



# Walk of wa ter

Photo Story Contest

Partnership offer 2026

Photo: Suri Guardian: Women of the Water.  
Ethiopia © Omo Valley

 **newater.**  
many stories

  
**unesco**  
World Water  
Assessment Programme

# Walk of wa ter

## Partner with us

Onewater invites you to partner for our 6th Annual Photo Contest: Walk of Water, convened in strategic partnership with the UNESCO World Water Assessment Programme. This is not just a photography competition; it is a global advocacy engine, aligned with the UN World Water Development Report and packed with powerful stories capable of reshaping global water conversations.



**ENHANCE YOUR VISIBILITY** at esteemed venues such as the UN/UNESCO headquarters, universities, and museums. Your brand will be featured prominently across all contest materials and exhibitions.

**ACCESS ORIGINAL IMAGERY** archive of over 12,000+ photographs from around the world, including those taken by Sony and/or World Press Photo Award winners. Use unique content for corporate, promotion, or non-commercial purposes.

**FUEL GLOBAL DIALOGUE** with the best stories and bring crucial water issues to the forefront. Help us enable new content, expanding the reach of the contest and amplifying its message.

Supported by MPB, the European Imaging Group, the Asian Development Bank, the Interamerican Development Bank, City Administrations and a growing network of regional sponsors.



The UNESCO World Water Assessment Programme (WWAP)



Onewater gUG  
(Social Enterprise)

*Photo: The color of oblivion Isla de Toas, Venezuela © Ernesto Jose Perez Ramirez*



# Walk of wa ter

## Motivation

**MYTH** | There is a modern delusion that facts alone can inspire behavior change. But no one has ever been truly swayed by a pie chart. As humans, we are not wired for statistics; we are wired for narrative. Our ancestors gathered around crackling fires, not PowerPoint presentations. It was the stories that bound them together, gave them meaning, and drove them to act.

**GAP** | Data informs, but imagery captivates. In the global water sector, there is a critical story we are failing to tell effectively: the visceral, human reality of how water underpins our existence, including public health, economic growth, biodiversity conservation or climate change adaptation. We often speak in cubic meters and infrastructure deficits, losing the audience in the scroll.

**SOLUTION** | The Walk of Water bridges this gap. Imagine a world where water connects, not just as a resource, but as a shared narrative. Through our work, we break down complex issues, visualize data and invite communities to share their own water stories, amplifying them beyond text, borders and languages.



*Photo: Drought. Jordan © Javier Arcenillas*



# Walk of water

## Some of our published favourites

\*Click to read full stories online.

Available in up to 15 languages, incl. Amharic, Arabic, Chinese, English, French, German, Italian, Hausa, Hindi, Nepali, Portuguese, Romanian, Russian, Spanish



**Queñual Raymi**

Peru © Musuk Nolte



**Eternal Peaks, Fading Ice**

Nepal © Chris Bierl



**No news of rain**

Somalia © Pablo Tosco



**Sinking islands, changing lives**

Panama © Edu Ponces



**The Epic of King Gesar**

China © Wu Hao



**A blanket for the Presena glacier**

Italy © Michèle Lapini



**Herders of Change**

Mongolia © Onewater



**Helping girls stay in school**

Uganda © Brian Were



**Sculpting artificial glaciers**

India © Érico Hiller

# Walk of wa ter

## The Journey so Far

Since our inception in 2021, the Walk of Water has evolved from a volunteer passion project into a global institution.

### ■ 2021/2022

Groundwater

### ■ 2022/2023

Partnerships & Cooperation

### ■ 2023/2024

Peace & Prosperity

### ■ 2024/2025

Water Towers

### ■ 2025/2026 ✨

Identities

### ■ 2026/2027

**GROWTH** | From >100 amateur submissions in Year 1 to over 600+ professional-grade photo stories annually.

**REACH** | Participation from the Government of the Netherlands, Mexico City, and major NGOs.

**PRESTIGE** | Attracting National Geographic Explorers, and winners of the Sony World Photography Awards or World Press Photo Awards.

**PARTNERS** | Supported by MPB, the European Imaging Group, the Asian Development Bank, the Interamerican Development Bank, City Administrations and a growing network of regional sponsors.

**UNMATCHED CONTENT** | We have built one of the world's most significant banks of contemporary water photography.

**20,000+ IMAGES** | A verified archive of high-impact visuals.

**OPEN ACCESS** | Submissions carry Creative Commons licensing, allowing partners to revolutionize their own annual reports, campaigns, and educational materials with world-class imagery.



# Walk of wa ter

2026/2027

## ¡VIVA!

In 2026, Onewater will turn its lens toward the most fundamental human connection to water: Life itself.

The theme ¡Viva! will illuminate how water shapes health, longevity and well-being. We invite photo stories that reveal both solutions and gaps, from safe drinking water and dignified sanitation to clean rivers, coasts, vibrant celebrations, and inclusive leisure and sports facilities. The contest will:

- **document safe drinking-water**, sanitation and hygiene as the foundation of healthy lives across homes, workplaces, schools, sports venues, and care facilities.
- **spotlight sports and active living** across pools, lakes, rivers, coasts, community pitches, and responsible water & sanitation at major events.
- **explore ecosystem health** to illustrate nature's intrinsic value and how clean wetlands, rivers, lakes, and coasts intersect with public health, livable cities, disease risks, and sustainable fisheries and livelihoods.
- **center mental health**, spirituality, and culture as invaluable benefits of blue spaces.

# ¡VIVA!

Photo: Playfulness © Sofija Leckaite



# Walk of wa ter

## Why Partner?

### **VISIBILITY & BRAND ASSOCIATION**

Enhance your visibility at esteemed venues, including UN/ UNESCO headquarters, universities, and museums.

**BRAND PLACEMENT** | Your logo featured prominently across all contest materials, digital exhibitions, and global press releases.

**VALUES ALIGNMENT** | Associate your brand directly with critical water solutions, health, nature conservation, and climate resilience.

### **ACCESS TO A WORLD-CLASS CONTENT**

Partners gain access to a large archive of some of the best water photography in the world.

**THE ASSET** | Access to a bank of +20,000 images from previous Sony and World Press Photo Award winners or NG Explorers.

**COMMERCIAL UTILITY** | Uniquely, submissions include mandatory non-exclusive Creative Commons licenses. This allows you to use these powerful images for your own annual reports, newsletters, campaigns, and social media—solving your visual content needs for the year.

### **NETWORK & ADVOCACY**

Champion the stories closest to your heart—and home. By co-hosting, you help take local water conversations global.

**GLOBAL DIALOGUE** | Connect with international organizations (ADB, UNESCO, etc.) to support sustainability projects worldwide.

**SPEAKING OPPORTUNITIES** | Selected opportunities to represent your organization at award ceremonies and webinars.

*Photo: Crocodile Keepers, Philippines  
© Giacomo d'Orlando*



# Walk of wa ter

## The Investment

Our aspiration is to forge meaningful collaborations with partners who share our vision and understand the profound impact such initiatives can have. During the first three years, the Onewater co-founders self-funded the

contest and convened it together with other fellow volunteers. 2024 and 2025 marked significant leaps as MPB, ADB and other partners stepped up as global and regional sponsors.

Your contribution sustains the contest's operations and builds the digital infrastructure required for public voting, global reach in multiple languages and bigger and better public exhibitions.

## option 01

**Global:**

**INVESTMENT** | >€60,000

**AVAILABILITY** | 1 Slot (Exclusive)

**STRUCTURE** | 1/5 Prize Money, 4/5 Ops

**BENEFIT** | Top-tier billing on all assets globally.

One curated **\*EXHIBITION** ✨

## option 02

**Regional:**

**INVESTMENT** | >€20,000

**AVAILABILITY** | 8 Slots

**STRUCTURE** | 1/3 Prize Money, 2/3 Ops

**BENEFIT** | Targeted visibility in specific geographic markets.

Regions: Africa • Central & East Asia • Europe • Latin America & the Caribbean • Middle-East & Northern Africa • North America • South Asia • South-East Asia & the Pacific

## option 03

**Custom:**

**INVESTMENT** | TBD

**AVAILABILITY** | Flexible

**STRUCTURE** | Tailored

**BENEFIT** | Specific awards (e.g., Youth, Tech) or non-cash prizes (equipment).



*\*contact Onewater to find out about the exhibition options in your region.*



# Walk of wa ter

## The Future is Blue

Join Us in Shaping a Water-Wiser World. Your support is more than a financial contribution—it signals that you stand with global efforts to tackle urgent water issues and challenges and solutions related to health, nature and climate through the power of public education.

We are ready to tailor a partnership package that aligns with your strategic goals for 2026/2027.

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 **newater.**  
many stories

*Photo: Forever Momentary Space.  
Iceland © Weina Li*