**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 4: ACTIVITY 3**

**PAIRS ACTIVITY**

**Water rationing in Jordan**

Read the following case study information on water rationing in the Middle East Country, Jordan and answer the three questions that follow.

**Case study information**

Rationing was already in place before Jordan experienced a serious water shortage between 2000 and 2005. The government proposed laws to raise the price of water in order to reduce demand. They assumed that people were using too much water – but Jordanians already used it more sparingly than most other people in the world.

Research revealed some important insights. People tended to blame the lack of water on neighbouring countries, not Jordan’s rapidly growing population, industry and tourism. People also did not feel they should pay more for water if the government was not doing its bit − they did not see why they should bear a bigger burden on their already strained finances.

The government’s response took all these factors into account. A survey revealed the largest water consumers: mostly public buildings and private clubs, with some private residences. Water audits were conducted and a simple auditing tool was developed, highlighting weaknesses in how the government billed for water and providing information to help improve it.

The audits showed that the high consumption was mainly due to out-of-date, poorly installed plumbing – not to over-use. If £3 aerators were added to faucets, a building’s water bill would be reduced by 30 per cent.

The simple message that adding a cheap device to your faucet could save you money was therefore chosen and targeted at all consumers via trained volunteers. This approach had the added advantage of being straightforward to measure and monitor: buildings fitted with aerators should show cost savings of 30 per cent after one year, and sales of the devices should increase.

However, actually installing the devices was rather complicated. In order to keep people on side, the government redeveloped its policy, creating a new national plumbing code. This ensured all new buildings would be built with water conservation in mind. To inform it, a competition was launched to see if consumers could correctly identify their buildings’ requirements. Prizes such as computers, as well as colourful, lottery-style cards distributed by community volunteers, got people interested.

This imaginative approach to research and promotion delivered the information needed to develop the new code, and created a positive, engaging ‘buzz’ around the campaign.

**QUESTIONS**

1. What do you think was the Government understanding of changing behaviours in the population?
2. How could they have got here message across to the consumers of water?
3. What are the benefits to an organisation (like a commercial water company) becoming involved?