

Sustainable voucher!

The consumption of water is something indispensable for human beings. And the population, especially the one from the developed countries, consider that having water supply is something natural and easy to archive, that it is enough to open the tap and the water will flow forever, without limit. A large part of the population has no idea of their excessive consumption of water and the negative impact that it causes on the Earth. And the main problem is that almost nobody feels convinced to use water in more sustainable way.

One of the ways to encourage and aware the population for the water consumption's problem would be through a challenge launched by the city's water company in partnership with several supermarkets that would benefit from their participation in this project.

The challenge would be based on several (free) workshops where people would learn the impacts of unconscious water consumption and tips and tricks to save water. Various goals and objectives would be set for each participating family, which would consist of the application of various methods of saving water and especially the reduction of their water consumption over time. Each time they succeed in achieving the various proposed goals they would receive discount vouchers as compensation from the supermarkets that would sponsor this idea. This way, people would feel more interested in participating, and at the same time they will be educated about the water consumption.

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