

# **WORLD WATER DAY 2023**

**EVERYTHING YOU NEED TO SHARE OUR  
MESSAGES FOR  
WORLD WATER DAY  
UN WATER CONFERENCE  
OUR NEW POLICY PAPER**

# THIS WORLD WATER DAY ALIGNS WITH MULTIPLE ACTIVITIES RELEVANT TO DIFFERENT AUDIENCES. HERE ARE THE THREE AREAS OF ACTIVITY WE HAVE PLANNED THIS YEAR

## World Water Day

As always, World Water Day is 22 March and we will be sharing messages in celebration across our social media channels.

## UN Water Conference

The UN are hosting a conference dedicated to water for the first time since 1977, from 22 -24 March.

We will be attending, and sharing key messages before, during, and after the conference.

Launching our new policy paper: *Ending the water, sanitation and hygiene crisis together: Policy priorities for accelerating progress*

This policy paper is aimed at governments, development partners and the private sector.

**HELP AMPLIFY OUR CALLS TO ACTION BY SHARING OUR SAMPLE SOCIAL MEDIA POSTS ON YOUR CHANNELS, AND RESHARING CONTENT WE POST.**

# WHAT WE'RE CALLING FOR

## World Water Day

We're reminding **public audiences** that everyone should have clean water, decent toilets and good hygiene by 2030. We're calling on individuals: **tell your government to play their part.**

## UN Water Conference

We're calling on **governments, businesses and development partners** to work together, to **implement the right policies to accelerate progress towards universal access to WASH.**

## Policy paper

**We're calling on governments to... Act now to make SDG6 a reality by 2030** by making water, sanitation and hygiene a top national priority and champion these as the key drivers of economic progress, development, health, gender equality and climate resilience.

**Provide more, better quality finance for water, sanitation and hygiene.** A fundamental shift in the scale of financing is needed. Governments, international organisations, donors and business must lead the way.

**Collaborate and work together** with businesses and international organisations to remove barriers and accelerate progress on making clean water, sanitation and hygiene available to all.



# WORLD WATER DAY

World Water Day is celebrated on 22 March annually. This year, **the United Nations (UN) theme for the day is [Accelerating Change](#)** to solve the water and sanitation crisis.

## Sample social media posts

It's not right that 1 in 10 people around the world still don't have clean water. Share if you agree.

Today 1 in 10 people still don't have clean water close to home. Why isn't more being done?





# UN WATER CONFERENCE

From 22-24 March, the UN is hosting the [UN Water Conference](#), the first for nearly 50 years. This is a **critical opportunity** to shine a light on the water crisis, and how to solve it. The conference marks the **midpoint of the UN Decade on Water**, and the halfway point to the Sustainable Development Goals deadline in 2030.

## Sample social posts

There are just 7 years left until 2030 – the year world leaders promised everyone around the world would have clean water, as part of the Sustainable Development Goals. But at the current rate of progress, that promise will be broken.

**WORLD  
LEADERS:  
  
TIME IS  
RUNNING  
OUT.**

**IT'S 2023.  
  
WHY ARE WOMEN  
STILL SPENDING  
200 MILLION  
HOURS A DAY  
WALKING  
FOR WATER?**



# OUR POLICY PAPER

***Ending the water, sanitation and hygiene crisis together: Policy priorities for accelerating progress***

Water, sanitation and hygiene (WASH) are vital to economic development, improving health, tackling gender inequality and building resilience to climate change.

A new policy paper sets out a series of recommendations to countries working to accelerate progress towards sustainable and safe WASH services for all.

Please look out for the launch of the paper across our channels in the run up to World Water Day and beyond

