

## TERMS OF REFERENCE FOR A SOLICITED WRC PROJECT

**KEY STRATEGIC AREA**                      **Water Use, Wastewater Resources and Sanitation Futures**

**THRUST**                                      **1. WATER SENSITIVE AND RESILIENT SETTLEMENTS**

**PROGRAMME**                              ***Programme 3: Water efficiency and behaviour change***

**TITLE**                                        Strategy for national scaling of behavioural nudges and other associated behaviour change tools

**Objectives**                                Developing a strategy for scaling behavioral change interventions

### **General**

Climate variability, growing urban communities and that of water demand is a situation facing many developing and developed countries. Besides the gap between demand and supply slowly being closed and some cases exceeded, the situation is further exacerbated by lack of change in user and usage behavior. This has been the experience both globally and now locally in the case of Port Elisabeth, where consumption patterns have responded to the growing risks associated with water stress. Many municipal areas in South Africa are already reaching point of water stress and find themselves having to manage the demand on their water resources. This need is likely to become more acute as the economy and population continues to grow, pushing the areas and country in water scarcity. Historically municipalities have largely relied on engineering interventions and customer management and education campaigns to, coupled with on tariffs, technical interventions (such as leakage control) to manage the demand for water. In recent years however, municipalities, mainly in the developed world, have begun implementing behavioral economics as a means for more sustainable behaviour change in the use and management of water.

WRC has been instrumental in supporting such initiatives to date and have had this absorbed into the COCT initiatives during its drought interventions, where the tools and products have been widely effective. As we enter into this hydro-extreme environment, it is time we influence water usage behaviour for the long term sustainability and security, since behaviour change is possibly the only water alternative of huge opportunity remaining in our arsenal. Driving efficient use and management is the key to future water security.

The intent of this study is to develop a high level strategy and action plan on how as a country we can scale up and improve uptake of behavioral interventions at a municipal level tackling all layers of decision making.

### **Specific**

The specific objectives are:

- Developing a strategy to infuse the uptake and application of behavioral strategies and tools
- Identifying key interventions and plans including training, capacity building and practice.
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### **Expected outcomes and impacts:**

- Reports
- Guidelines
- Position paper

### **Lighthouse:**

- Water-Energy-Food Nexus
- Climate Change

### **Impact Areas:**

- Water and the Economy; Water and the Environment; Water and Society

### **Knowledge Tree**

- Sustainable Development Solutions

**Time Frame:** 3 years

**Total Funds Available:** R600 000.00 inclusive of VAT. (2023 – 300k, 2024- 300k,)