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ANNOUNCEMENT

July 30, 2022

WORLD WATER FILM FESTIVAL INSPIRES GROUNDWATER VISIBILITY

First annual World Water Film Festival calls filmmakers to submit impactful stories about groundwater in local communities.

NEW YORK CITY - Calling all filmmakers, the [World Water Film Festival](#) in partnership with the [International Groundwater Resources Assessment Centre](#) (IGRAC) is making the invisible visible. Submissions of a maximum of 15 minutes (except the Short Feature category) that focus on the [United Nations World Water Day theme of groundwater visibility](#) will be accepted starting July 1 through October 3. All water explorations are welcome! Films will be judged on criteria for information, inspiration, and impact.

“Although 99% of all readily available freshwater in the world comes from groundwater, it is still often unknown and underappreciated”, said Stefan Siepman, IGRAC’s Communication Specialist. “The problem with groundwater is that you don’t see it, and how do you make people care for something they do not see?” This is why IGRAC, together with UNESCO-IHP, initiated the theme for [World Water Day 2022: ‘Groundwater, making the invisible visible’](#). “IGRAC supports initiatives like the World Water Film Festival, because although hydrogeologists can offer the scientific data and knowledge, it is the creatives that we need to share these important messages with the greater public.”

“We are excited to facilitate a platform for filmmakers of all abilities from around the world,” said Robert Strand, World Water Film Festival CEO, “to leverage the medium and artform of film demonstrating how people have the power and the right to protect our freshwater from pollution and overexploitation.”

Competition participants will inspire or inform a call-to-action for local communities to help groundwater resources. [Groundwater](#) leans into the Earth’s natural water filtration through soil but has been disrupted by multiple factors in urban, suburban, and rural areas. The World Water Film Festival hopes to encourage filmmakers to bring awareness to the importance of groundwater. Films will be accepted in up to [10 categories](#) that include short feature, narrative comedy or drama, documentary, music video, animation, person on the street, and investigative reports. A unique category this year prompts submissions using the TikTok platform. Winners in each category will receive an IMDB credit for their film and more.

“Film is a powerful medium. Films represent and signify, remix memories and the past, present, and future. A short film can inspire and empower people in society to act and create positive change across humankind and in local communities,” said Kai Swanson, World Water Film Festival Director.

Films will be accepted from around the world. Filmmakers will retain full rights to their intellectual property. Films must be made from original, owned and/or licensed content and be non-watermarked. All non-English films must have English subtitles. Films cannot be disrespectful to privacy or hold racist, sexist, pornographic, or harmful defamatory content. All films must be made after 2016.



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Information about submission categories and deadlines, as well as more about the [World Water Film Festival team](#) and mission, can be found by visiting worldwaterff.org. The festival can be found on Instagram, Facebook, and TikTok under @WorldWaterFF. The festival will take place December 2-4, 2022 in New York City and online. Questions should be directed to info@worldwaterff.org.

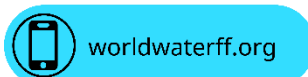
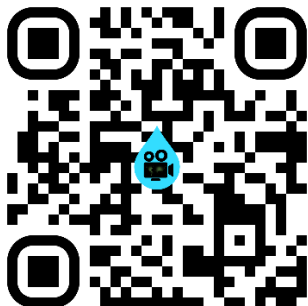


[World Water Film Festival](#) is an annual non-profit film festival started in 2022 under CEO Robert Strand and Director Kai Swanson. The festival focuses on uplifting stories about the human-water relationship to inspire equitable action. By combining art and activism, WWSFF looks to a future with a strong relationship between filmmakers, organizations, and the human population in support of building sustainable and cleaner water resources. Organization updates can be found on their website worldwaterff.org and on their Instagram, Facebook, and TikTok pages @WorldWaterFF

[International Groundwater Resources Assessment Centre \(IGRAC\)](#) is UNESCO's international groundwater centre for monitoring, mapping and assessing the world's groundwater. It is located in Delft, The Netherlands, but is particularly active in the global south. IGRAC facilitates and promotes international sharing of data and information on groundwater worldwide. For that purpose, it has developed a [Global Groundwater Information System](#) (GGIS), a global map-based portal to groundwater data and information. Next to GGIS, the map of [Transboundary Aquifers of the World](#) (TBA Map) is the most distinctive IGRAC product. Organization updates can be found on their website www.un-igrac.org and on their Instagram (@unescoigrac), Facebook (@igrac.un), Twitter (@UNIGRAC) pages and YouTube channel.

FOR MORE INFORMATION

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International Groundwater Resources Assessment Centre