



**Consumer Action** is using your purchasing power to support the change you want to see in the world. It's choosing to buy or not to buy something based on how it will affect water quality and quantity in your community and globally. For example, filling up a reusable bottle with water from your tap, reduces landfill space and makes a statement about our right to safe drinking water. Fundraising is another form of consumer action, especially when you know exactly the cause you are investing your money in, and how it will benefit people.

**Lifestyle Choices** is about choosing behaviours that will conserve and protect water. These actions can be as small as having a shorter shower or picking up behind your dog, to as large as converting to a vegetarian diet (eating vegetarian twice a week saves 260,000 litres of water per year). Think of the things you do each day; how could you do just one of the activities differently to use water in a more sustainable way?

**Global Cooperation** actions are about reaching outside of your own community to share experiences, knowledge, and resources with people from other parts of the world. Learning about how someone lives in another country gives you important insights about your life in Canada.

**Educate and Inform** is about teaching yourself and sharing your knowledge with others to motivate them to take action. You can teach others just by talking to them, or you can use art, stories, games or film. After all, the more creative you make it, the greater the chance that your message will stick.

**Organize and Influence** is about bringing your community together to work on water and sanitation issues, and using your political power to influence governments and corporations to protect this important resource. Examples of this powerful action include publicly drawing attention to local and global issues, organizing a letter writing campaign to encourage your MP to support the right to safe water globally, starting a group or club to discuss the issues and joining an online community.

**Hands On** actions involve making changes in your home or your community, or incorporating technologies that will help to conserve water and reduce pollution. In your home this could mean installing a rain barrel or a low flush toilet. It could also mean planting a native garden, or cleaning up the banks of a local river. In fact, it can be anything where you're using your muscle power, not just your mental power, to create positive change.

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