



Water Battle Fact Sheet

Product Background and Goal

The development of Water Battle with **Vitens Water** (Netherlands) was completed in 2017. The product aims to change unfavorable water consumption patterns and behavior in households.

Product Description

- Water Battle has educational, entertainment, and water-saving features. The entertainment aspect of the product is targeted at households. Although Water Battle is for all household members, the entertainment features target children from ages 6 to 12.
- As the game is played the product's educational elements provide the children with new and deep insights into good water conservation habits. These insights spark discussions in the home with parents/guardians.
- It is important to note that the role of parents/guardians is crucial. Parents/guardians, together with the children set water-saving goals that are programmed into the game. This then means that the player can only complete the game when the set targets are met.

In effect, the player (child) motivates the entire household to adjust its water consumption habits to access the different levels of the game. Thus, water is eventually saved. Check out this link:

https://www.youtube.com/watch?v=0JDjfdyOyZY&feature=youtu.be&ab_channel=GrendelGames



Product Validity

Water Battle has been validated in the Netherlands, together with Vitens water (the biggest water company in the Netherlands). Before the start of the validation, water consumption during peak hours for the participating households was 1.87 times higher than usage during the rest of the day. During validation, the ratio lowered to 1.77. Most importantly, the participating households recorded a 7 percent reduction in water usage over a 3-month period.

- The Game is played on smartphones and tablets. It is available on the Play Store and App Store



- The total number of players (children) was 500 (Males = 224)
- The total number of participating households was 322
- The game duration is infinite. There is a procedural generation of new levels weekly.
- Sustainable handling of water was the main reason households participated in the validation.
- After the validation, 83% of the participants said they have a better understanding of their water consumption.
- More than 80% said they are more aware of water sustainability after participation in Water Battle
- 78% of participants indicated that it is 'very important' that water companies stimulate sustainable water consumption.
- Vitens also reported that customers' willingness to speak positively about their brand increased from 10% to 70% due to Water Battle.