

WATER

BE THE CHANGE

NATIONAL WATER CONSERVATION CAMPAIGN FOR THE MALTESE ISLANDS



THE
ENERGY
& WATER
AGENCY



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.

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.



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

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.

Water production Malta

Producing potable water from seawater requires energy.

60% Reverse Osmosis

40% Ground Water

Plan **Reduce it
to 30%**

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.

Each one of us, can make a DIFFERENCE

While our daily water consumption is relatively low compared to other EU countries (110L/person), a general improvement in our standard of living and increased economic activity is resulting in a slow but consistent overall rise in 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.

WATER
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How?

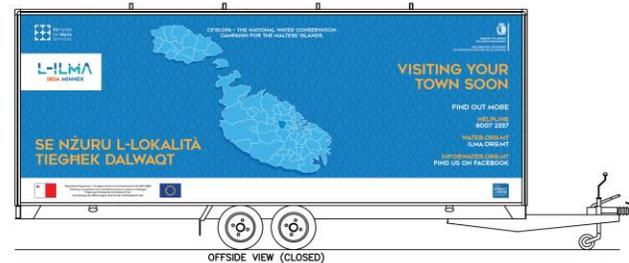
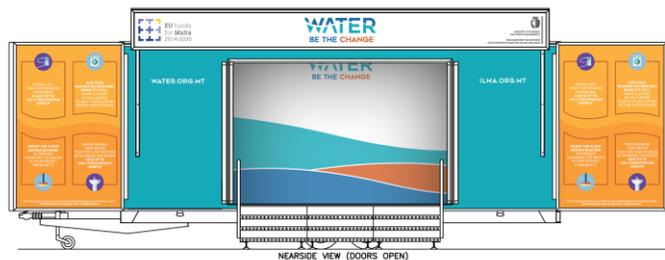
- Branding
- Online Marketing
- Fairs,
- Conferences,
- Workshops Events
- TV & Radio
- Merchandise
- Print
- PR
- Social Media
- Website
- Outreach & Pilot Programmes



JOIN THE DROPS OUTREACH PROGRAMME

is touring every locality in Malta & Gozo with the use of a Mobile Unit and a campaign office (GHAJN), to:

- Raise awareness
- Be a contact point: Engage face to face.
- Distribution of the water saving gift packs and kit boxes



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



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What is the effect of the Kit distribution?

	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

What is the effect of the Kit distribution?

For a daily use of **110 litres**, the annual water consumption is **$110 \times 365 = 40150$ 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 **324071.1 m³** per year.
(assuming that showerhead, bathroom aerator and kitchen aerator where changed)

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

What is the effect of the Kit distribution?

Annual savings from kit 5.11 m3		
Annual savings from the distribution of 100,000 kits per household size		
1 person per household	27%	137,306
2 person per household	31%	318,149
3 person per household	19%	283,605
4 person per household	16%	334,603
5 person per household	7%	182,172
Total annual effect per person by the 100,000 kits in m3		1,255,834



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

What is the effect of the Kit distribution in Heated Water?

Annual savings from kit 5.11 m3 Annual savings from the distribution of 100,000 kits per household size. (assuming that showerhead, bathroom aerator and kitchen aerator where changed) (assuming that on average a person consumes 0.04kWh per day to heat 1 litre of water)			Total energy saved per household category as a result of the 100,000 kits distribution
1	27%	137,306	84522.97
2	31%	318,149	195846.50
3	19%	283,605	174581.87
4	16%	334,603	205975.27
5	7%	182,172	112141.63
Total			773068.23

173kWh one person uses energy in a year (*eurostat*) - around 450 kWh we're saving on a single person household

WATER

CHAMPION
PROGRAMME

Domestic
Agriculture
Public Office



WATER CHAMPION PROGRAMME

250 households

Max. Eur 4,000 per household

150 farms

Max. Eur 5,000 per farm

5 Public Offices

Max. Eur 40,000 per office

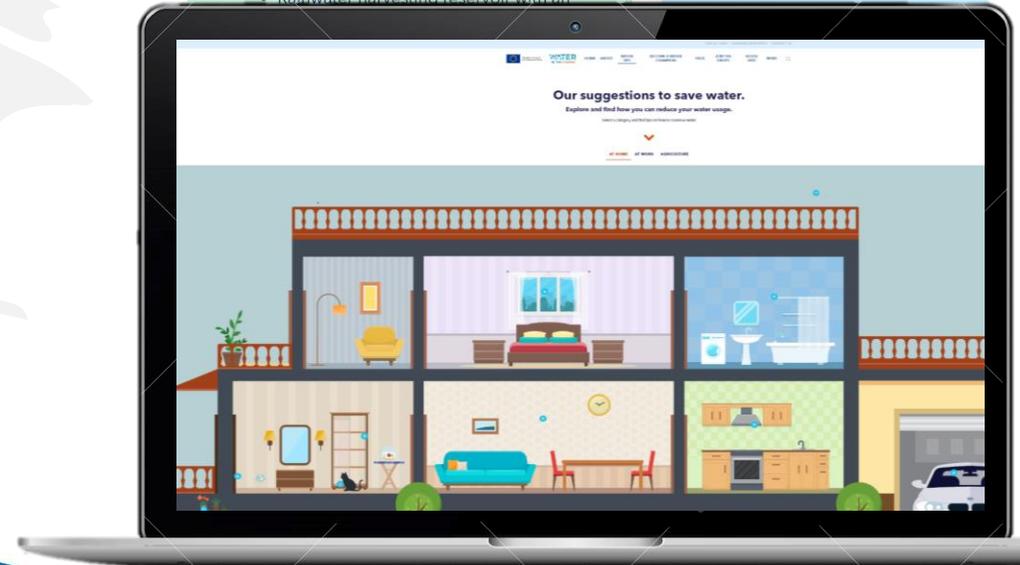
Farm/Agriculture

- Property must be owned by a full-time or a part-time farmer (registered with Agricultural Department) - arable or animal husbandry
- A minimum holding of 0.5 hectares
- The availability of at least one type of water supplies from the following:
 - Registered and metered borehole
 - Rainwater harvesting reservoir with an

Domestic

Must be owner of property

The property must be a primary residence

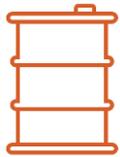


DOMESTIC



3
repair of
water leaks

5
people
showers



1
Installation of
Rain Water Catchment

3
people
showers



84
Mixer
Installation

131
people
showers



118
Dual Flush

233
people
showers



1
Flushing tank
replacement

3
people
showers

4

Expansion of Rain Water
Catchment System

12

people
showers



42
Washing
machine
replacement

129
people
showers



11
Dish Washer
replacement

46
people
showers

20
Dish Washer
installation

86
people
showers



32
Well
Restoration

98
people
showers

3
Well
Cleaning

13
people
showers

DOMESTIC



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



10
Well/Reservoir
Restoration
12.87
Hectares



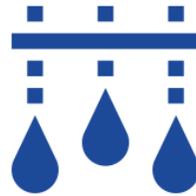
7
Gutter
Modification
13.34
Hectares



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.

Thank you!

Contact Us

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www.water.org.mt

www.energywateragency.gov.mt

on social media:

[@maltaewa](https://www.instagram.com/maltaewa)

[@waterbethechange](https://www.instagram.com/waterbethechange)

[@RBMPLIFEMT](https://www.instagram.com/RBMPLIFEMT)

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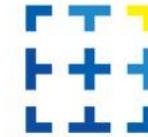




MINISTRY FOR ENERGY, ENTERPRISE
AND SUSTAINABLE DEVELOPMENT

PARLIAMENTARY SECRETARIAT
FOR EUROPEAN FUNDS

WATER
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EU funds
for Malta
2014-2020

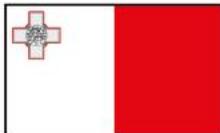


22ND MARCH

WORLD WATER WEEK

EVERYONE HAS THEIR PART TO PLAY.
BUT THERE IS ONE SIMPLE STEP YOU CAN TAKE
IMMEDIATELY THAT WILL MAKE A BIG DIFFERENCE.
DON'T WASTE WATER.

VISIT WWW.WATER.ORG.MT



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

