World Water Day

2018- Nature for water

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2.6 BILLION PEOPLE

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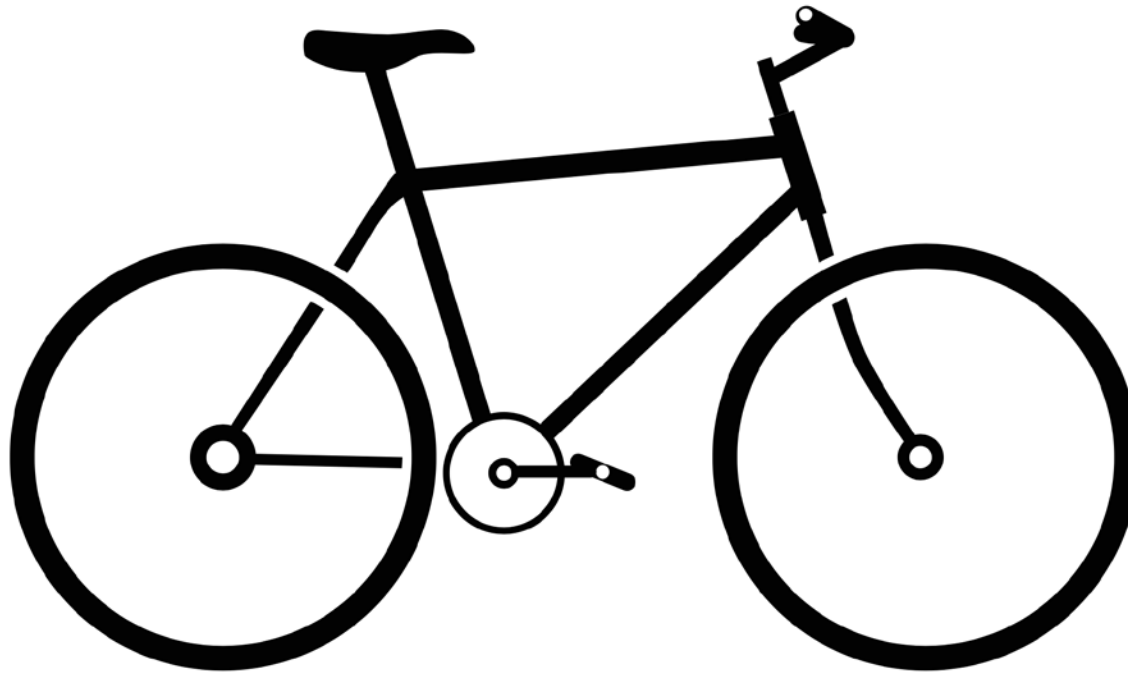
alling off the bike

Follow

instagram Photo by @nekojimakeibu
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.. fuccc

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 th

♡ 💬

1,589,865 likes

AUGUST 19

Log in to like or comment.
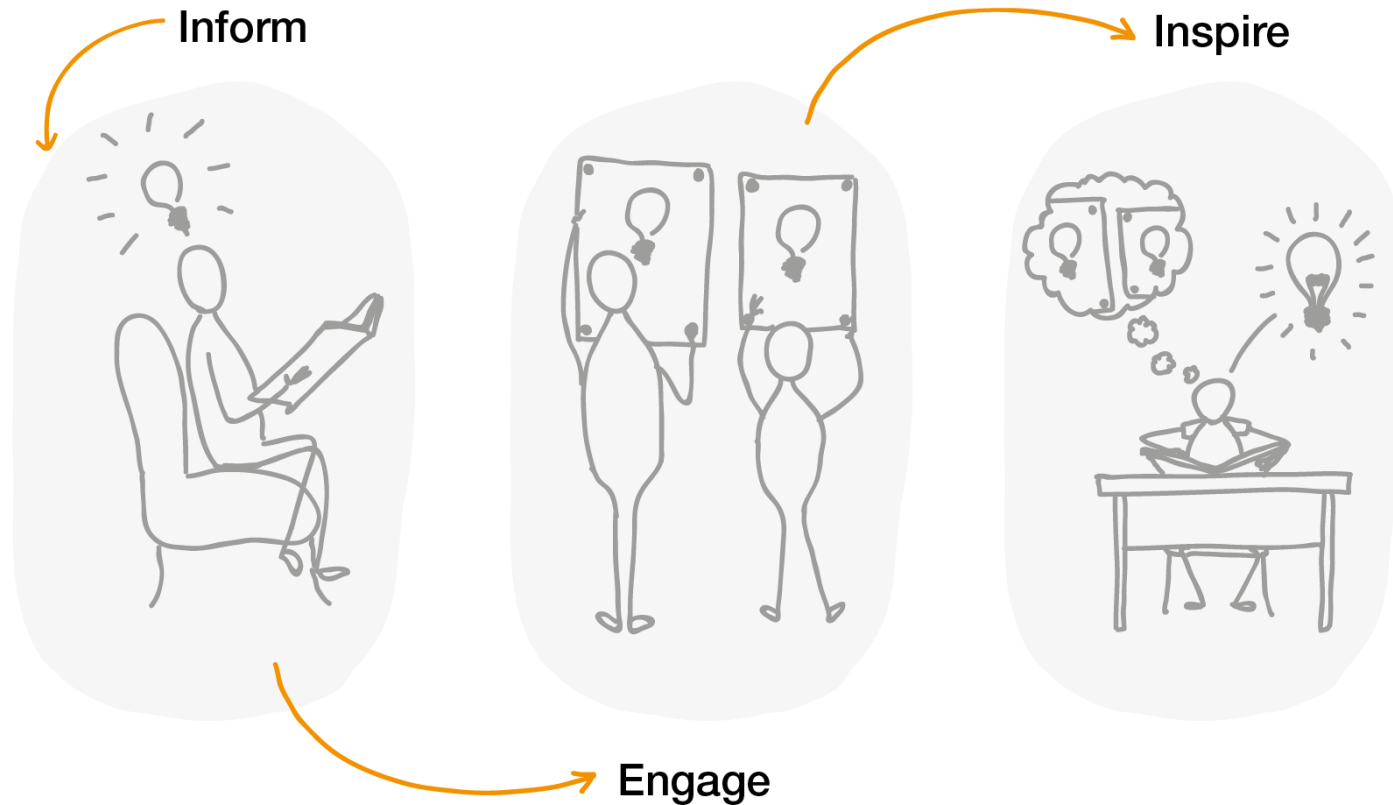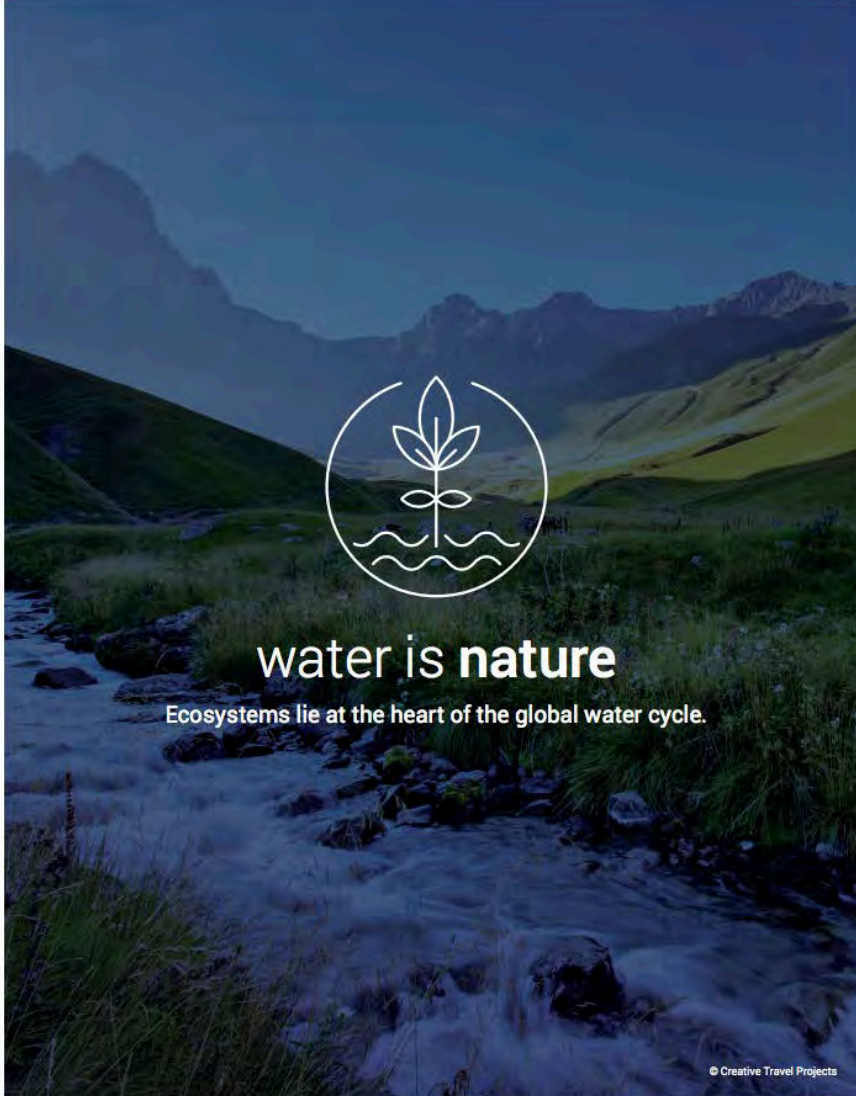
Falling off the bike #2

water is **health**

Iker Casillas

UNDP Goodwill Ambassador in support of World Water D

#Water**Is** @UN_Water #WorldWaterDa

25 years of World Water Days

Inform

Engage

Inspire

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water is **nature**

Ecosystems lie at the heart of the global water cycle.

© Creative Travel Projects

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22 MARCH
WORLD WATER DAY 2015
WATER AND SUSTAINABLE DEVELOPMENT

#WaterIs Nature

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The influencers

YOUR
FAVOURITE ARTIST
ALSO CARES

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Poland

The Netherlands

Bangladesh

Switzerland

Italy

United States

ndia

Japan

Mexico

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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

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Thank you.

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WEBSITE

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

Swedish Radio
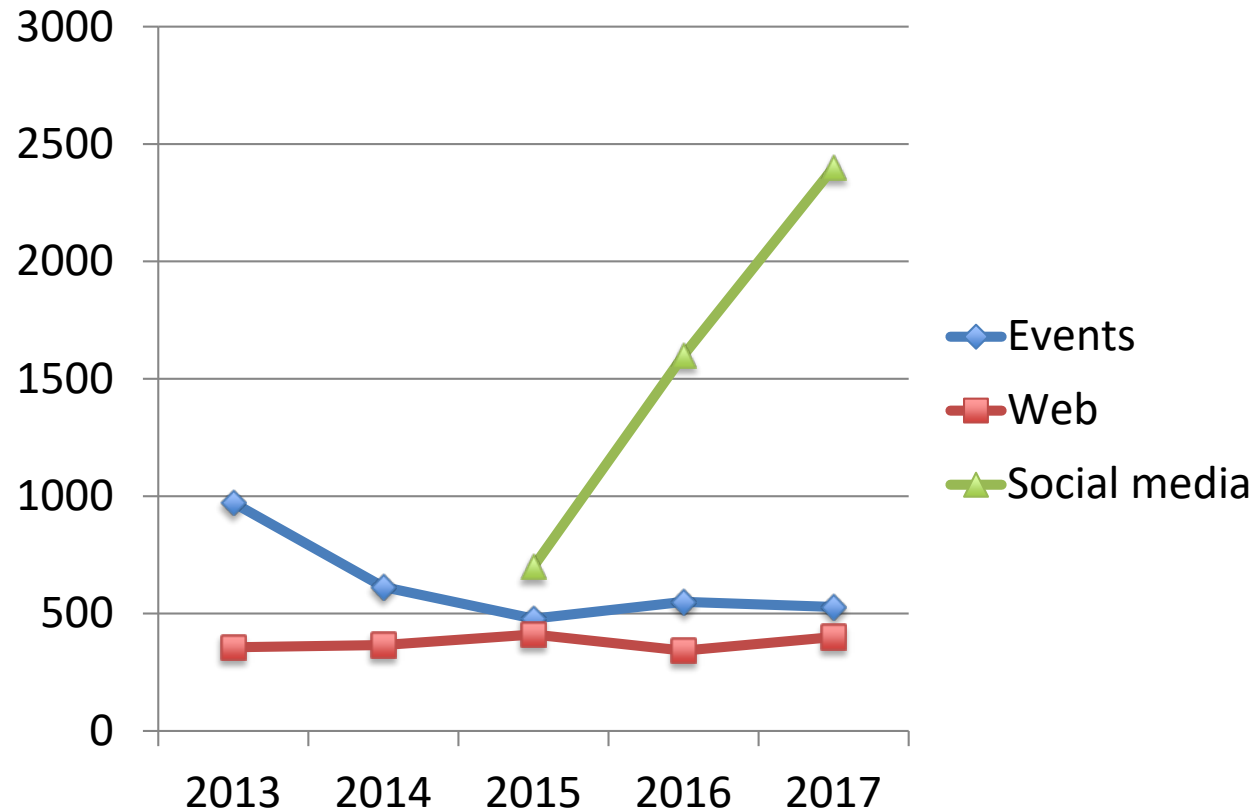
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Policy

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?

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Examples: Policy discussions

Nigera

Italy

Cuba

500+ global events

FEEDBACK

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

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