by Amber, Hugo, Nath, Rebecca

PROBLEM

California is facing a drought

- More water can be conserved on a household level
- Existing campaigns lack the incentive to save water

SOLUTION

What: Water Saving Competition (via an **app/webpage**)

Who: Grades 3-5

Aims:

- Create a friendly competitive environment between grades to motivate water conservation
- Employ students' influence on their family to encourage water saving habits
- Increase awareness of the scarcity of clean water & different conservation methods
- Inspire future development of water solutions

Incentive:

- **Ice-cream parties** for grades which reach the minimum benchmark
- **Field trip + picnic** to Berkeley Campus for winning grade

STAKEHOLDERS

UC Berkeley

- **Living Environments Lab:** Develop low-cost water flow sensor
- **Students**: Spearhead app development and promotion

Elementary Schools

- **School Administration:** Co-develop water conservation module
- **Teachers:** Integrate water conservation into curriculum

Households

- **Students**: Develop awareness and behavior change
- **Family Members**: Establish a joint effort with the school

IMPLEMENTATION

Timeline:

Week 1: Setting Personal Baselines

(Mon: Distribute low-cost flow sensors;

Tues & Wed: Showers; Thurs & Fri: Kitchen; Sat & Sun: Bathrooms)

Week 2: Showers

Week 3: Kitchen

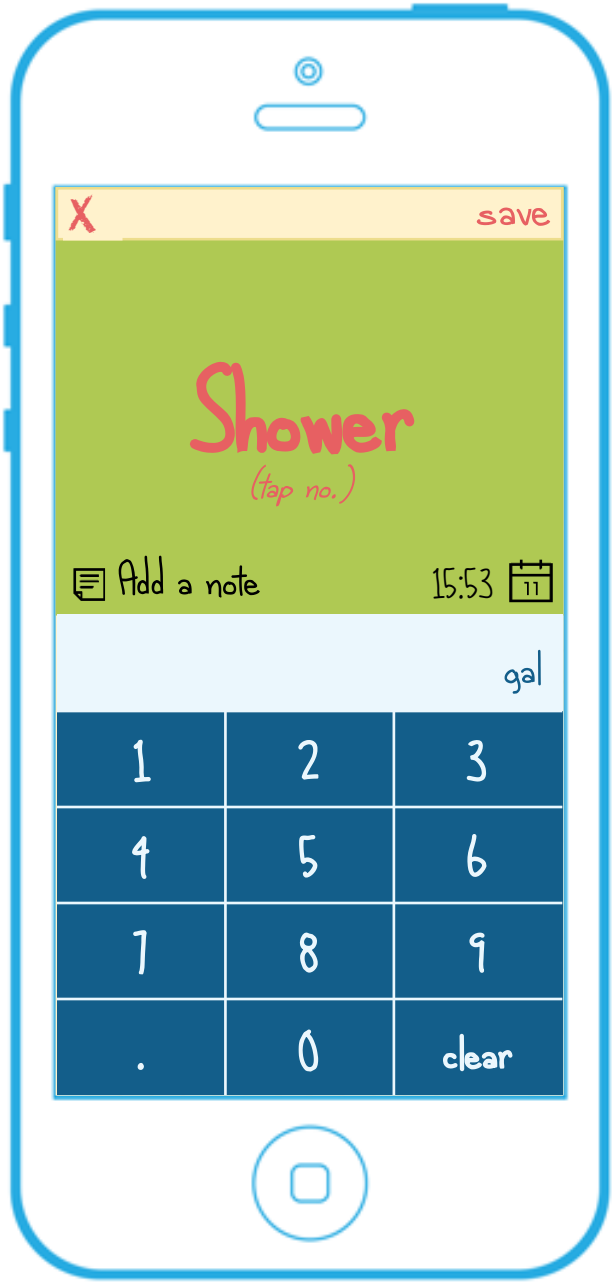
Week 4: Bathrooms

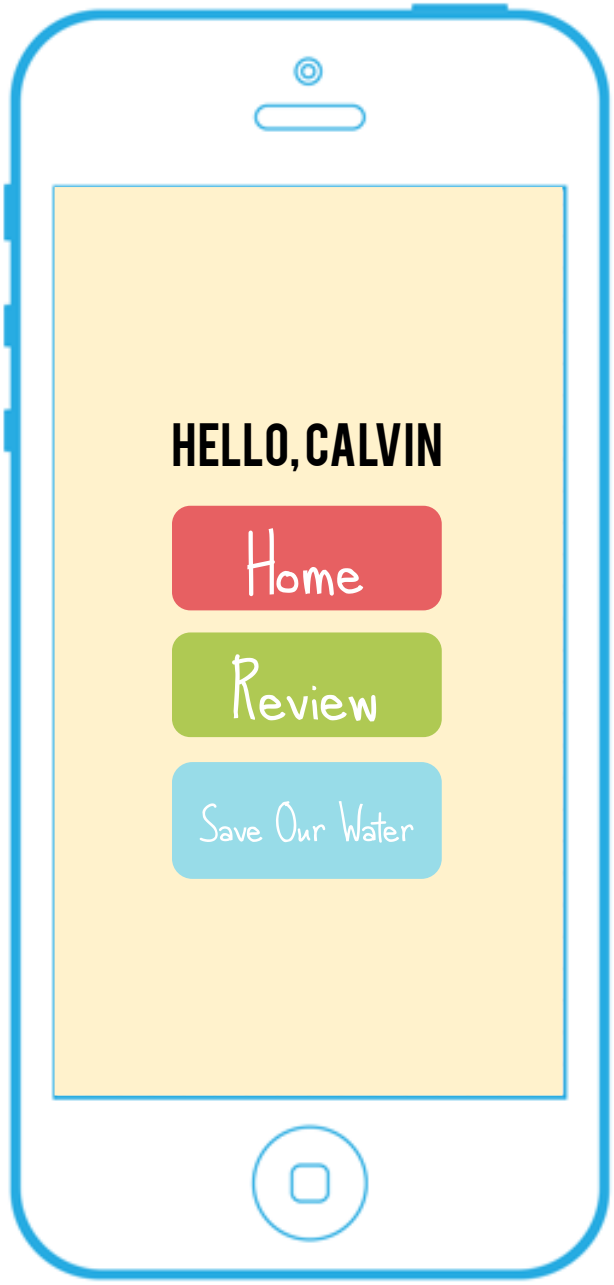
Supplementary:

“Teachable Moments” -> Visual Demonstrations, Water-Related Projects & Activities etc.

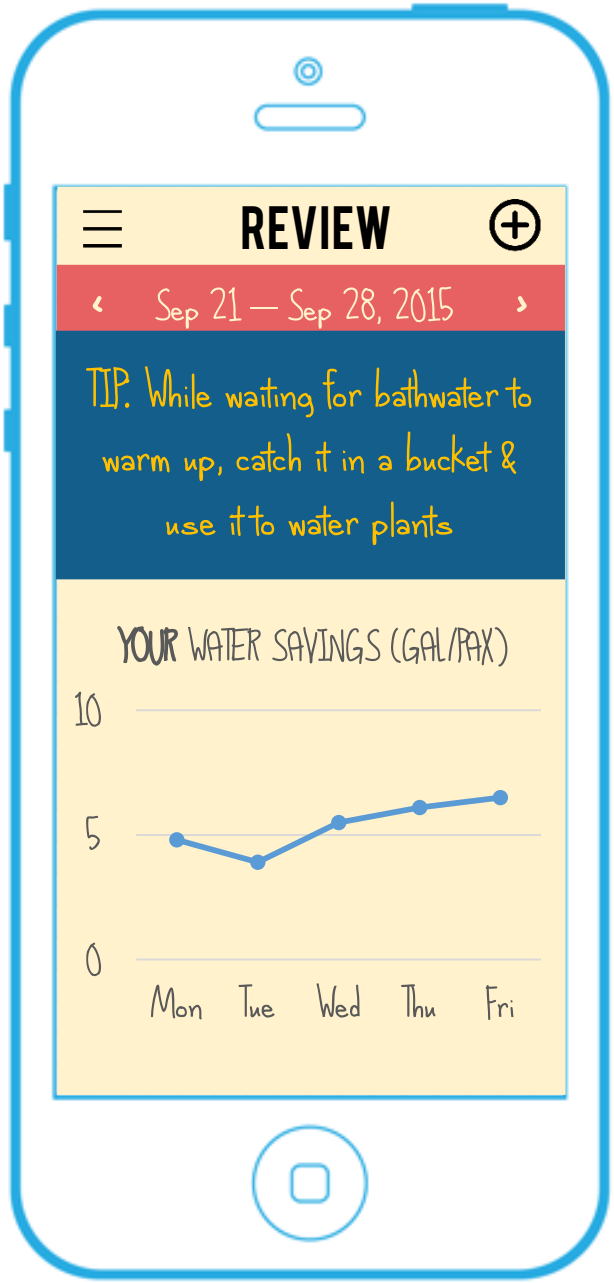
the app

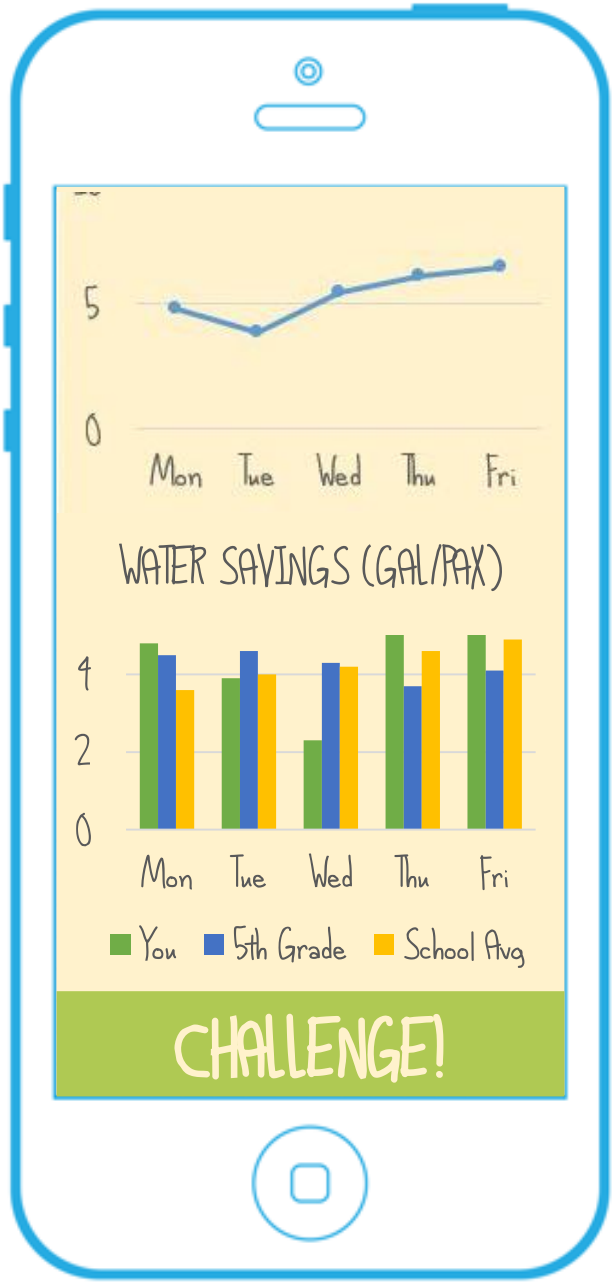
SAVE
Water you waiting for?

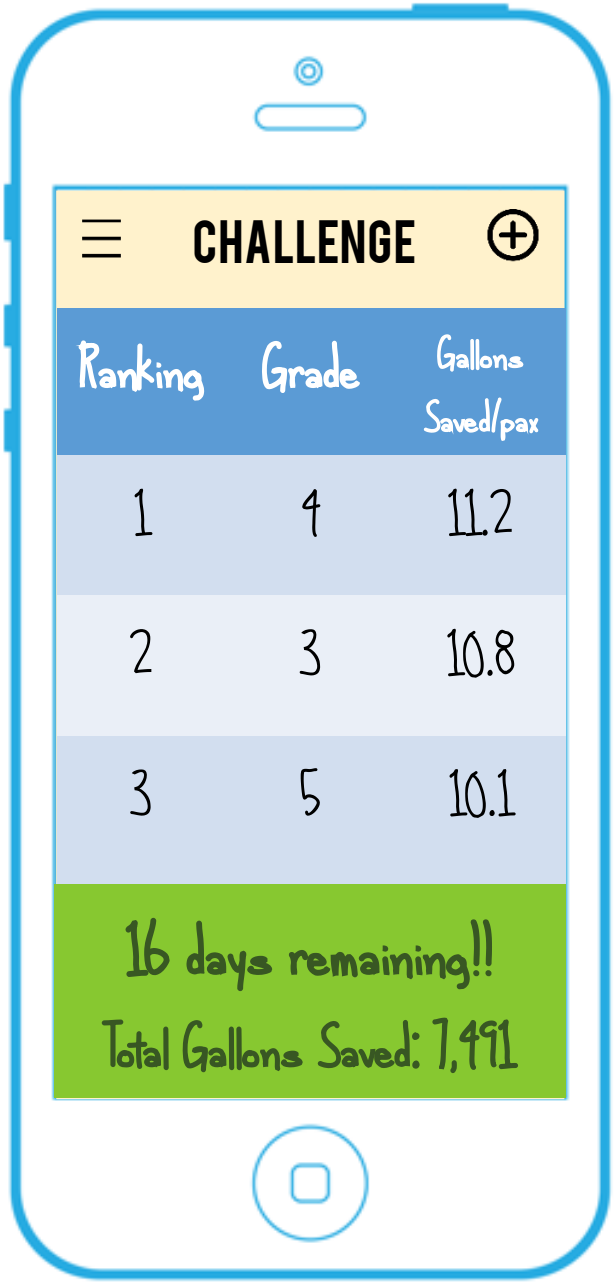

X
save
Shower
(tap no.)
Add a note
15:53
gal
1
2
3
4
5
6
7
8
9
.
0
clear


HELLO, CALVIN
Home
Review
Save Our Water

HOME
TODAY | 0 gal/pax
FRI | 6.5 gal/pax
THU | 6.1 gal/pax
WED | 5.4 gal/pax
TUE | 3.9 gal/pax
MON | 4.8 gal/pax
SHOWER #1 used 46 gal
SHOWER #2 used 30 gal
*savings based on shower baseline calculated at the start of campaign = 20 gal/pax


REVIEW
‹ Sep 21 — Sep 28, 2015 ›
TIP: While waiting for bathwater to warm up, catch it in a bucket & use it to water plants
YOUR WATER SAVINGS (GAL/PAX)
10
5
0
Mon
Tue
Wed
Thu
Fri


5
0
Mon
Tue
Wed
Thu
Fri
WATER SAVINGS (GAL/PAX)
4
2
0
Mon
Tue
Wed
Thu
Fri
You
5th Grade
School Avg
CHALLENGE!


CHALLENGE
Ranking
Grade
Gallons Saved/pax
1
4
11.2
2
3
10.8
3
5
10.1
16 days remaining!!
Total Gallons Saved: 7,491

HELLO, CALVIN

Home

Review

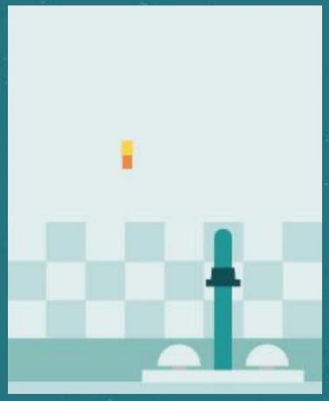
Save Our Water

SAVEOURWATER.COM

Save Our Water The California lifestyle

Kitchen

Garbage Disposal



1.Use the garbage disposal sparingly. Instead, compost vegetable food waste and save gallons every time.

Explore how you can save water

Follow our easy tips both indoors and outdoors and save more water every day!

Kitchen | Bath / Laundry | Outdoors | Work

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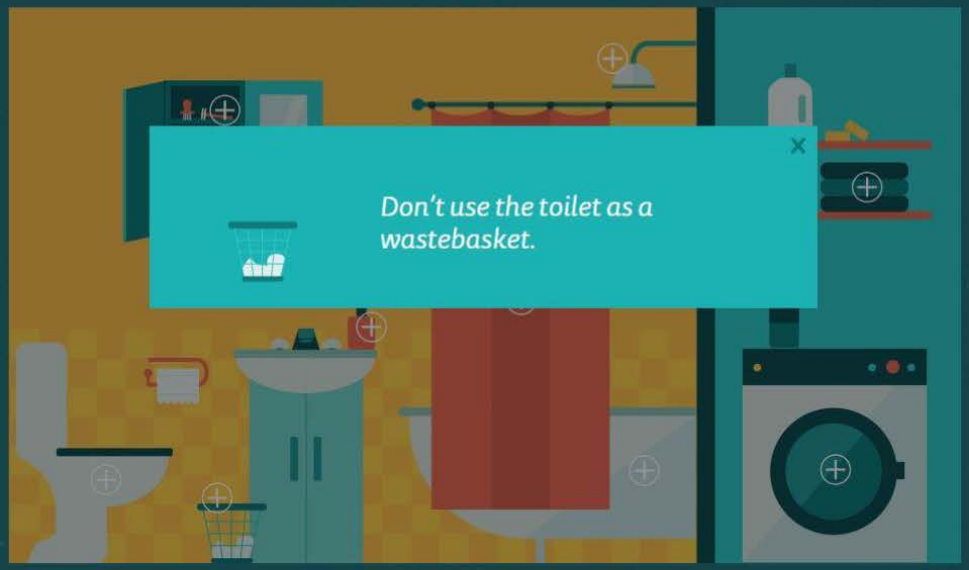
Follow our easy tips both indoors and outdoors and save more water every day!

Kitchen | Bath / Laundry | Outdoors | Work



web-based version

wateryouwaitingfor.com

SAVE

Water you waiting for?

(username)

(password)

SIGN IN!

ENG 2:46 AM 28/9/2015

STAKEHOLDERS

DRIVERS:
UC BERKELEY STUDENTS

Interest

- Solving a pertinent, real world problem

Impact

- Working with elementary schools and partners

Advantages

- Proximity to the Berkeley community

Issues to Consider

- How can we make the project sustainable?

PARTNERS:
LIVING ENVIRONMENTS LAB

Interest

- Testing & improving low cost water flow sensors

Impact

- Providing the technology to measure flow rates

Advantages

- Technical expertise

Issues to Consider

- How fast can they improve given feedback?

PARTNERS: CORPORATIONS

Interest

- Corporate Social Responsibility (CSR) Initiatives

Impact

- Sponsor the technology and prizes

Advantages

- Financial means

Issues to Consider

- How can we establish a long term relationship?

PARTNERS/CLIENTS: ELEMENTARY SCHOOL EDUCATORS

Interest

- Educating students

Impact

- Directly educate students about drought

Advantages

- Co-develop competition and provide feedback

Issues to Consider

- How can we convince educators to work with us?

USERS:
STUDENTS & FAMILIES

Interest

- Learning more about the current drought

Impact

- Awareness & personal stake in solving the drought

Advantages

- Community based initiative

Issues to Consider

- How can we motivate students and their families?

FUNDING & SUSTAINABILITY

- Competitions and grants on campus
  - Big Ideas@Berkeley
- Corporate Social Responsibility partnerships
  - Government bodies
  - Water research labs
  - Corporations
- Berkeley Student Clubs
  - Socially Engaged Engineers
  - Net Impact
  - Circle K
  - Berkeley Project

FUTURE DIRECTIONS

Expand target audience to middle and/or high school students

- Conduct workshops to build the sensors
- Promote STEM fields

*Images from **Living Environments Lab***

CONCLUSION

- Create a campaign to employ students' influence on their family to encourage water saving habits through friendly competition
- Develop awareness and motivation to conserve water

APPENDIX

CREDITS

Vectors from Noun Project:

Globe – John Caserta

Menu – Philip Glenn

Note – Elliot Midson

Add New – Jamison Wieser

Thought Bubble – Liane Kirschner

Tick – useiconic.com

Kick – Nicolas Vincent

ITERATIONS

1. Wanted to track **all** water uses *including laundry and dishwashing*, track data for **all** appliances over the course of the year

- Too cumbersome and some items were difficult to track (eg. dishwashing + laundry)
- Wanted to show absolute amount of water <u>used</u> and not <u>saved</u>

2. Wanted to raise awareness regarding food consumption - eg what you eat everyday & how we can substitute certain foods (eg almonds, beef) with other less water intensive foods

- Again, difficult to track & quantify
- Children do not have purchasing power or much influence over what their families eat

Throw out problems with current solution -> make alterations -> repeat

INSPIRATION: WALLY

wally.me

"Top 10 Start-Ups" - Forbes Magazine | #1 Finance App in 22 Countries | Top 10 Finance App in 52 Countries | 4.2 out of 5 star Ratings Globally | 1st Place in 2 Start-up Competitions

About us

Seamless, intuitive money management

The idea behind Wally is that we need the right tool to manage our personal finances. Some people use Excel, some use a paper and pen, and some use personal accounting software-- but most of us just don't know what to do. Our financial lives are complicated-- cash, cards, savings, debt-- and we're not all born gifted accountants.

Managing money is a highly important and highly personal issue for us at Wally. We're a small team; some of us are single, some are married, and some of us have kids-- but regardless of our situation, but we all face these issues. We're real people with real problems.

So we embarked on a mission to solve our problem and hopefully solve yours. And thus Wally was born-- a simple, seamless, and intuitive tool to manage your personal finances. We want to give you a 360 view on your money; what comes in, what goes out, what you have saved, what you have budgeted. We want to give you the tools to understand where your money goes, and empower you to set and achieve financial goals.

We're pretty proud of what we've done so far. Every day thousands of people from around the world download and