



Capacity Building Workshop on 'Communicating Water Trends & Innovation to Engage Locals and Tourists'

12-13 November 2019

Malta College of Arts, Science and Technology (MCAST), Paola, Malta

Announcement

The regional organisation Global Water Partnership - Mediterranean (GWP-Med) and the Energy and Water Agency (EWA) of Malta are organizing the Capacity Building Workshop '**Communicating Water Trends & Innovation to Engage Locals and Tourists**' that will take place on 12 and 13 November 2019 and will be hosted by the Malta College of Arts, Science and Technology (MCAST).

The activity is taking place in the framework of the "Non Conventional Water Resources Program Malta (Alter Aqua)", Phase III, designed and implemented by Global Water Partnership - Mediterranean (GWP-Med), in partnership with the Energy and Water Agency (EWA) and the Coca-Cola in Malta (General Soft Drinks S.A. and the Coca-Cola Company), supported primarily by The Coca-Cola Foundation and co-funded by EWA.

Workshop context

The Maltese islands have a rich historical tradition in wisely managing their scarce water resources. Today, as the challenge of water security increases globally, Malta is implementing a new strand of technical innovations for improving water management and claiming a leading role in implementing model solutions towards water security.

While technology and innovation provide solutions, they cannot solve the problem alone. Understanding the value of water as a source of life for humans and ecosystems, as well as its role to drive economic and social development is well needed. A new water culture toward water use includes awareness and empowerment to induce behavioral change. A new narrative can put water in the limelight through targeted actions for outreach, communication and engagement.

What is the role of water in society and the economy? How do we perceive and how do we communicate water? Can water provide opportunities for jobs or business?

The workshop will shed light to the hidden potential of water – a heritage component, a job enabler, an inspiration – and will elaborate on creating an attractive, purposeful content to highlight the value of water, to prompt mindful use of scarce water resources by locals and visitors and to explore the potential of water-centered business ideas.

Target audience

The workshop is addressed to **tertiary education students and young professionals of creative backgrounds, such as art & design, media & communication, social sciences, history** and others, interested in communication and awareness raising for water and sustainability, including water heritage.



Workshop aims

Through the workshop **participants will:**

- Increase their understanding on the value of water, including global and local challenges, and how it is linked with various aspects of life, economy and culture.
- Develop their creativity on communicating water and environmental sustainability issues.
- Deepen their understanding on engaging tourists and locals of insular and coastal communities to a water-aware behaviour
- Explore ideas to promote local water heritage and other business opportunities in the tourism sector.
- Gain valuable insights through international case studies and the experience of project partners in Malta and the Mediterranean.
- Identify and discuss opportunities for related career paths and new business ideas.

Workshop content

The workshop **includes:**

- Presentations by accomplished professionals in the water sector, communication and media, about effective communication through case studies and best practices, including innovative communication and engagement tools.
- Participatory interactive sessions, including guided training exercises to explore communications strategies and entrepreneurial opportunities. See below for further details.
- Exploration of the interlinkages between water and the environment, economy and culture of Malta.
- Guidance and mentoring on project ideas and on practical tips on designing and executing outreach and communication projects for those participants that will submit their proposals through the Call for Proposals at least one week prior to the event: bit.ly/CommsProjects.
- Visit to the Ghajn National Water Conservation Awareness Centre and to NCWR projects implemented by or inspired by the NCWR Programme for insights and inspiration.

During their registration participants may select one of the two activities of the breakout session described below; each activity can host a limited number of participants, however the best effort will be made to accommodate all participants to their preferred activity.

A. Communication guided exercise: step-by-step development of a communications strategy for a water-related communications project

Purpose: To develop the concept for a water communications project and a communications strategy to serve it, by making use of the information previously presented during the day.

Groups: Participants will divide up into 4-5 person groups to choose and develop the concept and strategy.

Process: Participants will receive step-by-step guidance in order to set up a communications strategy that will serve their chosen communications project on water. They will be encouraged to make the best use of the information presented during the day, adapting best-practices presented to the special characteristics of Malta's water situation, to create an innovative and impactful communications approach. The aim will be to raise the profile of water issues in society and lead to action and behavioural change by citizens. Participants are encouraged to bring and test their ideas with the group and experts and/or to submit them through the Call of Proposals (see above).

B. Heritage & tourism guided exercise: facilitated case study elaboration on approaching water heritage and tourism in Malta through the lenses of entrepreneurial opportunities

Purpose: To deepen understanding on engaging tourists and locals of insular and coastal communities to a water-aware behaviour and explore ideas to promote local water heritage and other business opportunities in the tourism sector.

Groups:

1. Water Heritage: a business opportunity?
2. Water and Tourism: a business opportunity?

Process: Participants will break out in groups, according to their background and interests. The facilitators will provide insights from Mediterranean case studies and incite ideas on approaching water heritage and tourism in Malta, through the lenses of entrepreneurial opportunities. The group(s) will select 1-3 project ideas to elaborate on, receive guidance on how to develop these and present them at the reporting session. Participants are encouraged to bring and test their ideas with the group and experts and/or to submit them through the Call of Proposals (see above).

Agenda

The first day of the workshop (Tuesday 12/11) includes presentations and breakout sessions and the second day (Wednesday 13/11) site visits. Below you may find the draft agenda.

Tuesday 12 November – Presentations & Interactive sessions

08:00 – 08:30	Gathering & registration (MCAST)
08:30 – 08:50	Greetings by the Organizers: Global Water Partnership- Mediterranean (GWP-Med), Energy & Water Agency (EWA), Malta College of Arts, Science and Technology (MCAST)
08:50 – 09:10	Interactive introductory session / Ice breaker
09:10 – 09:25	The Non Conventional Water Resources Programme in the Mediterranean: coupling technical solutions with outreach & engagement – <i>Nassia Kassela, Global Water Partnership- Mediterranean (GWP-Med)</i>
09:25 – 10:00	Global challenges and trends: the value of water for a sustainable future and as an enabler for employability and entrepreneurship in creative sectors – <i>Konstantina Toli, Global Water Partnership- Mediterranean (GWP-Med)</i>
10:00 – 10:30	Addressing global problems in local scales: Water management, history & trends in Malta – <i>Julian Mamo, Energy & Water Agency (EWA)</i>
10:30 – 11:00	Coffee break / Networking with professionals
11:00 – 11:40	Communicating water in local audiences and mainstream media – <i>Alexandros Kandarakis, Global Water Partnership- Mediterranean (GWP-Med)</i>
11:40 – 12:00	Gaming as an engagement & awareness raising tool – <i>Nassia Kassela, Global Water Partnership- Mediterranean (GWP-Med)</i>
12:00 – 12:30	Engaging tourists and locals: why and how should we engage people? The national water conservation campaign of Malta – <i>Michael Schembri, Energy & Water Agency (EWA)</i>
12:30 – 13:30	Lunch break
13:30 – 15:00	<p>Breakout session</p> <ul style="list-style-type: none"> A. Communication guided exercise: step-by-step development of a communications strategy for a water-related communications project. B. Heritage & tourism guided exercise: facilitated case study elaboration on approaching water heritage and tourism in Malta through the lenses of entrepreneurial opportunities. <p>Submitted proposals may be considered in both sessions (please refer to the Programme’s Call for Proposals here: bit.ly/CommsProjects).</p>
15:00 – 16:00	Group session presentations, discussion & conclusions

Wednesday 13 November 2019 – Field visits

08:00 – 08:30	Gathering & registration (MCAST)
08:30 – 08:50	The Non Conventional Water Resources Programme in Malta: advancing Non Conventional Water Resources & engaging people in Malta since 2011 – <i>Konstantina Toli, Global Water Partnership- Mediterranean (GWP-Med)</i>
08:50 – 09:00	Overview of the site visit & practical information
09:00 – 16:00	Visits to Greywater Recycling system(s), Green roof, Rainwater Harvesting System(s), Ghajn National Water Conservation Awareness Centre, Storm water management application. The schedule includes lunch break & travel back to venue.



Registration

The workshop can only host a **limited number of participants**, therefore early registration is highly advised. You may register using the following link: bit.ly/30Sswa9.

Note: Participation is free of charge and information gathered will only be used for the purposes described above.

Other information

The capacity building workshop ‘**Communicating Water Trends & Innovation to Engage Locals and Tourists**’ will be held back-to-back with the workshop ‘**Non-Conventional Water Resources Management: Local Solutions**’ (bit.ly/2ljjiyd) that is addressed to tertiary education students and young professionals of technical backgrounds, such as engineering, architecture, natural resources management, water technologies (13-14/11).

Background

The “Non Conventional Water Resources Program Malta [aka Alter Aqua]” (NCWR | www.gwpmed.org/NCWR)” is implemented in the Maltese Islands since 2011 and is currently in its 3rd phase (2019-2020). The Programme is designed by the regional organisation Global Water Partnership - Mediterranean (GWP-Med | www.gwpmed.org), one of the thirteen regions of the inter-governmental organisation Global Water Partnership (GWP | www.gwp.org), in partnership with the Energy and Water Agency (EWA | www.energywateragency.gov.mt) and the Coca-Cola in Malta (General Soft Drinks S.A. and the Coca-Cola Company), supported primarily by The Coca-Cola Foundation and co-funded by EWA.

Alter Aqua commenced in the Maltese Islands in 2011, first focusing on the island of Gozo, in partnership with the Ministry for Gozo and the Eco Gozo project, and since 2014, focusing in Malta, in partnership with the Ministry for Energy and Water Management and the Energy and Water Agency (EWA), aiming to promote the use of non conventional water resources (NCWR) as a sustainable practice for local water security and climate change adaptation. Since 2011, the Programme has applied 17 NCWR systems, yielding about 18 million liters of water annually, including the installation or reinstatement of rainwater harvesting systems and greywater recycling systems, alongside educational and awareness raising activities and capacity building workshops for professionals. The Programme has reached out to about 17,650 students, 1,380 teachers, 56 technicians, benefiting a total of 71,800 people. It has contributed to water availability at local and national level in a sustainable and cost-effective way and has promoted a new water culture for sustainable water use.

As water security is among the top priorities in the Maltese Islands, applying integrated and innovative approaches in water management, mobilising non conventional water resources and engaging stakeholders are pivotal in improving water efficiency and management and contributing to climate change adaptation and sustainable development. Leveraging the legacy of the previous phases, Alter Aqua - Phase III seeks to mainstream NCWR applications and water saving in Malta, including through youth engagement and capacity building. In this regard the Programme collaborates with tertiary education institutes to place youth at the forefront and promote their employability in green/blue jobs.

For more information please visit the [event page](#) through www.gwpmed.org or contact Ms Nassia Kassela, GWP-Med, at nassia@gwpmed.org.

