



# About WWMC

## What is World Water Monitoring Challenge?

World Water Monitoring Challenge™ (WWMC) is an international education and outreach program that builds public awareness and involvement in protecting water resources around the world by engaging citizens in the monitoring of their local waterbodies.

## Background

WWMC grew out of the World Water Monitoring Day program in 2012. While an official "Day" continues to be observed each year on September 18, the broader "Challenge" encourages people everywhere to test the quality of their waterways, share their findings, and protect our most precious resource. The program runs annually from March 22 until December 31.

## Supporters

EarthEcho International coordinates WWMC. EarthEcho receives assistance with planning and promotion of the program from private foundations, sponsors, as well as a host of partnering organizations (see list on program website).

## Goal

The primary goal of WWMC is to educate and engage citizens in the protection of the world's water resources. Many people are unaware of the impact their behaviors have on water quality. Conducting simple monitoring tests teaches participants about some of the most common indicators of water health and encourages further participation in more formal citizen monitoring efforts.

## How Can I Participate?

It's easy and fun to participate in WWMC. Just visit the website to register your site and purchase a test kit. Take the "Challenge" on any date of your choosing between March 22 and December 31. Reporting data to the program's database allows you to share your experiences with others in your community and keep a yearly record of your monitoring test results. Data is accepted until December 31. In addition to monitoring your local waterway, consider organizing a trash clean up, going on a walk through your watershed, or talking to a school group or scout troop about water pollution.

## How is the Data Collected Used?

Water quality scientists use data from more sophisticated monitoring programs to make decisions about the management of water resources. The tests performed by WWMC participants are designed to bring communities together to learn about and commit to protecting their waterways. Results are published each year in the program's *Year in Review* report.