



# THINK WATER

ThinkWater is a national campaign supported by the U.S. Department of Agriculture to help people of all backgrounds and ages think and care deeply about water. It does so by applying systems thinking to existing water education and research efforts and by actively engaging people in a new way around water issues. Our Mission-Vision is to Engage, Educate and Empower 7 Billion Systems Thinkers to solve wicked water problems.

## Vision

7 BILLION  
SYSTEMS THINKERS  
SOLVING  
WICKED WATER  
PROBLEMS

## Mission

ENGAGE  
EDUCATE  
EMPOWER

## DSRP

ThinkWater utilizes groundbreaking research that isolates the four underlying rules of systems thinking:

- **DISTINCTIONS** (Identity-Other)
- **SYSTEMS** (Part-Whole)
- **RELATIONSHIPS** (Action-Reaction)
- **PERSPECTIVES** (Point-View)

## Application



ThinkWater uses systems thinking as a force multiplier to leverage existing water lessons and research. We teach systems thinking to youth, adults, water educators, and scientists to improve their ongoing education and research in the field to produce positive, measurable outcomes.



ThinkWater offers systems thinking fellowships to junior faculty studying water issues, both to enhance their research and to study the effects of and refine our systems thinking training.



## WATER: the greatest challenge of our time?

Few issues are as important to the well-being of our nation and planet as water. We increasingly face short- and longer-term crises due to a host of complex factors involving climate, ecology, and human use patterns.

## FINDING SOLUTIONS: time for new thinking?

If we are to find truly innovative solutions to the water-related problems that continue to plague humankind, we will need to see and address these problems from new perspectives.

DSRP-based systems thinking provides a unique method to explore new approaches. A rigorous systems thinking inquiry encourages innovation by critically questioning prevailing conceptions and challenging preconceived ideas.



## LEARN MORE

Learn the principles of Systems Thinking online through practical videos and interactive modelling. [Go!](#)

## Ideas Visualized

Utilizing systems thinking and modeling software has proven to be invaluable for students, teachers, researchers, and public alike. Complex ideas are readily understood when visually articulated. A shared repository of maps allows for the comparison and evaluation of...

DISTINCTIONS —

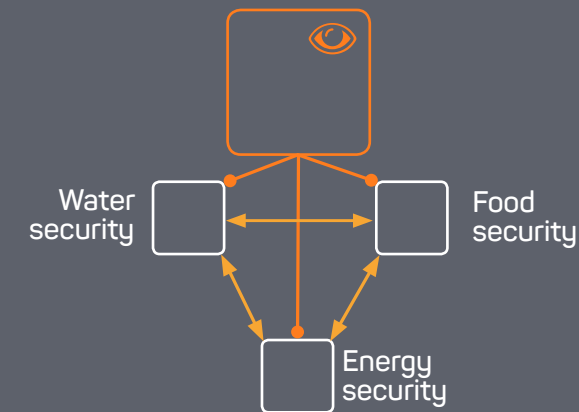
SYSTEMS —

RELATIONSHIPS —

PERSPECTIVES —

Try MetaMaps modeling software. [Sign up now!](#)

### NEXUS PERSPECTIVE



The main idea of this metamap is the water-food-energy nexus, which is viewed as the crux of finding a solution to pending global resource shortages. This map depicts this idea structurally, telling us that the nexus is comprised of three parts—water security, food security, and energy security—that are inextricably related. The thrust of the work that must be done is to thoroughly examine the critical relationships among these three parts.

Reprinted with permission. Cabrera, D. & Cabrera, L. (2015) Systems Thinking Made Simple: New Hope for Solving Wicked Problems. Odyssean. Ithaca, NY.

## Resources:

Join the systems thinking daily community [facebook.com/SystemsThinkingDaily](https://facebook.com/SystemsThinkingDaily)

Read **Systems Thinking Made Simple - New Hope for Solving Wicked Problems** [amazon.com/Systems-Thinking-Simple-Solving-Problems/dp/0996349308](https://amazon.com/Systems-Thinking-Simple-Solving-Problems/dp/0996349308)

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