

THE AQUALOGY FOUNDATION IS LAUNCHING WATERDATE, A SOCIALLY-ORIENTED APP AIMED AT RAISING AWARENESS OF THE PROBLEMS OF UNIVERSAL ACCESS TO WATER

To mark World Water Day on 22 March, the Aqualogy Foundation is launching a socially-oriented application for Smartphone, aimed at raising awareness of the problem of lack of water, by means of a simple game. With this app, the Aqualogy Foundation undertakes to provide one thousand families with access to drinking water for a month.

The WaterDate application has been designed to fulfil these dual objectives: on the one hand, to raise awareness of the importance of water for life and how its scarcity puts the survival of millions of human beings at risk and, on the other, to participate in a socially-oriented project.

In order to fulfil these dual objectives, the Aqualogy Foundation has created a website, <http://waterdate.es/>, which provides information on water. It has also created the app WaterDate, a game available as a free download from both the App Store and Google Play. The Foundation has also undertaken to donate to UNICEF the sum necessary to ensure that one thousand families in sub-Saharan Africa are able to access drinking water for at least a month.

What does the app consist of?

In this game, which can be downloaded for free, Maji, an African girl, shows us the distance she has to travel on foot every day in order to reach drinking water: a long journey, during which she poses questions and provides answers, data, figures and graphic comparisons, related to sanitation and access to water in developing countries. Finally, Maji reaches the well where she has to pump up the drinking water. At the end of the game, Maji invites you to share the app using different platforms—Twitter, Facebook, e-mail and SMS—in order to help spread the information.

2013, International Year of Water Cooperation

The United Nations General Assembly declared 2013 as the United Nations International Year of Water Cooperation. Water cooperation is vital for security, the fight against poverty, social justice and gender equality. Good management and cooperation between the different user groups promote access to water and the fight against its scarcity, as well as helping to reduce poverty. The objective of this International Year is to raise awareness in order to increase cooperation and communicate the enormous challenges posed by water management, due to the rise in demand for access to water, its distribution and related services.

The Aqualogy Foundation is collaborating with UNICEF and its child survival programmes through this awareness-raising campaign. Similarly, it maintains a priority commitment to Millennium Goal 7, Target 10, which aims to halve the proportion of the world population without sustainable access to safe drinking water.



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