

## **Press release no. 647 of 30.06.2022**

### **GESESA launches water saving campaign for summer 2022**

GESESA again this year launches its water saving awareness campaign.

'We are all called upon to adopt a responsible approach towards a limited and vital resource,' said CEO Salvatore Rubbo. 'The importance of putting into action a virtuous behaviour is even more evident due to the water shortage affecting the entire country. For this reason, we wanted to feature a video message with the students of classes IIA and IIIB of Istituto Comprensivo G. Moscati of Benevento, to whom I am grateful for their helpfulness and sympathy. A heartfelt thanks goes to the parents of our little actors, who signed the consensus form, to Headmaster Ernestina Cassese and the teachers who carried out the project called '*Ambiente e Sostenibilità*' (Environment and Sustainability). Water is a fundamental resource: the 'blue gold'. Here are some daily tricks which could bring great benefit to everyone:

- After opening the tap, do not run the water unnecessarily. 15 litres can be saved every minute. Let's save every single drop and close the tap while brushing our teeth, soaping up or shaving. We could save 50 litres of water each time
- Appliances at full load: use washing machines and dishwashers at full load and use the economy cycle
- Have a shower rather than a bath! We could save 150 water litres each time. A shower should last no more than 5 minutes
- Check for leaks! A dripping tap can waste up to 9,000 litres/year
- Reuse water: water plants with water already used to wash fruit and vegetables
- Reduce the flow rate of the toilet: putting a plastic bottle in the toilet tank can help save 10,000 litres/year.
- Report leaks: if a leak is detected, please call immediately the toll-free number 800511717, available 24 hours and free of charge from mobile phones and landlines.

Click on the following link to watch the video of the water saving campaign:

<https://youtu.be/AAxyKnG0z04>

