"The new normal" is a phrase used when something that used to be very different before, has become what people accept, expect, and think is usual. For example, it is “the new normal” to send a text, instead of ringing someone.

Unfortunately, people are starting to think that dirty rivers, weed-infested wetlands, melting glaciers, and islands of plastic in our oceans are “the new normal” too.

Thing is, it doesn’t have to be.

In May 2017, KCCers came together at Parliament and made a video – sharing their thoughts about the proposed changes to fresh water standards. This video made a difference. People took notice of what you had to say.

We need you!
Can you now help people to remember, or learn, what our waterways were like before, and could be again?

What to do:

- Choose some water in your area that isn’t doing so well.
- Interview people in your community about what it used to be like there, maybe when they were your age.
- Make a video to share what you have found out and to inspire others to take action to look after your water better.
- Put your video up on YouTube (or another platform) with the title “The New Normal Project”, and send us the link!

Somewhere in your video you’ll need the line: “Respecting water is my/our new normal.”

Entries close 28 February 2018.