

RESOLUTION 21R-23

To request the RI Board to consider conducting a ten-year worldwide campaign to raise awareness of water as a natural resource

Proposer(s): Rotary Club of Colón, District 4975, Uruguay

1 WHEREAS, water is an element essential for life. It is our most precious
2 planetary resource and, as such, must be managed so as to provide safe, sanitary
3 living conditions for every one of earth's inhabitants. Our existing resources of
4 fresh water require careful stewardship, and the consistent application of
5 conservation policies that not only encourage moderate, rational usage of such
6 resources, but also protect them from progressive environmental degradation,
7 and
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9 WHEREAS, this second aspect of water resource management demands an
10 awareness, with ever increasing urgency, that governments and citizens of the
11 world must adopt effective measures for the care and conservation of water, a
12 task absolutely essential to our own survival and that of future generations, and
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14 WHEREAS, water is a finite resource; its use must be monitored so that it is
15 available in adequate quantities to every member of society. This depends to a
16 large degree upon individual responsibility, as well as the public availability of
17 information regarding water stewardship and conservation. Water should also be
18 protected, both in quality and quantity, at its natural source, in watersheds and
19 aquifers, which is primarily a function of state and local government agencies,
20 though they may receive assistance in this task from local communities, private
21 foundations, and business or social organizations, and
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23 WHEREAS, it is necessary to raise awareness and promote sustained action
24 aimed at the care and protection of water as a resource. Such efforts should be
25 focused primarily upon the communities of the world, and their citizens, but also
26 directed towards state institutions, international entities, academic and scientific
27 institutions, as well as business and social organizations, and
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29 WHEREAS, in order to achieve this goal, Rotary could establish strategic
30 alliances with other organizations, as it did during the polio campaign. Such an
31 effort might begin with the United Nations, which has included water usage and
32 management among its Sustainable Development Goals for the current decade,
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35 WHEREAS, by taking a leading role in this global issue, Rotary will greatly
36 strengthen its public image and its ability to reach, interest, and mobilize the
37 citizens of the world, regardless of their social condition; younger people will find

1 the theme of water conservation especially attractive, as it is directly connected
2 with the environmental justice movement

3
4 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
5 International consider conducting a ten-year worldwide campaign to raise
6 awareness of water as a natural resource and promote its stewardship through
7 the protection and sustainable management of all natural fresh water sources.

(End of Text)

PURPOSE AND EFFECT

8 Rotary has successfully undertaken a campaign of universal scope that is now
9 reaching its culmination, the eradication of the poliovirus, which intensely
10 mobilized Rotarians for more than three decades. This campaign has galvanized
11 the efforts of each Rotarian and every Rotary club around the world. Now, Rotary
12 can renew its humanitarian commitment and once again mobilize Rotarians with
13 an equally compelling objective, that of water resource conservation and
14 stewardship. This initiative fits perfectly into the four priorities of Rotary's action
15 plan, as it has enormous potential to increase the impact of our organization,
16 expand its reach, enhance participants' engagement and increase its ability to
17 adapt to the new requirements of today's world. The proposed campaign has a
18 general, global scope and will therefore operate independently of the specific
19 water and sanitation programs implemented locally by clubs through The Rotary
20 Foundation.

FINANCIAL IMPACT

21 If implemented, this resolution could have a financial impact on RI which cannot
22 be determined at this time. Cost would be dependent on the scope and extent of
23 support provided by the RI Board to accomplish this goal.