



PRESS RELEASE

FOR IMMEDIATE RELEASE

Global Action Plan launches world-first game to dry up water waste

- Global Action Plan, a leader in environmental behavior change, today announces the launch of a world-first 'EcoInteractive' game – The Water Explorer.
- The Water Explorer will make its first appearance during World Water Week (21-27 August) at Highcross shopping centre in Leicester on Wednesday 24th August.
- Only 1 in 5 people think they should personally be taking the lead in saving water

LONDON 22 August 2011 Designed to engage users in conserving water, the Water Explorer is the first educational game to give a personal water plan that users can take home. The quiz based game shows the value of cutting domestic water use by giving practical tips to help people make the link between water, climate change and everyday habits and products.

According to a recent poll¹ by Global Action Plan, only 1 in 5 people think they should personally be taking the lead in saving water. Yet with 45% of the water used in the lifecycle of a pair of jeans² occurring during the wash-and-dry home care by the customer for example, it is clear that consumer engagement plays a key part in tackling the issue of water sustainability – but there is limited communication on the topic from manufacturers and retailers.

“The rapid rise in living standards and population growth threatens the sustainability of water resources and the environment. The compound effect of making simple lifestyle changes, such as using water more efficiently in the home, or understanding which products are more water intensive than others, is significant, so we have commissioned the Water Explorer to get a positive and practical message across to make this behaviour change happen.” Says Trewin Restorick, CEO, Global Action Plan.

The Water Explorer has three games with varying difficulty levels. A series of questions probe people who have to tap, pump or flush the amount of water that ordinary household tasks require. Users receive a personal water plan, find out how much water is hidden in the things you buy and how much water people in different countries use.

The Water Explorer will make its first appearance during World Water Week (21-27 August) at Highcross shopping centre in Leicester on Wednesday 24th August. Shoppers can find us

outside Levis who will be giving out a pair of their Water<Less jeans on the day. It will also be at the Start festival, Kew Gardens, on Friday 26 August.

"We are excited to launch the Water Explorer at Highcross shopping centre. There's so much we can do to get shoppers to use water more sustainably and innovative communications like this are a brilliant way to reach people". Nicola Duffy, Environmental Co-ordinator, Highcross shopping centre, Leicester.

The Water Explorer is fun and easy way to get people thinking about water, it can be hired from Global Action Plan anywhere in the UK for corporate and public events.

References

1. 124 people took part an anonymous water poll undertaken by Global Action Plan in July 2011
2. Source: Levi Strauss & Co.

Images



Users Tap, Pump and Flush to answer the quiz and complete the game.

Notes to Editors

- Demonstrations and test runs are available at Highcross shopping centre or at the Global Action Plan offices in Covent Garden, London to media,. Please contact Amy Sharples, Marketing Officer, on 020 7420 4406, amy.sharples@globalactionplan.org.uk
- For further information or photos, contact Amy Sharples, Marketing Officer, on 020 7420 4406, amy.sharples@globalactionplan.org.uk

About Global Action Plan

Global Action Plan is the UK's leading environmental behaviour change organisation and, since 1993, has helped businesses, schools, and communities reduce their carbon footprint to positively impact on the environment. Global Action Plan consistently achieves significant environmental and financial savings in the UK by empowering people to take action on energy, waste, water and transport. Global Action Plan is the only charity in the UK to be supported by the United Nations Environment Programme. <http://www.globalactionplan.org.uk>
<http://www.twitter.com/globalactplan>

About Global Action Plan's EcoInteractives

Global Action Plan's EcoInteractive exhibits are a fun and easy way to get people thinking about their energy consumption, making a lasting impression and the complex matter of climate change more tangible to people. [The Energy Bike](#), [Carbon Gym](#), [EcoDriving simulator](#) and the new [Water Explorer](#) are all available for hire from Global Action Plan.