



UN
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CONFERENCE

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UN 2023 Water Conference Side Event

Be the Drop that Shapes the Wave: Changing the story through the power of water and art for SDG6

[Thursday, March 23, 6-8:00 pm (ET), Le Skyroom, FIAF, 22 E 60th St, New York, NY, 10022]

Organized by: [One Drop Foundation, the Inter-American Development Bank (IDB), FEMSA Foundation, Coca-Cola Foundation, Orbia, and the Stockholm International Water Institute (SIWI)]

TWO PAGE MAXIMUM

Background on the event (one paragraph)

In this emotive session, artists from Latin America, Inma Barrero, a New York-based artists and more than 100 actors from various sectors presented “Be the Drop that Shapes the Wave” a co-created water-themed art installation. This social art project fostered engagement and ownership within the community, as seen in the Lazos de Agua program. The installation inspired deep reflection on our relationship with water by recognizing the power of individuals to create and shape a water secure future. After its initial exhibition in New York City on March 23rd, the project will travel to other locations to raise awareness about the need for water action and serve as a reminder of our individual and collective commitments. Participants in this session delved deeper into the One Drop Foundation's Social Art for Behavior Change™ (SABC) approach. The installation, co-created over a two-month period, brought together artists from Latin America, children and youngsters from public and private schools in New York, as well as governments at the Municipal, State and Federal level, entrepreneurs, and other representatives from the social and private sector, [youth networks](#), and academia from more than 15 countries who were divided in different on-site and virtual workshops.

During the session, youngsters who participated in the co-creation raised their voices, sharing how their vision and perceived value of water has changed, and how they realised the

importance of each action to achieve a future with water, recognizing themselves as actors of change.

Water Action Agenda (one paragraph, if possible, please include the link to your commitment in the [Water Action Agenda database](#))

-The Inter-American Development Bank (IDB), FEMSA Foundation and One Drop Foundation committed to accelerate their efforts to provide sustainable access to water and sanitation to one million people more by 2030 in Latin America and the Caribbean, building on the success and learnings of Lazos de Agua program.

Key Issues discussed (5- 8 bullet points)

- Access to water and sanitation is a privilege that everyone should have access to, and it is a shared responsibility.
- Water should become more relevant in the fight against climate change, poverty, and gender inequality.
- Indigenous and rural populations suffer the most from lack of access to water and sanitation.
- Change can be amplified and sustained through social art. One Drop's Social Art for Behavior Change™ approach is based on this concept to improve water, sanitation, and health (WASH) throughout Latin America and the Caribbean and puts communities at the center of its' efforts.
- Be the Drop that Shapes the Wave is another way to say that all our efforts count, and we can all contribute to make a water-secure future.
- A memorandum of collaboration was signed and announced between the Inter-American, Asia and Africa Development Banks to promote sustainable and innovative rural WASH services through south-south exchange and cooperation.

Key recommendations for action (5 - 6 bullet points)

- Universal access to water and sanitation should be based on the principles of fairness, equity, solidarity, and social justice.
- We need to foster collective thinking and action, as exemplified by the art piece, which was co-created with participants from more than 15 countries.
- We can all help and reduce our water waste by taking shorter showers, turning off the tap when they brush their teeth, avoiding fast fashion, and consuming less meat, and by lowering our consumption rates in general. All our decisions count.