



EUROPEAN UNION

Delegation of the European Union to
the Republic of Lebanon

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PRESS RELEASE

The European Union funds Lebanon Water Awareness Campaign

The European Union and the Ministry of Energy and Water launched today the National Water Conservation Awareness Campaign at Sagesse University in Furn El-Chebbak in the presence of H.E. Minister of Energy and Water Arthur Nazarian and Mr Alexis Loeber, Head of the Cooperation Section at the Delegation of the European Union to Lebanon.

The campaign, which is funded by the European Union with a €180,000 grant, aims at advocating a responsible and sustainable approach to tackling water conservation in Lebanon. It comes in addition to several projects funded by the European Union for improving water supply and waste water infrastructures in Lebanon.

Radio and TV spots, as well as outdoor billboards focusing on raising awareness among the Lebanese society about the issue of water scarcity have been produced as part of this campaign, which also features a series of educational posters and leaflets that include hints on saving water.

"We have all noticed in the past six months the increasing scarcity of water resources in this part of the world, in Lebanon in particular. Quick responses to this alarming issue are needed," Mr Loeber said during the launch event. He added that "the European Union will continue to support the Government of Lebanon in its endeavours to tackle the critical situation of water scarcity, and I am convinced that this national awareness campaign will have a tangible impact."