



#WorldLakeDay & #WLC20 Instagram Hashtag Campaign
– Share Your Post for a chance to Be Featured at the 20th World Lake Conference in Australia!™

This campaign is aimed at young people interested in lake conservation and water environment issues, with the goals of raising awareness about the establishment of World Lake Day and encouraging participation in the 20th World Lake Conference (WLC20). Through social media, the project seeks to increase awareness of lake conservation efforts and inspire more young people to get involved.

1. Campaign Details

- **Campaign Period:**

- ① **General Campaign**

Period: November 22, 2024 – August 27, 2025

Objective: To generate excitement for World Lake Day and the 20th World Lake Conference (WLC20) while raising awareness about lake conservation.

- ② **Campaign for WLC20 Youth Program Selection**

Period: November 22, 2024 – April 20, 2025

Objective: To select participants for the WLC20 Youth Program Film Session.

- **Target Audience:**

Young individuals aged from high school to approximately 35 years old who are involved in lake conservation (students, researchers, local community members, NGO staff, government officials, etc.).

- **How to Participate:**

- Post a video (up to 90 seconds) or photo on social media showcasing youth-led activities or research in lake conservation!
Highlight specific actions taken to conserve or restore lakes, such as local projects, scientific research, or environmental education initiatives.
- Use the official campaign hashtags:

#WorldLakeDay

#WLC20

#WorldLakeConference20

- Tag the ILEC official Instagram account: [@ilec1986](https://www.instagram.com/ilec1986) and include a brief description of the initiative or research in the post.
- Language: English

2. Selection of Featured Content

- **① General Campaign and ② WLC20 Youth Program Selection Campaign:**

The best submissions will be featured on **ILEC's official Instagram account**, allowing participants to showcase their lake conservation efforts and contribute to raising awareness and support for the establishment of **World Lake Day**, promoting global action for Sustainable Lake Management.

- **② WLC20 Youth Program Selection Campaign:**

- Selected youth-led environmental conservation activities will be presented at the Youth Program Film Session at the 20th World Lake Conference (WLC20).
- **Presentation Format:** Online or in-person participation
- **In-person Participation Conditions:** For in-person participation from countries outside Australia, participants must be university students or older.

3. Details: Please refer to the attached guidelines

(<https://www.ilec.or.jp/wp-content/uploads/Hashtag-Campaign-Guideline.pdf>)

and official website (<https://www.ilec.or.jp/en/news/15897>)

4. Organized by: International Lake Environment Committee Foundation (ILEC)

Post videos or photos showcasing your lake conservation activities on Instagram and share them with the world! By sharing your passion and efforts, you can inspire more people to understand the importance of lakes and take actions.

※What is World Lake Day?

Proposed at the UN Water Conference in March 2023, World Lake Day aims to raise global awareness about lake conservation and Sustainable Lake Management. Indonesia, with around 2,000 lakes, is leading efforts to establish this day through a UN resolution.

※What is the 20th World Lake Conference (WLC20)?

WLC20 is a global conference that gathers scientists, policymakers, NGOs, and youth to collaborate and exchange ideas on environmental challenges and sustainable solutions for the world's lake basins. The event will take place in Brisbane, Australia, from July 21 to 25, 2025.