

PRESS RELEASE OF 08 JULY 2026

“Water in Your Hands”: GESESA launches its summer campaign with Sannio students to promote water conservation

On 9 July, GESESA will launch its water conservation awareness campaign, aimed at encouraging responsible behaviour throughout the year and especially during the summer months, when rising consumption and reduced water availability make it even more important to avoid wasting water.

For GESESA, water conservation is not just good practice, but a collective responsibility towards the environment and future generations. Engaging younger generations means investing in a culture of sustainability, as they are the best ambassadors of change. Through this campaign, GESESA once again seeks to highlight the importance of every single action and show how each of us can help preserve water, an essential resource.

The pupils of the Scuola Primaria Internazionale del Sannio and the students of the Istituto Superiore Palmieri Rampone Polo in Benevento are at the heart of the initiative. They enthusiastically embraced the idea launched by GESESA, creating a series of original WhatsApp-style video messages. Using a language that is simple, direct and familiar to younger generations, the students describe the small everyday actions that can make a big difference: turning off the tap while brushing their teeth, taking a shower instead of a bath, using household appliances at full loads, avoiding unnecessary waste and using water responsibly.

The videos will be posted on GESESA’s social media channels from 9 July 2026 and will accompany residents and families throughout the summer, with the aim of turning simple tips into good daily habits.

GESESA invites all residents to follow the campaign on its social media channels, share the messages created by the students and put the tips into practice.

Because every drop saved today is water available for tomorrow.

A list of ten useful water conservation tips will also be available on the website www.gesesa.it

GESESA SpA

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