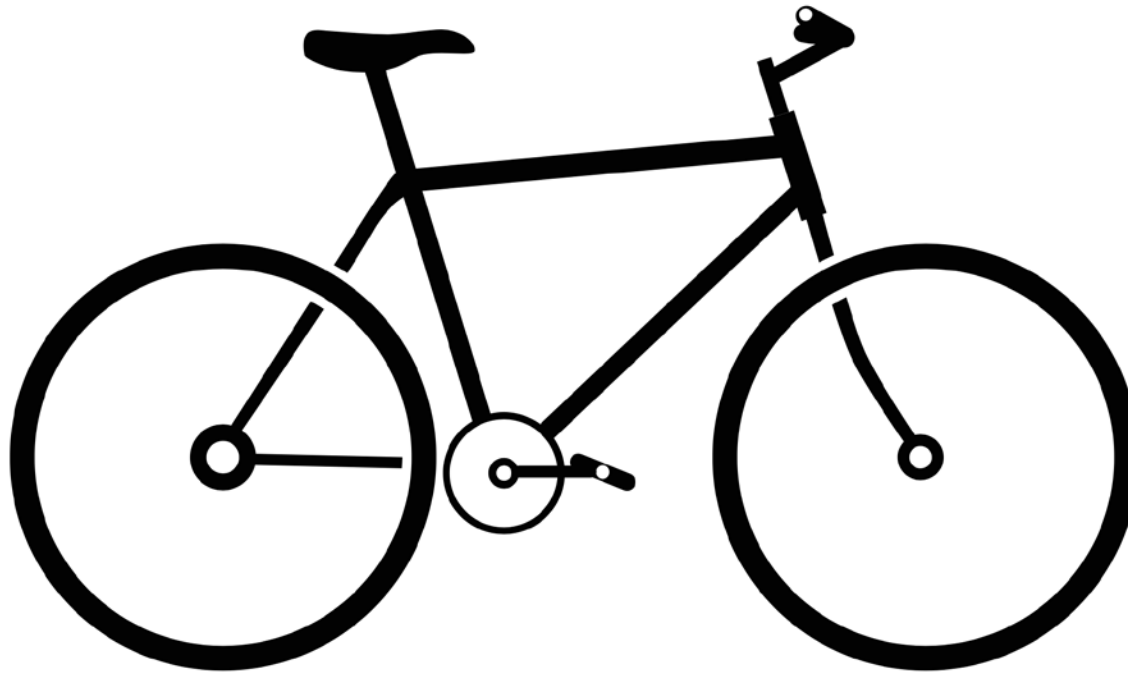




World Water Day

2018- Nature for water

**2.6 BILLION
PEOPLE**





falling off the bike



instagram

Follow

instagram Photo by @nekojimateibu
A majestic feline takes a leap of faith in Japan. 🐱 #TheWeekOnInstagram

Load more comments

juangg49 o

juangg49 hi

juangg49 Hi

bubun_satpathy Cute

zahra_sadat_azimi Vaaaaao oh m.. fucco

elpidakandila haha so cute!

tatildenizkeyfi 🍷💚💚💚💚💚💚

karselfz El gato volador

hellyshahoffci Hello

alex_wolfgan Its a supercat!))

alex_wolfgan Its a supercat!))

schreiber.marla And the cat jumps over the



1,589,865 likes

AUGUST 19

Log in to like or comment.

Falling off the bike #2





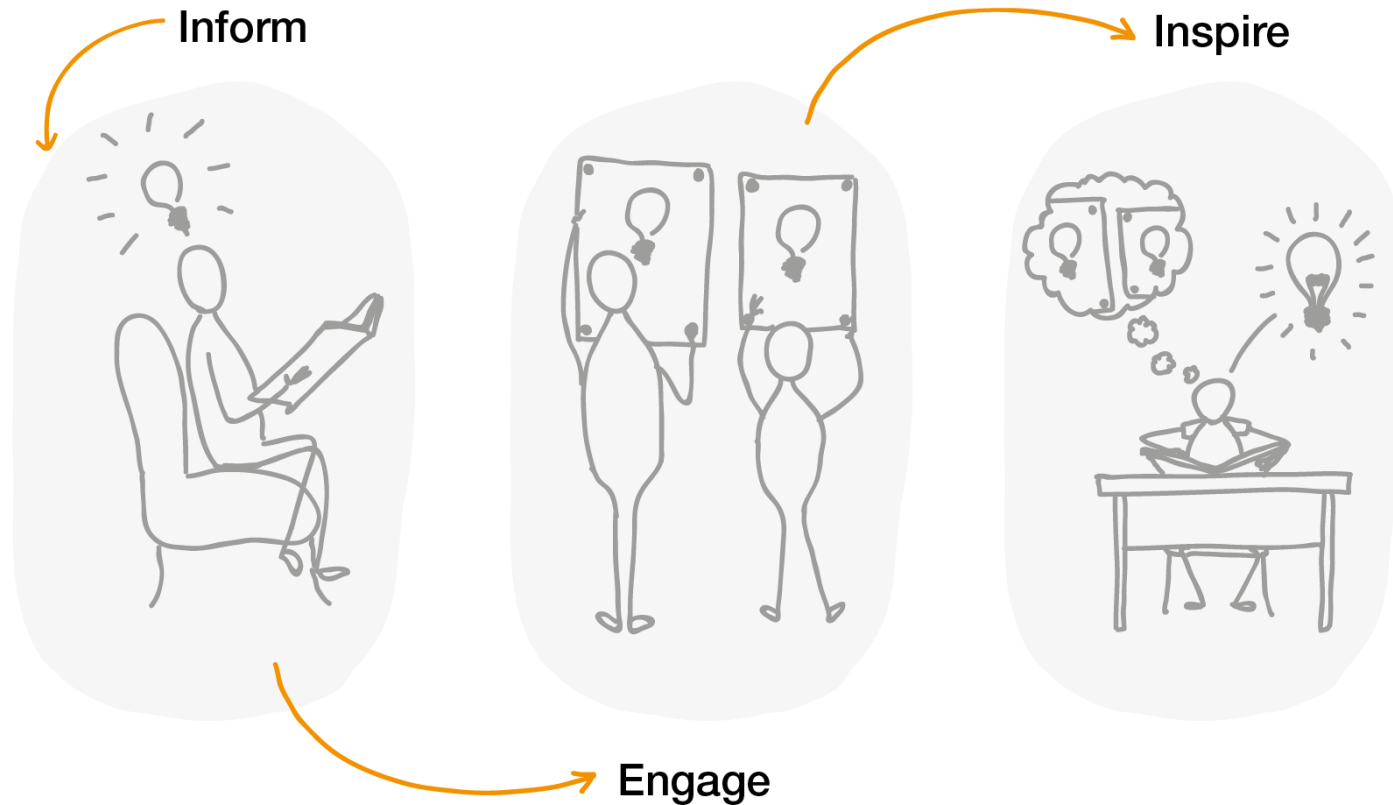
water is **health**

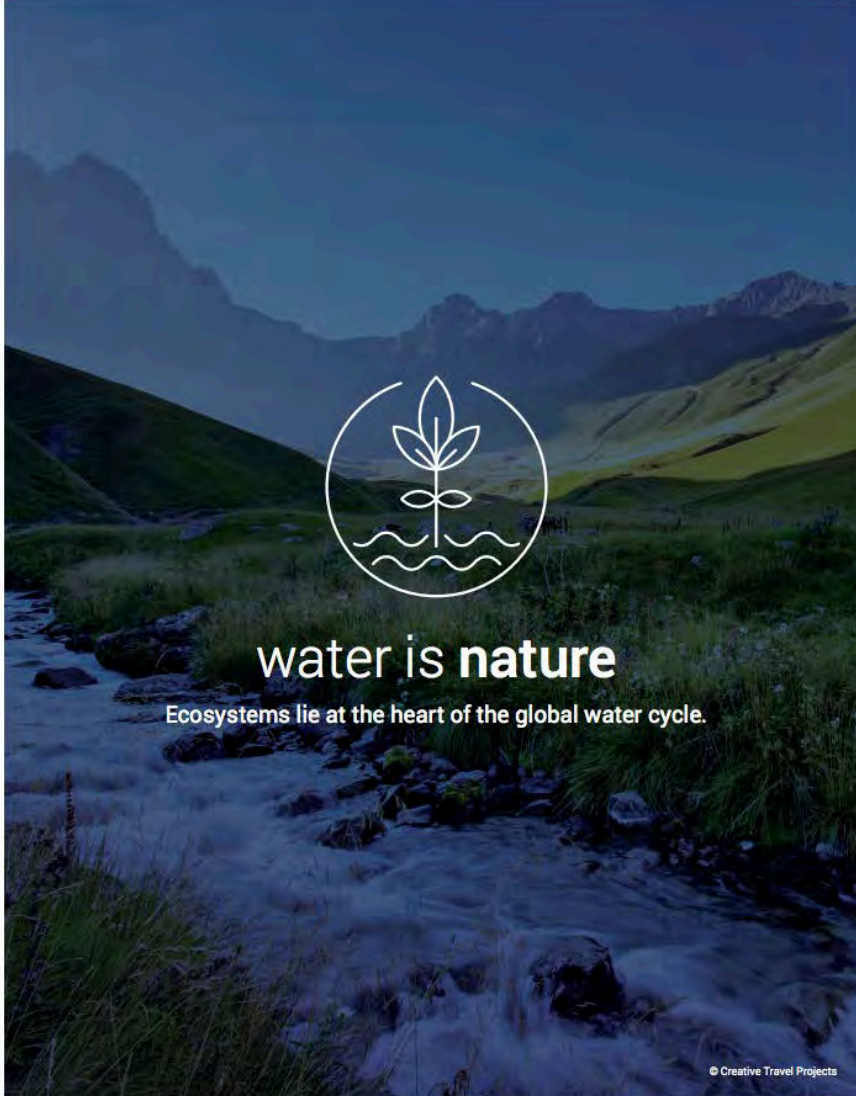
Iker Casillas

UNDP Goodwill Ambassador in support of World Water Day

#WaterIs @UN_Water #WorldWaterDay

25 years of World Water Days





#WaterIs Nature

The influencers



UN WATER
22 MARCH
WORLD WATER DAY



Get involved

- Share information material
- Organize activities that inspire others
- Align social media messages
- Use and download material freely
- Let us know if you want to contribute (translations, storytelling, web)
- Let us know what you need



Thank you.

Do what you can, do it with others, and do it with passion.

- Guy Ryder, Chair of UN-Water, on the power of individuals to change the world.

Photo credit: alobos Life via Foter.com / CC BY-NC-ND

What is World Water Day?

World Water Day, on 22 March every year, is about taking action to tackle the water crisis. Today, 1.8 billion people use a source of drinking water contaminated with faeces, putting them at risk of contracting cholera, dysentery, typhoid and polio.

The Sustainable Development Goals, launched in 2015, include a target to ensure everyone has access to safe water by 2030, making water a key issue in the fight to eradicate extreme poverty.

In 1993, the United Nations General Assembly officially designated March 22 as World Water Day. World Water Day is coordinated by UN-Water in collaboration with governments and partners.

Find out more about this year's theme: [wastewater](#)



Photo: Duda Arraes via Foter.com / CC BY-NC-ND

WEBSITE

100 stories published online
400K page views
40K downloads of material

Swedish Radio

Policy



Social media



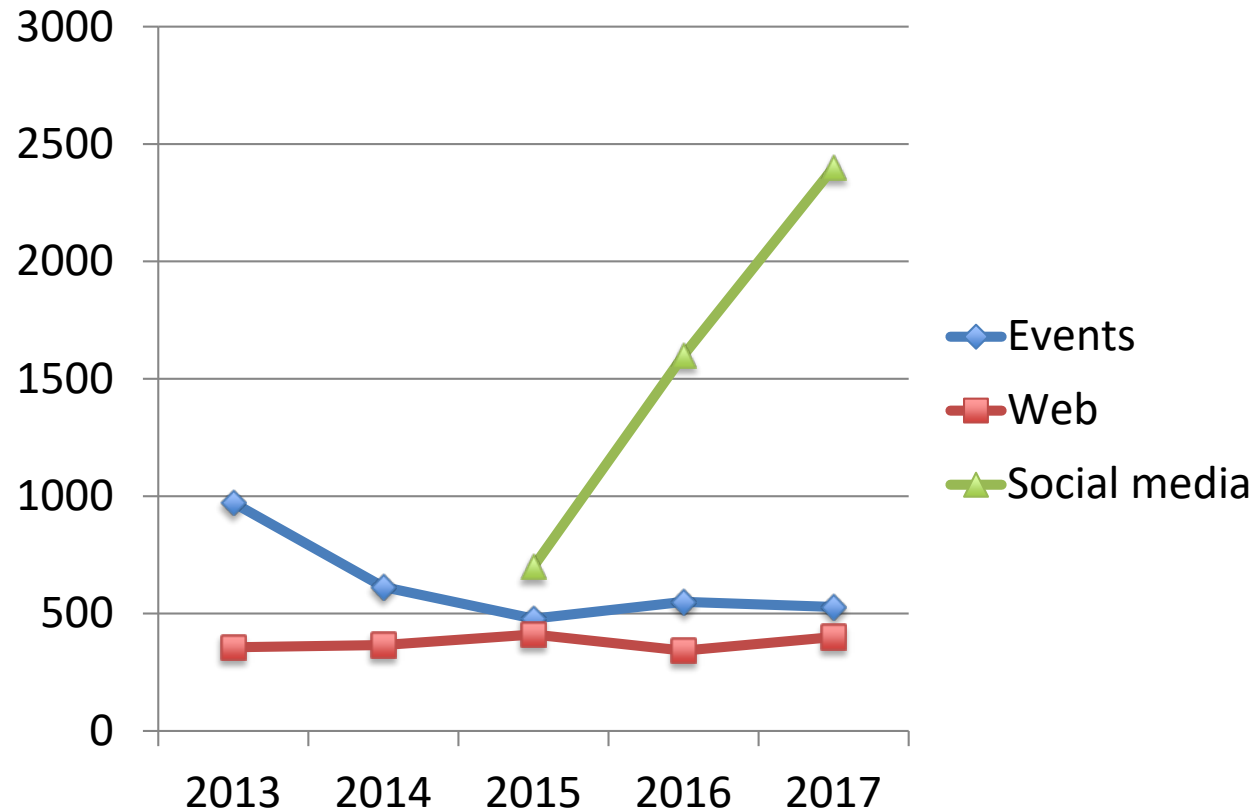
+50% in maximum potential reach from 2016 (**2.4 billion people**)

8/10 mention **#WorldWaterDay** or **#Wastewater** in 2017

India **most active** country on social media

100% more effective when **aligning messages**

Trends?



Examples: Policy discussions



Nigeria



Italy



Cuba

500+ global events

World Water Day 2017

Please fill out the form and tell us how we can do more to help you around World Water Day in the future.

Is this the first time you celebrated World Water Day?

Yes

No

What type of organization do you represent?

NGO

Association

Public sector

UN and intergovernmental organizations

Private sector

Community

Educational institution

Other

What type of activity did you organize or participate in?

Educational activity

Exhibition and/or conference

Debate or workshop

FEEDBACK

- Earlier issuance of material
- More translation or available open source
- More recognition of people's actions