

# How to encourage water-efficient behaviour in the workplace

**Smart Water**

Workplace Leaders' Guide



# Welcome

**Welcome to the Smart Water Workplace Leaders' Guide. This guide is designed as a tool to assist you in making positive changes that will reduce everyday water consumption in your workplace. Encouraging sustainable water-efficient behaviour is good for the environment. It will also save your business money on metered water, energy costs and reduce your carbon footprint.**

Encouraging your staff to be more 'water smart' can significantly decrease the amount of water used and wasted within your organisation.

Engaging staff in sustainable programmes is not difficult but finding the time to research and develop them can get in the way. That's where Smart Water can help you.

Let us guide you to run a Smart Water campaign, so you can save your organisation money, energy and improve its carbon rating. The campaign will also encourage more environmentally sustainable behaviour amongst your employees.

We wish you well on your journey to reducing water consumption in your workplace. The Smart Water team is here to help support you along the way. Once you have people on board, you'll be surprised how easy it can be to make small changes that make a big difference.

You can contact us by email at:

**[hello@smartwater.org.nz](mailto:hello@smartwater.org.nz)**

or via our website

**[www.smartwater.org.nz](http://www.smartwater.org.nz)**

Alternatively, phone the team at

**07 838 6502**



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# Why become a water smart workplace?

**There are many benefits to becoming a water smart workplace.**

An engaged workforce that is mindful of its water use and appreciates the value and cost of water can achieve large savings through simple behaviour changes and, if staff feel a sense of ownership, they will be more likely to notice leaks and identify potential water saving measures.

## **Key Benefits**

Becoming a water smart workplace will help your organisation and its staff to:



Save on energy  
and water costs




Be seen as  
leaders in  
sustainability



Reinforce a  
positive public  
image for your  
organisation



Demonstrate  
good  
business and  
environmental  
practice



Encourage  
further  
water-saving  
behaviour in the  
home



Lower  
everyone's  
carbon footprint

# Preparing your staff campaign

## 1 Find out how much water your workplace uses

From water bills, you will find out how much water your workplace uses in a year and where you sit against the benchmark

## 2 Identify water saving opportunities

You will complete a walk-through of your workplace to identify water saving opportunities

## 4 Order your pledge kit

Call or email [hello@smartwater.org.nz](mailto:hello@smartwater.org.nz) to arrange delivery of your pledge commitment board, pledge stickers and any merchandise you would like to order to support your campaign.

## 3 Select 3 - 4 water saving actions

From your walk-through, you will select water saving actions that employees can sign up to as part of their water-saving pledge

## 5 Plan your communication strategy

Plan how you are going to communicate with staff. You want to be able to tell people about the campaign, explain why you are running it and how staff can take part. Use the QR code to check out our example communication plan and tailor the ideas to suit your workplace.





# Find out how much water your workplace uses

Before you can measure change, you need a starting point. You will need to find out how much your workplace has used in the last year. If you are unable to locate the water bills, contact [Smart Water](#) and we might be able to supply you with the figures you need. This applies to workplaces in Hamilton, Waipā or Waitomo.

## Steps to calculating your water usage:

1. Locate your water bill and find out how much water you have used in m<sup>3</sup> (cubic metres) in a year
2. Find your workplace's total lettable floor area in m<sup>2</sup>.
3. Divide annual water consumption by your floor area
4. Compare your water consumption to the benchmark

### Example – How to calculate your water usage:

<b>Building A:</b>	Water used	9,200 m <sup>3</sup>	a year
	Building size	13,093 m <sup>2</sup>	(net lettable floor area)

$$\text{Water use per square metre of building per year} = \frac{\text{Annual consumption m}^3}{\text{Net lettable floor area m}^2}$$

$$\text{Water use per square metre of building per year} = \frac{9,200 \text{ m}^3}{13,093 \text{ m}^2} = 0.702 \text{ m}^3 / \text{m}^2 \text{ of building / year.}$$

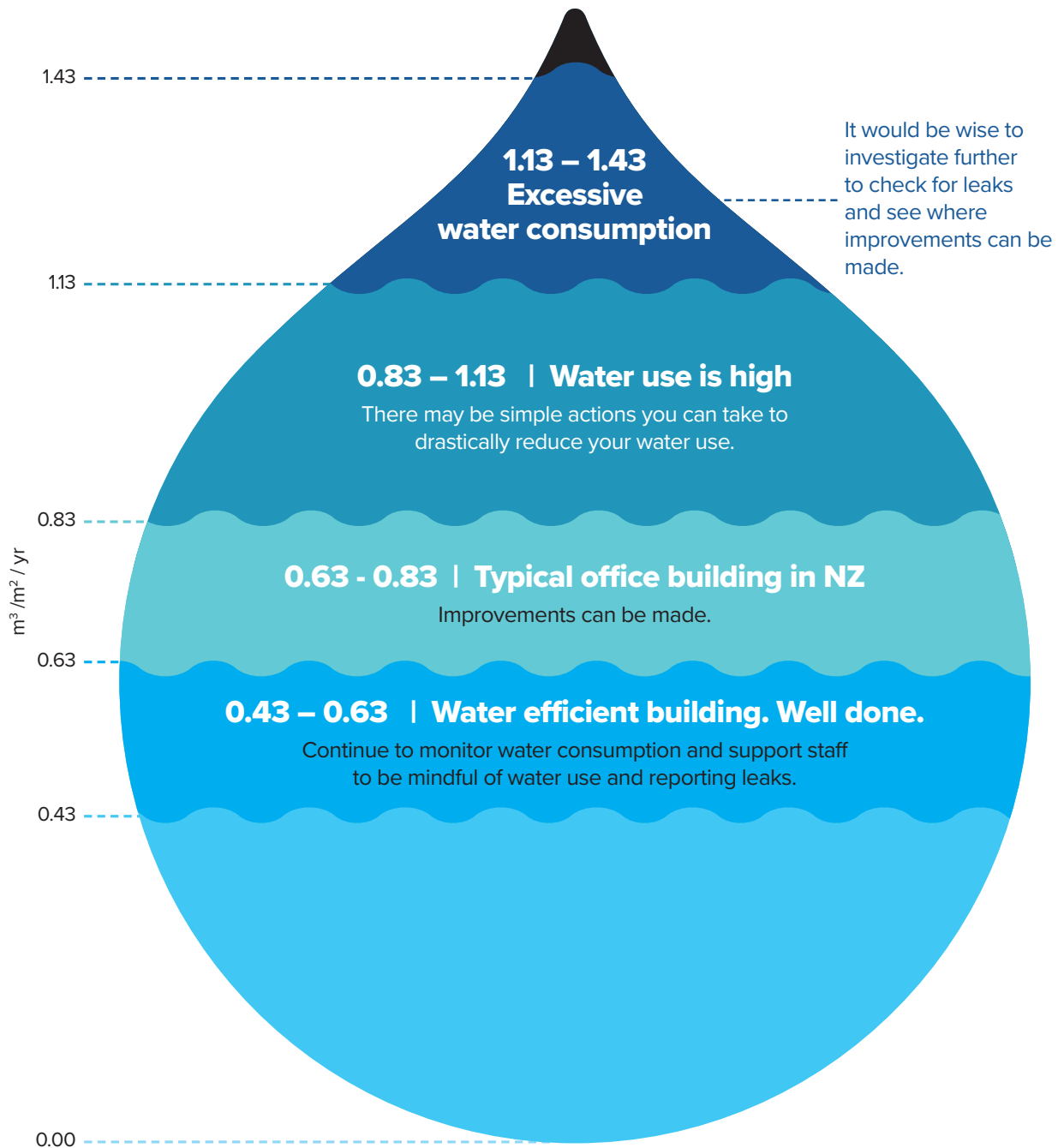
Building A uses 0.702 cubic metres of water per metre square of building per year.

### Comparison to water efficiency benchmark:

Building A has typical water consumption when compared to similar NZ buildings in the benchmark.



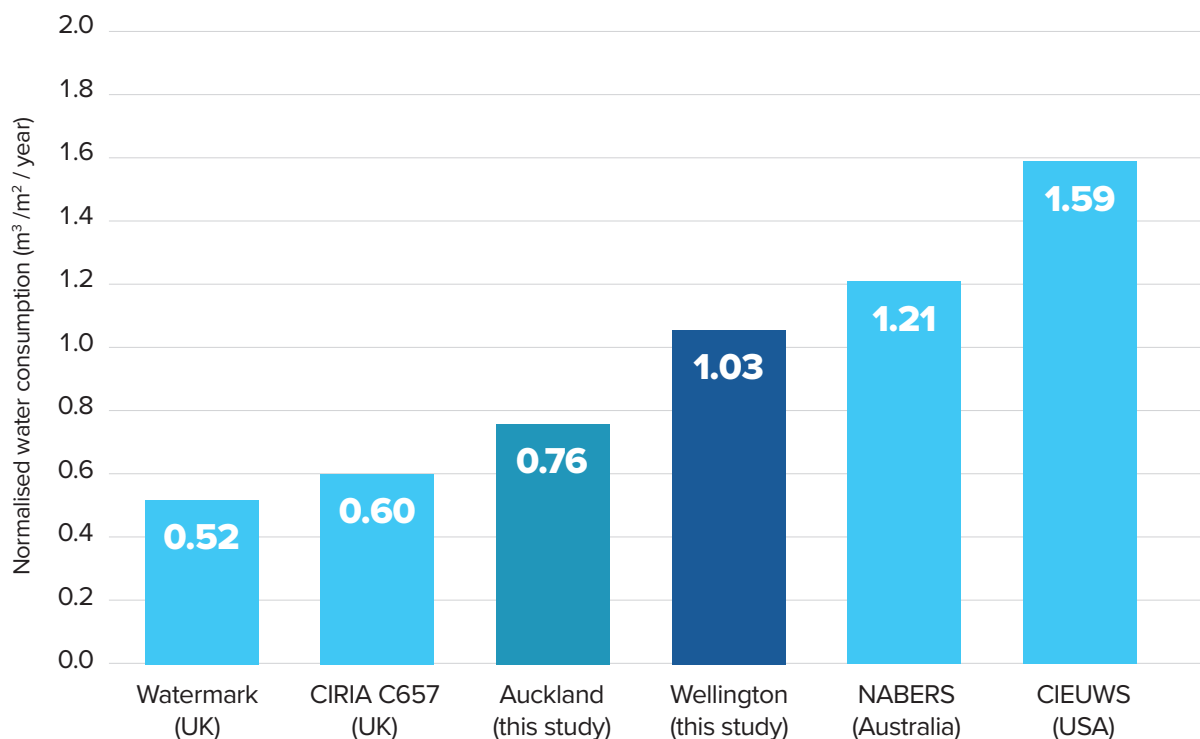
## Water efficiency benchmarking tool



**Fig 1.** Benchmark tool of water use in the workplace

Source: L Birt Water Performance in New Zealand Office Buildings

This graph compares median benchmarks for water consumption in office buildings internationally. Comparisons can be difficult as there are a variety of factors that will affect consumption rates, such as metered water charges; air cooled or water-cooled buildings and local climate conditions.



**Fig 2.** International comparison of typical benchmarks

Source: Build magazine

A cubic metre benchmark can be difficult to visualise so consider calculating litres per employee to enable staff to understand how much water they use:

### As an example:

💧 Water used **9200 m³** a year (1 m³ = 1000 litres)

👤 **580** Employees

📅 **250** Days (Standard working days per year NZ)

Water use for each employee =  $\frac{\text{water used (litres)}}{\text{no. of staff} \times \text{no. of working days}}$

$$\frac{9200 \times 1000}{580 \times 250} = 63.35 \text{ litres each employee each working day}$$

On average water consumption for office buildings is 50 litres for each employee each working day.

Source: Water UK



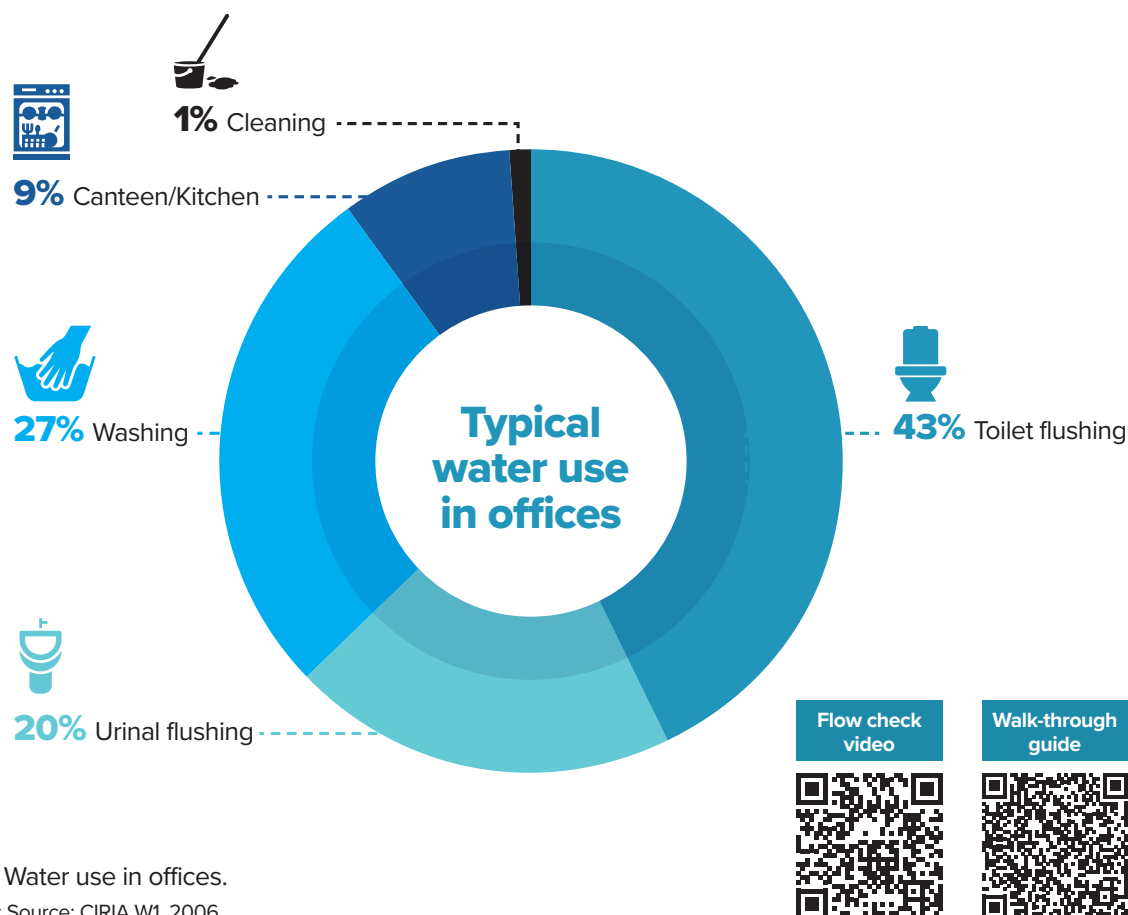
## Step 2

# Identify water saving opportunities

In a typical office most, water is used for toilet flushing, following by handwashing. You can see very little is used for cleaning!

Now for the real stuff - Print out your walk-through guide via the qr code, grab a clip board and pencil and take a walk through your facilities. You may need a colleague to check the male/female bathrooms. Listen for sounds of running water while it is quiet. Often leaky cisterns go unnoticed. People don't know who to report them to or assume someone else will deal with it. This can lead to an indefinitely leaking toilet which can be easily fixed. Check what type of toilets you have - dual or single flush? Do you have automatic flushing urinals? Automated flushing can use large amount of water, some even flush throughout the night when no one is even in the building! You can also do a flow check, use the qr code to link to the YouTube video to see how much water is used each minute from various taps. The same method applies to finding flow rates from any tap as well as the shower.

Once you've completed this you should have a fairly good idea of where water saving improvements can be made.

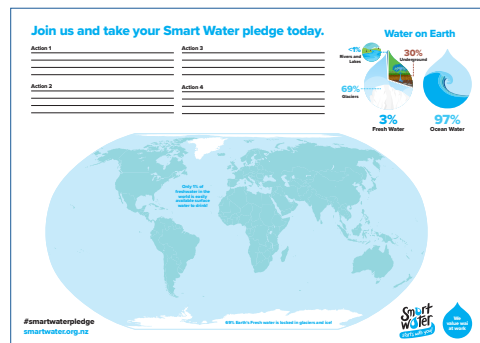


**Fig 3.** Water use in offices.  
Source: Source: CIRIA W1, 2006



## Select 3 - 4 Actions

Now you've completed your walk-through guide select three to four actions that you would like your workplace to focus on. Write these actions in the space provided on the pledge board once you've received your kit Staff will now be able to make a personal pledge based on choosing from these actions.



Action  
**1**

*Example only: run the dishwasher when full*

Action  
**2**

*Example only: Report Leaks to .....*

Action  
**3**

Action  
**4**

# Step 4

## Order your pledge kit

The pledge kit includes the choice of an A0, A1 or A2 sized commitment board on environmentally sustainable material. This allows you to visually display and promote your campaign in a central area such as your cafeteria or staffroom.

We also supply you with pledge drops that your staff can write on and stick on the pledge board. There will be duplicate pledge drops for your staff to display at their workstations should they wish. This serves as a personal reminder of the commitment someone has made to reduce their water consumption in the workplace. Use the QR code to see the Downloadable Resources to print posters supporting your campaign.

Please email [hello@smartwater.org.nz](mailto:hello@smartwater.org.nz) or call on **07 838 6502** to arrange delivery of your pledge commitment board, pledge drops and other resources to support your campaign.



### Join us and take your Smart Water pledge today.

<b>Action 1</b> <hr/> <hr/> <hr/> <hr/>	<b>Action 3</b> <hr/> <hr/> <hr/> <hr/>
<b>Action 2</b> <hr/> <hr/> <hr/> <hr/>	<b>Action 4</b> <hr/> <hr/> <hr/> <hr/>

### Water on Earth

Category	Percentage
Rivers and Lakes	<1%
Underground	30%
Glaciers	69%
Fresh Water	3%
Ocean Water	97%

Only 1% of freshwater in the world is easily available surface water to drink!

69% Earth's Fresh water is locked in glaciers and ice!

#smartwaterpledge  
[smartwater.org.nz](http://smartwater.org.nz)

**Smart Water**  
starts with you!

We value wai  
at work



# Staff communications plan

It is important that you regularly communicate with staff throughout your campaign. To make this easier, we have provided you with a staff communications outline that you can personalise to suit your organisation.

The communications plan is based on a month-long campaign and gives you week by week ideas on how you can promote and communicate your campaign with staff. This includes links to useful facts, information and short videos that you can send out via emails, newsletters, or your intranet site.

## Week one

**An introduction to why water is precious.** Simple explanations given on where water comes from and how it gets to you as good clean healthy drinking water. By the end of the week staff will be able to take a quiz and test their knowledge.

## Week two

**Launch of your campaign and encouraging staff to make water-saving pledges.** Staff will already have an appreciation of water as a precious resource. Support staff to develop an awareness of water usage and look out for leaks. This is a good time to include some fun competitions or spot prizes for people that find a leak, or the most leaks reported by a team for example. Perhaps people can find areas where water wastage hasn't been identified yet.

## Week three

**Gives the opportunity to go a little deeper on the facts and whys.** Provide staff with more in depth information on each of your selected water savings actions. For example – how much water does it take to run a dishwasher and why it is important to run it only when it's full.

## Week four

**Staff should be well versed on how and why it is important to use water wisely.** Here we give you information and tips for staff to take home. Provide opportunities for people to share their findings and experiences such as during a coffee break.

# Preparing your staff campaign

**1 INTRODUCE & PROMOTE THE CAMPAIGN TO STAFF.** Use your tailored communications plan to help you inform staff why you are running the campaign and what they can do to be part of it.



**2 LAUNCH THE CAMPAIGN** with a pledge signing event at the commitment board. Ask your leadership team to make the first pledges to demonstrate your organisation's commitment. Remember to hang the board somewhere visible and easy to see, such as in the cafeteria or staff room.



**3 HOLD A PLEDGE SIGNING.** Ask staff to make a Smart Water pledge and to start saving water by committing to the actions you've identified.



**4 SUPPORT AND ENCOURAGE** Continue with your communications plan to keep people informed and motivated. Check in with staff regularly to see how they are going with their pledge and whether there is anything else that is needed to support them in reducing their water use.



**5 EVALUATE & CELEBRATE** Share findings and celebrate your accomplishments. You will find ideas in the evaluation and celebration section below that will enable you to draw your campaign to a close and thank staff for their efforts.

# Evaluate and celebrate



# Merchandise

To support your campaign there are a limited number of items you can order from Smart Water. Send an email to [hello@smartwater.org.nz](mailto:hello@smartwater.org.nz) and include:

- Your name
- Workplace name
- Postal address
- Items you would like to order and quantity

**Shower timers**  
(limit 75 per workplace)



**Magic face cloths**  
(limit of 25 per workplace)



**Fridge bottle**  
(limit 2 per workplace)



**Non-marking removable sticker –  
'Turn tap off when brushing teeth' reminder**  
(limit of 50 per workplace)

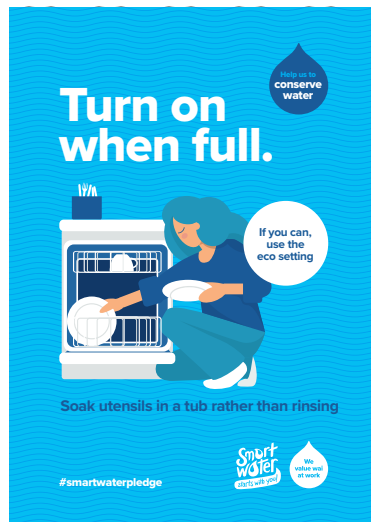


# Downloadable Resources

Once you have shortlisted your water-saving actions, you can print a range of posters to put around the office to help remind staff.



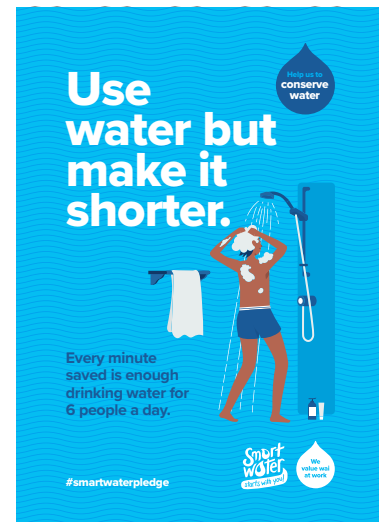
## Posters



Dishwasher Poster



Dishes poster



Shower poster



Taps Poster



Leaky toilet reporting sign poster



Leaking tap reporting sign poster



# Additional supporting documents

Use the QR code to link to our website with useful documents and links

- A walk-through guide for you to identify areas that could be improved
- Example internal communications plan to run your campaign
- Smart Water Workplace powerpoint template
- Smart Water Workplace email footer
- Staff feedback – survey monkey link

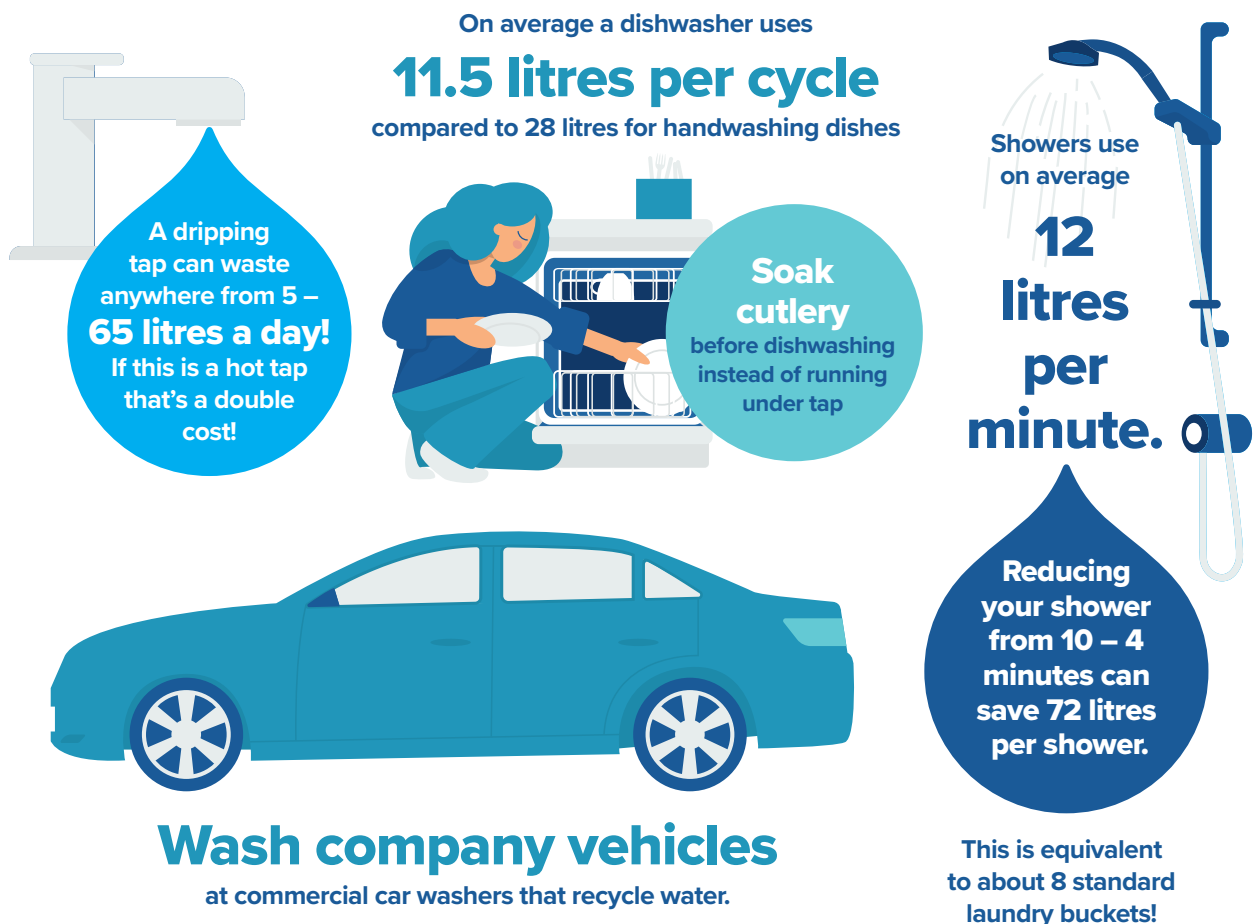
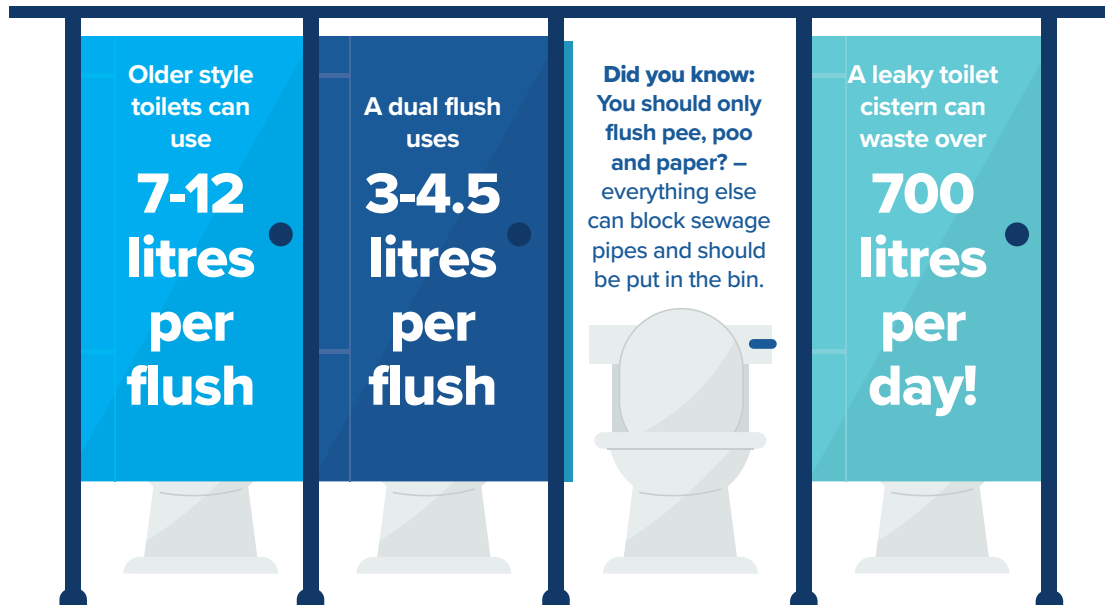
## Useful Links

Use the QR code to link to our Smart Water website with further advice, information and 'How to' guides:

- Water is precious
- Top Tips on Tap
- How to detect a leak
- How to measure flow rate



# Top facts on tap



Smart Water would like to  
**THANK YOU** for your efforts  
in helping to reduce water  
consumption in your workplace  
and valuing wai in the Waikato.  
Together small changes can make  
a big difference. Thank you!

If you would be happy to complete a case  
study about your campaign please email  
[hello@smartwater.org.nz](mailto:hello@smartwater.org.nz)

or call the Smart Water team to discuss further  
**07 838 6502**

[www.smartwater.org.nz](http://www.smartwater.org.nz)

