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Focus

Main image details

172495284, Rakesh JV
Photography

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Inspiration

Making a Difference, One Image at a Time

In 2015, Ban Ki-moon, then United Nations Secretary-General, announced a historic, UN-led initiative that set forth 17 Global Goals for Sustainable Development. This 15-year plan aims to tackle poverty, inequality, climate change, and more—all in the hope of building the foundations for a better future. Ki-moon went on to challenge six of the largest media and communications companies to put their creativity and talent to work in support of the effort.

Some of the goals in the plan include ensuring Quality Education, planning for Sustainable Cities and Communities, and a need for Decent Work and Economic Growth. Companies like Omnicom and IPG have taken up the challenge in big ways. Omnicom is tackling Quality Education, partnering with charitable organizations like Room to Read, a non-profit working on literacy and gender equality, to build their brand awareness and promote its successes worldwide through strategic communications consulting.

Meanwhile, IPG is focusing on goal number six: Clean Water and Sanitation—an incredibly important issue that affects the outcome of other initiatives, like Good Health and Well-being. The need for clean, accessible water is critical—right now, 663 million people don't have any access to clean drinking water. Around the world, women spend 200 million hours each day, just collecting water. One in three people live without sanitation, causing unnecessary disease, death, and senseless suffering.

FCB Group, part of IPG, is tackling one of the many goals issued through a UN-led initiative—Global Goals for Sustainable Development. Partnering with charity: water and Getty Images, FCB Group is contributing to the Clean Water and Sanitation goal through a new campaign and image collection, Watermarks for Water. Featured in this collection are images that best illustrate the challenges surrounding clean drinking water and the impact water has on our lives. Each time a user licenses one of the Watermarks for Water images, Getty Images will donate a portion of that licensing fee to charity: water. Plus, any amount of interaction on social media—everything from likes, to shares, to direct messages—will further amplify the message.

How can you help? Spread the word about the Global Goals for Sustainable Development and if you can, find a way to donate your time or money to any of the critical initiatives set out by the United Nations. And, you can check out the Watermarks for Water microsite to see all of the images that can be licensed to make a difference.

Some Sobering Statistics:

- 4 million hours are lost each day due to water collection by school-aged children in Sub-Saharan Africa alone.
- Around 361,000 children under 5 die every year from diarrheal diseases caused by inadequate water and sanitation. That's almost 1,000 children per day, or one child every 2 minutes.
- Women and girls are responsible for 72% of the water collected in Sub-Saharan Africa.
- Women spend 266 million hours every day trying to collect clean water.
- Half of the world's hospital beds are filled with people suffering from a water related disease.
- More than 70% of the world's 850 million undernourished people live in rural areas, and most depend directly or indirectly on water for their livelihoods.

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