



Water Saving for Development

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The project “Water Saving for Development (WaS4D)” is financed by European Territorial Cooperational Programme, Greece-Italy 2007-2013, and aims at developing issues on water saving related to improvement of individual behaviors and implementing innovative actions and facilities in order to harmonize policies and start concrete actions for a sustainable water management, making also people and stakeholders aware to water as a vital resource, strategic for quality of life and territory competitiveness. Drinkable water saving culture & behavior, limited water resources, water supply optimization, water resources and demand management, water e-service & educational e-tools are the key words of WaS4D.

In this frame the project objectives are:

- Definition of water need for domestic and other than domestic purposes: regional and territorial hydro-balance;
- promotion of locally available resources not currently being used - water recycling or reuse and rainwater harvesting;
- scientific data implementation into Informative Territorial System and publication of geo-referred maps into the institutional web sites, to share information for water protection;
- participated review of the regulatory framework for the promotion of water-efficient devices and practices by means of the definition of Action Plans, with defined targets up to brief (2015) and medium (2020) term;
- building up water e-services, front-office for all the water issues in building agricultural, industrial and touristic sectors, to share information, procedures and instruments for the water management;
- creation and publication of a user friendly software, a game, to promote sustainability for houses also addressed to young people;
- creation of water info point into physical spaces called “Water House” to promote education, training, events and new advisory services to assist professionals involved in water uses and consumers;
- implementation of participatory approach & networking for a permanent cooperation among Public Bodies and Institutions, with the creation of a transferable model of best practices.

WaS4D will carry out initiatives and advisory services aimed to encourage a behavior change, influencing citizens' demand and support consumers who wish to take action to reduce drinking water use: for the civil use, from literature, it's possible to reduce drinkable water consumption up to 50% using simple and economic tools, with a large environmental positive impact. WaS4D mainly focuses on the needs to define a participatory approach to enhance water-saving culture at urban level, encouraging a shift from supply-driven policies to management policies and from a sectorial to an integrated approach. The innovative character of the project is referred to the integrated approach as well as to the creation of new web services & tools.