

# ENGAGING TOURISTS AND LOCALS: WHY AND HOW SHOULD WE ENGAGE PEOPLE? THE NATIONAL WATER CONSERVATION CAMPAIGN OF MALTA

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[WATER.ORG.MT](http://WATER.ORG.MT)


# SUMMARY OF TOPICS

## MAIN POINTS COVERED

- WHAT IS THE PROBLEM?
- WHY SHOULD WE ENGAGE?
- INFORM WHO?
- WHAT TOOLS?

# WHAT? is the problem

Malta suffers from extreme water scarcity as a result of its semi-arid climate which leads to a low availability of naturally renewable water resources which are insufficient to meet the water demand of its population.

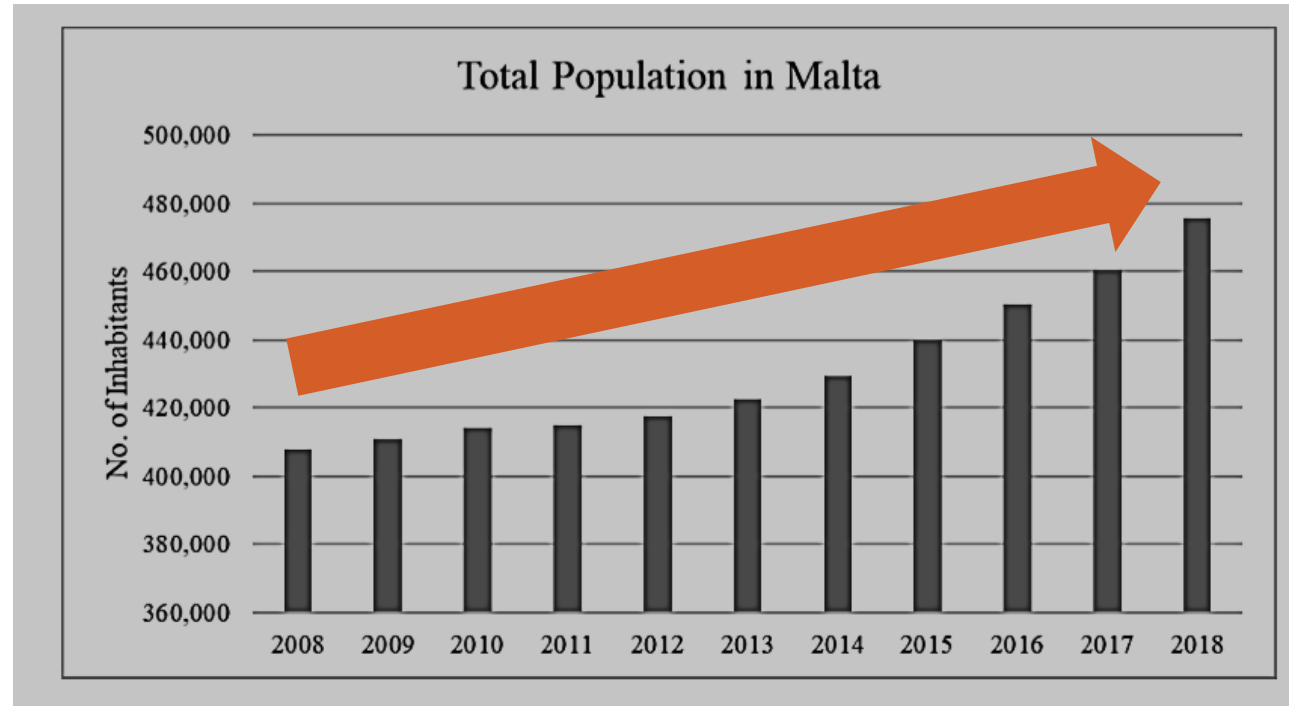


# WHY SHOULD WE ENGAGE?

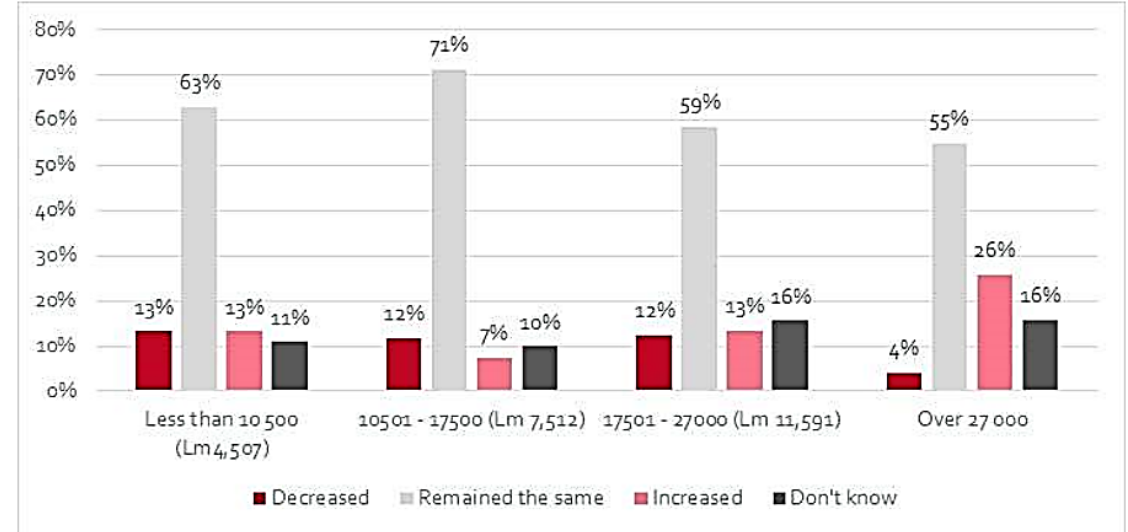
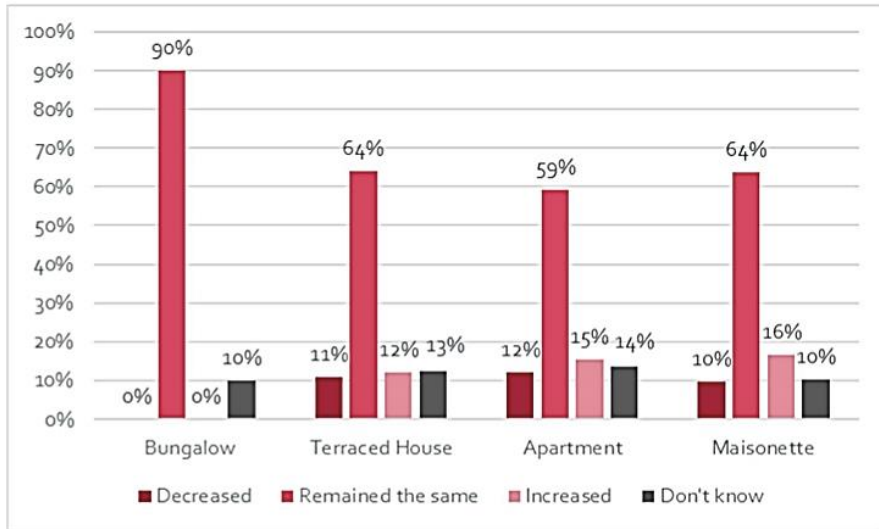
## 3 YEAR CAMPAIGN

# DOMESTIC

- Maltese citizens use around **110 litres of water per person a day**, which is relatively low compared with other EU countries. Nonetheless, this does not mean that there is not room to improve.
- Plus this growth is also contributed to the influx of foreigners that are seeking employment on the island which is placing new pressures that cannot be ignored.
- It is estimated that circa **45,000 foreigners** came to work in Malta in connection with its recent economic growth, with this figure expected to continue to grow in the foreseeable future.



# DOMESTIC

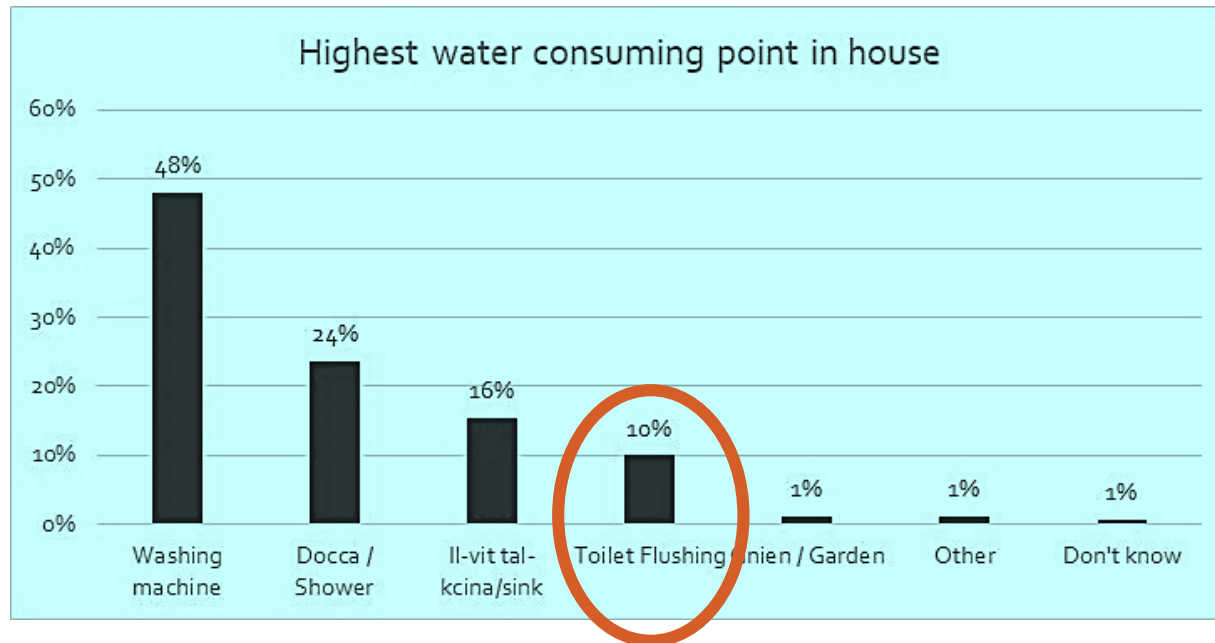


- **Overall households are not aware of their water consumption patterns**, with under 20% being able to indicate the amount of water they consumed (at household level).
- The percentage of households that indicated an **increase in consumption** increased within the **higher household income brackets**.
- Moreover, **92% were unable to indicate the cost per meter cubed of water** provided by WSC.

# DOMESTIC



# DOMESTIC

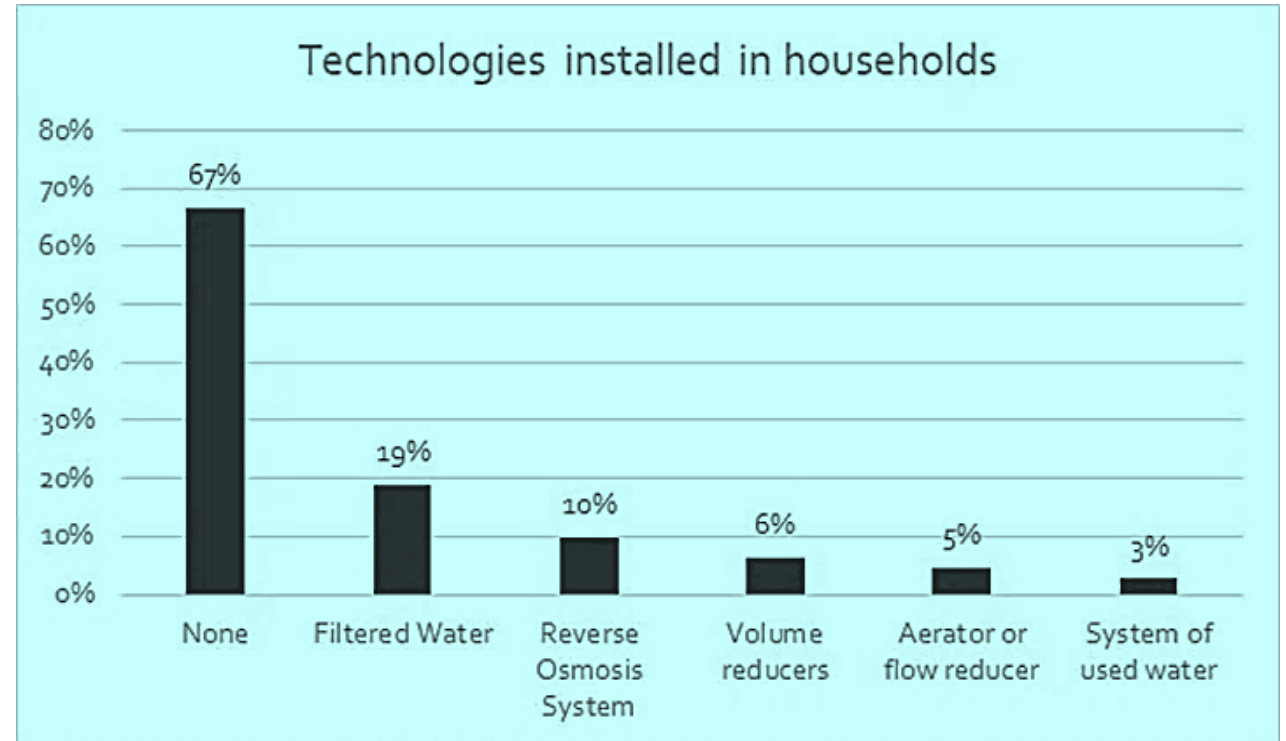


- In fact, 'washing machine' was rated the highest with **48% of household**, which is not the case.
- This shows lack of awareness on where in reality they are **consuming the most** and **conversely wasting their money**.



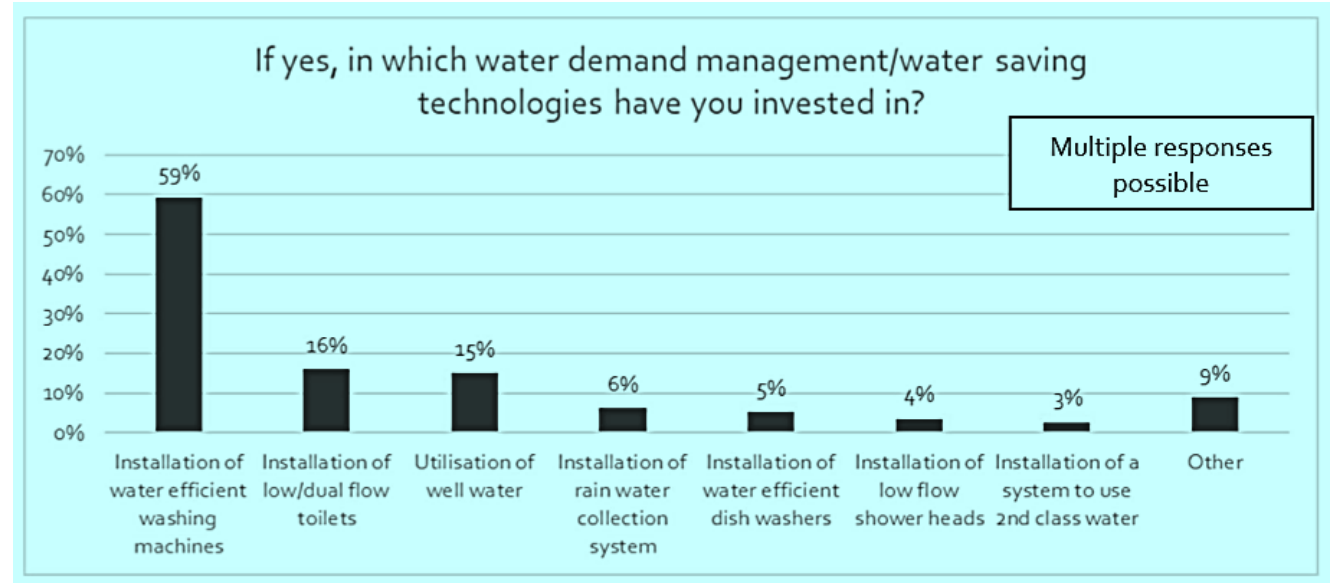
# DOMESTIC

- With **67% responses**, households reiterated that **none of the systems** mentioned were installed in their residences.
- In fact, those that answered in the negative were asked why they generally did not, with the main reason given being that they felt that **there was no need to** and that they **did not feel that it would be beneficial for them** to invest in water saving technologies.
- In line with such response, 63% indicated **not to be willing to accept free advice from trained staff** on how their home could be more water efficient.

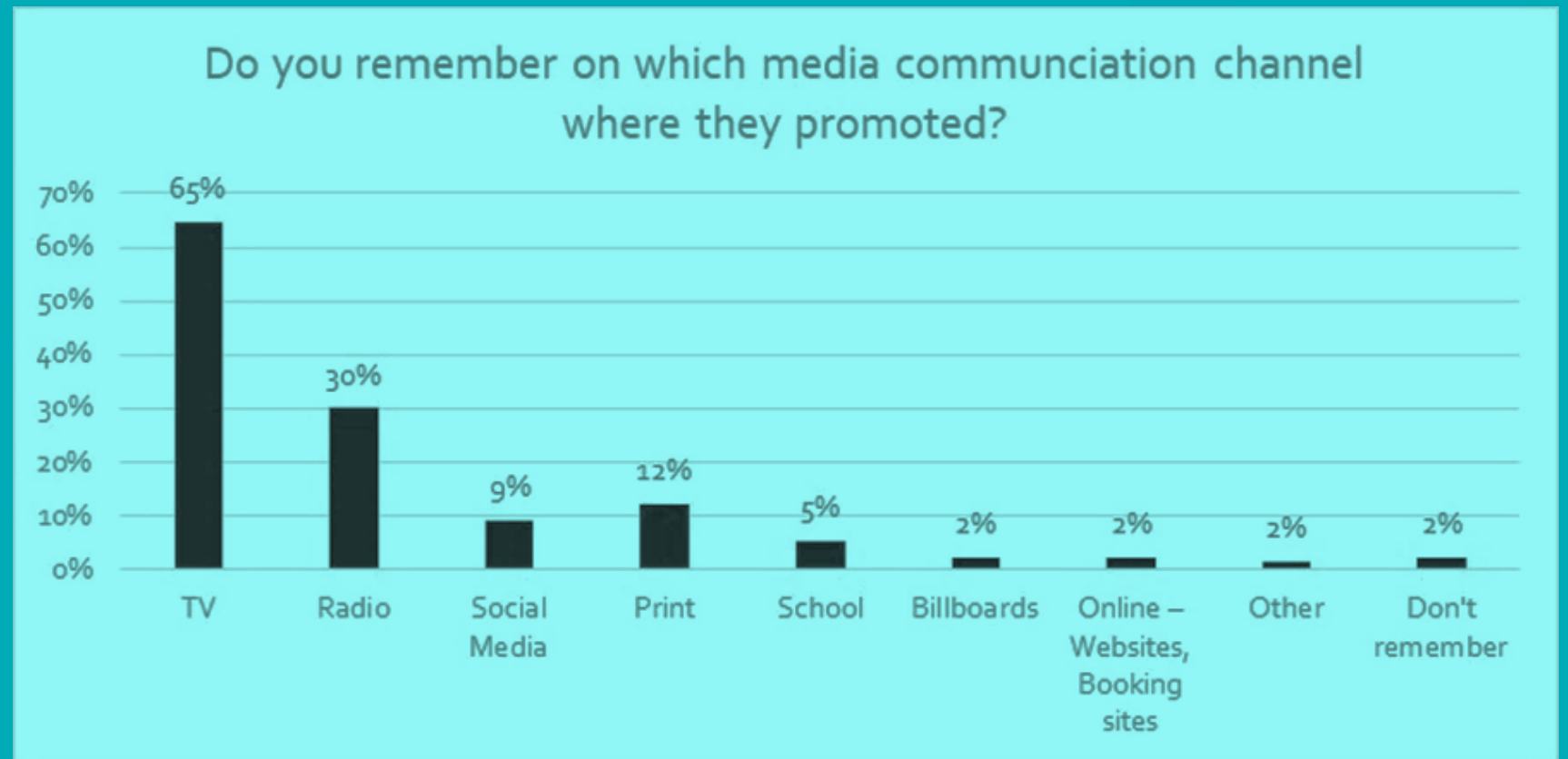


# DOMESTIC

- By and large, **households (84%)** are not aware of water demand management/water saving technologies.
- Among those that are aware, energy saving washing machines (11%) were the technologies to attain highest responses.
- As for **rain water storage systems just over 20% of all households** indicated having such a system in place, though residents in apartments tended not to have such a system in place.



# WHICH?



# TOURISTS TRENDS

Tourism growth & economic climate are leading to significant investments in tourist facilities in the coming years.

Rapid annual growth & decreasing average guest nights.

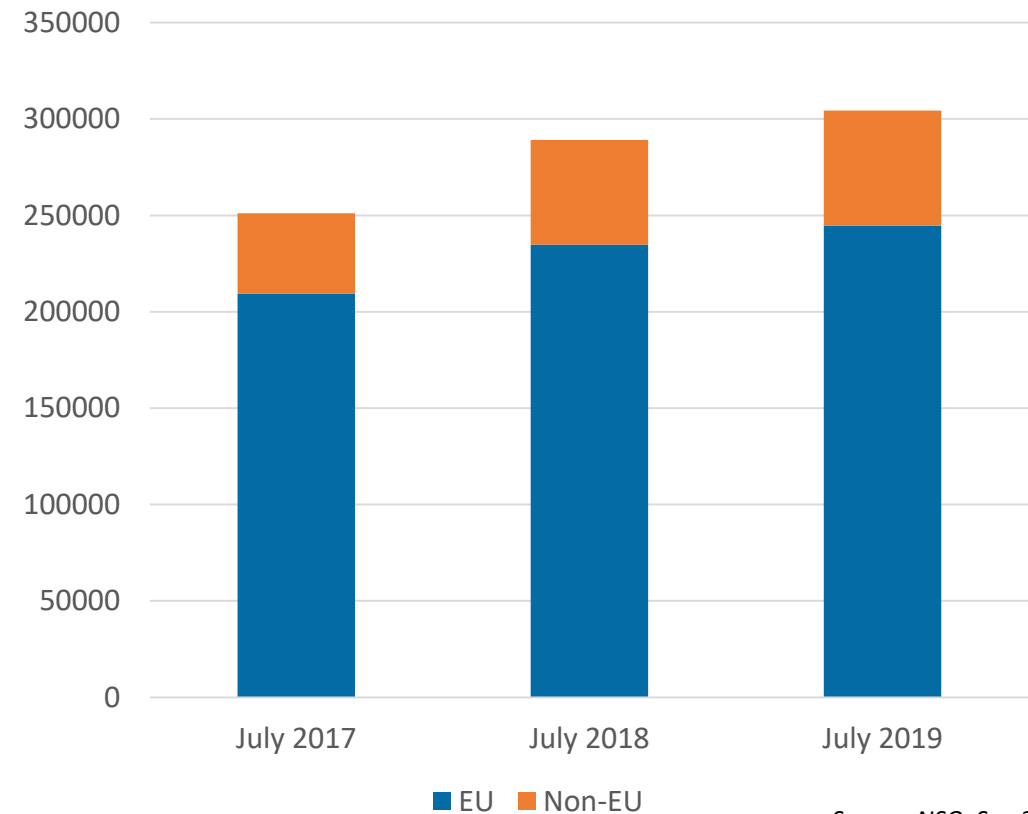
July 2017	July 2018	July 2019
8.4	8.2	7.9

*Reducing bed-nights (Average)*

Malta has doubled tourism from 2006 to 2018.

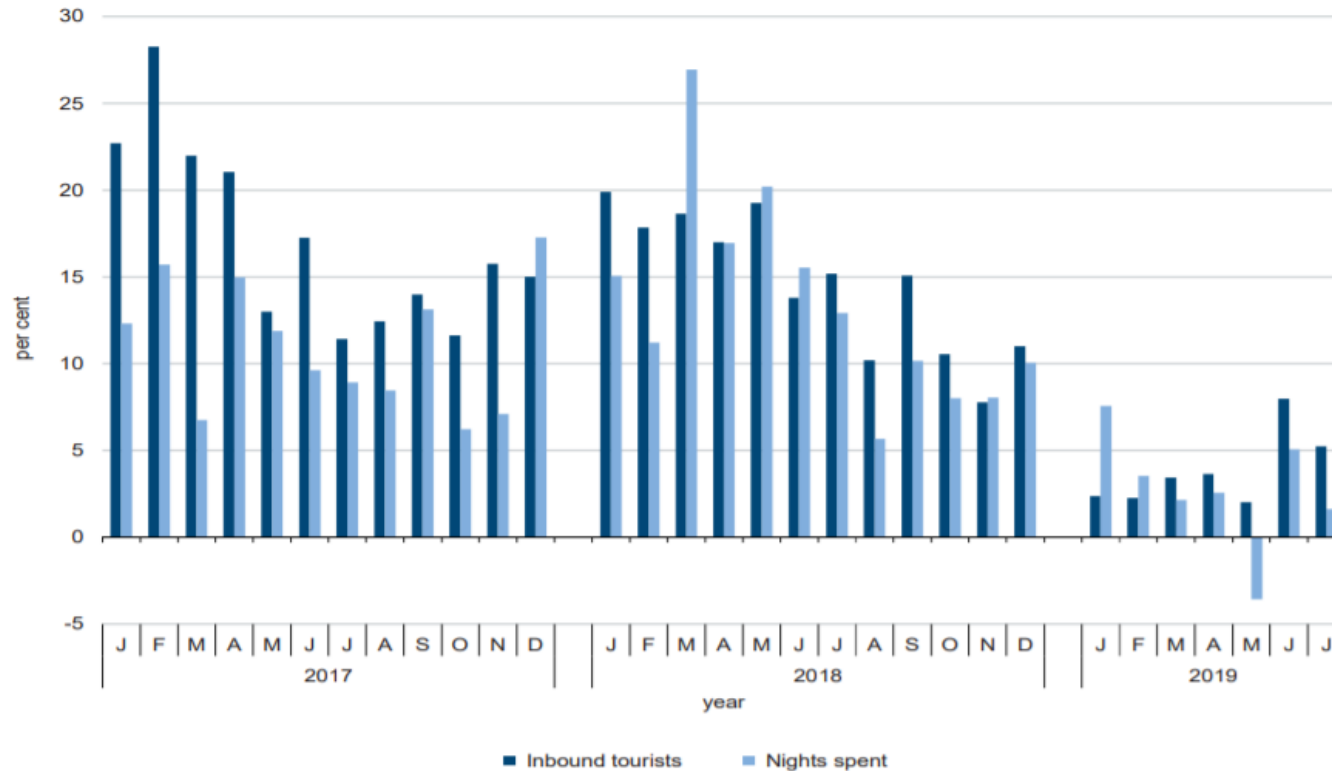
July 2017 - 2018	July 2018 - 2019
+ 13.1 %	+ 5.4 %

Malta Inbound Tourists for July



*Source: NSO, Sep 2019*

# TOURISTS TRENDS



## Seasonality - Peak & non-Peak Growth

- Peak seasons is still summer (August)
- Quieter months have the fastest tourism growth rates.
- Overall tourism population is increasing throughout the year.

# TOURISTS TRENDS

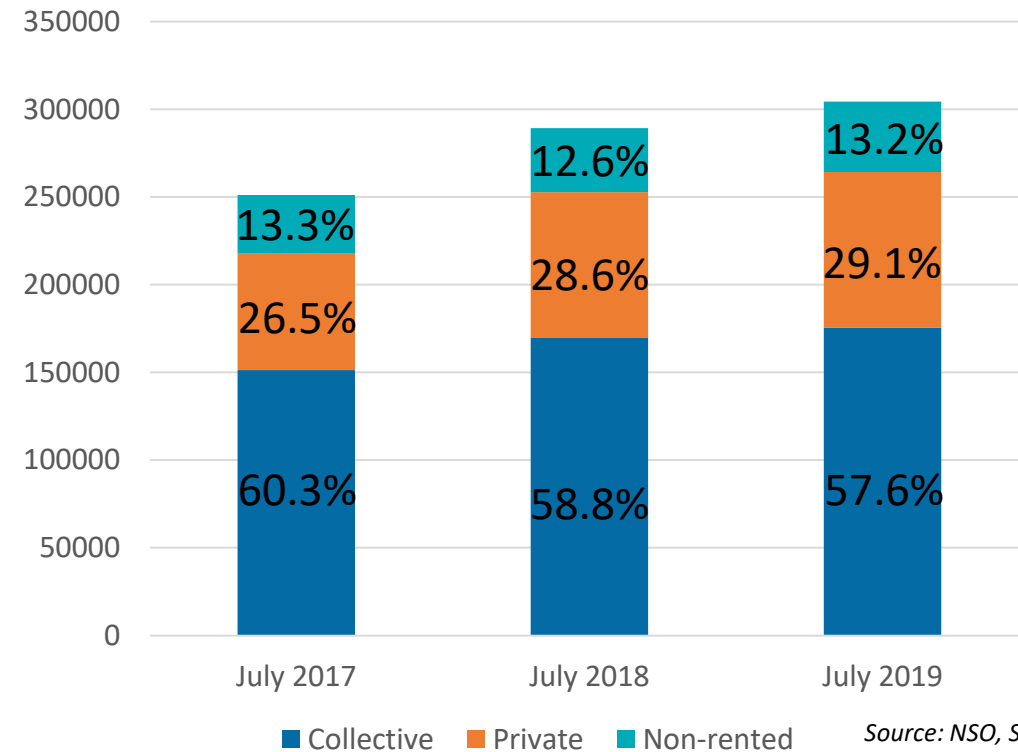
- Shifting demand from collective (hotels) to private accommodation (AirBnB).
- Currently the ratio in Malta is around 60% hotels, 40% private accommodation .

*Non-rented = Non-licensed + family/friends*

## Impact on water services

- Coastal hotels – private seawater desalination – low impact on municipal water supply.
- Most hotels discharge wastewater to municipal sewage network and needs to be treated at already ‘loaded’ wastewater treatment plant (from an also quickly increasing population).
- Increase in private accommodation – additional load on municipal water supply.
- Increase in private accommodation + boutique hotels – distributed water demand and wastewater load over all island (not only in tourism ‘hotspots’).

Malta inbound tourists by month and type of accommodation



# DOMESTIC

To instigate any change in water consumption patterns at household level, one ought to have water technologies which can:

- **Be affordable in absolute terms,**
- **Be easy to install/ retrofit,**
- **Easy to use**

# TOURISTS

## **Impact on water services**

Projections needed for provision of water and wastewater services need to overall increase through both

## **Shorter term solutions**

**e.g.** Private supply for large developments (water and WW)

## **Longer term solutions**

**e.g.** Increased capacity of municipal services (water and WW)

# WHY?

Whether at home, at work, on holiday or wherever we are, small changes in our every day activities can make a big difference.

Water conservation is a collective responsibility – every one of us can be the change.





# INFORM WHO?

Adults

Children

Elderly People

Farmers

Foreigners residing in Malta

Tourists

Tourism Operators



# WHAT?

COMMUNICATION  
TOOLS



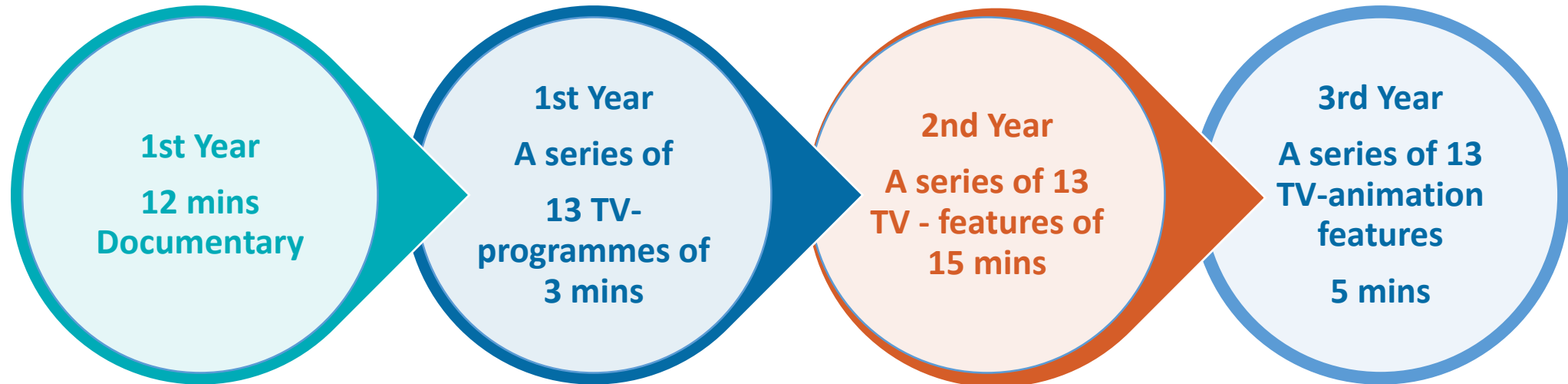
**BRANDING**  
**RESEARCH**  
**SOCIAL MEDIA**  
**STRATEGY**  
**LOGISTICS**

**ONLINE**  
**MARKETING**  
**PILOT**  
**PROGRAMMES**  
**OUTREACH**  
**MERCHANDISE**

**WEBSITE**  
**PR**  
**TV & RADIO**  
**WORKSHOPS**  
**PRINT**

**EVENTS**  
**FAIRS**

# TV PRODUCTIONS



**WATER**  
BE THE CHANGE



CHRIS DINGLI



# WATER CHAMPIONS

STEPHANIE  
SPITERI

**WATER**  
BE THE CHANGE

WEBSITE



www.water.org.mt

**WATER**  
BE THE CHANGE

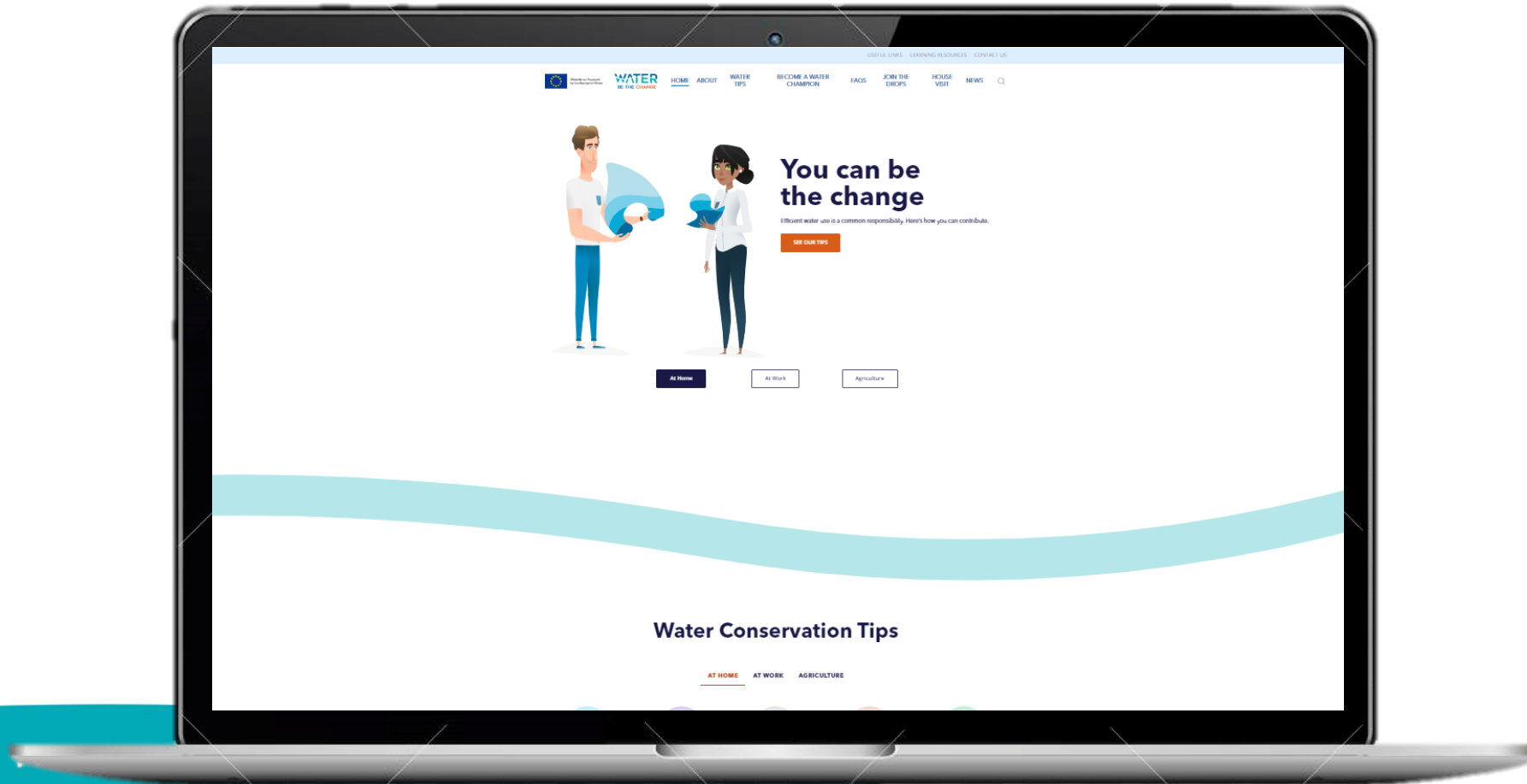
WEBSITE



www.ilma.org.mt

**WATER**  
BE THE CHANGE

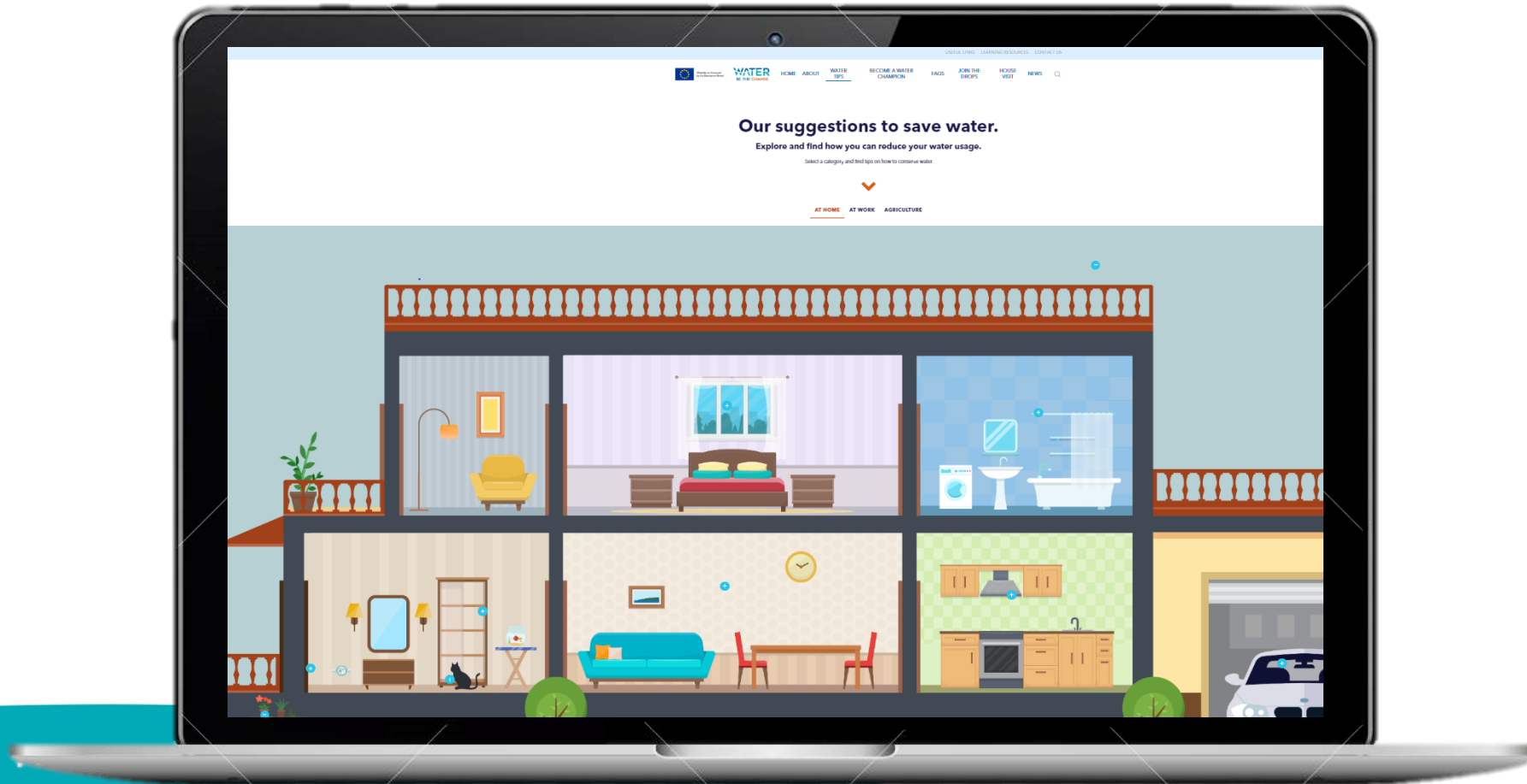
# WEBSITE



**WATER**  
BE THE CHANGE

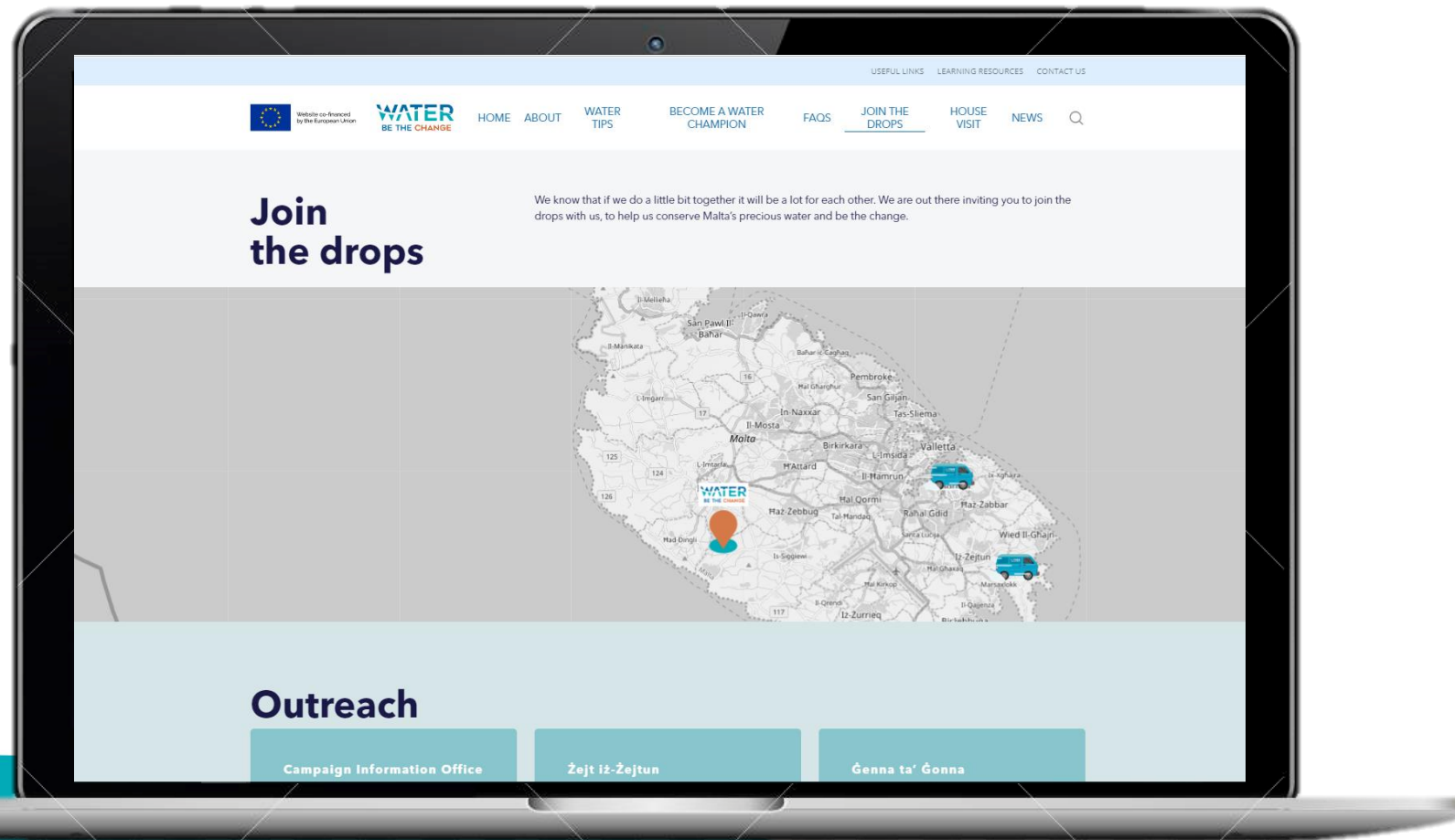


# WEBSITE



**WATER**  
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# WEBSITE



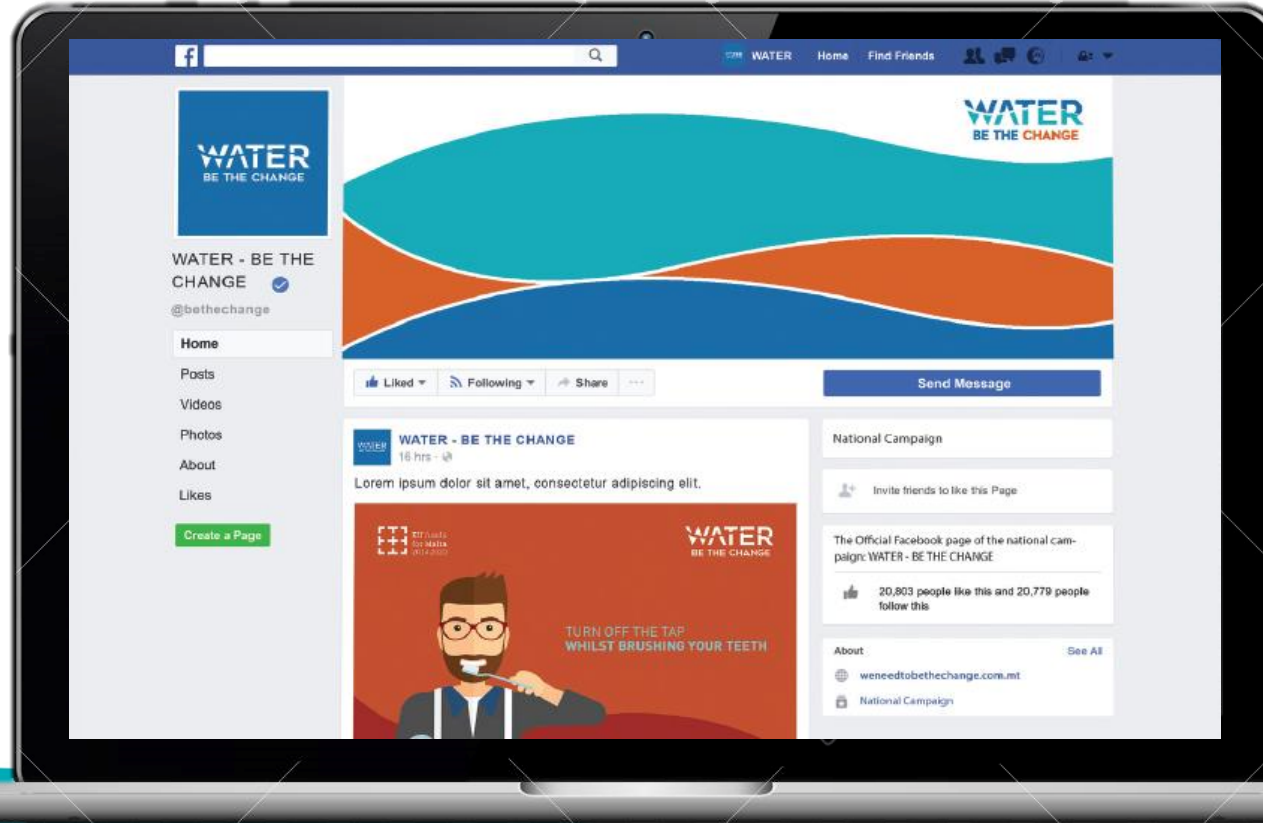
**WATER**  
BE THE CHANGE

# WEBSITE



**WATER**  
BE THE CHANGE

# SOCIAL MEDIA



**WATER**  
BE THE CHANGE

# TARGETED ONLINE & GOOGLE DISPLAY ADS



**WATER**  
BE THE CHANGE



# TARGETED ACTIVITIES

Theatre activity in all schools in Malta and Gozo.



WATER

# CHAMPION PROGRAMME

Domestic  
Agriculture  
Public Office

TARGET

4000 m<sup>3</sup> saving  
in water  
demand

# WATER CHAMPION PROGRAMME

250 households  
(total cost intervention: €1,000,0000)

150 farms  
(total cost intervention: €750,0000)

5 Public Offices  
(total cost intervention: € 200,000)



## Domestic

Must be owner of property

The property must be a primary residence

Must have been a resident in this same residence since September 2017

Must commit to residing in the same residence until 24 months following the intervention, latest September 2022.



## Farm / Agriculture

Property must be owned by full-time farmer (registered with Agricultural Department) - arable or animal husbandry

A minimum holding of 0.5 hectares

The availability of at least two types of water supplies from the following:

Registered and metered borehole  
Rainwater harvesting reservoir with an identifiable rainwater catchment area  
Access to New Water



# THE 5-STEP PROCESS OF ENGAGEMENT

Stage 1: Online Application

Stage 2: Water Audit

Stage 3: Agreement

Stage 4: Intervention

Stage 5: Regular Monitoring

Stage 6: Reporting





ENGAGE

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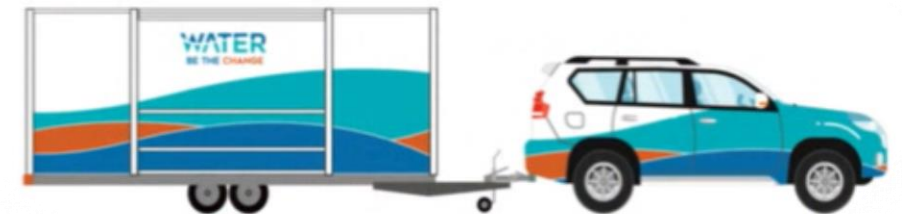
# DROPS ROADSHOW

Domestic  
Agriculture  
Public Office  
Tourists

# CAMPAIGN INFORMATION OFFICE AT G#AJN

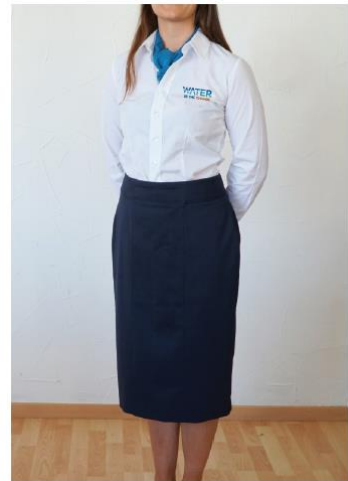


# CAMPAIGN MOBILE UNIT



**WATER**  
BE THE CHANGE

# UNIFORMS



Uniforms have been designed for officers employed under the campaign such that everyone will recognise them, transpire professionalism, the team will look more united and approach customers more confidently.

**WATER**  
BE THE CHANGE

# PUBLIC ENGAGEMENT ACTIVITIES

## JOIN THE DROPS

10 National Events  
each year organised  
by local councils:

Żejt iż-Żejtun  
28th Sep 7:30pm – 1am  
29th Sep 8:30am – 1pm

Ġenna ta' Ġonna  
13th October 19  
9:00am – 5:00pm

3 National  
Fairs

Malta Trade Fair 2020  
IL-Fiera il-Kbira 2020

2 public conferences  
a year:

Commercial (including  
industry and tourism)  
  
Agricultural sector

1 technical  
workshop per  
year

University of  
Malta  
  
MCAST

World Water  
Week  
(16 - 22nd  
March)

Mobile Unit at  
a central point  
in Malta  
e.g Valletta

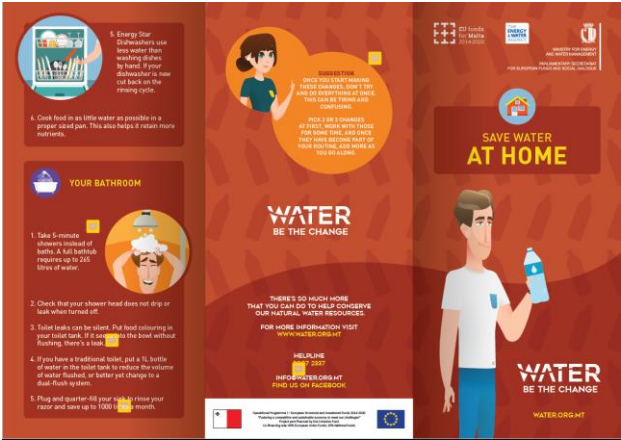


PRINT

Posters



Leaflets



# 11 PROMOTIONAL ITEMS

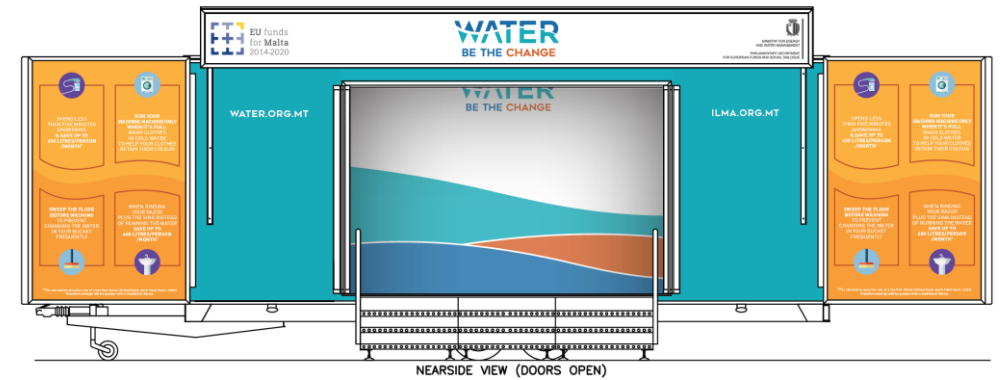


- In fact these promotional products will **empower consumers to engage with our brand every time** they choose to use the product.
- Therefore it will increase the **remembrance of our campaign message and aim.**



Campaign Mobile Unit  
will tour ALL towns  
and villages in Malta & Gozo  
over a two-year period.

Distribute actual water  
saving devices.



# AIM OF DISTRIBUTION

The aim of the distribution of the water saving gift pack and kit is to:

- raise awareness on water conservation,
- provide them with actual tools to start and be the change,
- provide help from experts and technical officers,
- help people make a big difference by making small possible changes in their everyday lives.



# THE GIFT PACK AND VOUCHER

- Before and during the visit of the mobile unit, every house in the town will receive a gift pack including a voucher to be able to pick up the water saving kit from the mobile unit or from GHAIN.
- The gift pack will include
  - A squeegee
  - An aerator
  - An instruction leaflet which also include water saving tips.



# THE WATER SAVING KIT

- The water saving kit will be collected by the home owner by bringing the voucher received at home to the mobile unit or at G#AJN. This requires more effort from our target audience.
- It will include:
  - 2 aerators
  - A hand held shower head
  - Shower on-off switch
  - Flushing tank bag
  - Leaflet with instructions and water saving tips



