



Efficient equipment and creative campaigning save water at GranCasa

Sonae Sierra's shopping centres in Spain are among the most water efficient in the portfolio – using 2.3 litres of water on average per visit in 2011. GranCasa decided to implement a programme to reduce visitors' water consumption in the shopping centre even further by acting on two different fronts: awareness raising and technical measures.



Between March and June 2011, the shopping centre organised five campaigns, at a total investment of €2,130. With the theme of saving water in everyday activities, these campaigns used different media such as awareness messages; television; leaflets with water saving tips and even a

competition to incentivise shopping centre visitors to take shorter showers. Furthermore, improvement works being undertaken in the shopping centre toilets were seen as an opportunity to procure and install waterless urinals which would allow significant water savings. However, we faced some challenges: the work had to be done outside of business hours and the necessary investment had to fit within our existing budget. We were able to complete the work by spreading it between January and September 2011 and by rationalising costs, managing to fund the whole project for €7,000 in total.



Overall in 2011, GranCasa reduced its total water consumption by 0.5% in comparison with 2010. We hope that the awareness raising events have also inspired staff, tenants and visitors to use water more efficiently both inside and outside of the shopping centre.