



Name: Katy Newnham, Founder, Wastebuster

In alignment with the UN Water Strategy, we believe in the power of education for action.

Formed in 2006, Wastebuster is a leading not-for-profit on a mission to educate, inspire and empower children to care for the environment. Using entertainment for social change and campaigns designed to show children how they can make an individual and collective impact.

Wastebuster work with industry, governments, NGOs and academics to share intelligence, resources, and finance to develop education programmes and community engagement campaigns designed to unlock social, economic, and environmental benefits for the societies in which they operate.

Working with over 24,000 schools in 94 countries, Wastebusters has become one of the largest, free online environmental education programmes in the world with our campaign platform 'The Pod'. Our campaigns reach over 5 million children and their families.

As part of the UN's Water Action Decade, we propose to work with education NGOs and cross-sector stakeholders to deliver a Water Week campaign to bring children and young people together in our network and worldwide to take action to support delivery of the UN-Water 2030 Strategy.

Water Week 2024 will support delivery of accessible, appropriate, and high-quality education for children and young people Not only to teach, but to ensure young people and their families are informed, educated, and empowered to take positive action.

The inaugural Water Week 2024 will bring young people together to consider the importance of water conservation. The theme will be water pollution and the focus will be on actions we can all take to prevent it. Whilst exploring opportunities to amplify UN World Water Day and the World Water Forum in Bali 2024.

We believe multi-stakeholder collaboration is key to ensure the education is accessible, comprehensive, relevant, and appropriate for all children and young people.

We will issue a call for governments and NGOs willing to commit to localise, promote and celebrate Water Week in their country, to join the movement as partners to support engagement of schools, children, and young people in their communities.

Water Week will help facilitate a global webinar conference with inspirational talks and panel discussions from water ambassadors, innovators, technologists, scientists, conservationists, young activists and more.

We will seek out the most informative and inspirational films to screen throughout the week and will produce a single film by inviting 100 young people, in 100 countries to film their experience of water pollution and/ or the solutions to local issues. Which will be collated into a single short documentary story, to broadcast on a dedicated film channel throughout the week. Online debate workshops will be facilitated for students to share their thoughts on the films and experiences of water pollution,

with other students' schools across the world. To enable different perspectives and ideas to be shared.

We will invite song writers and popular musicians to share their songs to promote key messages and enable live performances and to inspire young people to want to be part of the movement. Additional resources will be developed to bring learning to life in classrooms worldwide, to explore what can be done to make a difference – with sensitivity for the changing needs of different regions.

We will empower young people by inviting them to submit photos holding their pledges to prevent water pollution and we will share their pledges to inspire others to engage.

Social, economic and environmental data on the impact of Water Week's activities will be measured and shared to celebrate achievement and to demonstrate progress towards delivery of the SDGs.

Water Week will not only aim to deliver appropriate knowledge for schools in accessible ways, it will provide a missing link – an engagement opportunity for young children and a progressive pathway of learning content for 4-16 year olds. If successful, Water Week will be made an annual or biannual campaign, along with our other popular campaigns, Waste Week and Switch Off Fortnight that have been running since 2011. To ensure the education and action week for children enters schools calendars and become part of the fabric of school life as a way for communities to be empowered in support of the Water Strategy and SDGs.