

Project Spark: Sparking Entrepreneurial Spirit Combating the Water Crisis

United States Of America

Pomona College

Brian Bishop and Anaa Jibicho

Section 1: Narrative

Project Goals: The goal of this project is to educate and empower college students to make a difference in the world water crisis. Our project concluded in The Oasis- a water crisis education and pop-up to educate and inspire communities to make an impact in the water crisis.

Project Idea: More people die annually from the water crisis than all forms of war and violence combined (UN 2010). Africa is the continent hardest hit by the water crisis with over 500 children dying every day (UNICEF 2015). While the water crisis appears to be a problem “others” deal with, that is not the case. The water crisis is rampant even within developed countries, including the United States of America. The motivation for this project stems from the project leaders experiences with dealing with the water crisis and observing the opportunity to rally our college communities to equip them with the tools necessary to make a difference in the water crisis. We believe that in order to make a difference, you must first be cognizant of the problem at hand.

Project Challenges: Our initial project proposal geared towards running entrepreneurship workshops for youth in Kenya in order to provide them with the tools necessary to innovate solutions to solve the water crisis. We hoped to travel to Kenya and work with key community leaders to select 10 high school-aged youths from underserved communities to provide them with the tools and community they need to pursue careers in social entrepreneurship. The program was to take place over 3 weeks, 5 days each week, from 9am to 3pm. Interspersed throughout the camp are a series of presentations, a goal-setting activity for all the students, team-building activities, interactive design thinking activities, and of course fun breaks and lunches. Unfortunately due to the circumstances of the pandemic we were not able to travel to Kenya.

In attempting to focus on how we could make a change in the water crisis, we coordinated with our partners and additional partners in NM Juneteenth & Oh Lawd Records to complete a version of our project domestically in New Mexico with a change in focus. Instead of an entrepreneurship program for students in Kenya, we wanted to empower students and communities in the United States around the water crisis. We chose New Mexico as it is a desert region and the most prominent area where Indigenous communities are affected by the water crisis.

Definition of Peace: To us, peace means opportunity. Peace is luxury. It is only through peace that one can fulfill their potential and live up to what they are put on this earth to do. A lack of peace disturbs progress. As humans, we have already accomplished so much- from the agricultural revolution that saved billions of lives to recent developments in vaccines that continue to advance human prosperity. While we have accomplished all of this, we have so much more to accomplish. The lack of peace, so much in which is driven by scarcity, including with water, has been holding back humanity for too long because everyone does not have the luxury of peace. Peace means enabling everyone in the world to have their basic human needs met so that they can contribute to peace instead of merely getting by. Peace is the mark of prosperity for humanity.

Contribution to Peace: The foundation of peace is education- especially with youth. You don't know what you don't know. Many people are not aware of the water crisis. We take even the water we have access to for granted. When was the last time you were grateful for running tap water? We were able to get people in the community to think about questions like this. Many were surprised that water could make such a huge impact in the world. More importantly, many were empowered enough to ask about how they could help make an impact in the water crisis. We were able to provide reusable water bottles for sale at our pop-ups in which we took the proceeds and funded water projects with. Every bottle provided an individual with 10 years of access to clean, safe drinking water. Our contribution to peace

was the education of individuals about the water crisis which led to those individuals to provide water access to those who need it the most. We hope to continue making this impact by running The Oasis on college campuses.

Personal Impact: Like many issues around the world, it is very paralyzing when we hear about what is wrong with the world. The problems seem so big- a mountain in front of us. Certainly, not a single person can feel compelled to tackle a challenge that seems impossible. The water crisis is that large obstacle standing in front of us, in front of humanity. There's so much at stake. We must get across to the other side. We did not think that we would have as much of an impact on the water crisis when we started this project. Slowly but surely, through one conversation at a time, we were able to create drops of individuals as part of our creation of a wave of change to end the water crisis. We have learned so much from others about their relationships to water and how water is important to them. We learned about the importance of telling stories about the unknowns in order to inspire others to do the unknown. We have grown so much in this process and hope that everyone who has interacted with us can say the same.

Personal Statement:

Many don't know about the water crisis or what they can do, but once they learn they are excited to join the global family as a drop in the wave of change to combat the water crisis. It starts with the education of your local community and ends with worldwide impact.

-Brian Bishop, Anaa Jibicho





Budget

Name: Brian Bishop and Anaa Jibicho
Project Name: Project Spark: Sparking Entrepreneurial Spirit Combating the Water Crisis
School: Pomona College

TOTAL FUNDS REMAINING:
0

Total Additional Funding:		

TOTAL EXPENDITURES:	
10000	

Student Expenses					Project Expenses				
Travel (Including Airfare)	Lodging	Communications	Food (Biweekly)	Miscellaneous	Non-Student Travel and Lodging	Direct Equipment and Supplies	Marketing and Event Support	Staffing Costs	Miscellaneous
630	124		56	72	260	65	23	200	366
628	124		67	31	242	122	133	300	352
355	124		89	155	79	24	433	600	223
	124		162	172	120	172		80	122
			78	65		333		80	
			92	288		231			
			87			612			
			72			1233			
Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
1613	496	0	703	783	701	2792	589	1260	1063

Total Student Expenses:
3595

Total Project Expenses:
6405