

WATER

BE THE CHANGE

NATIONAL WATER CONSERVATION CAMPAIGN FOR THE MALTESE ISLANDS



THE
ENERGY
& WATER
AGENCY



What is the situation
In Malta?



Challenges and Opportunities



WHY the need for a National
Water Conservation Campaign



Overview of the
Campaign

Integrated Marketing
communication Strategy



Outreach Town
Tour Programme:
Join the Drops

The Bigger picture: Impact
of the distribution of Kit



Pilot Programme:
Water Champion

Domestic and Agriculture
sector results

To get you in the picture of the situation in Malta:



The biggest challenge

in the Maltese water sector, is the scarcity of natural freshwater.



The Mediterranean climate,

with low levels of rainfall and high temperatures, results in low natural water availabilities and significant losses through evapotranspiration



The density of the population

in Malta is about 1400 people per square KILOMETER.



Nature can give only about half of our total needs,

therefore the Energy & water agency effort is to provide the tools and knowledge to contribute in water-saving efforts.



Water production Malta

Producing potable water from seawater
requires energy.

60% Reverse Osmosis

40% Ground Water

Plan **Reduce it
to 30%**

We often take our tap water for granted due to the reliable supply achieved through years of diversifying water sources and improving distribution. However, widespread wasteful usage can limit our capacity to produce sufficient water, despite having the capability to meet our needs.

The water user is focal in this driving as, we consume around 50 billion litres of water per year. Around 20 million litres of that is for domestic use only!

It is a bit of a challenge in communicating out there this behavioural shift, since water is less tangible thus saving can only be seen once they receive the water bill.

But people are understanding this need and are getting smarter about their water consumption and are getting informed on technologies, tips and designs available that will help reach this common goal.

WHY?

The aim of the 3 year National Water Conservation Campaign is to deliver an effective educational and awareness raising campaign on the optimised and efficient use of water resources to facilitate a cultural shift in people's behaviour towards water conservation on the Maltese Islands.

IN SEPTEMBER OF 2019 WE HAVE LAUNCHED THE NATIONAL WATER CONSERVATION CAMPAIGN.

There are so many small ways by which we can do our individual part to conserve water and reduce waste.

Using simple water conservation techniques can help to significantly reduce the amount of water we consume.

So, by simply thinking ahead, being aware of water and making small changes like taking shorter showers, closing taps when brushing teeth , the list is endless.

If we do
a little
bit together,
it will be a
lot for each
other.

Our daily water consumption is relatively low (110L/person) compared to other EU countries.

Improved living standards and economic activity are steadily increasing our national water demand.



Water conservation means using our limited water supplies wisely and effectively.

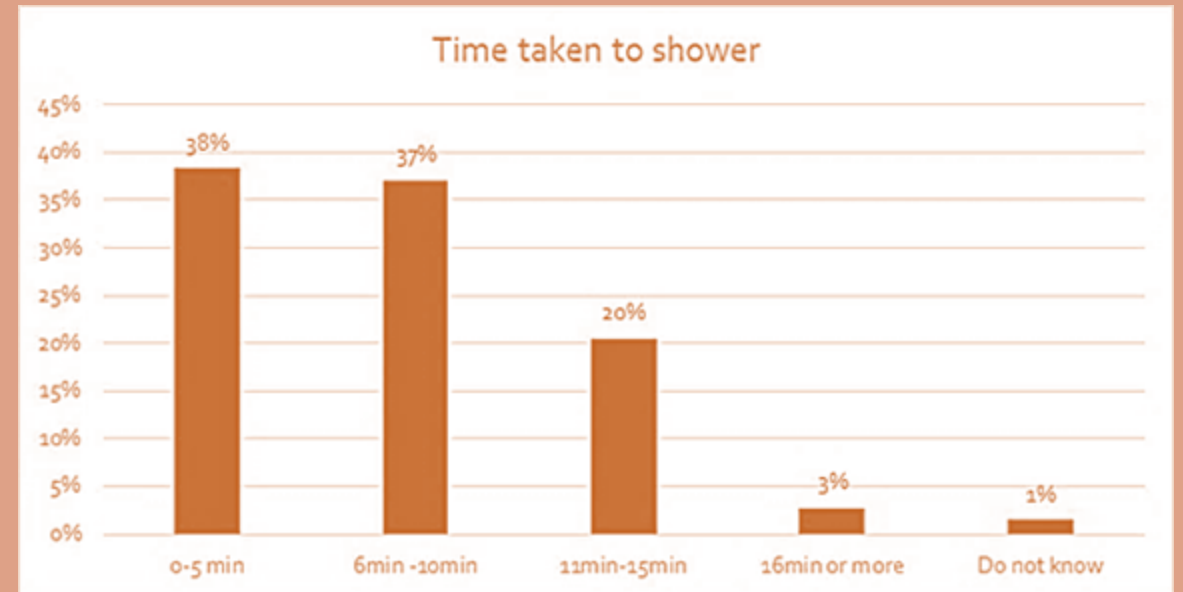
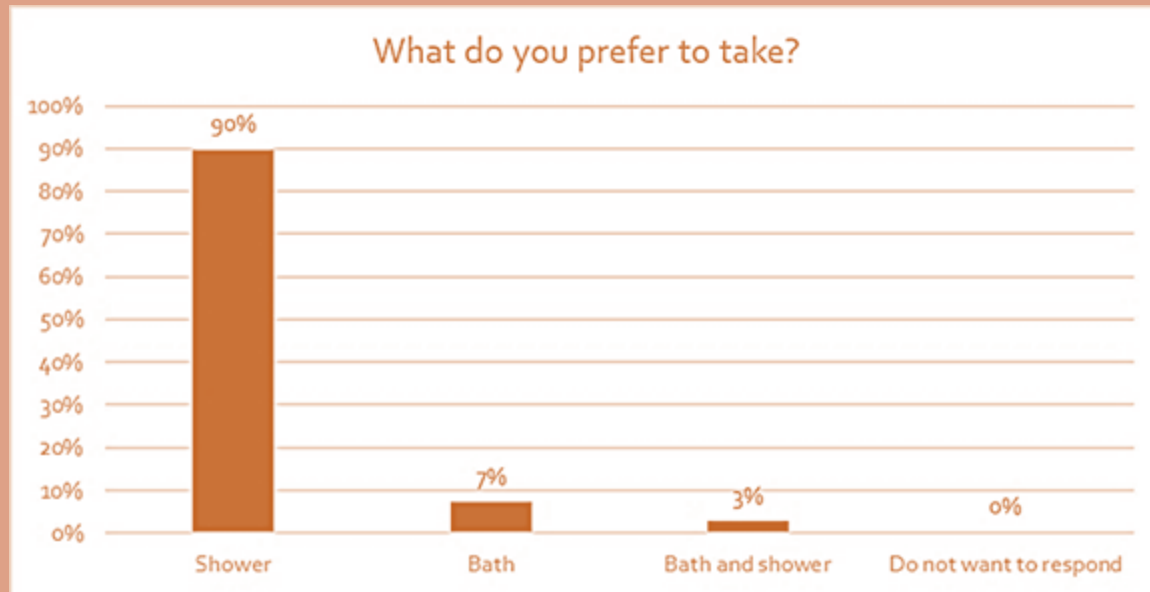


It does not mean reducing our standard of living – it means maintaining our current level of comfort, whilst using less water.

RESEARCH STUDY

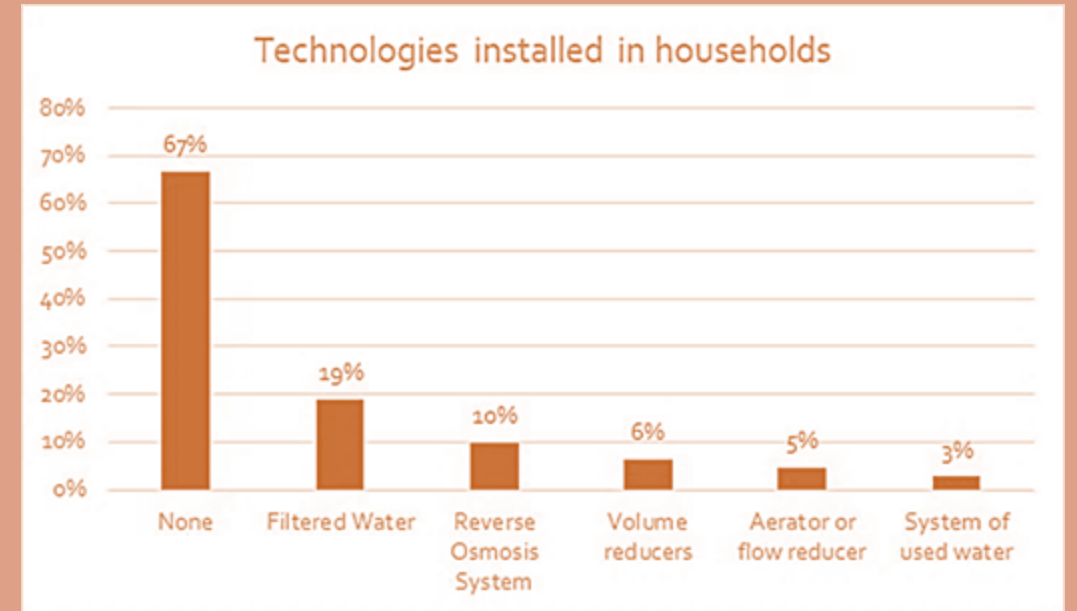
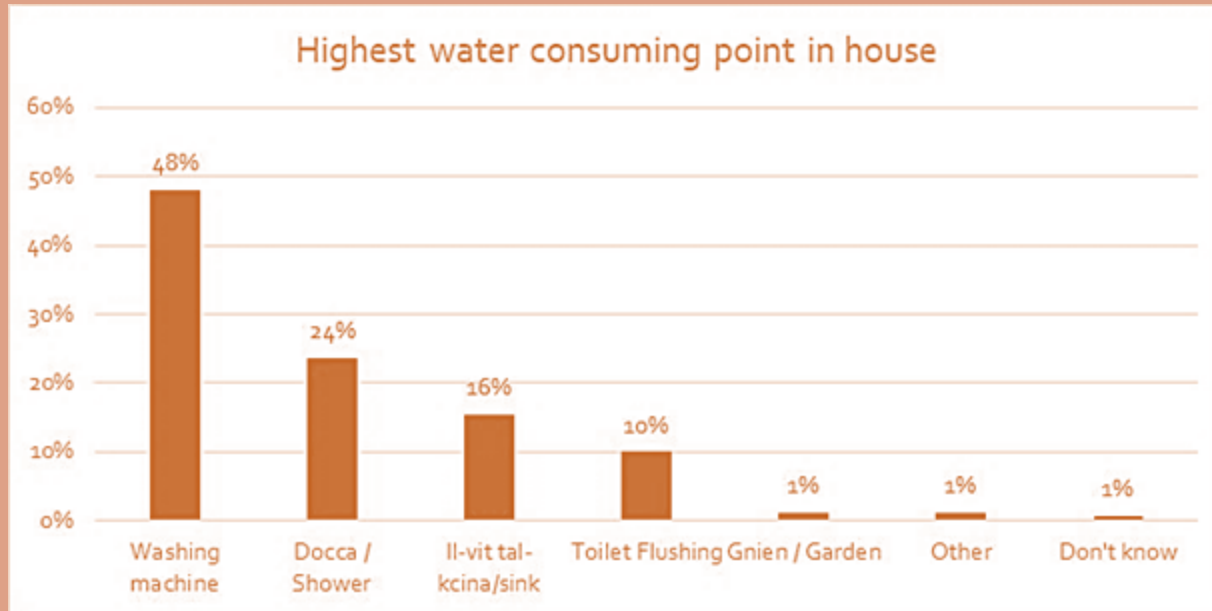
- Get to know more our target audience?
- What is their Persona? To help us find our campaign voice.
- What is the best way to effectively reach them?
- What is their level of awareness and knowledge on water usage?
- What is their behaviour at home, at their farm, at school/work?

DOMESTIC



Research showed that 90% of respondents prefer showers over baths, so we focused on shower duration in our messaging.

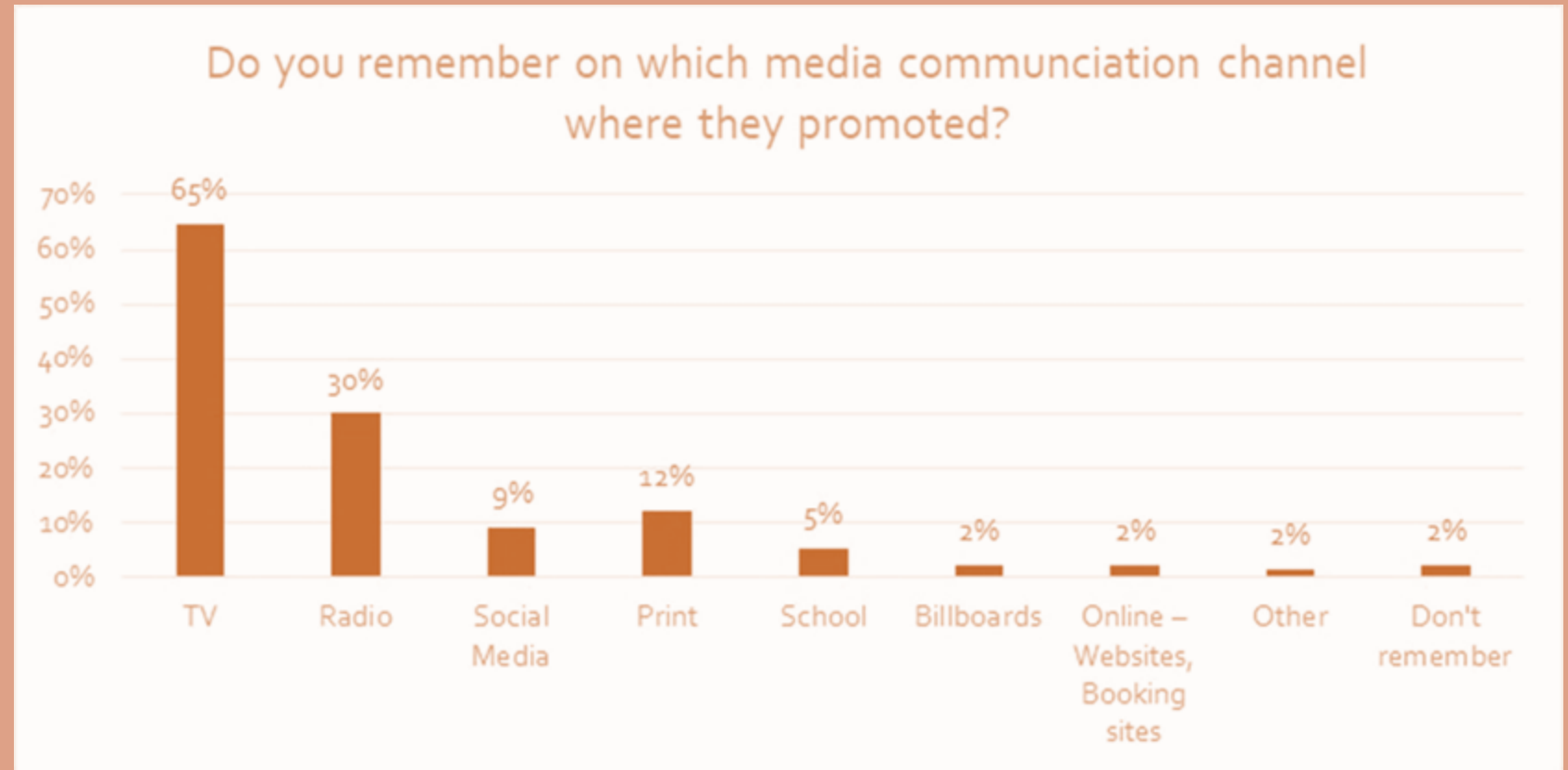
DOMESTIC



Research found that only 10% knew toilets are the highest water consumers, with 67% not considering water-saving technologies.

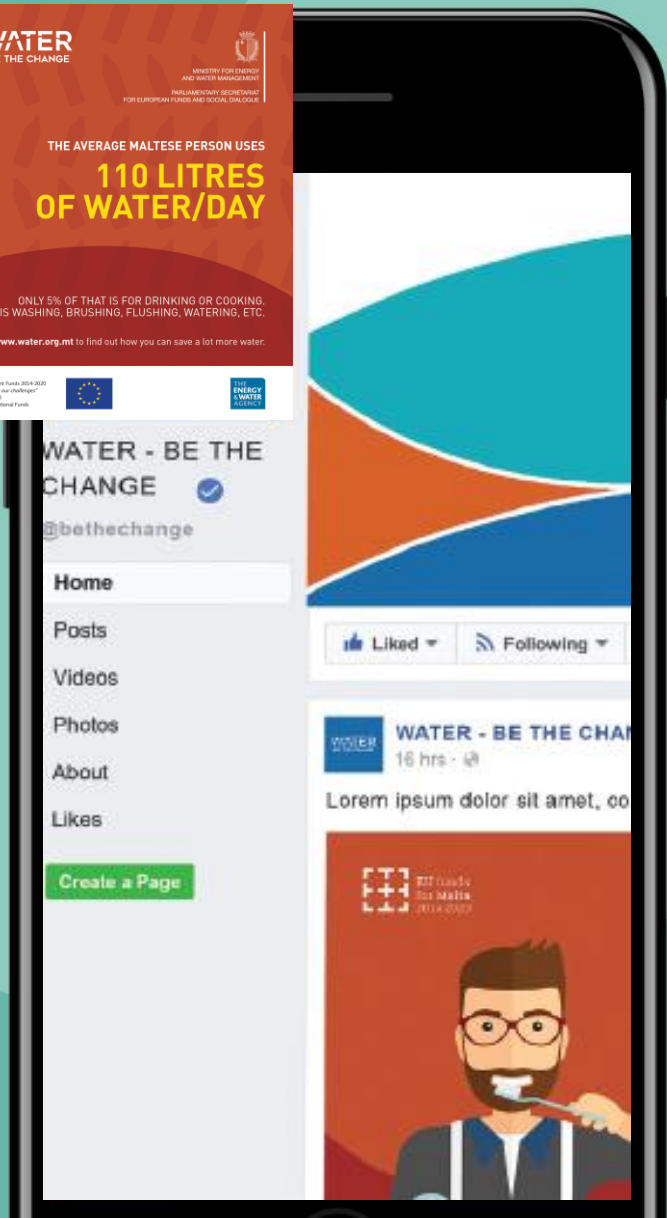
WHICH?

Research has enabled us to identify and prepare effective marketing messages using the right integrated marketing communication tools.



How?

We used various platforms and tools to educate and engage our audience in a nationwide water conservation campaign, encouraging small daily changes for significant savings.



BROADCAST Media

TV PROGRAMMES

- 1-minute documentary in Maltese and English: Introduces the awareness campaign's purpose and highlights water conservation.
- Thirteen 3-minute videos (Maltese and English): Discuss water conservation issues and tips using animation and footage. Released between March and May 2020 (Maltese version).
- Thirteen 15-minute TV features called "G#AJN" (Maltese with English subtitles): Covers Malta's water conservation history and different supply systems, featuring interviews with experts.
- Thirteen 5-minute TV-animation features, "A Word on Water" (Maltese and English): Targets the younger generation, explains water conservation elements, and follows two children learning from a water droplet about topics like aquifer processes and climate change in an easily understandable way.



WATER
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BROADCAST Media

TV COMMERCIAL

Over a 3-year campaign, we created nine 15" TV ads in both Maltese and English, featuring our Water Champions, Chris Dingli and Stephanie Spiteri. These ads combined footage and animation to maintain a consistent visual identity. Each year, we produced three ads, each conveying various water conservation tips and campaign features, such as door-to-door distribution.



WATER
BE THE CHANGE

BROADCAST Media

RADIO

We produced nine 30" radio ads in both Maltese and English. These ads featured our Water Champions, written in rhyming style, and aimed to share water conservation tips and campaign information.

ON AIR

When it comes to Water... a little bit of thinking goes a long way. Like, for example, the shower that you have every day. Keep it down to five minutes and you'll save quite a lot. Up to 25 litres per shower, on the trot.

If it's teeth that you're brushing, even toilets that you're flushing. Spare a little thought, and keep your water use short. A little saving here and a little saving there and there'll always be enough water for all of us to share.

Visit www.water.org.mt. Water – Be the change.



Online

GOOGLE DIGITAL NETWORK ADVERTISING

During the campaign, we created Google banners to convey campaign info, water conservation tips, and promote the Water Champion Application. We updated banners monthly, aligning them with quarterly seasonal water conservation messages.



Online

ONLINE MEDIA ADVERTISING - NEWSPORTALS

We designed Google banners for the campaign, covering info, water conservation tips, and the Water Champion App, changing them monthly with seasonal water conservation messages.



PRINTED MEDIA

NEWSPAPER ADVERTISING



A MATTER OF WATER COLUMN



PRINTED MEDIA

PRINTED MERCHANDISE

Public Relations (PR)

It played a vital role in the 'Water - Be The Change' campaign by emphasizing water conservation through strategic PR tools and activities. These activities included quarterly PR articles, TV and radio appearances, and monthly blog posts to enhance public awareness and engagement. Daily media monitoring kept the campaign's messaging relevant and impactful.



WEBSITE

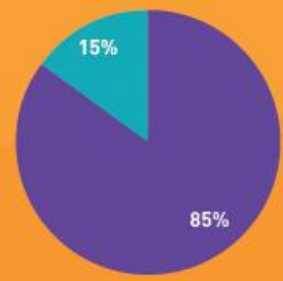


The campaign website, served as central hubs for digital communication. They were regularly updated with event info, FAQs, resources, and newsletters sent to growing email subscribers, enhancing campaign outreach and engagement.



NEW VISITORS
125,518

RETURNING VISITORS
22,216



74,189
VISITORS

40,243
VISITORS

11,158
VISITORS



QED INFITTXU

150 BIDWI/RAĦĦAL

FULL-TIME

 AKKWISTA GADGETS LI JIFFRANKAW L-ILMA

 BILLI TIPPARTECIPA F' DAN IL-PROĠETT.



Qued infittxu 150 bid full-time ta' razzett jew għalga maktuma sabex ikunu parti minn dan il-proġett,

 MINNHA JI BILAS.

Kull partecipant jibbenetika minn applikazzjoni ta' ism ta' konsum tal-ilma fir-razzett tagħu u għajha flimkien

 ma' applikazzjoniet deur, kif dan il-konsum jista' jgħid flimkien ma' applikazzjoni ta' gadgets bħa Ma5 bax

 jgħid ma' jgħid l-oħra ta' ilma u maktordat il-konsum.

L-applikazzjoniet qed jgħid kkonsum tal-fuq il-bax ta' first come first served, u jgħidha Fofiduskar

 ta' 4 ta' Oktobru 2015.

Opportunità unika! Sir Water Champions int skoll!

Għal aktar informazzjoni sur <https://water.org.mt/WaterChampionsHome/> jew tempel fuq 0007 2337





WATER

BE THE CHANGE



THE AVERAGE MALTESE PERSON USES

110 LITRES

OF WATER/DAY

ONLY 5% OF THAT IS FOR DRINKING OR COOKING.

 THE REST IS WASHING, BRUSHING, FLUSHING, WATERING, ETC.

Visit www.water.org.mt to find out how you can save a lot more water.



WATER - BE THE CHANGE

 @bethechange

Home

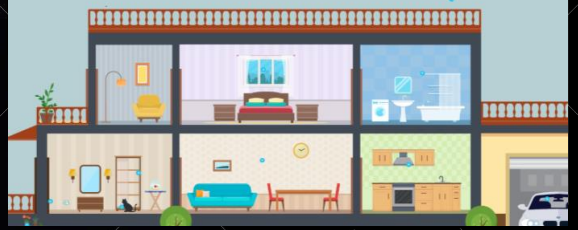
Posts

Videos

Liked

Following


Our suggestions to save water.



WATER - BE THE CHANGE

 16 hrs · @

ipsum dolor sit amet, co



We aimed to do more than push marketing; we wanted to facilitate change by creating outreach and pilot programs, providing practical tools for long-term transformation.

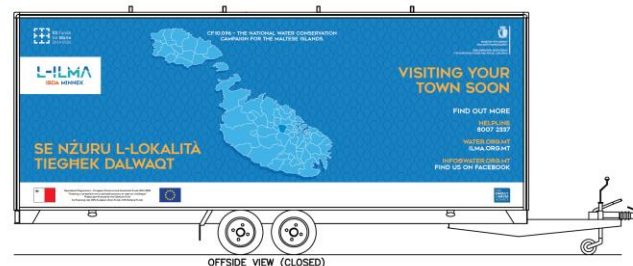
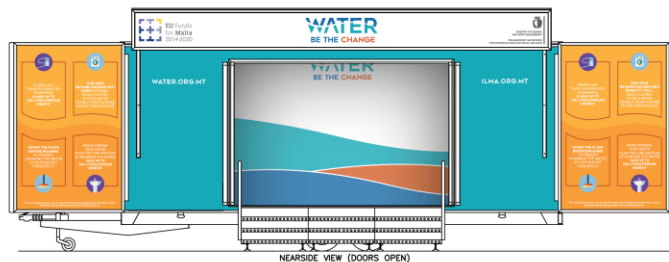
 – Be the Change.

JOIN THE DROPS OUTREACH PROGRAMME

Touring every locality in Malta and Gozo with a Mobile Unit and campaign office (GHAJN) to:

- Raise awareness & educate
- Distribute merchandise
- Be a contact point: Engage face to face.

Public Engagement Activities: Attend to National Local Events, Fairs & Water Weeks
Distribution of the water saving gift packs and kit boxes



EVENTS

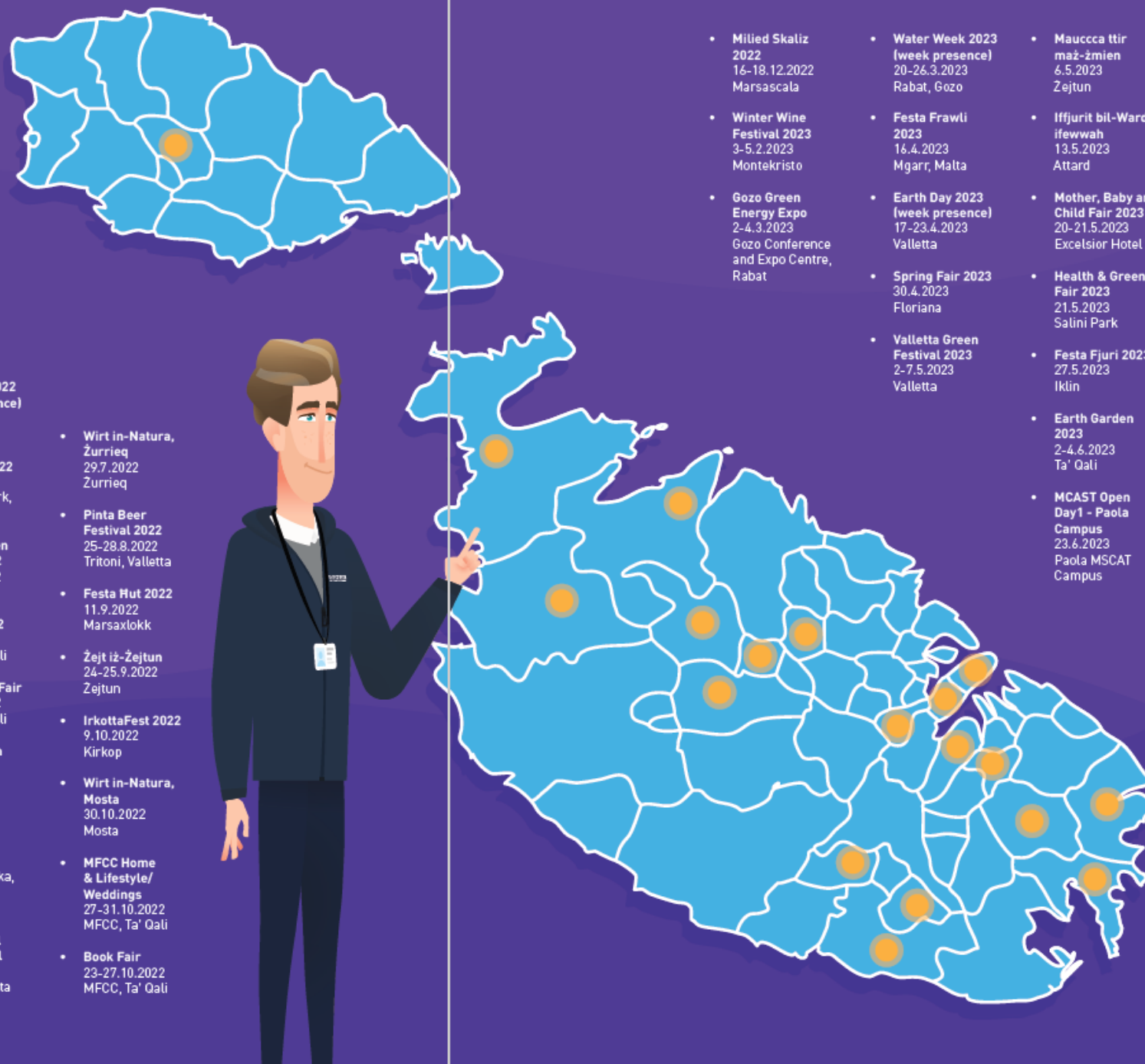
- **Żejt iż-Żejtun**
28-29.9.2019
Żejtun
- **Ġenna ta' Ġonna**
13.10.2019
Floriana
- **Chocolate Festival**
2.10.2019
Hamrun
- **Milied Melliehi**
19-22.12.2019
Mellieha
- **Festa Ċitru**
2.2.2020
Lija
- **Science in the City/Online 2020**
28-29.11.2020
Online
- **Valletta Green Festival 2021**
7-11.5.2021
Valletta
- **Fgura Car Free Day**
19.9.2021
Fgura
- **European Heritage Day**
1-3.10.2021
Għajn, Rabat
- **Home & Lifestyle Fair**
21-24.10.2021
MFCC, Ta' Qali
- **Science in the City/Online 2021**
25-26.9.2021
Online + Valletta

- **Water Day 2022 (week presence)**
16-22.3.2022
Valletta
- **Earth Day 2022**
22-24.4.2022
Majjistral Park, Mellieha
- **Valletta Green Festival 2022**
28.4-1.5.2022
Valletta
- **AgriFair 2022**
20-22.5.2022
MFCC, Ta' Qali
- **MFCC Trade Fair**
23.5-3.6.2022
MFCC, Ta' Qali
- **Earth Garden 2022**
3-5.6.2022
Ta' Qali
- **Ritmu Music Festival**
10-11.6.2022
Upper Barakka, Valletta
- **Malta International Food Festival**
13-17.7.2022
Tritoni, Valletta

- **Wirt in-Natura, Żurrieq**
29.7.2022
Żurrieq
- **Pinta Beer Festival 2022**
25-28.8.2022
Tritoni, Valletta
- **Festa Hut 2022**
11.9.2022
Marsaxlokk
- **Żejt iż-Żejtun**
24-25.9.2022
Żejtun
- **IrkottaFest 2022**
9.10.2022
Kirkop
- **Wirt in-Natura, Mosta**
30.10.2022
Mosta
- **MFCC Home & Lifestyle/ Weddings**
27-31.10.2022
MFCC, Ta' Qali
- **Book Fair**
23-27.10.2022
MFCC, Ta' Qali

- **Milied Skaliz 2022**
16-18.12.2022
Marsascala
- **Winter Wine Festival 2023**
3-5.2.2023
Montekristo
- **Gozo Green Energy Expo**
2-4.3.2023
Gozo Conference and Expo Centre, Rabat
- **Water Week 2023 (week presence)**
20-26.3.2023
Rabat, Gozo
- **Festa Frawli 2023**
16.4.2023
Mgarr, Malta
- **Earth Day 2023 (week presence)**
17-23.4.2023
Valletta
- **Spring Fair 2023**
30.4.2023
Floriana
- **Valletta Green Festival 2023**
2-7.5.2023
Valletta
- **Mauccca ttir maż-żmien**
6.5.2023
Żejtun
- **Iffjurit bil-Ward ifewwah**
13.5.2023
Attard
- **Mother, Baby and Child Fair 2023**
20-21.5.2023
Excelsior Hotel
- **Health & Green Fair 2023**
21.5.2023
Salini Park
- **Festa Fjuri 2023**
27.5.2023
Iklin

- **Earth Garden 2023**
2-4.6.2023
Ta' Qali
- **MCAST Open Day1 - Paola Campus**
23.6.2023
Paola MSCAT Campus



FAIRS

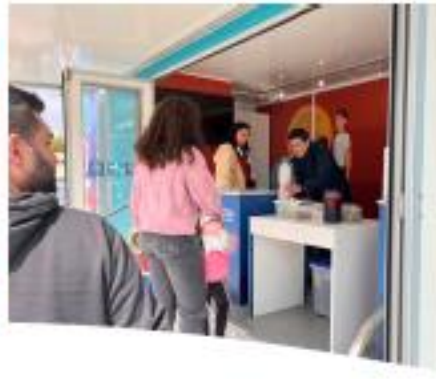


WATER CONSERVATION SCHOOL EDUCATION PROGRAMME & COMPETITION



CONFERENCES & WORKSHOPS





WATER WEEK ONE EACH YEAR



TOWN TOURS

We've successfully covered all 68 localities.

WATER BE THE CHANGE

We attempted to deliver a Water Conservation Gift Pack to your address, but we haven't found anyone at the time we called. Each household is entitled to one Gift Pack which may be redeemed by:

- Collecting it from the WATER Mobile Unit which will be in your locality in the coming weeks. Check out our website www.water.org.mt or our Facebook page for live updates on the location of the Mobile Unit.
- Collecting it from the WATER Mobile Unit when this is present in any other city/town/village across Malta and Gozo.
- Collecting it from the Campaign Information Centre located at QNAJN National Water Conservation Awareness Centre in Rabat at your convenience. The centre's opening hours are:
Winter Hours (1st October – 15th June)
Monday – Sunday, 8:00 – 16:00. Including Public Holidays.
Summer Hours (16th June – 30th September)
Monday – Sunday, 8:00 – 13:00. Including Public Holidays.

IMPORTANT
The person collecting the Gift Pack must present this notice together with their ARMS bill and Identity Card, provided they are a resident of this household. If the Gift Pack is collected on behalf of a resident of this household, one must present this notice, their Identity Card, along with the Identity Card of a person residing in the household (account holder) and the ARMS bill linked to the property.

LATE COLLECTORS
Water Conservation Packs and Kits will be available on First Come First Served basis, until stocks last and can only be collected until the end of the WATER – Be the change campaign by the end of July 2022.
In case of difficulty kindly contact us on info@water.org.mt or Freephone 8007 2337.

NOTE NUMBER 0000

Pruvajna nwasstu Gift Pack għall-Konservazzjoni tal-Ilma f'dan l-indirizz, iżda ma kellna l-ebba risposta li-hin li konna hawn. Kull residenza hija intitolata għat Gift Pack wiehed li jista' jingabar billi:

- Tipprezentat din in-nota fil-WATER Mobile Unit li se jkun fil-lokalità tiegħek fil-qiegħet li qiegħet. Zurim ruhek aggrawata b' dettalji oħer lejn ser' iku il-Mobile Unit minn fuq is-sit tagħna www.lima.org.mt jew il-paġna tagħna fuq Facebook.
- Jingabar mill-istess WATER Mobile Unit meta dan iku preżenti fil-qiegħet u rħula f'Malta u Għawdex.
- Jingabar mill-Centru ta' Informazzjoni li jinstab fil-Centru Nazjonal għall-Konservazzjoni tal-Ilma (QNAJN) fir-Rabat. Nazjonal għall-Konservazzjoni tal-Ilma (QNAJN) fir-Rabat. Minijiet tax-xewwa (1 ta' Ottubru – 15 ta' Junju) Minijiet tax-xewwa (1 ta' Ottubru – 16:00. Anki fil-Festi Pubblici. Min-16 ta' Junju – 30 ta' Settembru) Min-16 ta' Junju – 13:00. Anki fil-Festi Pubblici.

Check out our website www.water.org.mt or our Facebook page for live updates on the location of the Mobile Unit.

OUR TEAM IS DISTRIBUTING WATER SAVING GADGETS IN YOUR LOCALITY

Zomm ruhek aggrawata b' dettalji oħer lejn ser' iku il-Mobile Unit minn fuq is-sit tagħna www.lima.org.mt jew il-paġna tagħna fuq Facebook.

IT-TIM TAGħNA OED IQASSAM DAWN IL-GADGETS FIL-LOKALITÀ TIEGħEK BIEK TIFFRANKA L-ILMA FID-DAR

IF YOUR ADDRESSES BELOW MATCH...

JEKK DAWN L-INDIRIZZI TIEGħEK JAQBLU...

...BRING THEM OVER TO THE MOBILE UNIT OR CAMPAIGN OFFICE TO REDEEM YOUR FREE GADGETS

...EJJA BIHOW FIL-MOBILE UNIT JEW L-UFFICĊJU TAL-KAMPAĖJA BIEK TIGBOR IL-GADGETS TIEGħEK

WATER BE THE CHANGE

- Door-to-door distribution of the Gift Pack by a team during the week
 - Mon – Sat to all Primary residences in Malta and Gozo.
- If people are home: given gift pack with voucher to redeem kit, informed about how to collect and from where.
- If not home: A Failure Delivery Note is left with instructions on how to redeem the pack and kit

GIFT PACK AND VOUCHER

- A squeegee
- An aerator
- Instruction booklet with water saving tips
- Voucher to redeem the Water Saving Kit





Water saving kit includes

- Kitchen swivel aerator
- Bathroom aerator
- Hand-held shower head
- Shower on-off switch
- Flushing tank bag
- Booklet with instructions and water saving tips



WATER
BE THE CHANGE



WATER
BE THE CHANGE

What is the effect of the Kit distribution?

	Potential Savings after installation (Litres per person)
Shower head	4.6
Shower on-off	50%
Toilet flushing	4.7
Bathroom tap aerator	2.7
Kitchen tap swivel aerator	7
POTENTIAL SAVING OF A KIT (excluding the shower on-off)	19 +
(excluding the shower on-off & hippo bag)	14

Using the shower-on and off method it is estimated it can save up to 50% of water flow. In our study it was estimated a total savings of over 19 liters, with a 64% adoption rate.

The 1-liter hippo bag doesn't fit in 8/9-liter flushing tanks, so it wasn't widely installed. For our calculation here, we assume a **savings of 14 liters without the hippo bag.**

What is the effect of the Kit distribution?

For a daily use of **110 litres**, the annual water consumption is **$110 \times 365 = 40,150$ litres a year**, by installing the devices we have reduced the consumption by **14 Litres per day to 96 Litres per person day**. Per year this translates to **324,071.1 m³ per year**.
(assuming that showerhead, bathroom aerator and kitchen aerator were changed)

Savings (L per person per year)	5110L (5.1 cubic meters) which is equivalent 6813 wine bottles (750 millilitres)
Savings % per year	13%
Total number of kits distributed to date around Malta & Gozo (item planned distribution 100,000)	63,419 kits

What is the effect of the Kit distribution on a household size?

Annual savings from kit 5.11 m ³ Annual savings from the distribution of 100,000 kits per household size		
1 person per household	27%	137,306m ³
2 person per household	31%	318,149m ³
3 person per household	19%	283,605m ³
4 person per household	16%	334,603m ³
5 person per household	7%	182,172m ³
Total annual effect per person by the 100,000 kits in m ³		1,255,834m ³

Effectiveness depends on household size and occupants, so we allocated persons based on the latest NSO household composition data (187,000) to estimate the annual savings from distributing 100,000 kits.

The last column displays the annual impact of the kit per person.

The total potential water saving from the distribution of the kit for a family of size in a year is equivalent to:



1
person per household
4904
showers



2
person per household
127
Olympic pools



3
person per household
10129
toilet flushes



4
person per household
23900
Washing machine full loads



5
person per household
14013
Baths

Simple technology installations, like a €30 kit, can lead to significant savings, benefiting both individuals & reducing water production costs. It showcases how water-efficient tech can enhance conservation.

WATER

CHAMPION PROGRAMME

Pilot Study

Domestic
Agriculture
Public Office



WATER CHAMPION PROGRAMME

250 households

total cost intervention: 1,000,0000

Max. Eur 4,000 per household

150 farms

total cost intervention: 750,0000

Max. Eur 5,000 per farm

5 Public Offices

total cost intervention: 200,000

Max. Eur 40,000 per office

Applicants were audited, and a professional team suggested budget-friendly interventions. After completion, a two-year monitoring period began for comparison with two-year pre-intervention data.



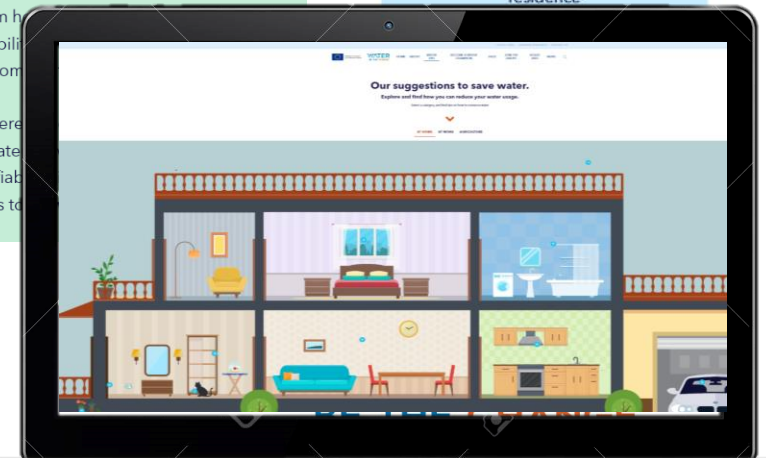
Farm/Agriculture

- Property must be owned by a full-time or a part-time farmer (registered with Agricultural Department) - arable or animal husbandry
- A minimum h
- The availability of water supplies from
- Registered
- Rainwater identification
- Access to



Domestic

- Must be owner of property
- The property must be a primary residence



DOMESTIC

- 27 types of interventions in domestic sector
- 643 interventions in 212 households
- Benefited 1,369 persons per intervention



3
repair of
water leaks

5
people
showers



118
Dual Flush

233
people
showers



1
Flushing tank
replacement

3
people
showers

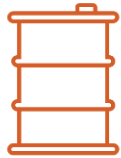


11
Dish Washer
replacement

20
Dish Washer
installation

46
people
showers

86
people
showers



1
Installation of
Rain Water Catchment

3
people
showers

8
Modification of Rain Water
Catchment System

22
people
showers

4
Expansion of Rain Water
Catchment System

12
people
showers



32
Well
Restoration

98
people
showers

3
Well
Cleaning

13
people
showers



84
Mixer
Installation

131
people
showers



42
Washing
machine
replacement

129
people
showers

DOMESTIC

- 27 interventions in domestic sector
- 643 interventions across 212 households
- Targeting 1,369 persons per intervention



6
Installation of
Shower cubicle
18
people

71
Showerhead
replacement
147
people

14
Restrictor
16
people



8
Modification of
secondary system
23
people

14
Installation of
secondary system
47
people



6
AC
Collection
19
people



1
Pressure Pump
replacement
4
people

13
Pump
Installation
38
people

9
Pump
replacement
28
people

1
Overflow
system
2
people



1
Backwash
Collection
5
people

5
Brine
Collection
10
people

5
Piping
19
people

AGRICULTURE

- *6 interventions in agricultural sector*
- *34 interventions across 61 farms*
- *Targeting 44.08 hectares in total*



10
Well/Reservoir
Restoration
12.87
Hectares



7
Gutter
Modification
13.34
Hectares



4
Piping
3.79
Hectares



3
Pump
Installation
10.86
Hectares



3
Drip Irrigation
System
0.71
Hectares



7
Soil Moisture
Sensor
2.51
Hectares

We have to keep in mind the size of Malta's agricultural parcels are very small compared to other European countries.
In fact half of Malta's total agricultural parcels are smaller than a football field.

WATER SAVING OF

6,151,000

LITRES PER ANNUM

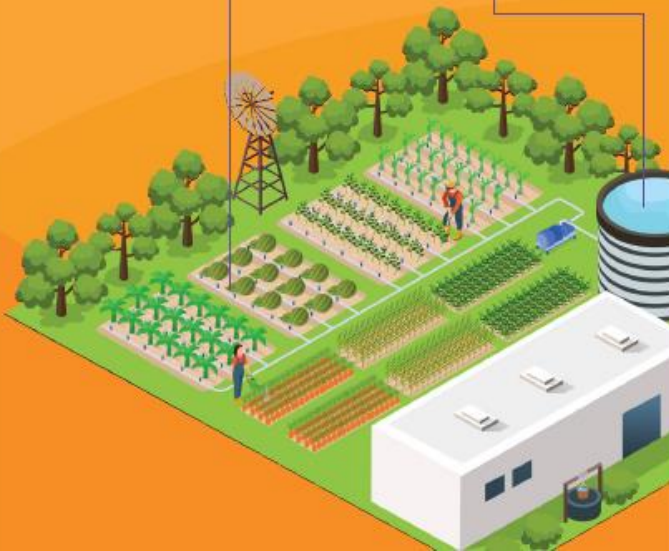
IN THE AGRICULTURAL SECTOR.

Water is crucial for agriculture. The Water - Be The Change campaign improved water conservation by fixing, reservoirs, and wells, optimizing plumbing for rainwater usage, and implementing soil moisture sensors and drip irrigation systems.

Reservoir-collected rainwater saves around 70,000 liters per hectare annually.

Drip irrigation saves over 14,000 liters per hectare annually compared to other systems.

An uncovered 40m² reservoir loses around 17,000 liters annually to evaporation.



WATER SAVING OF

4,954,000

LITRES PER ANNUM

IN THE DOMESTIC SECTOR.

To reduce water waste at home, The Water - Be The Change campaign provided kits to residents and installed low-flow aerators, showerheads, and efficient appliances like dishwasher and washing machines. Other interventions encompass piping infrastructure for utilising 2nd class water and implementing rainwater catchment systems.

Domestic reverse osmosis systems waste around 5,000 liters of water per person daily. Don't waste it, re-use.

Rainwater catchment saves around 2,500 liters per person annually.

Using a dishwasher saves around 3,000 liters per person annually compared to hand washing.

Well water saves around 7,500 liters per person annually.



WATER SAVING OF

336,720

LITRES PER ANNUM

IN THE PUBLIC SECTOR.

The Water - Be The Change campaign extended its impact to the Public Sector, implementing interventions such as rainwater catchment systems in public offices to utilize rainwater as an alternative water source. Installation of drip irrigation, soil moisture sensors and collection of RO reject in well for re-use.

Soil moisture sensors save around 2,800 liters per hectare annually in landscaped areas.

Aerators on taps and showerheads save around 1,900 liters per person annually. Install them.

Dual flush saves around 9,000 liters per person annually compared to normal flush.



Target annual saving of 4000 m³ in water demand

THE INTERVENTIONS UNDERTAKEN HAVE RESULTED IN A TOTAL WATER SAVING OF

11,441,720
LITRES PER YEAR

11,441.72
cubic meters (m³)

In Conclusion,

Every small action matters. It's our responsibility to learn about water conservation and incorporate technologies, tips, and designs into our daily lives for a more sustainable future.

We did not stop, we are still continuing creating awareness and education....

SPOT THE DIFFERENCE
There are 9!

FILL IN THE BLANKS

1. Turn off the _____ while brushing your teeth to save water.
2. A _____ is a tool used to water plants without wasting water.
3. Take _____ showers to save water.
4. Don't _____ water by leaving the tap running when you're not using it.
5. Fix _____ to prevent water from leaking out and going to waste.
6. Use a _____ to wash your car instead of a hosepipe.
7. Water your garden in the early morning or late evening to reduce _____.
8. Don't throw away water that you could use for plants or pets - this is called _____ water.
9. Harvesting rainwater is a great way to save _____.
10. Turn off the _____ when you're not using it to save water.

WATER WAYS MAZE

The front side of this whimsical tank is solid and transparent. Where will the liquid pour out if it is poured through hole 1? hole 2? hole 3? hole 4? hole 5?

BUYING LOCAL & FRESH SAVES WATER

VIRTUAL WATER IS USED THROUGHOUT THE PROCESS. FARM TO FORK IS SHORTER WITH LOCAL PRODUCTS.

VIRTUAL WATER IS THE HIDDEN AMOUNT OF WATER USED TO PRODUCE, PROCESS, AND TRANSPORT ANY GOODS OR SERVICES*

LOCAL

- FARMER IRRIGATION & CLEANING
- TRANSPORT
- PROCESSING
- TRANSPORT
- HOME

IMPORTED

- INTERNATIONAL SUPPLY
- CUSTOMS CLEARANCE
- TRANSPORT
- WHOLESALE & RETAILER
- TRANSPORT
- HOME

FOR PERSPECTIVE: PRODUCING 1KG OF TOMATOES IN A FIELD REQUIRES 10 LITRES OF WATER. APPROX. 1.5 LITRES OF WATER ARE REQUIRED TO PRODUCE 1KG OF LOCAL TOMATOES.

Buying Fresh & Local saves 1000s of litres on virtual water used in processing and transportation.
Buying in season also means that less water was used to grow the product.
Buy local vegetables directly from farmers, or the local Farmers' Market, or ask your grocer for local produce.

THINK BEFORE YOU BUY!

*Virtual water for 1 large Spanish tomato is calculated at 30 Litres
** Foreign products and used to be grown.

Visit water.org.mt for more information.

BE A WATER HERO: SAVE BIG ON WATER COSTS!

Replace your old 15-litre single flushing with a 10-litre dual flush.
SAVE 9,125 LITRES/PERSON/YEAR.

Install a new water-efficient dishwasher and
SAVE 612 LITRES/PERSON/YEAR.

Install a new water-efficient washing machine and
SAVE 4,160 LITRES/PERSON/YEAR.

Aerators reduce water consumption by 35%! Installing these on bathroom taps will
SAVE YOU 430 LITRES OF WATER /PERSON/YEAR.

Aerators reduce water consumption by 20%! Installing these on showerheads will
SAVE YOU 1480 LITRES OF WATER/ PERSON/YEAR.

Restoring your well could
SAVE UP TO 10,000 LITRES OF WATER/PERSON/YEAR.

For more water-saving tips visit

All the above statistics are based on a Nationwide Feasibility Study carried out during the 'Water - Be The Change' (2020 - 2023) campaign and are based on an average Maltese household of 3 people.

EUROPEAN UNION
European Regional Development Fund

THE ENERGY & WATER AGENCY

WATER
BE THE CHANGE



Thank you!

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THE
ENERGY
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WATER
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Operational Programme I – European Structural and Investment Funds 2014-2020
“Fostering a competitive and sustainable economy to meet our challenges”
Project part-financed by the Cohesion Fund
Co-financing rate: 85% European Union; 15% National Funds

