

## Insights so far

Manpower and processes are huge

Water is amazing... but expensive

The scale of it is hard to articulate

Water is utterly fundamental (cf. broadband, which feels bad)

## How do YOU FEEL about water?

The more you think about it the more lucky you are

Single use plastic water bottle guilt!

So fundamental to meat, clothes, everything!

Consequences of NOT valuing water?

## Themes & Observations - as a group

Need to challenge habits

There has been little water innovation since Victorian times

We're currently invisible

No meter = no need to care

If we were starting now...

Everyone gets a quota

Why should people value it when it's free?

5past to 5to

White square painting

Challenge one thing every week

Source to tap, Plughole to sea

Economic Value

Symbolic Value

It's EXPENSIVE!  
(to get to the tap)

It's FREE!  
(from the tap)

Clean

natural

Intrinsic:  
£/l???

Extrinsic:  
Water as an enabler for other products

despite already paying a water bill, people will go out to buy additional bottles

Pure

Tap water is HIPSTER!!!

Functional Value

Emotional Value

hydration, hygiene, everything

Play/Leisure - exercise, swimming

energised

Healthy

Link to environment, oceans, whales etc.

Lockdown taught us how much we love swimming!

Council pop/is that all you want?

Plays a part in everyone's life from cradle to grave

Trust

Feels like a right to have water!

Stigma around tap water: "Just a water please"



# From a single droplet



Add more ideas about the value of water to the board



Add your  
'best of the  
Crazy Eights'  
ideas here

heart shaped  
water drops  
from sky to  
sea

Six cups of  
tea and  
hot water

Hot drinks  
embedded  
water in  
coffee

Running  
water  
bottles / g  
water po

Swimming  
6 lengths  
of a pool

Powerful  
water

Water in  
the wrong  
place at the  
wrong time

Freestyle  
activities  
e.g.  
swimming

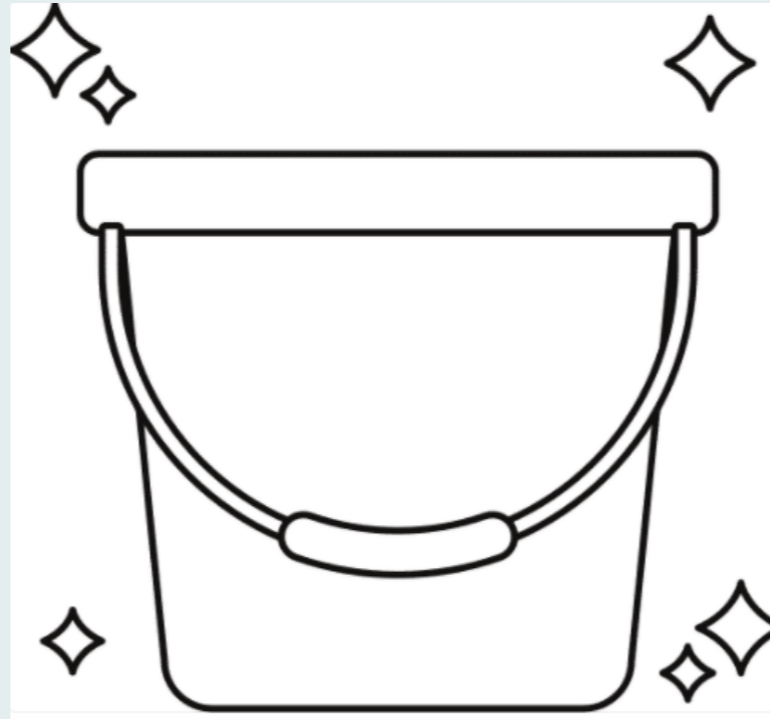
Ice  
cream

relaxing  
slow  
steady

## Our top 3 most compelling and original ideas are:

1

Treatment processes - cost of water - doing things we have always done - is it time to radically rethink?



Quota of water

2

3

Covid - increase appreciation of water but more concerned about increase in bill



Our existing water infrastructure was designed and built in Victorian times



You wouldn't ride a bike like this



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



Anyone fancy treating infections with these?

**Water: time for fresh thinking?**



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## 'Parts of UK could run out of water in around 20 years', new study warns

The demand for water in England is estimated to 'exceed supply by between 1.1 billion and 3.1 billion litres per day by the 2050s'

ELN TV

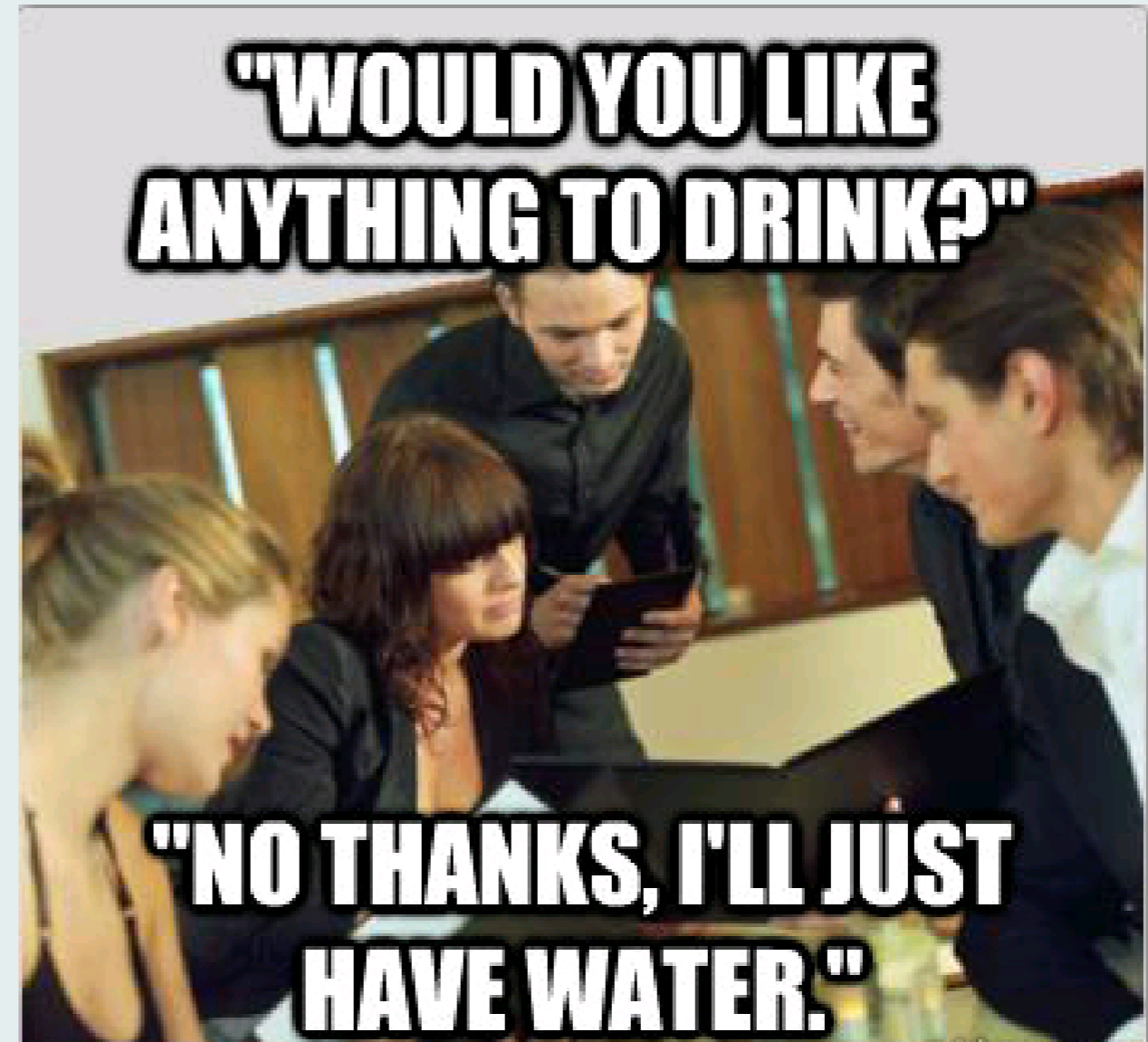
The US Plastics Pact



Don't be a massive *douche*, sign up to the...

# 80 litre challenge





**Water is AMAZING...**  
**...change the frickin' narrative**