

The Effect of Awareness-Raising on Household Water Consumption

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Abstract : This work analyses what effect systematic awareness-raising of the population on domestic water consumption produces. In a period where the availability of water is continually decreasing due to reduced rainfall, it is of paramount importance to raise awareness among the population. We conducted an experiment on a large sample of homes in urban areas of Central Italy. In the first phase, lasting three weeks, normal per capita, water consumption was quantified. Subsequently, instructions were given on how to save water during various uses in the household (showers, cleaning hands, use of water in toilets, watering small green areas, use of water in the kitchen, ...), and small visual messages were posted at water dispensers to remind users to behave properly. Finally, household consumption was assessed again for a further three weeks. This experiment made it possible to quantify the effect of the awareness-raising action on the reduction of water consumption without the use of any structural action (replacement of dispensers, improvement of the water system, ...).

Keywords : water saving, urban areas, awareness-raising, climate change

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