

The DropStore - Briefing Product Drops

Dear partner,

Thank you for being interested in TheDropStore! This document provides you with a briefing on the Products from The Drop Store, that you can use as input to drop a product in social media. In the download you can also find a folder structure that contains the relevant campaign assets to drop these products on your social media channel. For more information also see: thedropstore.org

Here's an overview of the physical products and the box, that were part of the launch of TheDropStore.



Dropping instructions

We want to have your personal take on dropping the products from TheDropStore. When dropping a product, please think about which product has a direct impact on your community, or the type of water issues your community - or a specific region if relevant - is facing.

You can actually drop several products if you wish to do so. But please make them separate drops, in order to avoid making too long content. Also, please bear in mind to direct your audience to our social channels and website as well, because that's where they are going to be able to find out more about the story behind the products and the water challenges. You can create stories in various languages depending on the region and in off course in English with a connection to the website TheDropStore.org and/ or Instagram account @dropstore_org

Just to give you an idea of what your story might look like:

- Introduce the product from TheDropStore, i.e. "Have you seen this bottle of water from @dropstore_org?" (for the English version)
- Talk about the product in relation to the water crisis, ie.: "We can't live without fresh water. Of all the water on Earth, only 2.5% is fresh water, [...] Don't let water become a luxurious commodity and help us protect our water sources!"
- Point-out how this product is related to your community issues. For example, explain what has happened to the product and how it connects your organization, or issue and the water challenge (too little, too much, too dirty) that your community is facing and your organization is trying to tackle.
- Engage your audience by asking them what do they think that should be done - and by whom - in order to address the water challenges. "please comment below."
- Close off with a clear call-to-action. For example: "Water affects everything and everyone." Want to find out more, visit the TheDropStore.org and follow, like, share @DropStore_org
- Please use #TheDropStore, #WaterAction, #ActNow and tag @DropStore-org

You can find relevant imagery, videos and other content for your social media post in the folders. Below, you can find copy that you can use for your post to describe the product in relation to water.

This why the products are presented in this small size and / or at a ridiculous price!

Product Range

Below are two product ranges. The first set of products have been dropped at the launch of the campaign during UN 2023 Water Conference and the New York Water Week. The second set of products are dropped around Earth Day. You can select any of these products.

First product range (UN Water Conference)

Regular Water /Pure Water

Dirty water is offered at a normal price, yet the pure water is small and at a premium price of \$198. For many people in the world it's already a reality to have to unsafe drinking water. How is this possible? If we do not act now, it might even become a reality for everyone.

Pure water

We can't live without fresh water. Of all the water on Earth, only 2.5% is fresh water, most of which is trapped in ice or deep underground. But more and more of it is becoming contaminated with chemicals, industrial waste, but also plastics, medicines, and even hormones. All of these threaten our fresh water supply, requiring more and more sophisticated technology to make it safe for drinking. Some 2.2 billion people around the world already do not have safely managed drinking water services. The costs for water treatment are increasing everywhere, including in developed countries. Don't let water become a luxurious commodity and help us protect our water sources!

Regular water

Humans need about two liters of fresh water per day, and if we don't get it, we can survive for only around three days. Traces of chemicals, waste, plastic, medicines, cocaine, and pesticides can all be found in the water we drink. Polluted water affects everyone, everywhere. It disproportionately impacts vulnerable populations such as children, pregnant women, the elderly, and low-income individuals. Women in many countries have to walk for hours to fetch water for their families, which is time they cannot spend on care or education. Too often projects, although well intended, provide just temporary relief. Unite for water and help us find sustainable solutions.

Soda

Believe it or not, sodas and soft drinks are also vulnerable to the water crisis. Not only is clean water needed for their production, like for rinsing their bottles, it is also needed to grow the ingredients for it. Think of all the sugar, berries, fruits, and other ingredients that go into it. Did you know that we need 1780 liters of clean water for every kilogram of refined sugar from sugar cane? On average, we need 72 liters of water to produce a 1 liter soft drink or soda. So think about it, next time you quench your thirst!

Bugsnack

Producing meat is extremely water-demanding. One kilogram of beef requires 15,000 liters of water, while chicken requires 5000 liters. It's not because they drink it all, but because it's how much water we need to grow their fodder. In many places around the world that amount of water is not really available, leading to groundwater depletion, which dries out the land. Unfortunately, even farmed bugs and mealworms cost over 4000 liters per kilogram to produce! That's why it might be better to just go vegan. Value water!

Pizza pill

Pizza seems pretty dry, right? So what does it have to do with water? Well, we still have to grow the wheat for the dough. We also need to feed the pigs for the pepperoni, the cattle for the mozzarella cheese, and we need water to grow the olives, peppers, and tomatoes. So, for your pizza to arrive hot and fresh, not only do droughts play a role, but so do floods and extreme weather patterns! Who would've thought that all of that goes into making a nice slice?

Corn (slice)

Corn yields might be improving due to efficient farming, but researchers have found that it is very sensitive to water availability in the soil, which is drying out on a global scale as groundwater becomes scarce or difficult to reach. Record temperatures and prolonged droughts in 2022 led to reduced crop yields in many regions. 'Heatflation' is the term used to describe how higher temperatures lead to smaller harvests and higher prices. But it is not only extreme heat that hurts crop yields – increased and more severe flooding, more frequent landslides, and unexpected frost are also damaging. As you can see, we'll need to achieve a lot to keep corn around in our lives.

Rice

Rice is a food staple for more than 3.5 billion people around the world, particularly in Asia, Latin America, and parts of Africa. Much of it is farmed in low-lying flat lands, like the Mekong Delta in Vietnam. Rice farming is very water intensive, using 40% of all irrigation water in the world. Rice is both a victim of and a contributor to climate change as rising temperatures, frequent droughts, floods, and typhoons are devastating rice farms. Rice contributes to methane emissions, but far less than animal farming. Know your rice, value water!

Fish

Worldwide fish stocks are shrinking. Dams are being built in rivers, either for electricity or irrigation, while industrial waste threatens the water quality. The seas and oceans are being overfished, which means smaller catches and therefore less income for fisherfolk. While dams can provide flood protection, supply energy, and water security, they also pose a significant threat to freshwater species. Dams block fish from moving between feeding and spawning grounds, limiting their abilities to reproduce. In short: less fish, less food. Let's take care of our water, our rivers, our lakes, and our oceans. Not just for the water itself, but also for everything living in it.

Cheese

Cheese, made from cow, sheep, or goat milk! It takes up to 6000 liters of water to produce just one kilogram of the stuff. In this case, most of it is used for animal feed and fodder, so you see, dairy products are really water intensive, no matter how you produce them. Cattle are vulnerable too, with livestock dying worldwide as a result of droughts. We're really not trying to be cheesy here, but next time you want to indulge in some gooey goodness, just know that cheese is water intensive.

Flipped Shoes

More than 10% of the world's population lives less than 10 meters above sea level, in low-lying coastal areas vulnerable to floods, hurricanes, and storms. More than 410 million people are predicted to be at risk from rising sea levels. But many more cities are at risk of undergoing something called "subsidence", which is the actual sinking of the ground because too much water has been pumped from it – and that by up to 15 cm per year. So keep your feet dry, and prioritize water efforts to avoid sinking.

Second product range (Earth Day)

Chocolate

This might come as a surprise, but cocoa butter, the key ingredient for chocolate, has the highest water footprint, a staggering 34,000 liters per kilogram! Mixed with other ingredients, a 100 g bar of chocolate still takes 1700 liters to produce. Cacao trees love water, as do tropical forests. Cacao production has spurred massive deforestation in West Africa, leading to soil erosion and further degradation of the water system. A tasty treat, for sure, but also a very thirsty one.

Potato

Love your French fries with a little salt? Potatoes are quite sustainable for the environment, people, and the communities around them. Potatoes have a low carbon footprint and require less land and water than many other fruits, vegetables, and cereals. Potatoes are affordable and prevalent in many diets around the world. However, potatoes are highly susceptible to salt! Rising sea levels and poor irrigation can lead to excessive salinity and loss of crops. So let's keep on adding salt after they've been fried, instead of while they're growing. Okay?

Toilet Paper

Now, this is interesting! Did you know it takes 31.1 million trees to manufacture enough toilet paper for only the US, each Year? That adds up to 141 rolls per person. This has a significant environmental impact, causing deforestation, habitat loss, and water pollution. China's annual toilet paper mileage stretches 2.7 billion miles. That is from Earth beyond the planet Neptune! Yet 70% of the world's population doesn't use paper at all, as they use water instead – if they have it. With over 1.7 billion people not having access to basic sanitation services, the question arises: to wipe or not to wipe?

Coffee

"I just can't go without coffee!" Well, just one cup takes over 140 liters of water to grow, process, and transport! Industrial-scale coffee uses harsh pesticides and chemicals to grow coffee beans. Waste from coffee processing plants is a major source of river pollution. All while rising temperatures, unpredictable rainfall, swings from drought to flooding, and new pests challenge coffee bean production worldwide! Value your caffeine shot? Then we have to take care of the water required to grow it.

Avocado

A true superfood, and one of the trendiest fruits on the market at that. We eat almost 9 billion kg of it, per year. That's nearly 30 billion avocados! And the amount is steadily increasing. More avocados require more land, and more water, while every single one requires about 220 liters to be grown. Deforestation and large water extraction contribute to the drying out of soils, and increase soil degradation. And that doesn't even take into account the storage and shipping challenges this creamy treat brings with it. Want to protect avocados? Help us protect water.

Bread

Bread is what you get for free at a restaurant before your meal. But did you know each slice requires about 80 liters of water to grow the wheat required for it? Large-scale wheat production requires heavy fertilizer and pesticide usage, depletes nutrients in the soil, reduces organic matter, and causes soil erosion. All of that is not really beneficial to our water system, though organic-grown wheat seems to be an alternative. So was that free bread really free?

Beef Hamburger

Let's add this one up, shall we? To produce one single burger, we need the bun, sauce, lettuce, tomato slice, pickle, and the beef. All of that requires about 2500 liters of water, mostly for the production of the animal protein. So maybe opt for a plant-based patty, which has a much lower environmental impact than animal-based meat. Or why not try a grilled bell peppers instead? Make taking care of our water part of your next combo meal.

Mobile Phone

An estimated 3.5 billion people use smartphones today. The production of all of these phones requires the extraction of elements like gold, cobalt, copper, silver, tin, and lithium. The mining and processing of these resources can lead to habitat destruction, soil and water pollution, and many other environmental problems. Also, when we don't recycle phones, they end up in landfills, where they can release toxic chemicals and further contribute to soil and water contamination. Now this is definitely a call to action.

Cotton Skirt

It takes 2700 liters of water to produce this skirt, and that doesn't even account for the dye. That's enough drinking water for one person for 900 days, and that while 785 million people today have no basic access to water. Growing industrial cotton leads to high water consumption, use of harmful pesticides and fertilizers, soil degradation, and greenhouse gas emissions. Want to keep your skirt clean? Each load of laundry uses 40 gallons of water! So, try to avoid stains? Please?