

Consensus: consumption, environment, sustainability

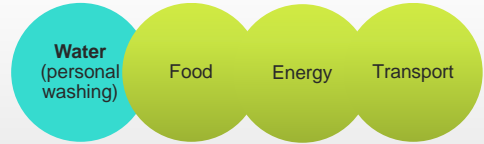
Visioning Workshop
Sustainable water consumption 2050: personal washing

The Long Room Hub, Trinity College Dublin
 30th September 2010
 11:00 – 14:00





Consensus Research

- Consensus: Consumption, Environment, Sustainability
- Trinity College & Galway NUI, All-Ireland




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Workshop Structure

- 11:10 – 11:30 Introductory Presentation
- 11:30 – 12:30 Visioning session
- 12:30 – 12:50 Lunch
- 12:50 – 13:45 Clustering & Rating of Ideas
- 13:45 – 13:50 Next Steps & Feedback

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Water Consumption in Ireland

General Context:

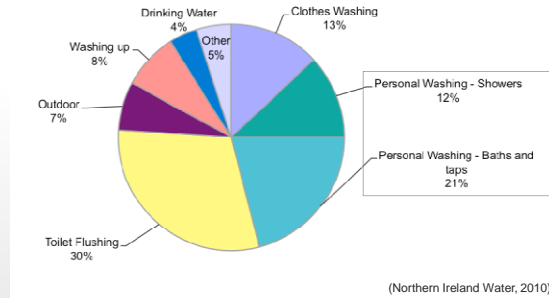
- Poor water infrastructure – high levels of leakage
- Expensive to treat and supply to households
- Mismatch between location of water sources and water demand
- Focus on supply side solutions
- Climate change will increase water stress
- Households, consume 60% water supply in Ireland

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Personal Water Consumption

Average of c.160 litres per person, per day



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Personal Washing – key issues

- Water and energy intensive products (e.g. power shower)
- Little reuse of water
- All water treated to drinking standards
- Increasing cultural standards of cleanliness
- Water is undervalued
- Low awareness of need to conserve water

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Innovation Needed!

- Current response: supply-side focus, regulation, awareness campaigns
- How could we design new ways of delivering the needs of personal washing in a sustainable way in the future?
- Could solution integrate social, technological and organisational changes?

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How?...Visioning Techniques

- Part of a family of future-oriented research (e.g. scenario planning, forecasting)
- *Desirable* future vision - 'backcast' not forecast
- 2050: Liberation from constraints
- New ways of meeting personal washing needs
- Brainstorm to develop raw ideas for 2050 scenarios

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"Vision phone and desk" from Geoffrey Hoyle's 1972 book: '2010: Living in the Future'


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Why use this approach?


Visioning is suitable when:

- Problem is complex
- There is a need for major change
- Dominant trends are part of the problem
- The market alone cannot deal with the problem
- Time horizon is long enough to allow scope for deliberate choice


(Dreborg, 1996)

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Research Steps




2050 scenarios will widen perceptions about future solutions and policy options

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Washing Practices

How have washing practices changed through time?

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Then

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Now

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The Future 2050

What could sustainable washing practices be like?

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Ikea – 2040 Kitchen

'Back to Nature'

Nano Garden

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