

**Imagine it is
2100**



**1. Make it easy -
take away the
effort, cost, need
to choose**



**2. Give people
what they want -
solve their
problems, add to
their enjoyment**



3. Change norms –
make efficient water
use normal &
aspirational



**Do we need to win
hearts and minds?**



**What can we do to
change behaviour
now?**

