



the day the earth Spoke

HOW TO CHANGE THE BEHAVIOR OF PEOPLE TOWARDS WATER MISUSE, IF THEY DON'T EVEN RESPECT HUMAN LIFE?

PROBLEM

Aguas de Choloma, a potable water provider in Honduras (the most dangerous country in the world) cannot reduce excessive water misuse at areas controlled by gangs, because they have no consumption meters and will not pay the special \$3.50 monthly rate.



IDEA

If they don't listen to the government, maybe we need someone else to talk to them.

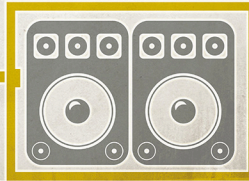
The day the earth spoke

BY SENDING A SOUND MESSAGE THROUGH WATER PIPES:

"I'm the Earth and I'm running out of water. Your children will not have enough to drink. Close the Tap!"



The water pipes were cut to attach an extension tube which connected to an audio amplifier. When the water flow was shut, the message could be heard.



RESULTS

WATER CONSUMPTION REDUCTION FROM 480 - 150 LITERS PER PERSON DAILY.



With a low budget of 10,000 Lempiras we generated 350,000 Lempiras in earned media.



But the real result was make a very hard target develop an awareness about the misusing of water. After all, if dangerous gangs like the Maras listened to the earth and changed, all Hondurans can do it!

