

Water Shortage Emergency Campaign

Contributed by Administrator
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In 2002, Kosovo faced major water shortages. The Department of the Environment asked Balkan Sunflowers to implement a Kosovo-wide water saving awareness campaign. The campaign included:

- TV informercials
- Radio spots
- Comics in the newspapers
- Apartment block repair actions
- Street water saving displays
- School presentations
- Media article placements
- Stickers
- Comics for schools

More information on each of these actions is included in the project Final Report .

One of the most popular and effective aspects of the campaign was the broadcast of three TV spots by Kosovo's most popular comic group, Stupcat. These three spots follow.

Water Campaign 1

Water Campaign 2

Water Campaign 3