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For Immediate Release

This year the world took a step further to protect our water resources and initiated actions to “*See the unseen; the value of Water*”. At Huru Initiatives, we are pumped to join the initiative and are keen to inspire more people to understand the value of water.

Leading to the [World Water Week](#) in Stockholm later this year, we are launching our digital campaign #ValuingWater which echoes the theme for this year’s Stockholm summit as we target to draw more people closer to its call to action through social media. Together with various peers in the mission will collaborate to spread the message, targeting a total of 5000 people in the three weeks leading to the weeklong summit in Sweden.

The state of water resource utilisation is already alarming and needs a systematic overhaul to accommodate the growing demand for limited natural resources. The underdeveloped communities are the most affected when water is scarce and scrambled among developed communities. To achieve a systematic overhaul that will bring about the eradication of water poverty and just distribution of water resources, we need adequate investments, strategic businesses and resources-sensitive policies and management.

We believe this campaign will enable key stakeholders to understand the value of water for different communities, enabling them to make the right decisions and allocate resources accordingly so as to ensure a water-secure world. We welcome you to join your efforts with us and spread the campaign to your horizons. With your support, we will reach a mile further and achieve our common goal.

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To Support this Campaign:

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