

## **The theory of the problem:**

It can be a challenge to educate the public about the importance of clean, abundant water resources, especially among those who do not have a strong conservation background. Unique means of engaging the public in the conversation and inspiring them to action are needed. This is especially important within the Susquehanna River watershed and the greater Chesapeake Bay, because there is no one stakeholder group responsible for all the pollutants entering the watershed. Pollutants come from urban and suburban homes, farms, industrial sites, and other land uses. Each of these groups will need to be involved in protecting and cleaning up the watershed to make meaningful impact downstream in the Bay.

## **The theory of change:**

Lancaster Water Week, held in 2017, helped educate people about the importance of water resources, particularly those within the Susquehanna River watershed in Lancaster County, PA. This week-long event featured a festival-like atmosphere, outdoor recreational activities, stewardship projects, music, a picnic, and more. Through these unique means, the Lancaster County Conservancy (LCC) and its partners were able to attract attendees who do not necessarily have a conservation background, but now they know more about the importance of clean water and how they can help to keep it that way. RiverStewards intends to duplicate the Water Week concept further up the Susquehanna River watershed in 2019 to engage a different, but no less important, segment of the public.

## **The theory of action:**

RiverStewards will work with the Susquehanna Heartland Coalition, which represents various institutes of higher education in the “middle Susquehanna” around Selinsgrove/Lewisburg area, to brainstorm activities and other organizations to involve. Student interns from those schools will help with the planning and day-of events. Lessons learned will be provided by LCC to avoid having to start from scratch. Organizing a week-long event will require participation and commitment from a variety of organizations in the area – businesses, nonprofits, etc. – to be successful. RiverStewards will ensure that these partners are brought onboard and that things continue to run smoothly throughout the process. The Social Enterprise Institute @ Elizabethtown College will assist with finding funders/sponsors to financially support the effort.

Budget and timeline to be determined.