



ONE DROP Proposal for Side Event at the Communication, Education and Public Awareness (CEPA) Fair at the eleventh meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 11)- Hyderabad, India. 8-19 October, 2012.

About ONE DROP

ONE DROP—a non-profit organization established in 2007 by Guy Laliberté, Founder of *Cirque du Soleil*TM— supports universal access to water and its responsible management through innovative integrated projects. With its uniquely artistic approach, ONE DROP implements site-specific safe water and education initiatives while allocating solidarity financing loans. Worldwide, ONE DROP's ongoing creative projects also raise awareness about water-related issues and encourage smarter water practices. In developing countries, ONE DROP designed a "tripod" approach based on three complementary components: a **technical component** aimed at improving access to water and promoting responsible water management and preservation; a **solidarity finance component** for granting loans to populations who already have better access to water in order to start productive revenue-generating activities (thus ensuring project sustainability); and a **social arts and popular education component** designed to raise collective awareness as well as educate and mobilize the population on water related issues. In developed countries, ONE DROP's artistic, educational and engaging activities are aimed at raising individual and community awareness of water-related issues, both on a local and international scale. In addition, these activities urge each and every one to use this precious resource responsibly.

Description of the Activity

The goals of ONE DROP address Target 14 by supporting the conservation and sustainable uses of water resources through the tripod approach and in particular the social arts and popular education component. A PowerPoint presentation will be delivered and focus on ONE DROP's mandate, examples of various programs, projects and activities in developing and developed countries.

Social arts and popular education is both interactive and informative, providing an opportunity for locals to think critically and bear in mind a willingness to change. By promoting the conservation of water resources, biodiversity is protected through an inextricable link. This link between water and biodiversity is often not reflected upon. Water security is endangered by, among other things, human actions, threatening biodiversity. Biodiversity will be conserved as a result of healthy water ecosystems. Water is also an important ecosystem service that ONE DROP is striving to raise awareness about.

The session will be opened with an informative and artful presentation detailing ONE DROP's work in both developing and developed countries with a specific focus on their social arts and popular education approach. Highlighting work in developing countries, the presentation will be followed by the delivery of a live



theatrical performance by ONE DROP's Project India partner, Natya Chetana. This performance provides an example of how theater can be used as a CEPA tool. In addition to producing a theater show that addresses specific local issues of water resource management, ONE DROP develops with local partners educational arts based workshops and produces resources /documentation. The education arts based workshops are designed to integrate local crafts, arts, and materials to continue the exploration of local water resource issues with youth and their communities. Documentation/resources are developed for strengthening the capacity of the project and towards long term sustainability. Examples include pamphlets, story books, videos and other visual media.

In developed countries, ONE DROP'S CEPA activities urge each and every one to use water responsibly, as this resource is crucial to the survival of all life forms on Earth. On all these levels, ONE DROP has chosen the arts and culture to touch, educate and inspire each and every one to take action in support of water for all. An example is **AQUA: A JOURNEY INTO THE WORLD OF WATER**. AQUA is a touring multisensory experience meant for all ages. This experience has been in several museums across the world, including The Montreal Science Center, the Museum of Civilization in Quebec City, the Canadian Museum of Nature (Ottawa), The Australian National Maritime Museum (Sydney) and New Zealand's Auckland Museum. AQUA raises awareness among the general public about water-related issues and the urgency to take action in the fight against the world water crisis. It promotes communication, education and public awareness (CEPA), by publicly educating and communicating best practices in water resource management. As we manage water resources, dependent biodiversity inevitably benefits.

AQUA encourages a civic duty to ensure responsibility for protecting our water resources, and thus the biodiversity that encompasses, utilizes, and functions synergistically within them. Its widespread popularity provides exposure to a variety of water related issues, which links to the conservation of biodiversity through the protection of various water ecosystems.

One of the main messages of AQUA is that "water is a source of life." This emphasizes that water is indispensable to our survival and that of every other living organism, plant or animal. No other substance can fulfill its vital functions nor substitute it. Sustainable development of our world is linked to the conservation of water and thus biodiversity. Human actions degrade water ecosystems and thus the biodiversity within them. Restoring ecosystems is the best way to improve drinking water. Sustainable actions to conserve water in our daily lives will lead to a sustainable future for both humans and the diminishing biodiversity.

Presenter:

Lauren Alcorn, ONE DROP Special Project Manager- Project India.

Natya Chetana organization – Theater for Awareness. Director, Subodh Pattanaik.



Pictures: "Mathie Pani" being performed during Cyco Tour in Ganjam district, Orissa.

