

United Utilities is responsible for...

Providing water that is safe to drink



Providing water that looks, smells and tastes good



Ensuring there's enough water to meet demand



Reducing disruption to supply



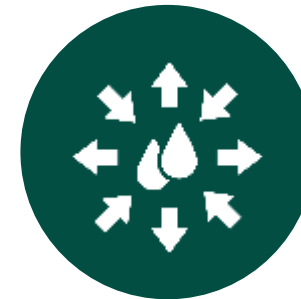
Taking wastewater away and treating it before safely returning it to the environment



Providing good quality customer service



Ensuring there's enough wastewater treatment and drainage capacity to meet demand



The costs of sewer unsafe behaviour

A little reminder....

- Flushing and pouring the wrong things down toilets, sinks and drains can cause blockages in sewers. These blockages have the potential to cause dirty water to back up into people's homes and cause damage to property and health.
- Dealing with blockages is expensive with United Utilities **spending £10 million a year** on clearing around 25,000 blockages.
- Not only this, but the blockages can cause sewer flooding which negatively impacts on the local environment as well, such as...
 - harming wildlife,
 - causing sewer rubbish to washup along river banks and
 - damaging people's health and well-being.

Key reasons for sewer unsafe behaviour



Lack of knowledge
/ awareness



Convenience



Not seeing/ experiencing
the consequences



Hygiene



Careless behaviour by
young people



Force of habit

Top sewer-unsafe behaviours

1. Fats / oils being disposed of down the toilet, sink or drain when ideally, they should go in the bin
2. Leftover food being disposed of down the toilet, sink or drain when ideally they should go in the bin
3. Human hair being disposed of down the toilet, sink or drain when ideally they should go in the bin
4. Wipes (household cleaning wipes, facial wipes, toilet wipes, baby wipes etc.) being flushed down the toilet when ideally they should go in the bin
5. Other items (such as dental floss, cotton buds etc.) being disposed of down the toilet, sink or drain when ideally they should go in the bin

Top ideas...

Create an oil milkman: give out oil pots to collect used oil at home and offer a weekly collection for it...just like with milk bottles

Hand out stickers: these can be stuck on top of toilet seats reminding people of what not to flush and the consequences

Distribute fat and oil pots: these can sit in your kitchen and be used to collect excess oil once your cooking is complete

Sewer detection devices: deploy these in sewers and issue fines to households flushing anything except for the 3 Ps

Convert fats and oils to bird food: give out kits showing how leftover fats and oils can be collected to make bird food

Oil hardening tablets: make tablets that instantly harden oil so people don't have to wait for it to solidify after cooking

Bin attached to the toilet: create a bin that clips onto the toilet directly so wipes and sanitary products can be more easily disposed of

Plug hair to wig hair: if customers collect hair from plug holes, have someone collect it and give it to companies to make wigs out of it

Recycle oil for re-use in cooking: use filtering trays to allow oil to be recycled so it can be used in cooking again

Virtual reality: let people watch a VR experience via their phone which shows the consequences (i.e. flooding in home!)

Super bin bags: give out extra strong, leak proof *and* heat proof bin bags that oil can be poured into

Attractive fat collection pots: integrate fat collection pots into nice looking, multi-use kitchen stands

The ideas...

Oil milkman

Create an oil milkman! Give out oil pots to collect used oil at home and offer a weekly collection for it...just like with milk bottles.



Sewer detection systems

United Utilities could deploy devices in sewers that detect when things have entered sewers that aren't pee, poo or paper and pinpoint the house it came from. This could result in fines for those misbehaving.



The ideas...

Bin clips for easy collection

Create a bin that clips onto the toilet directly so wipes and sanitary products can be more easily disposed of. Having a bin which is attached to the toilet will encourage usage because it will be closer and more convenient. Also, as the bin is now part of the toilet, it may help stop people thinking that flushing is cleaner or more hygienic.



Virtual and augmented reality

United Utilities could craft virtual and augmented realities which can show people why they should behave in certain ways and demonstrate what the consequences of people's actions really are on people's exact street, home or local mosque.



The ideas...

Stickers

Hand out stickers that can be stuck on top of toilet seats reminding people of what not to flush and the consequences of doing so.



Show how oil can be given a new life

Give out kits showing how leftover fats and oils can be collected to make bird food



Collect hair...for a good cause

Encourage people to collect hair from their plug holes, have someone collect it and give it to companies to make wigs out of it



The ideas...

Extra strong bin bags

Strong, heat proof and leak proof bin bags could be given out to encourage people to dispose of leftover fat and oil into their bins without fear of it leaking out and causing a mess.



Team up with businesses to create a product to harden oil

People don't like waiting for oil to harden before throwing it in the bin. This is why it often ends up going down the sink. By creating a product that causes oil to harden quickly, this could encourage people to dispose of it in the bin rather than down the sink.



The ideas...

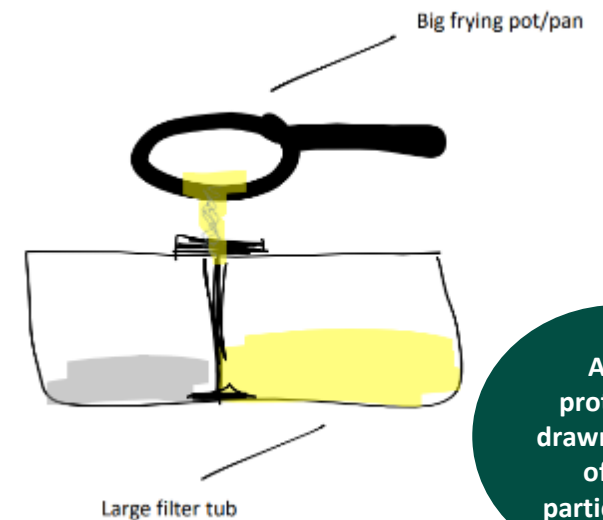
Give out fat collection pots

Distribute fat and oil pots that can sit in your kitchen and be used to collect excess oil once your cooking is complete



Re-design fat pots to incorporate a filter so clean oil could be collected and re-used

Encouraging the re-use of used cooking oil which would allow the oil to harden whilst it is being filtered and separated out into two pots.



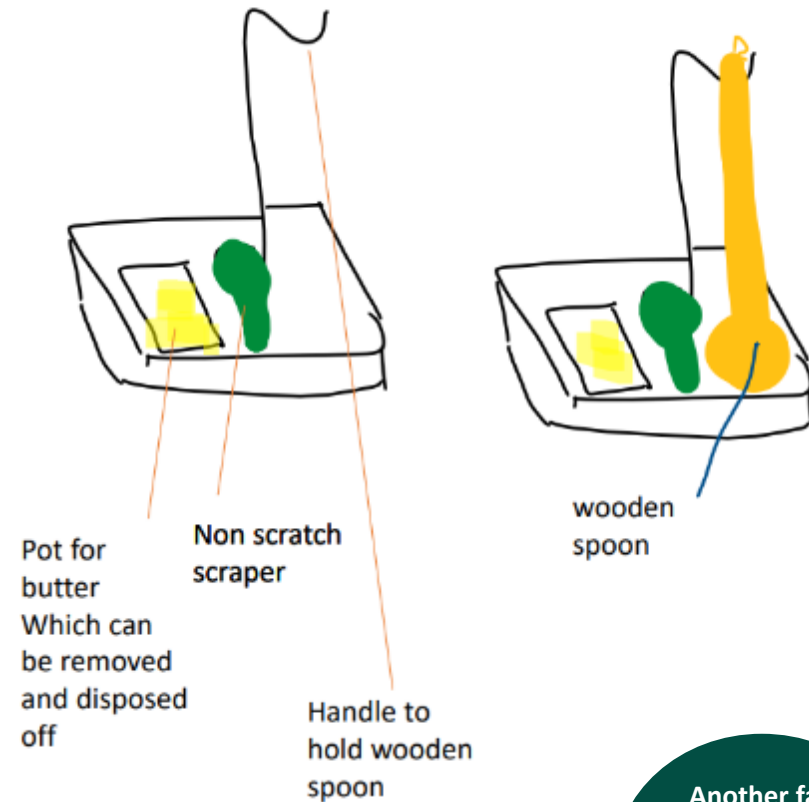
A fab prototype drawn by one of our participants!

The ideas...

Integrate fat pots into other things more likely to be used

Integrate fat collection pots into nice looking, multi-use kitchen stands.

It may not look nice in a kitchen to have a plastic fat pot on the counter top. However, if it was integrated into something else people would use, then the pot for used fat and oil will always be on hand, encouraging its use.



Another fab prototype drawn by one of our participants!

Case study: Love Food Hate Waste

The problem

70% of the food that is wasted in the UK is wasted by citizens in their own home, and the environmental impact of food going to waste is huge...

- Harmful greenhouse gases are created by producing food that isn't used and rots in landfill
- Precious resources that go into bringing the food to plates are wasted



The campaign

To tackle this issue, Love Food Hate Waste offer free graphics to partners and businesses that target 18–34-year-olds (the age group that wastes the most food) in the hope to create long-lasting behaviour change.

The result

7 in 10 citizens who engage with campaign change their behaviour which should lead to less food waste!

Example materials: Love Food Hate Waste



Love Food Hate Waste ✓
@LFHW_UK



Wasting food feeds climate change so we are asking everyone to check their fridge temperatures to cut down on wasted food!



12:59 PM - Aug 10, 2021 - Sprout Social

16 Retweets 1 Quote Tweet 18 Likes



Love Food Hate Waste ✓
@LFHW_UK



Did you know you can make your food last longer by lowering your fridge temperature to below 5 degrees?




12:59 PM - Aug 10, 2021 - Sprout Social

16 Retweets 1 Quote Tweet 18 Likes

Example materials: Love Food Hate Waste



lfhw_uk  Leftovers you may not get round to using in time? Freeze 'em! ❄️



4.5 million tonnes of household food waste is thrown away in a year in the UK. Save your leftovers, and our planet from melting, at the same time. The only defrosting we want to see is your leftovers before you use them up!

Visit our A-Z of food storage (link in bio) to double check the best way to store different ingredients and whether they are suitable to freeze at home. (Hint: you can freeze a lot more than you might think!)



85 likes

Key reasons for sewer unsafe behaviour



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/ awareness



Convenience



Not seeing/ experiencing
the consequences



Hygiene



Careless behaviour by
young people



Force of habit

Key audiences from your community

Young adult
(18-29)



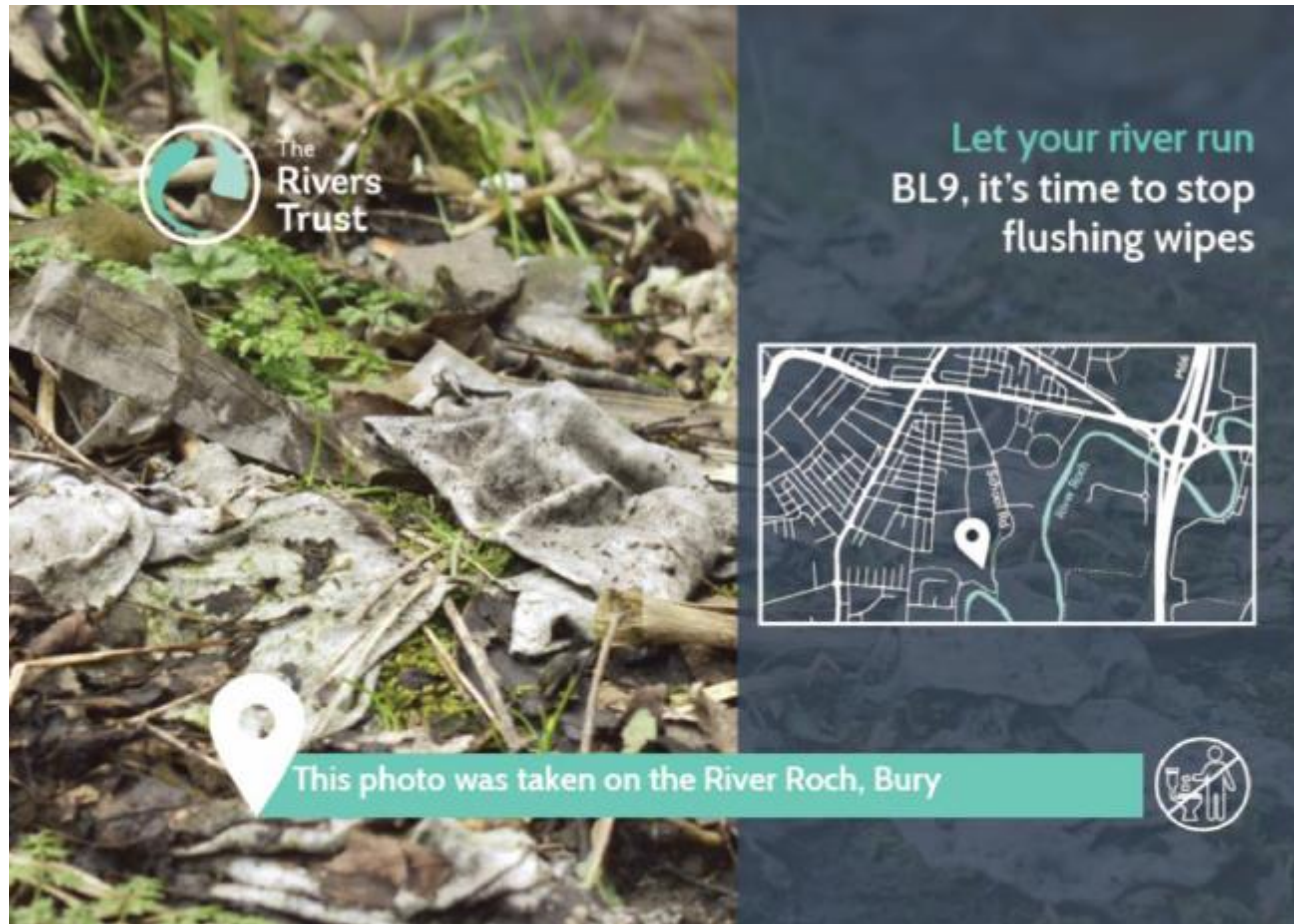
Parents



Older adults
(60+)



Advert style 1




The Rivers Trust

Let your river run
BL9, it's time to stop
flushing wipes



This photo was taken on the River Roch, Bury



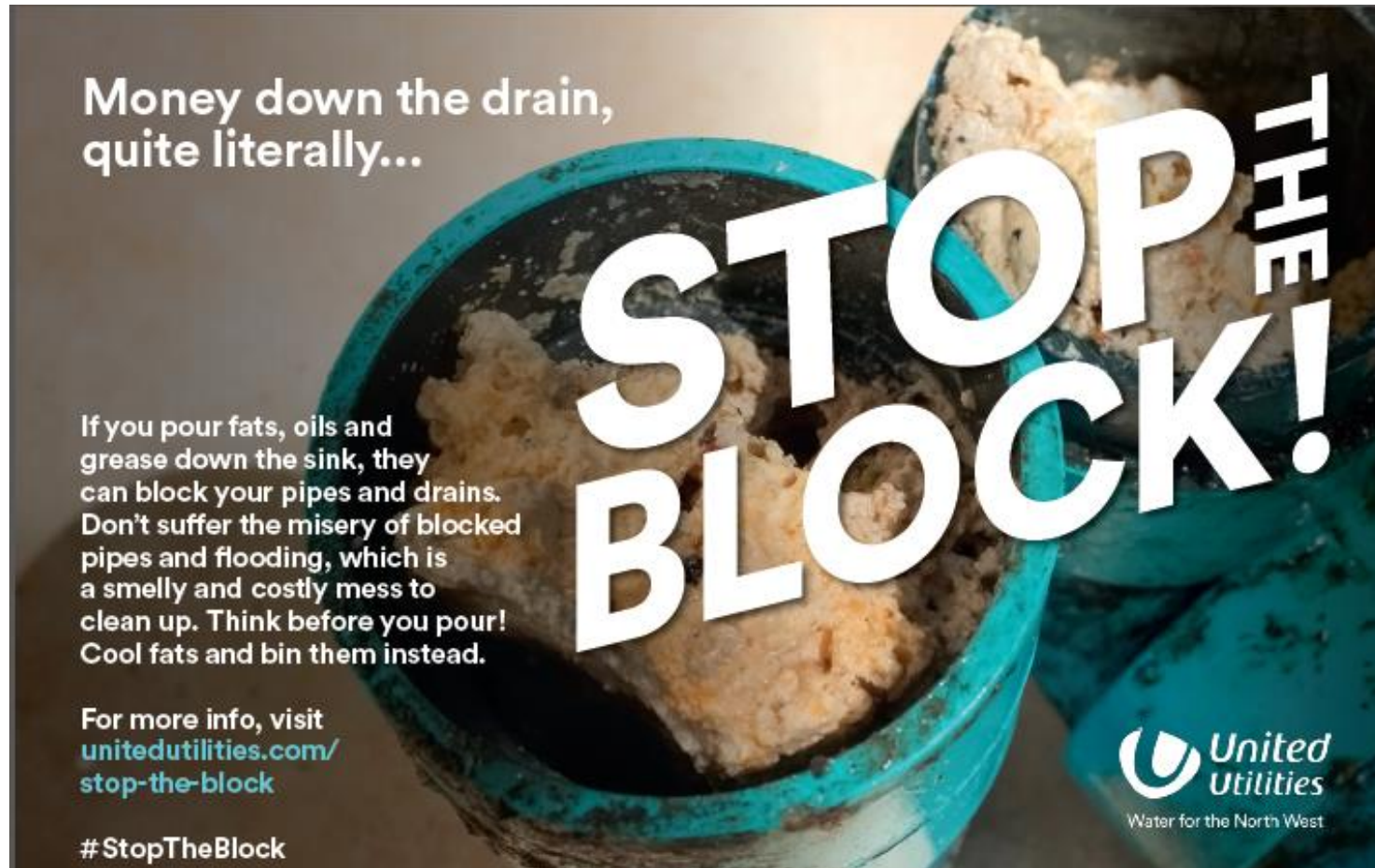
The Rivers Trust

This photo was taken near the River Roch in Bury.

Let your river run
Bury, stop flushing wipes



Advert style 2




Money down the drain,
quite literally...

**STOP
THE
BLOCK!**

If you pour fats, oils and grease down the sink, they can block your pipes and drains. Don't suffer the misery of blocked pipes and flooding, which is a smelly and costly mess to clean up. Think before you pour! Cool fats and bin them instead.

For more info, visit
[unitedutilities.com/
stop-the-block](https://unitedutilities.com/stop-the-block)

#StopTheBlock


Water for the North West

Advert style 3



STOP THE BLOCK!

Working together to avoid blockages and flooding in your home and garden

Every year there are around 25,000 blockages in North West sewers and around 1,000 homes are affected by flooding – many of which can be avoided.

Helpful ways to stop the block on the other side of this leaflet.



Water for the North West

Why Stop the Block?

Flushing the wrong things down the loo and pouring the wrong things down the sink can create blockages in pipes and drains. This can lead to sewer flooding in the home and garden.

Help look after your home and avoid blockages and flooding with our handy tips:

- Only flush the 3Ps down the loo:
Pee, Poo and (toilet) Paper

- Always put used wipes into the bin



- After cooking, allow fats, oils and grease to cool and then scrape into the bin



unitedutilities.com/stoptheblock



Water for the North West

Importance of issues

0 1 2 3 4 5 6 7 8 9 10



**NOT AT ALL
IMPORTANT**

**VERY
IMPORTANT**

Likelihood to change behaviour

0 1 2 3 4 5 6 7 8 9 10



**NOT AT ALL
LIKELY**

**VERY
LIKELY**

Willingness to change behaviour

Young adult
(18-29)



Parents



Older adults
(60+)



0

1

2

3

4

5

6

7

8

9

10

**NOT AT ALL
WILLING**

**VERY
WILLING**