EVIDENCE BASED

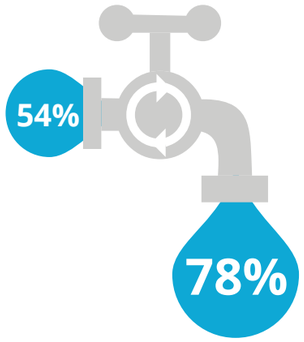
All of the *Water360* educational products are grounded in established concepts from social science and communications research and address known impediments to public acceptance of water reuse to augment drinking water supplies. Social research from universities and water utilities in Australia on community perceptions, attitudes and values about water reuse provided important new insights into factors that influence community decision making. Also influential in the development of the education and engagement materials was WateReuse Research Foundation-funded research projects over the past several years on public perceptions on water reuse, how this is affected by the use of particular words and images, and community understanding of human involvement in the water cycle.

The resulting suite of education and engagement products is flexible enough to speak to a multiplicity of stakeholders, who form their opinions about contentious issues based on their own values, emotions and cultural context.

ADOPTION AND IMPACT

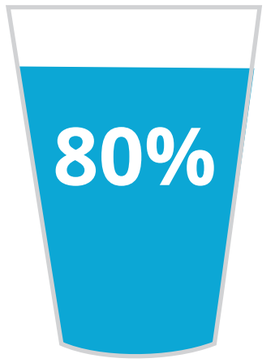
The *Water360* educational products are designed for use throughout the stages of a potable reuse project, from assessment of technical feasibility to project design, construction and commissioning. The Australian Water Recycling Centre of Excellence currently is engaging with project partners to have the products implemented by water utilities in their communities in Australia and the U.S.

Preliminary evaluation of their effectiveness indicate that the *Water360* educational products work. A recent survey in Australia utilising a sample of the *Water360* educational videos showed:



Support for augmenting drinking water with reused water rose from 54% to 78%, and opposition dropped from 24% to 10%.

Trust in water reuse technology increased for 54% of respondents. For 49% of respondents, trust in their utility increased.



80% of respondents said it was 'likely' or 'very likely' that they would willingly drink reused water if conventional sources were unavailable/extremely expensive.

ESTABLISHING A GLOBAL NETWORK AND NEW PARTNERSHIPS

The Centre's objective is to strengthen international collaboration through the development and implementation of industry best practice in community education and engagement on potable reuse.

The first such formal partnership was established in early 2015 with the WateReuse Foundation in the United States who will adapt and expand the educational products from their research on education and engagement. These projects are now being implemented by U.S. utilities.

More widely, as potable reuse takes on a greater significance internationally, the Centre is now also actively seeking collaborative arrangements with utilities and national organisations in all parts of the world to grow the community of practice in regard to education and engagement on potable reuse. We encourage you to contact us to discuss further collaboration.

WATEREUSE

Australian Water Recycling
Centre of Excellence

Water360

Resources for Reuse

Potable reuse education tools

Every community's future depends on access to clean, reliable and adequate supplies of water.

Water utilities in many parts of the world are facing increasing pressure from population growth, variable climate and the decisions of upstream water users. As water security becomes an increasingly significant issue, public understanding of how water is used and reused must grow. Ensuring public support for potable reuse is an important element in the journey to more sustainable and innovative water management.

Unfortunately, in many communities internationally, the lack of sufficient community understanding and acceptance of potable reuse remains an obstacle for policy makers, water utilities and regulators. In many urban areas, this is hindering implementation of sustainable, efficient and cost-effective water management solutions such as potable reuse. The development of novel and innovative mechanisms to reach out to citizens is required.

The Australian Water Recycling Centre of Excellence, in conjunction with the WateReuse Research Foundation, has done just that with *Water360* - a series of entertaining, research-based educational products designed to increase community understanding and acceptance of water reuse as a drinking water source. The products are suitable for use by communities, government, media and industry.

Evaluations indicate use of *Water360* products can change people's minds about water reuse. They have the potential also to change our water future.

For more information, contact:

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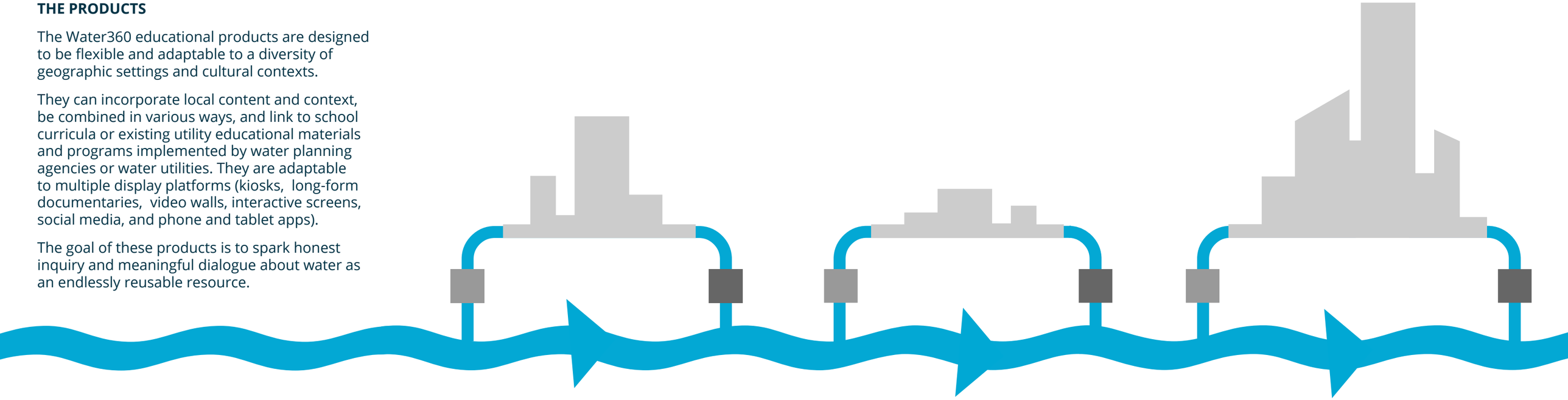
Australian Water Recycling
Centre of Excellence

THE PRODUCTS

The Water360 educational products are designed to be flexible and adaptable to a diversity of geographic settings and cultural contexts.

They can incorporate local content and context, be combined in various ways, and link to school curricula or existing utility educational materials and programs implemented by water planning agencies or water utilities. They are adaptable to multiple display platforms (kiosks, long-form documentaries, video walls, interactive screens, social media, and phone and tablet apps).

The goal of these products is to spark honest inquiry and meaningful dialogue about water as an endlessly reusable resource.

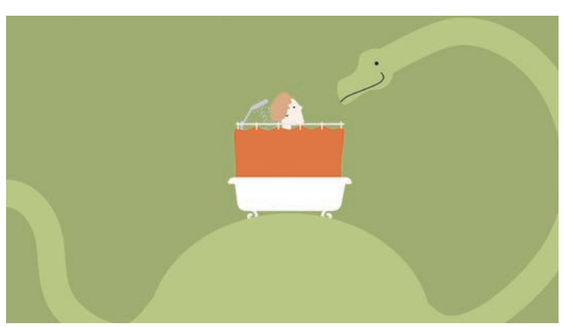


1. Global Connections Map

An interactive map with links to videos about existing and planned potable water recycling projects around the world, as well as story and science animations and interviews with interested citizens and experts on recycled water.

2. Expert Voices

Videos of academics, toxicologists, microbiologists, regulators and other experts answering frequently asked questions about potable reuse.

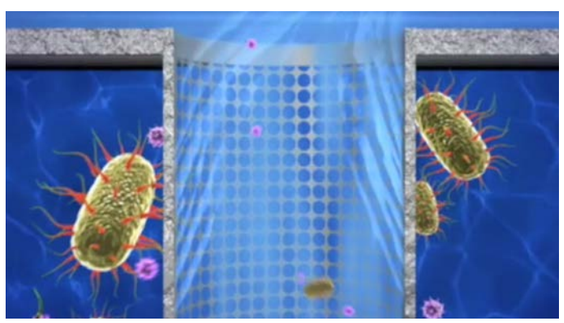


3. Water: Think and Drink Animations

Six short (2.5-minute) animations that encourage viewers to think differently about water, using a fun, conversational tone. The animations cover sustainable and systems thinking, fit for purpose design, community roles and the trustworthiness of different information sources.

4. The Water Cycle Explorer

A 15-minute video which examines the content and history of various water samples and explores the complexities of the water cycle, and the place of water reuse within that.



5. Understanding the Details

Thirteen short videos and animations that illustrate the science of water treatment and purification and show how multiple processes combine to ensure public health and safety.

6. Searchable Video and Animation Library

Video footage and graphic images from the Expert Voices and the Global Connections Map, have been coded and indexed so that water agencies and utilities can search, access and adapt them for local contexts. Similarly, still images from the 'Water: Think & Drink' animations have been catalogued into a library of graphic image files, so that the images can be used in other communications.