



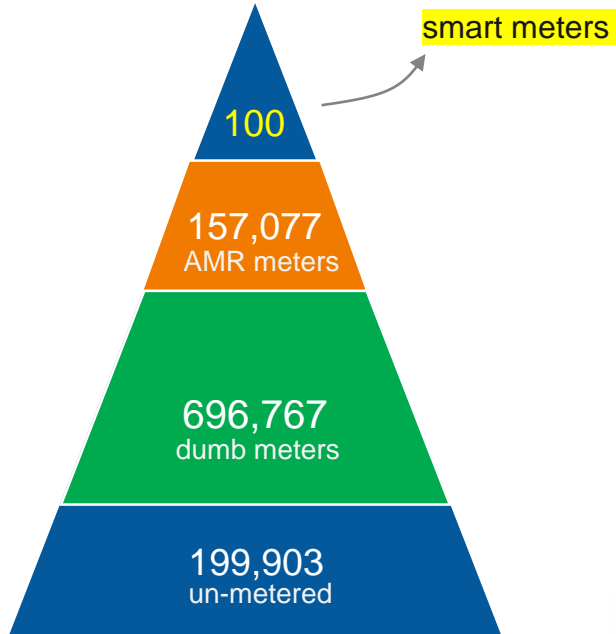
**South West
Water**

Digital water for citizens' engagement, from the F4W experience

Joshua Pocock *Data Strategy Lead*
9th November 2020

- Why engage citizens?
- What makes engagement difficult?
- How can technology, and fiware4water, help?

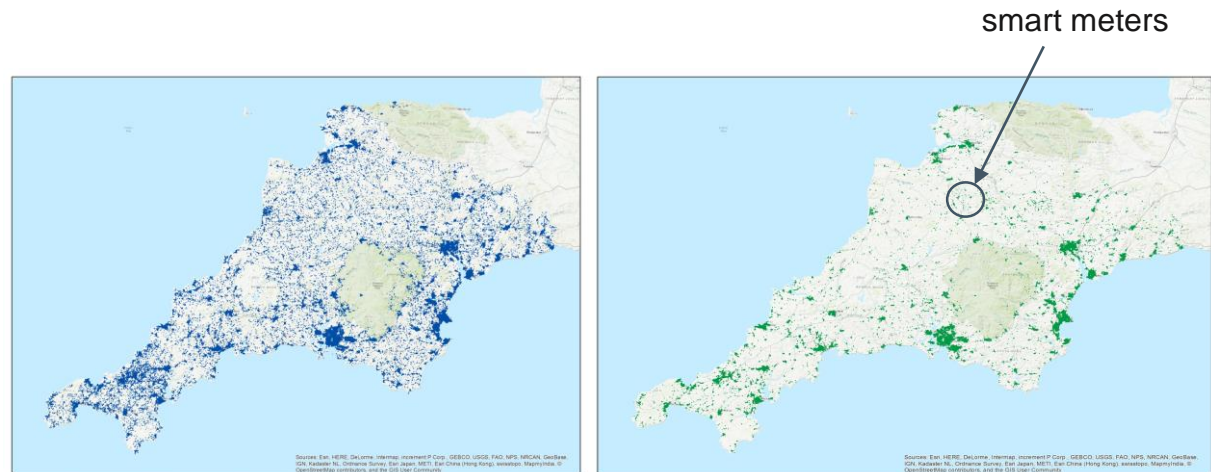
What engage citizens?



Driving positive water consumption behaviour to protect water resources, reduce energy use, and reduce leakage.

- We know metering can reduce consumption by 45%
- Can **technology** also help reduce consumption?

Un-metered	Metered
516 litres / year	237 litres / year



dumb meters

AMR meters

What makes engagement difficult?

In the UK, water is less valued than other utilities like gas and electricity and customers lack the self-drive to change behaviour.

- Customers pay more than **double** for gas and electricity
- Energy companies are highly competitive on pricing

£397

yearly water and sewerage bill

£1,066

yearly gas & electricity bill



Without electricity at source, introducing new technology is difficult and expensive.

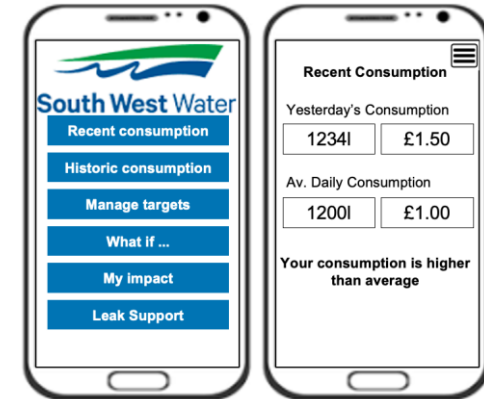
- High OPEX costs replacing meter batteries
- Poor signal due to underground chamber

How can technology, and fiware4water, help?



A common data model and IoT framework will facilitate the development of innovative tools for both customer and water company.

- Promotes an open market and collaboration
- Attracts larger players to the market
- Reduces capital risk for start ups and SME's



5000 developers

Registered with TfL

362 apps

Powered by TfL Data

£15m - £58m

Value of time saved by app users

In 2007, Transport for London (TfL) adopted an open approach to data and released real time data on tube departure boards, disruptions and operational performance.

- What would this look like in the water industry?

Questions?



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