



Project no. 4CE439P3

URBAN_WFTP

**Introduction of Water Footprint (WFTP) Approach in Urban Area
to Monitor, Evaluate and Improve the Water Use**

**WP 5.2.2 Identification of Water Footprint improvement
objective and policy declaration**

Innsbruck Urban Water Footprint Lab

Start date of project: 1 November 2012

Duration: 25 months

Submission date: May 2014

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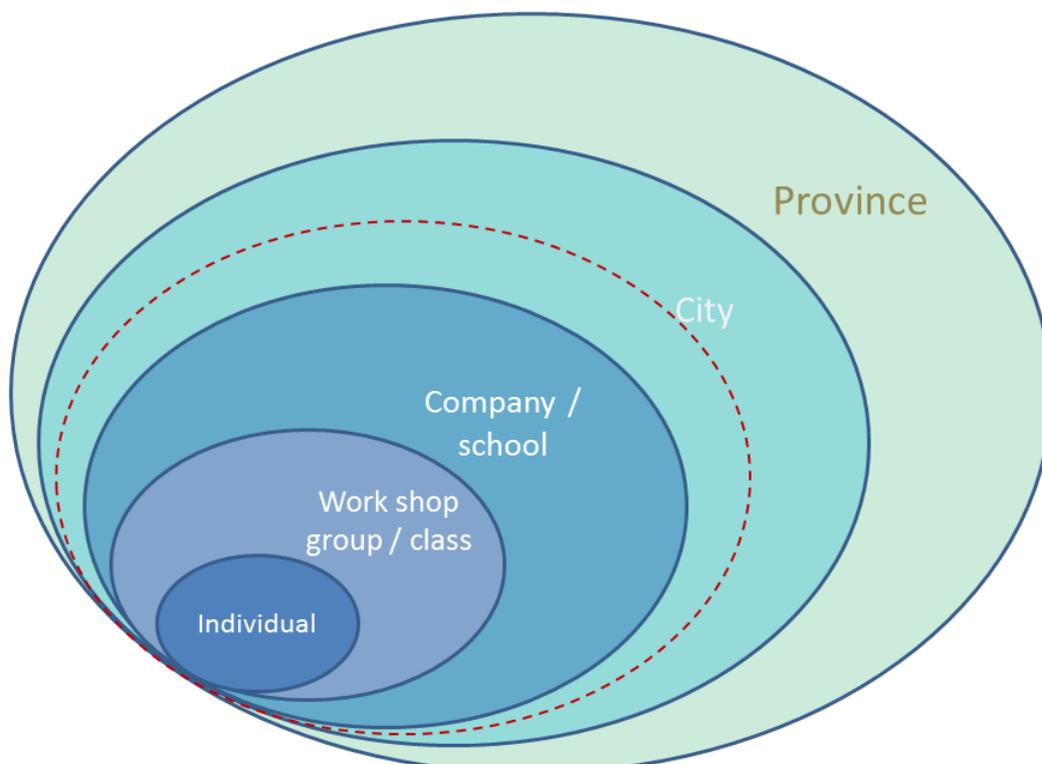
1.1 Identification of the improvement objective

Based on the best practice “awareness building regarding direct and indirect water consumption” (see Deliverable 5.1.2), the UWF Lab Innsbruck could identify the improvement objective “extending the awareness building programme” in order to reduce the water footprint.

During the previous work package 4 the UWF Lab Innsbruck developed an “awareness building tool”, consisting of 4 workshops, and was tested and implemented in cooperation with a school (Reithmann Gymnasium) in Innsbruck. Two classes of this school participated this workshop cycle. In an urban area such as Innsbruck two classes, with over 40 students, might not leave a measurable impact on the overall water consumption of the city. Therefore it was decided to extend the awareness building programme.

For this a step-wise approach was chosen (see Figure 1). Each step uses different kinds of methods and media. Within this project the declared objective of the UWF Lab Innsbruck is to extend the programme at least to the red line.

Figure 1: Step-wise extension of target groups within the awareness building programme. The red line indicates the declared object within the project duration.



1.2 How to reach this objective?

As mentioned above multiple methods and approaches need to be used in order to reach the declared objective.

To reach the “workshop group/class” level the UWF Lab Innsbruck developed an awareness building tool. This tool was tested and applied successfully. Based on this, the newly educated students will become “water ambassadors” within their school and organise a “water week”. Here a moderate-constructivistic learning approach was applied. Within this water week all the awareness building material will be disseminated.

Figure 2: The variety of methods which will be applied to reach each of the target groups.



In order to reach the next target group “all citizens” an Open day will be organised, which will be accompanied by some press appearances. Also, in cooperation with the municipality the awareness building tool will be promoted and “sold” to other schools and education

organisations. To get beyond the city boundaries basically the same methods as before will be applied, but with a wider coverage.