

WORLD TOILET DAY 2025: ACTIVATION KIT



UN WATER
19 November
WORLD TOILET DAY
2025 Sanitation in a changing world



Welcome!

This year, World Toilet Day explores how we will always need the toilet – no matter how much the world changes around us.

Wherever we live, whoever we are, toilets are essential to keep us healthy and our environment clean.

Today, billions of people still live without a safe toilet – with the poorest, especially women and girls, worst affected.

As the climate changes and populations grow, sanitation services around the world are failing to cope.

This **Activation Kit** is packed with fun, thoughtful ways to mark the day and explore what it means to make toilets climate-resilient, future-ready and accessible to everyone.

Let's spark conversations, learning and action and help create a world where no one is left behind without a safe toilet.

Questions? Reach out to campaigns@unwater.org (and please mention [World Toilet Day] in the subject line).

Visuals and campaign resources you can find [here](#)!

A 'safe toilet' is shorthand for 'safely managed sanitation', which means a toilet that is not shared with other households, that either treats or disposes of human waste on site, stores it safely to be emptied and treated off site, or connects to a functioning sewer and treatment plant.



For Younger Students (Ages 6–11)

Playful activities to build early awareness

ACTIVITY 1: Design a Toilet of the Future

Draw a 'future-ready toilet' – maybe one that works in the desert, floats by the sea, uses very little water, runs on solar power, or even one on Mars!

Materials: Paper, crayons, markers

Prompts: Why do we need toilets that work in different places and weather? Where do the poo, paper and water go?

Bonus idea: Create a mini scavenger hunt around the school to find fun facts about toilets. This could be a simple walk with clue cards – check out our [Factsheet](#) for ideas!

ACTIVITY 2: Toilet Talk Circle – Story Time

Read a short story or ask: "What would a day without a toilet be like?" Then talk about how toilets protect health and dignity.

Prompts: Think about what would happen without a toilet at home, at school, in the hospital or when you are out shopping or playing? And what if your friends or neighbours didn't have a toilet – what would happen, what would you do?

Materials: Open space, printed story or discussion cards

Helpful info: [UNICEF's stories on WASH and climate](#).

ACTIVITY 3: Poster Wall – Toilets for Everyone

Create drawings or posters showing why toilets matter for everyone, including girls, people with disabilities, and people in emergencies, such as floods and droughts.

Materials: Drawing supplies, wall space for display

Prompt: Add the campaign slogan: *"In a changing world, one thing is constant: we'll always need the toilet."*



For Older Students (Ages 12–17)

Creative activities to inspire advocacy and action

ACTIVITY 1: Toilet Time Capsule

Write a message to the future about what toilets should be like 25 years from now and why. Seal it in a 'time capsule' to open on World Toilet Day 2050.

Materials: Paper, pens, box/canister/envelope

Prompt: Describe your dream future toilet and why it matters.

ACTIVITY 2: Future-Ready Sketch

Create a dance, short play or sketch set in the future, showing how well-funded sanitation systems are coping with floods and droughts.

Materials: Open space, optional props/costumes

Follow-up: Perform it for parents or other classes!

ACTIVITY 3: Toilet Trivia Challenge

Organize a quiz about toilets, climate, health, and human rights.

Sample questions:

- *How could climate change – e.g. more floods, and droughts – affect toilets and wastewater systems? What can be done to protect them from these hazards?*
- *How many people live without safe toilets today?*
- *What helps make a toilet accessible for someone with a disability?*

Materials: Quiz cards, scoreboard, small prizes (optional)

Helpful info: Check out the [Factsheet](#) and last page for question ideas!



For Organizations and Companies

Awareness-building for teams and staff

ACTIVITY 1: Toilet Horror Stories

Host a session to share some of the worst toilet experiences you have had and discuss what needs to change so that no one has such experiences in the future.

Prompts: Toilets that are dirty, locked, expensive to use, not private, lacking paper or menstrual hygiene facilities, nowhere to be found, long queues, not culturally familiar. Sanitation systems that leak, get blocked, pollute rivers and beaches. Discuss what are the underlying causes (design, maintenance, pricing/cost, inspection, education, politics etc) and what needs to be done.

ACTIVITY 2: Toilet Solidarity

Invite colleagues to consider another workplace with less access to sanitation (e.g. your same job in another country or another type of work such as factory work, truck driving, agricultural labouring) and discuss why toilets matter to them (e.g. personal stories, site visits, humanitarian field work).

ACTIVITY 3: Inconvenient Conveniences

First thing in the morning, hang signs saying “Toilets temporarily closed” on all your workplace toilet doors – but don’t actually lock them. In the afternoon, hold an all-staff discussion (in person/via intranet/email etc) to see how colleagues are reacting. Respond with information from the [Factsheet](#).

Bonus idea: Display toilet-related facts in restrooms or break rooms to spark conversation!

Helpful info: Check out this [animation](#), the [Factsheet](#) and the last page for ideas!



Share Your Impact

We'd love to see how you celebrate!

Send your photos, videos, and highlights to: campaigns@unwater.org

Tag us on social media using **#WorldToiletDay**

Let's make toilets fit for the future!

Questions People Ask Us About Toilets

Here are some of the things people ask UN-Water about sanitation in the world today.

- Why are toilets so important?
- How do we ensure everyone has a safe toilet by 2030?
- Why do we need to change our behaviour when it comes to sanitation?

Find the answers [here!](#)

- What is 'toilet equity'?
- Why are women's toilet queues so long?
- What needs to happen to achieve toilet equity?

Find the answers [here!](#)

- How does wastewater affect our lives?
- What are countries doing about wastewater?
- How can we safely reuse wastewater?
- How does wastewater relate to climate change?

Find the answers [here!](#)

- How will climate change affect sanitation systems?
- How can sanitation systems help reduce greenhouse gas emissions?

Find the answers [here!](#)

