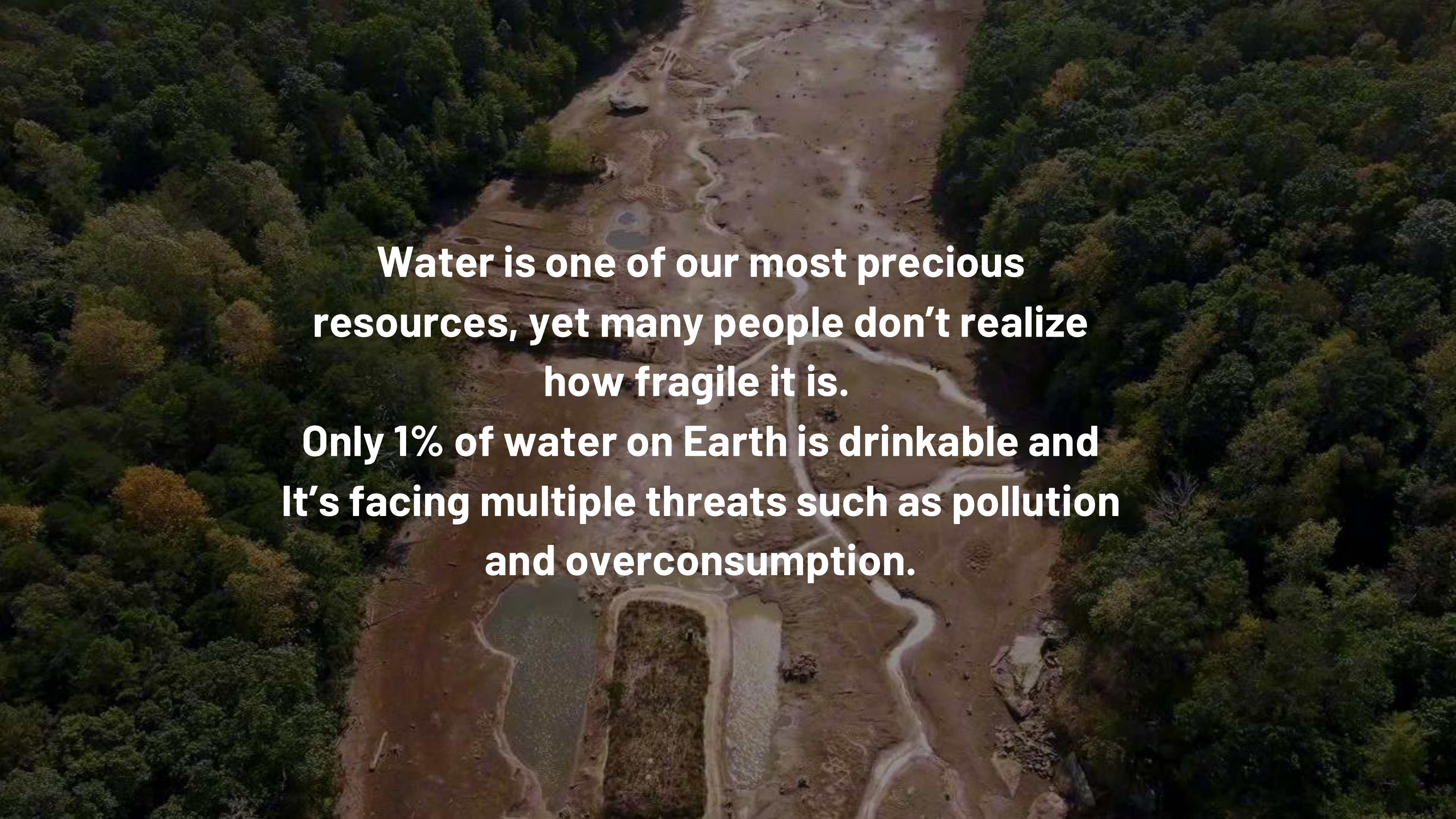




Team A3 (Blue Ice Project)

Enabling kids and their
parents to fall in love
with water and become
Water Guardians



An aerial photograph showing a dry, winding riverbed or stream cutting through a dense forest. The riverbed is light brown and sandy, with several small, dark, stagnant pools of water. The surrounding forest is lush and green, with some trees showing signs of autumn. The text is overlaid in the center of the image.

**Water is one of our most precious
resources, yet many people don't realize
how fragile it is.**

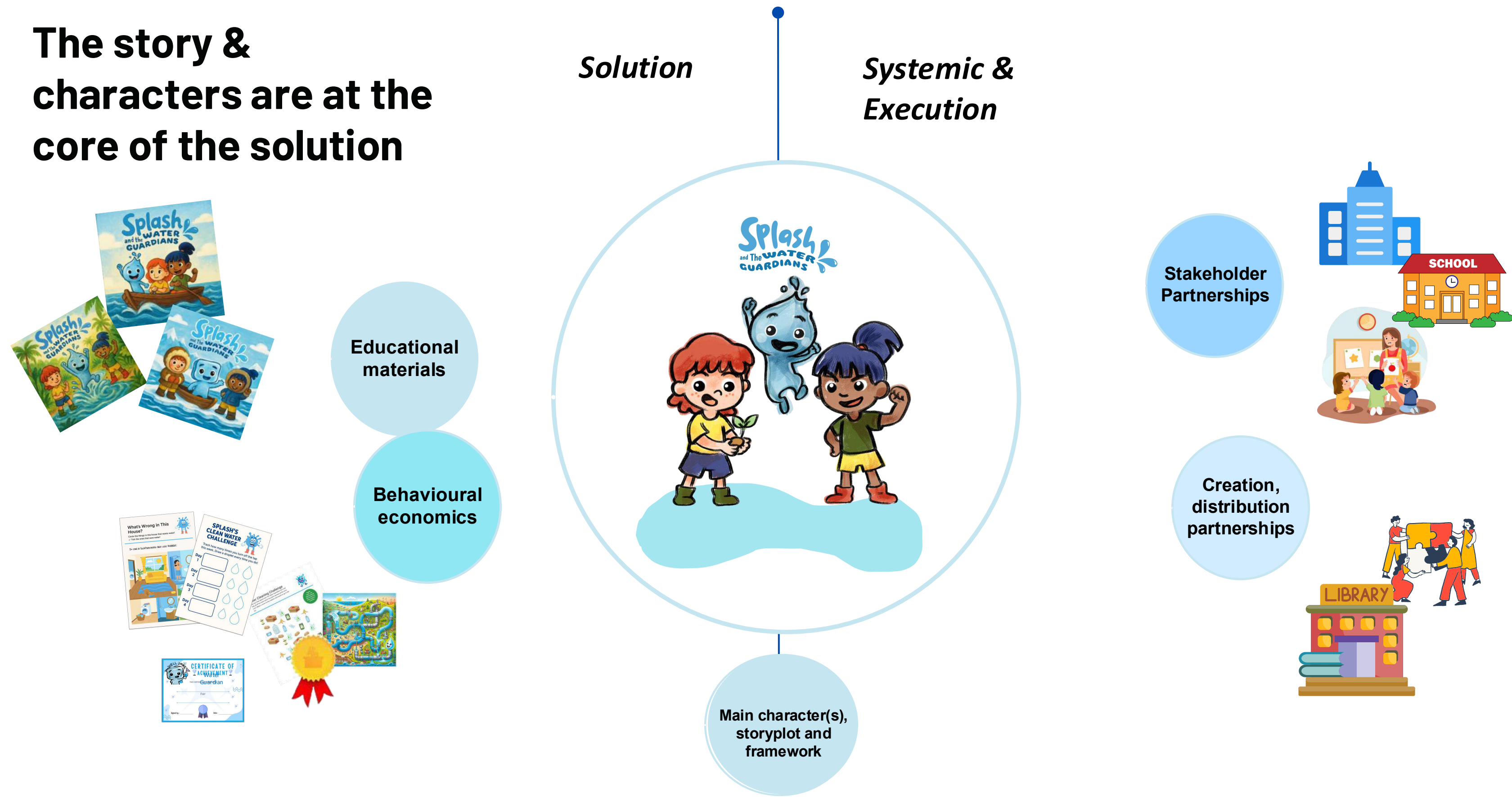
**Only 1% of water on Earth is drinkable and
It's facing multiple threats such as pollution
and overconsumption.**

A photograph of a man and a young girl looking at a plant. The man is on the right, smiling and looking down at the girl. The girl is in the center, looking up at the plant. The plant is a tall, green, spiky plant in a pot. The background is a window with a view of greenery outside. The image has a dark overlay and decorative wavy lines in the corners.

The next generation will inherit the responsibility to protect it. But how do we teach them?"

Inadequate education about sustainable water practices affects communities locally and globally. What if we reimaged water education – starting not with adults, but with six-year-olds? Not with fear, but with wonder?

The story & characters are at the core of the solution

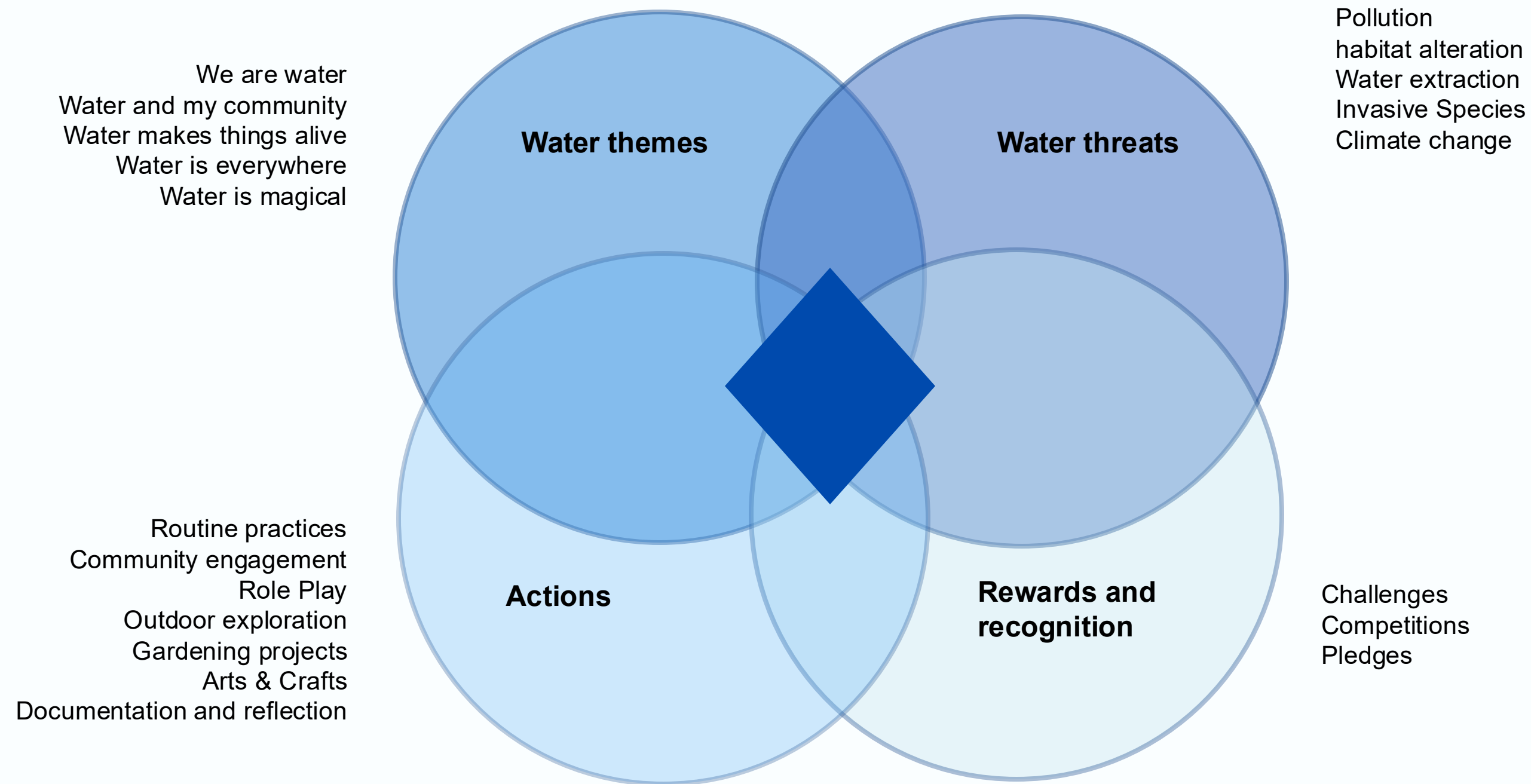


At the core of our solution, we have Splash and the water guardians, these characters will be the vehicle to emotionally connect kids to water through adventure, empathy, and action.

The solution

A framework to create multiple stories

The Story Framework:



Splash

and The **WATER**
GUARDIANS

Hi we are the Water guardians. We love Splash, who is made of water, just like us! Together we go on adventures to protect water on earth!



Hi, my name is Splash, I love fun, adventure, and protecting water wherever I go.



Each Guardian represents a unique
behavioural lens.
Leo connects & talks with nature



Maya embodies boldness and innovative thinking.



And finally, Splash our main character, where we drew from our earlier Rain and River personas to build something kids could relate to, and grow with.

Splash

and The **WATER**
GUARDIANS

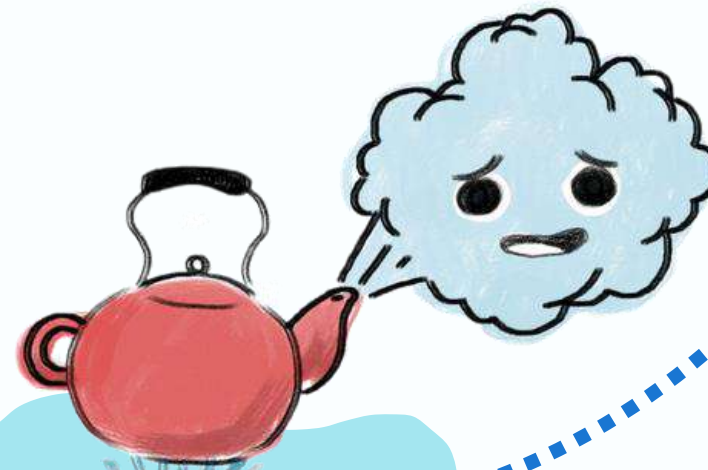


I can be
fluid water
like a river

I can be
hard like
ice



I can be fluffy
like steam or
clouds



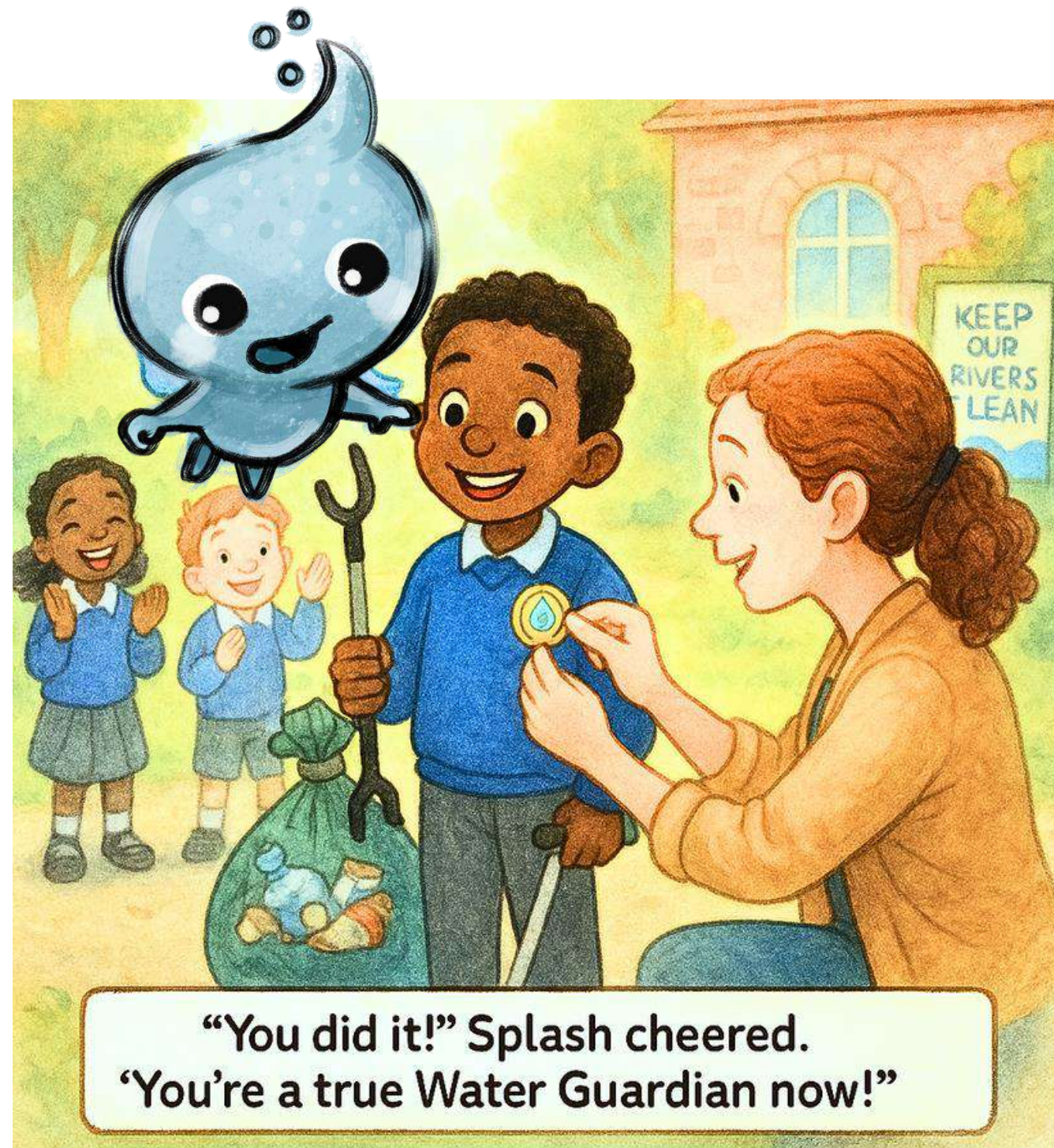
① Awareness and Education



2 Nudging Action



3 Driving Engagement

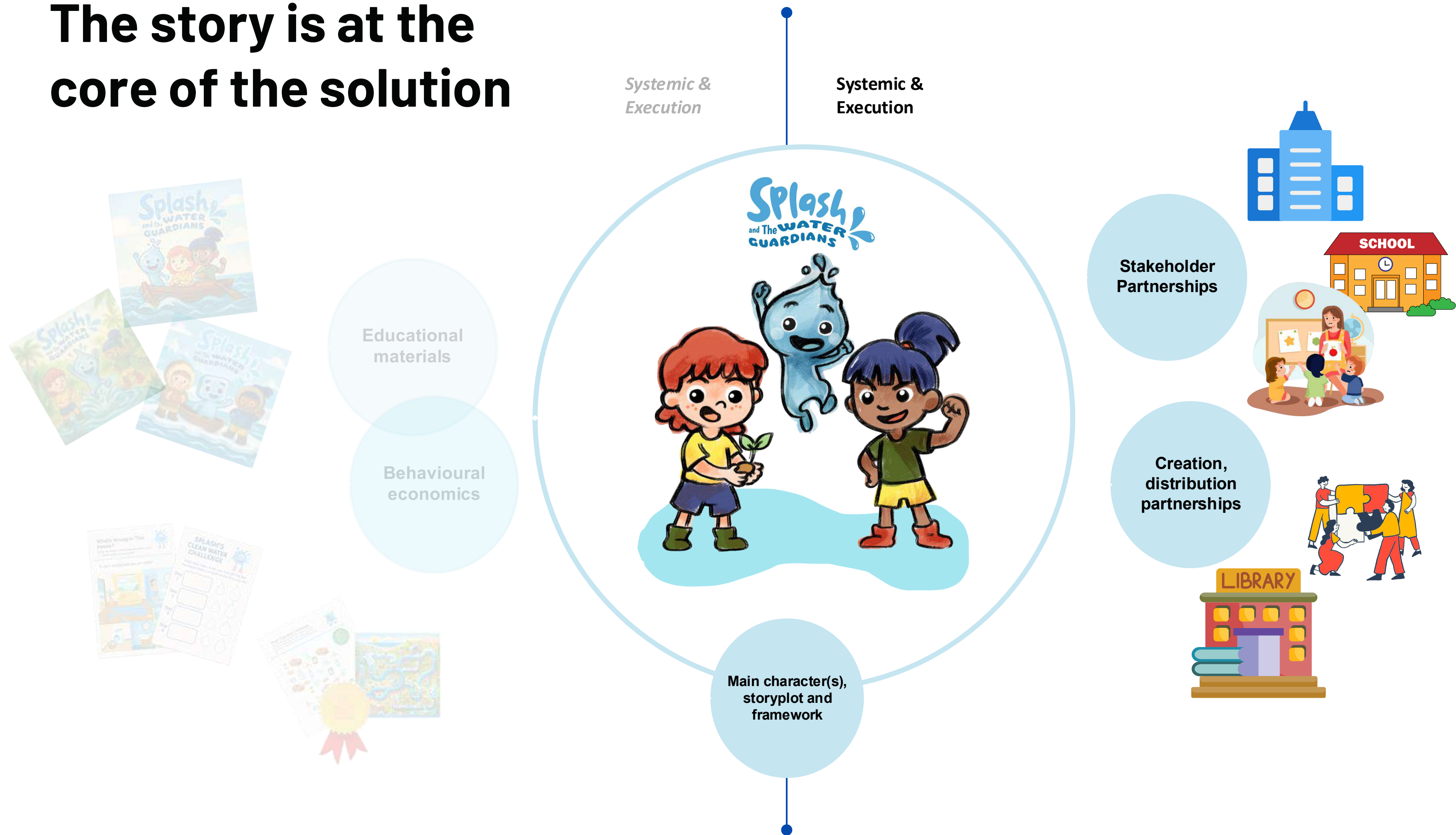




Building Lasting Habits



The story is at the core of the solution



The value of our solution to the water ecosystem



Water companies

benefit from improved community engagement, brand trust, and real conservation impact.



Schools

benefit from open source educational materials that help them to achieve their learning objectives for Year 1 kids, beyond water conservation



Parents and kids

benefit from having educational materials that teaches about water in fun an interactive way



Nature

benefits as water is protected from over consumption and pollution and biodiversity is restored

Driving change at scale – High level journey



Water campaign sponsored by a water company

CSR strategy



Schools support the campaign as it helps with their learning objectives

Schools and kids engagement



Teachers use the Water guardians' materials with the Year 1 kids.

Kids like the story and want to become water guardians



Parents buy the storybook at home and enjoy quality time with their kids. They feel proud of their kids becoming water guardians and want to get involved

Parents and kids engagement

Water movement is created

Teachers, parents and kids feel proud as they are helping to create a movement in their community by using the Water guardian materials




Parents talk about the Water guardians with their neighbors and decide to take action to protect water too

Community engagement

A family consisting of a man, a woman, and two children are sitting on a wooden floor, painting on white sheets of paper. The man is standing and leaning over, watching the children. The woman is sitting and painting. The children are also sitting and painting. There are various paint bottles and a green cup on the floor. The background shows a large window with a view of a garden.

Expected impact

**14,671 lives touched and 43 M +
gallons of water saved by
December 2028 only in UK**

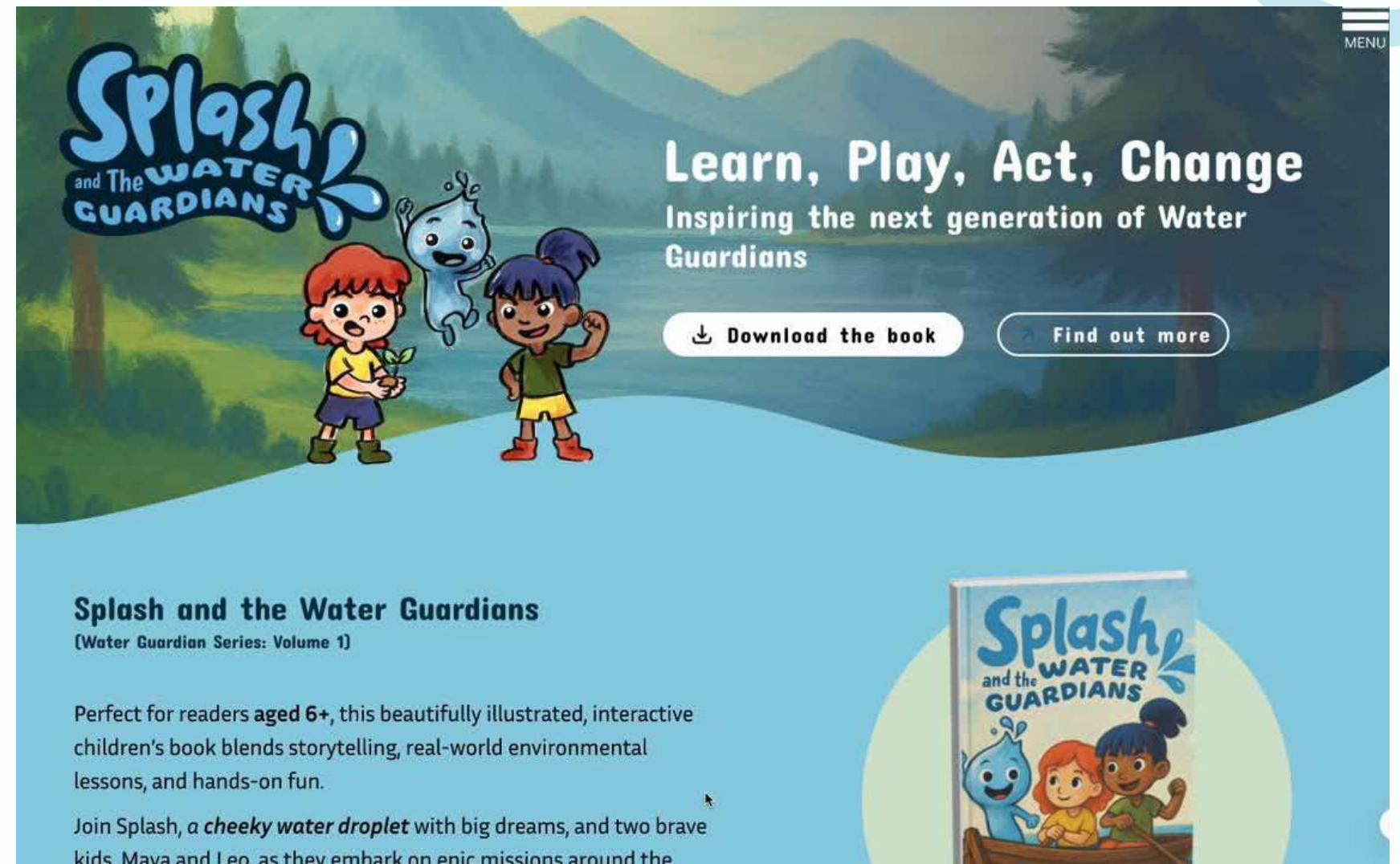
A graphic of three blue water drops of varying sizes, arranged in a cluster, with a white outline.

Next step is to test our riskiest assumptions

Riskiest assumptions

- Do they understand the solution?
- Do they like the characters and storyplot?
- Would teachers download the book and activities for their classes?
- Would parents do the activities at home with kids?

[Play Prototype](#)



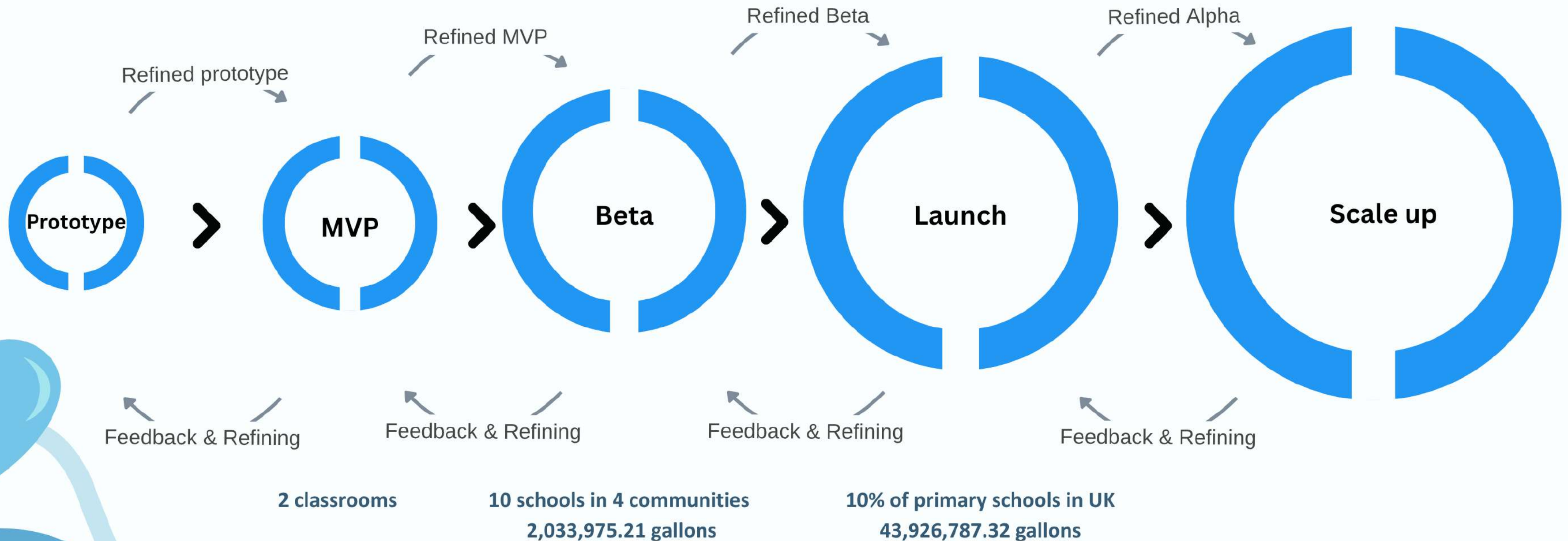
Implementation plan

Development - Dec 2025

Pilot - Dec 2026

Launch - 2028

Scale up - 2030



The Team



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Mentor





**Thank
you!**