

GabiH2O (www.gabih2o.com) is an innovative and educational water and energy saving brand. GabiH2O focusses upon changing behaviour and lifestyle. Gabi is an animated camel who educates and entertains with strong social messaging. We call this edutainment. This is done through an initial national outreach campaign combined with creative and fun products that promote learning about water conservation.

Unless we do something now water scarcity will be the legacy of the next generation.

Water conservation seems to be overlooked by the need to conserve energy.

Children are the face of tomorrow, start with them.

- Population growth coupled with climate change means that the way we use water at present is simply unsustainable.
- Water isn't running out – the water cycle is continuous, but with the increasing population there are more of us to share the water supply.

Problem = how do you get the water saving message out there to the widest audience?

How do you effect behaviour change on a mass scale?

Answer = National Media Campaign Reaching out to millions of kids. Harnessing “pester power”. Supported by a dedicated schools programme devised with **Eco-Schools**.

The Nickelodeon animation is the springboard to a wide range of Gabi materials that complement each other in the education and behaviour change programme. The GabiH2O Children's Kit includes a singing toothbrush (sings about turning off the tap when brushing), trump cards, eco reusable water bottle, fun activity work book and wrist band, all these products have their own water saving messaging.

A number of school campaigns have been run using our Water Cycle Poster, Lesson Plan and Promise Poster, teaching children about the water cycle some handy tips on what they can do to save water in partnership with Southern Water and United Utilities. Essex and Suffolk used our Children's kits in their H2echo retrofit programme to positive effect. (Please see attached appendix).

- Education + engagement = behavior change.
- Engaging your audience (teachers, kids and parents) and making it tangible and real.

http://www.youtube.com/watch?v=bhXlpl_YRyM&hd=1

Using the GabiH2O educational products (trump cards) we are **Saving the UK 174,981,000 litres of water per year** (calculation as per OFWAT UKWIR WR25b methodology).

The Gabi animated advert ran on TV 3-5 times per day on Nickelodeon channels:

Average viewing figures per month:

All individuals - 5.5 million

Kids 4-15 - 2.5 million

Mums and Dads - 1.6 million

Households - 2.5 million

What they say about GabiH2O:

“I'm really impressed by the engagement with children, and the use of water as a medium for learning. It's an incredibly powerful tool. I want to make sure that across government we are supporting this kind of initiative.”

RICHARD BENYON MINISTER FOR WATER

United Utilities are delighted to be working with Gabi, spreading fun water efficiency messages across our region. We are always looking for innovative ways to try and change our customers' behaviour and the younger we can reach them the better...

MAXINE STILLER, DEMAND STRATEGY ANALYST, UNITED UTILITIES.