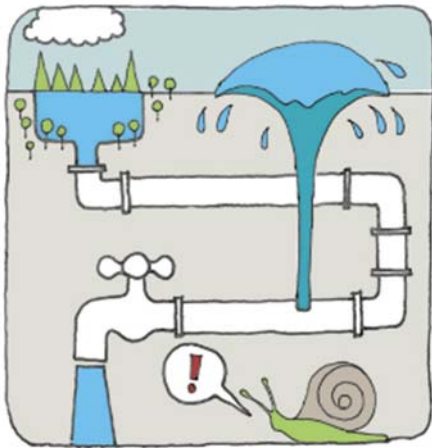


# SWIG Award 2013 Communications Category

An animation on Water Sensitive Urban Design

## What

By creating 'water sensitive cities' it is possible to address the major challenges of water shortage, flooding and pollution. This film, commissioned by the Landscape Institute and CIRIA and based on work by CIRIA, Arup and AECOM, explains the concept of Water Sensitive Urban Design (WSUD) and argues the case for designing 'with' water when planning any new development. The graphics were created by the AECOM design studio and the animation made by Room 60.



The audiences for this video are landscape architects, engineers, architects, developers, planning committee members and practitioners together with students in each of these disciplines.

## Why

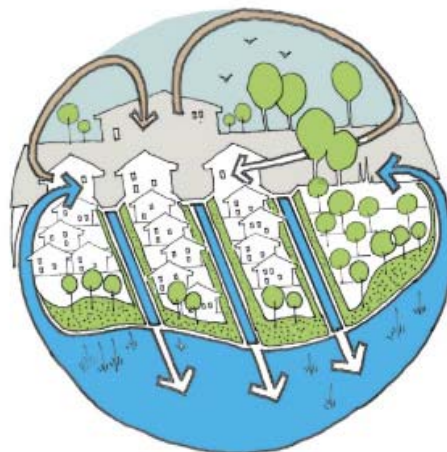
The driver for creating this communication was the desire to ignite an interest in this important subject with each of these audiences to inspire them to acquire expertise in this area and become confident practitioners.

## How

The animation is free to download on the LI and CIRIA websites and YouTube channels. It has been extensively tweeted. It is a short animation that focuses on the personal as well as the professional approach to managing and designing with water. It packs a great message into less than five minutes.

## How much

The animation was released on Friday 26 July at 7pm and following just four tweets had reached an audience of 1000 by Monday morning. It has, just over a month later, reached almost 4000 viewings on the LI site and nearly 1000 on the CIRIA site. The animation has now been extensively tweeted and favourably reviewed by a very wide audience.



## Evidence

The animation can be viewed at [http://www.youtube.com/watch?v=b\\_DTnOzYTR4](http://www.youtube.com/watch?v=b_DTnOzYTR4) or by searching for **landscapeinstituteuk** on YouTube.

