

## Water “deconsumption”

Nowadays, people increasingly live within social networks and smartphones, it is easy to influence and change people's behaviours through new and dynamic things such as a smartphone app. Many people don't have a sense of their water waste in their simple everyday actions. Actions on daily basis such as immersion baths, brushing your teeth without closing the tap, flushing the toilet constantly, this apparently habits have a major impact on the total water consumption per person and generate an immense and unnecessary waste of water.

The idea is to create a smartphone application, accessible to anyone and design in a simplified and easy-to-understand way for the ordinary citizens. The app would have a database referring to an estimative of the water consumption in the activities of daily life, mainly in domestic consumption. It would be possible to raise awareness of the amount of water that could be saved at the end of the day if small habits were changed. The app would also have goals to achieve, where the user could follow their evolution in reducing water consumption and would face daily challenges as well. It would also be possible to share the results in various social networks to try to attract more users, and invite other people directly through the app.

This idea applied to Milton Keynes could be applied also in Lisbon or in any other city. Water is an essential natural resource and its rational and sustainable use is always a goal to achieve, and that goal is significantly influenced by people's behaviour. If we can change our behaviour, we can change the future.

