

WATERAGRI ARTS ENGAGEMENT FOR WIDER AUDIENCES

WATER IS ATTRACTED TO WATER



Through arts and participatory activities, we are:



- **INCREASING AWARENESS** in the wider public about research into water, sustainability in agriculture.
- **ENCOURAGING A DEEPER CONNECTION** and investment in changes to food production, sustainability and water use for climate adaptation and mitigation.

International reach: festivals and awards



- **Best Laboratory Short:** Make Art not Fear, Portugal.
- **Environment & Climate short award:** Kiez Festival, Germany.
- **Best Eco Film:** Golden Giraffe International Festival, France.
- **Best Eco Work:** Masters of Cinema, Italy.
- **Best Eco Film:** Amsterdam Freedom Independent IFF, Holland.
- **Dancing Story:** Cinema Verde International Environmental Film and Arts Festival, USA.

Also shown at :

- Big Syn International Film Festival, UK
- Sweden Film Awards
- Labmecrazy! Science Film Festival, Spain
- Smaragni Ecofilm Festival, Croatia
- Waterdocs, Resurge: Canadian Film Festivals for a Livable Climate



The biggest United Nations Sustainable Development Goals initiative of its kind, inspiring millions to act on the UN SDGs and make positive changes for the environment, society and economy.

Viewers, Voters and Visitors

45000,000+

Countries reached

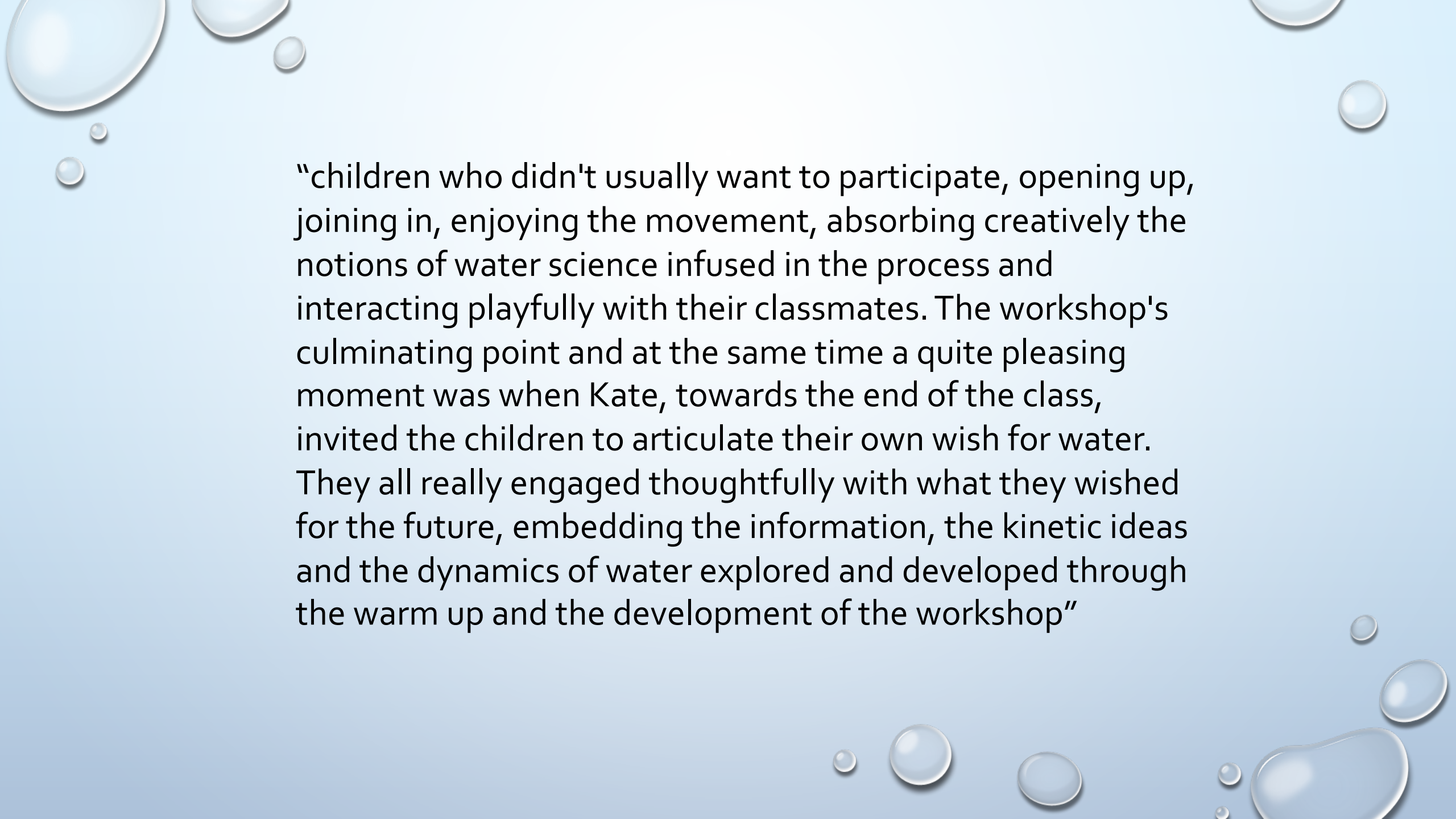
Workshops & participation

Workshops trialling approaches to engagement with different ages:

- One community workshop teaching the Water Molecule Dance plus picnic (mixed ages and demographics) for the film shoot;
- Two community workshops with school children aged 10 – 12;
- One community workshop with teenagers.

Forthcoming: workshops with schools planned for this June/July.



The background is a light blue gradient with several realistic water bubbles of various sizes scattered around the text. The bubbles have highlights and shadows, giving them a three-dimensional appearance.

“children who didn't usually want to participate, opening up, joining in, enjoying the movement, absorbing creatively the notions of water science infused in the process and interacting playfully with their classmates. The workshop's culminating point and at the same time a quite pleasing moment was when Kate, towards the end of the class, invited the children to articulate their own wish for water. They all really engaged thoughtfully with what they wished for the future, embedding the information, the kinetic ideas and the dynamics of water explored and developed through the warm up and the development of the workshop”

Learning and outcomes

1. Using the Water Molecule Dance combined with sharing ideas and making wishes for water has been helpful in engaging young people with learning about water and thinking about sustainability.
2. Not being able to use creative engagement approaches with stakeholder communities due to Covid-19 limited our learning and outcomes. We instead focused usefully on increasing reach to wider public audiences.
3. Although impact might have been stronger working more with stakeholders in its development, the short film raised awareness of sustainable water and nutrient use with an international audience and wider public, and will continue to do so.