

GREENHOME WATER AND 18-35 YR-OLDS PROJECT

The GreenHome Water Education Project is part of the Australian Conservation Foundation's (ACF) national GreenHome Program.

GreenHome involves a series of community workshops and events that help Australians take action in their own lives and homes to save water, reduce greenhouse pollution and cut down on waste. People learn to better understand the connections between their individual actions and the need for increased community effort to protect our environment.

The Water for Life Education Program has partnered with the ACF to build on the GreenHome Program by specifically engaging 18-35 year-olds throughout the Greater Sydney area.

Project Activities

The project builds on the strategies of the NSW Government's Metropolitan Water Plan to:

- ◆ Engage young people and empower them to involve others to save water
- ◆ Build the capacity of educators to reach the 18-35 age group with effective educational resources to reduce water consumption

There are two main project components:

- ◆ Extending the GreenHome Program
- ◆ Water conservation for a younger audience of 18-35 year olds.

A. Extending the GreenHome Program

The water component of the NSW GreenHome Program's workshop materials and website are being expanded and tailored for NSW. Water education workshops in the broader NSW GreenHome Program are being delivered through 2007, in partnership with local government.

B. Water conservation for a younger audience of 18-35yr-olds

Building on this successful program, a water-focused GreenHome project is being conducted to encourage a younger audience of 18-35 year olds to save water at home, and then use their social and professional networks to involve others to adopt and promote water conservation actions.

This project explores successful techniques for behaviour change to engage young people to identify, practice and promote effective solutions.

Current market research has been analysed and focus groups were conducted with young people in late 2006. The project is currently delivering a series of eco-sounds events, workshops, training and capacity-building sessions for 18-35 year olds.

The main project elements include:

- ◆ Focus groups and research on appropriate education techniques
- ◆ Corporate seminars - daytime presentations at workplaces focussed on encouraging household water conservation and solutions to Sydney's water crisis for 25-35 year olds
- ◆ Evening presentations - at tertiary education venues, focussed on encouraging household water conservation and solutions to Sydney's water crisis for 18-25 year olds
- ◆ Eco-sounds - events with environmentally-aware music bands with a water conservation message, with some events including informative eco-trivia competitions.

The GreenHome Program is also a component of the Our Environment It's A Living Thing Sustainability Education Partnership Program funded by NSW Government's Environmental Trust, and has demonstrated successful water savings outcomes.

Resources and Tools

The Australian Conservation Foundation's national GreenHome Program has developed resources that have been used, expanded and updated for this project.

A. GreenHome Water

Current resources include the GreenHome website, GreenHome guide, the GreenHome Challenge and the eco-calculator available online at acfonline.org.au.

B. GreenHome 18-35

Resources from the GreenHome18-35s Water Education Project will include:

- ◆ Updated GreenHome guide, including additional information for 18-35s
- ◆ Fact sheets expanding urban water content in the GreenHome Program, multi-media and online urban water content, portals, blogs and podcasts
- ◆ Research findings from the focus groups regarding appropriate education techniques for 18-35 year-olds
- ◆ GreenHome water conservation case study/s
- ◆ GreenHome water educators kit, to assist educators in delivering similar programs to this audience.

How to get involved and find out more

To get involved with the project contact the ACF GreenHome Water Education Officer on (02) 8270 9907 or email m.dean@acfonline.org.au.



Project Partner

The ACF is committed to inspiring people to achieve a healthy environment for all Australians. For 40 years, the ACF has been a strong voice for the environment, promoting solutions through research, consultation, education and partnerships. The ACF works with the community, business and government to protect, restore and sustain the environment.

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