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## One Drop to share innovative approach at World Water Week 2019

One Drop Foundation will participate in World Water Week 2019, organized by Stockholm International Water Institute, and will share its innovative approach to providing safe-water access to the world's most vulnerable communities.

MONTREAL, August 19, 2019 – Next week, One Drop and its partners will attend World Water Week, one of the most important international conferences on global water issues, to speak about three topics: the thinking behind its Social Art for Behaviour Change approach, the effectiveness of its cross-sector collaboration strategy, and details about the actions undertaken for rural communities.

World Water Week is the annual focal point for the globe's water issues. Organized by Stockholm International Water Institute (SIWI), the conference brings together approximately 3,300 individuals and 380 organizations from 135 countries. The theme for 2019, *Water for society – Including all*, falls perfectly in line with One Drop's projects. As a result, One Drop and its partners will have a particularly strong presence at the event this year.

On the first day of the event, One Drop's experts will present a showcase of its innovative Social Art for Behaviour Change (SABC) approach. Considerable resources are devoted to solving infrastructure shortcomings and strengthening institutions in the interest of improving access to safe water, sanitation, and hygiene (WASH) services. Yet without healthy behaviours, the water infrastructure that currently exists worldwide is not sustainable. The approach One Drop has pioneered offers a solution: it integrates a systematic and evidence-based process to change behaviour, harnessing the power of Social Art to connect with people's emotions and cultural references.

One concrete example of this approach: the murals created as a collaborative art project in Central American schools as part of the regional Lazos de Agua program headed by One Drop, the Inter-American Development Bank (IDB), The Coca-Cola Foundation, and Fundación FEMSA. The SABC showcase that One Drop will present at WWW is a re-enactment of the Lazos de Agua mural creation process. Participants will work together to produce a collective visual representation of their views and emotional takes on world water issues, and this artwork will then be used to inspire the creation of a massive mural, which will be constructed on-site throughout the week by artists Guillermo Santillana and Helen Rydberg, from Guatemala and Sweden, respectively. One Drop will gift this large-scale work of social art to SIWI, as a reminder of the importance of using innovative and artistic approaches to reach people on an emotional level, and to foster positive change.



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One Drop will continue sharing its expertise as the mural is built, participating in a panel addressing "Remote WASH: Quality and lasting services for rural communities" two days into the conference. The focus will be the case of Latin America, which presents unique challenges when it comes to turning basic services to ones that meet the safely managed standard. Moreover, as projects involving water services progress in the region, the geographical areas that remain to be reached are increasingly remote, which causes additional challenges. This panel will bring together international organizations whose successful models have the potential to be scaled up, to inspire national governments to ensure that rural areas are not left behind. This session will explore ongoing long-term initiatives in Latin America that aim to ensure that services are delivered in an inclusive manner; it will also address how rural communities are a central point of focus in One Drop's Lazos de Agua program.

On the final day of the event, just before the unveiling of the participative mural, One Drop will take part in another showcase, along with its major partner, METRO AG. In a recent initiative, METRO and One Drop have partnered together to tackle the issue of safe water access in India. The METRO Water Initiative regroups the actions of 22 of METRO's suppliers, who have joined forces to donate a portion of their sales to the cause. This *cross-sector collaboration* showcase will highlight the way One Drop has matched the funds from the Metro Water Initiative and leveraged them, by aligning the foundation's project activities with government-driven initiatives in India. It will put particular emphasis on how cross-collaboration is a mutually beneficial opportunity for both the private sector and the WASH sector.

"Approximately 600 million people across India face extreme water stress, and the quality of water that is available is truly alarming" said Véronique Doyon, Chief Program Officer at One Drop. "Over 100,000 people die of preventable waterborne diseases there every year."

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### **About One Drop**

One Drop™ is an international foundation created by Cirque du Soleil founder Guy Laliberté with the vision of a better world, where all have access to living conditions that allow empowerment and development. Its mission is to ensure sustainable access to safe water and sanitation for the most vulnerable communities through innovative partnerships, creativity, and the power of art. Together with its partners, One Drop brings its unique Social Art for Behaviour Change™ approach to promote the adoption of healthy behaviours around water, sanitation, and hygiene through locally inspired social art programs, empowering the communities to take ownership of water projects over time. For this to be possible, One Drop puts together novel fundraising initiatives supported by a visionary community of partners and donors. One Drop counts over 10 years of turning water into action with projects that will soon have transformed the lives of over 1.6 million people around the world. The foundation was recognized by Charity Intelligence as one of the 2018 Top 10 Impact Charities in Canada. To learn more about One Drop, visit [www.onedrop.org](http://www.onedrop.org)



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Interact with One Drop on Facebook and Twitter at @onedrop, or on Instagram at @1dropwater

### **About Lazos de Agua**

The Lazos de Agua Program is a multi-stakeholder partnership that includes One Drop, the Inter-American Development Bank, The Coca-Cola Foundation, and Fundación FEMSA. With a commitment of US\$25 million from these organizations and complementary investments for a similar amount from national and local governments as well as from executing partners, Lazos de Agua seeks to provide access to drinking water and improved sanitation and hygiene to around 200,000 people in Colombia, Guatemala, Mexico, Nicaragua, and Paraguay by 2021.

### **About METRO**

METRO is a leading international wholesale company with food and non-food assortments, which specialises in serving the needs of hotels, restaurants, and caterers (HoReCa) as well as independent traders. Internationally, METRO has some 24 million customers who can choose between shopping in one of the large-format stores, ordering online and collecting their purchases in-store, or ordering online and having their purchases delivered. METRO also supports the competitiveness of entrepreneurs and businesses with digital solutions, and thereby contributes to cultural diversity in retail and hospitality. Sustainability is a key pillar of METRO's business. METRO has been the sector leader in the Dow Jones Sustainability Index for the last four years. The company operates in 36 countries and employs more than 150,000 people worldwide.

### **MEDIA CONTACTS**

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