

TheDropStore @ / Partners

TheDropStore
Social Media Toolkit
June 2023



Ministry of Foreign Affairs of the
Netherlands



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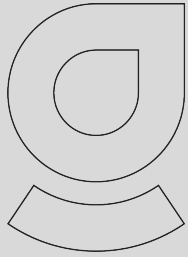
TheDropStore

Your market for a world in water crisis.

The Drop Store is a mini market experience from the future - with a twist. All the products available are impacted by key water challenges - these effect the physical products and their prices in an alarming way. QR Codes on posters, coupled with social & digital content, all drive consumers to the online store where the science & impact of water crisis behind each product is explained in more detail. The Drop Store's goal is to make the impact of water real & tangible for people in their everyday lives

For more info on TheDropStore and access to the full social media kit, please contact:

info@thedropstore.org





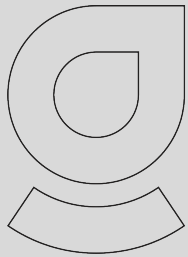
TheDropStore



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Many people are unaware of a water crisis's long-term impacts on their daily lives. But for 3.5 billion people worldwide, droughts, floods and/or lack of access to clean drinkable water are already a reality. During the 2023 United Nations Water Conference, held in New York, co-hosted by The Kingdom of the Netherlands and Tajikistan, the organizations wanted to call attention to the debates aiming to achieve the 2030 Agenda for Sustainable Development and the UN Decade for Action on Water and Sanitation.

- TheDropStore is an initiative of The Ministry of Foreign Affairs of the Kingdom of The Netherlands in the run up to the UN 2023 Water Conference.
- With the support of WWF, IRC Wash, Simavi and the Water Footprint Implementation
- Creative work:  + 



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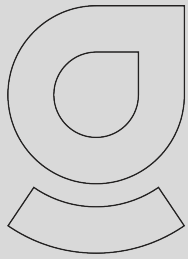


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www.thedropstore.org



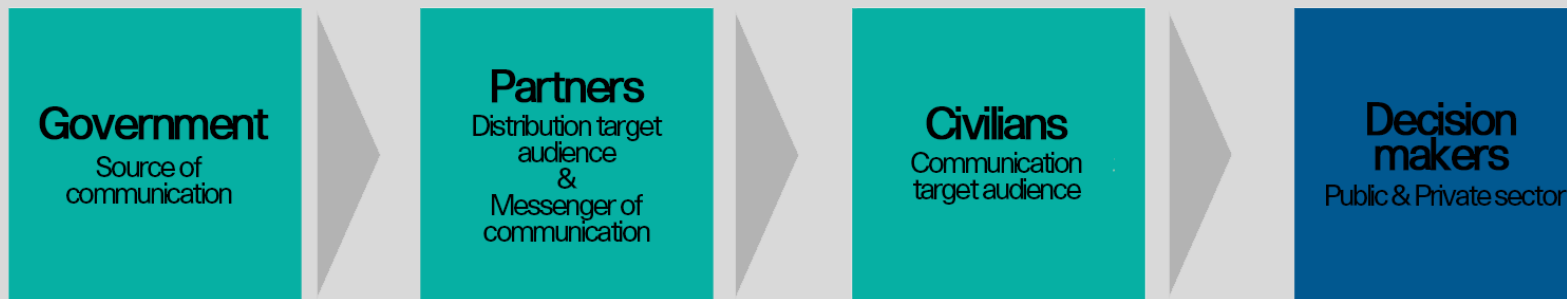
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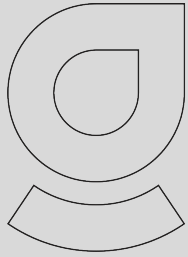
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Context & Goal



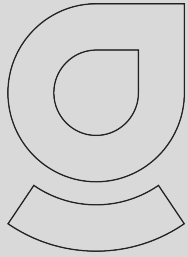
SHORT TERM GOAL
Create societal awareness
& support for water action
across the general public
via partner organisations.

LONG TERM GOAL
Create societal action
amongst the general public,
so they pressure decision
makers to take water action.



Target Audience

	Why?	How?	Communication?
The converted People (incl. youth) who are already aware & engaged with water challenges.	Activate our <i>advocates</i> .	Via partners <i>linked to water</i> , e.g. UNICEF, World Water Council, Youth For Water, WASH, WWF etc	Focus on <i>action</i> (like/follow/ share communication).
Special interest People (incl. youth) who are not aware about water challenges, but are interested in related issues. (health, economic development, climate)	<i>Broaden reach</i> with <i>highly engaged</i> audiences.	Via partners <i>linked to related issues</i> , e.g. Red cross, Youth for Climate	focus on <i>awareness</i> (both on water challenges & link to related issues) and <i>action</i> (like/ follow/ share communication).
➔ The young unconverted Gen-z & Millennials (18-41 Y/O) that do not yet know, care or act upon water challenges or related issues.	<i>Broaden reach</i> with unconverted, but <i>highly actionable</i> audience.	Via the <i>network of the other target groups</i> , via <i>PR</i> and via <i>youth organizations/media</i> , e.g. vice.	Focus on <i>awareness</i> (water challenges), <i>attitude</i> (urgency to act) and <i>action</i> (like/follow/ share communication).



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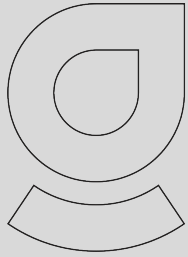
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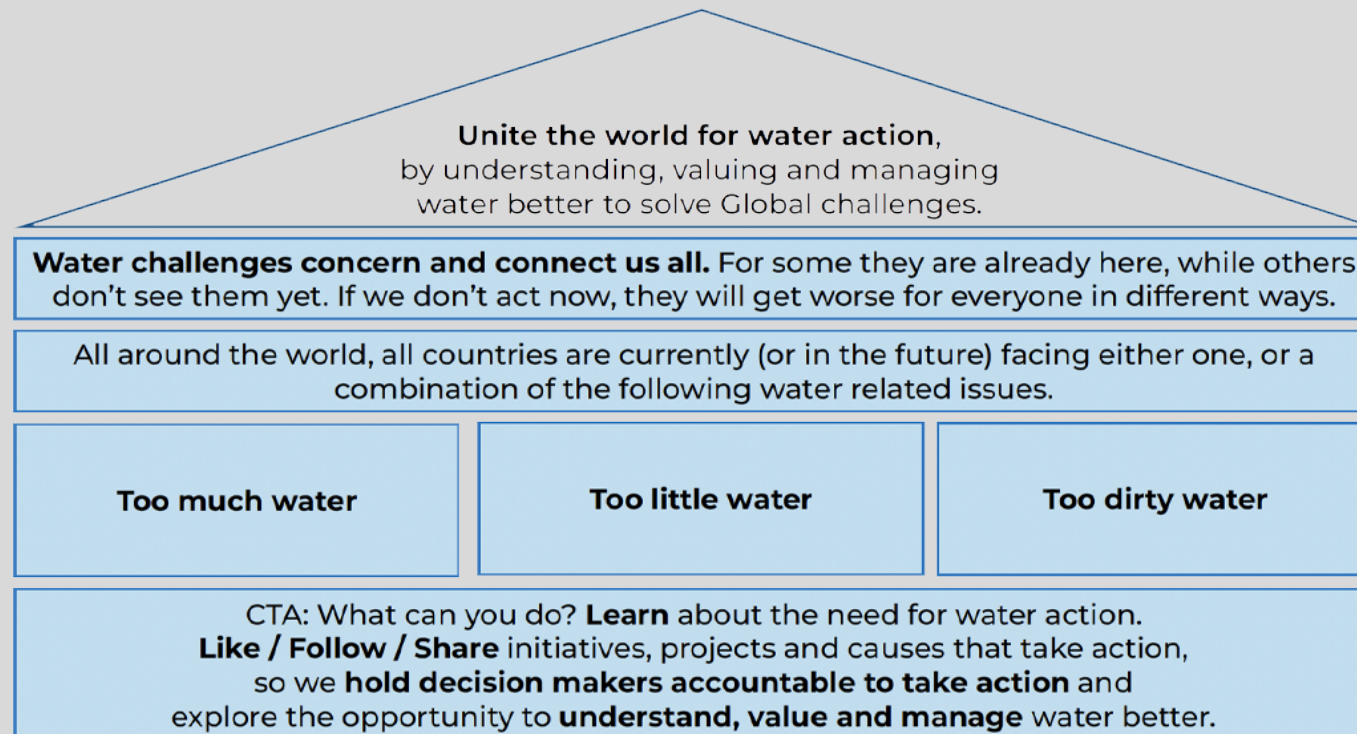
Insight

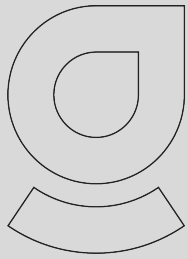
Many people are unaware of the long-term impacts a water crisis can have on their daily lives. Much like climate change, the impact is either too distant or too swiftly forgotten.

3.5B people already experience water stress at least one month per year, by 2050 that number will climb to 5 Billion people, more than half the world's population. Imagine being able to get a glimpse of the future and see how the water crisis would disrupt your daily lives.



Core Message House





TheDropStore



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Many people are unaware of a water crisis's long-term impacts on their daily lives. But for 3.5 billion people worldwide, droughts, floods and/or lack of access to clean drinkable water are already a reality. During the 2023 United Nations Water Conference, held in New York, co-hosted by The Kingdom of the Netherlands and Tajikistan, the organizations wanted to call attention to the debates aiming to achieve the 2030 Agenda for Sustainable Development and the UN Decade for Action on Water and Sanitation.

Social Media

Thank you for helping us enlarge our reach for this important matter!

To make it easy for you - we drafted copy, visuals and # for you to post whenever it is convenient for you. It would be powerful if you could share TheDropStore story on your social media channels. However, this is suggested copy, so you can re-write and edit it any way you see fit. Whatever you do, don't forget to mention and link to our social channels as well. We've made images in 1:1 and 16:9 formats.

Instagram: @thedropstore_org

Twitter: @thedropstoreorg



General Message

Instagram

Copy and image/video

Copy:

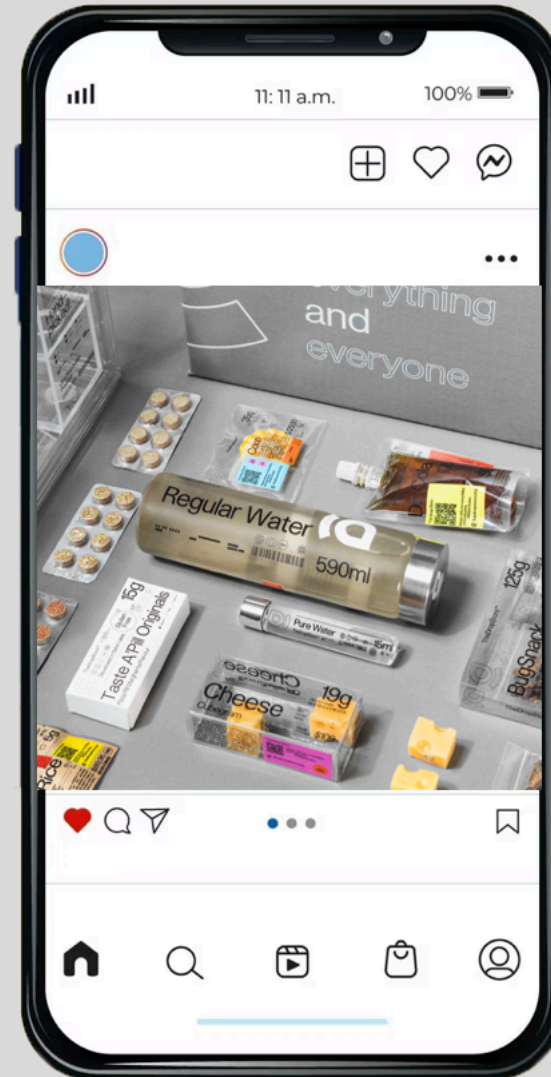
\$198 for a shot of water? Say what?!

Explore the new shopping experience on @thedropstore_org, a market for a world in watercrisis. In this store, only small portions of cheese, rice, and pure water will be available. And phones will be shared by multiple people.

Is this our future market or is it already a daily reality? Floods, water scarcity, and pollution are (becoming) a big threat to all of us. Already, 3.6 billion people struggle to get enough water for their needs at least one month a year. By 2050, this number will grow to 5 billion people, more than half of humanity.

Only if fundamentally change the way we understand, value and manage water we can turn the tide. Find out what our [organisation] is doing and share this story.

#TheDropStore #WaterAction #ActNow #WaterCrisis #Pollution #Floods
#Droughts #WaterProblems #ClimateChange



Twitter

Copy and image/video

Copy:

\$198 for a shot of water? Say what?! thedropstore.org, will give you a glimpse of a market for a world in water crisis. Our future or daily reality? Only if fundamentally change the way we understand, value and manage water we can turn the tide. Find out what our [organisation] is doing and share this story.

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Image: If the website preview doesn't work, please add this picture in the tweet >



TheDropStore @thedropstore • 1hr



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LinkedIn

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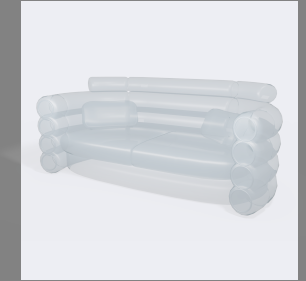
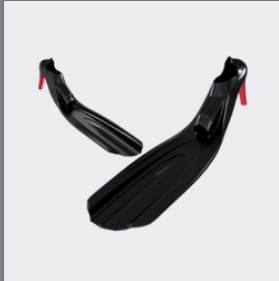
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Product 'Drops'

Selected Products

Please choose some of these products that suits your brand the most. And add the General Message copy in the caption.



New 'Drops'

For the new drops we added copy for each product. Feel free to use the copy if you would like to post one of these new products.

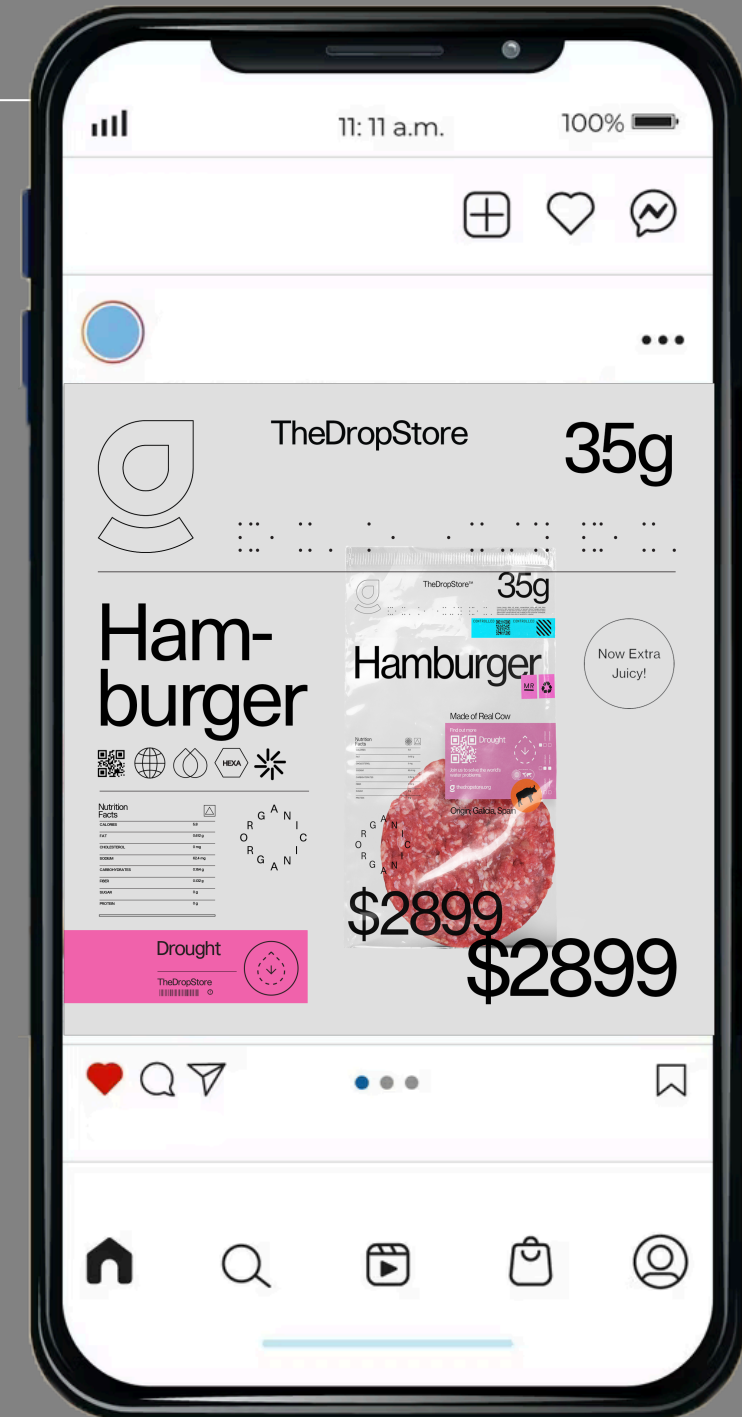
Example Hamburger

Copy:

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. Water that won't be available in a world in water crisis.

Find out on thedropstore.org, what will happen to our daily products if we do not fundamentally change the way we understand, value and manage water. Together we can turn the tide. Find out what our [organisation] is doing and share this story.

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Example Toilet Paper

Copy:

The water crisis is making it difficult to provide sanitation essentials, both toilet paper and water, globally.

A problem we can't just wash away. It's time to roll-up our sleeves and change the way we understand, value and manage water. Check the effects of the water crisis on our daily products on thedropstore.org, find out what our [organisation] is doing and share this story.

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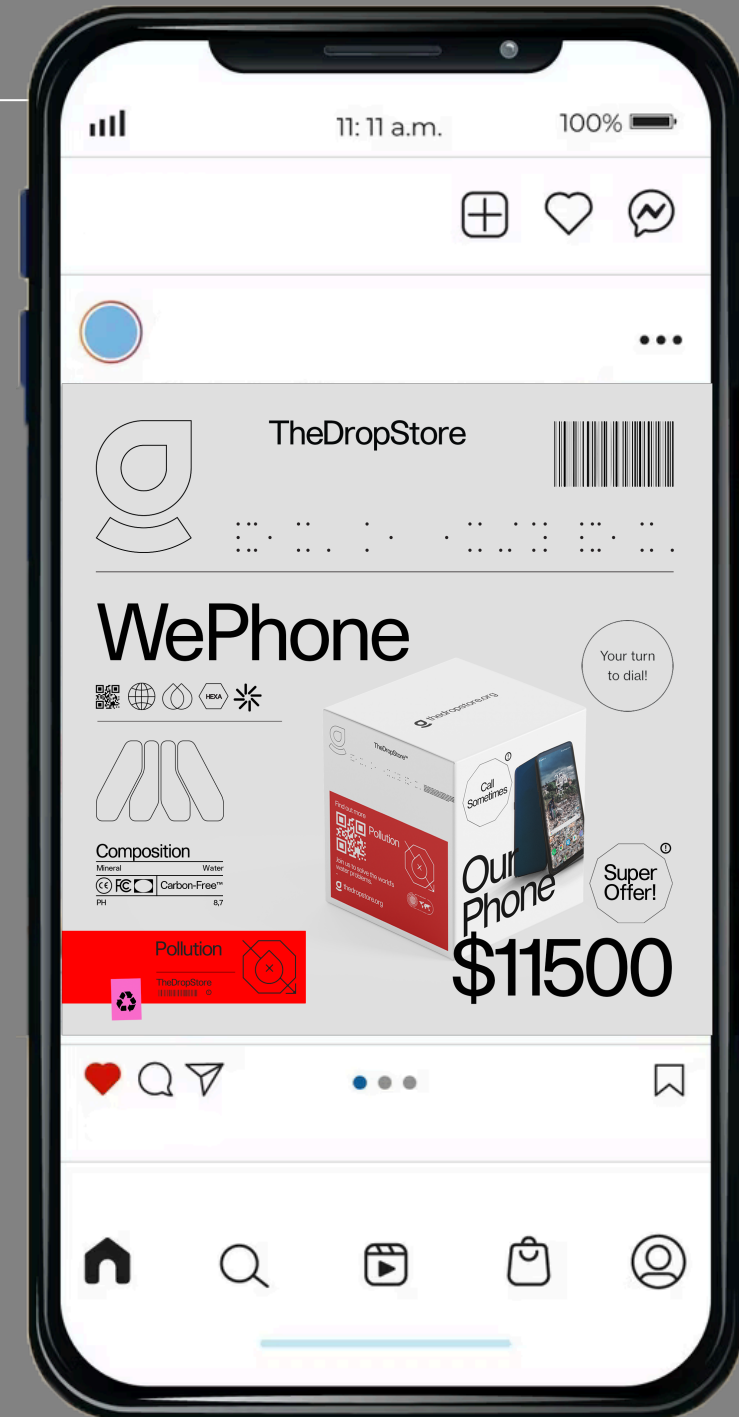
Example WePhone

Copy:

Times of crisis bring people together. It even get them to share phones. Due to the lack of clean water, there won't be enough water for the mining of precious metals to produce consumer electronics anymore.

A problem that calls for your attention. Find out on thedropstore.org, what will happen to our daily products if we do not fundamentally change the way we understand, value and manage water. Together we can turn the tide. Find out what our [organisation] is doing and share this story.

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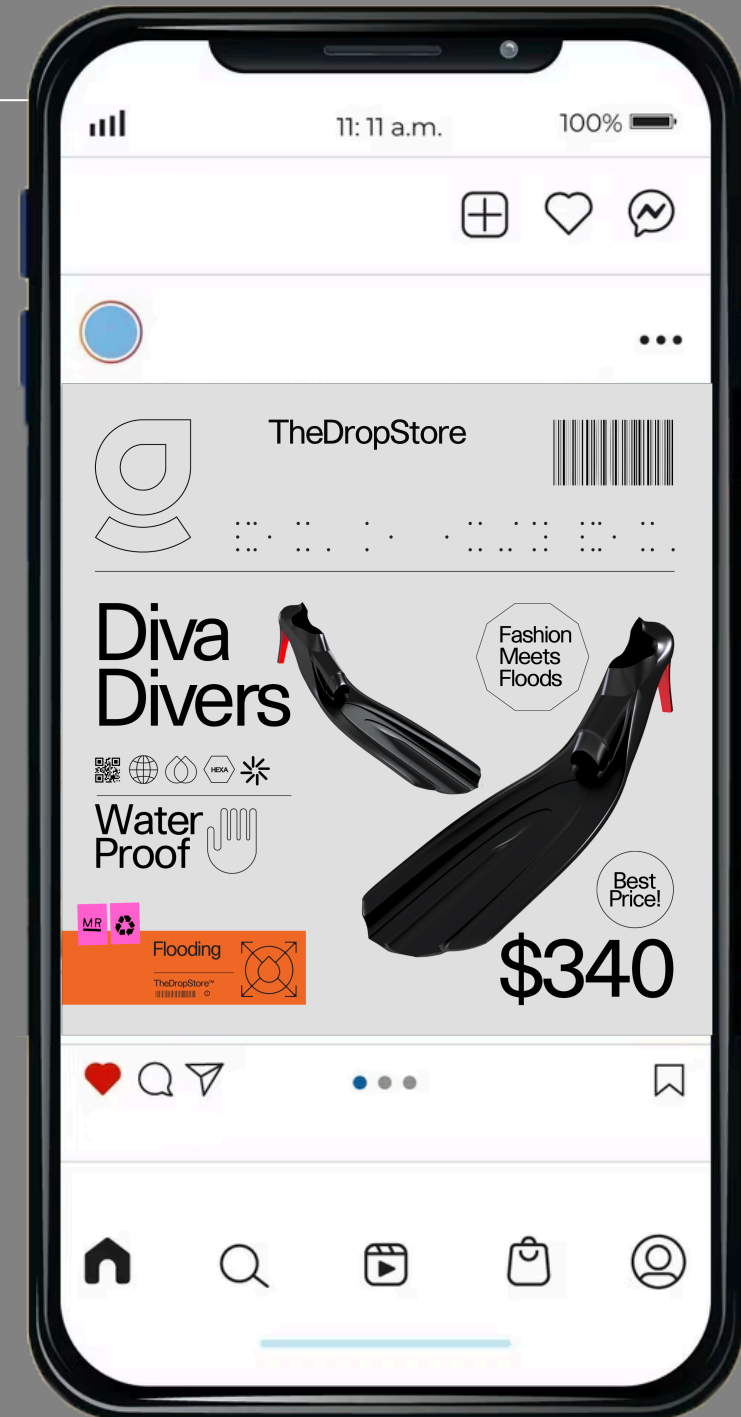
Example Diva Divers

Copy:

Where fashion meets flash floods. Our Diva Divers will have you both slaying on the runway and propel your body through murky floodwaters.

A must have?! Might be. Due climate change floods will be more frequent. Find out on thedropstore.org, what future essentials we need if we do not fundamentally change the way we understand, value and manage water. Together we can turn the tide. Find out what our [organisation] is doing and share this story.

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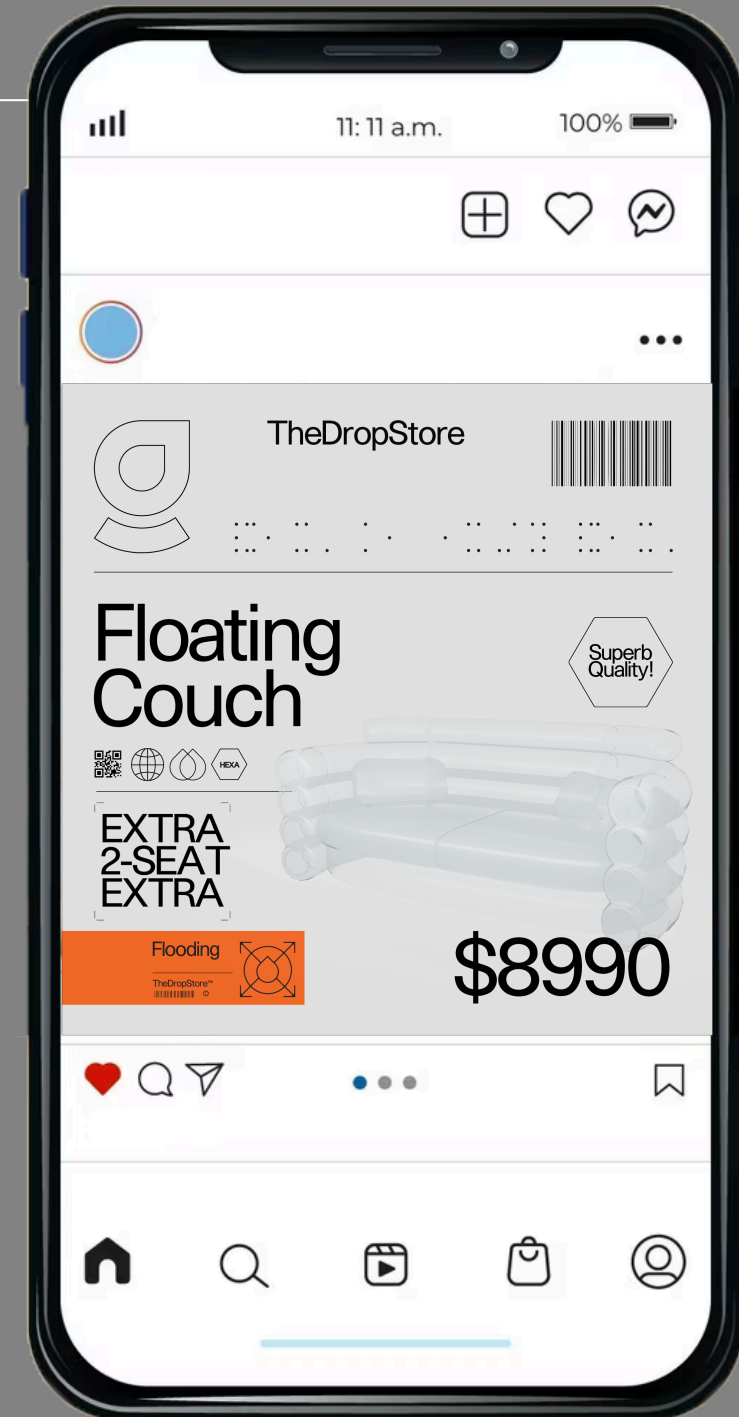
Example Floating Couch

Copy:

While this inflatable couch might look nice and comfy, the reality of the situation is really not so nice. Flood risk already affects more than 1.81 billion people, most of them in South and East Asia. Climate change and rapid urbanization in flood zones are likely to further drive up flood risks.

Find out on thedropstore.org, what future essentials we need if we do not fundamentally change the way we understand, value and manage water. Together we can turn the tide. Find out what our [organisation] is doing and share this story.

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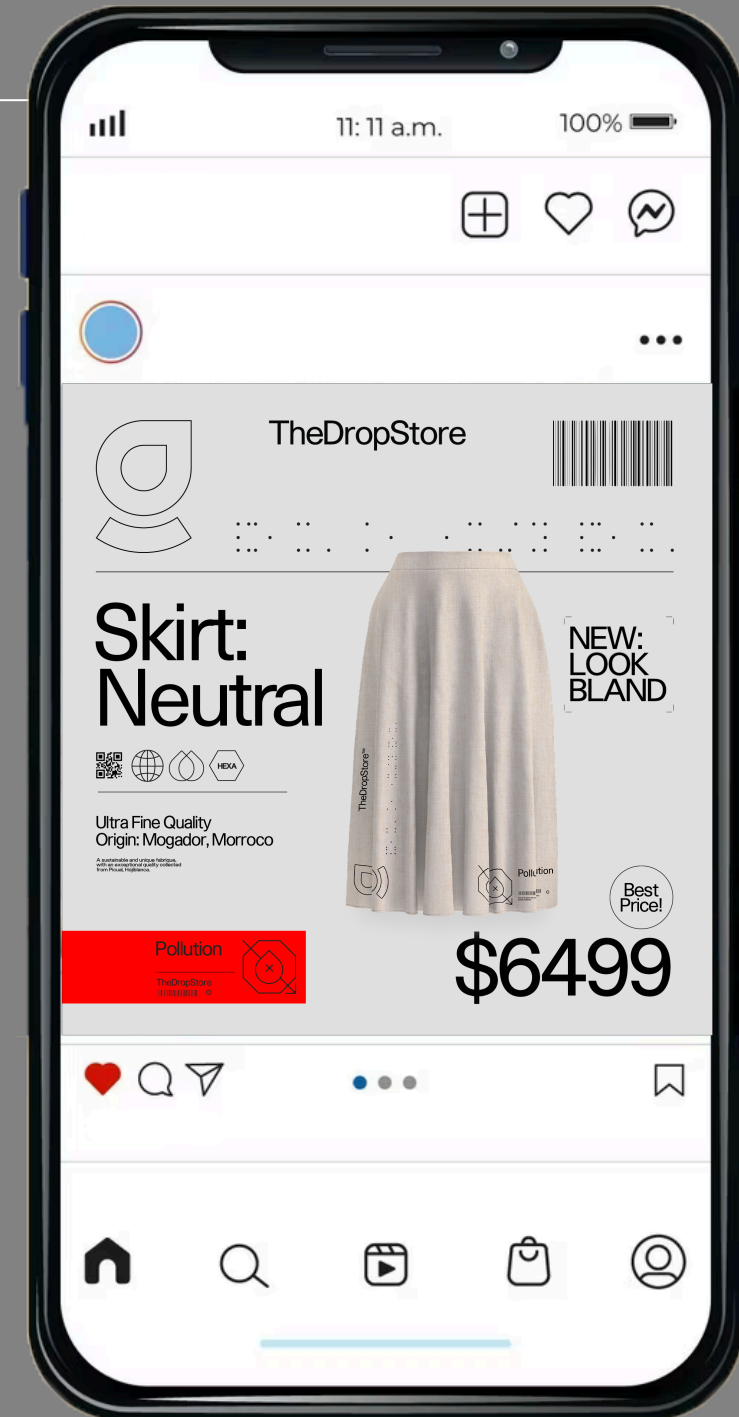
Example Skirt: Neutral

Copy:

This neutral cotton fabric will be the trend of the season, not necessarily because it's fashion. But because dying clothes pollutes important water sources. Today, 785 million people already don't have basic access to clean water.

We need to change the way we understand, value and manage water. And turn dying into a dying art. Check the effects of the water crisis on our daily products on thedropstore.org, find out what our [organisation] is doing and share this story.

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Let's make it happen.



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