

GESESA: the Water Conservation – Summer 2025 campaign has begun

With the arrival of summer, GESESA – in collaboration with Acea – is launching a new awareness campaign on water conservation titled “L’Acqua nelle Tue Mani” (“Water in Your Hands”). The campaign aims to promote responsible water use and to share best practices to prevent waste.

Campaign protagonists: students and employees

As a testament to this shared commitment, students from several middle schools in Benevento and GESESA employees are the protagonists of this year’s campaign, united in the common goal of protecting water - a precious but not inexhaustible resource.

Throughout the summer, videos and pictures created with the contribution of students and employees will be shared on GESESA’s social media channels and YouTube channel, to raise awareness about the importance of virtuous and mindful behaviours.

A special thank you goes to the schools that enthusiastically took part in the project:

- I.C. “G. Moscati”
- I.C. “G.B.B. Lucarelli”
- I.C. “Sant’Angelo a Sasso”

(All schools of Benevento)

“Climate change represents one of the most pressing challenges of the 21st century, with increasingly evident impacts also on the availability of water resources.” Stated Oreste Di Giacomo, President of GESESA. “In this context, the sustainable management of water is a strategic priority and requires a systemic and coordinated approach to ensure global water security. The responsible and conscious use of this resource calls for a new culture, starting with younger generations, who must be educated through models and rules of conduct that promote respect for a limited resource on which the well-being and development of the community depend.”

So, as every year, GESESA invites all citizens to pay the utmost attention to water consumption.

The company has already involved the mayors of the municipalities it serves, encouraging local initiatives to promote a culture of water conservation.

Ten simple actions to save water each day:

1. Turn off the tap while you brush your teeth or wash your hair: you can save over 30 litres of water each time.
2. Check for leaks: even a small drip can waste litres of water every day.
3. Adjust the toilet flush: install a dual-flush button or a flow regulator.
4. Use the washing machine or the dishwasher only at full load: fewer cycles, more savings.
5. Install faucet aerators: they reduce flow without losing effectiveness.
6. Wash vegetables and dishes in a basin instead of under running water.
7. Take a shower instead of a bath: you can save up to 100 litres each time.
8. Avoid washing your car frequently and use a bucket instead of a hose.

9. Use smart systems to water your garden: use rainwater and drip irrigation.

10. Check for leaks by monitoring the meter with all taps closed.

Follow the “L’Acqua nelle Tue Mani” campaign on YouTube and on GESESA’s official social media profiles.