

22 March 2007

SAVE our Water The “Damlaya Damlaya Yok Olur” Campaign Debuts

Coping with water scarcity is a problem the world over, including in Cyprus. The Supporting Activities that Value the Environment (SAVE) project launched a new public water conservation awareness campaign to draw the attention of the public to the importance of conserving scarce water supplies in Cyprus. The *Damlaya Damlaya Yok Olur / Drop by Drop it Disappears* campaign emphasizes that all the water we use depletes the water supply. It provides households with simple, easy-to use water-saving tips for around the home and in the garden and shows how even simple steps save lots of water and make a difference.

The campaign was launched on World Water Day, 22 March and will run for six months. The Damlaya Damlaya Yok Olur campaign reinforces the global theme of World Water Day, “Coping with Scarcity” and highlights increasing demands on a dwindling water supply. To gain a better understanding of global water scarcity issues, please visit <http://www.unwater.org/wwd07/flashindex.html>.

Over 200 invited guests attended the campaign launch at Sht. Tuncer Primary School in Nicosia. The launch featured awards ceremonies for a children's poster contest and amateur film contest to support the campaign. The launch also provided an overview of the *Damlaya Damlaya Yok Olur / Drop by Drop it Disappears* campaign and a special performance on water saving tips for students presented by the Amateur Theatre Association. It also recognized the strong support received from local businesses including EVSU, Turkcell, Paralik and Halos Trading Ltd.

The poster competition invited children between the ages of 7-12 to illustrate the importance of water and conservation. 21 winners were selected from over 300 entries. The winning artworks are featured in an 18-month calendar that will be distributed throughout the community as part of the campaign. The first place winner of the poster competition, 12 year old Mustafa Zaimagaoglu from Famagusta, received a television courtesy of Halos Trading, Ltd and all of the winners received a small prize package and a cash award from SAVE. The film competition called for a short public service announcement highlighting water conservation and water use. The three winning entries are being broadcast on BRT throughout the campaign. The film competition winner, Mizansen Film Art Association, received a DVD recorder courtesy of Halos as well as a cash award from SAVE.

The *Damlaya Damlaya Yok Olur / Drop by Drop it Disappears* campaign grew out of a public survey of 900 household interviews and 9 focus groups that identified the leading misconceptions about water supply and how most water is wasted around the home. For example, few people understood that all the water they use – whether they drill a well in their backyard, turn on their tap, or buy water from a tanker – comes from the same source and depletes the overall water supply. As a result this campaign focuses public attention on specific water saving tips that anyone can follow with little or no cost and tremendous savings.

The post office will stamp the campaign logo on each piece of mail on the 22nd and 23rd of March. Water Saving tips will be distributed with monthly water bills between April and September 2007.

Over the next six months, information on how to conserve water will be available through newspaper inserts, banners, schools and the media. Every bottle of EVSU water will feature the campaign logo. Campaign handouts will be distributed through select local stores and the campaign logo will appear on all new Paralik water tanks throughout the campaign.

The SAVE Project works to build local capacity to better protect and manage Cyprus' rich natural and cultural resources. SAVE is implemented by International Resources Group (IRG) and funded by the U.S. Agency for International Development (USAID).

Please find attached photos from the event

1. PHOTO 1 – One of the poster competition winners Can Şerifoğlu – 7 years old with her family and US AMBASSADOR Ronald L Schlicher
2. PHOTO 2 – Poster competition winners received their awards and Certificates from Mrs. Canan Öztoprak and Mr. Asım Vehbi
3. PHOTO 3 - SAVE Project Chief of Party Barbara Rossmiller and Environment and Natural Resources Task Manager while presenting campaign materials

For more information please contact

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