

Reimagining Water: A Youth-Driven Guide to Lead the Future of Water Security



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THE ARAB WORLD IS FACING A WATER CRISIS—HERE'S WHAT THAT MEANS FOR YOU



Water is essential for life, yet the world is facing an unprecedented water crisis.

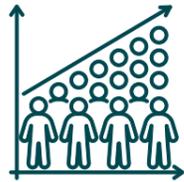
Four billion people experience severe water scarcity for at least one month per year ([World Rescores Institute, 2023](#)). Currently, over **2.3 billion** people live in water-stressed areas, and by 2050, an additional **1 billion** people are expected to live in water-scarce regions



The crisis is intensifying due to a combination of:



Climate Change



Population Growth



Inefficient Water Management

Rising global temperatures are accelerating the rate of evaporation, altering rainfall patterns, and increasing the frequency of droughts ([World Economic Forum, 2023](#)).

Recent wars and conflicts in the Arab region have also severely impacted the water sector, leading to the destruction of infrastructure, contamination of water supplies, and increasing demand on already scarce resources.

Host countries such as:



Jordan



Lebanon



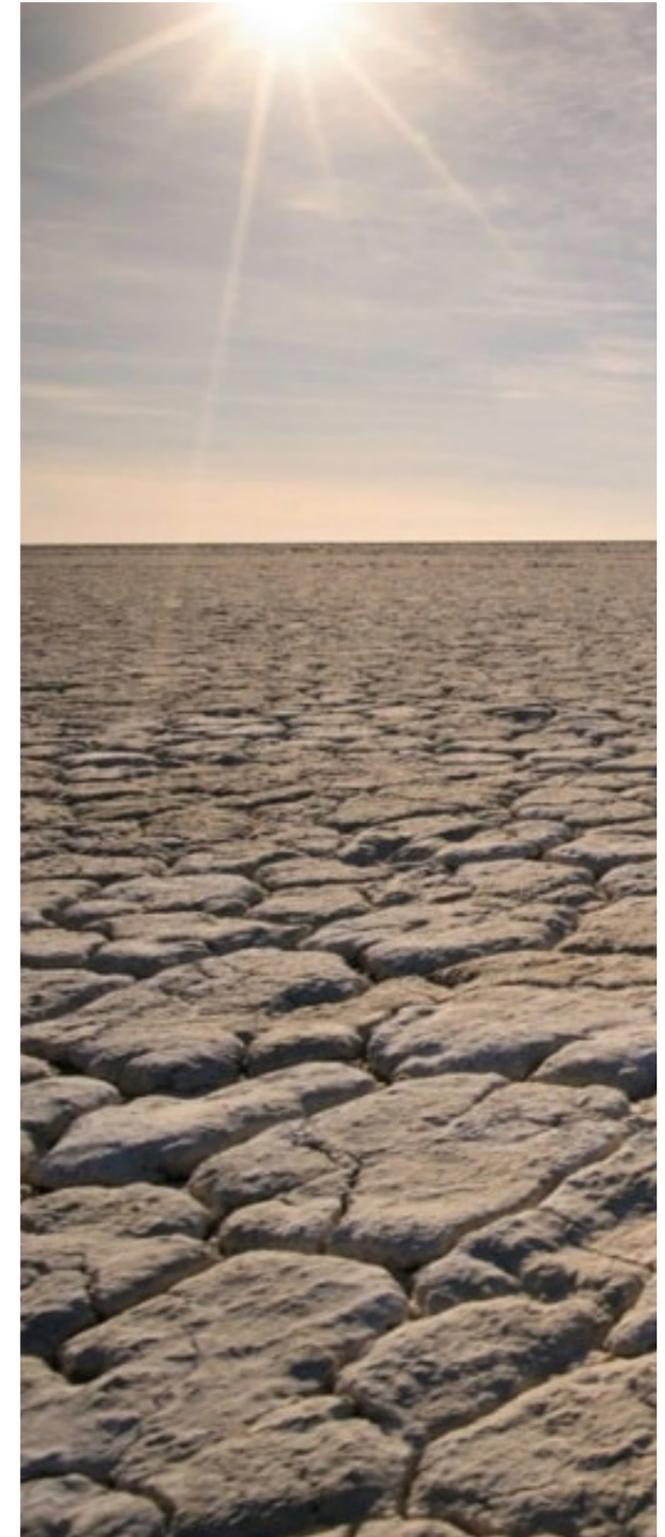
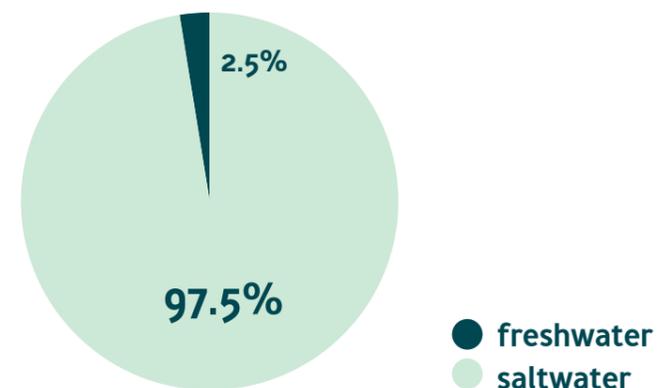
Egypt

have been particularly affected by the refugee crisis, as they struggle to accommodate large

numbers of displaced people. This has placed added pressure on natural resources, especially water, as the demand for drinking water, sanitation, and agricultural use increases.

Meanwhile, **global demand for water is skyrocketing**. Agricultural activities alone account for nearly **70%** of freshwater withdrawals worldwide, with industrial and household use also contributing to increasing demand ([UNESCO, 2024](#)). By 2050, an additional **1 billion** people are expected to live with **extremely high water stress** ([World Rescores Institute, 2023](#)).

These challenges are particularly severe in the Arab world, one of the most water-scarce regions on the planet. While about **70%** of Earth's surface is covered by water, **97.5%** of it is saltwater, and only **2.5%** is freshwater. Moreover, less than **1%** of this **2.5%** freshwater is accessible ([Rakesh Kumar Mishra, 2023](#)). The situation is further complicated by geopolitical tensions over transboundary water resources, inefficient agricultural practices, and rapid urbanization.

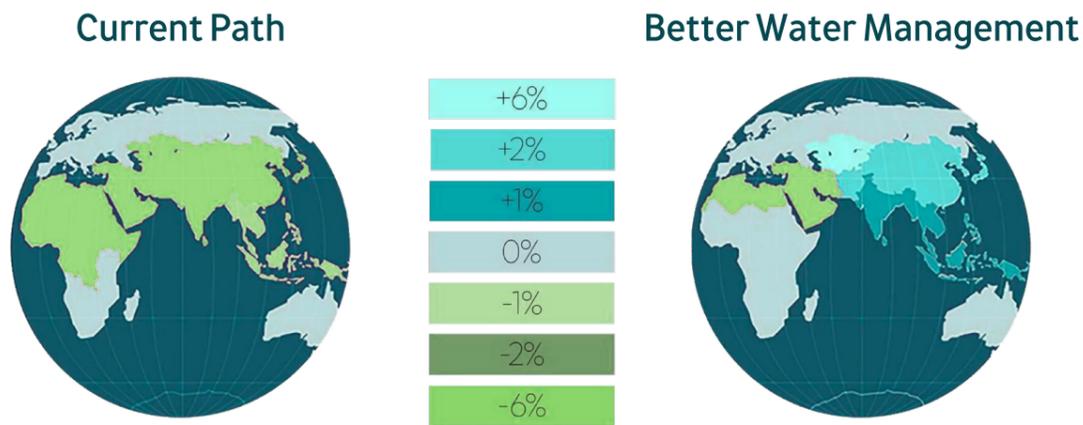


WATER IN CRISIS: THE NUMBERS THAT MATTER

Understanding the severity of the issue is the first step toward change. The Arab world is among the most water-stressed regions globally, and the numbers tell a worrying story:

- 1** By 2050, water scarcity could reduce GDP in some Arab countries by **up to 14%**, significantly higher than the global average, threatening economic growth. ([World Bank, 2023](#))
- 2** 15 Arab countries have **less than 1,000 cubic meters** of renewable water per person per year ([UN, 2024](#)).
- 3** 12 countries experience severe scarcity, with **less than 500 cubic meters** per person annually ([UN, 2024](#)).
- 4** **90% of the Arab population** lives in countries experiencing water scarcity ([UN ESCWA, 2022](#)).
- 5** Over **50 million people** in the region lack access to basic drinking water services ([UN ESCWA, 2022](#)).
- 6** According to the World Resources Institute (WRI), 14 of the world's 33 most water-stressed countries in 2040 will be in the Middle East ([Yahoo, 2023](#)).

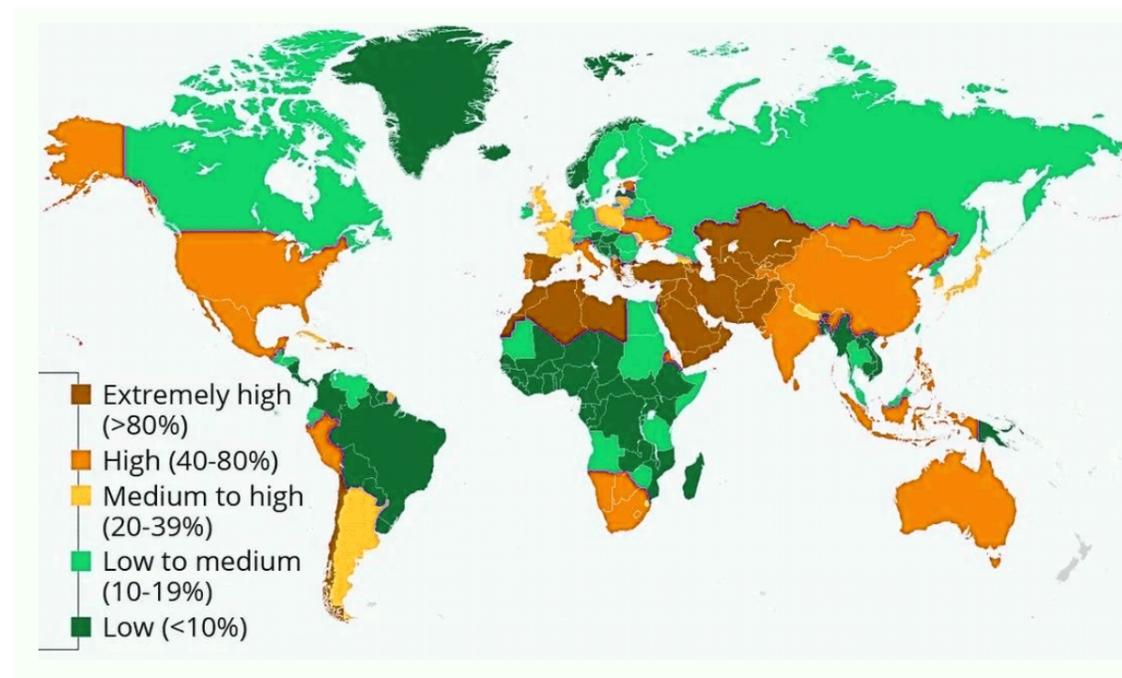
THE IMPACT OF WATER SCARCITY ON GDP



The impact of water scarcity on GDP by 2050, relative to a baseline scenario with no scarcity.

WHERE WATER STRESS WILL BE HIGHEST BY 2040

Projected ratio of water withdrawals to water supply (water stress level) in 2040



Source: World Resources Institute via The Economist Intelligence Unit

WATER IN CRISIS: THE NUMBERS THAT MATTER



IF YOU THINK THIS CRISIS IS DISTANT, THINK AGAIN.



In Jordan, families often receive water only once a week—they must store and ration it carefully.



In Yemen, drought and war have made clean water so scarce that millions rely on expensive private water trucks just to survive.



In Egypt, the Nile—one of the world's longest rivers—is shrinking, threatening agriculture and food production for millions.



In the United Arab Emirates, despite being one of the most water-scarce countries, the average person consumes over 550 liters of water daily, significantly higher than the global average, leading to unsustainable water use ([ECO MENA, 2023](#)).



In Morocco, after six consecutive years of drought leading to a 38% decline in livestock, King Mohammed VI has called on citizens to forgo the traditional sheep slaughter during Eid al-Adha in 2025, emphasizing the severe impact of water scarcity on cultural and religious practices ([Reuters, 2025](#)).

This is why **you should care**. Water scarcity is **not just a challenge** for governments or scientists—it's a **crisis that affects you, your family, and your future**. Every decision made today, from how water is managed to how it's used, determines the quality of life for the next generation. Addressing this issue requires **awareness, smart choices, and collective action**.

That's where this toolkit comes in. Designed specifically for you, it breaks down the **water crisis, its challenges, and opportunities** in a way that's clear, relevant, and easy to act on. Whether you want to make **small behavioural changes**—like reducing daily water waste—or take bigger steps, such as launching a community initiative or advocating for better policies, this toolkit gives you the knowledge and tools to make a difference. It's **practical, easy to follow, and built for action**, helping you connect global water challenges to your everyday life. Whether you're looking for **simple habits** to adopt or ways to drive meaningful change, **this guide is here to support you every step of the way**.



GLOBAL RESOURCES, LOCAL IMPACT- WHAT IT MEANS FOR YOU

Governments, businesses, and communities are taking action to address water scarcity. Governments worldwide are investing in large-scale infrastructure, such as desalination plants, wastewater recycling, and improved irrigation systems.

Countries like Australia have implemented advanced farming techniques to tackle climate change impact on over 85% of the country's agricultural land (Farmonaut, 2024).



Farmonaut - Australia

Singapore pioneers wastewater recycling to tackle water scarcity, showcasing innovation in sustainable water management for water-stressed regions worldwide (World Economic Forum, 2022).



Changi Water Reclamation Plant - Singapore



Businesses are adopting water-efficient technologies, including AI-powered leak detection, smart irrigation, and sustainable manufacturing processes (Michael Abramov, 2024).



AI Water-Tech and Digital Twin

Tech companies are innovating with real-time water monitoring and AI-driven water management (The Diplomatist, 2025).

At the community level, conservation efforts such as:



Reducing Household Water Waste

Rainwater Harvesting

Sustainable Agricultural Practices

are gaining momentum (Pioneer Water Tank, 2024).

Public awareness campaigns and education programs drive sustainable water practices by fostering conservation habits, promoting responsible usage, and empowering communities to protect vital water resources. (Sustainability Directory, 2025).

Additionally, innovative technologies such as fog harvesting which collects water from fog using mesh nets, providing fresh water to communities, especially in coastal or mountainous areas. (Southern Scientific Services, 2024) and atmospheric water generation are helping address water shortages. Smart water grids in developed cities such as London are preventing water loss and improving efficiency (Sand Technology, 2024).

While challenges remain, these solutions demonstrate that progress is possible and that a collaborative approach across all sectors is essential for a water-secure future, especially by youth!

For young people, water security is a defining challenge of their generation. According to UNICEF, nearly 90% of children and youth in the Middle East and North Africa live in areas of high or extremely high water stress (World Economic Forum, 2023). Many young people in the region are already witnessing the consequences of water scarcity in their daily lives, whether through water rationing, declining agricultural productivity, or rising costs of clean water.

A recent survey found that over 75% of youth in the Arab world consider water security to be a top environmental priority, ranking it alongside climate change and pollution as one of the most pressing issues for their future (Arab News, 2022). The urgency is clear: without action, water scarcity will increasingly threaten economic opportunities, food security, and public health—challenges that disproportionately affect younger generations.

But here's the good news: you have the power to change this. Across the Arab world, young people like you are already leading the way—developing new solutions, raising awareness, and pushing for better policies. Whether it's using AI to monitor water leaks, designing eco-friendly irrigation systems, or simply making smart choices in daily life, youth are proving that change is possible.

HOW WATER-SMART ARE YOU?

Water-use efficiency and management aren't just about big policy changes—it starts with daily habits. Take this quick self-assessment to see how your water usage habits measure up and discover small ways to make a difference. Check off the statements that apply to you. The more you check, the more water-smart your habits are!

Daily Habits

-  I turn off the tap while brushing my teeth.
-  I take showers that last less than 5 minutes.
-  I use a cup of water instead of running the tap when shaving or washing my face.
-  I reuse water when possible (e.g., leftover drinking water for plants).
-  I report leaks at home, school, or in public places.

Sustainable Choices

-  I wear clothes more than once before washing them (if they are still clean).
-  I use a full load when washing clothes or dishes.
-  I choose water-efficient appliances and fixtures when available.
-  I drink tap or filtered water instead of bottled water when safe.

Food & Consumption

-  I avoid wasting food since agriculture is among the most water-intensive industries.
-  I eat less water-intensive foods (e.g., reducing excessive meat consumption).
-  I choose local or seasonal produce when possible to reduce water use in transportation.

Taking Action

-  I talk about water-use efficiency with friends and family.
-  I engage with community or school initiatives that promote sustainability.
-  I follow and support policies that promote better water management.
-  I report leaks at home, school, or in public places.

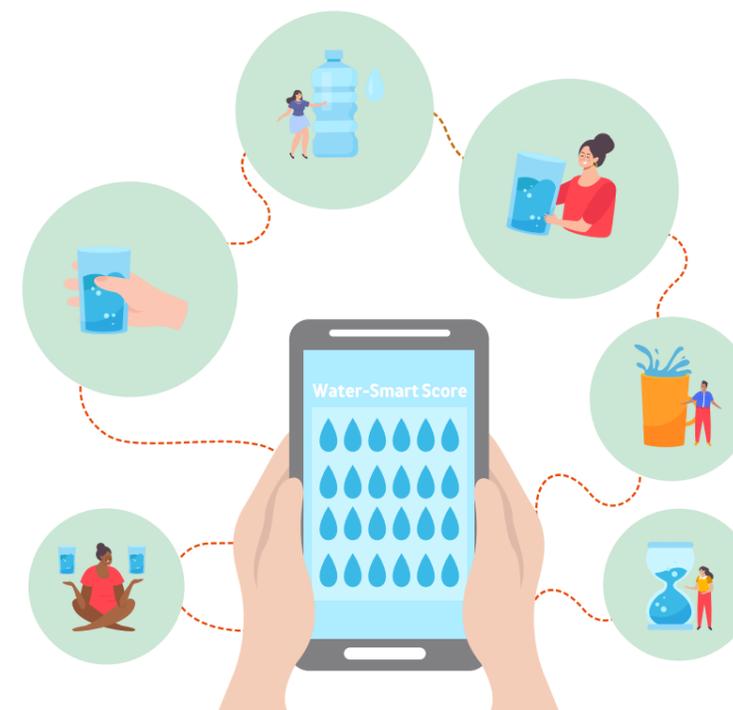
What's Your Water-Smart Score?

12+ checks - Amazing! You're leading by example in water-use efficiency. Keep inspiring others!

7-11 checks - Great job! You're making a difference, and small changes can take you even further.

3-6 checks - You're on the right track! Choose two new habits to start today.

0-2 checks - Every drop counts! Start with easy steps, like turning off the tap while brushing your teeth.



UNDERSTANDING WATER: THE BASICS

Water is a vital but finite resource, with its availability differing significantly across the Arab world. To address water scarcity, we need to understand where our water comes from, how much is available, and the challenges we face. This section provides a simple introduction to water sources, availability, and the pressing issues of water scarcity in the Arab world.

WHERE DOES OUR WATER COME FROM?

In the Arab region, water comes from a variety of sources, each with its own challenges and opportunities. Understanding these sources is key to managing and conserving water effectively.

01 RIVERS AND WATER HARVESTING

Rivers like the Nile, Tigris, and Euphrates are vital sources of freshwater for many Arab countries. However, these rivers often originate outside the region, making them vulnerable to upstream water use and political tensions.

Water Harvesting Methods: In addition to rivers, some countries use dams and ponds to capture and store rainwater. For example, Jordan has built dams like the King Talal Dam to store water for irrigation and drinking. Other methods, such as capturing fog, hail, and rain, are also being explored in arid regions.



King Talal Dam

02 GROUNDWATER

Groundwater, stored in underground aquifers, is a major source of water for agriculture and drinking in many Arab countries. However, over-pumping has led to the depletion of these aquifers, causing water levels to drop dramatically.

In Saudi Arabia, for instance, groundwater extraction has exceeded natural replenishment rates, leading to long-term water shortages.



Saudi Arabia Groundwater

03 DESALINATION

Desalination, the process of removing salt from seawater, is a critical source of water in Gulf countries like the UAE, Saudi Arabia, and Kuwait. While desalination provides a reliable water source, it's energy-intensive and expensive, contributing to carbon emissions and environmental concerns.

The UAE, for example, relies on desalination for 42% of its water supply, but the process is costly and has a significant environmental footprint.



King Talal Dam

04 RECYCLED WATER

Recycled water, also known as treated wastewater, is increasingly being used for irrigation, industrial processes, and even drinking in some countries. It's a sustainable way to reuse water, but it requires advanced treatment facilities and public acceptance.

In Jordan, recycled water is used for agriculture, helping to conserve freshwater for drinking and other essential needs.



Recycled water use in Jordan

UNDERSTANDING WATER: THE BASICS

HOW MUCH WATER DO WE REALLY HAVE?

Water availability varies widely across the Arab world, and many countries struggle to secure enough for basic needs. The UN estimates that each person requires **50 to 100 liters** of water per day ([WHO, 2020](#)). Despite facing significant water scarcity, the Gulf Cooperation Council (GCC) countries have experienced a sharp rise in water usage. This increase is fueled by rapid economic development, growing populations, and expanding urban areas. On average, water consumption in the GCC exceeds **500 liters** per person daily, a figure that far surpasses that of high-income nations like Germany, where daily consumption is approximately **120 liters** per person ([World Bank, 2024](#)).

Access to water depends heavily on infrastructure. Some urban areas have running water 24/7, while others rely on scheduled deliveries and storage tanks. This disparity highlights the need for improved distribution and management strategies to ensure fair access to water.



WHY IS IT HARD TO INCREASE WATER SECURITY?



Leaky Pipes: According to recent estimates, approximately 126 billion cubic metres of water are lost annually due to leaks in distribution systems worldwide ([S&P, 2023](#)).



Overuse in Farming: Inefficient irrigation methods in Saudi Arabia and Egypt mean that crops like wheat and alfalfa consume large amounts of water, contributing to depletion.



Expensive Water Solutions: Desalination, widely used in the UAE, provides fresh water but requires significant energy and high costs, making it difficult for lower-income countries to adopt.



Unregulated Private Wells: In places like Yemen, excessive reliance on private wells is draining underground reserves faster than they can be replenished ([UNDP, 2021](#)).



Lack of Awareness: In Lebanon, unnecessary water usage continues despite government rationing efforts, showing the urgent need for stronger public education campaigns.

By understanding these challenges, you can be part of the solution. Whether through daily actions, spreading awareness, or pushing for better policies, you can help secure a water future for your community and the entire region.

THE POWER OF HABITS: SMALL ACTIONS, BIG IMPACT

Water-use efficiency starts with everyday habits.

The way we use water daily is shaped by our routines, often without us realizing it. From how long we shower to the way we wash dishes, small choices add up over time, either contributing to water waste or helping conserve this precious resource. **By making simple adjustments, we can significantly reduce water consumption and create lasting impact.**

Habits shape nearly **45%** of our daily actions (Neal et al., 2006), meaning that repeated behaviors can have a **long-term effect** on sustainability. Research shows that habit formation is most effective when linked to an existing routine (Super charge, 2023), such as turning off the tap while brushing teeth or using a bucket instead of a hose when washing cars.



Historically, Arab communities have practiced resourceful water-saving techniques suited to the region's arid climate. One of the most remarkable examples is the Aflaj Irrigation Systems of Oman, a UNESCO-listed innovation that has efficiently distributed water for over 2,000 years (Times Of Oman, 2023). These underground channels use gravity to transport water from springs to villages and farms, minimizing waste and ensuring fair distribution. Similarly, rainwater harvesting and terraced farming techniques have been used across the region to maximize water efficiency.



Aflaj Irrigation Systems of Oman

Today, we can revive and modernize these traditional methods by integrating behavioral science-backed nudges to encourage sustainable habits (UCL, 2021). Nudging techniques—such as providing real-time water usage feedback or making low-flow options the default—have been shown to increase sustainable behavior without restricting choice (Wee et al., 2021).

Water-use efficiency doesn't always require drastic measures—small, consistent actions can lead to substantial savings over time.



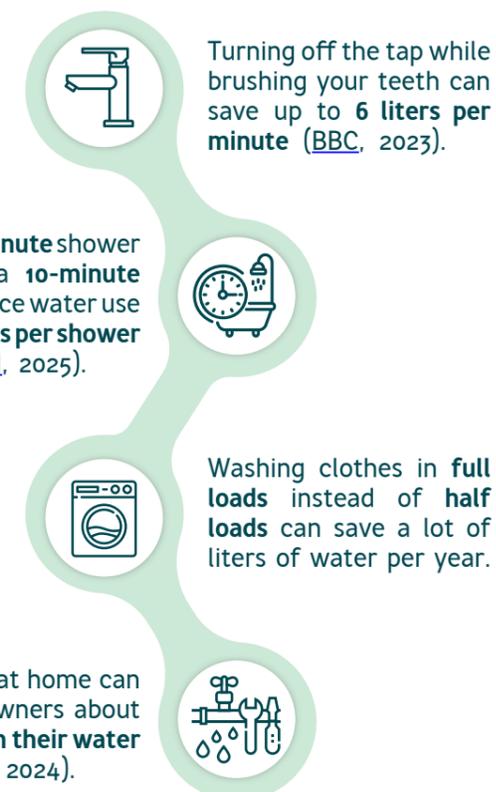
Now imagine if **millions of people** adopted the same habit—together, we could save **billions of liters annually**. Many daily routines unknowingly contribute to water waste, from **leaving taps running while washing hands** to **overwatering gardens** and **using excessive amounts of water for cleaning**. Even small, unnoticed habits—such as **running dishwashers** or **washing machines with half loads**—can add up to significant waste over time. Water-efficient appliance labels and reminders near taps have been shown to successfully reduce waste (Mukai et al., 2022).

Beyond individual efforts, community-wide participation amplifies the impact. Schools, workplaces, and municipalities that implement water-saving policies create a culture of sustainability, influencing others to follow suit. The Eco-Schools Program, for instance, has successfully integrated water conservation into school curriculums, leading to measurable

reductions in water use (Eco-Schools, 2024).

Communities can also raise awareness and encourage collective action through **school initiatives, social media campaigns, and local conservation programs**. Studies show that behavior change is most successful when reinforced by social norms and peer influence (Sciences Direct, 2025)

As a young person, your actions can drive **real change**. Here are some **simple habits** you can start today and their actual impact:



By adopting these small yet powerful habits, you contribute to a movement that ensures water security for future generations. Every drop saved today secures a better tomorrow!

PRACTICAL WATER-SAVING TIPS FOR DAILY LIFE

Water is part of almost everything we do—from our morning routines to our daily commutes, meals, and shopping choices. Yet, small everyday actions contribute to massive water waste. **The good news? Small, intentional changes can make a huge difference.** This section helps you rethink how you use water in daily activities and shows practical ways to cut down unnecessary waste without disrupting your lifestyle.

Before diving into your daily activities, it's useful to know that you can track your water consumption and reduce waste with apps like WaterSnap, which monitors usage and suggests improvements, or MyWater, which provides personalized tips for optimizing consumption.

01 AT HOME



Showering

Impact of Misuse: A 10-minute shower can use up to 100 liters of water ([EPA, 2023](#)). That's the same amount of water needed to fill 200 standard drinking glasses or what an average person drinks in 50 days.

Tip: Reduce shower time to 5 minutes and install a water-efficient showerhead.



Brushing Teeth

Impact of Misuse: Brushing your teeth with the tap running wastes up to 9 liters per minute. That means leaving the tap on for the recommended 3 minutes, 3 times a day, wastes 81 liters of water daily—enough to fill a large bathtub. ([Clinica, 2024](#))

Tip: Turn off the tap while brushing and use a glass of water instead. This simple habit can save up to 29,565 liters of water per year.



Washing Dishes

Impact of Misuse: On average, dishwashers use 6-10 litres of water per cycle, while hand washing can consume up to 30-50 litres ([Bajaj, 2024](#)).

Tip: Opt for a dishwasher if possible, as it uses less water and is more efficient.



Laundry

Impact of Misuse: Running a half-full washing machine wastes 60-65 liters per cycle. This is enough to provide drinking water for a family of four for nearly a week.

Tip: Always run full loads.



Install Water-Efficient Appliances

Impact of Misuse: Standard showerheads typically use 10-15 litres of water per minute, while low-flow models can reduce this to 6-8 litres per minute ([Easy Water, 2023](#)).

Tip: Use low-flow showerheads and faucets, as well as energy-efficient washing machines and dishwashers to significantly reduce household water consumption.

02 AT UNIVERSITY



Drinking Water Usage

Impact of Misuse: Bottled water production consumes 3-5 liters of water per liter of bottled water ([FoodPrint, 2023](#)).

Tip: Use a refillable water bottle.



Printing and Paper Use

Impact of Misuse: Producing one A4 sheet of paper consumes approximately 10 liters of water. This means that printing 100 pages uses about 1,000 liters of water, equivalent to the average daily water usage of a person in the United States

Tip: Print double-sided, use digital notes, and avoid printing unnecessary handouts.

PRACTICAL WATER-SAVING TIPS FOR DAILY LIFE

Water is part of almost everything we do—from our morning routines to our daily commutes, meals, and shopping choices. Yet, small everyday actions contribute to massive water waste. **The good news? Small, intentional changes can make a huge difference.** This section helps you rethink how you use water in daily activities and shows practical ways to cut down unnecessary waste without disrupting your lifestyle.

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03 AT WORK



Office Coffee & Tea Stations

Impact of Misuse: Overfilling kettles and coffee machines wastes energy and water.

Tip: Only boil the amount of water you need to save water and reduce electricity use.



Office Cafeterias

Impact of Misuse: Disposable plates and cutlery require water to produce and clean up.

Tip: Bring a reusable cup and cutlery set to reduce water-intensive waste.



Air Conditioning & Cooling Systems

Impact of Misuse: Air conditioning units consume water for cooling purposes.

Tip: Keep office spaces at energy-efficient temperatures to reduce cooling needs.

04 SHOPPING FOR FOOD & FASHION



Food Waste

Impact of Misuse: Wasting food means wasting water used for production.

Tip: Buy only what you need and store food properly.



Clothing Choices

Impact of Misuse: Producing one cotton t-shirt requires 2,700 liters of water, equivalent to what one person drinks in two and a half years ([European Parliament, 2020](#)).

Tip: Choose sustainable brands and buy less frequently.



Beef and Dairy Consumption

Impact of Misuse: Producing one pound of beef uses approximately 1,800 gallons (6,800 liters) of water. Dairy products also require large amounts of water for production.

Tip: Reduce beef and dairy consumption where possible and opt for plant-based alternatives to lower your water footprint.



Repair and Upcycle Clothes

Impact of Misuse: Throwing away damaged clothing contributes to textile waste and increases demand for new textiles, which require significant amounts of water to produce.

Tip: Instead of discarding damaged clothing, consider repairing or upcycling it. This reduces the need for new textiles, which saves water.

YOUTH AS AGENTS OF CHANGE AND ADVOCATES FOR WATER-USE EFFICIENCY

The role of youth in global climate and water advocacy is growing rapidly. Over the past years, young leaders have taken center stage in climate discussions, pushing for stronger commitments and tangible actions. COP27 marked a milestone by increasing youth participation in negotiations, appointing Omnia El Omrani as the first official Youth Envoy, amplifying youth voices in climate policy. COP28 further expanded this momentum with the appointment of the first-ever Youth Climate Champion, H.E. Shamma Al Mazrui, recognizing the essential role of young people in shaping climate and water policies. This global momentum highlights the power of youth-driven initiatives in addressing the water crisis.

As young individuals, you possess the energy, creativity, and determination to drive meaningful change in addressing the water crisis. Your involvement is crucial, and here are actionable ways you can make a significant impact:

01 ENGAGE IN COMMUNITY-BASED WATER CONSERVATION PROJECTS

Participating in local initiatives allows you to address water issues directly within your community. By organizing clean-up drives, promoting rainwater harvesting, or restoring local water bodies, you can lead by example and inspire others.

Case Study: VeryNile, Egypt

This volunteer-led initiative focuses on protecting the Nile River, a vital water source for Egypt, by removing plastic waste and promoting water conservation practices. Since its launch, VeryNile has engaged 60 volunteers to clean up the river, preventing pollution that threatens water quality. Their efforts have raised awareness about reducing waste and ensuring the

Nile remains a sustainable water resource for millions. By organizing educational campaigns and community cleanups, VeryNile has inspired local communities to adopt water-saving habits, contributing to Egypt's broader environmental and water conservation goals. ([Egypt Today](#), 2021)



Students collect plastic waste from the Nile river

Case Study: Clean Jordan Lake, USA

The Clean Jordan Lake project engages youth volunteers in restoring one of North Carolina's key water bodies. Over the past decade, they have removed 180 tons of trash and educated thousands on water conservation. This model is relevant to the Arab world's water pollution challenges. ([Clean Jordan Lake](#))

02 BECOME AN ENTREPRENEUR AND FIND SOLUTIONS FOR WATER

Youth-led entrepreneurship can be a powerful driver of water conservation. By identifying challenges and creating innovative solutions, you can transform the water sector.

Case Study: Majik Water, Kenya

Majik Water, founded by young entrepreneurs, developed a system to harvest clean drinking water from the air using solar-powered condensation. The solution has been deployed in water-scarce areas, providing safe drinking water to over 10,000 people. This technology is highly relevant for desert regions in the Arab world. ([Engineering.com](#), 2021)



Children enjoy Majik Water's safe drinking water at a home near Thika.

Case Study: Kumulus, Tunisia & France

Kumulus is a startup that has created a device capable of extracting drinking water from humidity in the air. Designed for arid regions, their technology has been piloted in Tunisia and can generate up to 30 liters of water per day, making it a potential solution for remote desert communities. ([African Development Bank Group](#), 2023)

03 ADVOCATE FOR POLICY CHANGE

Your voice matters in shaping policies. Engaging with local governments, participating in youth councils, and collaborating with NGOs can influence water-use efficiency and management strategies.

YOUTH AS AGENTS OF CHANGE AND ADVOCATES FOR WATER-USE EFFICIENCY

Case Study: Arab Youth Council for Climate Change (AYCCC)

The Arab Youth Council for Climate Change (AYCCC), launched by the Arab Youth Center, empowers young leaders to drive climate action across the region. Through advocacy, policy engagement, and innovative initiatives, AYCCC fosters youth participation in shaping sustainable solutions. The council connects young climate advocates with decision-makers, enabling them to influence policies on key issues like water security, renewable energy, and climate resilience. ([Arab Youth Center](#))

Case Study: Fridays for Future, Global

Inspired by Greta Thunberg, Fridays for Future has mobilized millions of youth worldwide to demand stronger climate action, including sustainable water policies. In countries like Germany and Canada, youth-led lobbying efforts have contributed to stronger environmental regulations. Arab youth can replicate such advocacy for better water policies. ([Fridays for Future](#))

If you're looking for a practical resource to **enhance your advocacy efforts**, explore the [Action Steps for Green Schools-Youth Advocacy](#). This toolkit provides essential strategies for youth engagement in climate policy, equipping young advocates with the tools needed to push for better water management and sustainability policies across the region.

04 EDUCATE AND RAISE AWARENESS

Spreading knowledge about water issues fosters a culture of conservation. Organizing workshops, creating educational content, and leading school programs can empower others to take action.

Case Study: Teaching Sustainability Open-source Hub

The Open-source Hub on the Teaching Sustainability platform, in partnership with HSBC, the Posterity Institute, and the Arab Youth Council for Climate Change offers easily accessible, curated educational materials aimed at higher education professors and instructors, focusing on sustainability. By spreading knowledge about critical environmental issues, the hub fosters a culture of conservation and empowers educators to take action. Through workshops and educational content, it encourages individuals and communities to adopt sustainable practices for a more sustainable future. ([Teaching Sustainability](#))

Case Study: EarthEcho Water Challenge, Global

This initiative engages youth in water quality monitoring and conservation projects, fostering environmental literacy and community involvement. Since its launch, it has mobilized over 1.7 million participants in 150 countries. ([UN, 2023](#))

By using social media strategically, youth can amplify their voices, raise awareness, and encourage others to take real steps toward water conservation. Whether it's creating engaging content, launching hashtag campaigns, collaborating with influencers, or sharing personal stories, every effort counts. Digital advocacy has already proven effective in influencing policies and changing behaviors worldwide—now it's your turn to use it for meaningful impact.

05 PARTICIPATE IN DECISION-MAKING ON WATER

Youth play a crucial role in shaping the future of water policy and governance. By actively participating in regional and

international decision-making processes, young people can influence policies that ensure sustainable water management for future generations.

Opportunities for Youth Engagement:

- **Youth Parliaments & Advisory Groups:** Many international and regional water bodies, such as the World Water Council and the Arab Water Council, have youth representation programs. Engaging in these platforms provides young people with a voice in shaping water-related policies.
- **Participation in UN & COP Conferences:** Events like COP and the UN Water Conference provide opportunities for youth delegations to contribute to high-level diplomacy and discussions on water and climate action.
- **National & Local Water Governance:** Some countries have established youth councils or advisory boards focused on sustainability and water conservation, enabling young people to provide input on national policies.

Case Study: World Youth Parliament for Water (Global)

The World Youth Parliament for Water connects young advocates worldwide and provides them with a platform to influence water governance. Their members have actively participated in major global forums, shaping international water policy. ([Youth for Water and Climate](#))

Case Study: Arab Youth Council for Climate Change (MENA)

This regional initiative mobilizes young leaders to engage in climate and water policy discussions, advocating for sustainable development and climate resilience in the Arab world. ([Arab Youth Center](#))

CAREERS IN WATER: A GROWING SECTOR WITH DIVERSE OPPORTUNITIES

The water sector presents an untapped employment opportunity for youth in the Arab world. Careers in this field are incredibly diverse, requiring a broad range of skills—both **technical** and **non-technical**. While engineering, hydrology, and environmental science are key areas, other crucial roles exist in policy, business, marketing, education, and community development. Whether you are interested in technology, advocacy, entrepreneurship, or communications, there is a space for you in the water sector.

According to global estimates, the water sector could create **millions of new jobs** as demand for sustainable water management grows.

However, a **skills mismatch** remains one of the biggest challenges— many young people **lack access to training programs** that equip them with the **expertise needed for careers in water-related fields**.



OPPORTUNITIES IN THE WATER SECTOR:	
 Research & Policy	Careers in water governance, law, and international policy organizations shape water management strategies and regulations.
 Technology & Engineering	Roles in infrastructure, desalination, and smart water management systems contribute to innovation in the sector.
 Education & Awareness	Environmental educators and science communicators play a key role in advocating for sustainable water use.
 Community Development & NGOs	Working with international and local organizations to implement water conservation projects and improve water access.
 Business & Entrepreneurship	Startups focused on water efficiency, sustainable agriculture, and eco-friendly water technologies are growing areas for employment.

To develop the skills needed for careers in water, young people must seek out **training and educational programs** tailored to the region's needs. The Arab Youth Climate Change Council Toolkit: [Action Steps For a Green Economy - Green Skills](#) provides further guidance on the types of skills required for the future workforce in sustainability, water, and environmental management.



A REMINDER FOR ALL YOUTH

The **water crisis** is one of the most **pressing challenges** of our time, but it is also an **opportunity for innovation, leadership, and change**. Young people across the **Arab world** and beyond are proving that **solutions are within reach**—whether through **community-led conservation efforts, technological advancements, or advocacy** for stronger policies. **Every action**, no matter how small, contributes to a **larger movement** toward a **more water-secure future**.

The **choices you make today**—how you **use water, how you advocate for change, and how you inspire others**—will shape the **future of water** for generations to come.

THE TIME TO ACT IS NOW, AND THE RESPONSIBILITY IS OURS.

LOOKING AHEAD

The 2026 UN Water Conference

The UAE and Senegal will co-host the 2026 United Nations Water Conference in December 2026, to be held in the UAE—marking only the second UN Water Conference since 1977. This moment will shape the future of global water action and solutions.

As co-hosts, both countries have initiated a coordinated effort to define the vision, roadmap, and key outcomes for the conference. A formal Organizational Session was held on 3 March 2025, co-chaired by the UAE and Senegal's Permanent Representatives to the UN, with high-level participation from 70 global stakeholders. The session focused on recommendations for the themes of the six interactive dialogue themes that will shape and guide discussions at the Conference. The selection of the themes will be finalized through a high-level preparatory meeting convened by the President of the General Assembly on July 9th.

A high-level preparatory meeting is scheduled for Dakar in late 2025, and consultations have actively taking place since 2024 with governments, UN entities, NGOs, international organizations, private sector, civil society and youth.

This Conference will not only mobilize efforts to strengthen global water cooperation—but will also cement youth, innovation, and partnerships as foundational pillars of the water agenda. As the host country, the UAE is committed to positioning youth-led action at the center of the 2026 process, offering a platform to elevate Arab youth contributions in water policy, diplomacy, and technology.





Posterity Institute

The Posterity Institute is an independent, nonprofit, and non-partisan think tank that strives to create a better tomorrow, and a more sustainable shared future for the coming generations. The Institute aims to develop a deeper understanding and awareness of sustainable development challenges in emerging economies through conducting research, leading programs and initiatives, and fostering strategic partnerships with the public and private sectors. The Institute has two focus areas: Climate Change and Inclusive Economic Growth. It also centralises the role of Technology for Good, leveraging and promoting the use of the latest technologies to overcome obstacles and catalyse sustainable living. The Institute's team of experts leads research studies particularly on public policy, curates and designs specialty courses relevant to its focus areas, enables leaders and pioneers, supports and facilitates regional and international initiatives that accelerate sustainable development, and nurtures meaningful partnerships and collaborations between the public and private sectors.

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The Arab Youth Center (AYC)

The Arab Youth Center (AYC), led by HH Sheikh Theyab Bin Mohammed Bin Zayed, Chairman of the Crown Prince's Court and AYC, aims to empower young Arabs and address their needs. The Center offers a unique platform to develop youth capabilities and support innovation and creativity among youth. AYC implements purposeful initiatives across diverse sectors, in addition, it conducts research on young Arabs to help decision-makers shape policies that enable their progress.

<https://arabyouthcenter.org/en>

The Arab Youth Council for Climate Change (AYCCC)

The Arab Youth Council for Climate Change (AYCCC) is an initiative by the Arab Youth Center in cooperation with the Ministry of Climate Change and Environment (MOCCA), the Office of the UAE's Special Envoy for Climate Change, and private sector partners under the umbrella of the Arab League. The Council aims to achieve a qualitative leap in the interaction of Arab youth with environmental issues, support youth climate action, and engage young Arabs in developing innovative and sustainable solutions to the climate change challenge.



FOR A SUSTAINABLE FUTURE LED BY YOUTH

This report and supporting recommendations were created by The Posterity Institute. HSBC supports the Posterity Institute and Arab Youth Council with a series of sustainability education initiatives and as part of their commitment to supporting the communities in which they operate.



This document was prepared with the support of the Posterity Insitute