

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.

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

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.

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)





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.

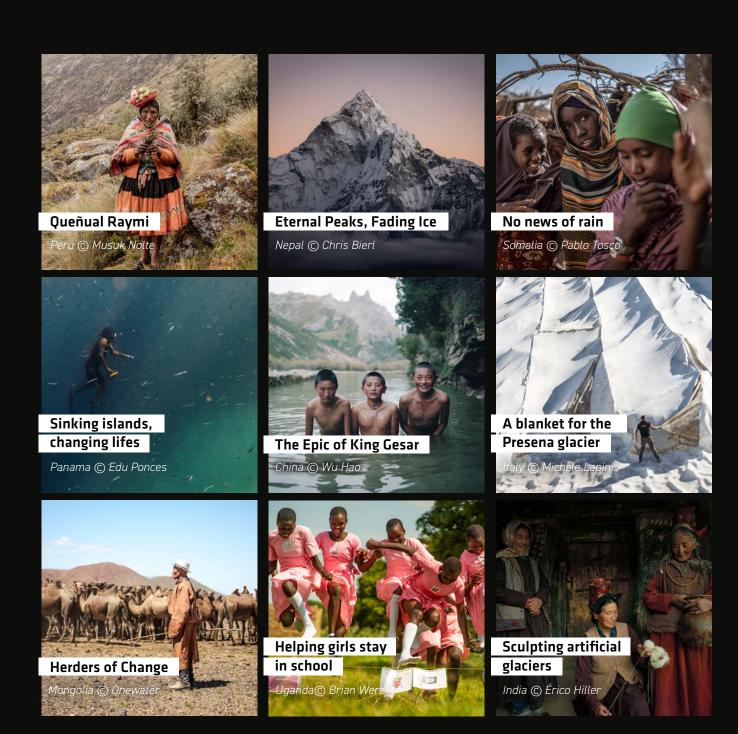


Walk of Waler

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



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.

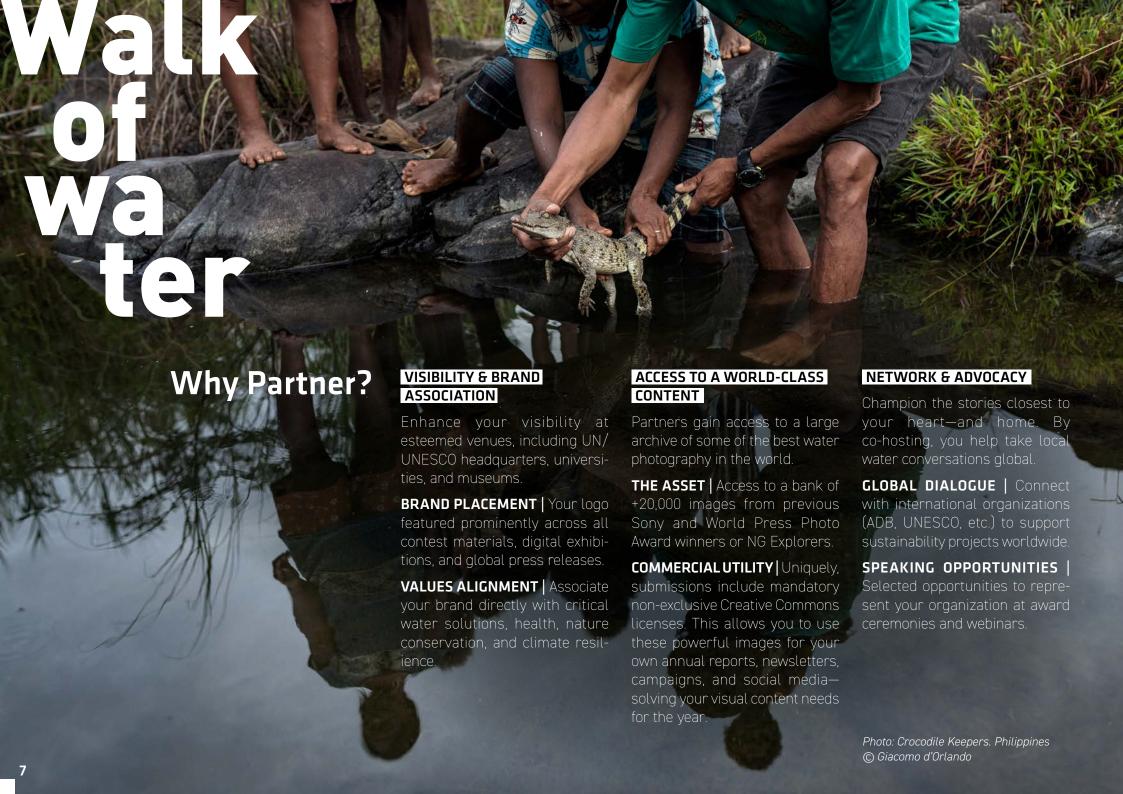
PARTNERS | Supported by MPB, the European Imaging Group, the Asian Development Bank, the Interamerican Development Bank, City Administrations and a growing network of regional sponsors.

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

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** \divideontimes

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.

