

Supplementary Material

Academic literature

Reference	Topic
Abrahamse, W., Steg, L., Vlek, C., & Rothengatter, T. (2005). A review of intervention studies aimed at household energy conservation. <i>Journal of Environmental Psychology</i> , 25(3), 273-291.	energy saving
Ajia, F. O. (2020). Water efficiency engagement in the UK: barriers and opportunities. Sheffield. Doctoral Thesis.	water efficiency
Byerly, H., Balmford, A., Ferraro, P. J., Wagner, C. H., Palchak, E., Polasky, S., Fisher, B. (2018). Nudging pro-environmental behavior: evidence and opportunities. <i>Frontiers in Ecology and the Environment</i> , 16(3), 159-168.	behavior change
Comodi, G., Cioccolanti, L., Polonara, F., & Brandoni, C. (2012). Local authorities in the context of energy and climate policy. <i>Energy Policy</i> , 51, 737-748.	energy saving; resource efficiency strategies in the public sector
Corral-Verdugo, V., Carrus, G., Bonnes, M., Moser, G., & Sinha, J. B. P. (2008). Environmental Beliefs and Endorsement of Sustainable Development Principles in Water Conservation: Toward a New Human Interdependence Paradigm Scale. <i>Environment and Behavior</i> , 40(5), 703-725.	water efficiency; water use behavior
Cotton, D., Shiel, C., and Paço, A. (2016). Energy saving on campus: a comparison of students' attitudes and reported behaviours in the UK and Portugal. <i>J. Clean. Prod.</i> 129, 586–595.	energy saving
Dieu-Hang, T., Grafton, R. Q., Martinez-Espineira, R., & Garcia-Valinas, M. (2017). Household adoption of energy and water-efficient appliances: An analysis of attitudes, labelling and complementary green behaviours in selected OECD countries. <i>Journal of Environmental Management</i> , 197, 140-150.	energy saving; water use behavior; behavior change
Dolan, P., Hallsworth, M., Halpern, D., King, D., Metcalfe, R., & Vlaev, I. (2012). Influencing behaviour: The mindspace way. <i>Journal of Economic Psychology</i> , 33(1), 264-277.	behavior change
Ek, K., & Söderholm, P. (2010). The devil is in the details: Household electricity saving behavior and the role of information. <i>Energy Policy</i> , 38(3), 1578-1587.	energy saving; behavior change
Fidar, A. M., Memon, F. A., and Butler, D. (2016). Performance evaluation of conventional and water saving taps. <i>Sci. Total Environ.</i> 541, 815–824.	water saving behavior, energy saving
Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A Room with a Viewpoint: Using Social Norms to Motivate Environmental	social norms; behavior change

Conservation in Hotels. <i>Journal of Consumer Research</i> , 35(3), 472-482.	
Hassell, C., and Thornton, J. (2014). in <i>Alternative Water Supply Systems</i> , eds. F. A. Memon and S. Ward (London: IWA Publishing), 85–115.	<i>water efficiency, water use behavior</i>
Hoolohan, C., & Browne, A. L. (2016). Reframing Water Efficiency: Determining Collective Approaches to Change Water Use in the Home. <i>British Journal of Environment & Climate Change</i> , 6(3), 179-191.	<i>water use behavior</i>
Hoolohan, C., & Browne, A. L. (2018). Reimagining spaces of innovation for water efficiency and demand management: An exploration of professional practices in the English water sector. <i>Water Alternatives</i> , 11(3), 957-978	<i>water use behavior</i>
Jones, C. M., & Vine, E. L. (2016). Competition, carbon, and conservation: Assessing the energy savings potential of energy efficiency competitions. <i>Energy Research & Social Science</i> , 19, 158-176.	<i>energy saving</i>
Larson, K., & Brumand, J. (2014). Paradoxes in Landscape Management and Water Conservation: Examining Neighborhood Norms and Institutional Forces. <i>Cities and the Environment (CATE)</i> , 7(1).	<i>social norms; water use behavior</i>
Lede, E., & Meleady, R. (2019). Applying social influence insights to encourage climate resilient domestic water behavior: Bridging the theory-practice gap. <i>Wiley Interdisciplinary Reviews: Climate Change</i> , 10(1).	<i>social norms; water use behavior</i>
Liu, Y. Q., Verissimo, D., & Farhidi, F. (2016). Using social norm to promote energy conservation in a public building. <i>Energy and Buildings</i> , 133, 32-36.	<i>social norms; energy saving</i>
McQuail, D. (2005). <i>Mass Communication Theory</i> (Vol. 5th). London: Sage.	<i>social norms</i>
Mills, B., & Schleich, J. (2012). Residential energy-efficient technology adoption, energy conservation, knowledge, and attitudes: An analysis of European countries. <i>Energy Policy</i> , 49, 616-628.	<i>energy saving</i>
Mondejar-Jimenez, J. A., Cordente-Rodriguez, M., Meseguer-Santamaria, M. L., & Gazquez-Abad, J. C. (2011). Environmental Behavior and Water Saving in Spanish Housing. <i>International Journal of Environmental Research</i> , 5(1), 1-10.	<i>water use behavior</i>
Petersen, J. E., Frantz, C. M., Shammin, M. R., Yanisch, T. M., Tincknell, E., & Myers, N. (2015). Electricity and Water Conservation on College and University Campuses in Response to National Competitions among Dormitories: Quantifying Relationships between	<i>energy saving; water use behavior; social norms</i>

Behavior, Conservation Strategies and Psychological Metrics. <i>PLOS ONE</i> , 10(12), 41.	
Roccaro, P., Falciglia, P. P., & Vagliasindi, F. G. A. (2011). Effectiveness of water saving devices and educational programs in urban buildings. <i>Water Science and Technology</i> , 63(7), 1357-1365.	<i>water use behavior</i>
Russell, S., & Fielding, K. (2010). Water demand management research: A psychological perspective. <i>Water Resources Research</i> , 46(5), W05302.	<i>water use behavior; behavior change</i>
Schirmer, J., & Dyer, F. (2018). A framework to diagnose factors influencing proenvironmental behaviors in water-sensitive urban design. <i>Proceedings of the National Academy of Sciences</i> , 115(33).	<i>behavior change; water use behavior</i>
Schultz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The Constructive, Destructive, and Reconstructive Power of Social Norms. <i>Psychological Science</i> , 18(5), 429-434.	<i>social norms</i>
Sharma, R., & Jha, M. (2017). Values influencing sustainable consumption behaviour: Exploring the contextual relationship. <i>Journal of Business Research</i> , 76, 77-88.	<i>behavior change; social norms</i>
Siero, F. W., Bakker, A. B., Dekker, G. B., & Van Den Burg, M. T. C. (1996). Changing organizational energy consumption behaviour through comparative feedback. <i>Journal of Environmental Psychology</i> , 16(3), 235-246.	<i>energy saving; behavior change</i>
Sofoulis, Z. (2005). Big Water, Everyday Water: A Sociotechnical Perspective. <i>Continuum</i> , 19(4), 445-463.	<i>water use behavior</i>
Spaargaren, G., & Mol, A. P. J. (2008). Greening global consumption: Redefining politics and authority. <i>Global Environmental Change</i> , 18(3), 350-359.	<i>behavior change</i>
Steg, L. (2008). Promoting household energy conservation. <i>Energy Policy</i> , 36(12), 4449-4453.	<i>energy saving</i>
Stern, P. C. (2000). New Environmental Theories: Toward a Coherent Theory of Environmentally Significant Behavior. <i>Journal of Social Issues</i> , 56(3), 407-424.	<i>behavior change</i>
Thaler, R. H., & Sunstein, C. R. (2009). <i>Nudge : improving decisions about health, wealth, and happiness</i> (Revised and expanded ed.). New York: Penguin Books.	<i>behavior change</i>
Whiting, A., M. Kecinski, T. Li, Kent. D. Messer and J. Parker (2019). "The importance of selecting the right messenger: A framed field experiment on recycled water products." <i>Ecological Economics</i> 161: 1-8.	<i>behavior change</i>

Grey literature and documents

Reference	Topic
Cabinet Office. Behavioural Insights Team. (2012). <i>Applying behavioural insights to reduce fraud, error and debt</i> . London. URL: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/60539/BIT_FraudErrorDebt_accessible.pdf	behavior change; social norms
Committee on Climate Change Risk Assessment. (2016). <i>UK Climate Change Risk Assessment 2017. Synthesis Report: priorities for the next five years</i> . URL: https://www.theccc.org.uk/wp-content/uploads/2016/07/UK-CCRA-2017-Synthesis-Report-Committee-on-Climate-Change.pdf	water efficiency
Darnton, A. (2014). <i>Introducing ISM and Implications for Practice</i> . Aberystwyth.	behavior change; social norms
Darnton, A., & Horne, J. (2013). <i>Influencing Behaviours Moving Beyond The Individual. A User Guide To The ISM Model</i> . Edinburgh. URL: https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/	behavior change; social norms
Defra. (2005). <i>Changing behaviour through policy making</i> . London.	behavior change
Defra. (2012). <i>Water use by industry in England and Wales, 2006/07</i> . London. URL: https://data.gov.uk/dataset/bb97826d-7310-4dd3-b416-3176156fd472/water-use-by-industry-in-england-and-wales-2006-07	water efficiency
Defra. (2014). <i>Action taken by Government to encourage the conservation of water. Progress report to Parliament on the steps taken to encourage the conservation of water as required by Section 81 of the Water Act 2003</i> . London. URL: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/308019/pb14117-water-conservation-action-by-government.pdf	water efficiency; behavior change
Environment Agency. (2018). Environment Agency calls for action on water efficiency. Bristol. URL: https://www.gov.uk/government/news/environment-agency-calls-for-action-on-water-efficiency	water efficiency
Environment Agency, & Natural Resources Wales. (2016). <i>Final Water Resources Planning Guideline. May 2016</i> . Bristol. URL: https://naturalresources.wales/media/678424/ea-nrw-and-defra-wg-ofwat-technical-water-resources-planning-guidelines.pdf	water efficiency
HM Government. (2018). <i>A Green Future: Our 25 Year Plan to Improve the Environment</i> . London. URL: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/693158/25-year-environment-plan.pdf	water efficiency

Lawson Rob, Dene Marshallsay, Daniele DiFiore, Sarah Rogerson, Shana Meeus, Joseph Sanders, & Horton, B. (2018). <i>The long term potential for deep reductions in household water demand</i> . Ofwat, produced by Artesia Consulting.	water efficiency
Lewis, H. (2017). <i>What Are the Barriers to the Use of Behaviour Change Techniques in the UK Water Sector?</i> London. URL: https://www.waterwise.org.uk/wp-content/uploads/2018/01/Hazel-Lewis-Dissertation.pdf	behavior change
Lewis, H., Gallagher, E., Burton, A., & Russel, N. (2018). <i>How much do water companies spend on customer engagement in the UK and internationally?</i> London. URL: https://www.waterwise.org.uk/wp-content/uploads/2018/12/International-Customer-Engagement-Report_Final2018.pdf	water efficiency
National Infrastructure, C. (2018). <i>Preparing for a Drier Future. England's water infrastructure needs</i> . London. URL: https://nic.org.uk/app/uploads/NIC-Preparing-for-a-Drier-Future-26-April-2018.pdf	water efficiency
Northern Ireland Water. (2012). <i>Water Efficiency. Advice for Business Customers</i> . Belfast. URL: https://www.niwater.com/sitefiles/resources/pdf/business-water-efficiency-leaflet-web3.pdf	water efficiency
Office for National Statistics. (2015). <i>UK Environmental Accounts: 2015</i> . London. URL: https://www.ons.gov.uk/economy/environmentalaccounts/bulletins/uk-environmentalaccounts/2015-07-09#water-use	water efficiency
Ofwat. (2007). <i>Water Efficiency Initiatives - Good Practice Register. Water and Sewerage Companies (England and Wales)</i> . Birmingham. URL: https://www.ofwat.gov.uk/wp-content/uploads/2015/10/gud_pro_goodpractreg.pdf	water efficiency
Orr, P., Papadopoulou, L., & Twigger-Ross, C. (2018). <i>Water Efficiency and Behaviour Change Rapid Evidence Assessment (REA) Final report WT1562, Project 8</i> . London. URL: randd.defra.gov.uk/Document.aspx?Document=14194_WT1562p8_Water_Efficiency_and_Behaviour_Change_REA_FINAL.docx	water efficiency; behavior change; social norms
Public Health England, & NHS England. (2018). <i>Reducing the use of natural resources in health and social care</i> . Cambridge. URL: https://www.sduhealth.org.uk/policy-strategy/reporting/natural-resource-footprint-2018.aspx	water efficiency
Ross, J. (2015). <i>H2eco Behavioural Research Project Final Report</i> .	water use behavior; behavior change
Scottish Water. (2012). <i>Water Efficiency Plan. 2011-2015</i> . Dunfermline. URL:	water efficiency

https://docs.google.com/viewerng/viewer?url=https://sw-prod-eu-north-169330-cd.azurewebsites.net:443/-/media/ScottishWater/Document-Hub/Your-Home/Water-Efficiency/270718ScottishWaterWaterEfficiencyPlan.pdf	
Waterwise. (2017). <i>Water Efficiency Strategy for the UK</i> . London. URL: https://www.waterwise.org.uk/wp-content/uploads/2018/02/Waterwise-National-water-strategy-report.pdf	<i>water efficiency</i>
Waterwise. (2018). <i>Water Efficiency Strategy for the UK. Year 1 Report. How is the UK doing?</i> London. URL: https://drive.google.com/file/d/1UMdkjjOZNm1QmR-a8POoL_VBIaYEC3CK/view	<i>water efficiency</i>

English and Welsh Water Resources Management Plans (WRMPs):

Affinity Water (2014). Our Plan for Customers & Communities. Final Water Resources Management Plan, 2015-2020.
Albion Water (2016). Draft Water Resource Management Plan.
Anglian Water (2014). Water Resources Management Plan 2015.
Bournemouth Water (sembcorp) (2015). Water Resources Management Plan. Final Water Resources Management Plan-2014 Technical Report.
Bristol Water (2014). Water Resources Management Plan 2014.
Cambridge Water (South Staffs Water) (2014). Water Resources Management Plan 2014. Cambridge Region. Main report.
Cholderton and District Water (2014). Water Resources Management Plan 2014.
Dee Valley Water (2013). Water Resources Management Plan December 2013.
Dwr Cyrmu (Welsh Water) (2014). Final Water Resources Management Plan. Technical report.
Essex & Suffolk Water (Northumbrian) (2014). Final Water Resources Management Plan 2014.
Essex & Suffolk Water (2018). Draft Water Resources Management Plan 2019.
Hartlepool Water (Anglian Water) (2014). Water Resources Management Plan 2015.
Northumbrian Water (2014). Final Water Resources Management Plan 2014.
Peel Water Networks (2013). Revised Draft Water Resources Management Plan 2013.
Portsmouth Water (2014). Final Water Resources Management Plan 2014.

SES Water (2018). Revised Draft Water Resources Management Plan 2019. Main Report. Issue No. 1.
Severn Trent (2014). Final Water Resources Management Plan 2014.
Severn Trent (2014a). Appendix B What is the likely demand for water?
South East Water (2014). Water Resources Management Plan.
South Staffs Water (2014). Water Resources Management Plan 2014. Main Report.
South West Water (2014). Water Resources Management Plan.
Southern Water (2014). Water Resources Management Plan 2015-40. Technical Report.
SSE Water (2014). Water Resources Management Plan (England) 2015 – 2040.
SSE Water. (2014). Revised Draft Consultation. Water Resources Management Plan 2015 – 2040.
Sutton and East Surrey Water (2014). Final Water Resources Management Plan. Main Report.
Thames Water (2014). Final Water Resources Management Plan 2015 – 2040.
Thames Water (2018). Planning your future water supply.
United Utilities (2015). Final Water Resources Management Plan. March 2015.
Veolia Water Projects (2014). Water Resources Management Plan. Final Published Report.
Wessex Water (2014). Final Water Resources Management Plan. Website version.
Wessex Water (2017). Draft water resources management plan.
Yorkshire Water (2014). Water Resources Management Plan.