

http://ec.europa.eu/environment/life/publications/lifepublications/lifefocus/documents/resource_efficiency.pdf

LIFE REDUCING DEMAND FOR CLEAN WATER

Dealing with limited water resources does not necessarily require dramatic solutions. As a number of LIFE projects have shown, significant progress can be made by encouraging and enabling households, businesses, farms and public bodies to use only the water that they need, saving this valuable resource and saving money and, in agriculture, often leading to better end results.

The least technical means of reducing demand is increasing public awareness of the need to save water and of how small gestures, such as turning taps off when not in use and taking a shower rather than a bath, can reduce water consumption considerably. The Eco-Animation project (LIFE07 INF/UK/000950) has produced a series of cartoons aimed at teaching young children about key environmental messages including the importance of preventing water wastage.

The EcoAnimation project worked with children across several European countries to evaluate the content of cartoons concerning water

