

HOW TO SELL A BAD DEAL.

Covenment to launch advartising blizz to convince consumers that Delimara extension will 'pollute less' than Marsa – omitting to mention that the emissions limit was raised in 2009, and that the contract is under investigation by the Auditor General

KARL STAGNO-NAVARRA

GOVERNMENT is set to spend thousands in taxpayers' money on a drive to sell the Delimara Power Station extension to the public: despite the fact that the same contract is mired in controversy, and is still under investigation by the Auditor General.

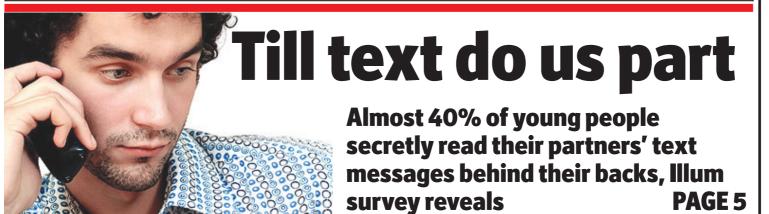
A number of TV personalities have reportedly been approached and are now being lined up to front an aggressive media campaign, aimed at promoting the 'environmental' aspect of the €200 million Heavy Fuel Oil project that was controversially awarded to Scandinavian conglomerate BWSC, already implicated in numerous overseas corruption allegations.

The new plant will also be producing 14,000 tonnes of toxic sludge a year, which will have to be exported at a significant cost.

Sources have confirmed with MaltaToday

that the campaign is being designed to sell the idea of the new plant as one that 'pollutes much less' than today's power station – hiding the fact that the level of national emissions had been raised un-announced to meet the HFO technology specifications, at a time when the adjudication process of the project tender was already under way.

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