

Pre-announcement

Capacity Building Workshop on 'Communicating Water Trends & Innovation to Engage Locals and Tourists'
12-13 November 2019, Malta

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**', on 12 and 13 November 2019, hosted by the Malta College of Arts, Science and Technology (MCAST).

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 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. So how do we communicate water? How do we perceive water? Can water provide opportunities for jobs or business?

This 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.

Workshop aims and content

Through the workshop participants will:

- Increase their understanding on the value of water 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.



The workshop will include:

- Presentations by accomplished professionals in the water sector, communication and media
- Participatory interactive sessions
- Exploration of the interlinkages between the value of 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.
- Site visits for insights and inspiration.

Other information

Registrations will open in October 2019 and participation is free of charge. The workshop can only host a limited number of participants, therefore early registration is highly advised. For more information please contact Ms Nassia Kassela, GWP-Med at nassia@gwpmed.org or visit the [event page](#) through www.gwpmed.org.

Background

The “Non Conventional Water Resources (NCWR) Program in Malta [*aka Alter Aqua*]” (www.gwpmed.org/NCWR), implemented in the Maltese Islands since 2011, 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.

