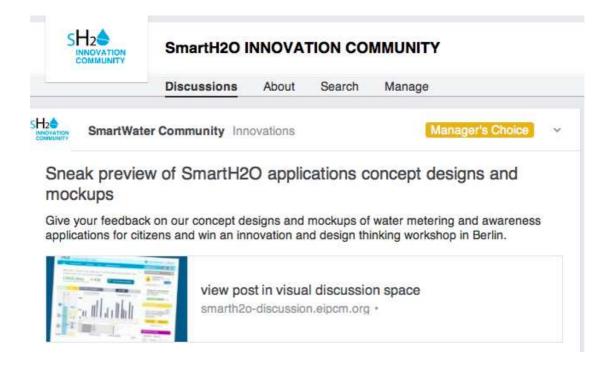**SmartH2O Innovation Community launched!**

To foster an open exchange with the research community and water consumers SmartH2O has launched an open innovation community on LinkedIn. The goal of the innovation community is to provide means to involve individuals and research communities from outside the project in the innovation process of the SmartH2O project. The target audience of the LinkedIn Innovation Community are professionals and researchers working in the wider area of interest related to the project, from water management, environmental and sustainability issues, to economics, user-centered design and innovation research communities, as well as the general public that is interested in project ideas and outcomes.

Community members are invited to collaboratively build on the current project vision, to give their feedback on the project's concept, application mockups and outcomes, to discuss broader issues of sustainable water and resource management and build synergies for existing and future projects. To provide a fruitful discussion context, a short introduction to the user stories and mockups has been presented in a novel visual discussion space that is connected with the LinkedIn group. The visual discussion space enables participants to reference specific mock-up excerpts in their discussion posts and comments which

supports both a quick and easy way to provide input as well as a more targeted and thus higher quality discussion.

The first questions focused on eliciting feedback on different was to engage water users in water conservation using ICT and serious games such as:

- What kind of rewards would you like to get for your water saving efforts?
- What do you want to know about your water consumption?
- How can we motivate people to consume less water?

More than 100 participants joined the SmartH2O Innovation Community with some 50 comments being generated in an active discussion. The participation and feedback show a high interested in the SmartH2O application concept and innovations. A number of comments pointed out specific issues that we have used to confirm or further develop the application concept. Some of the example comments include:

> *"I like the concept of team water saving. This gives a stronger gamification approach that may have greater impact on the total savings."*
>
> *"For me, receiving some practical suggestions about how to reduce water would be helpful."*
>
> *"I think, the most attractive feature to me is the leaderboard and the possibility to compare with friends in general and have such a funny little competition."*
>
> *"To fight the water problem in developing countries, a possible mean would be to **connect the awards with social projects** (i.e 100 points water saving with smart water = 1L of water in an area with less or where no water is available)"*
>
> *"You could try using **analogies** like how many olympic-sized **pools can you fill with the water consumed**. I believe that you can provide a "productive" shock to the consumers this way. [...] in my opinion **the bigger the number you present the bigger impact** it has. Therefore, I would vote for total consumption. You can use it in both cases [saving and consuming], maybe with different units. The unit used in each case should be adjusted according to the data. 700 bathtubs is more impressive than 0.3 pools."*

Table 1. Example feedback from the SmartH2O Innovation Community

Become a member of the SmartH2O Innovation Community and join the open discussion too! The most active contributors will be offered to participate in an innovation and design-thinking workshop, in which we will take some of the most promising ideas and develop them further in a hands-on session.

Join us at https://www.linkedin.com/groups?home=&gid=6531529