

22<sup>nd</sup> March, World Water Day

## **Investing in the reuse of water would result in energy savings of 90% and water savings of 70%**

- **The We Are Water Foundation promotes the campaign #NoWalking4Water to raise awareness of the hours spent by millions of women and children in collecting water**
- **"Why waste water?" is the slogan chosen by United Nations to celebrate World Water Day 2017**
- **The Foundation will carry out several activities intended to debate the use of waste water and the reuse of water**

**Barcelona, 16<sup>th</sup> March 2017.-** "Why waste water?" is the slogan chosen by United Nations to celebrate World Water Day 2017 on the 22<sup>nd</sup> March. The goal is to discuss the opportunities to make the most of waste water, the pending challenges on this issue and the reduction of the water consumption.

1.8 billion people around the world use a water source that is contaminated by faeces and 663 million people still lack access to drinking water. Nowadays, more than 80% of the waste water is not treated at all and it is discharged into rivers and the sea. In this context, the UNO intends to highlight the opportunities offered by waste water.

The treatment of waste water and its reuse is, without any doubt, one of the key challenges for the future. According to United Nations, it would be possible to reach energy savings of 90% and water savings of 70% by investing in the recovery and reuse of water.

### **#NoWalking4Water, an action of all of us**

The We Are Water Foundation promotes for the second year in a row the campaign #NoWalking4Water, with the aim of denouncing the amount of hours spent by millions of women and girls in the daily collection of water, bringing citizens and personalities from different fields such as sports, music or cinema together. The action intends to make this problem visible through the image of a 20-litre drum similar to the one used by these millions of people.

### **How to collaborate?**

Anyone wishing to participate may visit the website [www.nowalking4water.org/](http://www.nowalking4water.org/), download the image of the drum and take a picture with it to share it on the social networks along with the hashtag #NoWalking4Water. Moreover, between the 14<sup>th</sup> and 23<sup>rd</sup> March the Foundation will place murals at different locations in Barcelona and Madrid, where you will be able to take the photograph and post it on your social networks as well. This year they will be placed at:

#### **Roca Barcelona Gallery - C. Joan Güell, 211**

Dates: 13<sup>th</sup> to 23<sup>rd</sup> March

Hours: from 10 am to 8 m / Sundays closed.

#### **Maremágnum - Moll d'Espanya, 5**

Dates: 15<sup>th</sup> to 23<sup>rd</sup> March

Hours: 10 am to 9 am

#### **Roca Madrid Gallery – C. José Abascal, 57**

Dates: 18<sup>th</sup> March

Hours: 10 am to 8 pm / Sunday 19<sup>th</sup> and Monday 20<sup>th</sup> closed.

#### **Madrid Xanadú Mall**

Dates: 18<sup>th</sup> March

Hours: 10 am to 9 pm

#### **Round table at the Roca Barcelona Gallery**

Moreover, the We Are Water Foundation will organise the round table "**Reuse of water. Are we ready?**" on the 22<sup>nd</sup> March. In it, different experts in water, the environment and communication will discuss the challenges and opportunities presented by waste water for the future.

The actions on World Water Day organised by the We Are Water Foundation will be completed with different events and round tables in other countries in which the Foundation is present, such as Portugal, United Kingdom or Poland, among others.

For further information on waste water and the reuse of water:

[http://www.wearewater.org/es/news-reports\\_254446?news\\_tag=280044](http://www.wearewater.org/es/news-reports_254446?news_tag=280044)

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### **About the We Are Water Foundation**

The We Are Water Foundation has two key goals. The first is to promote awareness and encourage debate among the public and organisations on the need to create a new culture for water, to enable the equitable development and sustainable management of the world's water resources. The second is to carry out a whole host of actions to counter the negative effects of the lack of adequate water resources. The foundation's fields of activity include involvement in infrastructure, education, health and research, concentrated in the world's most deprived areas.

[www.wearewater.org](http://www.wearewater.org)

### **For further information:**

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