



INVITATION: CO-CONVENE THE ONEWATER 2024/2025 PHOTOSTORY CONTEST

MYTH

There is the modern myth that facts alone can inspire behaviour change and action for nature and people. But no one's ever been swayed by a pie chart. As humans, we're wired for narrative and captivating visuals. Our ancestors came together around crackling fires - not around powerpoint presentations. It was the stories that brought them together, not statistics. In stories we find meaning, connection, and ultimately, change. Data informs, imagery captivates, but stories transform.

GAP

In the English-speaking world, and even more so globally, there's an important story we're failing to tell. It's the story of how clean water bodies and water and sanitation services are fundamental to our well-being and the sustainable development agenda. We need to tell the water story with words and images that connect with people and highlight its interlinkages to climate justice, biodiversity loss, and planetary boundaries.

SOLUTION

Imagine a world where water connects, not just as a resource, but as a shared narrative. Onewater helps build this world by telling the stories that often get lost in the scroll. We break down complex issues, visualize data and invite communities to share their own water stories, amplifying them beyond text, borders and languages. Onewater's work rekindles our shared connection to water and positions it at the heart of decision-making and public discourse.



OUR OFFER || YOUR PERKS

We invite you to support our annual photo story contest, which we've convened for the last three years in partnership with UNESCO's World Water Assessment Programme. This is not just a contest; it's a global platform for visual storytelling that aligns with the themes of the annual UN World Water Development Report. It's an opportunity to showcase powerful stories that can reshape public discourse on water-related issues.

● GAIN VISIBILITY

Gain recognition at prestigious locations, including UN/UNESCO headquarters or public museums, and associate your brand with critical water-related causes and solutions. Your logo will be prominently displayed in all contest materials, and your contribution will be emphasized across our social media channels and partner networks. This connects you with a creative community dedicated to water issues and environmental advocacy. Any exhibitions with photos from the contest, like the "[Walk of Water](#)" in New York, will also prominently feature your organization's name and logo. Selected speaking opportunities may also be offered.

● ACCESS CONTENT

Receive access to a big archive of professional-grade photographs. The [2023 contest](#) attracted over **700 photographers**, dozens of them Sony or World Press Photo award winners, who submitted a total of **~7500 pictures** from around the world. All submissions include mandatory Creative Commons licenses that allow Onewater and its contest partners to make use of the images. Utilize these photographs in annual reports, newsletters, or on social media to illustrate your organization's environmental engagement. Enhance and support your CSR goals with authentic imagery for campaigns, presentations, and educational materials.

● ACCESS NETWORKS

Connect with the best photographers and content-creators in your field and in your region and forge partnerships with international organizations to support water sustainability projects worldwide. This expands the impact of all partners' contributions beyond local or national boundaries.

● BECOME AN ADVOCATE

Elevate the stories that are close to your heart, or home, and influence local, regional, and global conversations. Leveraging these stories will connect your brand to the broader environmental conversation through the art of visual storytelling. By co-convening the photostory contest, you can enrich your brand, steer conversations and align with global sustainability efforts.

TAKE A SNEAK PEEK AT OUR 2023 FAVOURITES



Yanomami Emergency

Fernando Frazão / Brazil

Indigenous

No news of rain

Pablo Tosco / Somaliland

Drought



The legend of Qing Shui Jiang

Huimin Kuang / China

Culture

Sinking islands, changing llifes

Edu Ponces / Panama

Sea-level rise



Symbiosis

Giacomo d'Orlando / Indonesia

Ocean

Axolotl: Reviving endangered waters

Luis Antonio Rojas / Mexico

Biodiversity



The Rice of Tomorrow

Marco Massa & Haakon Sand

/ Italy

Agriculture

Helping girls stay in school

Ashley Quinlan / Uganda

WASH



OUR ASK || YOUR IMPACT

Our aspiration is to forge meaningful collaborations with partners who not only share our vision but also understand the profound impact such initiatives can have. Our initial contests were self-funded and later supported by contributions from Lomography and the City of Burghausen. The latest iteration saw our ambitions soar, with prize money and an advanced submission management system offered on a pro-bono trial basis.

BECOME A CO-CONVENOR

Option 1	Option 2	Option 3
GLOBAL [≥50,000€]	REGIONAL [≥15,000€]	CUSTOM
1 slot available 1/5 prize money 4/5 other expenses	8 slots available for the regions, see the map* 1/3 regional prize money 2/3 other expenses	We're open to exploring specific collaborations.

Your contribution will sustain the present needs of the contest but also build a foundation for its future, ensuring that this platform for environmental storytelling thrives. With your support, we can **continue convening** the contest and:

- PROMOTE MEANINGFUL CHANGE**

Together we have the power to amplify the best stories and bring crucial water issues to the forefront, advocate for sustainable practices, and drive collective action towards meaningful change.

- FUEL GLOBAL KNOWLEDGE SHARING**

Your support helps publish a photobook and translate more stories into 10+ languages, broadening their global influence and encouraging worldwide cooperation and understanding.

- ELEVATE THE CONTEST**

Jointly promoting the contest and providing more and larger prizes, both regionally and globally, will attract top photographers worldwide. This will enhance the contest's prestige, ensure receiving the best photostories out there, and maximizes the overall impact.

- EMPOWER THE GLOBAL PUBLIC**

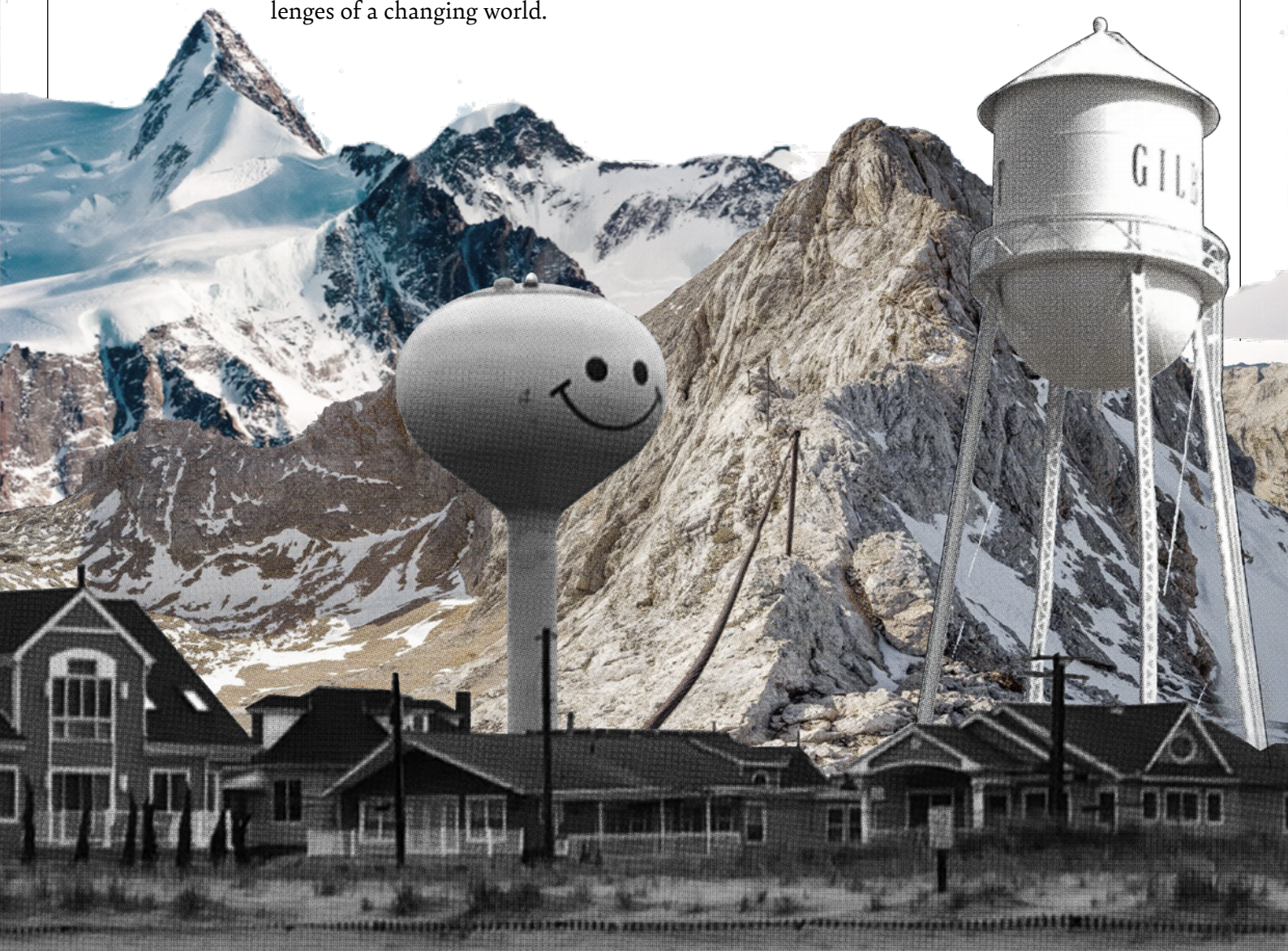
Your support will enable us to curate enough content and build the digital infrastructure for public voting, allowing everyone to select the best photostories. This will substantially expand the reach of the contest and amplify its message.

THE 2024/2025 ONEWATER PHOTOSTORY CONTEST

In 2025, as the world celebrates the International Year of Glacier Preservation, Onewater will convene their fourth photostory contest to shed light on the critical issue of disappearing glaciers., through the evolving concept of 'water towers'. The contest aims to:

- document the impact of climate change and glacial retreat on nature and people from source-to-sea.
- encourage submissions that capture the essence of both natural and built water storage, while acknowledging the changing landscapes.
- explore how new, metaphorical 'water towers' are emerging. This could include innovative water management solutions, alternative sources of freshwater, or even artistic contributions.

Join us in this contest to spark crucial conversations about glacier preservation, celebrate the diverse ways water is stored, and redefine the concept of 'water towers.' As always, we anticipate hundreds of diverse perspectives for an inspiring and sustainable future. Let's champion innovative solutions and elevate the role that 'water towers' can play to meet the challenges of a changing world.



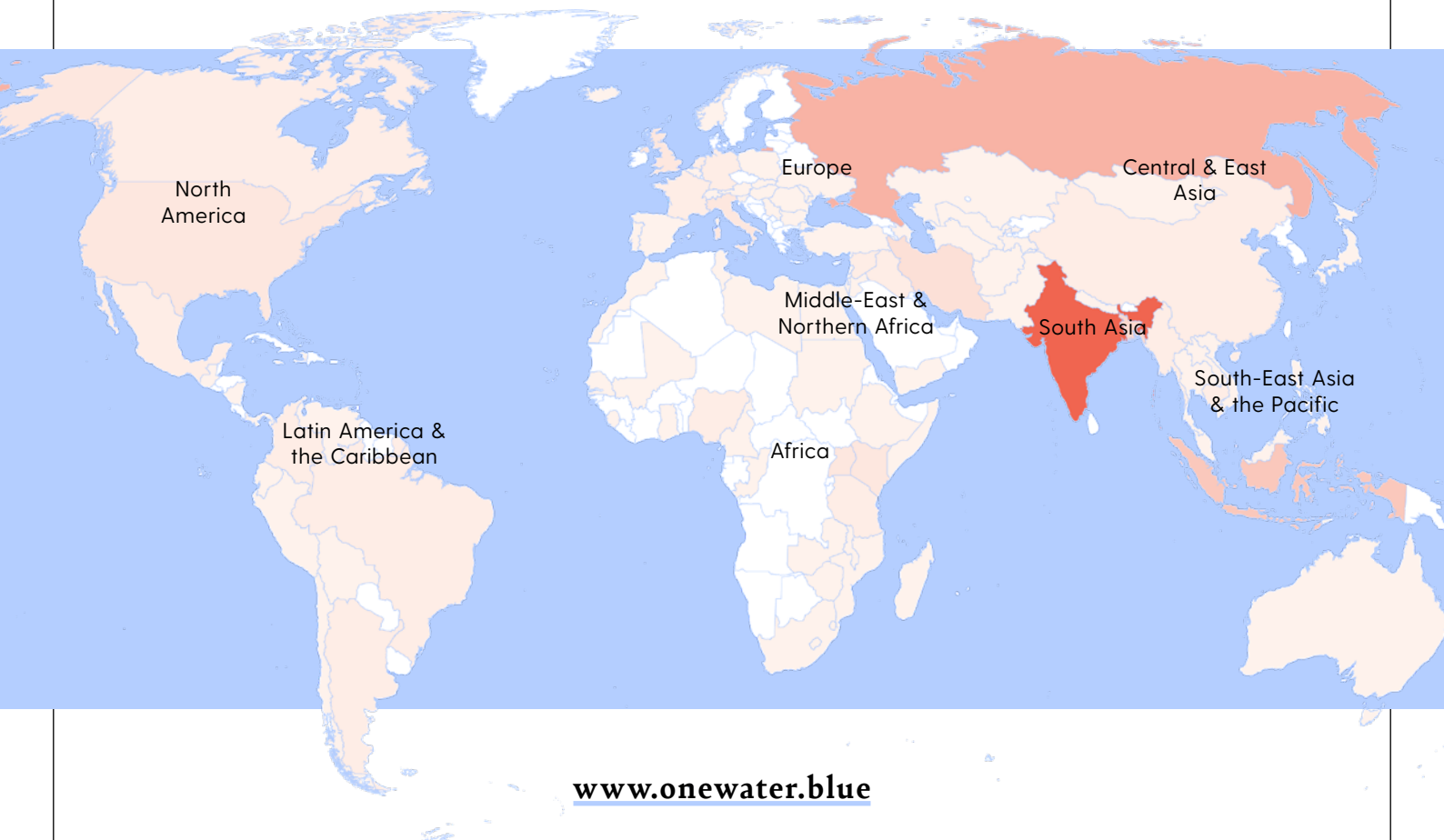
THE JOURNEY SO FAR || COME ALONG

Since our first contest in 2021, submissions skyrocketed from 100 to over 700, expanding our global reach and organizational dedication. We've attracted award-winning photographers and notable participants like the Dutch Government and Mexico City, all sharing unique water stories. Our contests have globally highlighted personal experiences, challenges, and solutions critical to addressing the climate and water crises

Join us in shaping a water-wiser world! Your support is not just a contribution; it's a statement that you stand with global efforts to address critical water issues through the power of storytelling.

Contact us to discuss sponsorship opportunities and make a lasting impact, one photo story at a time.

- **Total number of submissions: 900+ stories from a 100+ countries**



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