

Make Every Drop Count

- Don Bosco Green Alliance campaign for World Water Day -

Water is easy to take for granted..If you are lucky enough to have constant access to it, we tend to forget that it is a resource that is requisite for human survival. Not everyone is lucky enough to have access to clean water. Population growth, climate change and pollution are disrupting the world's freshwater supplies. It is estimated that over 2 billion people live in countries experiencing high water stress (UN, 2018) and by 2040, one in four of the world's children under 18 – some 600 million in all – will be living in areas of extremely high water stress. (UNICEF, 2017).

As global freshwater supplies dwindle, a new problem is on the horizon - The commodification of water. As water scarcity increases, investors have started looking to water as the next big commodity. Goldman Sachs has claimed that water will be the 'Petroleum of the future'. However, if water does end up being the next big commodity to purchase, a certain, vulnerable portion of the world population will be priced out of purchasing it. Can we put a cost on something that is imperative for existence? In *Laudato Si*, Pope Francis says - access to safe drinkable water is a basic and universal human right, since it is essential to human survival and, as such, is a condition for the exercise of other human rights [LS30].

Water is the basis of Life and without it life on earth would not exist. While there have been many events and activities around water awareness from sanitation to its commodification and water wastage issues regarding water and its access still persist in our society. Hence, we would like to start of the Don Bosco Green Alliance's campaigns of 2020 with the focus on water. Two of the most important days in the initial months of the year focus on water - World Wetland Day and World Water Day.

World Wetland Day is celebrated annually on the **2nd of February**. It marks the date of the adoption of the Convention on Wetlands on February 2, 1971 when a small group of environmentalists signed an international agreement at the Ramsar Convention in Iran. Wetlands are important ecosystems of thriving biodiversity. They perform a variety of ecosystem services like storing carbon, removing pollutants, storm protection, food & water supply, supporting livelihoods and tourism.

22nd March is celebrated as **World Water Day** every year. In 2020, the theme for World Water Day is - Water and Climate Change. The ongoing climate emergency will have a significant impact on our planet's water cycle, water systems and sources of freshwater. Communities, industries and ecosystems all which rely on water stand to be affected directly or indirectly; by these impacts on the water cycle cause due to global warming.

With this context, we call upon our members to participate in our World Water Day campaign, consisting of events to Inspire Action. We would like to emphasize on the issues of clean water as a human right, water footprint or invisible water and the importance of protecting water bodies in our areas.

Objectives

- To create empathy surrounding the issue of water crisis
- To enable members to evaluate their water use and aim for optimum and efficient use of water in all member institutions
- To offer simple solutions to reduce water usage.
- Bring awareness towards the importance of saving water bodies in the neighbourhood

TimeLine

February 2020 - March 2020

Campaign Outline

The campaign will be divided into 2 sections - Inspire & Action. The inspire section will consist of activities that bring awareness to the current water crisis. This can include activities that highlight the importance of water & current issues plaguing freshwater bodies

Inspire

March for Water - In areas with water shortage, a person (mostly women & children) will, on average walk upto 6 kilometer (3.7Miles) to obtain potable water. Member organizations can organize a water march of 6k in solidarity & to raise awareness of this issue (<https://www.worldvision.org/clean-water-news-stories/walk-water-6k>)

Art Without Water - Organizations can organize art exhibitions with wherein no water is used. They can be themed around 'Water Conservation'

A day in the life - Documents / video essays from members detailing the amount of water they used everyday, in comparison to areas where water sources are lacking.

Photography Challenge - A member - wide challenge to share images of local water bodies wherein we can create a space to display the best pictures (perhaps on the alliance website)

Action

EarthEcho Water Challenge - The EarthEcho Water Challenge (formerly World Water Monitoring Challenge) is an international program that runs annually from March 22 (the United Nations World Water Day) through December and equips anyone to protect the water resources we depend on every day. The EarthEcho Water Challenge builds public awareness and involvement in protecting water resources around the world by engaging citizens to conduct basic monitoring of their local water bodies. (<http://www.worldwatermonitoringday.org/about>)

Water Audit - Members can perform a water audit of their organization to better understand the water usage within their organizations and identify areas wherein most water loss occurs.

Poster & Infographics - Members can display signages in areas where water loss occurs.

Grey Water Recycling - Setting up systems to ensure that the grey water generated by an institute is recycled.