7 January ideas

- **Business / industry**
  - Promoting alternative textiles
    - *"I want to promote some of these alternative fibres... So many people don't understand. Textiles are so fundamental"*
    - Helen to draw together a document outlining alternatives to cotton ⭐
  - Social enterprise models for water distribution
- **Process**
  - Piggyback on the Olympics
  - Enabling the rational by appealing to the emotional
    - *"The scales were removed from my eyes... we live in an emotional world we don't live in a rational world so in order to encourage rational behaviour you have to appeal to the emotions"*
  - Using students - what we all have in common
    - Dilys/Jeremy to work on a firm proposal in time for Belfast, ⭐
    - What students do MUST have public relevance
  - Can we make a meaningful change without getting Goverments on board?
  - Where can we make an impact? Personal, industrial or global level?
  - Idea of identifying a campaign for the group
- **Society**
  - Changing attitudes and behaviour
  - Human right to water
  - Spend more, buy less
    - Ideal time to do this
    - *"[We] started the project in a time of economic growth. We now know economic growth can't last forever. The bubble has burst."*
  - Rating buildings according to water use
  - Make water consupmption/waste visible
    - *You don't 'see your water consumption, you just get a bill!"*
  - Good bahaviour, bad science...
  - Changing values around resources
- **Science and technology**
  - Good behaviour, bad science...
  - Dye factories as water purification plants
  - Genetically modifying plants to use less water
    - ⭐ Susan to follow up with Kew seed bank, Tony, Jim to support with links to plant biologists