

10. Sponsor: Severn Trent Water

Challenge

Design an attractive and engaging product, service or system that addresses water management in the urban environment. This brief asks you to think about exciting and engaging ways to design and handle water management in our cities in light of increased pressures on infrastructure.

Background

Water is one of the most important resources for sustainable urban development. However, the combined impact of population growth, climate change and urbanization are increasing pressure on water use and management in our cities. Ensuring that we do not have too much (flooding) or too little (drought) will require us to fundamentally change how we:

- Capture and use rainwater
- Use and recycle water in our homes and workplaces
- Reduce pressure on drains and help to prevent flooding
- Engage as individuals and communities with green spaces and water bodies

Considerations

Your response should help communicate the value of water, encourage responsible water usage, and foster more pleasant communities to live and work in.

The following would all be viable responses:

- A behavior change strategy and/or learning resource or toolkit
- A public installation/exhibit that draws people's attention to water and water usage in urban areas
- A digital technology solution that addresses water responsibility

Target Audience

Men and women living in an urban environment, ages 25-55

Further information on sponsor

Severn Trent Water

www.stwater.co.uk