

Ladies and Gentlemen, Thank you for joining us today

My name is Lauren Alcorn and I am here to present on behalf of ONE DROP. I have the pleasure to introduce you to my colleague Ms. Pragyan Bharati, OD Proj In Coor & a OD Proj In partner, Natya Chetana theater group & their Director Mr. Subodh Pattnaik.

Before we start: Please note that there has been a slight change in plans, as the performance of Mathie Pani will take place on the stage at HITEX, Following this presentation. We can all proceed there together.

This presentation will focus on OD's SAPE approach which is an unique example of CEPA.

After a few slides, I will show you very short video presenting the vision of ONE DROP and after I will go into more details about our work in both developed countries & developing countries and more specifically our work here in Orissa, India and our social arts and popular education approach.

SAFE WATER FOR ALL, TODAY AND TOMORROW



ONE DROP, an initiative of Guy Laliberté, Founder of Cirque du Soleil, was established on October 29, 2007.

CIRQUE DU SOLEIL



We promote access to water in a sustainable manner in developing countries.

We raise awareness of individuals and communities on water related issues to address water challenges they are facing at home and elsewhere.



ONE DROP is a [CND based Organization](#).... 5 years young

ONE DROP was born on October 29, 2007, thanks to the will and vision of Guy Laliberté and Fondation Guy Laliberté board members to take on the crisis of access to water that led to the establishment of a pilot project in Nicaragua, launched in 2005.

Our course of action is focussed on two levels:

- Promote access to water in a sustainable manner in developing countries;
- Raise awareness and mobilize the populations of developing & developed countries on water challenges they are facing at home and elsewhere.

WHY WATER?

- In developing countries, 90% of waste-water is dumped in nearby waterways without treatment.
- Every 20 seconds, a child dies from a water—related disease.
- In 2025, two thirds of the world population will face water shortages (±5.3 billion people).
- 2.6 billion people do not have adequate sanitation facilities.



To further justify why we do, what we do

Some alarming facts that most of you are aware of, some with obvious links to the preservation of biodiversity

COUNTRY CLUSTER INTERVENTION STRATEGY

Country cluster intervention strategy

- International/local partners
- Central America, West Africa and Asia



4

In developing / emerging (India) countries:

We develop our own projects and implement the with local and international partners

We work in country cluster situation, for example in Latin America....

We work in country clusters for multiple reasons

-transfer of expertise and lessons learned

-developing regional exchange mechanisms: knowledge, markets for products

-economies of scale

THE TRI-POD APPROACH

The **tri-pod** is based on the complementary nature of:

- A **water access and resource management** (technical) component
- A **microfinance** component
- A **social arts and popular education** component

Each component strengthens the others and ensures long-term sustainability.

- **Budget:** approx. \$5M/project
- **Duration:** 6 years (3+3)



So...How do we work?

ONE DROP is unique in its application of what we call the 'tri-pod' approach

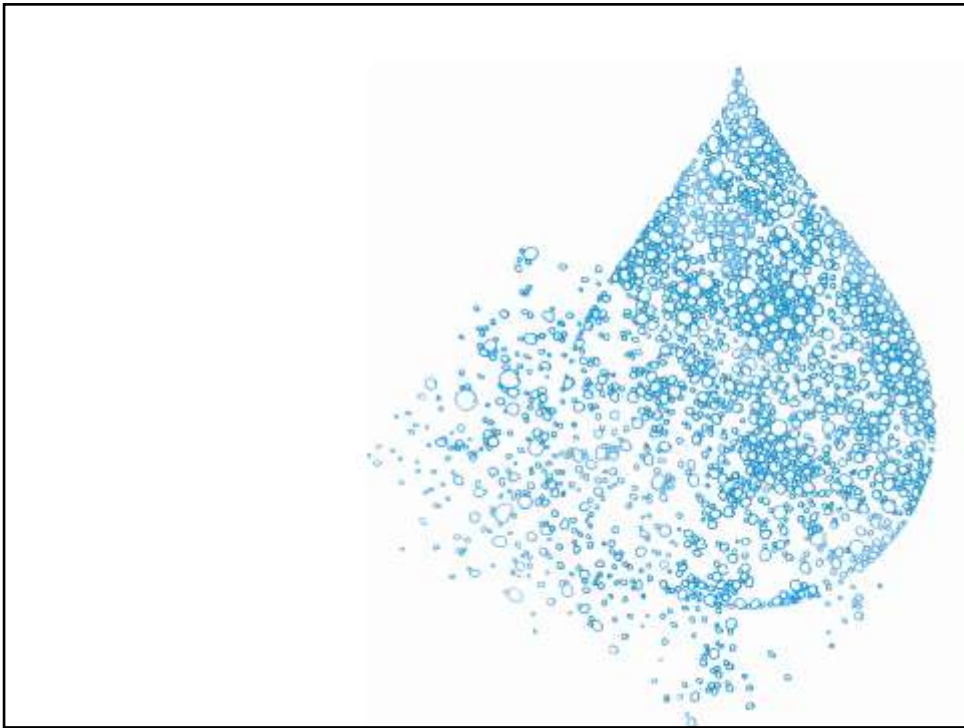
3 components

Tech- aims to provide access to water & proper integrated water resource management

Micro Fin – speak to this later

Social Arts and Pop Edumain focus of this presentation

Average proj. 6 yrs / budget \$5M....all 3 components



Here are two short films. The first illustrates the approach and impact of our work in developed countries and the other demonstrates the synergy of all three components of the 'tri-pod' implemented in our work in the developing world.

TECHNICAL COMPONENT: WATER RESOURCE MANAGEMENT



We approach access to water as:

Water for drinking (protection and rehabilitation of water sources, installment of water filters, digging/rehabilitating wells, water cisterns)

Water for domestic purposes (rain harvesting from rooftops + water cisterns – 1000 liters to 10 000 liters)

Water for productive purposes (rain harvesting from rooftops + water cisterns + drip irrigation systems reduces water consumption by 70%)



TECHNICAL COMPONENT

Integrated water resource management:

- Provides a reliable supply of safe drinking water
- Improves sanitation, nutritional health and hygiene
- Increases food security and income
- Sustainable practices: balance between income generation and preservation of the environment



IWRM approach ensures access to water and sanitation towards conservation and sustainable use of natural resources.

Sanitation is intimately linked to clean water (latrines, grey water filters)

Environment protection + health:

- In some of our projects we also contribute to improving cooking stoves. These are smokeless, energy efficient, reduction of wood consumption= less smoke in the house & improves health of eyes and lungs

Energy efficient stoves. 50% less consumption of wood. Reduces time fetching wood. Regeneration of forests

MICROFINANCE AND WATER: A POWERFUL LEVERAGING EFFECT



Another component to the tri-pod approach is Micro finance

MICROFINANCE COMPONENT

- Reaches communities having no access to traditional financial services
- Finances local infrastructures, agricultural activities and marketing of produce and crafts
- Provides families with financial means to generate additional income and gain financial autonomy
- Enhances beneficiaries 's knowledge through a *building capacity fund*
- Ensures the sustainability of livelihoods



AZULA
FINE
WATER & SOURCE OF DEVELOPMENT

- This micro-finance component is the complementary and integral portion of the tri-pod approach

- After securing access to water and the community is sensitized on protecting and conserving the source (through the SAPE application):

- We work with families, community groups, women's groups in the rural intervention zone, that typically don't have access to loans from traditional financial institutions
- We work with these groups to enhance their livelihoods to exceed subsistence living.

- This component is comprised of two strategies:

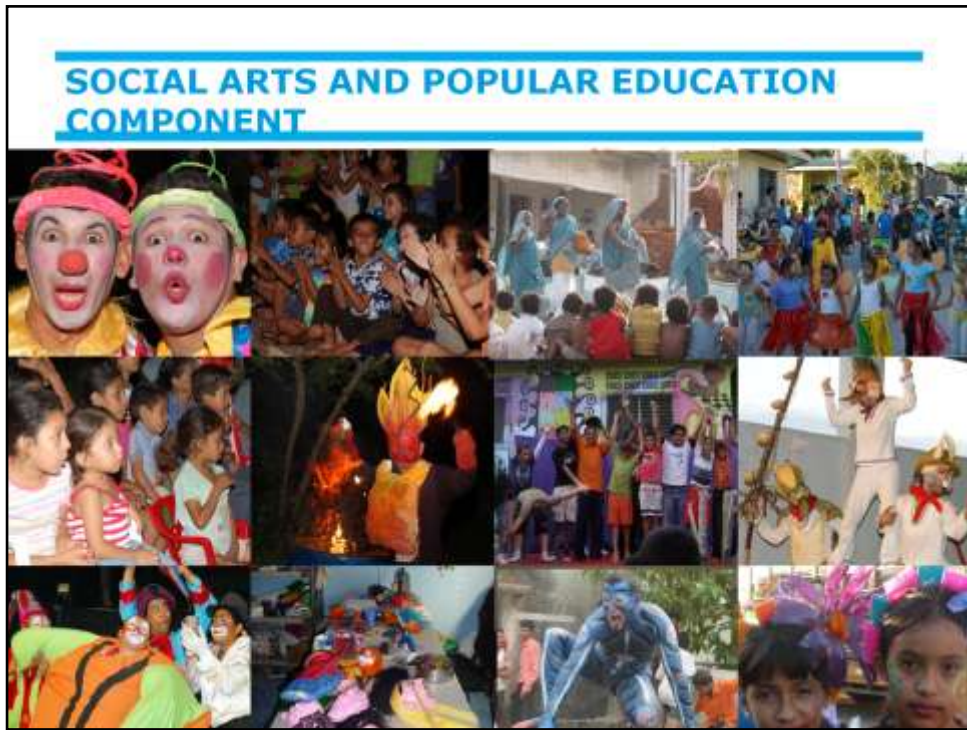
1-Capacity Building:

- Entrepreneurial reinforcement, e.g. general marketing, building bus. Plan, etc.
- Providing support in in special agro-tech training: poultry rearing, fisheries, etc

2-Allocation of Micro Loans:

- We don't allocate loans directly to these groups
- Partner with a local micro.fin. Institution located in the intervention zone.
 - This institution is familiar with the community, culture and socio-econ. context

Loans = \$500-1000, %100 reimbursement



To understand ecosystems, water and sanitation issues, such as: contamination, poor maintenance of infrastructures, the spoiling of water

Learn in a fun way, touches your emotions that makes you receptive to seeing new possibilities from what seemed impossible before, a situation can change, non confrontational manner

DISTINCTIVE VALUE OF THE ONE DROP APPROACH

Arts and Culture for Social Transformation:

- Raise awareness about the value of water and proper management (water for drinking, domestic and productive purposes)
- Reinforce local know-how (traditions & practices)
- Build community ownership and empowerment



Integrating local arts and culture

-Raise awareness of local issues concerning the community on water & sanitation

For example in india – the issues surrounding water & sanitation can be linked to gender inequity, caste structures, villages that are primary of the indigeonous population, and issues linked to the degredation of the local ecosystems: deforestation, shifting etc.

Approach these issues by:

- Reinforcing the local knowledge systems AND
- Strengthens community ownership & empowerment

THE MEANS OF INTERVENTION

Built from a participatory diagnostic
(economic, socio-cultural,
biophysical):

Shows

Workshops

Documentation

- **Multidisciplinary** (visual arts, circus, multimedia, dance, music, theatre, etc.)
- **Ludic** (focus on play and entertainment)
- **Interactive** (encourage an exchange of ideas between artists and target audiences)



Social arts and popular education both bring about collective action, involving agents for social change who act conscientiously, creatively and of their own will, and who take responsibility for their actions, both individually and collectively.

Apply three means of CEPA: Shows / Workshops / Documentation

THE SHOW

Professional shows entertain , inspire and provoke change on local water issues.

The show :

- Is created, produced and promoted by local partners in collaboration with Canadian artistic partners
- Tours in rural and semi-urban areas
- Designed for a wide target audience



Target audience is wide:

i.e., an audience of all ages that includes the project's beneficiary families, the communities within the intervention zone, the neighbouring communities

Shows are developed with local artists, multidisciplinary, 2-102 years

Subodh can speak to the development and delivery of theater shows for the Project India.....

e.g. Haiti after the earthquake – poetry workshops

THE WORKSHOPS

Workshops on water issues aim to foster agents of social transformation by:

- Targeting youth and leaders of rural communities
- Developing critical thinking
- Strengthening social values (self-esteem, respect, a sense of belonging and creativity)
- Teaching to voice their opinion in a democratic and non-violent way



Educational Arts Based Workshops:

Made up of various workshop modules that can be taken progressively and in their entirety, or by stand-alone module.

Can be adapted to the reality of each community and the means developed by the *water resource management* component and the *Microfinance* component.

IN INDIA....

DOCUMENTATION

Documentation is a popular education tool developed to support project activities for long term sustainability.

It takes on various forms in print and multimedia to reach the target audience :

- Texts
- Cartoons
- Photographs
- Visual arts (posters, flyers, murals)
- Films, e.g. Bollywood
- Radio programs
- Manuals and tool kits



Documentation AKA Resources:

-Are typically developed during the project implementation phase. Documentation can be developed for the support of project activities or during the consolidation phase, by developing documentation/resources/tools for long term sustainability of the project.

-Other forms of documentation are developed as an outreach tool to reach a wider audience on important messages of access & protection of water. Such as the production of films & radio programs.

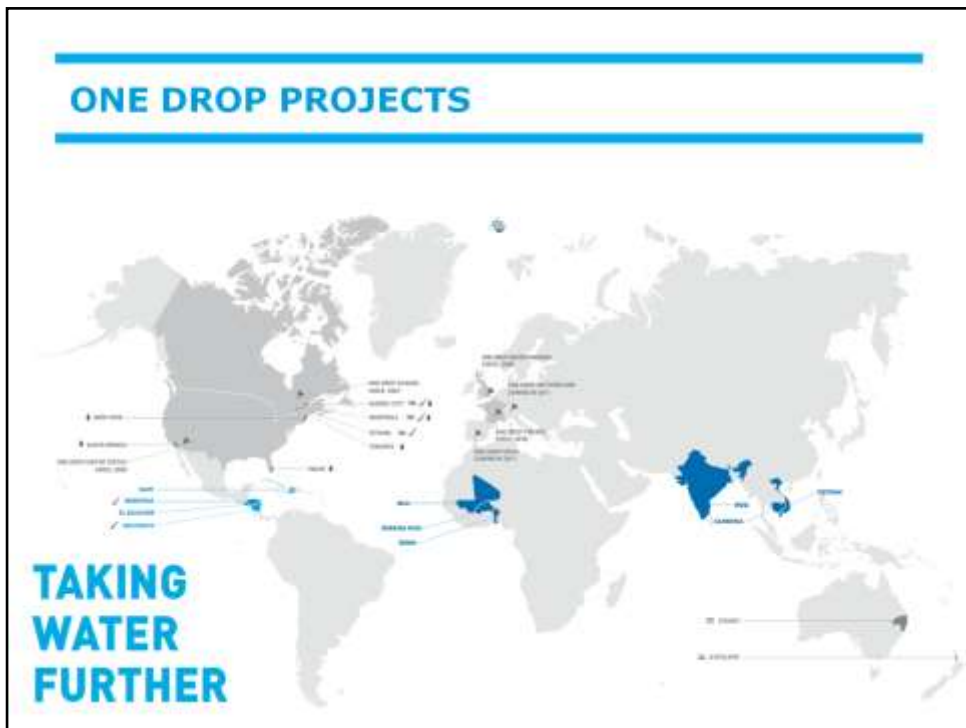
COMMUNITY OF RESEARCH AND PRACTICE



- Local and international partners
- Get together every second year - 3 international gatherings to date
- Building collective know-how on water, social arts and popular education and microfinance
- To document and validate the application of arts and culture for social transformation in particular and the tri-pod approach in general



Since we work in multiple countries all over the world, we bring together this international community of practitioners to share their work, experiences and lessons learned.



Grey = countries of fundraising & awareness efforts

Blue+ countries of operations present and future

 Outreach of Latin America 20,000 ppl (direct & indirect)

 Global portfolio 34 M\$

Guy Laliberté = 100 M\$, invite others to contribute

DEVELOPED COUNTRIES – AWARENESS PROJECTS



- Raise awareness
- Guide behavioral changes
- Inspire concrete action
- Participate in the public debate on water



CEPA is also applied in our work in developed countries, by:

AQUA - A JOURNEY INTO THE WORLD OF WATER

- Interactive museum experience
- Over 300 000 visitors
- Montréal, Québec City, Ottawa, Auckland, Sydney
- AQUA teachers pack





- Aqua is a travelling exhibition and **multisensory experience** made for the general public of all ages. Aimed at ages 10-14

- This exhibit has been in several museums across the world, including the Canadian museum of Nature (Ottawa), The Montreal Science Center, New Zealand’s Auckland Museum and The Australian National Maritime Museum.

- Aqua raises awareness among the general public about water-related issues, the importance of solidarity, and sharing wealth to overcome poverty.

- One of the main messages of Aqua is that “water is a source of life.” This emphasizes that water is indispensable to our survival and that of every other living organism, plant or animal. No other substance can fulfill its vital functions nor substitute it.

- The messages conveyed throughout the exhibit coincide with the Aichi targets:

- Target 11 aims to conserve various water ecosystems through effective management. AQUA teaches basic fundamental principles to ensure this proper management.
- Target 14, which aims to provide restoration and a safeguard for ecosystems that provides essential services, particularly related to water.

This exhibit encourages a civic duty to ensure responsibility for protecting our water resources, and thus the biodiversity that encompasses, utilizes, and functions synergistically within them.



We are prioritizing to work with youth, as they are key agents for change today and tomorrow. OD developed many online tools for youth engagement

WORLD WATER DAY

**Awareness campaign
Interactive awareness
tools**

HOW MUCH WATER IS ON YOUR PLATE?

Drag and drop food items onto the plate below to create a complete meal consisting of meat or fish, two items each of the three major food groups. The water meter at the bottom left will indicate the water footprint of your meal. Try to make a meal with a low water footprint.

Blue Lunch Challenge
 To meet the challenge in the 2012 World Water Day Lunch Challenge you must:
 • Be eating your own cooked meal of protein or poultry with three other food items
 • Be eating locally

1 APPLE = 70 L OF WATER

100G OF CHEESE = 500 L OF WATER

1 SAUSAGE = 1,755 L OF WATER








Campaigns. Aiming to do more of. Last year – water and food security

GAÏA – BOOK AND PHOTO EXHIBITION



Gaia is an initiative that developed from Guy's trip to space. There he captured images of bodies of water and ecosystems. This photos currently tour Canada on display to the general public and coffee table books are available for purchase through ONE DROP.

IT STARTS WITH JUST ONE DROP...

Thank You

Merci

Lauren.alcorn@onedrop.org

