

# Every Drop Counts

A youth campaign for water conservation

Developed by the young participants of the Erasmus+ **GreenCitizens** project — Digital empowerment for youth environmental civic action in schools and communities

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# Why water is important

Water is one of the most precious and finite resources on our planet — yet most of us rarely stop to think about how much we use every day. From brushing our teeth to doing the laundry, our daily routines have a direct impact on global water reserves.

Household water use represents a significant portion of total consumption. A single family can use hundreds of liters a day without realizing it. The good news? **Small, mindful changes in our habits can make a big difference.**

## Quick facts

- A 10-minute shower uses up to **120 liters** of water
- Leaving the tap running while brushing your teeth wastes **6 liters per minute**
- A dripping tap can waste over **5,000 liters a year**
- Only **3% of the planet's water** is fresh — and most of it is inaccessible

# What we set out to achieve

This campaign was built around three interconnected pillars — environmental action, digital empowerment, and civic responsibility — each reinforcing the others.

## Environmental

- Promote responsible water consumption
- Encourage water-saving habits among young people
- Increase awareness of the environmental impact of water waste

## Digital

- Use social media to spread environmental messages
- Develop young people's skills in digital communication and advocacy
- Create engaging visual content for online audiences

## Civic

- Encourage responsible behavior within local communities
- Inspire young people to become environmental ambassadors

# Who We Are Addressing

The campaign was designed with specific audiences in mind — both those who will drive change and those who will support it.

## PRIMARY AUDIENCE

### Young Agents of Change

The main audience driving the campaign — digitally active and ready to act.



#### Young people aged 17 to 23

The most connected generation and the one most affected by environmental challenges



#### Students

Students in secondary schools and higher education institutions



#### Youth organizations

Groups already active in civic and community life

## SECONDARY AUDIENCE

### Community Supporters

The wider ecosystem that amplifies the campaign's reach and lasting impact.



#### Families

Households where habits are formed and shared every day



#### Schools and teachers

Teachers and institutions that can integrate the message into learning



#### Local communities

Neighborhoods and civic spaces where change takes root



# How We Spread the Message

The campaign was designed as a **digital awareness initiative** — leveraging the power of social media to reach young people right where they already spend their time. Three carefully crafted posts form the backbone of the campaign, each built on the one before it.

1

## Post 1

**Awareness about water consumption** — Reflect on how much water we really use

2

## Post 2

**Tips for saving water** — Practical actions anyone can take today

3

## Post 3

**7-Day Water Challenge** — A week-long call to action and a community movement

With simple messages, impactful visuals, and social-media-friendly formats, the campaign makes sustainability accessible, urgent, and achievable for every young person.

# How much water do we use every day?

This post invites young people to pause and reflect on their true daily water footprint. From the morning shower to washing dishes at night, the numbers are often surprising — and eye-opening.

"Small habits make a big difference."

By making visible what is usually unseen, this post sparks curiosity and encourages the first step toward mindful water use. Awareness is always the starting point of change.



## Shower (5 min)

~50–100 liters

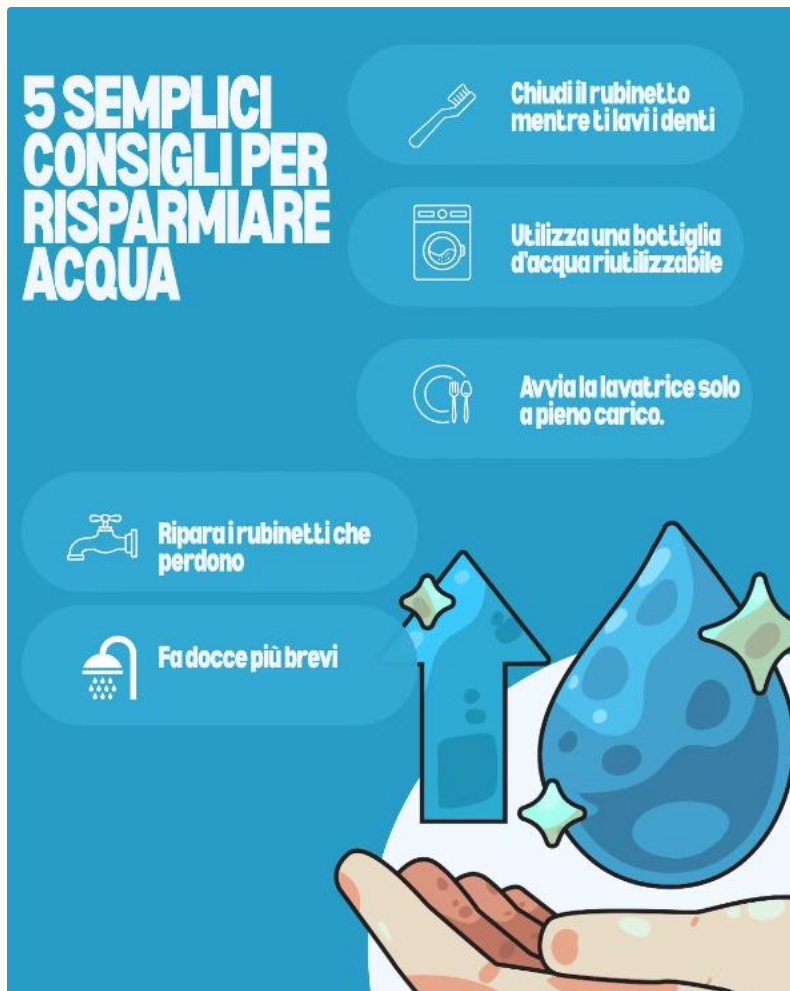
## Brushing your teeth

Up to 12 liters if the tap stays open

## Washing cycle

40–75 liters per wash

# 5 simple tips to save water



## 1 Turn off the tap

Switch it off while brushing your teeth or washing dishes — save up to 12 liters in just 2 minutes

## 2 Shorten your shower

Reducing your shower by just 2 minutes can save over 20 liters of water per day

## 3 Fix leaks immediately

A dripping tap wastes thousands of liters a year — report it or fix it yourself

## 4 Use only full loads

Run the washing machine and dishwasher only when they're full to maximize efficiency

## 5 Reuse water

Collect rinse water to water plants — nothing should go to waste

Saving water doesn't require radical lifestyle changes. This post offers five practical, accessible actions that any young person can adopt **immediately** — without special tools or specific skills.

✔ **Key message:** Saving water starts with simple everyday choices. Share this post and challenge a friend to try all five this week!

# The 7-Day Water Challenge



The **7-Day Water Challenge** is the heart of the campaign: a week-long invitation for young people to actively reduce their water consumption and document the journey. Each day introduces a new water-saving habit, building momentum and community engagement as participants share their progress online.

The challenge is designed not only to change behavior for a week, but to build lasting habits and inspire others through peer visibility on social media. When one person accepts the challenge, their network follows.

"Accept the challenge. Inspire others."

# The change we are creating together

This campaign is more than a series of social media posts — it is a movement. Here is the impact we expect to generate through sustained digital engagement and youth-led action.



## Increase awareness

Increase understanding of water conservation and the real cost of everyday habits among young people and their communities



## Promote sustainability

Encourage the adoption of sustainable everyday habits that reduce personal water footprint over the long term



## Youth participation

Inspire young people to take an active role in environmental action, from individuals to community ambassadors



## Digital advocacy

Strengthen young people's skills in digital communication, content creation, and online civic engagement



## Peer impact

Spark a ripple effect through social sharing, turning one person's action into a community movement



# Every drop counts.

Protecting water starts with everyday choices. By adopting small habits and sharing positive examples, young people can contribute to a more sustainable future — one drop at a time.



**Act**

Start a new water-saving habit today



**Share**

Post your commitment and inspire your network



**Lead**

Become a water champion in your community

*A campaign by young people, for young people — developed through the Erasmus+ project **GreenCitizens.***