

Water Conservation Challenge

The purpose of this challenge is to educate employees and encourage them to reduce the amount of water they use by making small changes in their daily lives. Getting people to change their behavior takes time and a little bit of help. **This toolkit provides activities and communication pieces that will help get people engaged and in the habit of conserving, even if they don't do it for environmental reasons.**

Contact Alyssa Stephens at astephens@fcgov.com or 970-416-2248 for assistance with planning your challenge.

Materials:

Roadmap to Challenge Success (pg 2)
Challenge Activity Outlines (pg 3-8)
Email Templates (pg 9-10)
Pre-and Post-campaign Surveys (pg 11-13)
Promotional Posters (pg 14)

Roadmap to Challenge Success

Plan for reporting

You **must report** the number and percent of employees participating each month. This should include both:

- How many employees are participating in activities
- How many are receiving emails

Other successes you could report in My ClimateWise include:

- Number of conservation actions completed (see *tracking matrix on pg 6 and 8*)
- Percent/amount reduction in gallons of water used (actual or estimated)
- Percent who report increase in water conservation behaviors (see *surveys on pg 12-13*)

Set a Timeline

Example:

April 2—send out email announcing challenge (*and distribute recommended pre-challenge survey*)

April 7—launch challenge! With water tip

April 14—challenge reminder and weekly activity

April 21—challenge reminder and water fun fact

April 28—reminder—last week participate in water conservation challenge!

May 12 —announce winners and celebrate success

Choose an activity

Activities like water conservation bingo provide a more meaningful way for employees to engage with and learn about conservation than a simple email or newsletter. Remember, **you must incorporate at least one activity into your challenge.**

Communicate, communicate, communicate!

Email templates and example promotional posters are included. Effective communication happens frequently and through multiple channels (emails, posters, staff meetings, newsletters, etc.)

Optional: Schedule a Kickoff!

Set the tone for a fun and exciting year of conservation with a kickoff event. ClimateWise staff may be available to speak or bring a fun, interactive activity for your kickoff event.

Recognize success

An event at the end of the campaign is an excellent way to reward employees and celebrate success. Prizes can also provide another incentive for employees to participate.

Pro Tip: Ask another local business to sponsor prizes for those who go above and beyond! You may be able to claim points in the waste badge for using local foods and prizes!

Solicit feedback

An optional post-challenge survey is included (see *pg 13*)

Build on your success

An extension toolkit is available to provide brief monthly reminders on different water conservation topics. You could earn an additional **three points** towards your water badge using this toolkit!

Challenge Activities

Activities are vital parts of your challenge. They make your challenge more successful, educational, meaningful, and FUN for all involved. **You must provide at least one activity during the challenge to increase education and engagement among your employees.** Adjust activities to fit your challenge and your workplace.

Water Conservation BINGO

Employees receive BINGO cards (included) with energy conservation activities in each box. Employees complete these actions to mark off spaces and get a BINGO. Each BINGO completed gives employees one entry into a drawing for a prize. Employees cannot complete the same BINGO row/column more than two times throughout the challenge.

Pro Tip: Create your own BINGO card with actions that matter to your office! A template is included.

Water Conservation Bingo

Go meatless for a day! Vegetarian foods generally have lower water footprints	<u>Find and share your virtual water footprint</u>	Turn off the water while you lather your hands.	Pour extra water or ice onto office plants or gardens	Only do full loads of laundry for one week
Avoid making too much coffee	Fill the sink with water to wash dishes or only run a full dishwasher	Scrape dishes into compost or trash instead of rinsing them	Turn off the water while you lather your hands.	Tell someone about your new water-saving habits.
Read about how you can <u>reduce the amount of water you use on your lawn!</u>	Take a shower in 8 minutes or less	FREE SPACE	<u>Find and share your direct water footprint</u>	Turn off the water while you lather your hands.
Turn off the water while you lather your hands	Tell someone about your new water-saving habits!	Pour extra water or ice onto office plants or gardens	Take a shower in 8 minutes or less	Watch a documentary about water.
Tell someone about your new water-saving habits!	Turn off the water while you lather your hands	<u>Find and share your virtual water footprint</u>	Go meatless for a day! Vegetarian foods generally have lower water footprints	Scrape dishes into compost or trash instead of rinsing them

Water Conservation Bingo

		<i>FREE SPACE</i>		

Water Conservation BINGO Recording Sheet

As employees complete their BINGO cards, keep track of which actions they are taking to report your successes to Climatewise!

Water documentary	Scrape dishes instead of rinsing	Find direct water footprint	Tell someone	Read about outdoor water use	Take a shorter shower	Avoid making too much coffee	Wash dishes wisely	Go meatless for a day	Find virtual water footprint	Turn off water while you lather	Extra water/ or ice onto plants	Full loads of laundry for 1 wk

Lunch and Learn

Educate your employees on ways they can make a difference during a short lunchtime presentation. Use local experts, knowledgeable employees or the TED Talks listed in the resources to present information about water conservation and the environment.

Possible Topics:

Xeriscape
Water-Energy Nexus
Water in the West

Videos:

[The Colorado River: Running Near Empty](#)
[FLOW: For Love of Water](#)

TED Talks:

[How the markets can keep streams flowing](#)

Audio Resources:

[The Big Thirst](#)

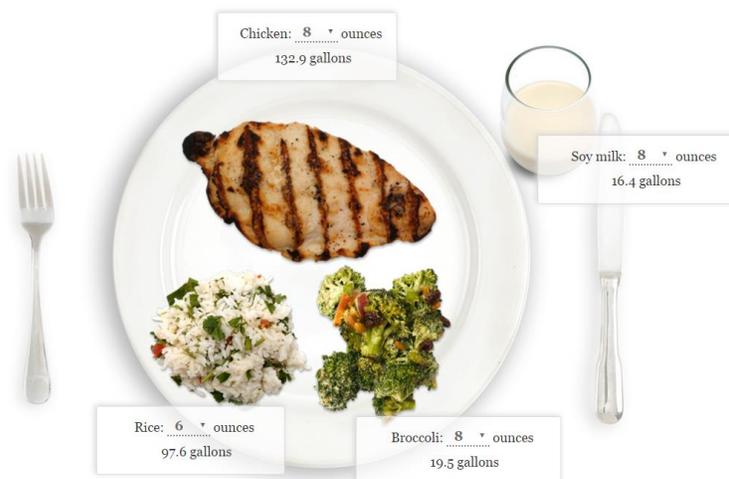
Water Footprint Challenge

Send out an email with a link to a water footprint calculator (<http://www.watercalculator.org/> is a particularly good one!). Have employees complete the calculator and identify one way that they could reduce their water footprint in the following week. Have employees email in and post their pledge in their workspace. Consider raffling off a prize!

Food+Water Challenge

How much water does it take to make your food? Send out an email with a link to this interactive tool that calculates the water that it takes to make different items on your dinner plate. Have employees complete the calculator for a common meal that they eat, and identify one way they could switch up their dinner habits to reduce their water footprint. Have employees email in and print off the image of their plate and post it in their workspace. Consider raffling off a prize!

266 gallons
(Commercial U.S. average)



Water Conservation Self-Report

Send the table below out to employees and encourage them to keep track of the ways they are saving water every day for a week. Collect recording sheets at the end and consider raffling off a prize!

Record the number of times you complete each activity this week.

Scrape dishes instead of rinsing	Take a shorter shower	Avoid making too much coffee	Wash dishes wisely	Go meatless for a day	Turn off water while you lather	Extra water/ or ice onto plants	Full loads of laundry for 1 wk

Challenge Email Templates

The following emails are based on a water conservation challenge with one activity in the second week of the challenge. The yellow boxes are information that needs to be personalized to your timeline, activities, and workplace.

These provide a great starting place, but be sure to adapt to meet your employees' needs. Utilize other forms of communication (like incorporating information into staff meetings) if email is not a common communication channel.

Pro Tip: Challenge emails are a great place to highlight other actions that you are taking to achieve your water badge, and other accomplishments you've made in this category!

One Week before Challenge

Subject: Help us go green!

Many of us at *insert business name* are passionate about protecting and enjoying the beautiful environment of Colorado. That's why we are partnering with ClimateWise and City of Fort Collins Utilities to help our office become more environmentally friendly in our day-to-day operations.

On *insert date* we will be launching a one month campaign to reduce our water use at work and at home. Each employee will have the opportunity to engage in fun activities surrounding water conservation and learn about small actions you can take to reduce your water footprint. *Participants will be eligible to win cool prizes like insert example.*

We need your help to make this challenge a success! Please take five minutes to fill out our short survey on what you currently do to save water, and what actions you think we should all be taking.

Stay tuned for more information on challenge activities. If you have any questions, ask *insert contact name*.

Week One

Subject: Let the challenge begin!

Today marks the beginning of our water conservation challenge! For the next month, be thinking about the ways you can conserve water—whether through taking a shorter shower or running the washing machine only when you have full loads.

As part of our challenge, we will be *insert activity* on *insert date*! *Insert challenge directions/challenge time and location.* Don't forget to talk to *insert contact name* if you have any questions!

Week Two

Subject: Did you know...

Did you know that, on average, we use seven gallons of water for each mile that we drive? We use water in a lot of ways every single day—to wash our hands, clothes, dishes, and more. But we also use water indirectly every time we drive our car or eat a meal!

Find out your direct and indirect water footprint by visiting <http://www.watercalculator.org/>. The ways you could reduce your water footprint might surprise you!

As a reminder, this week we will be *insert activity* on *insert date*! Please join us at *insert time* for *learning about water conservation/participating in* water conservation, and talk to *insert contact name* if you have any questions!

Week Three

Subject: The water outside your walls...

For many, water bills increase in the summer because of the water you use **outside** of your house. In fact, half of a home's annual water usage typically goes to lawn watering. That's a huge opportunity for savings! Check out [these tips](#) and make a plan for how you can use less water on your lawn.

Week Four

Subject: Last chance!

This is the last week of our water conservation challenge, and we want to end it with a bang. We know you've been working hard to reduce your water footprint, but we would like to challenge you to find **one more thing** this week that you can change.

If you've been recording your efforts to conserve or participating in activities, please turn in those records to *insert contact name* to be recognized and entered into prize drawings. Drawings will happen on *insert date*, so don't delay!

One Week after Challenge

Subject: Thank you!

Our first water challenge is done and I'd just like to say THANK YOU. We had ___ people participate in ___ actions/activities across two weeks! All those daily actions added up to big reductions in gallons used both in our office and at home!

We drew our prize winners this morning—*insert winner names*, it's your lucky day! Please stop by *insert contact name's* office to pick up your spoils!

On a final note, please take a minute and fill out this quick six-question survey letting us know what you liked and disliked about this project. We hope to be involved in many small challenges like this so share your ideas and know that things can only get even better from here!

Challenge Surveys

Pre-challenge surveys provide the opportunity to gather baseline data on participation AND improve your challenge through understanding barriers to participation and incorporating innovative ideas from employees. If you can, use free software like Survey Monkey or Survey Gizmo to reduce paper use!

Post-challenge surveys provide the opportunity to report back to ClimateWise, and to your employees. They also give employees the chance to share feedback about what went well, and what could be changed to make the challenge even more successful next year.

Pre-Challenge Survey (recommended)

Please choose one answer for each of the following questions. Your name will not be attached to your answers!

About how often do you:	Always	More than half the time	About half the time	Less than half the time	Never
Turn off the water while you wash your hands?					
Take an 8 minute or shorter shower?					
Wash full loads of dishes/laundry?					

What is one thing that makes it easy to conserve water?

What is one thing that makes it hard to conserve water?

Post-Challenge Survey (recommended)

Please choose one answer for each of the following questions. Your name will not be attached to your answers!

About how often do you:	Always	More than half the time	About half the time	Less than half the time	Never
Turn off the water while you wash your hands/brush your teeth?					
Take an 8 minute or shorter shower?					
Wash full loads of dishes/laundry?					

Did you take the energy conservation survey before the start of the challenge?

Yes **No** **Not sure**

Did you participate in any activities offered during the challenge?

Yes **No** **Not sure**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The challenge was fun					
I learned something about energy conservation from the challenge					

What other challenges or activities should we do to be more environmentally friendly?

Promotional Posters

Check out these water saving recommendation posters!

Tip #2 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip2.jpg>

Tip #37 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip37.jpg>

Tip #144 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip144.jpg>

Tip #146 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip146.jpg>

Tip #174 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip174.jpg>

Tip #190 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip190.jpg>