

## Take Action – Tell the story about your water project

### World Water Day, March 22nd 2024

**News of a partnership with UNEP:** <https://www.unep.org/technical-highlight/unep-rotary-partnership-aims-safeguard-freshwater-sources>

### ***IF YOU OR YOUR CLUB HAS A WATER PROJECT***

#### **Suggestions about what to do on that day:**

#### **Idea 1: Prepare a social media post with photos or videos:**

**Case 1:** If a club/district organized a clean water related project in the past, it is a great idea to use the visuals from that specific project to promote World Water Day and Rotary's commitment for providing clean water in general afterwards. The story of the project could be summarized in text and used in the post along with the visuals.

**Case 2:** If no water related project has been done before, then the clubs/districts can use Rotary brand center suggested & licensed visuals to create a social media post and add their club logos on it, or at the end of a photo gallery. Besides, a short motto/slogan style or an informative text can be added to the social post. For example: "Support our actions for providing clean water by donating to Rotary: link", "Keep the water clean by doing this and that...", "Save the water by doing these 10 things". Such short useful information can be helpful in some ways to attract more audience to your social media post.

#### General warnings:

- Keep the text short on social media posts as it won't be read fully by the audience if the text is too long. Instead, add the related links to learn more about the topic, e.g. "to learn more about our commitment to provide clean water, please visit: <https://www.rotary.org/en/our-causes/providing-clean-water> "
- Use tags and hashtags to reach more people with that post.
- Consider boosting the social media post with a small budget to engage with people who are not only in the Rotary environment and attract potential members/volunteers.
- Add call-to-action message in social media post, remember to add the important links and ask people's support at the end of the text written for the post: <https://my.rotary.org/en/donate> choose "Area of focus" then "Water, Sanitation and Hygiene" and then choose the amount you want to donate.

**Photos:** use photos from your projects. Enclosed is a slide that may be used along your own photos.



# World Water day

March 22, 2024

Read more about Rotary's work



**Suggested hashtags:** #providingcleanwater #worldwaterday #worldwaterdayrotary #peopleofaction #rotaryinternational

**Suggested tags:** - Rotary International accounts on social media,

- Related Rotary and Rotaract District social media accounts,
- Related District Governor accounts and DRR accounts on social media.
- UNEP (United Nations Environment Programme (UNEP) social media account.

## ***IF YOU OR YOUR CLUB WANT TO TAKE ACTION ON MARCH 22***

**Idea 2: Organize a day-project/challenge on World Water Day, March 22nd.**

Similar to the area (forest, beach) cleaning projects, daily actions done by many Rotary and Rotaract clubs around the world, it is a good idea to organize a day-long action/challenge during this specific day and share the news and outcomes of it on social media accounts. For inspirations about what to do simply, please see some suggestions below and e.g. number 5 is a good option to create a day-activity in your community on the World Water Day.

Brainstorm with your club/district about some of these options below and see how you can create a day-action around these practical ideas:

### **1. Save water in obvious ways.**

Think: shorter showers and fewer baths and turning off the tap when you're brushing your teeth, doing the dinner dishes, or cooking.

### **2. Keep pollutants out of your water.**

Don't pour obvious pollutants down the drain or into your toilet, such as oils, medicines and chemicals.

### **3. Eat local.**

Shop locally for in-season ingredients and products, since these are usually made with less water.

### **4. Protect nature.**

Use natural solutions that help reduce flooding and store water for future use. Some examples: planting a tree, installing a [rain garden](#), or using rain barrels.

### **5. Clean up the planet.**

**Engage in local clean-ups of your community's rivers, lakes, wetlands and beaches—or organize one yourself!**

### **6. Shop for sustainable (not fast) fashion.**

Did you know it takes 10,000 liters of water to produce just one pair of jeans? This equates to how much the average person drinks in 10 years. Check out these [sustainably minded fashion companies](#).

### **7. Don't waste food.**

When it comes to what's left on your dinner plate, what you do with it can make a big difference. Approximately 1/3 of all food produced on the planet is either lost or wasted. Learn how to [cut down on food waste with these 15 tips](#), from storing food the right way to picking "ugly" fruits and veggies. You'll reduce the demand on agriculture, one of our biggest water consumers. And speaking of food ...

### **8. Eat plant-based meals a few times a week.**

According to the UN, "It typically takes between 790 and 1,320 liters of water to produce 2.2 pounds of rice, 528 liters for 2.2 pounds of soya, 237 liters for 2.2 pounds of wheat and 132 liters for 2.2 pounds of potatoes." Compare that to an estimated 1,847 gallons of water to produce 1 pound of beef.

(Source: <https://www.nathab.com/blog/10-ways-to-celebrate-world-water-day>)

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**Resources that can be used:**

Info about Rotary's area of focus for providing clean water: <https://www.rotary.org/en/our-causes/providing-clean-water>

***IF YOU OR YOUR CLUB WANT TO DONATE ON MARCH 22***

**Idea 3: Donate on World Water Day, March 22nd.**

You or your Club can make a fundraising event in connection with World Water Day or you can make a donation on the day.

You can make a call-to-action message in social media post, remember to add the important links and ask people's support at the end of the text written for the post:  
<https://my.rotary.org/en/donate> choose "Area of focus" then "Water, Sanitation and Hygiene" and the choose the amount you want to donate.

**Suggested hashtags:** #providingcleanwater #worldwaterday #worldwaterdayrotary #peopleofaction #rotaryinternational

Your Regional Leaders in Zones 17 & 18