



WATER
IS LIFE

WHY ARE WE DOING THIS?



703 MIL.

People do not have a safe and basic access to
clean drinking water



1,5 BIL.

People do not have safe and basic access to
Basic sanitation

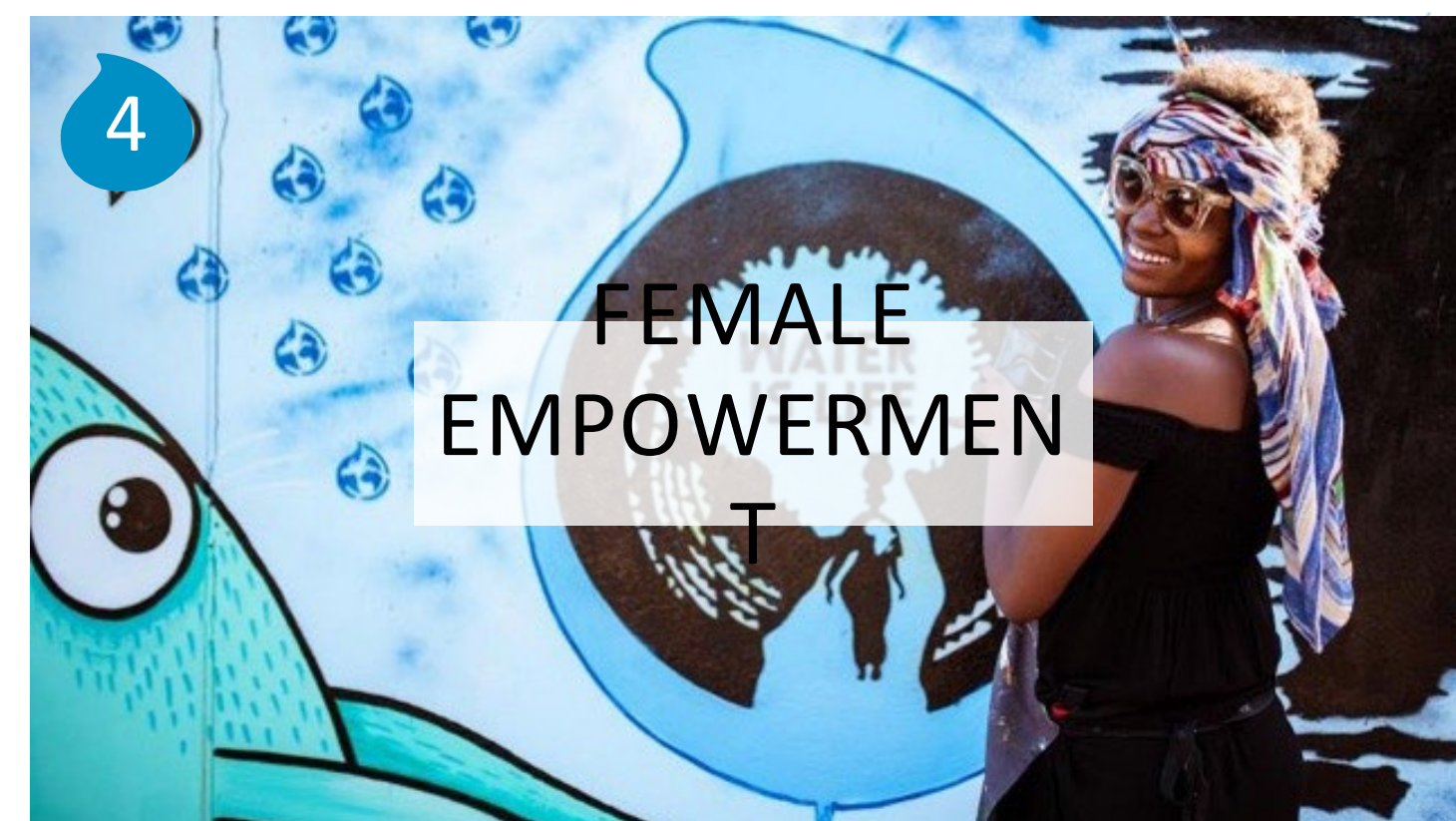


2 BIL.

People not have the means to
washing their hands at home.

WHY DO WE DO THIS?

The access to wash changes a lot:



OUR VISION



water for all – all for water

WHAT DO WE ACTUALLY SUPPORT?



Water projects



Sanitation projects



Hygiene projects

+ incl.

Civil society activation, connection and engagement

CONNECTION and JOY
CREATE IMPACT

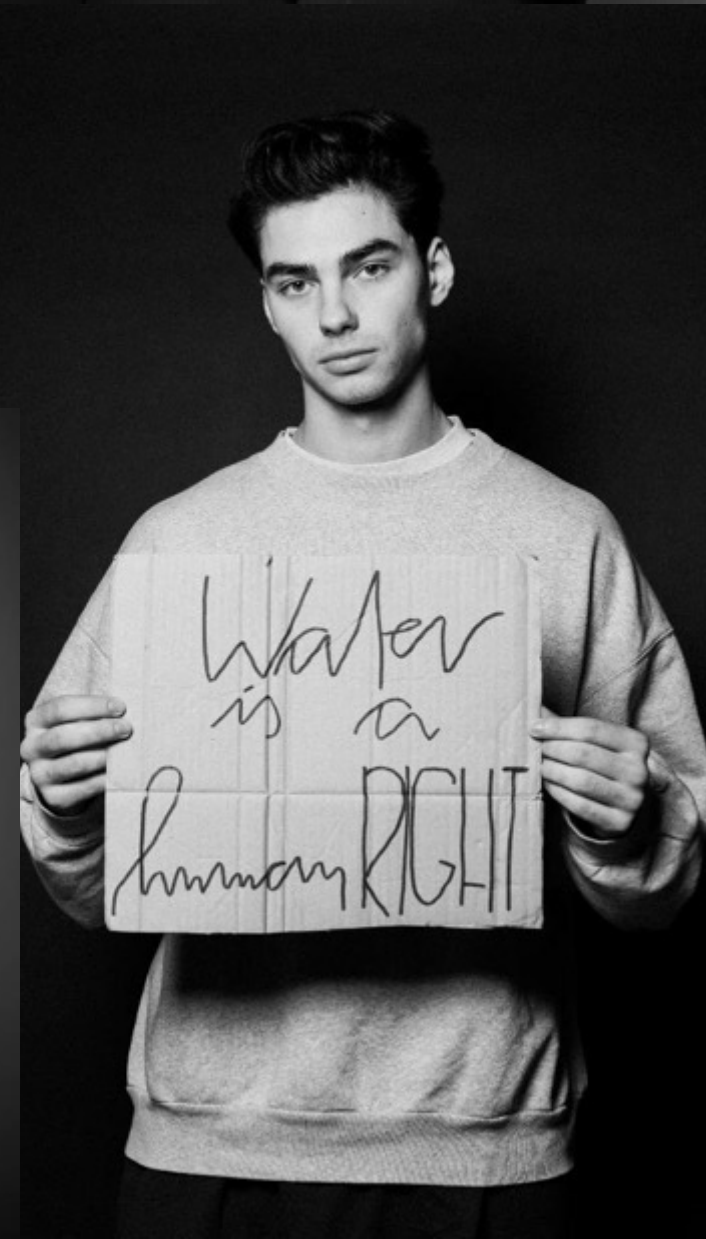
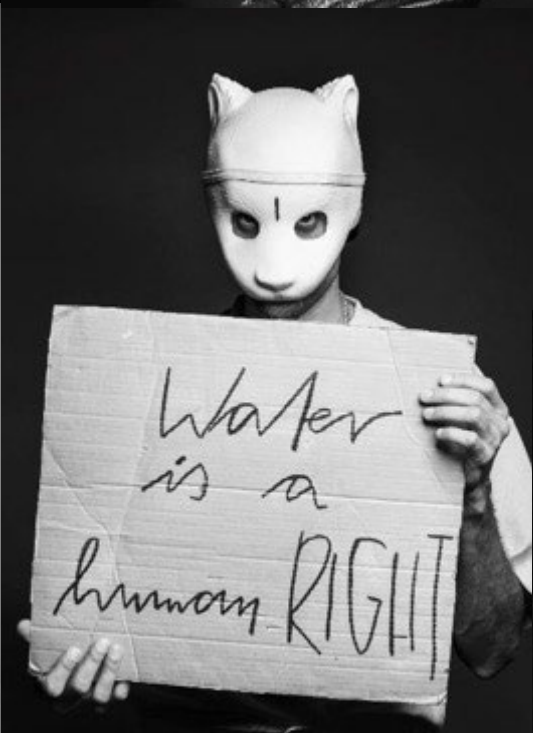


OUR MISSION AND PURPOSE



- activate
- inspire
- connect
- TRANSFORM

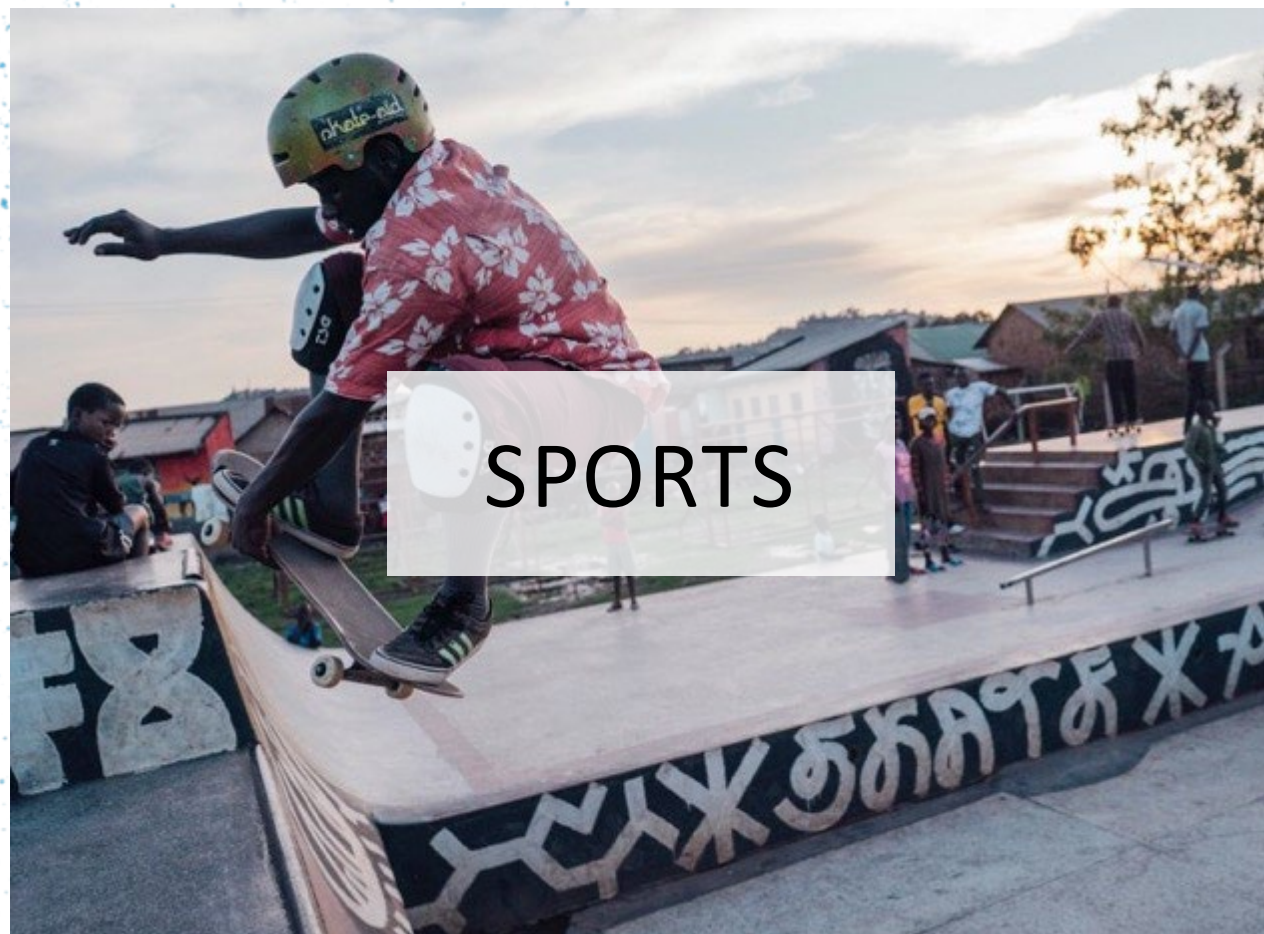






UNIVERSAL LANGUAGES (UL4BC)

Universal languages for activation and behavioural change



Building on the UNIVERSAL LANGUAGES MUSIC, SPORT & ART, Viva con Agua has developed various activities and tools, such as Football4WASH (F4W), the Walls4WASH, Dance4WASH or the WASHEROES, to address BEHAVIOUR CHANGE in schools and communities.

By combining these activities with the involvement of civil society, subculture, multipliers and positive role models, the UL4BC program not only strengthens social role models in relation to water, but also builds bridges between different social classes and geographical areas (urban/rural)

COUNTRIES OF AGUA ACTION



WATER UTILITIES NEED YOUTH ACTIVATION

CHALLENGE

Water utilities often do not attract women (and many young people in general) due to entrenched social norms and practices. However, attracting especially more female candidates can bring numerous benefits to a company, including increased financial productivity, greater innovation, and improved customer satisfaction.

BARRIERS

- Occupational segregation
- Low levels of female graduates in technical fields
- Stereotypes and social norms
- Lack of role models

We have to pick people up from where they are regularly. For the young target groups, this is the world of social media platforms, far ahead of all other social spaces. And like everywhere else in the world, they love radio and TV shows...



WATERPROOF – DANCE 4 WASH CAMPAIGN

Under the motto “**Shake it, break it, wash it, make it**”, Viva con Agua turned social media channels, squares and schoolyards in a total of six countries (South Africa, Malawi, Zambia, Rwanda, Uganda, Tanzania) in East and South Africa into show stages.

To this end, dance schools, dancers, artists and musicians from Kampala, Cape Town, Kigali, Lusaka, Dar es Salaam and Lilongwe, among others, joined forces and used analog workshops, choreographies, competitions and all social media channels to communicate the central and important role of hand washing as an effective preventive measure to prevent infectious diseases.

Outcomes

People: Around 1.2 million children and young people reached via social media and analog events.

Award: Awarded the North-Rhine Westfalia Media Prize (3rd place) for commitment to development policy.

Music: 1st place in the single charts in Malawi!



BULUNGULA COMMUNITY RADIO – WATER ON AIR

Project Title – Bulungula Community Radio

Location – Bulungula, Eastern Cape Province, South Africa

Duration - 2022 - 24

Target – Rehabilitate the dilapidated radio station and community youth center to reach over 150,000 people in 100 villages

Goals/Objectives

- Empower young people to make better choices in their lives and become leaders in the community
- Create a hub for young people and the community at large
- Reach people with important information on health and hygiene
- Production of community focussed content on water and promoting hygiene behaviour change.
- Engaging the community and discussion of local issues on air.

Summary

Bulungula Community Radio has been broadcasting a weekly two-hour WASH program since August 2022, airing light entertainment as well as important Water, Sanitation and Hygiene contents. The radio station broadcasts to 100 villages with an estimated 150,000 population. It is becoming a creative hub for youth, and community arts and music in Bulungula.





VIVA CON AGUA

THANK YOU!
... AND KEEP THE FLOW.