



Malta National Water Conservation Campaign - Water Be The Change

Descriptive Summary

Water - Be the Change is a national water conservation campaign launched in September 2019 with the aim of delivering 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.

Background

The biggest challenge in the Maltese Water Sector is the scarcity of natural freshwater resources, as evidenced by the fact that Malta has the lowest natural freshwater availability per capita of all the EU MS.

The demand of water resources is currently addressed through four different sources: abstractions of groundwater; harvesting of rainwater runoff; desalination of seawater and the treatment of wastewater. Desalination currently contributes to 60% of total domestic water supply, and is expected to increase in its overall contribution. Within this context and notwithstanding the energy requirement for water distribution and wastewater treatment presents the ideal framework to promote efficiency to the general public.

Against this background, the importance of awareness of the current state of affairs in the local water sector, and the dissemination of such information to all stakeholders should be emphasised.

Aims and Goals

The aim of the campaign is to promote the efficient use of water resources at household and agricultural levels. In order to do so, a "moving campaign" has been established that has reached every village in Malta to promote the importance of water saving, through the understanding of how limited natural water resources are, and the dependence on Non Conventional Water Resources (NCWR). A water-saving kit has been given to all households in Malta, which includes water tap airators, and efficient showerheads. Customers may also book a free household water audit to identify any leaks that may be present at household

level. An intensive online media campaign has also been initiated which showcased the complete national water cycle, through a series of interviews and documentaries.

Actions taken

The Campaign has adopted a public engagement strategy, where through the distribution of water-saving kits, awareness has been generated at household level to promote water saving practices. Furthermore, water related interventions have also been undertaken at households which registered high rates of water losses. An educative component has also been developed, targeting young pupils that presents the whole water cycle for the Maltese islands, including the use of reverse osmosis technologies and Wastewater treatment.

Main Achievement to date

- **Nationwide distribution of water-saving kits** to over **90,000 households**, equipping citizens with practical tools such as tap aerators and efficient showerheads to reduce domestic water consumption.
- **Engagement with nearly 400,000 residents**, representing a significant portion of the national population, through direct outreach and public engagement efforts across all villages in Malta.
- **Implementation of free household water audits**, helping identify and reduce water leaks and inefficiencies at the individual household level.
- **Educational outreach to schools**, integrating awareness of Malta's full water cycle and the role of reverse osmosis and wastewater treatment technologies, thereby promoting water stewardship among younger generations.
- **Comprehensive multimedia campaign**, including interviews and documentaries, which enhanced public understanding of Malta's water challenges and promoted cultural shifts in water-use behavior.
- **Targeted interventions in high water-loss households**, contributing to measurable reductions in household water waste and reinforcing the importance of individualized conservation actions.

Partners

Ministry of Energy, Malta Enterprise and Environment, Malta Ministry of Education, Malta Environment and Resources Authority, Malta Water Services Corporation, Malta Parks Malta

Lessons, replicability and scalability potential

- **Sustainability through behavior change and infrastructure support:** Combining public education with tangible tools (e.g., water-saving kits, free audits) effectively supports long-term behavior change. The integration of awareness-raising and technical solutions ensures continued impact beyond the campaign duration.
- **Replication potential via adaptable outreach strategies:** The “moving campaign” model—bringing educational interventions directly to communities—proved effective in a small-island context and could be adapted for other regions facing water stress, particularly where public engagement is essential for uptake.
- **Scalability enhanced by cross-platform communication:** The campaign's use of diverse media (in-person, online, and educational programs) facilitated wide reach

and engagement, suggesting that a multi-channel approach is key for scaling similar initiatives in both urban and rural settings.

Affiliation

Water and Energy Agency, Malta

Keywords

Awareness Raising Education Stakeholder Engagement

Country

Malta

Start year

Tue, 01/01/2019 - 12:00

End year

Sun, 01/01/2023 - 12:00

Facebook

<https://www.facebook.com/waterbethechange/>

Twitter

<https://twitter.com/waterbethechan1>

Acknowledgement of funding source

European Cohesion Funds (2014-2020)

Total funding

10 - 100k €

Environmental

Medium

Social

Medium-High

Technological

Medium

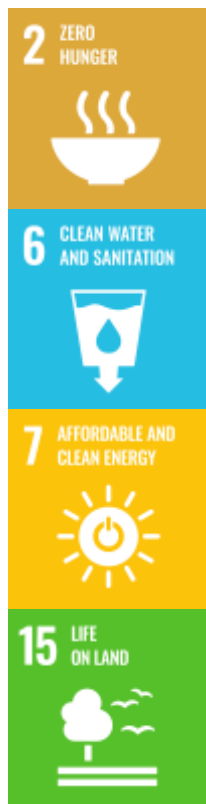
Financial

Medium

Institutional

Medium

SDGs

**YouTube**

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Nexus Dimensions

Energy

Water

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