Location Stichting Wavemakers United Foundation | Fluwelen Burgwal 58 | 2511 CJ Den Haag Contact
community@wavemakersunited.com | wavemakersunited.com | un2023gamechangerchallenge.com

1 Million Drops, 1 Promise Kept

Organiser Guide — Hosting Your Own Activity for World Water Day 2027

For Waves, schools, universities, partner organisations and individuals hosting an activity

1. About the campaign

"1 Million Drops, 1 Promise Kept" is an international campaign, launching around **World Water Day (22 March 2027)**, empowers young people worldwide to act on water issues. Instead of a single central event, individuals, Waves, groups, schools, universities, and partner organizations host their own **interactive water-learning activities** tailored to their local communities throughout the entire month of March 2027.

Why water?

Water is universal; every young person shares a connection to it, whether it's the glass on their table, the river behind their school, or the sea at the end of their road. Yet for over two billion people, access to clean water is unreliable.

The idea:

A single drop is easy to ignore, but a million drops moving in the same direction make a wave. That's the idea behind this campaign: be a drop, make a wave.

How it works:

Around World Water Day 2027, all activities follow a simple three-step structure:

1. **Learn** – Reflect on your personal connection to water.
2. **Promise** – Commit to a tangible action for change.
3. **Keep** – Follow through on your promise.

No expertise required; just **20-40 minutes and a postcard** to start a ripple. When thousands of small, locally rooted activities unite under this shared framework, they form a **global movement**.

Long-term impact: This campaign is a part of Wavemakers United's commitment to **United Nation's Water Action Agenda 2030, a goal** of educating **1 million young people** about water stewardship.

2. What you'll do

Stage	What you do
Before · now – 31 January 2027	Plan your activity, design your lesson, and submit your Lesson Plan by 31 January 2027.
During · March 2027 (World Water Day: 22 March)	Deliver your interactive educational activity; every participant completes a 1MAP postcard.
After · by 15 April 2027	Upload the postcards, send us photos and participant numbers, and follow up on promises.

Finding a venue, gathering participants, delivering the activity and obtaining local permissions are your responsibility as organiser. Wavemakers United provides the concept, materials and light-touch support, but cannot organise or review each activity individually.

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3. Who can organise, and for whom

Anyone is welcome: Waves and individual Wavemakers, schools, universities and other educational institutions, youth organisations, community groups, partner organisations, and individuals outside the Wavemakers structure who can plan an activity. You do not need to be a Wavemaker to participate. Importantly, you can join from anywhere in the world!

The audience is broadly young people, from school age through university and beyond: choose the audience you are best placed to reach and adapt your format accordingly (younger: playful and hands-on; older: discussion, debate, more technical or career-oriented content). Activities outside formal education are equally welcome.

All activities share a **common focus on the importance of water**, but there are **no restrictions** on topics or formats. Choose what's most relevant to your local context, such as:

- Water quality
- Scarcity
- Sanitation
- Pollution
- Rivers and oceans
- Water use
- Climate impacts
- Access to safe water

The official UN World Water Day theme for 2027 has not yet been announced at the time of writing; it is expected around January 2027. We will share it as soon as it is published, together with guidance on how to (optionally) incorporate it. Do not wait for it to start preparing your activity.

Language

Run your activity in whichever language works best for your participants. Core campaign materials (this guide, the postcard template) will be provided in English.

4. What your activity can and cannot be

Can be

- An interactive lesson (participation, discussion, experimentation or reflection), typically 15–20 minutes or longer.
- A presentation with ample space for participant interaction, questions, and discussion.
- A workshop, group discussion or debate on a local water issue.
- A creative exercise: drawing, writing, design, storytelling.
- A demonstration, experiment or optional water-lab activity, where resources allow.
- A field activity (river/beach visit, clean-up, guided walk) combined with a learning component.
- An activity embedded in a larger event (school day, sports event, community gathering), as long as the water-learning element is distinct.

Cannot be

- A passive presentation with no participation.
- An activity with no clear water or water-sustainability learning component.
- A commercial or promotional event, or one used to promote a product, party or political campaign.

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5. Guidelines for running your activity

- Keep it **interactive** throughout: build in participation, not just a talk, and leave time at the end for the 1MAP postcard (see section 7).
- Choose a water topic that is genuinely **relevant** to your participants' own context and interests (see section 6).
- Confirm your venue and any local permissions well before your date, especially where minors are involved.
- Submit the date, location, and name of your activity with Wavemakers United by **31 January 2027** at the latest.
- Include the **Wavemakers United logo** and the **campaign name/logo** on any slides, visuals or public communications. Communicate clearly with schools, universities or hosting organisations that your activity is part of a global campaign.
- Submit your lesson plan on **31 January 2027** so we can offer light-touch support in good time. A template will be provided to you.
- Ensure you take plenty of photographs during your activity, sharing them with Wavemakers United, so you can be included in post-campaign public communications.
- If unsure whether your idea fits the campaign, ask us before confirming — worldwaterday@wavemakersunited.com.

6. What we need from you

Branding

Include the Wavemakers United logo and the campaign logo/name, "1 Million Drops, 1 Promise Kept", on any slides, visuals, signage or public communications connected to your activity. Ensure the schools, universities, and host organisations you work with (if any) are aware that your activity is part of a campaign.

1MAP postcards

1MAP (1 Million Action Postcards) is the initiative behind the campaign's common output: participants write or draw their own ideas, thoughts or promises on water directly onto a postcard. It is what turns "1 Promise Kept" into something physical and personal. Set aside time at the end of your activity for every participant to complete one, using the template and short instructions we provide.

Wavemakers United will provide you with a standardised, printable template for the 1MAP postcards. You can print this on standard A4 paper and provide to your audience.

You can read more about 1MAP here: https://wavemakersunited.com/1-map-initiative/

Upon collecting and photographic/scanning your postcards, you can submit them by 15 April 2027, here: https://muhammet-bilgic.github.io/1MAP-Upload/

Photographs and documentation

Please send us, after your activity: photographs, the 1MAP postcards (via the relevant link), basic participation data (approximate number of participants), and a short account of anything notable (a moment that you loved, a quote, a local issue that came up).

Before your activity, check local laws and the requirements of the host school to find out whether the consent of parents is required for photos of children to be published by Wavemakers United. The same checks apply to children's 1MAP postcards. If you are not legally required to get parents' consent, you do not need to do anything further. If the school's consent is needed, ask the school to sign a consent document. If the parents' consent is needed, arrange with the school to collect their signatures.

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If you are unable to get the consent form signed by parents of all participants, you must (1) make sure their faces are not visible in the photos you share with us, or (2) blur their faces in those photos. Wavemakers United will provide a template consent form for signing, which you may adapt to local requirements and translate into the local language. If the school would rather use its own consent forms, that is fine. All forms must be returned to Wavemakers United at worldwaterday@wavemakersunited.com by April 15, 2027.

If you work with adults, such as university students, it is usually enough to say during the session, "if someone does not consent to being photographed, let us know and we will exclude you", and then act accordingly. **In every case, it remains your responsibility to check the local laws that apply.**

Taking good, usable photos

- Capture a mix: one wide shot of the whole group/setting, a few close-ups of participants genuinely engaged, and at least one candid, unposed moment.
- Make sure to photograph the postcard-writing moment itself.
- Shoot in good, even light. Near a window or outdoors works best; avoid strong light directly behind your subject.
- Get close and fill the frame; avoid busy or cluttered backgrounds pulling focus from participants.
- Take a few horizontal (landscape) shots as well as vertical ones.
- Especially when you have not obtained consent to photograph all of your attendees, make sure to take pictures from the back of the classroom, without any attendee faces visible.
- Send original, uncompressed files where possible, without filters or added text.

7. Timeline

When	What
October – December 2026	Register your interest to organise an activity. Plan your activity, including venue, focus, speakers, etc.
31 January 2027	Final deadline to share your confirmed location, date, and activity title with Wavemakers United. Activities planned after this date cannot be included as part of the campaign. Submit via email, at worldwaterday@wavemakersunited.com
31 January 2027	Submit your one-page lesson plan. Include your theme, key facts discussed, approach, and didactic methods. Wavemakers United will provide you with a guide and template to fill out. Submit via email, at worldwaterday@wavemakersunited.com
March 2027	Deliver your activity!
22 March 2027	World Water Day
15 April 2027	Final deadline to share photography, 1MAP postcards, consent forms, and participation data.

8. Questions

Contact us any time at **worldwaterday@wavemakersunited.com** — whether you are unsure your idea fits, have questions about the campaign, or just want a second opinion before you confirm. We would rather hear from you early, than after your activity has been planned.

Be a drop. Make a wave.