



EXECUTIVE SUMMARY – THE VISION

Water is the foundation of life, public health, food security, biodiversity, economic prosperity and climate resilience. Yet the challenges facing our rivers, lakes, groundwater and oceans are becoming increasingly interconnected, placing growing pressure on communities, businesses, ecosystems and economies around the world.

Meeting these challenges will require more than investment in infrastructure alone. It will require a new generation of informed and engaged citizens, stronger collaboration across sectors, better sharing of knowledge and innovation, and a collective commitment to protecting water as one of our planet's most precious shared resources.

Developed in support of the ambitions of the [UN Water Action Decade](#), Water Week is a year-round global civic movement and collaborative platform designed to help countries strengthen their relationship with water. Celebrated annually each March around [UN World Water Day](#), it creates a global moment that brings together governments, businesses, educators, researchers, water professionals, NGOs, Indigenous knowledge holders, communities and young people to share stories, showcase innovation, strengthen partnerships and accelerate collective action.

The Water Week Annual Cycle

Water Week is more than an annual campaign - it is a continuous cycle of participation, evidence, learning and improvement that strengthens water stewardship year after year.

March – The World Acts for UN World Water Day

During Water Week, children, young people, schools, communities, businesses, governments and civil society come together to learn, participate and take action to protect water through education, citizen science, volunteering, Water Stories and coordinated national campaigns.

April–July – Nations Reflect

Following Water Week, each participating country hosts its own National Water Futures Summit at a time that best suits its national context and education system. These summits celebrate achievement, publish the country's Youth Water Impact Report, showcase Water Stories and innovation, identify future priorities, select national award winners and appoint youth representatives to the Global Water Futures Assembly.

September – The World Learns Together

Held alongside SIWI World Water Week in Stockholm, the Global Water Futures Assembly brings together representatives from every participating country to share evidence, innovation and learning, celebrate achievement, strengthen international collaboration and collectively shape the priorities for the next global Water Week cycle.

Together, these three annual stages transform participation into evidence, evidence into learning, and learning into greater collective impact—creating a continuous cycle of improvement that enables every participating country to strengthen water stewardship while contributing to a growing global movement.

At its heart, Water Week seeks to inspire and equip the next generation of water stewards. Through storytelling, STEAM education, citizen science, culture and meaningful participation, it helps children and young people understand how water systems work, recognise the connections between people and nature, and discover how their actions can contribute to healthier, more resilient communities.

Rather than creating another standalone campaign, Water Week provides a common framework that connects and strengthens existing initiatives. It enables every participating country to build and share its own National Water Story while helping communities discover local opportunities, projects, organisations and events, making participation accessible, relevant and locally owned.

As millions of people learn, participate and act, Water Week creates something of lasting value: a growing body of environmental, social and behavioural intelligence that complements existing scientific knowledge and helps improve understanding of how societies engage with water. By sharing evidence, educational resources, successful engagement models and innovation across countries, the platform helps accelerate learning, strengthen civic participation and improve approaches to water stewardship worldwide.

Water Week also provides a unique bridge between freshwater and marine communities, recognising that rivers, lakes, wetlands, groundwater and oceans form one interconnected water system. By encouraging collaboration across traditionally separate sectors, disciplines and organisations, it helps create a more joined-up understanding of water and supports more coordinated solutions.

Designed as an invest-to-save civic infrastructure model, Water Week seeks to demonstrate how improving water literacy, civic participation and evidence can help support better decision-making, reduce long-term risk, improve system efficiency and strengthen environmental, social and economic resilience. It is founded on the belief that safeguarding water as a fundamental human right is not only an environmental imperative, but an investment in healthier societies, stronger economies and a more resilient future.

The United Kingdom will serve as the 2026 blueprint year, piloting a scalable model between England, Northern Ireland, Scotland and Wales for international adoption. Working through nationally led partnerships, every participating country will contribute knowledge, stories, innovation and intelligence to a shared global movement, demonstrating the power of [**Partnerships for the Goals \(SDG 17\)**](#) to achieve outcomes that no organisation, sector or nation could deliver alone.

Water Week is building the world's largest collaborative movement to improve water stewardship - connecting education, communities, science, culture and partnership to help secure a water-resilient future for all.



For Further Information

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