

Beyond the Data: How can great research affect change?



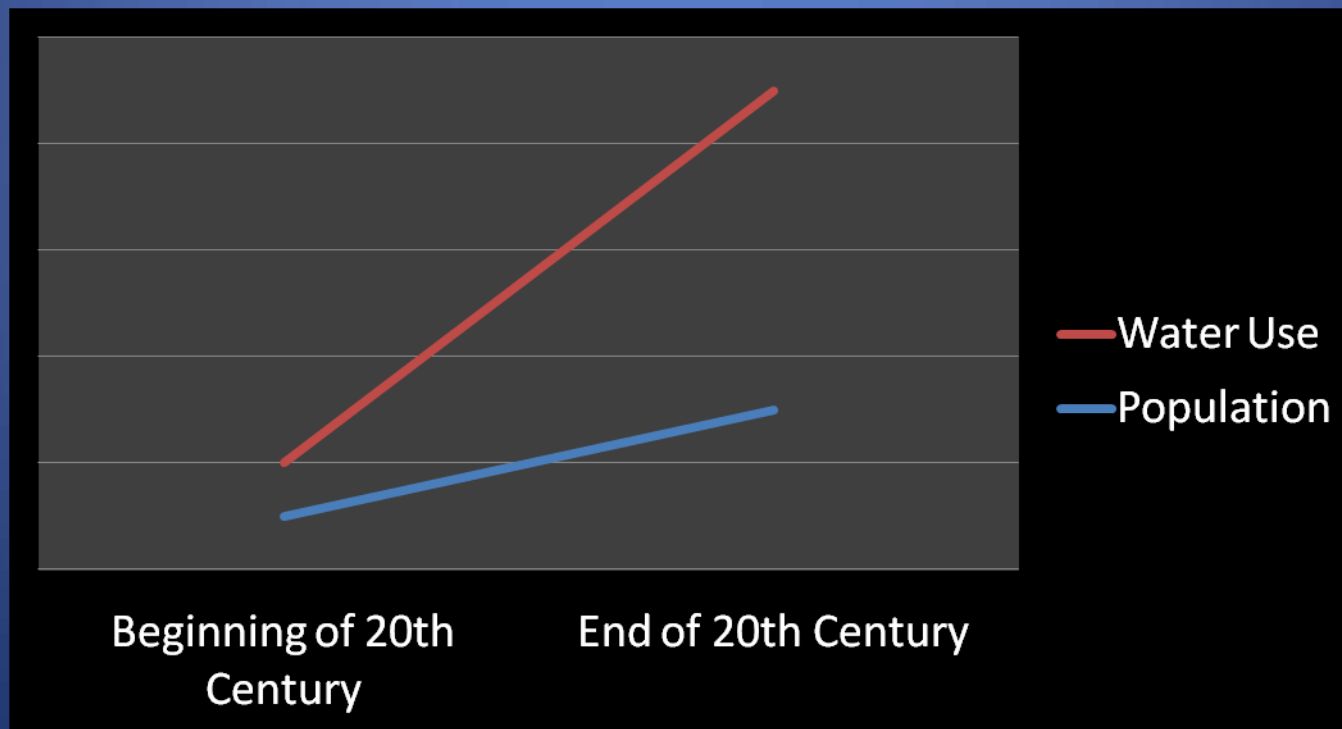
John Etgen
CEO
Project WET Foundation



Water covers 71% of the planet, but only
.003% is available to drink.



In the 20th century the world's population tripled and the use of water grew **6x**.



Water, education and health are closely connected in every society on earth and have been for centuries



The Indus Civilization, which produced the first cities around 2500 BC, also built the first sewers. These sewer systems were developed with manhole covers so they could be cleaned and unblocked.



The **Ashanti Kingdom** in 18th century West Africa was very clean. Buildings in the capital Kumasi had sewage pipes, which were cleaned daily with boiling water. And even remote villages had public toilets.



Improving the quality of our life implies
a change in our learning.

"Education – in all its forms and at all levels – is not only an end in itself but is also one of the most powerful instruments we have for bringing about the changes required to achieve sustainable development."

Koïchiro Matsuura - Director-General, UNESCO

Learning from the Past while Sustaining our Future: How can your research affect change?

I propose that translating research into hands-on learning opportunities for pupils, teachers and citizens can affect change through understanding and action.

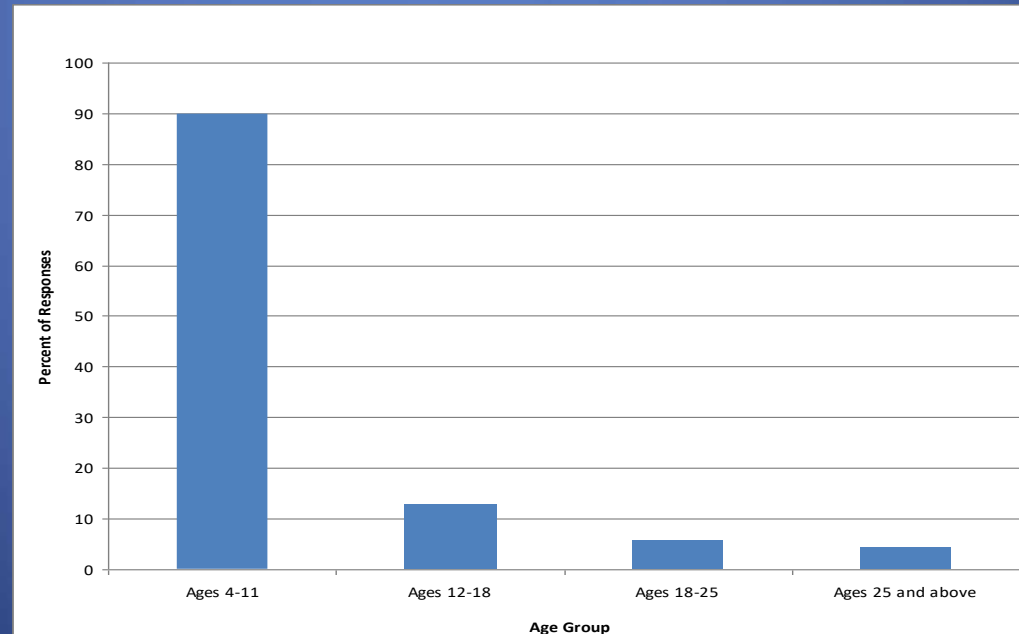
In each new Project WET activity, local action projects are recommended for individuals, classrooms, schools and businesses.



These projects offer opportunities for participants to apply the knowledge acquired in Project WET activities to effect positive change in their communities by either educating members or helping solve a local water resource issue.

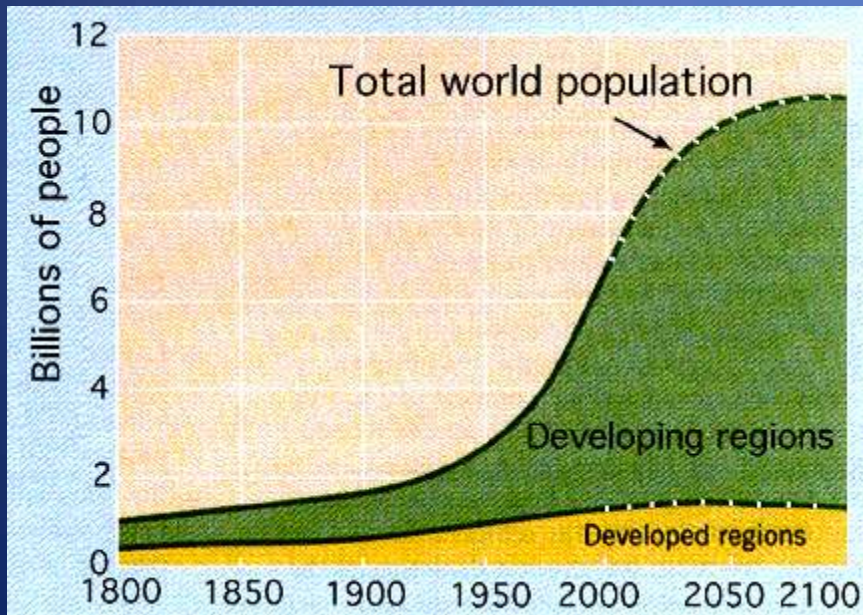
Why water education for pupils?

- The next generation of global leaders (today's children) will need to be aware of the complex water issues facing them, and have the knowledge and skill to address these problems.
- A survey of global water education leaders indicates that the most **critical ages to begin education on water topics is from ages 4 – 11.**

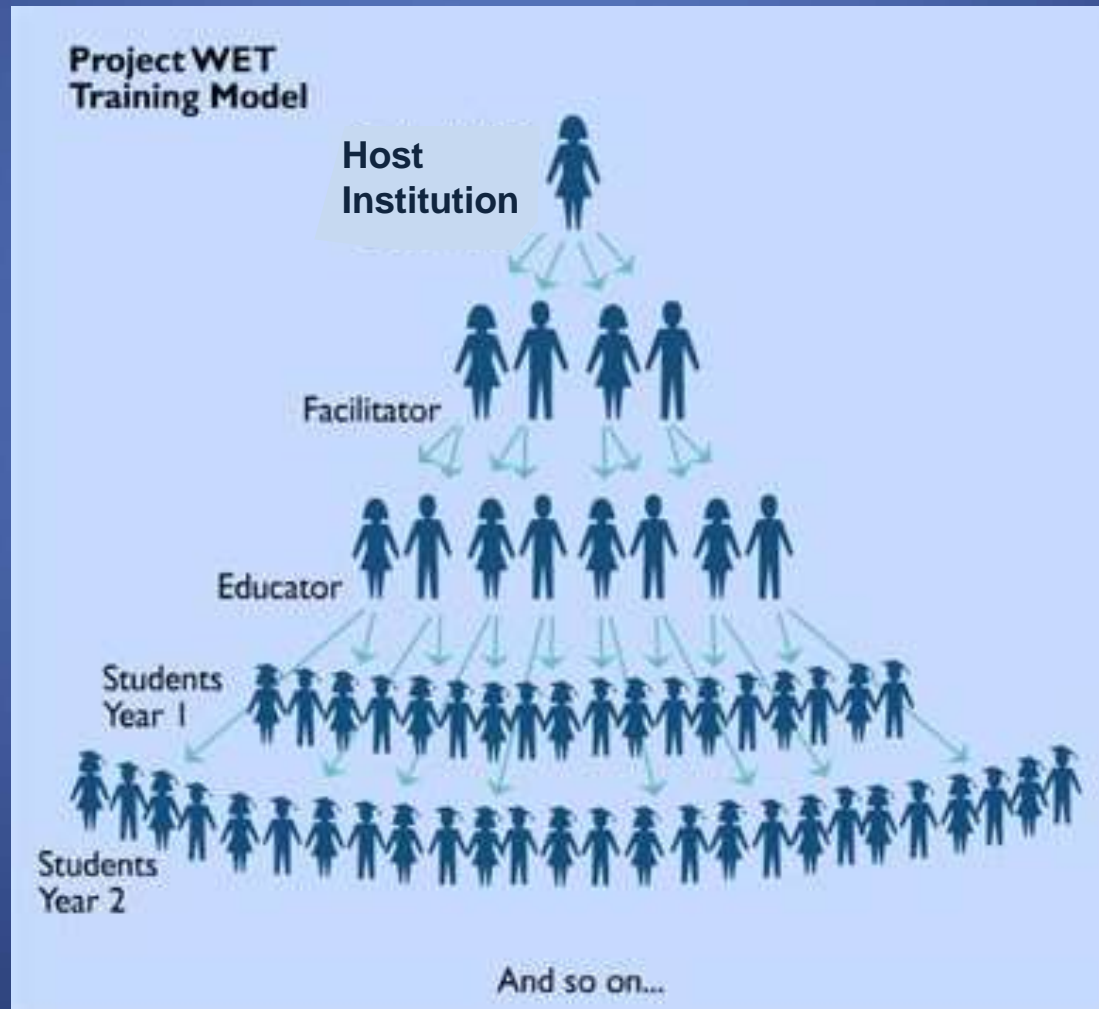


Water Education Today

- Global water problems continue to escalate and affect the quality of life for billions of people, especially in developing countries
- New technologies will be required to address the increased demand for water – 8 billion people in 2025 – and **today's students will be the developers of these innovations**



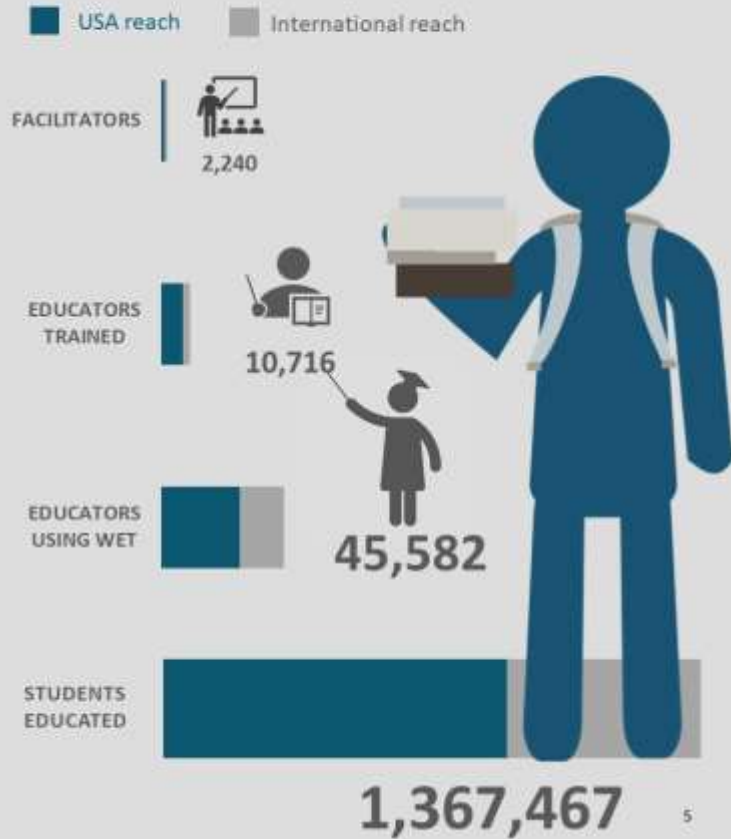
Educators as Changemakers



By empowering students through an understanding of the relationship between their daily lives and water resources, teachers can catalyze change in their communities.



45,582 Project WET teachers educated 1.37 MILLION youth



2019 Annual Impact



And engage them to take action at factories and offices abroad...



Results and Impact



Levi's Takes Water Conservation to the Classroom

By Christian Scibetta



Partnering with children's book publisher Scholastic and the Project WET Foundation, Levi Strauss & Co. has created an educational program about water preservation reaching approximately 1.5 million American students through classroom-based lessons and a conservation-themed sweepstakes.



Levi Strauss & Co. @LeviStraussCo · 4h
 We must protect and conserve! For #WorldWaterDay, learn more about @LeviStraussCo sustainability practices and our water education work w/ @projectwet and @Scholastic; bit.ly/2pyfuz7



"Our biggest challenge in this new century is to take an idea that seems abstract – sustainable development – and turn it into a reality for all the world's people."

KOFI ANNAN,
Secretary General of the United Nations



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Thank
You



project **WET**

WATER EDUCATION TODAY