

**Subject: WSSTP workshop on customers and water use – 14 Feb in Madrid**

Dear colleagues - Following the WSSTP-urban pilots meeting in Berlin on water reuse, we have decided to progress further with this topic by subdividing it. A key subset concerns water use and customers and improving our understanding of behaviour and how to influence water using habits.

I am pleased to invite you to a workshop to be hosted and led by Francisco Cubillo of Canal Isabel II on 14 February. Please plan to arrive in Madrid on the evening of 13 February as we intend to start the discussion early on 14th and continue through the day.

Francisco will send you details of the location of the meeting and convenient hotels

Please confirm your attendance or nominate an appropriate substitute to Francisco

The following topics are planned for discussion; others can be added

*§ Risk management and resolution of critical situations for Water Shortage, Droughts, Reliability, Standards of Service and Social Perception.*

*§ Techniques of knowledge of the customer/citizen perception, preferences and their incorporation to the decision making.*

*§ Demand Forecasting, deeper understanding of Domestic, Commercial, Industrial and Institutional Water Use and Customer Expectations.*

*§ Elasticity of Demand affected for different explanatory variables (not only prices or incomes).*

*§ Knowledge and equipment for metering consumptions. Application to tariff structures.*

*§ The interaction of the urban use with the environment and the energy.*

*§ Assessment of real water savings through demand management; instruments, and mechanisms.*

*§ Citizen participation and educative commitments to reach the efficient and responsible use of the resource. Dealing with water saving behaviours and patterns of use.*

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