



Water Campaign

AD'OCC – LIFE

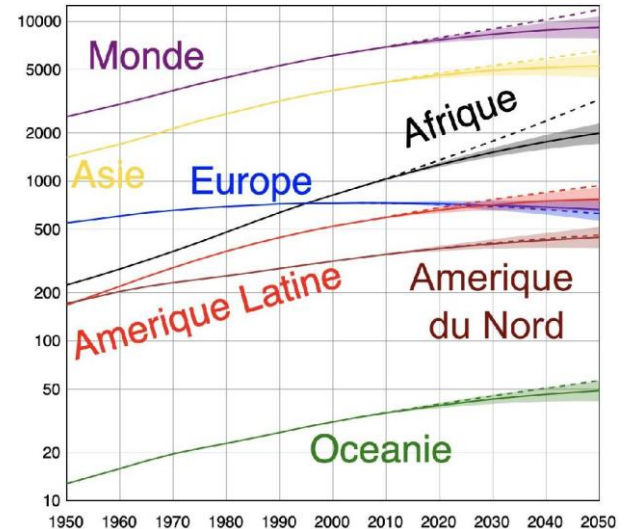
> BACKGROUND

The water table is being depleted due to pressure on water resources.

■ Depletion of water resources

- Two billion people, a third of the world's population, depend on groundwater. The drop in water table levels is extremely worrying in some parts of the world. Unless we completely rethink how we manage water resources, the risks will be phenomenal. According to experts, five billion people could find themselves without access to clean water by 2025 if we do not take action now. Reducing consumption inevitably requires improved irrigation techniques but reducing waste will be difficult in developing countries. Solutions must be adapted to each area to reduce water pollution, better manage water sources, and above all, better organize water recycling.

Published on 20 March 2005 – *Le Monde*



→ BACKGROUND

A consensus on being careful with water consumption

– 90% of French people pay attention to their water consumption

Nearly one in two French people surveyed who say they pay attention to their water consumption do so mainly to **save money**.

However, this year's survey showed a **slight increase in environmental motivations**, especially when it comes to helping preserve natural resources in France.

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47%



30%

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24%

LES FRANÇAIS ET L'EAU

Baromètre 20^{ème} édition Enquête nationale 2016

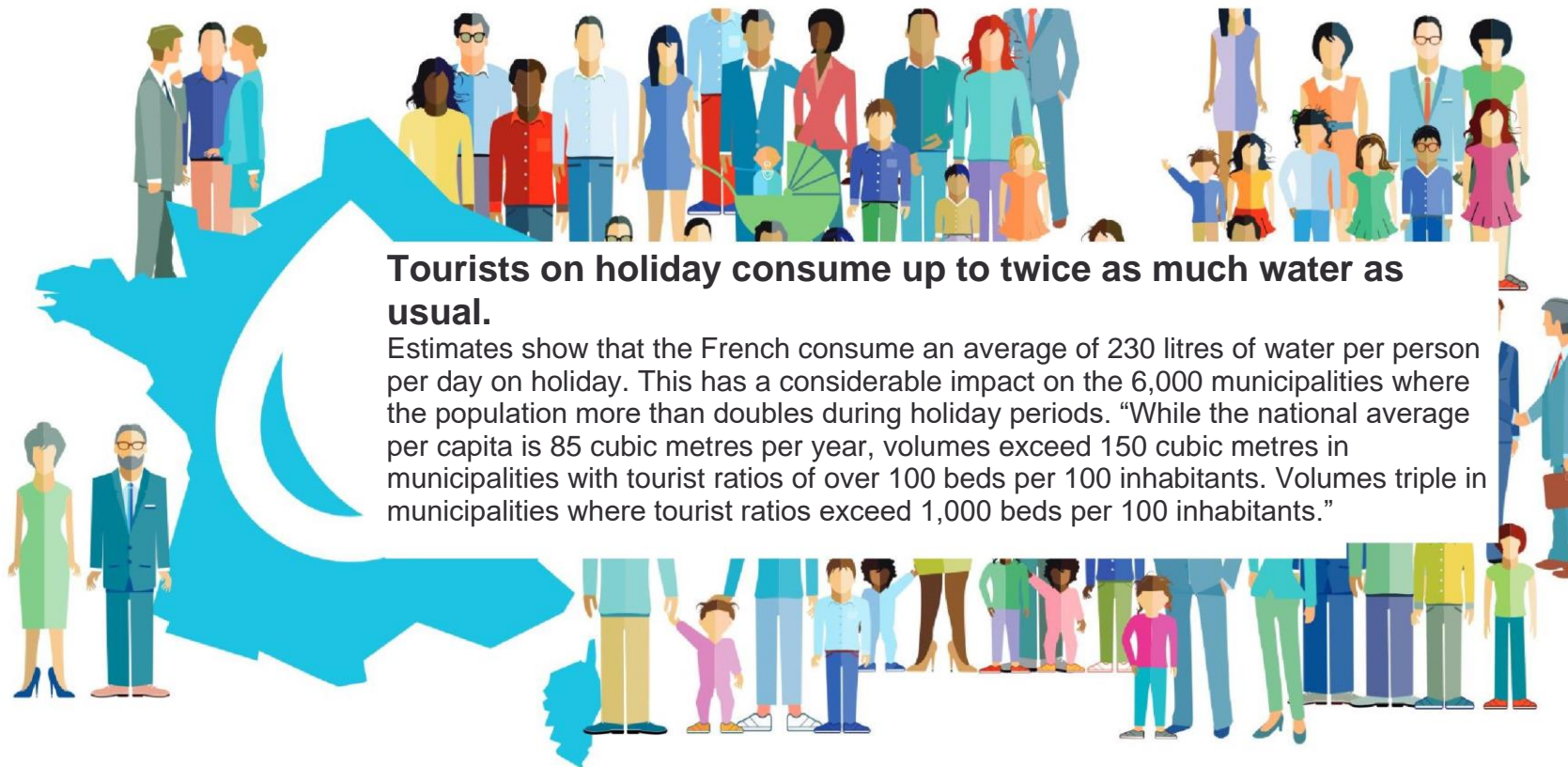


TNS Sofres

WONDERFUL
L'EAU EST UN BIEN COMMUN

→ BACKGROUND

Very different behaviour on holiday



Tourists on holiday consume up to twice as much water as usual.

Estimates show that the French consume an average of 230 litres of water per person per day on holiday. This has a considerable impact on the 6,000 municipalities where the population more than doubles during holiday periods. "While the national average per capita is 85 cubic metres per year, volumes exceed 150 cubic metres in municipalities with tourist ratios of over 100 beds per 100 inhabitants. Volumes triple in municipalities where tourist ratios exceed 1,000 beds per 100 inhabitants."



BACKGROUND

What people believe > A long term risk



→ ABOUT THE APPROACH

Report – Educate – Raise awareness – Promote

■ The LIFE Wat'SaveReuse project

- This project aims to raise awareness of the water scarcity that will threaten our water use by 2030 in Occitanie.
- The project specifically targets tourism stakeholders because the impact is particularly high in tourist areas.
- In Occitanie, the project is led jointly by AD'OCC and Aqua-Valley. The regional tourism committee (CRT) is also participating as an informed party.

→ GOALS

Goals built into the communication plan

■ LIFE WAT'SAVEREUSE

The primary communication goal of the LIFE WAT'SAVEREUSE project is to promote the need to act among different audiences and to get them actively involved in reducing water consumption while also encouraging water reuse. Communication is aimed at:

- tourists, tourist establishments, local authorities and municipalities to reverse the current problematic situation of water use in the regions involved in the project (Occitanie, Balearic Islands and Catalonia);
- the different stakeholders and suppliers that can influence the distribution of the messages.

→ GOALS

Goals built into the communication plan

THE REQUEST

Create four communication campaigns for four different target audiences:

1. the private tourism sector (campsites, spas, etc.),
2. local authorities in their role of informing and raising awareness (tourist offices, etc.),
3. public stakeholders in their role as managers of water and tourism infrastructure (e.g., municipal campsites and swimming pools, administrative departments, city halls) and as managers of the water resources used by professionals, and
4. tourists.

→ CHOSEN APPROACH

■ In terms of messaging

The messaging **strategy** will be based on an informative and memorable editorial protocol to **facilitate the informed consent of water users.**

Communication must be more than just a simple reminder – it must **raise awareness and change behaviour**, especially considering that 86% of people surveyed about water consumption feel they have a role to play.

We will use figures and facts to illustrate our points.



AREAS FOR ACTION

A diminishing resource

This is a reality that people must keep in mind, even if a large majority is already convinced

Water as an asset

Water must remain accessible to all and shared with new generations

Use only what you need

Individual behaviours to be encouraged and applied to new actions

Limit use to save money

The economic factor is a tangible benefit that people understand

→ **Creative solution**

→ CHOSEN APPROACH

■ In terms of design and content

1. Use of **filmed images** to raise the voice of children in Occitanie.
2. Choice of **prominent graphic elements** to create a clear visual identity **relating to water**.
3. Use of **short video formats** to reach even more people.

→ AREA 1

■ Sounding the alarm

An appeal from our children because the weight of their words is often stronger.

They will be our spokespersons and the heroes of this campaign who **speak the truth**.

They will ask us to save water starting now with a **powerful message that raises awareness of the reality** that water consumption problems are a direct concern for current and future generations.

> Target audience: Tourists

Let's save water – 15"

10" to 15" video for tourists – shower:

The video will open with text in the middle of a local landscape (to be alternated for each video)

Title 1: Are you on holiday in Occitanie?

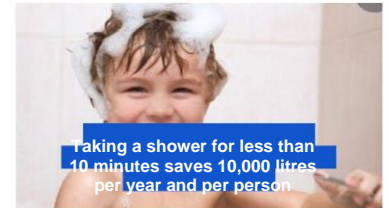
Child: *Our local water supply is running out.*

Child: *Taking a shower for less than 10 minutes saves 10,000 litres per year and per person*

Cut to several children: "LETSSAVEWATER!"

Screen title: Let's save water.

#LETSSAVEWATER
OCCITANIE REGION
LOGO



→ Target audience: Tourists

Let's save water – 15"

10" to 15" video for tourists – Teeth brushing:

The video will open with text in the middle of a local landscape
(to be alternated for each video)

Title 1: Are you on holiday in Occitanie?

Child 1: *Our local water supply is running out.*

Child 2: *Turning off the tap saves 1,500 litres per year per person.*

Cut to several children: "LETSSAVEWATER!"

Screen title: Let's save water.

#LETSSAVEWATER
OCCITANIE REGION
LOGO





15" short version

> Target audience: Tourism stakeholders

Let's save water – 15"

15" video for tourism stakeholders – Watering:

The video opens with a text over a background image of a golf course or holiday village

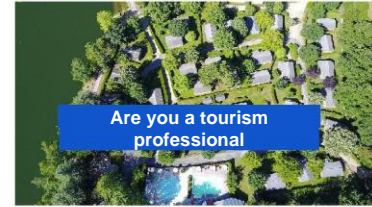
Title 1: Are you a tourism stakeholder or professional in Occitanie?

Child: *Our local water supply is running out.*

Child: Harvesting rainwater for watering green spaces saves between €XX and €XX per year

Cut to several children: "LETSSAVEWATER!" Screen title: Let's save water.

#LETSSAVEWATER
OCCITANIE REGION LOGO



➤ Target audience: Tourism stakeholders

Let's save water – 15"

15" video for tourism stakeholders – Flow control:

The video opens with a text over a background image of a hotel.

Title 1: Are you a tourism stakeholder or professional in Occitanie?

Child: *Our local water supply is running out.*

Child: Installing a flow regulator saves between 15 L and 20 L per minute

Cut to several children: "LETSSAVEWATER!"

Screen title: Let's save water.

#LETSSAVEWATER
OCCITANIE REGION LOGO





15" short version



Visuals for static content posts

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→ Area 1: Let's save water

■ Images

An appeal from the next generation. A positive campaign with real solutions. Children who make demands, but with a positive and enlightening attitude.

Various facial expressions will be used to help people better connect with and understand the campaign. Each of these faces will convey the message.





Digital activation

→ Digital activation

■ Four videos + static content posts

Tourists:

- Two videos (15") that encourage saving water: teeth brushing and showering for under 10 minutes.

Tourism professionals:

- Two videos (15") that promote actions to reduce water consumption by professionals: Watering at night and flow control.

Versions in stories and static post formats according to the target audience and

preferred channel. *Digital media plan under development.*

