

## How Social Art Became the Driving Force of One Drop's Projects

In 2007, we embarked on a journey with artistic partners from Central America and Canada, creating shows about water-related issues that toured extensively in rural and remote villages.

Beyond performances, we conducted artistic workshops for teenagers, teaching them how to use art to express water challenges. These young artists then shared their insights with their communities, amplifying the movement and demonstrating art's potential to influence behavior.

However, we soon realized that raising awareness and providing training alone weren't enough for meaningful, lasting change. To engage communities more deeply, we needed a new approach. Drawing on over a decade of experience, including both successes and failures, we developed a method that combines behavior change strategies with artistic expertise – Social Art.

Inspired by our heritage from Cirque du Soleil's creative process and grounded in cognitive science, educational psychology, and social anthropology, social art is created *for, by* and *with* participants. In this approach, everyone is both a spectator and an actor, engaging actively in the process, much like Boal's concept of the "spect-actor".

Since 2007, we've collaborated with hundreds of artists in over 14 countries to promote sustainable WASH (Water, Sanitation, and Hygiene) practices. Our focus has been on essential behaviors like handwashing with soap, using latrines, and managing menstrual hygiene – practices crucial for improving health and well-being, especially for girls and women.