

Fit to Drink: A Thames Water 'London on Tap' Campaign

1. EXECUTIVE SUMMARY

LSx was commissioned by Thames Water (TW) to deliver Fit to Drink, a campaign in East London which sought to shift consumption from bottled to tap water using personal trusted sources in a vibrant faith community. We used tried and tested social marketing, peer to peer behaviour change techniques. LSx and our delivery partners the Muslim Women's Collective, MADE in Europe and the East London Mosque, achieved significant commitments from the community to reduce bottled water consumption and switch to drinking tap water. Behaviour change is all about discouraging the bad, supporting the better and encouraging the best. The techniques used incorporated DEFRA's four E's – Engaging, encouraging, exemplifying and enabling, reaching **over 78,000 people**

Our key achievements achieved through social marketing and peer to peer behaviour change techniques:

- Engaging **21 volunteers** to deliver Fit to Drink, ensuring social and cultural relevance. Our **Friday Kutbah (sermon)** reached **more than 4,500 people**, sharing faith based messages to consume water sustainably – “We bring down water from the sky for you to drink—you do not control its sources. ” Qur'an15:22
- Our **weekend Feast was effective in gathering 200 local Muslim women** together to share a meal and socially and culturally relevant messages about water consumption and Muslim Women's Collective volunteers inspired their guests to take up tap water pledges.
- **Reaching a further 321 people through peer to peer engagement** with the community, discussing the bottled water challenge and encouraging a shift to tap water consumption. Volunteers completed **280 baseline surveys**, generating **435 individual pledges** to avoid or reduce bottled water consumption.
- Reaching out to a broader audience through a **TV interview with NTV that reached 60,000 people**, and **utilising social media and email bulletins to reach a further 13,423 people**

The project was successful in achieving positive behavioural changes amongst volunteers and their peers:

- **42% will ask for tap water**
- **40% will use a reusable bottle**
- **37% will spread the word**
- **25% will avoid bottle water during Ramadan**

Key lessons learned:

We found that the Muslim Women's Collective had a very strong impact in delivering Fit to Drink messaging, recruiting more volunteers and completing most baseline and follow up surveys. This group were most effective in supporting change

- MWC volunteers had a very strong stake in their community
- Fit to Drink inspired a sense of purpose amongst MWC volunteers, enabling them to show their friends and family that they are making a valued contribution to their community
- Face to Face meetings had the most impact at enabling people to feel comfortable, inspired and enthused to change their lifestyles

2. Introduction

In the last twenty years, the UK bottled water market grew from just 580 million litres to almost 2.1 billion litres. This represents a vast amount of embedded energy, puts pressure on our landfills and poses a great risk to marine life.

In London, we need to raise public awareness of the high quality of our tap water and its benefits. The Drinking Water Inspectorate (DWI) was formed since 1990 to provide assurance that the water supplies in England and Wales are safe for drinking. Drinking tap water has the added value of being healthier, cheaper – 0.22p per litre¹ versus a UK average of £3.40 per bottle and of course possesses a smaller ecological footprint (resource usage as well as, water and energy consumption).

Fit to Drink used a community champions' model, developing the skills of local community members to utilize their own social networks to shift social norms for more sustainable lifestyle choices. As a result of our existing relationship within the **East London Mosque's Women's collective** and the wider East London community, there was an opportunity to pilot FTD. **MADE in Europe**, the Muslim environmental charity was also engaging the Muslim community on the merits of drinking tap water. The role of faith, as seen in our previous work in the Hindu community in East London, plays a key role in peer to peer engagement and the weighting of the messages and behaviour changes desired.

3. The challenge

Only 1 in 3 plastic bottles are recycled, according to WRAP in 2007, the rest are either landfilled where they remain for years and contribute to increased methane emissions (greenhouse gas) or incinerated (Energy from Waste). The Container Recycling Institute state that 90 percent of PET bottles end up in landfills, at a rate of 30 million a day, where they take 450 years to break down. Furthermore, recycling can be relatively resource intensive (as compared to reducing waste) in terms of water and energy consumption.

Tap water is not only more convenient to drink, it is cheaper (tap water comes directly to your house, is safe to drink, doesn't need any packaging and only costs around It would allow Londoners to move up the waste hierarchy, avoiding waste, the associated ecological footprint and use of virgin resources. It takes 162g of oil and seven litres of water (including power plant cooling water) just to manufacture a one-litre bottle, creating over 100g of greenhouse gas emissions (10 balloons full of CO₂) per empty bottle²

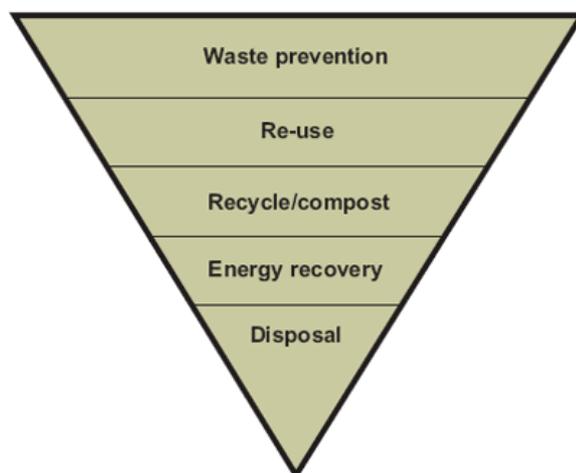


Figure 1: Defra's waste hierarchy

¹ <http://www.which.co.uk/home-and-garden/heating-water-and-electricity/guides/switching-from-bottled-to-tap-water-tap-vs-bottled-water/>

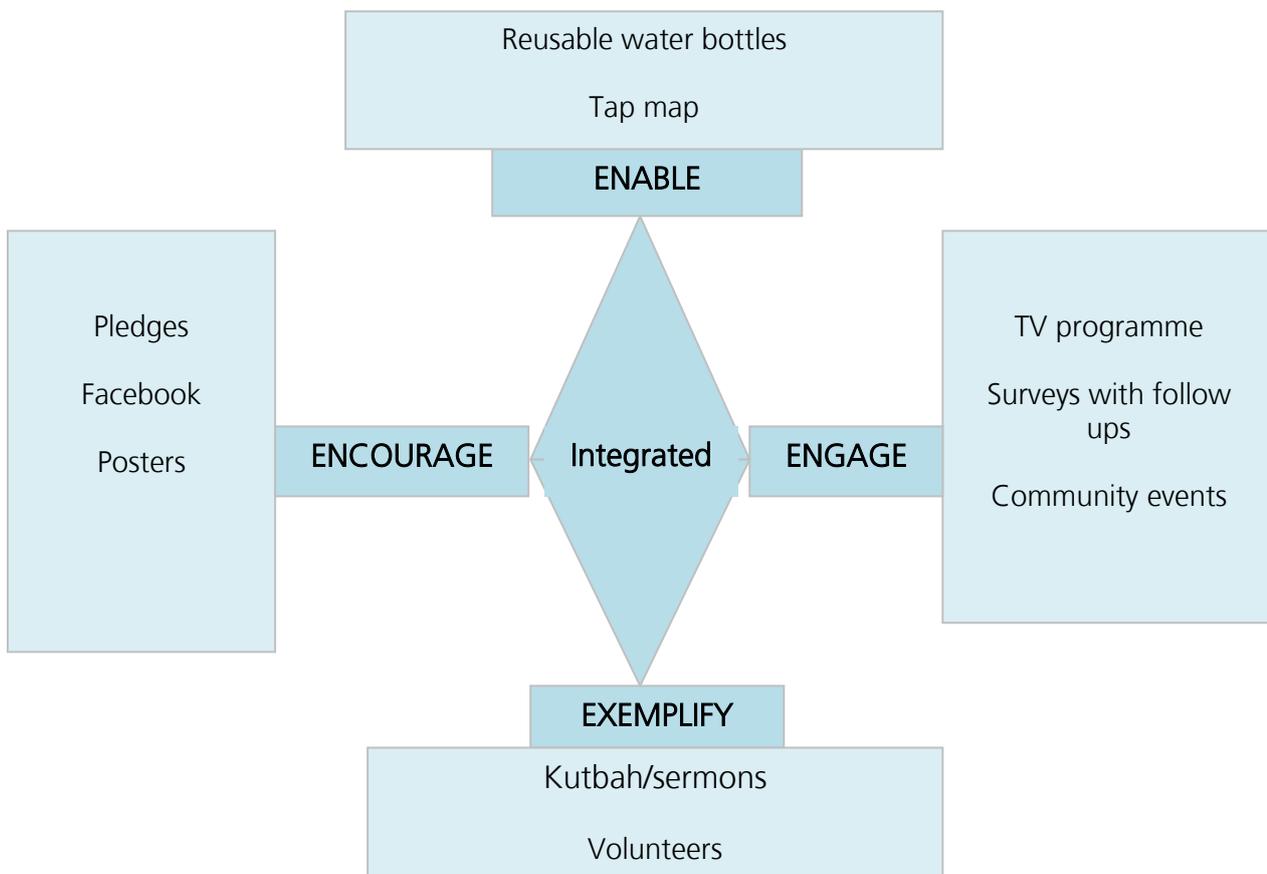
² <http://www.guardian.co.uk/environment/2008/feb/10/water.foodanddrink>

4. Our approach

Behaviour change seeks to discourage the bad, supports the better and encourages the best. Unless we all change our day to day practices so that we make better sustainable consumer choices such as drinking tap water instead of bottled water, we won't be able to reap the benefits of improvements to our environment, community and lives.

Defra uses a range of behaviour change models, but all recognise that behaviour will not change with awareness-raising alone. The challenge of engaging and encouraging people to lead more sustainable lives – to conserve energy and water, reduce and recycle waste, etc - is a mighty one. A variety of factors influence an individual's interest in an issue and intention to adopt a behaviour; these range from personal motivation, peer pressure, habit, social norms and convenience, through to the social and infrastructural context in which the behaviour would be conducted. Behaviour change theories and models try to interpret these factors and provide a pathway for policymakers and practitioners to effect behavioural change; for example, Defra's "4 E's Model"³ (figure 2) provides a framework for behaviour change interventions built around; enabling, encouraging, engaging and exemplifying change. This **endorses a social marketing approach to pro-environmental behaviours**.

Figure 2: Defra's 4 E's



³ Sustainable Behaviours Unit, Defra. 2008. *A Framework for Pro-Environment Behaviours*; 2008; Defra

Capital Ambition has completed some of its thinking on behaviour change through a programme called the London Collaborative⁴. The report arising from this work (table 1) cited the importance of behavioural change in delivering across a range of target indicators.

Table 1: Fusion between the social marketing benchmark as set out by the National Social Marketing Centre and the London Collaborative

Benchmark	Evidence that the project meets this benchmark
1. Build political and public support	<p>Different demographics, structures at different authorities can lead to very different cultures</p> <p>Very often it is not through lack of will, but understanding of the issues and capacity to deliver that cause a project to fail</p>
<p>2. Behavioural goals:</p> <ul style="list-style-type: none"> - explicit expression of what change will occur - identification of monitoring and evaluation mechanisms 	<p>Identify measureable behaviour goals before you start, establish clear indicators, and an understanding of the impact that this will have on the community. Social marketing rules would state that you need to make sure you have a specific ask, and people know when they have done it.</p> <p>Examples</p> <ul style="list-style-type: none"> • Desired behaviour – efficient use of energy • Intervention focused on switching lights and appliances off, putting lids on pans and not overfilling kettles • Volunteers recruited as Eco-Power Rangers – advocates for the campaign. These individuals pledge to change themselves and encourage their peers • Use of Facebook as viral marketing tool to spread the messages through visual images submitted by students (in order to win prizes) and to reinforce and remind the students of the actions encouraged by the campaign. Creating a buzz around the pictures – amusement value <p>Regular feedback provided keep folk engaged and let them know that their actions have made a difference (evidence from energy meter data)</p>
3. Involve/co design initiative with staff	<p>There is clear evidence to suggest that projects are more successful if all team members have been brought into the delivery</p>
<p>4. Insight and segmentation:</p> <ul style="list-style-type: none"> - into barriers and motivation of the target audience - into how to target the approach to the values, interests and aspirations and drivers for the target 	<p>What do we know about the lifestyles of experiences of our communities?</p> <p>It is very important to understand what lifestyle choices people are giving up in making this change, and therefore what the likely benefits (and reciprocity) from joining in with the campaign.</p> <p>Messages, incentives, co production and reciprocity will have to be adapted to different communities, whether geographic or community of interest, with their associated demographics.</p> <p>Focus on peer-to-peer communication as the key medium through</p>

⁴ <http://www.youngfoundation.org/our-work/the-capital-ambition-guide-behaviour-change>

audience? - how have the target audience been enabled to make a change?	which behaviour is influenced. This can provide a useful feedback loop as to how the campaign progresses at the delivery stage Student-focused prize incentives important in getting students to sign up and in keeping them motivated. Celebrity endorsement of the campaign also potentially important.
5. What behavioural change theories and approaches are informing this work?	Approaches adapted/modified to different communities dependent on the local circumstances (e.g. governance structure, cohesion issues, demographics). http://www.gsr.gov.uk/downloads/resources/behaviour_change_review/practical_guide.pdf
6. How have the target audience been empowered to engage with the project/co-design it?	There is clear evidence that projects that empower and involve the community in the delivery will be more effective. NICE have conducted a review of how effective community engagement can be in health related projects, the report also indicates that community engagement can have a positive effect on other outcomes including regeneration. http://www.nice.org.uk/nicemedia/pdf/PH009Guidance.pdf
7. Measurement/demonstration of impact	What subjective and objective measures have been used to identify the impact this work has had? What results have these generated? What does this mean in terms of next steps? What has the learning from this process been?

LSx has worked on programmes that explore how we as individuals can be supported to change behaviour reducing our environmental footprint and lead more sustainable lifestyles. We know that in communities all individuals find differing approaches helpful and thus explored the effectiveness of working with a faith based community. "There is mounting evidence that facts play only a partial role in shaping people's judgement. Emotion is often far more important" (Crompton et al, 2010).

Since most spiritual practice is predicated on a concept that is bigger than self, it appears that encouraging people through spiritual awareness to consider and reduce their environmental footprint would be an effective strategy. It has been described as an 'aspirational' domain by Kasser (2012).

Through our initial focus group sessions, there was significant evidence to recommend a project such as this; the overall public perception surrounding tap water was generally negative or misinformed; most believed that bottled water was cleaner and safer to drink. Also, the convenience of bottled water played a significant role in influencing people's decision to drink bottled instead of tap. Thus, we structured a programme to not only engage with the community on the qualities tap water, but to do so using peer to peer engagement using existing community links and involved:

- Engagement of three organisations in East London with links to the local Muslim community:
 - East London Mosque – who supported a Friday Sermon themed on water conservation and assisted in project promotion. The sermon was prepared by IFEES – the Islamic Foundation for Ecology and Environmental Sciences.
 - Muslim Womens' Collective – an umbrella group of organisations helping people to adopt healthier, environmentally friendly lifestyles, especially members of the Muslim community through practical, culturally appropriate projects. MWC were a delivery partner, recruiting volunteers and supporting social marketing activities.

- MADE in Europe – a charity promoting a grassroots European Muslim youth movement of faith in action for tackling global poverty and injustice through volunteering, campaigning and education. MADE were a delivery partner, recruiting volunteers and supporting social marketing activities.
- Recruitment and training of 21 volunteers empowering them to deliver a peer led social marketing campaign
- Volunteer led delivery of peer to peer social marketing campaign that engaged, encouraged and enabled East London Muslims to shift consumption of water from bottled to tap water.
- Our Friday Kutbah (sermon) reached more than **4,500 people**, sharing faith based messages to consume water sustainably – “We sent water down from the sky in due measure and lodged it in The earth—“We have the power to take it all away if We so wish “-Qur'an 23:18

Our weekend Feast was effective in **gathering 200 local Muslim women** together to share a meal and socially and culturally relevant messages about water consumption. We exemplified our messages by serving tap water at the event, and Muslim Women’s Collective volunteers inspired their guests to take up tap water pledges.

Peer to peer engagement with 321 members of the community, discussing the bottled water challenge and encouraging a shift to tap water consumption.

- Surveys
 - Volunteers completed **280 baseline surveys**, generating **435 individual pledges** to avoid or reduce bottled water consumption.
 - Volunteers completed **136 follow-up surveys** which demonstrated that **101 individual pledges** had been followed up by actions to reduce bottled water consumption
- End of project focus groups, with 50% of the MWC in attendance
- Disseminating the ‘Fit to Drink’ and ‘London on Tap’ messages to a broader audience through:
 - TV interview with NTV reaching 60,000 people
 - ELM Facebook and email postings reaching 13,182 followers
 - LSx website, bulletin and email postings reaching 241 Londoners
- The techniques used incorporated DEFRA’s four E’s – Engaging, encouraging, exemplifying and enabling;

5. Outcomes

Fit to Drink sought to achieve a shift in water consumption from bottled water to tap. To achieve this Fit to Drink was designed to:

- Improve confidence, knowledge and skills of volunteers around the benefits of drinking tap water rather than bottled water
- Increase awareness and understanding of the benefits of London’s tap water within the East London Muslim community
- Explore the potential for sustainable behaviour change amongst the East London Muslim community in terms of choosing tap water instead of bottled water

We successfully engaged with our partners, 21 champions who participated in social marketing activities to increase awareness of the quality and safety of tap water and influence behavioural change across the wider East London Muslim community. Volunteer champions also conducted both baseline surveys (at the start of the programme) and follow up surveys. Feedback from champions and results of monitoring and evaluation activities suggest that the projects outcomes were successfully achieved.

We engaged 21 community champions who directly reached out to 5,036 individuals via peer-to-peer social marketing and community events. A total of 280 people completed a baseline survey, pledging to take 435 actions to reduce bottled water consumption, with 136 people responding the follow up survey and sustaining 101 actions. We reached a further 60,000 through local media and

communicated the 'London on Tap' message to 13,423 people through other information dissemination channels.

Volunteer confidence, knowledge and skills

Using volunteers was an effective approach and worked well to generate enthusiasm, particularly among the volunteers from the East London Women's Link. The effectiveness of this approach seemed to impact less on the MADE volunteers. The training feedback from the participants was positive; the interactive and enjoyable approach was effective in terms of imparting information and one session were volunteer was adequate to equip them to begin their interactions.

"I found this project to be unique and very informative to the community and it eliminated some of the concerns people had in drinking tap water. The information was very clear on the benefits from drinking tap water from reusable bottles, how to maintain reusable bottles. Creates less waste in bottles, and each person received a bottle to start drinking tap water as a token gesture." - Latifa

Increase awareness and understanding of the quality and safety of tap water

The involvement of volunteers provided a fantastic opportunity for them to learn more about tap water and educate their peers and the wider East London Muslim community.

"The project was an eye-opener and something a bit different," - Salma

The initial surveys revealed that more than **60% of respondents already drink tap water**, but generally at home rather than 'on the go'; the follow up surveys indicated that **100% of respondents** had stopped consuming bottled water.

"I think this is a good project and I did not realise that tap water is good to drink. I will tell my family and neighbours" – attendee at the Feast

Sustainable behaviour change

"Just like when your friend tells you about a new hair product she is using, it is now – oh look, I'm drinking tap water," - Habiba

Our Feast provided an opportunity for volunteers and their guests (those within their networks, consisting of family, friends and neighbours) to demonstrate their interest, enthusiasm and willingness to change and adopt a new way of thinking and acting.

The project was successful in achieving positive behavioural changes amongst volunteers and their peers:

Baseline surveys captured the following pledges to take action:

- Ask for tap water – **42%**
- Use a reusable bottle – **40%**
- Spread the word – **37%**
- Avoid bottle water during Ramadan – **25%**

The project was successful in achieving positive behavioural changes amongst volunteers and their peers:

Follow up surveys captured the following pledges to take action:

- Ask for tap water – 55%
- Use a reusable bottle – 45%
- Spread the word – 33%
- Avoided bottle water during Ramadan – **31%**

6. Key Lessons and Conclusions

We know that effective social marketing is best delivered by members of a community. That's why we engaged two local community organisations to recruit volunteers for Fit to Drink. MADE in Europe and the Muslim Women's Link both work in the East London community to raise awareness of environmental and social justice issues. Although their focus is similar, their members are quite different. MADE in Europe have a strong youth focus, working predominantly with students and young adults, whilst the Muslim Women's Collective attracts female volunteers across a broad spectrum of age groups.

We found that the Muslim Women's Collective had a much stronger impact in delivering Fit to Drink, recruiting more volunteers and completing most baseline and follow up surveys. There could be a number of reasons for this, which we explored in focus groups with volunteers:

- MWC volunteers were older on average than MADE volunteers, and may have had more of a stake in their community
- Fit to Drink inspired a sense of purpose amongst MWC volunteers, enabling them to show their friends and family that they are making a valued contribution to their community
- MADE in Europe volunteers relied on social media and email to communicate with their peers. This was not as successful as meeting people face to face.

In general, the results reflected that the project and its approach were successful. It further highlights the differences between the two groups and reinforced that working with organisations with existing social networks had a greater impact. The MADE volunteers though an environmental organisation, did not have the same connections and depth of influence that the MWC possessed.