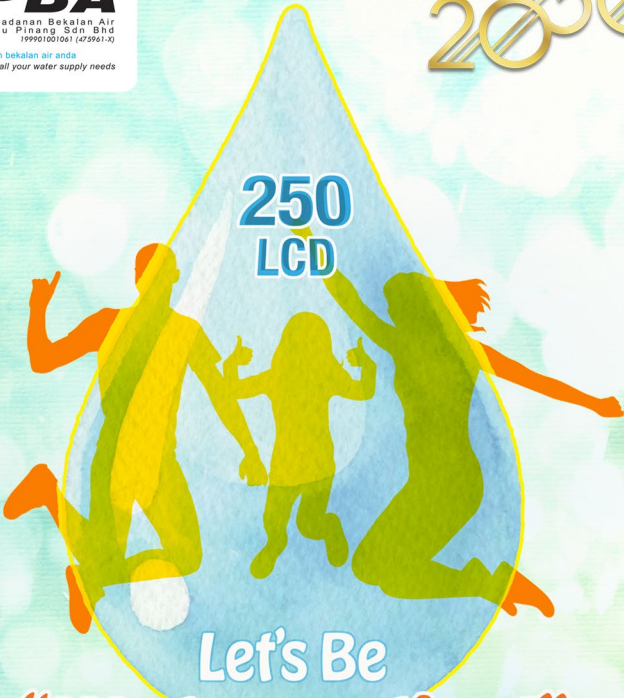




PENANG
2030



Let's Be
“Water-active!”
World Water Day Penang 2026





Use water wisely. Be “water-active” in Penang.

- Penang is a water-stressed state. However, our per capita domestic consumption was 267 litres/capita/day (LCD) in 2025. It is the highest in Malaysia. In 2024, the national average for Malaysia was 225 LCD. Singapore reported 142 LCD for 2024.
- In 2025, domestic water consumption accounted for 55.7% (482 MLD) of total water consumption in Penang. This means that households used more water than all the factories, hotels, shopping malls, business premises and government offices.
- Being aware of Penang's water-stress status and talking about “Penang’s water issues” is good. Actively doing something about it is much better.
- Penangites can become “water-active” by simply using water wisely at home. Being “water-active” will also help you to save money off your household water bill.





How to be “water-active”?

It is not difficult to be “water-active”. Please adopt the following smart water saving tips today:

- Do not leave a tap running. Open the tap only when you are ready to rinse.
- Teach your children to shut the tap properly. Do not encourage them to play with water from taps and hoses unnecessarily.
- Do not use a hose to water your garden or plants. Please use a watering can instead.
- Do not use a hose to spray water when cleaning your car or motorcycle. Please use a bucket, sponge and/or cloth instead.
- Wash your vehicle less frequently. If possible, just wipe off the dirt.
- Do not leave a water leak unattended. Please repair all leaking pipes, taps and faucets immediately.





How to be “water-active”?

- Do not use a hose to clean your home or house yard. Please use a mop, broom, dust pan and/or vacuum cleaner instead.
- Please install “water saving devices” (WSDs) that will help you to save water with every use. WSDs include tap and shower fittings, dual-flush toilet systems and washing machines.
- Do not flush rubbish down the toilet. Please throw waste materials into rubbish bins.
- Teach your children to do as you do. Being “water-active” starts from home and they can help you to conserve water.
- If you spot a burst pipeline or pipeline leakage, please lodge a report to the PBAPP 24-hour Call Centre or send a text to PBAPP’s WhatsApp Business Account (WABA). **The contact number for a voice call or a text message is the same: +604 255 8 255.**



What is the target?

- The target is to reduce per capita domestic water consumption from 267 LCD in 2025 to 250 LCD in 2026 in Penang. It is more sensible to gradually reduce domestic water consumption.
- By using less water at home, we relieve Penang's water stress, especially during the prolonged hot and dry seasons.
- Please play your role to ensure water supply sufficiency in our home state.
- Please be “water-active” and use less water at home. Support the Penang State Government and PBAPP's drive to achieve water security for Penang now and in the future.

