

## Idea for the contest POWER h2020

### **Milton Keynes, United Kingdom- Reduction of Water Consumption**

Water waste and population development are closely correlated and have increased significantly over time.

It is necessary not only to increase awareness of the vitality and preciousness of this natural resource, but also to educate people to reduce their water consumption to sustainable values.

For this, the idea would be to stipulate an acceptable and sustainable value taking into account the household for the monthly water consumption. Citizens who exceeded this recommended amount were subject to a fine. In addition, the idea was also to create a website where the citizen could enter their water consumption, consulting the same in their accountant and people who respected the allowable values per month would accumulate points that could later be used in the purchase of food and hygiene products in supermarkets.



**Saving Water**



**Awareness and  
Education of citizens**



**Sustainability**