



## **Be the Change for Water Toolkit**

The **Be the Change initiative** provides an opportunity for all of us to better “walk the talk” when it comes to the Sustainable Development Goals (SDGs) and help encourage people around us to live more sustainably.

This Initiative guides and encourages us to live more sustainable at work and at home by changing our consumption patterns, using less water, active transport such as cycling, and buying local foods. Everyone is welcome to participate. Every little step helps – inform your family, your friends and your community about simple actions they can take in their daily lives.

An easy way to start being the change is to look at our Lazy Person’s Guide to Saving the World to get inspired to live sustainable every day!

This toolkit offers step-by-step guidance and materials on how to move beyond individual action to organizing a “Be the Change” week or one-day event. It’s easy to take action, and this toolkit will help you and your organization or school to make a bigger impact!

### **Who is “Be the Change” for?**

Everyone! Because every little step matters. Inform your colleagues, family, friends and community about simple actions that they can take in their daily lives to help achieve the SDGs. In the next few pages, you will find more information on how to plan your event.

## Why “Be the Change”?

- Individual actions are important. Personal adoption of the SDGs moves us closer to achieving them.
- Small changes can make big differences. Living sustainably leads to better personal health, greater prosperity in our communities and a healthier environment.
- The Be the Change initiative is a fun way of doing good for your household, business, local community and the world.
- Living sustainably is easy and fun! Many things can be done around the house and office that do not take much effort but make a positive impact.

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## What is SDG 6?

Access to [safe water, sanitation and hygiene](#) is a human right – fundamental to everyone’s health, dignity, and prosperity. Yet, billions of people around the world lack safely managed drinking water. Demand for water is also rapidly rising due to population growth, urbanization and increasing pressures from the agriculture and energy sector.

## What is the UN 2023 Water Conference?

The UN 2023 Water Conference, co-hosted by the Kingdom of the Netherlands and the Republic of Tajikistan, is a once-in-a-generation opportunity to raise awareness, define a roadmap and advance the water agenda.

Water is critical for sustainable development and the eradication of poverty and hunger, and is indispensable for human development, health and wellbeing. Taking place in New York from 22 to 24 March, the Conference is an opportunity to bring stakeholders from all bring stakeholders from all sectors together to accelerate action for water.

Water is everyone’s business and every action counts towards ensuring water and sanitation for all. Your Be the Change event can be an opportunity to raise awareness on the upcoming Conference and water-related issues. Your event can be planned ahead of the Conference or during.

## Available Resources

- [Water Conference Trello Board](#)
- [Water Action Page](#)
- [Be the Change](#)
- [Lazy Person's Guide to Saving the World](#)
- [World Water Day Campaign](#)
- Log your action(s) here: [ActNow](#)

## Key dates in 2023 to consider

- 3 March – World Wildlife Day
- 22 March – World Water Day
- 22-24 March – UN 2023 Water Conference
- 23 March – World Meteorological Day

## How to organize a Be the Change for Water event?

### Be the Change can be organized in a variety of formats:

- **Be the Change week:** ~5 days; each day has a theme connected to the SDGs, backed by events and activities at work.
- **Be the Change one-day event:** Don't have time for a full week? Organize one event, perhaps tied to relevant UN observance days such as World Oceans Day.

## 3-4 MONTHS AHEAD: READY, SET, PLAN!

### LOGISTICS

- *Arrangements:* Set the dates and duration of the Be the Change for Water week, identify SDG 6 goals as themes of each day.
- *Team:* Brief departments and potential partners, and pick ambassadors from each team, assign roles and responsibilities, determine how you will communicate and start planning the event.
- *Partner engagement:* Seek the involvement of local organizations to find speakers, learn about sustainable development practices and brainstorm ideas.
- *Sponsorship:* Identify possible sponsors for the event who can provide services or goods (e.g., reusable water bottle, free sanitation)

products). Explain what “Be the Change” can offer them (exposure, visibility, participation).

## **OUTREACH**

- *Branding*: Ensure you have branding materials (banners, pins, cards). Use the official logo and the other materials available on our dedicated online sharing platform Trello.

## **PROGRAMME**

- *Activities*: Come up with the activities that would best help engage people around a specific theme (e.g., workshops, demonstrations, brown bag lunch and movie, conversation with a field expert, panel of speakers, or any other event where people can interact in an informal atmosphere and share experiences).
- *Speakers/moderators*: Identify relevant speakers/moderators for the events.
- *Side events*: Connect your Be the Change events with existing events in your area (e.g., visit a weekly farmer's market and ask producers for a short briefing on how products are grown, encouraging participants to buy and consume local products).

## **EVALUATION**

- Tracking activity and evaluating the event is a great way to learn how you have engaged with the audience and how you can improve in the future.
- Find an evaluation method that will help you effectively track and measure the impact of your event, e.g., pre- and post-event surveys. Collect multimedia material to record the Be the Change week activities for your reporting.

## **2 MONTHS AHEAD: GET EXCITED!**

### **LOGISTICS**

- Determine what is needed to conduct the activities during the week and accommodate side events (space, equipment).
- Set up an online registration system to start building a database of participants.
- Compile a local resources guide (e.g., where people can bring a reusable food container for lunch instead of using a disposable one).

## PROGRAMME

- Determine relevant topics for discussions (trends, importance of the issue for the participants/local community);
- Choose speakers. We suggest starting with key figures and advocates for SDG 6 (e.g., environmental department of the local government, water organizations. Involve youth if possible).
- Ensure participants' engagement online prior to and during the event: Create topics for online discussion, allocate time for questions from the audience during discussions.
- Think about ways to promote Be the Change before your event.

## OUTREACH

- *Online*: Build a website, start a social media group for participants and start teasing the event on your social media channels (Facebook, Twitter, Instagram, etc.).
- *Dissemination list*: UN system, partners, media, local groups active on the issues of water.
- *Announcements and updates*: Create buzz and spread the word about Be the Change, share your plans for the week with participants, e.g., via iSeek/intranet, send a "save the date" announcement to your participant list.
- *Products and outreach*: Develop promotional materials, e.g., pins, fliers, digital cards, video messages. Invite people to promote the hashtag #BeTheChangeUN.
- *Multimedia*: Make sure you have the equipment and dedicated person to take pictures and videos during the week.

## 1 MONTH AHEAD: FINALIZE DETAILS!

### LOGISTICS

- Confirm all details (arrangements, invitations, programme) against your master plan, ensure backup plans for any situation (rain, no-shows, etc.)
- Check registration, side event and access arrangements.
- Ensure all promo materials are ready and up (banners, posters).
- Collect relevant contact details for team members working on Be the Change.
- Use WhatsApp or a similar platform for fast communication and convenience

### PROGRAMME

- Finalize the programme for the event and post on your website.
- Make sure all the activities are interactive.
- Create promo flyers featuring programme highlights to post them around your workplace, inviting people to participate.

## **OUTREACH**

- Go big on social media! There's less than a month to go — post and share often in your participant group and on your public channels. Send an email reminding all partners that you are in the final countdown for Be the Change.
- Keep everyone updated and excited! Share the preliminary list of invitees, create digital cards for social media with short announcements about attendees of the events (keynote speakers, VIPs, etc.) and "Did you know?" tips on living sustainably.
- Announcements and updates: Create buzz and spread the word about Be the Change. Share your programme with participants and partners through email or a social media story, send a "save the date" announcement to your dissemination lists.
- Determine photo and interview opportunities during the week.
- Keep sharing the information about Be the Change with partners and participants.

## ***DURING: STAY FOCUSED!***

### **LOGISTICS**

- Send a "get excited" email the day before the week begins.
- Each afternoon, send an email reminder with the next day's challenge and programme.
- Ensure daily activities are on track, check if equipment and visual materials are in place.

### **PROGRAMME**

You planned a full programme — enjoy your activities!

### **OUTREACH**

- Prepare and share social media messages with photos/videos from your event (don't forget to use the hashtag #BeTheChange). Share them in your daily emails to showcase active participation of colleagues.
- Encourage participants to create a short video of themselves taking part at home or in the office with their family, community or staff.
- Encourage/moderate audience engagement in discussions online and during the event.

## ***RIGHT AFTER: DON'T LOSE MOMENTUM!***

### **THANK YOU**

- Express gratitude to your staff, participants, partners and community for their contribution to the success of Be the Change.
- Promote the highlights (e.g., popular social media posts, experiences, achievements) on your website, company intranet and

social media.

### **Let's be the change!**

Share details about your event with us! We may feature your event on our [website](#) or [@GlobalGoalsUN](#) accounts on social media.