

World Water Day

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World Water Day is observed every year on March 22 in order to highlight the importance of drinking water.

The theme of each day focuses on topics relevant to clean water, sanitation and hygiene (WASH), which is in line with the targets of Sustainable Development Goal 6.

The World Water Day 2021 Theme was 'Valuing Water'.

This article will give details regarding World Water Day within the context of the IAS Exam.

Background of the World Water Day

The proposal for World Water Day was first proposed in Agenda 21 of the United Nations Conference on Environment and Development. In December 1992, the United Nations General Assembly passed the resolution to declare March 22 of each year as World Water Day.

Thus it was on March 22, 1993 first World Water Day was observed.

The UN World Water Development Report (WWDR) is released each year around World Water Day.

UN-Water is the convener for World Water Day and selects the theme for each year in consultation with UN organizations that share an interest in that year's focus.

Activities during World Water Day

Non-governmental organizations active in the WASH sector, such as UNICEF, WaterAid and Water and Sanitation for the Urban Poor (WSUP), use the day to raise public awareness, get media attention for water issues and inspire action. Activities have included releasing publications and films, as well as organizing round tables, seminars and expositions.

End Water Poverty, a global civil society coalition with 250 partner organizations, sponsors Water Action Month each year and offers an event-planning guidebook.

The UN World Water Development Report (WWDR) is released each year on World Water Day. Information related to the annual theme gives decision-makers tools to implement sustainable use of water resources.

Themes for World Water Day

The following table highlights the themes for World Water Day in the ensuing years

World Water Day (1994 - 2004)	
1994	Caring for our Water Resources is Everybody's Business
1995	Women and Water
1996	Water for Thirsty Cities
1997	The World's Water: Is there enough?
1998	Groundwater– The Invisible Resource.
1999	Everyone Lives Downstream
2000	Water for the 21st century
2001	Water for Health
2002	Water for Development
2003	Water for Future
2004	Water and Disasters

World Water Day (2005 - 2014)	
2005	Water for Life Decade 2005–2015.
2006	Water and Culture.
2007	Coping With Water Scarcity.
2008	Sanitation
2009	Trans Waters.
2010	Clean Water for a Healthy World
2011	Water for cities
2012	Water and Food Security
2013	International Year of Cooperation

2014	Water and Energy
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World Water Day (2015 - 2021)	
2015	Water and Sustainable Development
2016	Better Water, Better Jobs
2017	Why Waste Water?
2018	Nature for Water
2019	Leaving No One Behind
2020	Water and Climate Change
2021	Valuing Water

Impact of World Water Day

Every year, World Water Day campaign messages and publications reach millions of people through social media, dedicated websites and other channels. In 2021, the World Water Day public campaign invited people to take part in a social media conversation about the value of water. More than 6,000 public conversations took place in over 140 countries on social media from mid-November 2020 to mid-February 2021.

In 2017, 700 individual events were held in 110 countries and there were over 500,000 authors on social media using the hashtag '#WorldWaterDay'. In 2018, there was a 25% increase in both the number of website visits and the maximum potential reach on social media largely due to celebrity support and a coordinated communications approach across the United Nations.