



#Journey of Water

JOURNEY OF WATER 2018:

THANK YOU FOR EMBARKING ON THIS ADVENTURE WITH US!

Dear Encik Affan Nasaruddin,

Warm greetings from WWF-Malaysia! On behalf of the Peninsular Malaysia Freshwater Conservation team, we sincerely thank you for agreeing to be a #waterhero for the Journey of Water 2018. It is indeed such a privilege and honour to have you on board with us.

We're delighted that you'll be participating, and look forward to a memorable time with you as we highlight the importance of water and the difficult journey it makes from catchment area to our taps.

Journey of Water 2018 takes place over a three-day period from 21st – 23rd April 2018. We appreciate your participation for the full duration of the event. Please find below a brief lineup of where you will be during the event.

Day 1: 21st April 2018	Journey of Water 2018 begins Sg. Chilling Fish Sanctuary Kg Pertak Orang Asli The Sticks
Day 2: 22nd April 2018	Syarikat Pengeluar Air Sungai Selangor (SPLASH) Information Centre, Sg. Selangor Dam Sg. Selangor Water Treatment Plant Phase 2 Kg Kuantan De Palma Hotel
Day 3: 23rd April 2018	River of Life - Public Outreach Programme (ROLPOP) Community Garden, AU2 Taman Keramat Kolam Biru Pantai 2 Regional Sewage Treatment Plant



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	Closing Ceremony at Indah Water Treatment Plant
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PERSONAL INFORMATION

We're keen to begin planning with you, and as such, would like to collate some information to ensure that your time with us is as enjoyable and educational as possible.

Please kindly provide us with the details below:

PERSONAL INFORMATION	
Full Name (as per ID):	
NRIC/Passport Number:	
Dietary requirements:	
Email address:	
Mobile number:	
Emergency Contact:	
Emergency Contact Number:	
T-shirt Size (S / M / L / XL / 2XL / 3XL):	
SOCIAL MEDIA HANDLES	
Facebook	
Twitter	
Instagram	

INDEMNITY FORM

As with any form of physical activity of this nature, you are aware that there are certain inherent risks involved which are beyond our control to prevent. While we endeavour to take every



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reasonable precaution to ensure your safety, we must request that you complete and sign the indemnity form which accompanies this letter and return it to us at your earliest convenience.

SOCIAL MEDIA POSTING GUIDELINES FOR WATER HEROES

Thank you once again for being part of the first ever Journey of Water event to be held in Malaysia. Starting from the 1st week of April, we will be featuring each of our Water Heroes on our WWF-MY social media platforms. **For this, we would like to request that each of you share one clear high-resolution photograph of yourselves (preferably with a white background/neutral background) that we can use.**

We will also provide a briefing each day for Water Heroes on social media guidelines, however, please find below some basic guidelines for social media postings during this journey.

Suggested Social Media Engagement:

- We'd love for you to use the power of social media to kickstart a conservation for all things water related!
- We would like to do Facebook/Instagram Live sessions on our WWF-Malaysia social platforms a week before the journey, where we will do live 'interviews' with all Water Heroes. If possible, we would also like to include a public Q&A session.
- Depending on network coverage, it would be great if we can have possible livestreams of the walk, or at least a delayed recording to be broadcast on social channels (ie. 30 sec to 2/3 min long videos).

Before you hit the "Publish" button:

- Please ensure that your photos and videos visibly display the Journey of Water logo or WWF-Malaysia logo.
- Kindly remember to tag @wwfmy and relevant participating venues/stakeholders (we will share the brief for each location every day).
- Suggested hashtags: #JoW2018 #JourneyOfWater #WWFMY #RBCMalyasia #RBCWaterHeroes #NatureForWater #ConserveH2O #Freshwater #Conservation

Suggested frequency of posts:

Instagram:

- 1 x Instagram post per location
- 1 x Instagram story per location featuring key messages and reflections with verbal mention of #JourneyOfWater and WWF-Malaysia



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Facebook:

- 1 x Facebook video post per day that encourages the audience to follow #JourneyOfWater and comment or share their views
- 1 x Facebook story per location

Twitter:

- 1 x Tweet per location with either photo or video included

Some Key Points to Remember:

The WWF brand and messaging has always been *hopeful, inspiring* and *educational*. We are a non-partisan, non-religiously affiliated, non-political NGO. Therefore, all content produced during this journey will also need to reflect this.

To ensure that the #JoW campaign remains constructive, informative and educational, we request that all our Water Heroes remain focused on ensuring our key messages are always at the forefront of any social media content generated.

We also kindly request that our Water Heroes refrain from diluting these messages with other issues that are beyond our jurisdiction or area of work to ensure that the key message of the #JoW is always clear to all our audiences.

We truly appreciate all your support, and look forward to embarking on the first Journey of Water in Malaysia together!

The Berus Gigi Challenge:

The Berus Gigi Challenge is a fun social media challenge that we hope to use in an effort to raise some awareness on just how scarce and precious our water truly is. A sample video will be uploaded to our social channels. Follow our social channels and stay tuned.

We would love for each of you to also take part in this challenge and encourage your friends, families and followers to do the same. Please remember to use the following hashtags so we can find you:

#JoW2018 #berusgigichallenge



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JOURNEY OF WATER CHECKLIST

If you've been wondering what to pack for the journey, don't worry – we got you covered! Attached with this letter is also a checklist that you can use to start packing necessary things for the journey.

In general, we will provide two #JoW t-shirts for use. Please also note that we will not have access to laundry services during the journey, so kindly ensure you pack accordingly for 3 days.

Checklist

Personal Items		
1	Sufficient clothing for 3D2N (<i>trekking pants, comfortable t-shirts, ...</i>)	
2	Toiletries	
3	Towel	
4	Footwear (<i>trekking shoes / slippers / sandals / covered shoes</i>)	
5	Cap / hat / buff	
6	Dry bags / backpacks	
7	Water bottle(s)	
8	Headlamp / torchlight	
9	Stationery (<i>notebook, pen, ...</i>)	
10	Necessary chargers and cables	
11	Personal medication (<i>if any</i>)	
12	Journey of Water t-shirts (<i>given during registration</i>)	
Optional Items		
13	Umbrella (<i>ponchos will be provided by WWF-Malaysia</i>)	
14	Mosquito repellent	
15	Camera	
16	Binoculars	
17	Sunglasses	



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SEE YOU AT JOURNEY OF WATER 2018!

Once again, we'd like to thank you for embarking on this exciting journey with us. We look forward to seeing all of you on 21st April 2018!

Sincerely,

DocuSigned by:
Daria Mathew
11832FB7B0214DC...

Datin Daria Mathew

Freshwater Lead, Peninsular Malaysia Terrestrial Conservation

WWF-Malaysia