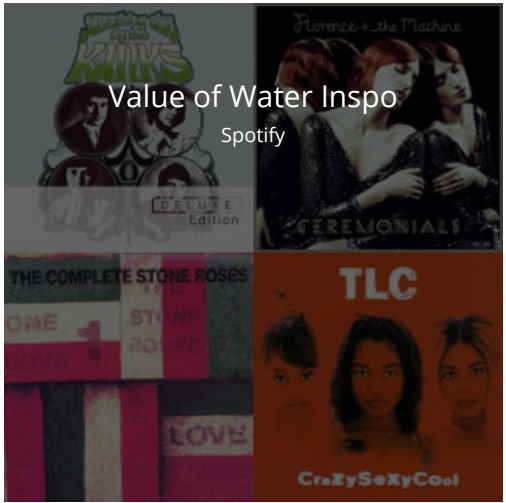
rebellion

Music

availability?
legacy?
value for me?
future value?



cost value
(shake the last
drip of petrol
out)



restricting the
volume of water
that can be
thrown away

able to see
volume of
er that goes
rough our

when would
you flush
evian water

v
unders
exactly
water is

aw
intrinsically
valued

restricting the
volume of
water that can
be used



the 4 Es
Expectations
Example
Encourage
Enforce



31 pages of sport

4.5 million vulnerable people

FINED £10k

World Markets										
STOCK MARKETS			CURRENCIES				INTEREST RATES			
	Sep 11	Sep 4	%/Week	Sep 11	Sep 4	Sep 11	Sep 4		prev	chng
S&P 500	2340.97	2476.96	-2.11	£ per \$	1.585	1.590	£ per \$	0.707	0.707	
Nikkei Composite	13852.05	13253.13	-4.55	£ per £	1.278	1.301	£ per £	1.000	1.000	
Dow Jones Ind	2585.64	26122.21	-1.88	£ per €	0.805	0.803	£ per €	125.645	125.637	
FTSE 100	5427.96	5422.91	1.18	¥ per \$	108.208	108.205	¥ index	78.288	78.288	
Euro Stoxx 50	3210.81	3288.59	-1.89	¥ per £	136.765	140.434	\$/ per £	1.402	1.288	
FTSE 250	4822.08	5198.08	-8.22	HK per \$	1.018	1.008				
FTSE All-Share	3285.90	3254.14	3.40	€ per \$	0.845	0.848				
CAC 40	4824.14	4888.27	-1.28	COMMODITIES						
Sensex	13277.84	13447.94	-1.01		Sep 11	Sep 4	%/Week			
Nikkei	23409.40	23405.52	-0.25	Oil WTI \$	37.23	38.36	-0.84			
Hong Kong	24933.21	25007.68	-2.22	Oil Brent \$	39.75	42.42	-8.79			
MSCI World \$	2387.80	-	-	Gold \$	1286.25	1280.45	1.23			
MSCI EM \$	1085.51	-	-							
MSCI ACWI \$	981.47	-	-							

A Nikkei Company

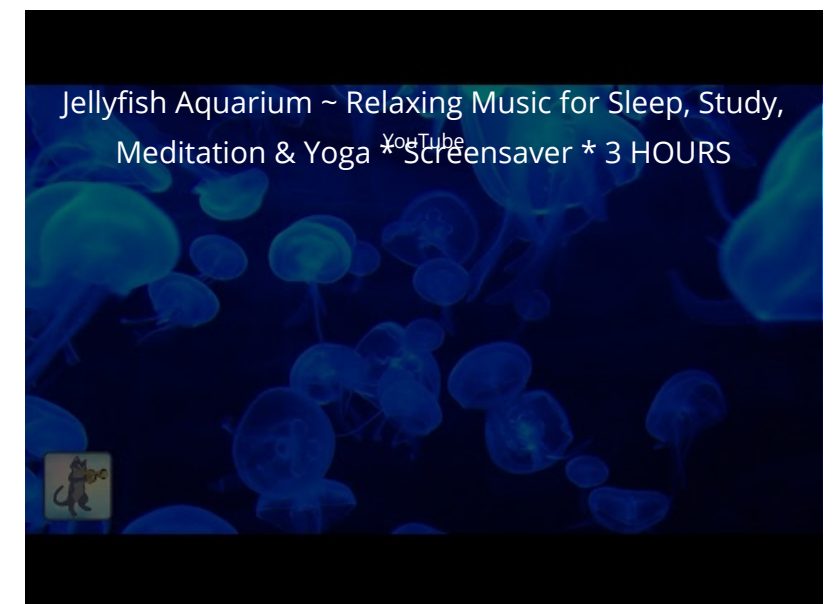
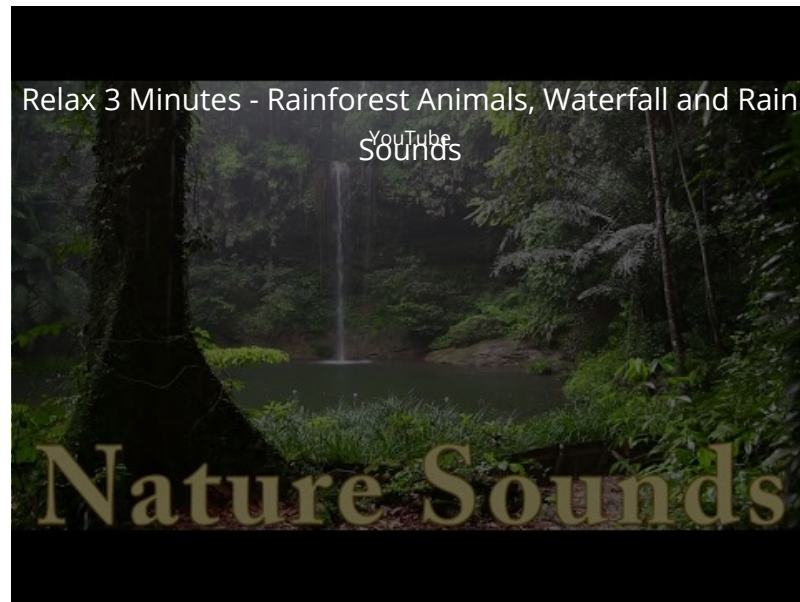
down by 173,000

No 10

files on 40,000 Britons

Fast800

seven



Title

Summary

Tap
Brain
Plants
Rivers
lakes
Sea

&
on?

what's the
value of
YOUR water?

cost

it's not
free

STORYTELLING CANVAS

SUBJECT What is the story about? Understanding the value of water through the value that we place on other liquids		GOAL What do you want to achieve with this story? Change or influence people's perception of water		AUDIENCE What is your story's audience? What are their needs? mass market. Everyone uses water, everyone does these things	
BEFORE What does your audience think, feel, know, want, before they have experienced your story?	1. SET THE SCENE What do you need to introduce? What should be set up or explained?	2. MAKE YOUR POINT The audience's A-Ha moment.	3. CONCLUSION The end of your story. What is the conclusion? What is your call to action?	AFTER What does your audience think, feel, know, want, after they have experienced your story?	
finish your pint last drip of petrol Last droplets of face cream Squeeze out the last of the toothpaste Add water to handwash Get the last bit out the ketchup bottle spare pennies in a jar		everything that comes out is water into a glass		your perception of the value of water you wouldn't flush your Evian	
we value these things as we've paid for them		don't waste it. it all adds up		sense of accomplishment with every drop NOT wasted	
		you wouldn't pour your money down the drain		understanding of the real value of water	

