



OUR WATER



OUR WELLBEING

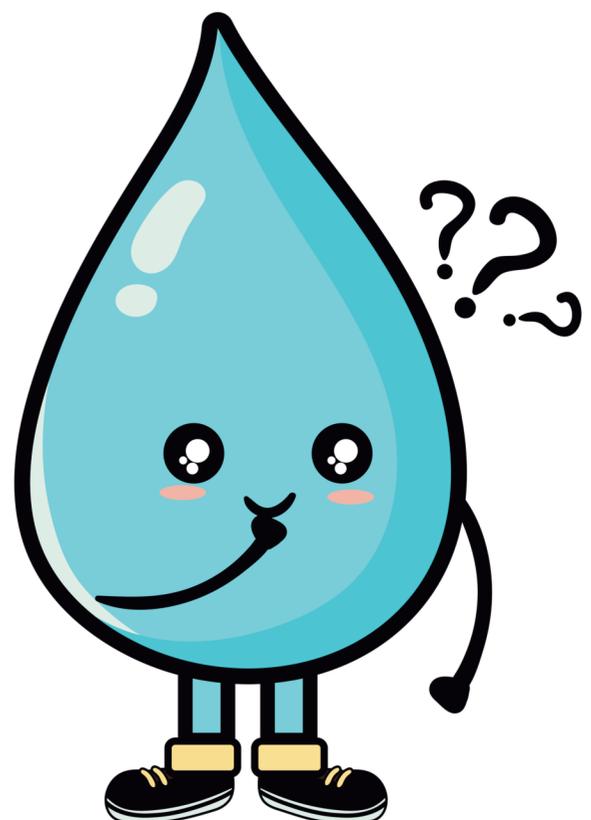
**CAMPAIGN PACK  
FOR SERVICES**

**#OWOW!**

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# BACKGROUND

At Inspire, we believe that social and environmental justice go hand in hand, and that meaningful change requires us to consider both the conditions people live in and the wider world that sustains us. In 2025, we brought this commitment to life through Changemakers, a funded programme delivered to 177 people across our services.

We invited participants to design their own campaign inspired by what they had learned, choosing an issue that mattered to them. One clear theme emerged across all the campaigns: the powerful connection between water and wellbeing.

## WHAT IS OWOW?

Staying true to Inspire's commitment to sustainability, participants came together to form an action group and create a collective organisation-wide campaign: Our Water, Our Wellbeing (OWOW).

OWOW encourages us all to make simple, meaningful commitments to reduce the use of fresh water. At the same time, it invites individuals and services to reconnect with water, and nature more broadly, as an accessible source of wellbeing, calm, and connection.

**“Changemakers helped change me and gave me the confidence to share ideas, listen to others, and believe that together we could build something meaningful”**



# WHY IT MATTERS

By Michelle McKinney, OWOW Participant

I was really keen to be involved in the OWOW campaign because water affects every single one of us. It's something we often take for granted, but it's directly linked to our health, our environment, and our future. I wanted to be part of something positive - something that wasn't just talking about issues, but actually trying to make a real difference in our community.



In this booklet, you can find our OWOW Pact Sheets. We would love for you not just to read them and fill them in, but to take action as well. Clean water is not someone else's responsibility. It belongs to all of us - and so does protecting it.

**Today, choose one small action.**

**One change you will make.**

**One conversation you will start.**

**One promise you will keep.**

**Because when each of us takes one step, together we create a movement.**

**And together, we protect our water.**

**Together, we protect our wellbeing.**

**OWOW starts with all of us - not tomorrow, not next year, but today!**



**CHANGEMAKER PARTICIPANTS**

# DID YOU KNOW?

All life on Earth – from bacteria to humans – share the same carbon-based, water-reliant chemistry.

Humans are around 60% water on average. Like all other forms of life on earth, humans need to regularly take in water to survive and grow. Here's some interesting water facts, you might not know:

**01**

Earth is nicknamed the Blue Planet because around 71% of its surface is covered in water, which is why it looks blue from space.



**02**

71% of water on the earth's surface, only 3% of it is freshwater. And of that 3%, only a third, or 1% of all water on earth is freshwater available for human use!



**03**

Safe freshwater is becoming more scarce due to a combination of rising demand from population growth and industrialization, alongside climate change and pollution.



**04**

It isn't our responsibility to save the world, but we can make small changes that can make a big impact on our own water use and waste!



# CAMPAIGN AIMS

## WHAT WE WANT THIS CAMPAIGN TO ACHIEVE

**01**

Raise awareness of water scarcity and insecurity

**"Clean water is essential for wellbeing."**

**02**

Blend data and stories to share OWOW's message

**"Saving. Cleaning. Protecting."**

**03**

Promote actionable ways to make a difference

**"Everyone can do something."**

## OUR MESSAGE - WHAT WE WANT TO SAY

**"Clean water is essential."**



**"Water scarcity and insecurity affects us all."**



**"Water is a source of freedom and peace."**



## OUR ETHICS - HOW WE WANT TO SAY IT

### With authenticity

"We will not shy from certain messaging because it may upset people."

We will present the truth backed by objective data and research.

### With joy

"We will focus on the benefits and joys of water, and what we can do to help."

We will tell stories about the health and wellbeing benefits of water - not just for survival but to play, grow and thrive.

# HOW TO GET INVOLVED



What we would love to see is ultimately two things:

- individuals, groups and services committing to some small, trackable changes to their water use habits
- those same individuals, groups and services connecting with water and nature more broadly as a source of health and wellbeing.

Over the following pages, you'll find a series of PACT templates, infographics, posters and further resources to help inform and guide that journey.

## PACTS

PACTs are goal-setting templates we'd encourage anyone who wants to contribute to complete to better define and track their commitments. Your commitments can be big or small, personal or social, or include your whole service. You can even apply to **Freedom to Try** for funding!

## PRIZES

Anyone who completes their PACT template can submit it to the OWOW Campaign Team to be entered into monthly prize draws via [owow@inspirewellbeing.org](mailto:owow@inspirewellbeing.org).

QUACK PACK,  
SWIMMING CLUB  
QMAGH



# MAKING YOUR

# Pact



PACT stands for Purposeful, Actionable, Continuous, and Trackable—the four factors that make for great goals. It was developed by Anne-Laure Le Cunff, the founder of Ness Labs and neuroscientist at King’s College London.

## **Purposeful**

Your goal should be meaningful to your long-term purpose in life, not just relevant to you right now. It will be much harder to stick to your goal if you don’t actually care.

## **Actionable**

Your goal should be actionable and controllable. It’s all about shifting your mindset from distant outcomes in the future to present outputs you can control and that are within your reach, taking action today rather than overplanning for tomorrow.

## **Continuous**

It’s important that the actions you take towards your goal are simple and repeatable. Focus on continuous improvement rather than reaching a supposed end goal.

## **Trackable**

Not measurable. Stats can be overrated and don’t apply to lots of different types of goals. I’m a big fan of the “yes” or “no” approach to goal tracking. Have you done the thing or not? Yes or no? This makes your progress very easy to track.

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## PACT SHEET

### MY PERSONAL PACT



#### PURPOSEFUL

Your goal should have a long term effect



#### ACTIONABLE

Your goal is based on outputs you can control



#### CONTINUOUS

Consistency and continuity are key



#### TRACKABLE

You can track your goal's progress

**P** My goal is...

---

**A** The actions I will take are...

---

**C** I will work on this goal for...

---

**T** I will track this by...

---



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## PACT TRACKER

### MY PERSONAL PACT



My goal is..

---

The actions I will take are..

---

I will work on this goal for:

---

I will track this by..

---

Day / week	Completed?	Day / week	Completed?	Day / week	Completed?
1	✓	1	✓	1	✓

**NO MATTER HOW BIG OR SMALL, WE WANT TO HEAR ALL ABOUT YOUR PACT AND ACHIEVEMENTS. GET IN TOUCH WITH #OWOW TEAM TODAY BY EMAILING [OWOW@INSPIREWELLBEING.ORG](mailto:OWOW@INSPIREWELLBEING.ORG)**

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## PACT SHEET

### MY SERVICE PACT



#### PURPOSEFUL

Your goal should have a long term effect



#### ACTIONABLE

Your goal is based on outputs you can control



#### CONTINUOUS

Consistency and continuity are key



#### TRACKABLE

You can track your goal's progress

**P**

Our service goal is...

---

**A**

The actions we will take are...

---

**C**

We will work on this goal for...

---

**T**

We will track this by...

---

Sign 

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# #OWOW!

# PACT TRACKER

## MY SERVICE PACT



Our goal is..

---

The actions we will take are..

---

We will work on this goal for:

---

We will track this by..

---

Day / week	Completed?	Day / week	Completed?	Day / week	Completed?
1	✓	1	✓	1	✓

**NO MATTER HOW BIG OR SMALL, WE WANT TO HEAR ALL ABOUT YOUR PACT AND ACHIEVEMENTS. GET IN TOUCH WITH #OWOW TEAM TODAY BY EMAILING [OWOW@INSPIREWELLBEING.ORG](mailto:OWOW@INSPIREWELLBEING.ORG)**

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## PACT SHEET

### MY COMMUNITY PACT



#### PURPOSEFUL

Your goal should have a long term effect



#### ACTIONABLE

Your goal is based on outputs you can control



#### CONTINUOUS

Consistency and continuity are key



#### TRACKABLE

You can track your goal's progress

**P** Our goal is...

---

**A** The actions we will take are...

---

**C** We will work on this goal for...

---

**T** We will track this by...

---



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# #OWOW!

# PACT TRACKER

## MY COMMUNITY PACT



Our goal is..

---

The actions we will take are..

---

We will work on this goal for:

---

We will track this by..

---

Day / week	Completed?	Day / week	Completed?	Day / week	Completed?
1	✓	1	✓	1	✓

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# OUR LIVE PACTS



## MY PERSONAL PACT

My goal is..

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The actions I will take are..

---

I will work on this goal for:

---

I will track this by..

---

## MY SERVICE PACT

Our goal is..

---

The actions we will take are...

---

We will work on this goal for...

---

We will track this by...

---

## MY COMMUNITY PACT

Our Goal is...

---

Our Actions are...

---

We will work on  
this goal for...

---

We will track this by...

---

# GET INSPIRED

Sometimes it can be hard to think about where to start. So we have come up with some PACT Inspirations to help you on your way.



## INDIVIDUAL PACT INSPIRATION

You could:

- **Turn your tap off when you are brushing your teeth.** Doing so can save approximately 6 to 12 liters (up to 5 gallons) of water per minute.
- **Shop at your local charity shop.** Charity shopping directly combats the environmental damage of fast fashion, which consumes 80 billion cubic meters of water annually.
- **Start recycling your rubbish.** Recycling impacts positively on reducing water pollution through rubbish being left in landfill.

## SERVICE PACT INSPIRATION

We could:

- **Put up posters in and around the office to raise awareness.** This can empower our services to adopt sustainable practices and promotes action.
- **Boil what you need.** We know our services love a good cup of tea. Save water, money and energy by only boiling as many cups of water as you need.
- **Get a water butt in your service.** Water butts provide significant environmental and financial benefits by collecting rainwater for garden use.

## COMMUNITY PACT INSPIRATION

We could:

- **Organise a beach or river clean up.** Community beach or river cleanups significantly improve water quality by removing waste before it breaks down into microplastics and harmful chemicals.
- **Support a campaign.** Supporting a campaign is a powerful way to be part of a community, transforming shared concerns into collective action.
- **Create a local green space.** Create communal gardens that showcase drought-resistant, native plants that require minimal watering.

# MORE INSPIRATION

Below are some monthly challenges that you can do to focus your efforts on water reduction, energy conservation, water and resource preservation, and sustainable eating and travel. Get inspired below:

## JANUARY:

### JUST SWITCH OFF JANUARY:

Unplug electronics (computers, TV, mobile chargers) when not in use, as they consume energy even when turned off.



## FEBRUARY:

### 5 - MINUTE FEBRUARY:

Take 5 minutes to check what waste items you could be recycling or re-purposing. Collect water from boiling pasta or washing vegetables to water house plants.

## MARCH:

### MEAT-FREE MARCH:

Try to reduce meat and dairy consumption, which are major drivers of deforestation and high-water usage.

## APRIL:

### ACTIVE COMMUTE APRIL:

If you are able to, walk, bike, or take public transport for trips that would normally require a car.

## MAY:

### NO-MOW MAY:

Reduce or stop mowing in May to protect flowers that support pollinators and plant native species to encourage local biodiversity.

## JUNE:

### CLEAN UP JUNE:

Spend time picking up litter in local parks, beaches, or forests and share "before and after" photos to inspire others.



## JULY:

### PLASTIC-FREE JULY:

Commit to refusing single-use plastics such as straws, bags, coffee cups, and cutlery.



## AUGUST:

### AVOID AI AUGUST:

Avoid or limit AI use to reduce the energy and water consumption of data centers.

## SEPTEMBER:

### SECONDHAND SEPTEMBER:

Buy second-hand clothes or goods to extend their lifecycle, reducing the demand for new, resource-intensive products.

## OCTOBER:

### TAPS OFF OCTOBER:

Turn off the water tap while brushing teeth, washing dishes, or shaving.



## NOVEMBER:

### NO WASTE NOVEMBER:

Challenge yourself to reduce waste by planning meals to use up leftovers, eating "ugly" fruit or veg, and buying in bulk to avoid packaging.

## DECEMBER:

### DIGITAL DECLUTTER DECEMBER:

Delete old, unnecessary emails to reduce the energy & water consumption of data centers.



# YOUR WATER YOUR WELLBEING

## DRINK MORE WATER

If your goal is to consume more water, here are a few suggestions to help with that!

- Buy a reusable bottle and commit to drinking a set amount each day (e.g. 1.5-2ltrs)
- If you struggle with water, consider adding sugar-free dilutants to provide more flavour.



## EXERCISE IN WATER

Start by considering what is the best first step for you: whether that's water walking, aerobics, or swimming. Speak to your doctor first if you have any concerns! Chat to your Support Worker, or some friends, and see if you can join together as a group - often having friends with you can keep you motivated. Commit to a weekly routine that is realistic, and keep track of your progress!

## SPEND TIME IN BLUE SPACES

Marine biologist Dr. Wallace J. Nichols uses the phrase "blue mind" to describe the peaceful, restorative feeling we experience around water. It's a soothing antidote to the anxious "red mind" that modern life often triggers, bringing more happiness, clarity and calm. Why not give yourself a few minutes of blue-mind time today?

## COMMUNITY INVOLVEMENT

Community involvement can create a powerful ripple of benefits that reach far beyond your neighbourhood. For example, beach/lake/river clean ups help protect marine ecosystems and improve overall water quality, allowing wildlife to thrive and reducing the risk of harmful debris entering the food chain. The power of acting together also supports mental wellbeing: engaging in purposeful activity and connecting with nature can ease stress and boost mood.

# GREAT RESOURCES

## Climate, Environment & Habitat

Keep Northern Ireland Beautiful  
The Conservation Volunteers  
Friends of the Earth  
Greenpeace  
Groundwork NI  
WWF UK  
Leave No Trace Ireland  
NI Environmental Link  
Wildfowl & Wetlands Trust

## Water Specific

Marine Conservation Society  
SWAN Ireland (Sustainable Water Network)  
Surfers Against Sewage  
NI Marine Task Force  
The Rivers Trust  
The Clean Water Sports Alliance NI

## Wildlife

Ulster Wildlife  
RSPB  
BTO Northern Ireland (birds)  
Northern Ireland Badger Group  
Irish Whale and Dolphin Group

**You can also join mailing lists or pick up leaflets and brochures to get regular updates from local organisations, council and groups.**

**If you are active on social media, follow groups to hear about opportunities in your area.**

**Need more inspiration? Visit the OWOW campaign page on our website by scanning the QR Code below.**

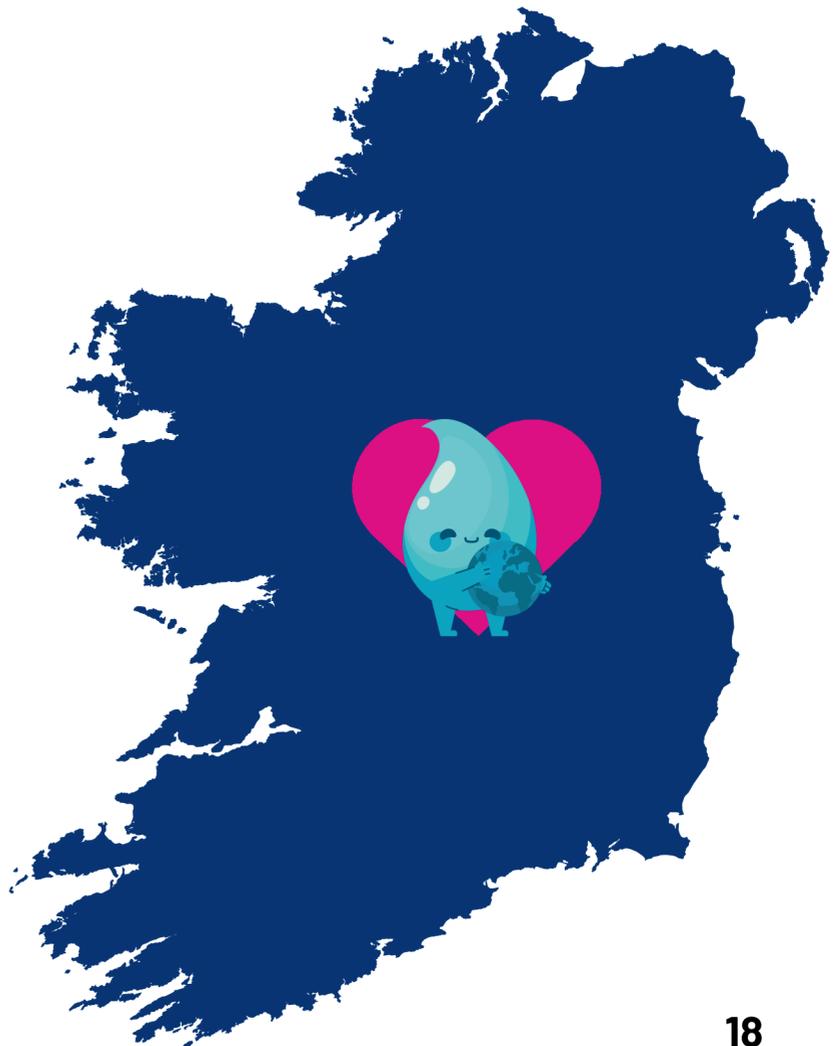


## Sustainability

Belfast Tool Library  
Northern Ireland Resources Network  
Repair Cafes  
Sustainable Northern Ireland  
Tools for Solidarity  
Hen's / Men's Sheds  
Action Renewables

## Other

Forrest Schools Northern Ireland  
New Leaf Compost  
Woodland Trust  
Mountaineering Ireland  
Green Arts NI  
Grass Roots Conservation Group  
Walk NI





**For more information about the #OWOW campaign contact:**  
[owow@inspirewellbeing.org](mailto:owow@inspirewellbeing.org)

**or visit:**  
[inspirewellbeing.org/our-water-our-wellbeing](https://inspirewellbeing.org/our-water-our-wellbeing)

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