

Summary of Amiad's World Water Day Celebrations – 2023

World Water Day is a UN initiative held annually on 22 March as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.
This year the theme is Accelerating Change.

“This World Water Day is about accelerating change to solve the water and sanitation crisis.
And because water affects us all, we need everyone to take action.
That means you!

You and your family, school and community can make a difference by changing the way you use, consume and manage water in your lives.
Your commitments will be added to the Water Action Agenda, to be launched at the UN 2023 Water Conference – the first event of its kind for nearly 50 years.

This is a once-in-a-generation moment for the world to unite around water. Play your part. Do what you can.”
(<https://www.worldwaterday.org/>)

2023 marks the 10th year in which we participated in World Water Day by giving presentations in classrooms and explaining the importance of clean water. The children learned about the need to take part in accelerating change and enjoyed the fun and educational games they were given.

Since we began celebrating World Water Day in 2013, we have reached approximately 11,500 school children and adults of all ages!

We are proud of our employees who, every year for the past 10 years, have taken an active part in raising awareness of the importance of clean water in our world.

Here is what a couple of them had to say about this year's activities:



Ifat Elimeleh, HR Manager Bet Zera Site:

This is the second year that I have had the privilege of delivering the annual presentation on World Water Day.
This year I went to my daughter's 6th grade class.
The children actively participated in the activity and I left feeling proud to work for a company that deals with such an important issue - clean water.

Yinon Friedlander, Director, Project Management and Application Engineering, USA:

It's not every day you get the chance to show your kids what you do at work.
I had the privilege of speaking about World Water Day in my daughter Tamar's 4th grade class and I had the pleasure of meeting curious and engaged children. Thank you, Amiad, for the initiative and the opportunity!

We are looking forward to World Water Day 2024 so that we can continue to take an active role in raising awareness to the importance of clean water for all.

