

Insights so far

Add your sticky notes like this

Didn't realise so much water was needed

Challenge of thinking differently

But how do we take everyone with us?

The beer fact astonished us!

How do YOU FEEL about water?

A Hidden resource

A vital resource.

Taken for granted

Water is life

Themes & Observations - as a group

Why do we pay for bottled water, but not value tap?

People can pretend it's not an issue, because it doesn't affect them

Universal water labelling

When they notice, it'll be too late.

Extend UWL to clothing, food, etc?

We're sold things that we're told are important

Economic Value

Industry / agriculture relies on water

People think it should be free

Water industry fat cats?

Hard to convey value for money

Symbolic Value

Necessity

Cleanliness

Freshness

Purity

Humanity

Spiritual - Baptism

Fundamental to life - Bottom of the pyramid

Cornerstone of industry

choice of where to get it

Don't know what you've got till it's gone

Hard to have an emotional connection with something so plentiful

Connection to summer

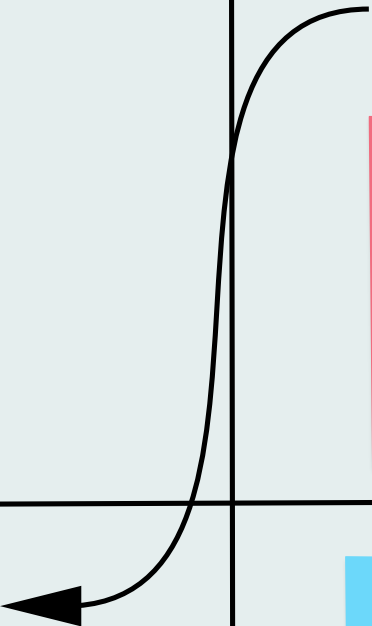
Functional Value

Hygiene, hand washing

Connection to health

Bathing a baby

Emotional Value



Different States

All we talk about

Joy of snow

Add more ideas about the value of water to the board

Touching your body - intimate

Changes with age

Salt in the water

Gin!

Timebomb

Beautiful

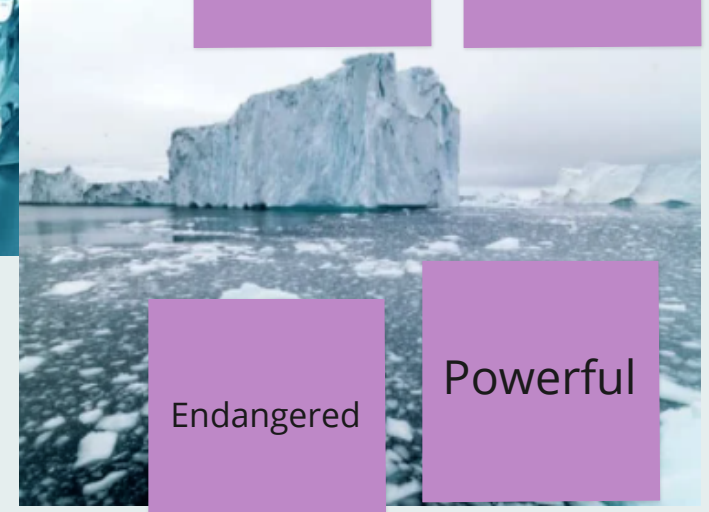
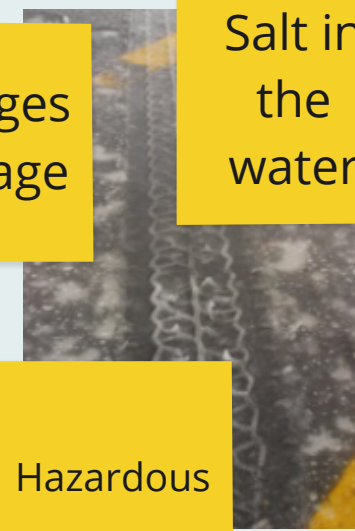
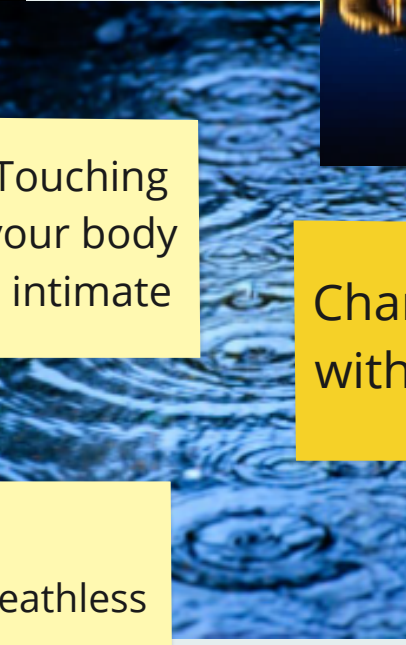
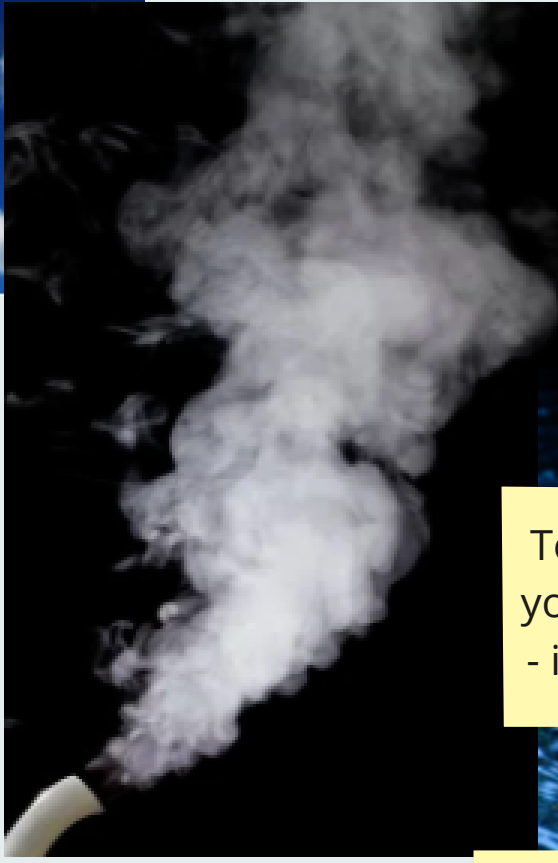
Breathless

Hazardous

Pointless plastic bags

Endangered

Powerful



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



Add more ideas about the value of water to the board

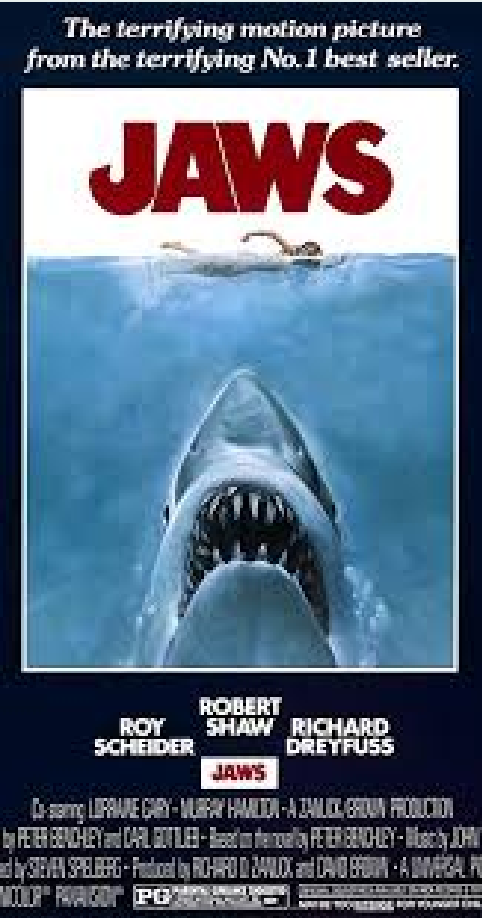
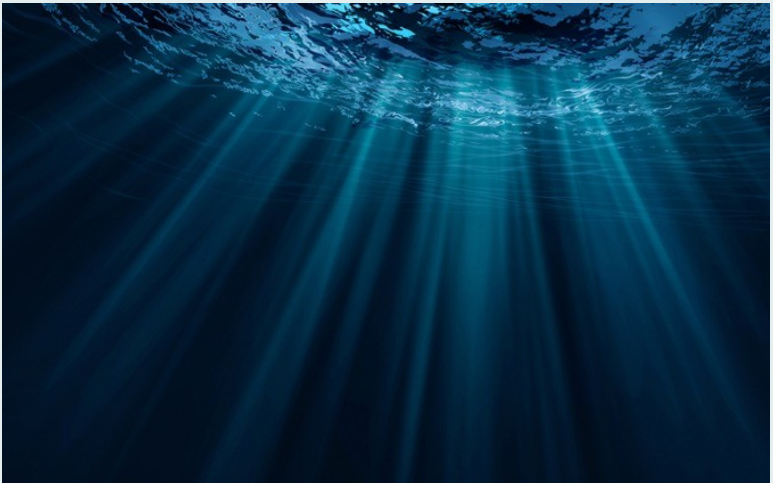


Nature at its wildest



Destructive

We're insignificant compared to water



Best of the Crazy Eights

Add your
'best of the
Crazy Eights'
ideas here

Ladybird
Extinction -
protection/fear
more
everyday...bees/la
dybirds/rivers

Insects
pollination -
trees/growth

Therapeutic
sounds use
mental health
/ sleep apps

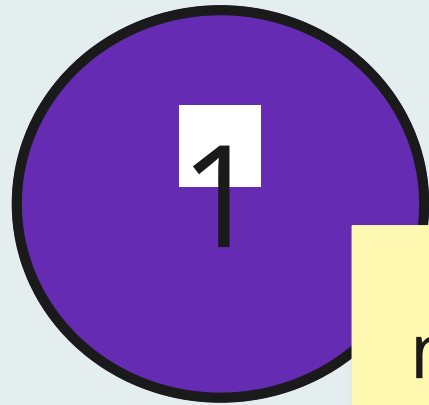
monetary
value - tap
vs. evian

Ripple
Domino
effect -
influence

Ripple
Hobbies -
open water
swimming/
relaxation

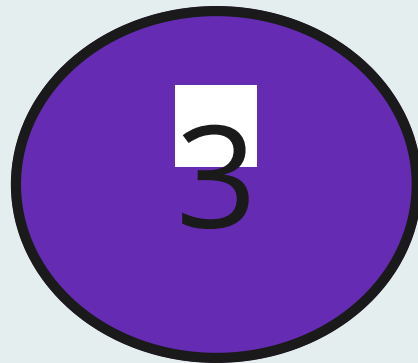
Ripple -
rain/tide/waves

Our top 3 most compelling and original ideas are:



monetary
value - tap
vs. evian

Flush vs.
fountain





Showcase Value

If water was...beer / champagne



If water was...petrol



Start young - schools involvement



monetary value - tap vs. evian

Flush vs. fountain

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

Same quality water for everything -

RIPPLE
EFFECT

Ripple

Disruptive -
social
influencers

Get the
kids
involved
...power

One to
many

Behaviour
change

Ever
present -
hard to
value

Limit/quota to
make people
think differently
e.g. turn tap off
when brushing
teeth

Steal
Supermarket
bags...stop
single use
plastic thinking

Rationing
mindset