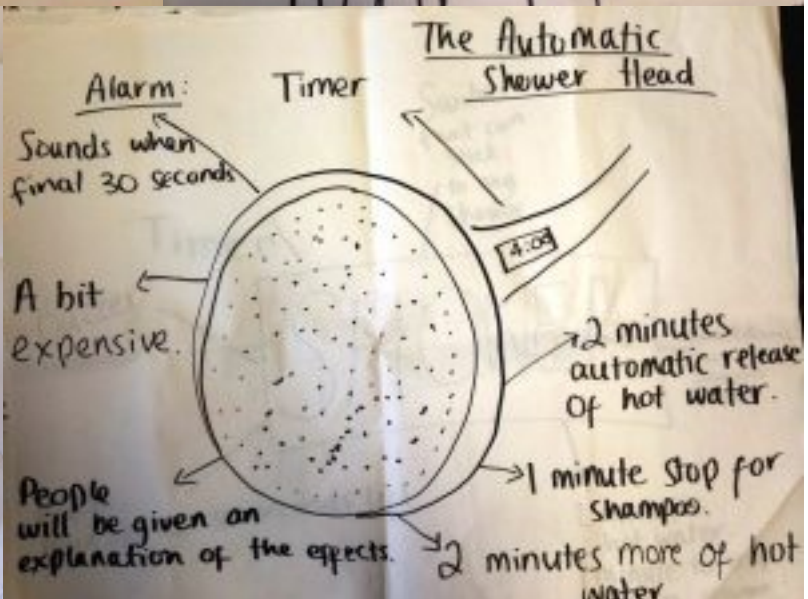
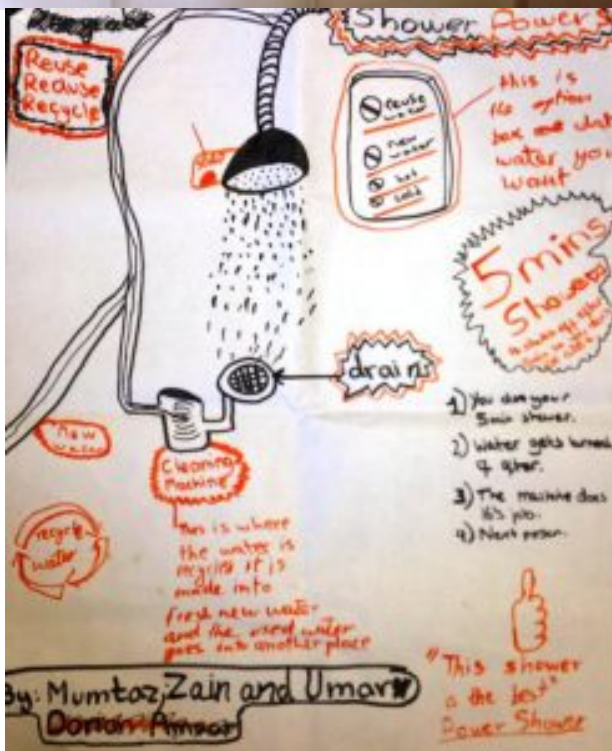


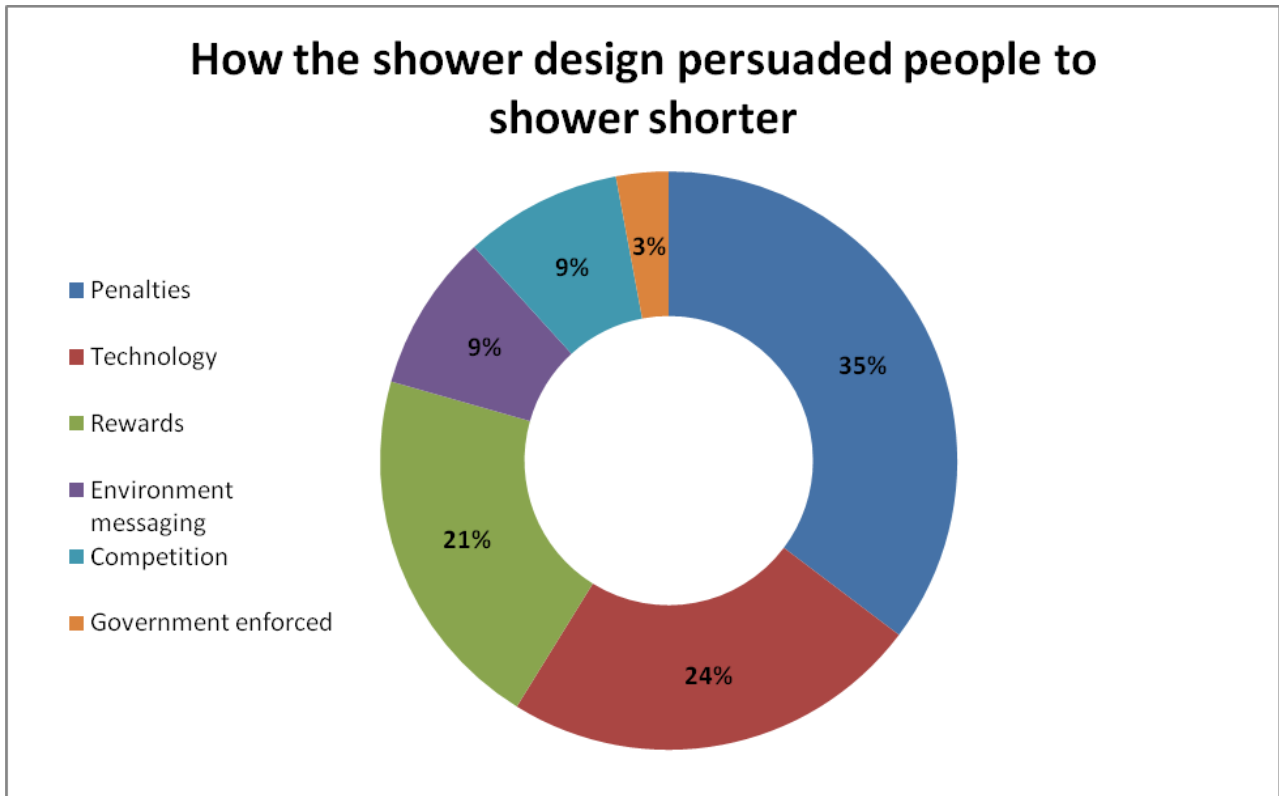
Is your shower killing the polar bears?

With this question as their starting point and armed with market research about how they and their classmates shower, what ideas would Year 7, Year 8 and Year 10 students come up with when given a design brief to get people to shower shorter?





Almost all designs centred on ending the shower at four minutes; users would be persuaded to have a short shower in a variety of ways either by rewards on offer, being subjected to a punishment or being reminded of the environmental impact. Designs were a mixture of high tech and low tech; from the standard shower timer but with a more direct message, through buzzers and flashing lights to systems that recycle the shower water, produce electricity, have live polar bear cameras or TV screens. Gaming was also a strong theme, with showerers competing amongst themselves to win points and prizes, either within individual households or across all the water company's customers.



Please have a four minute shower to save our sea ice!
Thank you!
Love from
the polar bears xx

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