

# Achieving behaviour change



While automation is changing the way we work, many water using processes are still user dependent. One of the critical first steps in water efficiency is to gain commitment from all levels in your organisation, from staff to senior management.

## Achieving behaviour change

The Waste and Resources Action Programme (WRAP) charity identifies four key steps to achieving behaviour change in a company:

- Pressure for change
- A clear and shared vision
- Capacity for change
- Action: Plan-Do-Check-Review

