

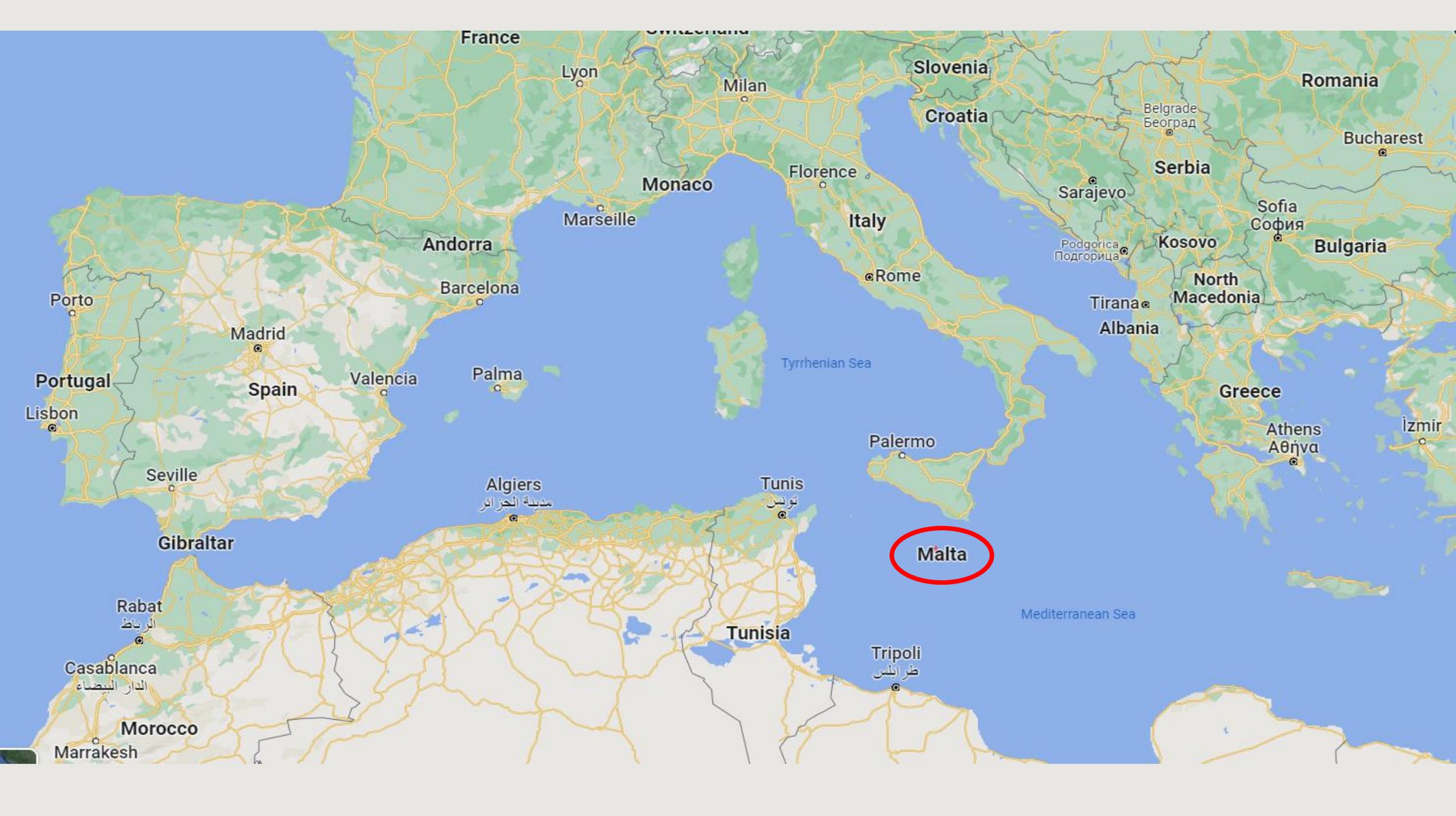
LIFE 16 IPE MT 008

Optimising the implementation of the 2nd RBMP in the Malta River Basin District

*The use of water efficiency labels as an
educational and awareness raising tool.*

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The Energy & Water Agency - Malta





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Marrakesh



Background - the Maltese Islands

- An archipelago of 3 islands.
- Area: 316km².
- Population: 542,051 (2022)
- Highest population density of EU MS: 1,657 residents per km².*
- Main economic contributors: Tourism, manufacturing (mainly electronics & pharmaceuticals) and construction.



*<https://ec.europa.eu/eurostat/web/interactive-publications/demography-2023>

Our Significant Challenges

Social, environmental and economic issues:

- Water scarcity and drought conditions: **high water demand** to meet direct demand of population and indirect demands (agriculture, commercial etc).

BUT

- Natural water resources are not enough, so we rely on **Reverse Osmosis plants** to meet demand.
- **Saline intrusion** into groundwater.
- **Contamination** of groundwater.
- Vulnerability of coastal waters to climate change.



RDMD
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The LIFE-IP RBMP-MALTA Project

The LIFE IP Project supports the implementation of Malta's 2nd RBMP and the formulation of the 3rd RBMP.

Specific focus on:

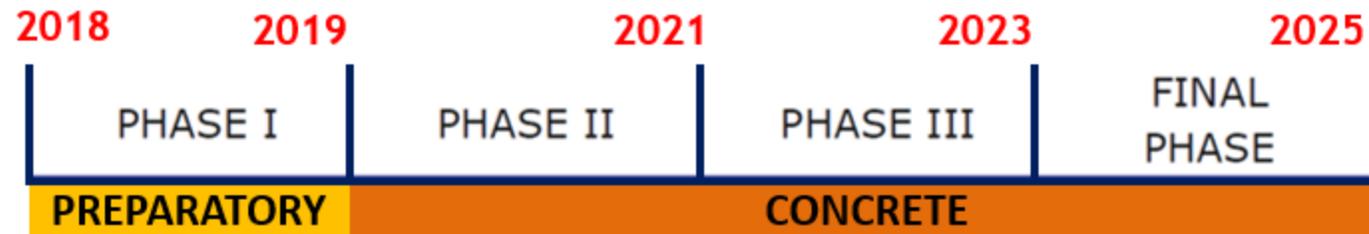
- Island/coastal basins,
- Semi-arid Mediterranean climate,
- High population densities/tourism,
- Fragile water environment.



The LIFE-IP RBMP-MALTA Project



Project is divided into **four phases** each spanning **two years**.



1st phase: 9 Preparatory actions → Focus on improving knowledge on water management

2nd- 4th phase: Concrete actions

Concrete Actions: 2019-2025

- Increasing awareness
- Facilitate uptake of measures
- Governance
- Reducing uncertainty



What is an eco/efficiency label?

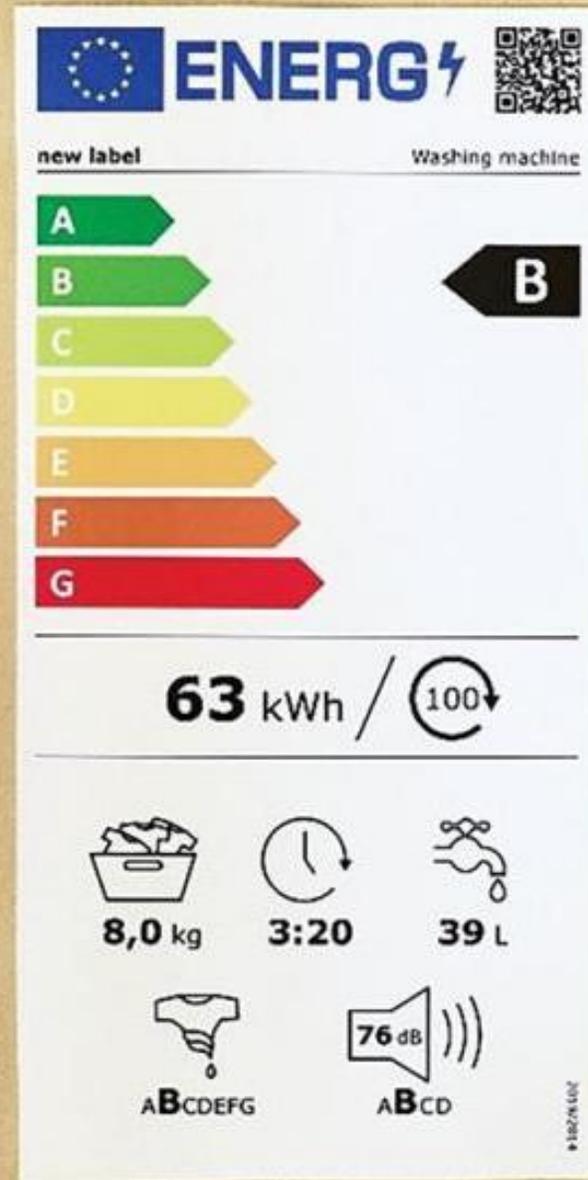
- **Eco-labels** are used to measure performance and communicate the environmental credentials of a given product. **This is voluntary.**
- The **Energy Label** is mandatory in Malta for energy-related products placed on the market or put into service as dictated in 2017 by **EU Regulation**.*
- It provides information regarding energy efficiency, consumption of energy during use and allows customers to choose more efficient products.
- There is **no equivalent mandatory label for water** used in Malta!

* EU Regulation (EU) 2017/1369 of the European Parliament and of the Council of 4 July 2017 setting a framework for energy labelling and repealing Directive 2010/30/EU.

Previous version of energy label



New energy label for a washing machine



Water Eco-Label Scheme



- Approx. 40% of current water demand in Europe can be reduced through water saving initiatives and improved efficiency!*

SO

- **The goal is to develop a voluntary water labelling strategy to promote water efficient devices and appliances.**

**** This process is still in the initial phase!**

- Aligned with the measures in Malta's 3rd River Basin Management Plan (RBMP) – provides awareness and education on water conservation.
- Raise awareness of water conservation by encouraging a behavioural change amongst different target audiences (consumers and suppliers).
- The Water Eco-Label would be similar to the existing Energy label in Malta.

*European Environment Agency. *Pricing and non-pricing measures for managing water demand in Europe*, 2017. <https://shorturl.at/evyDU>

Benefits for consumers

as an educational and awareness raising tool

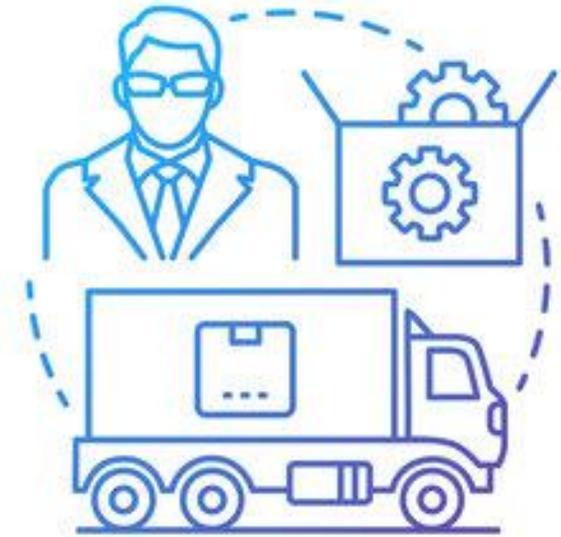


- Awareness raising and informed decision making,
- Cost savings,
- Environmental benefits,
- Long term sustainability – reduced maintenance & replacement,
- Government incentives - Grant on the Purchase of Water Purifying Equipment and Reverse Osmosis systems,
- Behavioural change.

Benefits for suppliers/manufacturers

a competitive edge

- Market differentiation,
- Consumer demand,
- Innovation and research opportunities,
- Brand reputation,
- Access to incentives,
- Corporate Social Responsibility (CSR).



Activity 2A.1: Analysis and Identification of Eco-labels at European and International Level

- Reviewed existing eco water labels at the EU and worldwide levels, products they covered & their potential applicability to the Maltese islands:
 - Eu Ecolabel (no longer active for water products),
 - The Unified Water Label Association (UWLA) (made of merged other EU labels),
 - National Association for Quality in Building Installations (ANQIP) (Portuguese),
 - The Water Technology List (WTL) (UK),
 - Waterwise Checkmark (UK),
 - Water Efficiency Labelling and Standards (WELS) (Australian),
 - WaterSense (USA and Canada).



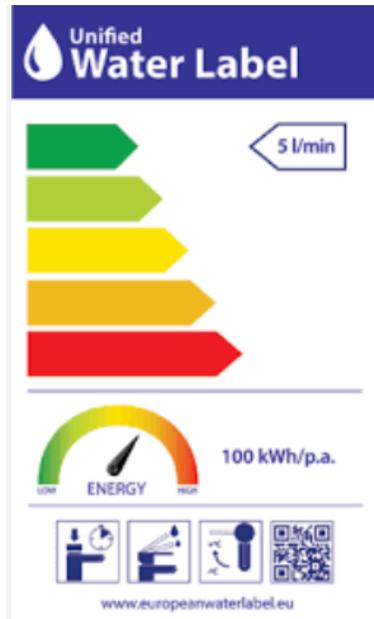
Eco-labels at European and International Level



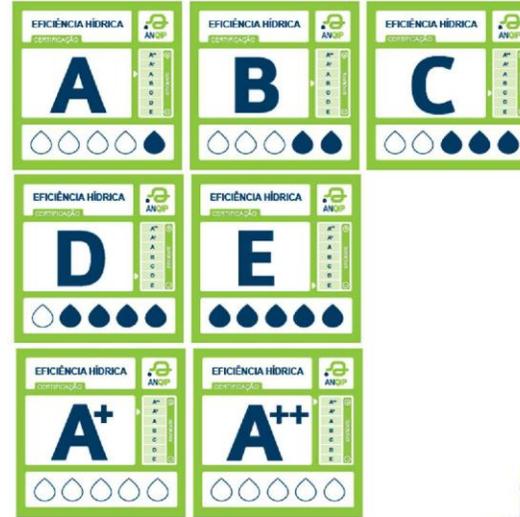
Ecolabel: EU



Water Efficiency Labelling Standards : Australian



UWLA: EU



ANQIP: Portugal



WaterSense: USA + Canada



Water Technology List: UK



Water Wise Checkmark: UK

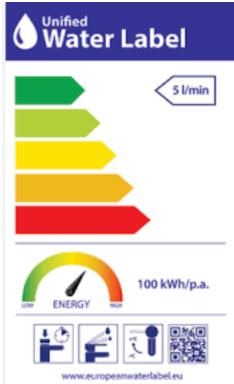


Key findings

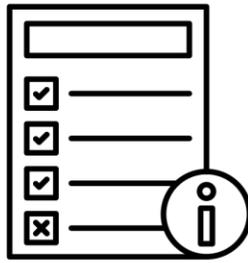
- No widely adopted or mandated combined water-energy efficiency label for products.
- **Unified Water Label** (UWLA) provides the most robust framework of all the labels identified.
- However, white goods such as washing machines and dishwashers are **not included** in the label → *a separate label could be developed specifically for them and introduced in parallel to consumers.*

OR

- If a label is to be designed from scratch it can be based on the WELS scheme (Australia).



Next steps...



- Develop a **methodology** of a **technical system** for how the eco-label would operate on a national scale.
- Identify all **relevant local stakeholders and suppliers** (public and private sector) which are directly and indirectly affected by the development of the eco-label.
- Present the system to stakeholders and suppliers involved and gather **feedback**.
- Finalise the **technical and visual implementation** of the Water Eco-Label

Take away points – Malta's benefit

- Water conservation,
- Tourism promotion,
- Resilience to climate change and environmental challenges,
- Local industry support,
- Cost savings,
- Collaboration and partnerships.



After being introduced to the market, the best result would be for the label to be **made mandatory** in Malta

Thankyou!

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LIFE IP Programme 2014-2020

LIFE 16 IPE/MT/000008 - *"Optimising the implementation of the 2nd RBMP in the Maltese River Basin District"*

Co-financing rate: 60% European Union, 40% National Funds

