



Year in Review 2016

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EarthEcho International Summary

EarthEcho International is a nonprofit organization founded on the belief that youth have the power to change our planet. Established by siblings Philippe and Alexandra Cousteau in honor of their father Philippe Cousteau Sr., and grandfather legendary explorer Jacques-Yves Cousteau, our mission is to inspire young people worldwide to act now for a sustainable future.

EarthEcho's programs are developed for and by youth and the educators and community leaders that support them. All of our resources are designed to equip new generations of trailblazers and problem solvers to identify and tackle environmental challenges in their own communities and beyond.

OUR WORK IS FOCUSED IN THREE MAIN ACTION AREAS:

INSPIRE

EarthEcho's STEMExplore highlights relatable voices and exciting life experiences to make careers in Science, Technology, Engineering and Math (STEM) come alive. STEMExplore kindles youth interest in solving problems and becoming critical thinkers about the world around them. The program features a series of interactive videos profiling STEM experts and thought leaders from around the world meeting a critical need by fostering the next generation of STEM professionals.

CULTIVATE

EarthEcho Expeditions is an annual program that leverages the rich Cousteau legacy of exploration and discovery to bring STEM education alive for today's 21st century learners and their educators. Grounded in current real-world issues, each Expedition combines adventure, exploration, and engaging teaching in order to provide students with the tools they need to address today's increasingly complex and changing environment, starting in their own communities. Our efforts also reach youth directly. EarthEcho's **Youth Leadership Council (YLC)** is comprised of 19 diverse leaders from across the country and Baghdad, Iraq, ages 15-22, each YLC member is an emerging trailblazer that has demonstrated an ability to engage and mobilize their peers and their communities to change the world. Through EarthEcho's platforms, YLC members are empowered to develop programs and conduct outreach to youth around the world.

ACTIVATE

The **EarthEcho Water Challenge** is an international program that equips anyone to combat the global water crisis starting in their own communities. Through the simple actions of testing and sharing data about a community's water, **EarthEcho Water Challenge** participants become part of a growing movement of 1.4 million citizens in 143 countries who are working to conserve and protect water resources around the globe.



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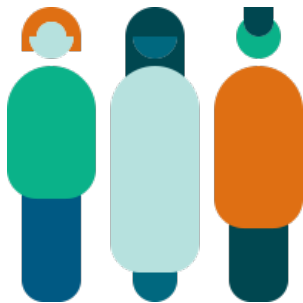
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Executive Summary

A critical strategy to solving the global water crisis is for local communities to take ownership of the problem. The limited supply of fresh water, and our dependency on it, means that we must use this resource wisely. Government efforts alone cannot provide the range and variety of information needed to assess water quality in every watershed. Therefore, it is essential that citizens become involved in protecting the health of their local waterbodies.

The **EarthEcho Water Challenge** (formerly the World Water Monitoring Challenge) runs annually from March 22 (the United Nations' World Water Day) through the end of the year. During the 2016 monitoring period, citizens took action by monitoring lakes, streams, rivers, ponds, reservoirs, and other waterbodies for four key water quality indicators: dissolved oxygen, pH, temperature, and turbidity. Some groups went beyond measuring the four indicators and monitored for the presence of macroinvertebrates such as dragonflies, mayflies, and scuds. Samples were taken in a range of settings—agricultural, commercial, residential, and industrial—on seven continents.



A total of **32,364** people from **36 countries** participated in the **EarthEcho Water Challenge** during the **2016 water monitoring season**.



The **United States** took **top honors** for the **number of participants** with **29,856**, while Taiwan (3,195) and Canada (727) took second and third.



A total of **2,724 monitoring events** were logged in **2016**. **United States** led with monitoring events conducted at **1,608 sites** (unduplicated), followed by Taiwan (581) and Canada (277).



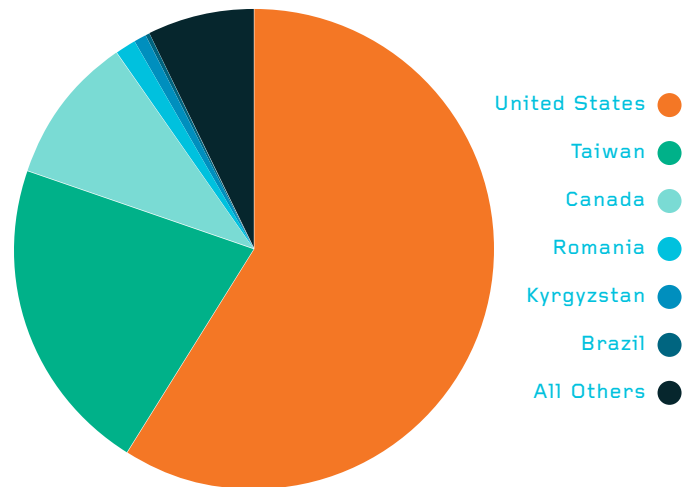
Worldwide Leaders 2016

EarthEcho appreciates the contributions of every person who took part in the [EarthEcho Water Challenge](#) in 2016. Below is a summary of the numerical leaders in participation both globally and within the United States.

Global Monitoring Event Leaders

United States	1,608
Taiwan	581
Canada	277
Romania	33
Kyrgyzstan	22
Brazil	11
All Others	192
Total	2,724

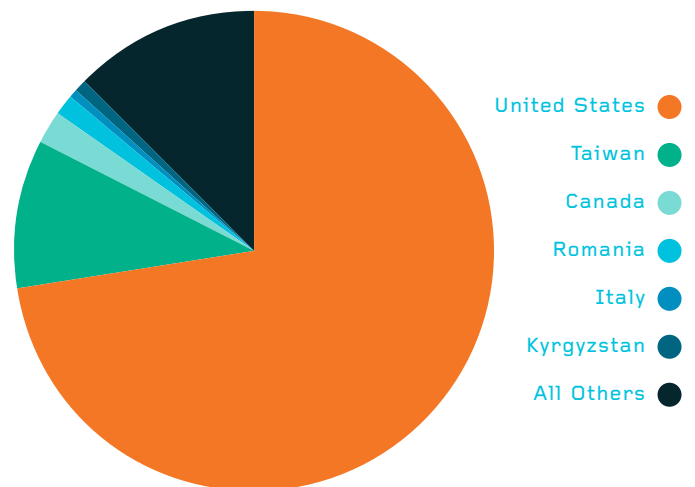
Leaderboard: Monitoring Events



Global Participation Leaders (Countries)

United States	23,530
Taiwan	3,195
Canada	727
Romania	475
Italy	200
Kyrgyzstan	194
All Others	4,043
Total	32,364

Leaderboard: Participation



Group Participation Leaders 2016

EarthEcho is fortunate to work with partners throughout the world that facilitate the **EarthEcho Water Challenge** in their local community. Through collaboration with these partners the **EarthEcho Water Challenge** reaches far more participants and waterways. Below are the 2016 Partners that engaged the most participants in water monitoring events throughout the year.

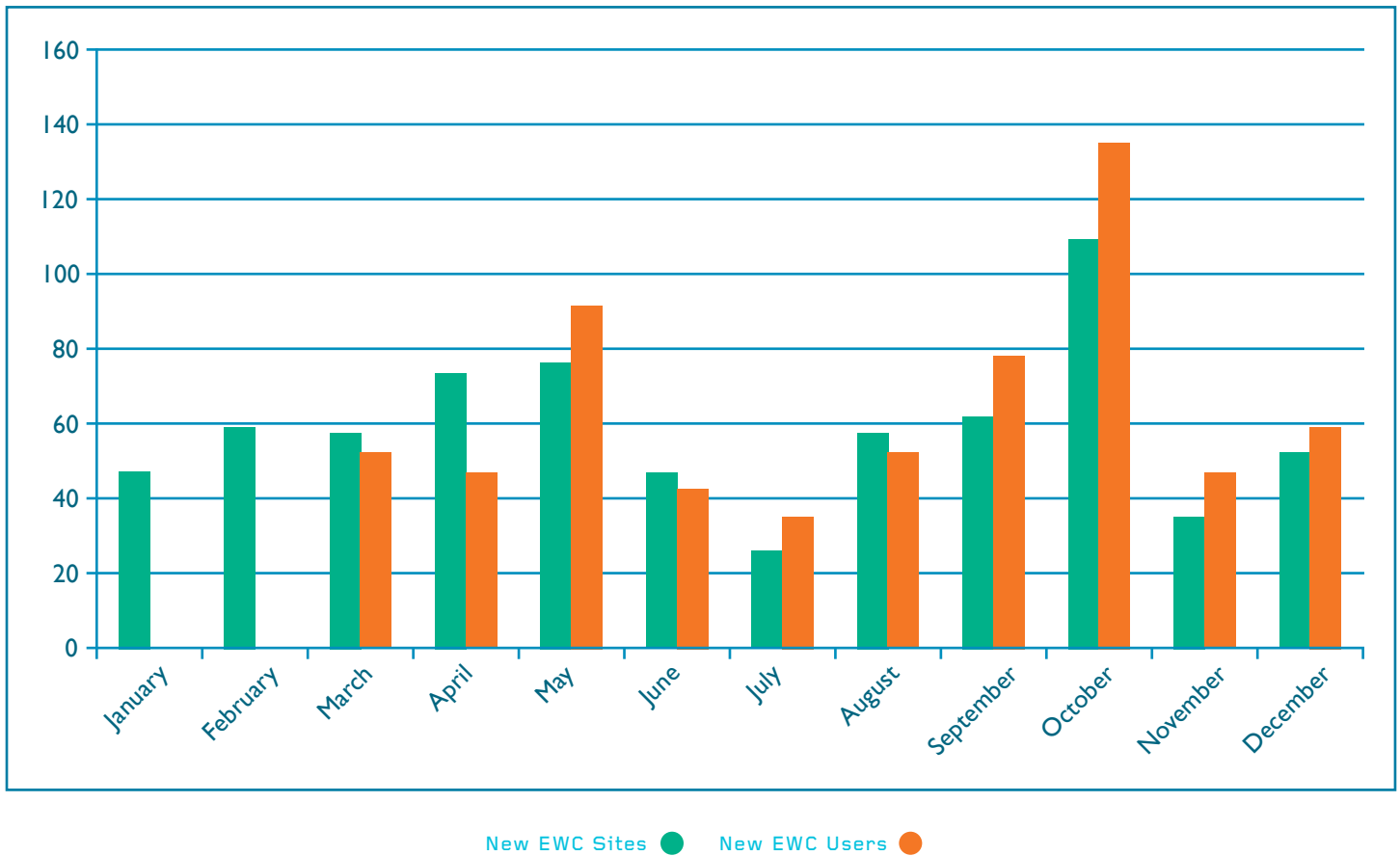
Global Participation Leaders (Groups)

Love A Sea Turtle (LAST)	2,949
	
Tennessee Valley Authority Science Kids	2,944
Marine Science Station	1,555
Kaohsiung EPA	1,185
Malama Kai Ola	880



2016 New Sites & New Users

Number of New Sites Added & New Users Joining During the 2016 Monitoring Season



Coordinator & Sponsor



EarthEcho International assumed the management of the **EarthEcho Water Challenge** (formerly the World Water Monitoring Challenge) in January 2015. EarthEcho International's mission is to inspire young people worldwide to act now for a sustainable future. The organization was founded in 2000 by siblings Philippe and Alexandra Cousteau in honor of their father Philippe Cousteau Sr., son of the legendary explorer Jacques Yves Cousteau. Philippe Sr.'s belief in "a world where every single child can breathe fresh air, drink clean water, and walk on green grass under a blue sky" serves as our vision to this day. One powerful approach to accomplishing this mission is through the EarthEcho Water Challenge.

SPONSORS/PARTNERS:

The EarthEcho Water Challenge is made possible through the generous support of **Xylem Inc., LaMotte Company, Southwest Airlines, and the Legacy Foundation Fund.**



Xylem Inc.

On October 31, 2011, Xylem Inc., completed its spinoff from ITT Corporation, and began a new chapter as a leading global water technology company with operations in more than 150 countries; a passionate, talented, and experienced workforce; well-known industry-leading brands and water solutions products; 2013 revenues of \$3.8 billion and a shared commitment to making a difference in communities around the world.

Xylem is committed to delivering on its tagline, "Let's solve water," both through its business and corporate citizenship and social investment program, Xylem Watermark. As part of Watermark's holistic approach to deliver sustainable water solutions, Xylem is proud to support the EarthEcho Water Challenge and serve as the global sponsor of the Stockholm Junior Water Prize competition.

With support from Xylem Watermark in 2016, EarthEcho distributed 7,410 water testing kits worldwide for use by individuals and organizations. Nearly 350 water quality test kits were distributed to communities with the greatest need at no cost, and Xylem team members helped provide classroom education and hands-on field experiences for students to learn the importance of water stewardship and clean water.



LaMotte Company

LaMotte Company has been a committed leader in providing quality equipment and guidance for water analysis since 1919. Today LaMotte produces a broad line of portable test equipment and custom test kit services. LaMotte is a vital partner in World Water Monitoring Challenge, helping



Appendices



2016 Data Was Received from 36 Countries!

Participation and Averages by Country		
Country	Sites (unduplicated)	Participants
Algeria	1	0
Australia	8	50
Belarus	2	22
Brazil	11	189
Bulgaria	1	22
Cambodia	1	5
Canada	277	727
Chile	3	94
China	5	101
Colombia	1	7
Costa Rica	4	136
Czech Republic	4	35
Germany	1	1
Greenland	3	6
Hungary	4	67
India	3	20
Israel	1	80
Italy	4	200
Kyrgyzstan	22	194
Mongolia	1	26
Norway	1	23
Pakistan	1	5
Panama	4	24
Paraguay	1	14
Philippines	1	66
Poland	2	57
Puerto Rico	3	18
Romania	33	475
Russia	2	14
Somalia	1	25
South Africa	7	103
Sweden	4	71
Taiwan	581	3,195
Thailand	1	20
Turkey	1	48
United States	1,608	23,530
Total	2,608	2,9670



Participation and Averages by U.S. State or Territory

State	Sites (unduplicated)	Participants
Alabama	13	55
Alaska	1	
California	31	6
Colorado	31	5
Connecticut	4	9
DC	2	21
Florida	20	12
Georgia	6	26
Hawaii	3	41
Illinois	7	89
Indiana	1	10
Iowa	1	0
Kansas	8	13
Kentucky	17	37
Maine	1	
Maryland	6	15
Massachusetts	10	40
Michigan	11	6
Minnesota	20	22
Mississippi	21	39
Missouri	2	9
Montana	11	10
Nebraska	3	7
New Hampshire	1	50
New Jersey	14	5
New Mexico	6	11
New York	4	3
North Carolina	61	19
Ohio	2	5
Oregon	2	6
Pennsylvania	1	52
South Carolina	8	27
Tennessee	41	48
Texas	9	12
Virginia	17	6
Washington	36	10
West Virginia	37	3
Wisconsin	1	0
Wyoming	3	28
Total	2,608	2,9670





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