**User journey**

Sarah works for a Property Development company and is made aware of the Environmental Rating from a recent regulatory announcement advising developers that it will be soon become part of legislation.

Returning to the office, she logs onto the developers community portal and starts planning a new project based on the rating requirements.

She submits all existing and new development projects for a SuDS property assessment and Water Checks rating.

The property assessment reports and ratings are returned and she’s pleased to see 4-5 star ratings.

Sarah decides to start using the ratings across her sales and marketing materials for new developments.

Sarah sells the property for an increased price due to her high Environmental Landscape Rating and hands over an education pack to the customer so they can stay informed and help maintain the rating of the property.

Learn more and take part in the Wavin Spotlight Project at [wavin.com/spotlight](http://wavin.com/spotlight)
User journey

Caroline is made aware of SuDS in her local area through a new community noticeboard. She scans the QR code, which takes her to the micro-site and provides lots of information on the benefits of SuDS.

Caroline returns to the micro-site once she gets home and looks at the SuDS map. She sees the reasons for the flooding that occurred recently and what is being done to prevent it happening again.

Caroline signs up to receive regular community newsletters, and decides to act on the advice and plants more grass and shrubs in her back garden rather than paving it.

Caroline receives a link to try a new AR experience which she does using her iPad. She is able to see the impact of flooding to her home and is given tips for preventing it. She decides to buy a flood prevention door.

Caroline checks the community board when she is out in the local area, or when she receives a flood alert warning her of heavy rain, to understand what surface water there will be and how she can help.

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Tina is made aware of the “SuDS Super Designer” tool by a colleague as she is designing a new site for the property developer who is requesting sustainability additions be made.

Returning to the office, she begins designing the site on the platform and utilises the SuDS Compare and SuDS Certified tools to ensure she’s designing within the guidelines and for the best price.

She shares her designs on the platform with all the stakeholders who need to work from them and provide evidence (including Builders, the Local Authority, Developers etc.).

She collects the evidence and once the first draft is complete, she receives an auto-report letting her know she’s missing two key documents before she can submit.

Tina gets the outstanding documentation she needs and submits the designs to her stakeholders for a final review.

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Culture Change for SuDS
A dynamic education and empowerment programme to bring about social change through marketing and awareness building of SuDS.

Big insight
Generally speaking, the public have a low understanding of water management which means SuDS are not a consideration.

Target customer
Householders
As a householder, I need to better understand how to manage my own water, and how water and flood risk is managed in my local area.

Stakeholders to engage
Local Authorities
Provide specific local information to make advertising targeted and relevant.

Water and Sewerage Companies
Provide information on water management.

Social Media Platforms
Promote water management in the media to target audience.

User journey
George, a local home owner, sees one of the campaigns being run on social media to increase awareness of water management issues and SuDS. He clicks on the campaign and is taken to a website.

George reads on the website about the water management schemes in his area and where the SuDS are on his development. The website encourages him to download the mobile app, which he does.

George understands he has a role to play in reducing his water usage. On the app, he calculates his ‘water footprint’ to understand his consumption and what he can do to reduce it.

The following week, George watches a documentary series online about water and is inspired to support his local community by planting trees at the park.

George is recognised in the community as a local hero and feels really proud of his actions. He encourages others to get involved in water management.

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