

PROactive

The countdown to Rio begins!

There are loads of other things you can do to help Waterproof development:

- **Hold your own stunt** to get the message out about Rio+20! Make it memorable by borrowing our corn-on-the-cob costumes! Just email campaigns@progressio.org.uk
- **Follow our tweeting Llama, Lola**, for water news, facts and humour. She can be found at @LlamaLola
- Get people who take the photo action to **Text WATER and their NAME and EMAIL** address to 87070 to sign up to urgent campaign updates and get a link to our Waterproof page on your phone. (Texts cost their standard network rate.)
- **Check out our amazing friend-raising and fundraising resources** for more easy ways to spread the word on water and Progressio.
- And read our brilliant and accessible **guide to water and Catholic social teaching**,
- All these and more are at www.progressio.co.uk/waterproof
- More resources are on the way including our Zanjero children's water challenge and a guide to water and development. Make sure you're the first to hear about them by signing up for our monthly eNEWS at progressio.org.uk



How can you make Rio+20 really count for poor communities worldwide?
Join our work to push for fair and sustainable access to water!



part of the
WATERPROOF Rio!
campaign

PROGRESSIO

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Registered charity number 294329

Progressio is an international charity with Catholic roots that works in 11 developing countries

In June, world leaders meet in Rio de Janeiro, Brazil, for the United Nations Conference on Sustainable Development.

20 years ago, the Rio Earth Summit set an ambitious agenda for global change. Now it's time to think again about the world we want to see.

It's an incredible opportunity to tackle poverty in a just and sustainable way.

For people in the countries where we work, water is an essential part of sustainable development. Together, we'll make sure world leaders commit to making development 'waterproof'.

Why water, why Rio, why you?

Poor and marginalised people, especially small-scale farmers who feed a third of the world's population, must have the water they need. In the global North we can take water for granted, but in many parts of the world too much or too little water makes daily life hard, with climate change and poor management making the problems worse.

Progressio's championed the importance of water for development since 2006. In that time, our aim has always been the same. Together with you our supporters and campaigners, we've helped put water into the climate change negotiations at Copenhagen and Cancun with our 'Just Add Water' campaign (2009), and took water messages to Secretary of State Andrew Mitchell during our 'MDGs: Keep the Promise' campaign (2010).

Small-scale farmers are particularly vulnerable to problems with water. Farmers like Maria Yolanda Ávila. Yolanda is 35 and lives with her husband and their three children in the watershed of the Lurín River near Lima, Peru.

"I need water for domestic tasks such as washing and cooking, and for personal hygiene," Yolanda says. "But I also give water to the animals I have around my home. My husband and I use water for irrigating our land. To me, water means life. Without water the people, animals and crops cannot live."



In numbers:

- ➔ **1%:** less than 1% of the world's fresh water is readily accessible for direct human use.
- ➔ **40%:** without action, total demand for water will be 40% greater than the water available by 2030.
- ➔ **2/3:** by 2025, almost two thirds of the world's population are likely to experience some kind of water stress.
- ➔ **70%:** 70% of farmers in developing countries are women; water stress hits women hardest.
- ➔ **2.8bn:** worldwide, 2.8bn people live in water scarce areas.

Yolanda's experience is common, and it's because of people like her that it's so essential that water is included in every aspect of Rio+20's agenda. Check out our Rio+20 briefing, 'Water in a Green and Fair Economy' for more information. You can download it from progressio.org.uk

It's vital that we 'waterproof' development, and that's why we're turning our attention to the world leaders at Rio+20. Sustainable development is only sustainable if it has water at its heart.

Take our campaign action and help Waterproof development at Rio!

Community action is at the centre of Progressio's 'people powered development'. So with Rio+20 fast approaching, we're asking you, our brilliant network of supporters and campaigners, to act on behalf of people like Yolanda to make sure water is at the top of world leaders' agendas.

Environment Secretary Caroline Spelman, the UK's main representative at Rio+20, must know that water is vital to Rio's success. But it's going to take all of us to make sure she hears our message.

We want to make a huge water-themed photo petition and hand it to her ahead of the Rio conference.

- Here's how:**
- 1 Wherever you are, we need your help to get your community – that's your school, parish, university, chaplaincy, scout group, church group, anything! – involved.
 - 2 It couldn't be easier! Just take a photo of each person in your group doing or wearing something water-related: think watering cans, wellies and umbrellas!
 - 3 Then just send your pictures in to us and we'll do the rest.



When we get them, we'll add your pictures to our Rio gallery. We'll add a Rio-themed border to them too!

You can see people who have already taken the action by checking out the gallery at www.facebook.com/ProgressioUK

Top tips:

- make your photos colourful and fun – we want to be memorable!
- Collect the names of the people in your photos if you can.
- **Email in your photos to campaigns@progressio.org.uk**
- If you want, you can **send in photos on a CD or memory stick (we'll send them back.)**
- If you want, it's easy to **use www.yousendit.com** for lots of pictures. Just upload your
- photos and send the link to campaigns@progressio.org.uk

Send in your photos by 20 April 2012

Need more support?

To help you explain the campaign to your group, we've put together a two minute crash course on Rio+20, which can be found on the Waterproof resources area of our website: progressio.org.uk/waterproof
 If you have any other questions about the campaign, get in touch! (details on the back)
 With your help, we can make sure Rio+20 leads to development that's truly Waterproof.