

Figure B. English translation of CLD developed by Group B after two GMB sessions.

Note. Negative causal relations are indicated with a dashed line and a minus sign (-) at the end of an arrow. Positive causal relations are indicated with a solid line and a plus sign (+) at the end of an arrow. Balancing feedback loops are indicated by a B. Reinforcing loops are indicated by an R.

2. CAUSAL RELATIONS AND REFERENCES PER CAUSAL LINK

| Cause | Effect | GMB | | Literature evidence | Remarks |
|------------------------------|--------------------------------|-----|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| | | +/- | group | | |
| Available technology | Number of efficiency measures | + | A/B | Adua <i>et al.</i> (2019) | |
| Awareness | Environmental concern | + | A/B | van Valkengoed <i>et al.</i> (2022) | Group A assumed a direct relation between awareness and curtailment behavior |
| Budget | Number of efficiency measures | - | | Adua <i>et al.</i> (2019); Biesiot & Noorman, (1999); Adha <i>et al.</i> (2021); Cochran & Cotton (1985) | |
| Campaign | Awareness | + | A/B | Sun <i>et al.</i> (2019); Brouwer <i>et al.</i> (2020a) | Sun <i>et al.</i> (2019) explain how an awareness raising campaign eventually leads to reduced water consumption |
| Campaign | Knowledge | + | | Brouwer <i>et al.</i> (2020a); Thompson & Stoutemyer (1991) | |
| Comfort | Curtailment behavior | - | A/B | Sanguinetti <i>et al.</i> (2022); Dean <i>et al.</i> (2021); Fujimi <i>et al.</i> (2016) | Sanguinetti <i>et al.</i> (2022) explain mainly the feedback loop |
| Comfort | Perceived effort to save water | + | - | Ambaum <i>et al.</i> (2024); Köhler (2017) | |
| Comfort | Well-being | + | B | Tilov <i>et al.</i> (2020); Köhler (2017) | |
| Hedonic motivation | Curtailment behavior | + | | Fujimi <i>et al.</i> (2016); Harding & Hsiaw (2014); Köhler (2017); Tilov <i>et al.</i> (2020); Karlin <i>et al.</i> (2012); Sanguinetti <i>et al.</i> (2022) | Not literally, but implied, most literature describe feedback process |
| Consumption other households | Water consumption norm | + | A/B | Cialdini & Jacobson (2021) | |
| Consumption other households | Water resources | - | | | Logical argument |

| | | | | | |
|--------------------------|-----------------------------------|---|-----|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Costs | Budget | - | | | Basic economics |
| Costs | Curtailment behavior | - | A/B | Nguyen <i>et al.</i> (2016); Biesiot & Noorman (1999) | |
| Costs | Perceived benefits of investing | + | A | Shahangian <i>et al.</i> (2022) | |
| Curtailment behavior | Total household water consumption | + | | Russell & Fielding (2010); Karlin <i>et al.</i> (2012) | Preliminary model |
| Daily maximum | Curtailment behavior | + | A | Koop <i>et al.</i> (2023) | Intervention point Howlett <i>et al.</i> (2009) describe legal instruments as a standard and effective way to influence behavior |
| Drinking water price | Costs | + | A | | Group B explicitly omitted price as a variable due to price inelasticity, Ebbs <i>et al.</i> (2018) explain that there is still an effect, only not that major Basic economics |
| Drought | Hedonic motivation | + | A/B | Aggarwal <i>et al.</i> (2012) | Both groups did not directly link these variables. However, upon rewatching the tape this better indicates what they meant |
| Drought | Environmental concern | + | A/B | van Valkengoed <i>et al.</i> (2022) | |
| Drought | Water resources | - | A/B | Ebbs <i>et al.</i> (2018); Van Leerdam <i>et al.</i> (2023) | |
| Environmental concern | Motivation to save water | + | A/B | van Valkengoed <i>et al.</i> (2022) | |
| Perceived responsibility | Motivation to save water | + | B | van Valkengoed <i>et al.</i> (2022); Truelove <i>et al.</i> (2014) | van Valkengoed <i>et al.</i> (2022) describes how a feeling of responsibility increases motivation. |
| Innovation | Available Technology | + | B | | Logical argument |
| Innovation | Drinking water price | + | A | | Basic economics |
| Knowledge | Number of efficiency measures | + | A/B | Ehret <i>et al.</i> (2021); Ebbs <i>et al.</i> (2018); Harding & Hsiaw (2014) | |
| Knowledge | Self-efficacy | + | A | van Valkengoed <i>et al.</i> (2022) | [not included in the GMB modelling phase, but was mentioned as an intervention] |
| Legal requirements | Number of efficiency measures | + | A/B | Koop <i>et al.</i> (2023) | Howlett <i>et al.</i> (2009) describe legal instruments as a standard and effective way to influence behavior |

| | | | | | |
|----------------------------------------------------|----------------------------------------------------|---|-------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Motivation to save water | Curtailement behavior | - | A/B | Lam (1999); Ehret <i>et al.</i> (2021); Russell & Fielding (2010) | |
| Motivation to save water | Water consumption norm | - | B | Lam (1999) | |
| Number of efficiency measures | Budget | - | - | | Basic economics Stermann (2000) describes this as a standard economic consideration. |
| Number of efficiency measures | Perceived responsibility | - | A/B | Seebauer (2018); Truelove <i>et al.</i> (2014) | |
| Number of efficiency measures | Total household water consumption | - | Given | Karlin <i>et al.</i> (2012) | |
| Perceived benefits of investing | Number of efficiency measures | + | A | Shahangian <i>et al.</i> (2022); Steg & Vlek (2009) | Stermann (2000) describes this as a standard economic consideration. |
| Perceived effectiveness of water saving activities | Self-efficacy | + | A | Barth <i>et al.</i> (2021); Abrahamse & Steg (2013) | |
| Perceived effort to save water | Motivation to save water | - | | Dreijerink <i>et al.</i> (2022) | |
| Security of Supply | Campaign | - | A/B | Brouwer <i>et al.</i> (2020b); Ministry of Infrastructure and Water Management (2021); van Leerdam (2019) | |
| Security of supply | Daily maximum | - | A | van Leerdam (2019); Koop <i>et al.</i> (2023) | |
| Security of supply | Innovation | - | A | Van Leerdam <i>et al.</i> (2023) | |
| Security of supply | Legal requirements | - | A/B | Koop <i>et al.</i> (2023); Vewin (2024); Van Leerdam <i>et al.</i> (2023) | Literature states it is a necessary condition to ensure security of supply |
| Security of supply | Perceived effectiveness of water saving activities | + | | Barth <i>et al.</i> (2021); Abrahamse & Steg (2013) | |
| Self-efficacy | Motivation to save water | + | A | Barth <i>et al.</i> (2021); Abrahamse & Steg (2013) | |

| | | | | | |
|-----------------------------------|-------------------------------|---|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Total household water consumption | Comfort | + | B | Fujimi <i>et al.</i> (2016); Harding & Hsiaw (2014); Köhler (2017); Tilov <i>et al.</i> (2020); Karlin <i>et al.</i> (2012); Sanguinetti <i>et al.</i> (2022) | |
| Total household water consumption | Costs | + | B | | Basic economics |
| Total household water consumption | Water consumption norm | + | A/B | Geelen <i>et al.</i> (2012); Seebauer (2018) | |
| Total household water consumption | Water resources | - | A/B | Ebbs <i>et al.</i> (2018) | Logical argument |
| Water consumption norm | Hedonic motivation | + | B | Cialdini & Jacobson (2021) | Logical effect of higher levels of water consumption being deemed more appropriate |
| Water consumption norm | Consumption other households | + | | Cialdini & Jacobson (2021) | |
| Water consumption norm | Number of efficiency measures | - | A/B | Bernedo <i>et al.</i> (2014); Ferraro <i>et al.</i> (2014) | |
| Water consumption norm | Motivation to save water | - | B | Cialdini & Jacobson (2021) | Logical effect of higher levels of water consumption being deemed more appropriate |
| Water resources | Awareness | - | A/B | Sun <i>et al.</i> (2019); Russell & Fielding (2010) | |
| Water resources | Security of supply | + | A/B | Van Leerdam <i>et al.</i> (2023) | |
| Well-being | Hedonic motivation | + | B | Truelove <i>et al.</i> (2014); Seebauer (2018) | |
| Well-being | Perceived responsibility | + | B | Truelove <i>et al.</i> (2014) | |

3. FEEDBACK LOOPS

| Loop | B / R | Variables | Sub model | Loop Name |
|------|-------|-----------|-----------|-----------|
|------|-------|-----------|-----------|-----------|

| | | | | |
|-----|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------|
| B1 | Balancing | Total household water consumption; costs; curtailment behavior | Costs | Household costs |
| B2 | Balancing | Budget; number of efficiency measures | Costs | Budget |
| B3 | Balancing | Total household water consumption; costs; perceived benefits of investing; number of efficiency measures | Costs | Cost-benefit analysis |
| B4 | Balancing | Total household water consumption; water resources; security of supply; innovation; available technology; number of efficiency measures | Shortage response | Technology solution |
| B5 | Balancing | Total household water consumption; water resources; security of supply; legal requirements; number of efficiency measures | Shortage response | Enforcing efficiency |
| B6 | Balancing | Total household water consumption; comfort; curtailment behavior | Comfort | Household routine |
| B7 | Balancing | Total household water consumption; comfort; well-being; perceived responsibility; motivation to save water; curtailment behavior | Motivation | Feeling responsible |
| B8 | Balancing | Total household water consumption; water resources; security of supply; daily maximum; curtailment behavior | Shortage response | Drought response |
| B9 | Balancing | Total household water consumption; water resources; awareness; environmental concern; motivation to save water; curtailment | Motivation | Environmental awareness |
| B10 | Balancing | Total household water consumption; water resources; security of supply; campaign; awareness; environmental concern; motivation to save water; curtailment | Shortage response | Raising awareness |

| | | | | | |
|------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------|----|
| B11a | Balancing | Total household water consumption; water resources; security of supply; campaign; knowledge; perceived self-efficacy; perceived effort to save water; motivation to save water; curtailment | Shortage response | Education practices | on |
| B11b | Balancing | Total household water consumption; water resources; security of supply; campaign; knowledge; number of efficiency measures | Shortage response | Education technology | on |
| B12 | Balancing | Number of efficiency measures; perceived responsibility; motivation to save water; water consumption norm | Motivation | Rebound effect | |
| R1 | Reinforcing | Number of efficiency measures; Total household water consumption; costs; Budget | Costs | Investment | |
| R2 | Reinforcing | Total household water consumption; water resources; security of supply; perceived effectiveness of water saving activities; perceived self-efficacy; perceived effort to save water; motivation to save water; curtailment behavior | Motivation | Effect awareness | |
| R3 | Reinforcing | Total household water consumption; water consumption norm; hedonic motivation; curtailment behavior | Norms | Personal norm | |
| R4 | Reinforcing | Water consumption norm; consumption other households | Norms | Social norms | |
| R5 | Reinforcing | water consumption norm: motivation to save water | Norms | Internal motivation | |
| R6 | Reinforcing | Total household water consumption; comfort; well-being; hedonic motivation; curtailment behavior | Comfort | Living standards | |
| R7 | Reinforcing | Total household water consumption: perceived effort to save water; motivation to save water; curtailment behavior | Motivation | Effort | |

4. POTENTIAL DYNAMIC BEHAVIOR OF SUB MODELS

The figures presented below are conceptual illustrations of the expected potential dynamic behavior of the archetypical sub models described in the study. Because these figures are conceptual, there is no specific time unit on the x-axis and no specific labels for the level of variable activation on the y-axis. In general, closer to the intersect represents short-term or initial effects while further to the right on the x-axis represents long-term effects; all relative to the real-world speed of these dynamics. On the y-axis, closer to the intersect means a weaker activation of this variable than higher on the y-axis.

Comfort sub model

The dynamics of the Comfort sub model resembles the archetype *fixes that fail* (Meadows 2009). This dynamic structure explains how a short-term fix can have counter-intuitive side effects on the long term (Figure A). In this case, the household routine shows the short-term solution for not ever increasing the total household water consumption. Yet, in the long term the comfort levels create the expectations of living standards which they aim to maintain or even increase. It provides a possible explanation of why the frequency and duration of showering has steadily increased over the last few decades. Accustomed levels of comfort can lead to resistance to decreasing consumption levels.

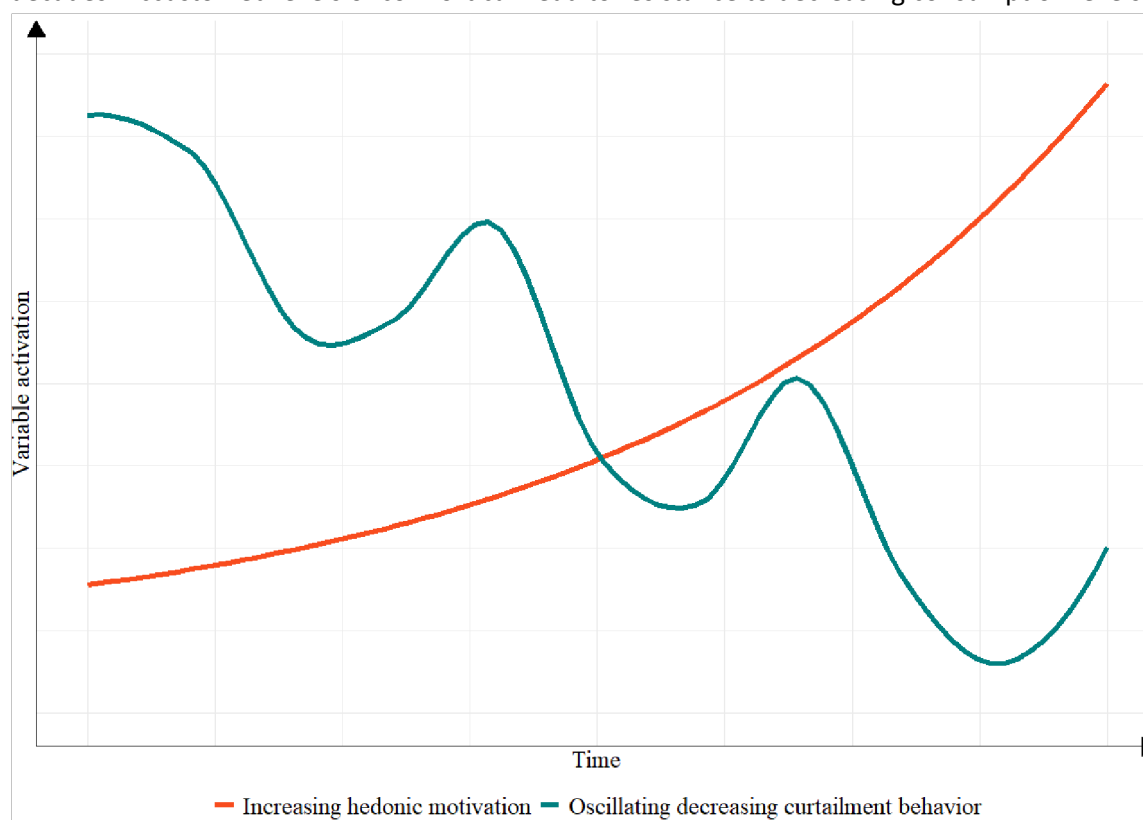


Figure A Potential dynamic behavior the Comfort sub model based on Fixes That Fail

Water Consumption Norm sub model

These four reinforcing feedback loops of the Consumption Norm sub model indicate that if the perceived normal water consumption level of a household decreases or increases, their norm will keep developing in that direction. This resembles the 'escalation' archetype. This common system structure is an explanation for exponential growth or decay. It visualizes why it is difficult to stop a trend in household water consumption. These feedback loops are connected to many other feedback loops. Therefore, an increased water consumption norm can be considered an important barrier to decreasing household water consumption. If the norm can be decreased, it can also be one of the main drivers of further consumption reduction. Figure B shows how this system is likely to develop if the water consumption norm would increase.

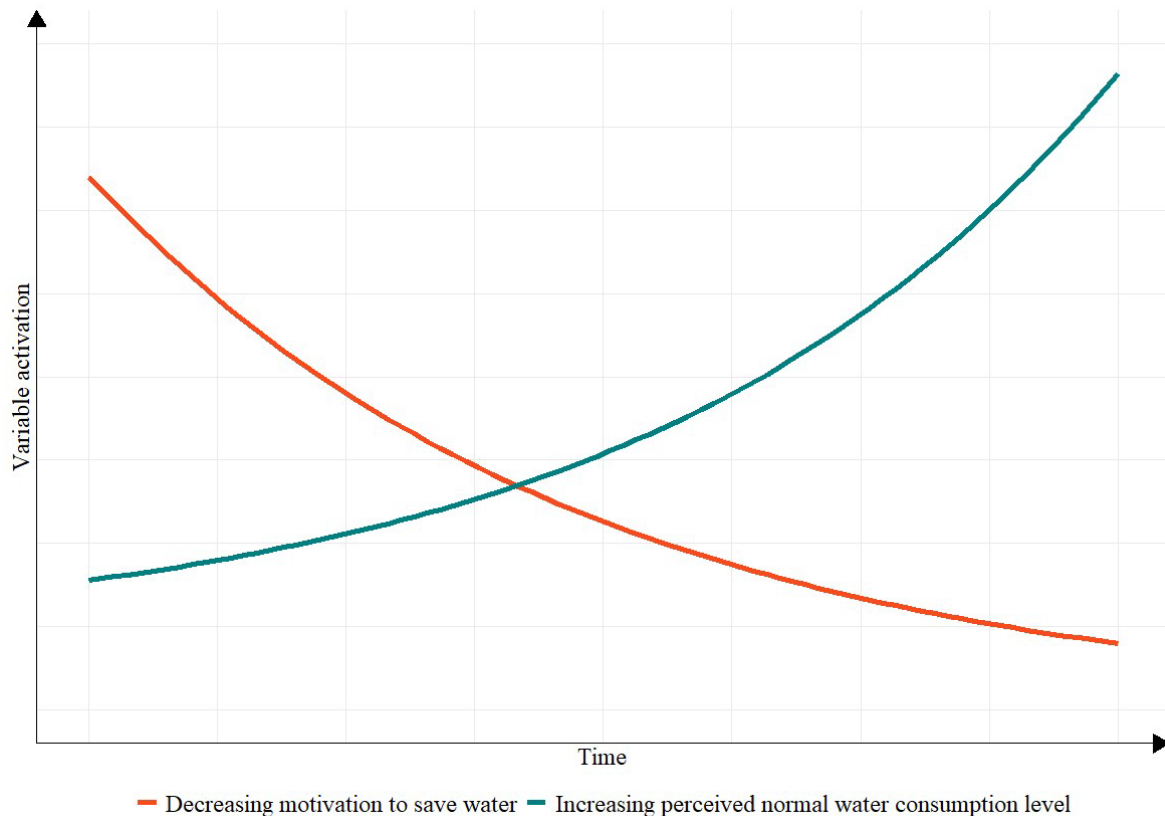


Figure B Potential dynamic behavior of the Water Consumption Norm sub model based on Escalation if the water consumption norm would increase

Maintaining Motivation sub model

The dynamic structure of the motivation sub model can be viewed as an elaborated version of eroding goals and *eroding ambitions*. This archetype explains why growth in a particular direction cannot be continued forever. For example, Figure C shows if motivation to save water is increased initially, after a while it will decrease due to effect awareness. The balancing feedback loops are putting a stop to that development due to reduced perceived responsibility or due to a lack of perceived environmental urgency. These dynamics could for instance be the reason why several experimental studies did not find maintained effects of their intervention or why it is difficult to maintain behavior in response to droughts.

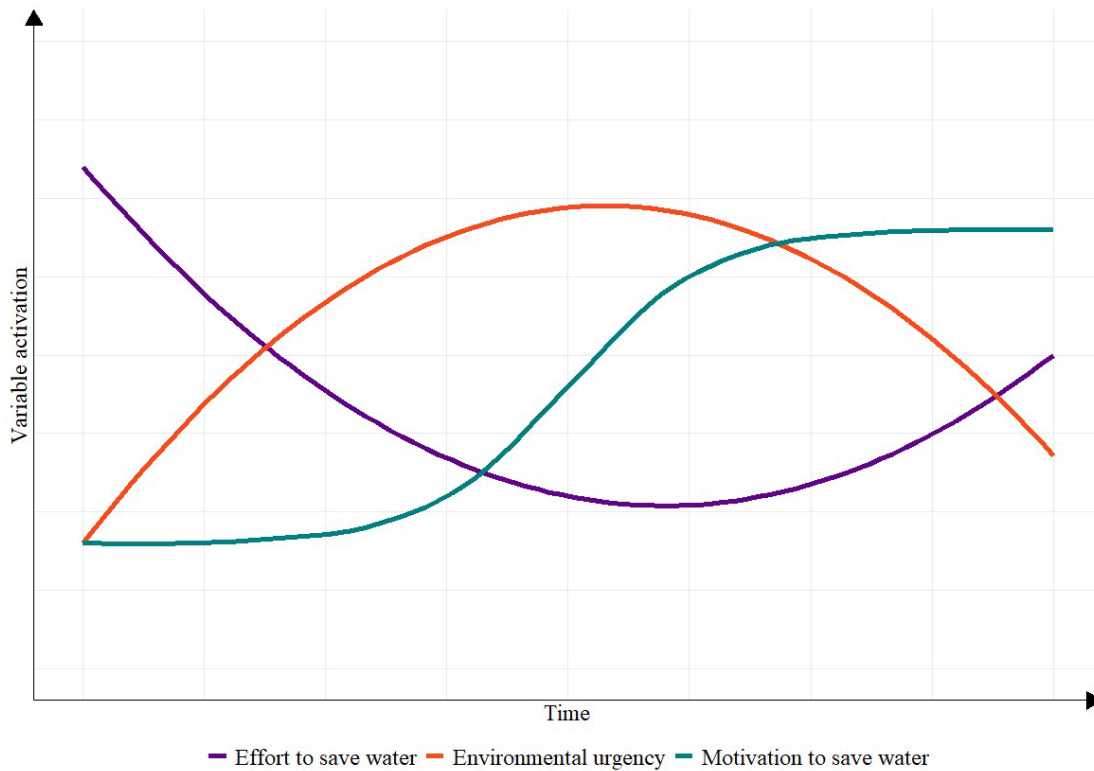


Figure C Potential dynamic behavior of the Maintaining Motivation sub model based on Eroding Goals

Price Dynamics sub model

The costs-dynamics in household water consumption resemble the archetype of downplayed problems. This archetype is characterized by conflicting goals and their effects. In this case (Figure D), there is the goal of increasing efficiency measures and increasing curtailment behavior which are both affected by costs both with different polarities. Hence, a decrease in costs can both stimulate efficiency behavior but decrease curtailment behavior. Depending on the relative effects of both types of behavior the state of the other can be masked for some time. For example, because technologies have become more efficient over the years, there has been little incentive to increase curtailment behavior, especially since the technological improvements could compensate for the decrease in curtailment behavior. Moreover, budget limits the reinforcing effects of investing in efficiency measures.

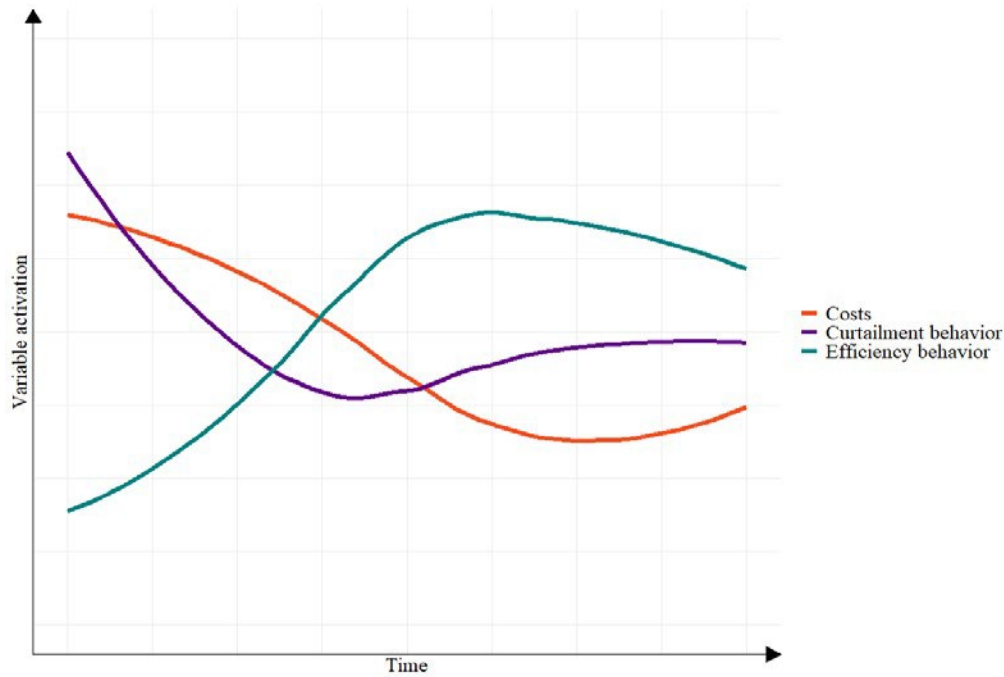


Figure D Potential dynamic behavior of the Price Dynamics sub model based on Downplayed problems

Response to Shortage sub model

The archetype that this sub model resembles is the 'band-aid solutions' or 'shifting the burden'. In this dynamic structure, short-term driven solutions lead to only moderate progress that might dissuade policy-makers from implementing more transformative interventions. The interventions in this model are all endogenous processes and part of balancing feedback loops. Hence, if they are effective their effects are ultimately diminished because of their own processes. Therefore, sustainable drinking water consumption might not be able to solely rely on these interventions (Figure E).

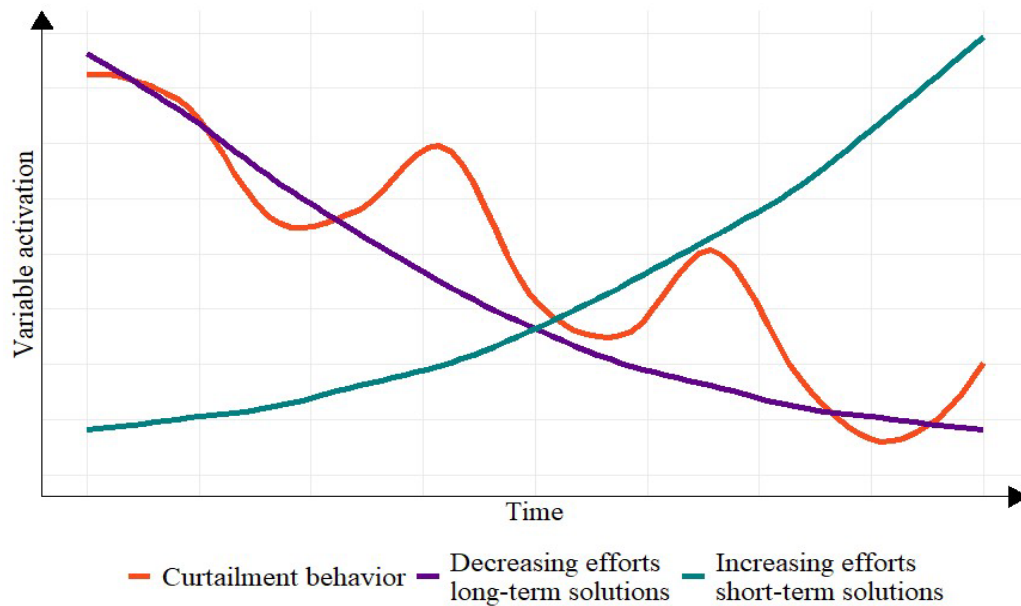


Figure E Potential dynamic behavior of the Response to shortage sub model based on Band Aid Solutions

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