



# Awareness to Action

## CHALLENGE STATEMENT

### Increasing Awareness to Drive Action on Water Issues

Currently, 3 out of 10 people do not have access to clean drinking water, and many communities are threatened by water scarcity, which continue to worsen due to increasing population growth and climate change. Only 1% of the Earth's water is freshwater, therefore it needs to be managed properly and conserved. Xylem works to address these global water issues in multiple ways, including through high-impact education activities and awareness campaigns, delivered in partnership with schools, universities, and youth-focused nonprofit organizations.

For this challenge, develop an interactive and engaging activity, presentation, or module that will increase awareness of an important water topic that you select. Your proposed educational module should be informative and include calls to action that can engage young people and even their broader communities in the ongoing work to address the water issues.







# Opportunity Areas

Your challenge is to:

1. Outline the key messages you want to deliver to your audience, and propose a creative delivery method such as an interactive presentation, game, book, art piece, music, sport-crossover, and more! Be creative and innovative, and use the examples shared in this Challenge Statement Packet for inspiration.
2. Select a platform(s) that best align(s) with your proposal to distribute and host your educational content. This could be a website, app, mobile game, social media platform, and more. Think about how this platform can help you to track engagement and the actions you aim to inspire.

Consider one of the following topics for your project, or select another water challenge that may impact your own community:

- Safe water, sanitation and hygiene practices
- Protection of water resources
- Responsible water consumption
  - Note: Consider how water is used throughout the supply chain, not just in the household
- Regardless of the overarching topic you choose, focus on a water challenge that can be addressed through individual and collective action by the audience you reach.





# Opportunity Areas

## Consider the following:

- *What information do you want to relay?*
- *How can we engage the general public on this issue and get their support?*
- *What actions would be most impactful for others to take?*
- *How can you measure progress – both of engagement with your materials, and of the actions you aim to inspire?*
- *What behavior change levers can you incorporate in your modules?*
- *Technology or modality to the proposed solution must be indigenous or readily available and accessible to your target community.*

Smartphones are used by 86% of people globally, and on average, people spend 3-4 hours on their phone per day ([Source](#)). We carry our phones everywhere.

- *Can you maximize this opportunity to design something mobile friendly?*

Effective awareness raising tools encourage people to share the information they have learned with others.

- *How can your design encourage users to share what they have learned?*





# Awareness to Action

## BACKGROUND

Global water challenges are escalating. Currently, 3 in 10 people do not have access to safe drinking water, and many communities are threatened by water scarcity, which is exacerbated by population growth and climate change.

Those who have water access face challenges of affordability, with aging infrastructure and unauthorized use of water costing \$40 billion of clean water to be lost annually, driving prices up for water users. 90% of natural disasters are water-related, and extreme weather events and sea level rise are straining our infrastructure and displacing communities.

**We need to act now, and act together.**

Map of areas of high or extremely high water vulnerability<sup>6</sup>



<sup>6</sup>Water stress, interannual variability, seasonal variability, and groundwater table decline were derived from the WRI Aqueduct Water Risk Atlas, drought events derived from the UNEP Global Data Risk Platform, and drinking water service level data were derived from the JMP data set.

Unicef: Water Security for All



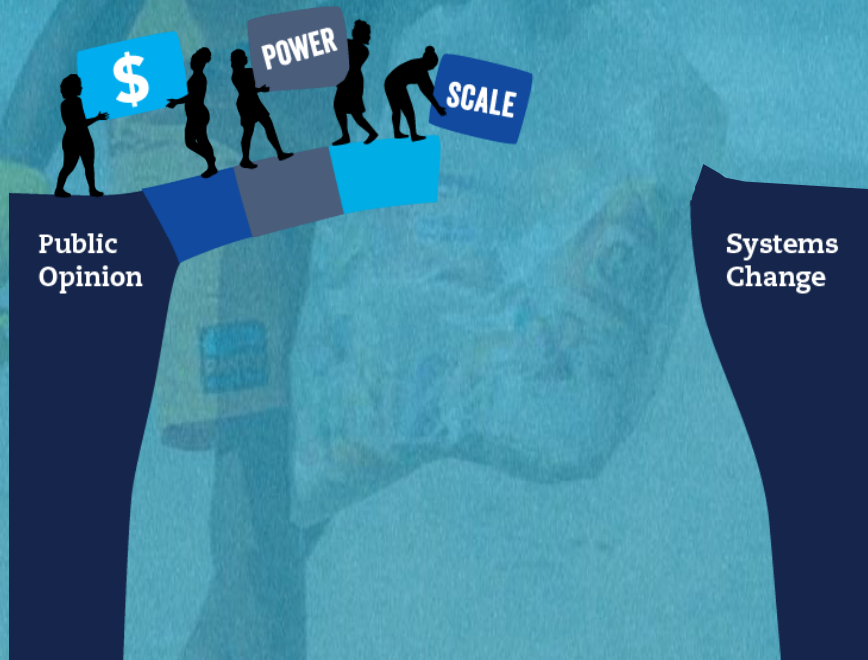


# Awareness to Action

## BACKGROUND (Continued)

*Collective action* is the concept of an action being taken together by a group of people whose goal is to enhance their condition and achieve a common objective. As governments, companies, and citizens we all play a crucial role.

Xylem uses partnerships, such as with Manchester City, to create a groundswell of **public support for bold actions on water and climate change** – by individuals, businesses, and governments.







# Resources

→ **The Flushing Challenge – Designed by Xylem Employees & Educators from nonprofit organization, EarthEcho International**

→ The Flushing Challenge educates primary school aged children (ages 5-11) to understand how flushing our toilets at home can have an impact on the greater ecosystem. Establishing an understanding of how wastewater is treated, the challenges community infrastructures face when non-flushables are flushed, and how those actions directly affect the environment.

→ Educators, club and afterschool program leaders are encouraged to present the materials to their students and use Earth Echo's Flushing Challenge Pledge via [www.monitorwater.org](http://www.monitorwater.org). They can then track their participation and actions on the site.

→ All workshop materials are free and the materials available online here:

→ [Program Overview](#)

→ [Program slides](#)

→ How did the Flushing Challenge come to be? View the Challenge Statement 3 Webinar to hear from the Xylem employees who created the program. They'll share how they broke down their project into parts, set measurable goals, and identified partners that could bring their idea to life.



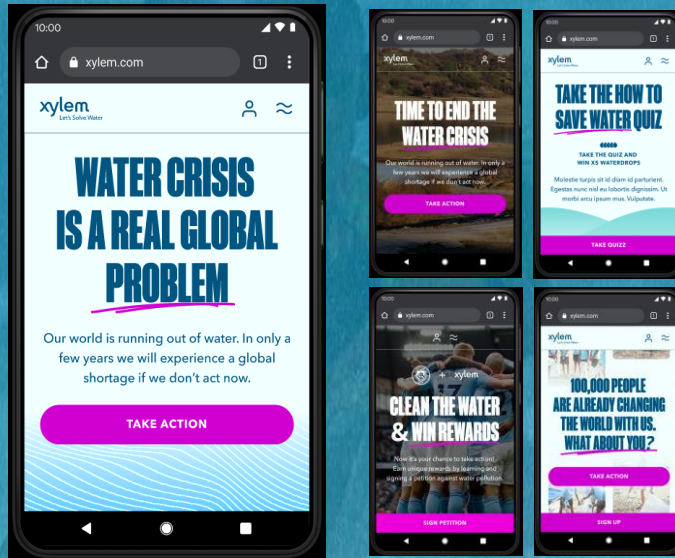




# Resources

→ Explore the Water Heroes Hub: [waterheroes.xylem.com/en-us/](https://waterheroes.xylem.com/en-us/)

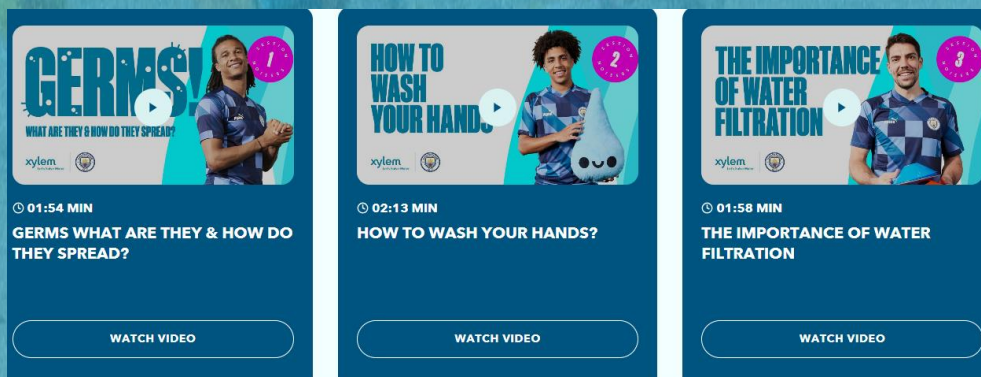
→ Xylem and Manchester City use this platform to host educational and engaging content that helps visitors take action to address water challenges



## WASH & Football Education Series

→ Inspired by activities delivered by young Water Heroes around the world, we created a collection of Football drills that deliver important messages about water.

→ View here: <https://waterheroes.xylem.com/en-us/wash-football/>







# Resources and Data

## Sources of Information

- Wise on Water – Explore articles published by this business-to-business marketing and PR agency specializing in partnerships with technology and engineering companies in the water and wastewater sector.
- <https://www.southernwater.co.uk/water-for-life/education/activities>
- <https://www.smartwater.org.nz/quiz-people>
- <https://www.smartwater.org.nz/water-saving-tips/test-your-knowledge/>
- <https://atglaciersend.com/>
- <https://www.instagram.com/theslowfactory/>
- <https://yourplanyourplanet.sustainability.google/>

## SUBMISSION INFORMATION

- Please refer to the official rules
- Up to 5 members per team
- **5–7 min video presentation demo about your project**
- Judging will base of three criteria: Impact, Innovation, Challenge Fit and Feasibility