



Why?

The lack of water is and will be a big global problem



Water is the big global problem of the 21st Century.



13% of the world's population has no access to enough food due to persistent lack of water.



1,1 billion people do not have access to an adequate water supply and 2,5 billion do not have access to a basic sanitation system.



Goals of the WE ARE WATER Foundation

- **AWARENESS AND DEBATE**

To create a new culture of water

- **ACTIONS**

- Education
- Health and research
- Infrastructure



The Foundation

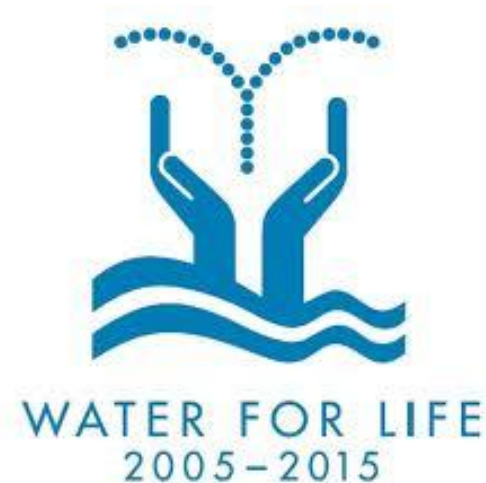
Partnership with NGOs or other organisations:



The Foundation

A global focus

We Are Water Foundation sets itself within the general framework of the **Millennium Development Goals** set by the United Nations and its **Water for Life** programme.



www.wearewater.org



Global Initiatives

Production of a Documentary named “Aral, the Lost Sea”

- Presented at the 2010 International Film Festival of San Sebastian, Spain
- Available In English, with Arabic subtitles
- Screened on National Television and Cinemas around the world in 2011

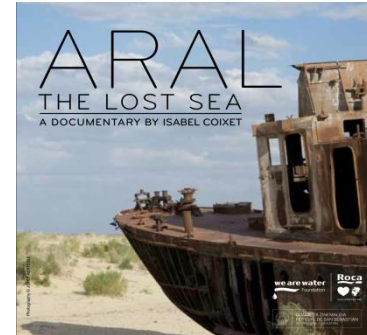


Song writing:
Tim Robbins

Voice:
Sir Ben Kingsley



Film Director:
Isabel Coixet



Global Initiatives



Participation in the 2011 2nd Barcelona World Race. We Are Water Foundation sponsored 1 sailing boat.



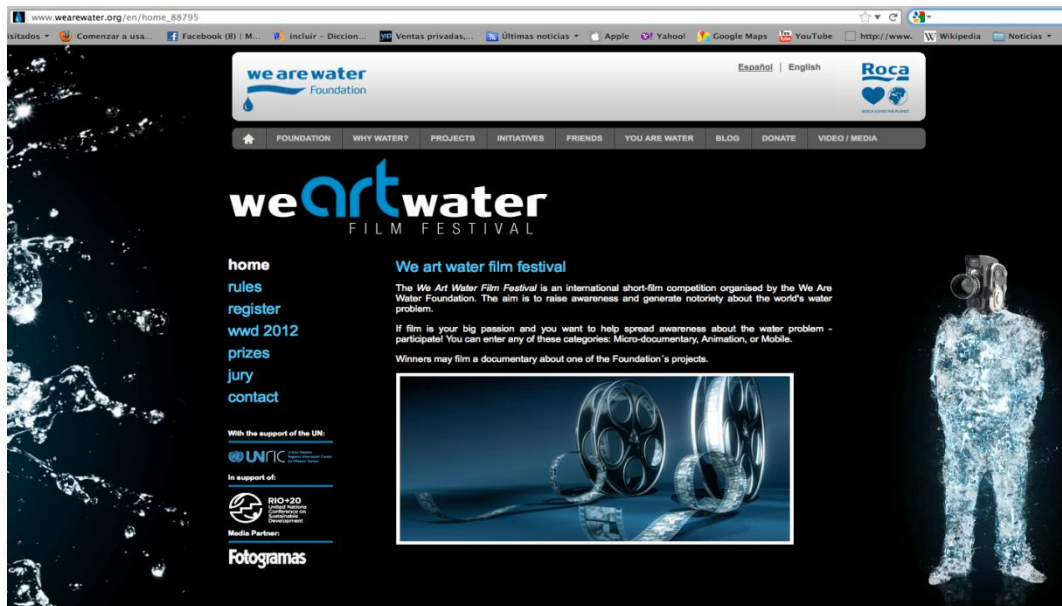
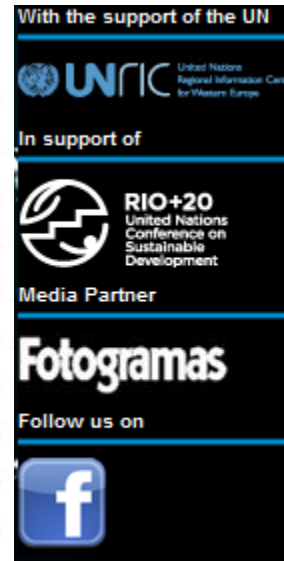
Global Initiatives

2012 Global Film contest

www.weartwaterfestival.org

With the support of:

UNITED NATIONS



GCC Initiative



Graphic Design Contest 2012



Water and Food Security - 22 March 2012

World Water Day 2012

What is Food security?

Food security = To make sure that everybody has at all times access to enough and save food.

Which is the relationship to water?

Without water there can't be any food.

To produce food much more water is needed than one expects.

Every day what we eat takes about 3,000 liters of water to be produced.

World Water Day 2012

Water Foot print

1 tomato



13
litres

1 slice of bread



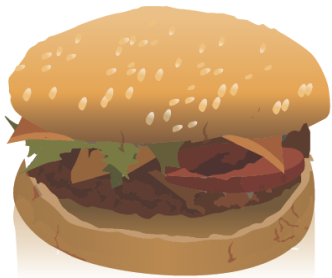
40
litres

1 glass of milk



200
litres

1 hamburger



2400
litres

Goal We Are Water

- **CREATE AWARENESS AND DEBATE**

To create a new culture of water

Objectives of the Graphic Design Contest:

- 💧 Challenge the University Students to design a graphic poster which makes people in the GCC think about the relationship between WATER and FOOD.
- 💧 Contribute to a change in the habits and attitude of people in order to achieve a better water distribution.

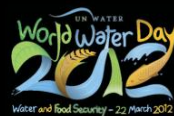
Graphic design contest



To produce daily food for 1 person requires between 2,000 and 5,000 liters of water. 1,000 times more water is required to produce food than is required to quench the thirst of the population. For this reason, We Are Water Foundation aligns with United Nations to create awareness and inform about the tight relationship between water and food. On March 22nd, World Water Day, more than ever we have to be aware about this link, yet taking care of the water is taking care of our food.



www.wearewater.org



GCC Graphic Design Contest UN World Water Day

Entries: Graphic design A3 Poster
Theme: Water and Food Security
Dates: February 15th – March 15th 2012
Final submittal date: March 15th 2012
Submittal e-mail: info.dubai@roca.net

Competition Rules:

1. Entry to the competition is restricted to 1 entry per person or group (max 3 people)
2. The competition is open to university students and their affiliates in faculty of Art, Interior Design & Architecture in the GCC;
3. Prizes will be presented at March 22nd 2012, during the UN World Water Day
4. Winners will be chosen by an international Jury made up of 1 or various VIP Artists, DEWA, Architects and Interior Designers practicing in the GCC;
5. The competition will run from February 15th [start date] until March 15th [closing date]

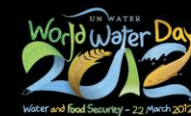
Prizes:

- 1st Prize**
- A 3-day trip to Barcelona, Spain for 1 person to meet the We Are Water Foundation members and offices
- 1st + 2nd Prizes**
- A collaboration project with / internship at the Roca Innovation Lab
- 3rd Prize**
- An internship at one of the UAE/GCC Jury members' companies

Supporters:



www.wearewater.org



GCC Initiative

Graphic design contest

Organized by:	We Are Water Foundation (www.wearewater.org)
Participants:	GCC universities for Art, Interior Design & Architecture
Supported by:	<ul style="list-style-type: none">The American Institute of Architects (AIA)Royal Institute of British Architects (RIBA)Association of Professional Interior Designers (APID)Dubai Electricity & Water Authority (DEWA)UAE Green Building CouncilUAE Council for Sustainable Development



GCC Initiative

Graphic design contest

Entries: Graphic design A3 Poster

Theme: Water and Food Security

Dates: February 15th – March 15th 2012

Final submittal date: March 15th 2012

Submittal e-mail: info.dubai@roca.net



GCC Initiative

GRAPHIC DESIGN COMPETITION

Prizes:

1st Prize:

- A 3-day trip to Barcelona, Spain for 1 person to meet the We Are Water Foundation members and offices

1st + 2nd Prize:

- A collaboration project with / internship at the Roca Innovation Lab

3rd Prize:

- An internship at one of the UAE/GCC Jury members' companies.



GCC Initiative

GRAPHIC DESIGN COMPETITION

Competition Rules:

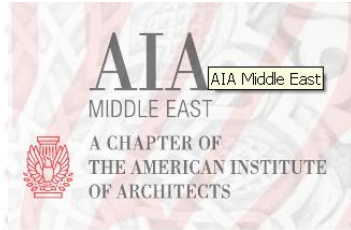
- a. Entry to the competition is restricted to 1 entry per person or group (max 3 people)
- b. The competition is open to university students and their affiliates in faculty of Art, Interior Design & Architecture in the GCC;
- c. Prizes will be presented at March 22nd 2012, during the UN World Water Day
- d. Winners will be chosen by an international Jury made up of 1 or various VIP Artists, DEWA, Architects and Interior Designers practicing in the GCC;
- e. The competition will run from February 15th [start date] until March 15th [closing date]



GCC Initiative

Graphic Design Contest 2012

With the support of:



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority

