

Hippo the Water Saver offers major opportunities to encourage 'wise use' through public education, as well as achieving significant, sustained and cost effective water savings.

- 1. Water strategies - a key element of a strategic approach to water conservation.**
- 2. A valuable tool in helping to mitigate the effects of climate change.**
- 3. Public awareness programmes, reinforcing a responsible - wise use - attitude.**
- 4. Use on a large scale - direct mail campaigns with high take up rates.**
- 5. Installation in seconds by the householder.**
- 6. Significant savings of up to 3 litres per flush.**
- 7. Meeting target water standards for cisterns today.**
- 8. *Sustained* water saving.**
- 9. Cost effective demand management.**
- 10. Immediately available for use on a very large scale.**
- 11. Very low cost - 31p each in large volumes.**

1. Water strategies - a key element of a strategic approach to water conservation.

Water strategies generally have to both meet consumers demand for water but also discourage reckless waste by encouraging a 'wise use' attitude. Calls for the public to save water over many years have made them value water and become very conservation conscious. Large scale Hippo campaigns by water companies and other organisations, has shown that customers are both aware and willing to take personal action to save water for "environmental" and "cost saving" reasons. The Hippo strongly reinforces these values, becoming a key element of a strategic approach to water conservation. The Hippo offers a further option in operating an effective Company

Water Strategy - another tool in the tool box.

2. A valuable tool in helping to mitigate the effects of climate change.

Some year ago the Environment Committee highlighted the following: - *'We believe that reducing the volume of water being flushed down WC s is priority. We understand that this measure alone could result in water saving of approximately 10% of all domestic water consumption, sufficient to mitigate any effects of climate change which are now predicted to occur. We strongly urge all those involved to publicise this means of reducing waste.'* The ability of the Hippo to be direct mailed with educational material, plus the actual water savings which arise from its use, make this a powerful means of putting this, and any other recommendation into action.

3. Public awareness programmes, reinforcing a responsible - wise use - attitude.

Metering trials have highlighted that there is a considerable need to educate the public about how to conserve water. One of the difficulties of public education programmes is that they only tend to work when drought conditions are uppermost in peoples minds. The Hippo when put in place as a part of water conservation programmes, can remain in the cistern indefinitely leading to **sustained** savings over many years. Water companies and other organisations produce a variety of leaflets dealing with using water responsibly and the Hippo can be used in large scale campaigns to accompany and compliment existing literature whenever a company meets the public. At open days, shows, with mobile caravans, or with talks to voluntary groups such as Rotary and the W.I, the Hippo provides a focus for interest which the public take away with them.

4. Use on a large scale - direct mail campaigns with high take up rates.

Hippo has been used on a large scale (10million up to January 2008) as one part of Company Water Strategies. Hippo is being sent out in direct mail campaigns with other water conservation literature and in some cases is targeted on communities which most need to conserve water. The Hippo is mailed using letter post (in the lowest cost band). Text or logos on the Hippo can be customised to suit the desired message. In one particular large scale campaign, 28% of respondents took up the offer of a free Hippo. In the context of direct mailing results this is encouragingly high, with the response far exceeding expectations and the trial conclusions confirming that success. A full report of this campaign is available upon request.

5. Installation in seconds by householders.

Installation of the Hippo is very simple and can be accomplished within seconds. It does not require any tools nor any technical expertise. Since compliance is one of the main drawbacks of public education programmes, the ease of application and its curiosity interest will ensure a high level of take up. A key feature of Hippo is that it can be adjusted in the event of reduced flush performance.

6. Significant savings of up to 3 litres per flush.

The Hippo has been designed to fit most types and sizes of toilet cistern with indicative savings of 3 litres per flush. It is not suitable for toilets in the UK that were installed after 2001. Installation is achieved without interfering with any of the operating parts of the cistern. Customers on a metered supply will welcome a device which helps them reduce their water bills. Conversely so, those on a non metered supply would be consuming less water for the same charges. Interestingly in our own direct mail trial it was found that the greatest take up rate was on a non metered estate.

7. Meeting target water standards for cisterns today.

The toilet has been identified as a significant target for the reduction of water consumption in the home and in the workplace and research is continuing on toilet design. Whilst the UK standard is 6 litre volume cisterns, it will take many years for

toilets to be replaced to this higher standard. Previously suggested is a figure of £30 for converting toilets or £300 for each replacement. The Hippo achieves the likely target levels of saving for a few pence per unit.

8. Sustained water saving.

The Hippo offers major opportunities to encourage 'wise use' through public education as well as achieving significant and **sustained** water saving in a cost effective way. As one of our trial householders informed us - " it will always save water as I have fitted it and forgotten it". Fit and forget was a clear message.

9. Cost effective demand management.

The Hippo when used on a large scale (1 million connected customers) can achieve savings of **19.4 Ml/day***, at cost values which are at or below the lowest range of demand management alternatives .

* This report is available upon request.

10. Immediately available for use on a very large scale.

We keep many tens of thousands of Hippos in stock for sample mailings or testing, although due to the simple nature of the Hippo, manufacturing in millions can be carried out with minimum lead time allowing immediate use.

11. Very low unit cost - 31 pence each in large volume.

The indicative cost of 31 pence each is based on an order size of 1 million units.

Costs for smaller quantities are as per the current price list.

Prices include delivery and printing but excludes VAT.