



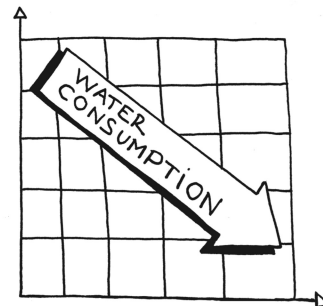
BELEN
COSTA RICA



BEHAVIOURAL INSIGHTS

REDUCING WATER CONSUMPTION

II



PROBLEM:

Water is a precious resource. The government of Belén, Costa Rica wanted citizens to reduce water consumption.

WATER CONSUMPTION



SOLUTION:

Customer water bills were modified in one of three ways: The first compared the customer's consumption with the neighbourhood average and gave a happy face or a frowning face rating. The second did the same thing but using the city-wide average. The third asked customers to write their water consumption on a provided postcard that included the city average and to check off any of six tips to reduce water consumption.

RESULT:

While peer data on city-wide comparisons showed no statistical significance, the neighbourhood comparison and postcard groups registered a 4% to 5% reduction in water use. Extended to the entire city, this translates to the equivalent of 6,720 cubic meters saved per month, or 188,000 showers!

WATER CONSUMPTION



BEHAVIOURAL INSIGHT:

Using social norms as well as plan-making can provide effective "nudges" to motivate people to save water.