

ACTIVATION KIT



WORLD WATER DAY
2026

Welcome!

World Water Day 2026 is all about how water and gender equality are deeply interconnected.

Without safe water, sanitation and hygiene close to home, women and girls bear a heavier burden than men and boys. They collect and manage water. They care for people made sick by unsafe water. They lose time, health, safety, and opportunities. And, they are often left out of decision-making.

This makes the global water crisis a women's crisis.

It's time to centre women and girls in water solutions – not only as users, but as leaders, engineers, farmers, scientists, caregivers and changemakers.

Because when women and girls are empowered to play their full role alongside men and boys, everyone thrives.

That's why this year's campaign is called 'Where water flows, equality grows'.

What does water for equality mean to you? And what can you do to make a difference?

This kit suggests creative activities to help you discuss these ideas and celebrate World Water Day in your schools, organizations, communities, and online spaces.

Explore more resources at: www.worldwaterday.org

Three things to know about water and gender equality

1. **The global water crisis affects everyone – but not equally.** Where people lack the human rights to safe drinking water and sanitation, inequalities flourish, with women and girls bearing the brunt. It's time to centre women and girls in water solutions.
2. **Women must shape the future of water.** Water services must withstand climate change and meet everyone's needs. We need a transformative, rights-based approach to solving the water crisis, where women's voices, leadership and agency are fully recognized.
3. **Where water flows, equality grows.** When women and girls have equal voice in water decisions, services become more inclusive, sustainable and effective. We must invest in women's leadership to make water a force for a healthier, more prosperous, gender-equal future that will benefit us all.

ACTIVITIES FOR SCHOOLS

FOR YOUNGER STUDENTS (Ages 6–11)

Activity 1: My Water Hero

Ask children to draw or write about Water Heroes in their family or community – girls, boys, women or men – who help provide, protect or manage water.

- Materials: Paper, crayons, markers.
- Prompt: Why are Water Heroes important?

Activity 2: The Amazing Water Cycle

Help children explore how water moves from rain to rivers, oceans, and back again into the clouds, and how our actions affect this cycle.

- Materials: Large paper or chalkboard, coloured pencils or markers, pictures of clouds, rain, rivers, plants, and people using water.
- Prompt: How do our choices – like turning off the tap, planting trees, or keeping rivers clean – help protect the water cycle and the planet?

Activity 3: Water Walk Challenge

Simulate the journey many people – mainly women and girls – take every day to fetch water. Carry small containers for a set distance.

- Prompt: If you had to do this every day, how would it affect your studying, playing, staying healthy and clean?

Activity 4: Water Wall

Create posters showing how women, men, girls and boys work together to collect, use, and manage water safely.

- Add the campaign slogan: “Where water flows, equality grows”.
- Optional: Invite a local Water Hero (e.g., a utility worker, farmer, or community organizer) to speak about how working together to solve the water crisis can achieve faster and better results.

FOR OLDER STUDENTS (Ages 12–17)

Activity 1: Water and Gender Equality Debate

Hold a debate on how access to safe water, or lack of it, can impact the lives of young people, and how girls and boys are affected differently.

- Find background and facts for the debate here: www.unwater.org/water-facts/water-and-gender

Activity 2: Water Quiz Challenge

Create a quiz with questions about water and gender equality, based on the [Factsheet](#).

- Sample questions:
 - How many women still lack safe water?
 - How many women and girls live in countries facing high or very high exposure to droughts?
 - How many hours a day do women and girls spend collecting water – and how does that compare to men and boys?

Activity 3: Leadership Collage

Create a collage of Water Heroes (women and men who keep water flowing): e.g. engineers, utility operators, sanitation workers, farmers, youth leaders. Add short captions about each hero's impact and one action students can take to follow in their footsteps.

ACTIVITIES FOR ORGANIZATIONS AND COMMUNITIES

Activity 1: Water and Gender Equality Workshop

Discuss: How does water access (or lack of it) affect gender equality in your workplace, sector, or community?

- Agree on three concrete actions to elevate women's participation/leadership in water-related decisions.

Activity 2: Role Models in Action

Invite women leaders (engineers, policymakers, activists), or men involved in championing gender equality in workplaces, to share stories and inspire action.

- Record 1-minute Water Hero clips (portrait video) and share them with the hashtag #WorldWaterDay.

GET SOCIAL

Post 1 (photo/carousel)

Share a photo/carousel with the message:

"Where water flows, equality grows. This #WorldWaterDay, we're celebrating our Water Heroes – the women, men, girls and boys ensuring safe water for all."

Post 2 (short reel/video)

Create a 30–45 second reel/video answering the question: "What does water for equality mean to you?"

Post 3 (quote card)

Feature a local Water Hero with a headshot and a one-line impact quote (e.g., "Since the new pump, girls are in class on time.").

Technical tip: Include alt text, tag featured organizations/people (with consent) and use the [visual identifier](#) from the campaign kit.

Use the hashtag #WorldWaterDay to connect with the global campaign.

SHARE YOUR IMPACT

How are you celebrating World Water Day 2026? Show us!

Send us up to five photos of how your organization, school, or community is marking the day – whether it's behind-the-scenes moments, students creating videos, colleagues hosting events, or on-site activities.

What to send

- Up to five photos (high-resolution, no heavy filters).
- A 1–2 sentence caption in English for each: who, what, where (and date, if helpful).
- A photo credit (e.g., “Photo: [Name/Organization]”).
- Confirmation that you have permission/consent from all people shown (especially minors).

How to send

- Email campaigns@unwater.org with the subject line “World Water Day 2026 – Share your impact”.
- Attach images or include a link to a shared folder.
- Optional: include brief alt text (for accessibility).

Where your photos may appear

- Your photos could be featured in the World Water Day 2026 online gallery and may also be highlighted by UN-Water in campaign communications: online, on social media, or in print.

By submitting photos, you confirm that you own the rights or have obtained the necessary permissions. You also grant UN-Water the royalty-free right to use the materials (with credit) for non-commercial campaign purposes across web, social and print.



World Water Day 2026: Post-it Wall of Water Facts *Where water flows, equality grows*

Print, cut out, and display these facts in workplaces, schools, or community spaces to spark conversations about water and gender equality. Each fact can stand alone or be combined into a larger 'awareness wall'.

Did you know...

More than 1 billion women and girls still lack access to safely managed drinking water. Water is a human right – yet for millions, it's still out of reach.

Did you know...

In two out of three households, women are the ones who collect water. When water flows close to home, equality grows.

Did you know...

Across 53 countries where data is available, women and girls spend 250 million hours every day fetching water – over three times more than men and boys. That's time that could be spent studying, earning, or leading.

Did you know...

Unsafe water, sanitation, and hygiene cause the deaths of around 1,000 children under five every day. Safe water saves lives – every drop counts.

Did you know...

Almost half of global newborn deaths occur where health facilities have no water source. Safe water in clinics means safer births and healthier beginnings.

Did you know...

In 14% of countries, women still have no formal role in water decision-making. True equality means equal seats at every table.

Did you know...

Worldwide, women make up just over one-fifth of the water sector workforce. More equal representation will help water services meet everyone's needs.

Did you know...

Between 2000 and 2024, 2.2 billion people gained access to safely managed drinking water. Progress is flowing – but there's still a long way to go.

Did you know...

Since 2015, 961 million people have gained access to safely managed drinking water. Every tap and pipe is a step toward equality.