



Water awareness

Measure by	Local authorities, Municipality of Arnhem,
Coverage	The Netherlands, Gelderland, Arnhem
Measure type(s)	Local
Contact	Inform
Contact	Hans van Ammers, hans.van.ammers@arnhem.nl



Description and Aim

The ultimate aim of the project is to improve water quality in a very cost-effective way and to obtain a better operation of the sewer system. Expensive technical intervention (technical measures) would then be no longer necessary. An improved operation of the sewer system and better water quality result in a lower cost increase for the residents. Residents often are not aware of the consequences when they throw things into the toilet or down the sink that do not belong there. When water or sewage projects were carried out, residents received an illustrative small WC booklet about what may and may not go into the sewer. Residents were also invited to take a look at sewage treatment and sewage pumping stations to see what happens to their wastewater. These tours were fully booked and also received high media attention.

Aim:

Improve awareness, consciousness of the effects of (human) behaviour on the water quality and operation of the sewage system and sewage treatment plant

Target group(s), Message, Instruments

Target group(s):

Residents, citizens

Message:

"Make sure your own sewage system is properly connected to the municipal sewage system / use the sewage system properly (don't use it as a garbage bin)".

Used instruments:

Letters house-by-house, supporting website, booklet with information about misuse of sewage system, invitation to visit sewage treatment plant (to see what the effect is of misuse) and sewage pumping station (idem)

Experiences

Combination with other measure:

Water system

Follow up:

Common practice at mayor sewage renewal projects

Obstacles:

none

Monitoring of results:

Monitoring has been done by as long people before and after they received information about sewage knowledge. Significant improvements are shown. This does not mean however that effective behaviour lasts.

Costs:

50.000€ (project management) + 40.000€ (booklet, meetings etc.)