



PRESS RELEASE

ACEA LAUNCHES THE CAMPAIGN “ACQUA NELLE TUE MANI”

The campaign launched by the ACEA Group, with the hashtag #nonsprechiamola (#letsnotwasteit), aims to raise awareness about the conscious use of water resources

Rome, 27 June 2025 – The ACEA Group, the first water operator in Italy, serving over 10 million inhabitants nationwide, launches “Water in Your Hands”, a campaign designed to promote a culture of respect for water resources, by encouraging virtuous behaviours to reduce waste.

The press, digital, and social campaign, launched nationwide in the areas where the Group operates, with the **hashtag #nonsprechiamola (#letsnotwasteit)**, aims to remind everyone how precious water is and how it must be protected every day. On this occasion, employees have been involved and have become the protagonists of social and digital content, highlighting the daily commitment of those who work every day to protect this resource. In this way, the campaign fully represented the entire Group, emphasizing the value of its people.

The company has always been committed to ensuring environmental protection and raising awareness, through dedicated initiatives, about the conscious use of this resource, because a sustainable future starts with small daily actions. Other campaigns focusing on the theme of “water quality” have also been planned, while a campaign dedicated to promoting the use of the integrated water bonus has already started.

In order to convey to young people the importance of sustainable water management, in 2024 the Acea Group also signed a **three-year memorandum of understanding** with the Ministry of Education and Merit to **promote water education in schools**. The “Acea Scuola – Water Education” project is also part of this initiative. It includes training and awareness-raising activities dedicated to primary and secondary schools in several regions and has involved over 11 thousand students.