

Kush Amerasinghe and team spotlight the global scarcity of safe drinking water

Adobe volunteers take pride in using digital media skills to raise awareness and help fund safe water access to a billion people



Blue Planet Network's mission is to bring together, and put to work, the collective power of all organizations and individuals working to end the global water crisis.

blueplanetnetwork.org



"I started off as a pro bono participant, went on to become a project director, and now I serve on a nonprofit board. The amount of gratification one gets from involvement with a project that has an immediate and tangible impact is humbling."

Kush Amerasinghe, Adobe Pro Bono Initiative participant

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

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NEED

Blue Planet Network is an organization challenged with explaining their complex mission. They needed to produce impactful videos to build awareness of the critical need for safe drinking water programs, and funding to support them.

PROJECT

A team of Adobe volunteers, led by Kush Amerasinghe, used storytelling and the human experience to create a three-part video series, *Water is Life*, that highlights the enabling effects safe drinking water has on those who have access to it.

IMPACT

The videos focus on the importance of Blue Planet Network's efforts, rather than the technical intricacies involved, increasing understanding and advocacy of their mission.

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