

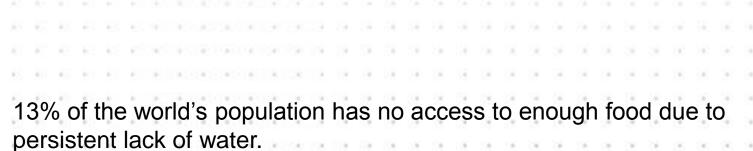


Why?

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







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

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

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The Foundation

Partnership with NGOs or other organisations:

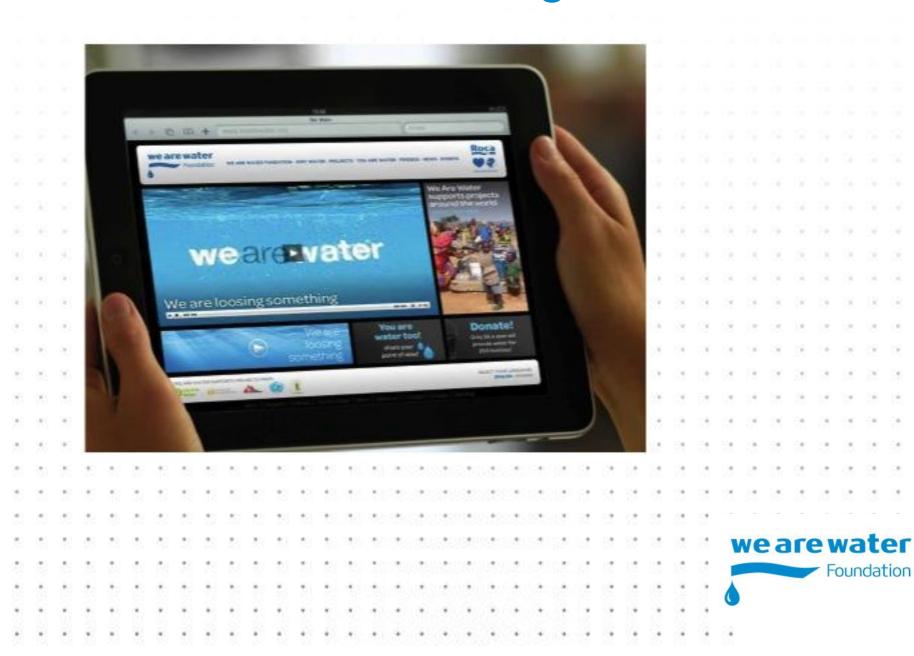


The Foundation

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 WATER FOR LIFE Life programme 2005-2015 Roca we are water Foundation

www.wearewater.org



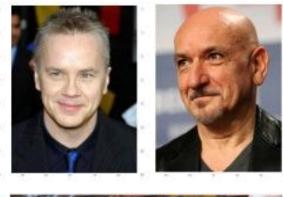


ROCA LOVES THE PLANET

Global Initiatives

Production of a Documentary named "Aral, the Lost Sea"

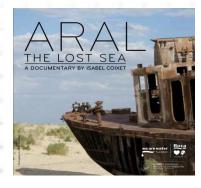
- Presented at the 2010 International Film Festival of San Sebastian, Spain
- Available In English, with Arabic subtitles
- Screened on National Television and Cinemas around the world in 2011





<u>Song writing:</u> *Tim Robbins* <u>Voice:</u> *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.

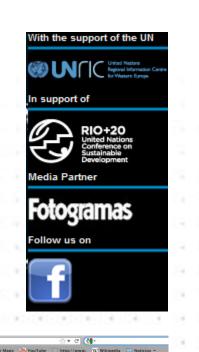


Global Initiatives

2012 Global Film contest www.weartwaterfestival.org

With the support of:

UNITED NATIONS





We art water film festival The We Art Water Film Festival is an

water

Water Foundation. The aim is to raise awareness and generate notroity about the work's water problem. If film is your big passion and you want to help spread awareness about the water problem participate! You can enter any of these categories. Kong-documentary Animation of Mahia

Español | Epolis

Roca

Winners may film a documentary about one of the Foundation's projects.



Fotogramas

we are water

we

home

rules register wwd 2012 prizes jury contact

With the support of

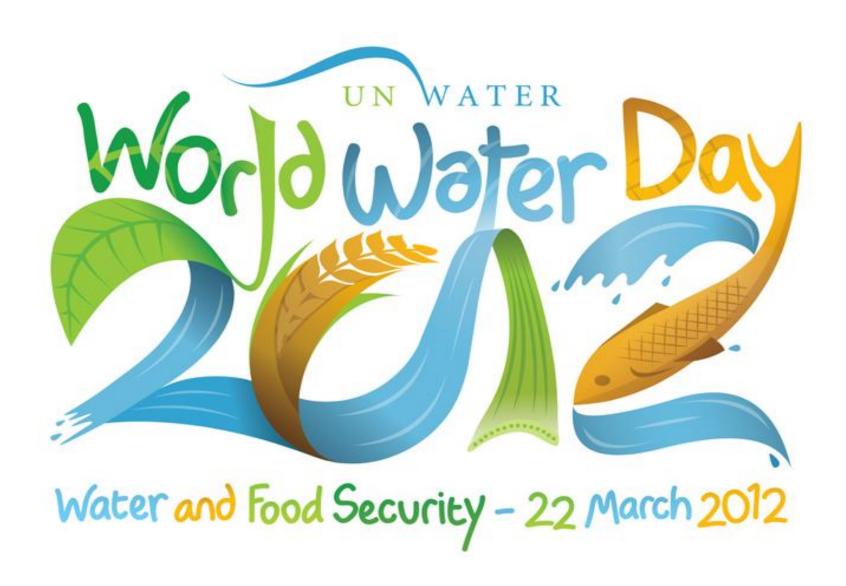
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we are water Foundation

Graphic Design Contest 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.

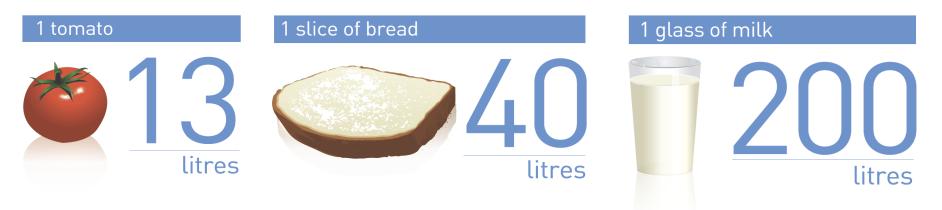
To produce food much more water is needed than one expects.

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



World Water Day 2012

Water Foot print







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



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

Competition Rules:

GCC Graphic Design Contest UN World Water Day

- 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;
- Prizes will be presented at March 22nd 2012, during the UN World Water Day 3.
- 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;
- The competition will run from February 15th [start date] until March 15th [closing date] 5.

Prizes:

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

1st Prize

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

Supporters:

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فيئة كمرياء ومياه دير





www.wearewater.org







Graphic design contest

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1 st + 2 nd Prize:	
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3 rd Prize:	**********
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GCC Initiative Graphic Design Contest 2012

With the support of:





هيئة كـهـربـاء وميـاه دبـي Dubai Electricity&Water Authority



Sustainable Development

بارات للتنمية المس

IAF Business Council