The sustainable development for the 2030 year's Agenda provides that the progress made in sustainable development must be for the benefit of all people. One of the Agenda's objectives aimed at ensuring the water availability and sustainable management for everybody, by 2030. In this context, it means that no one should be left out of this development, like no one behind.

This year's World Water's Day, has a paraphrase as a logo of this promise and missions.

Today billions of people still live without safe water. The different branches of the world economy - in particular agriculture - are struggling with an acute insufficiency of water in some regions of the Globe. Marginalized groups - women, children, refugees, indigenous people, persons with disabilities - are often ignored and sometimes faced with discrimination, in their attempt to access and manage the safe water they need.

According to the sustainable development Agenda, by safe water it's understood that it must represent a key element for a service of drinking water, safely managed. In other words, the correct direction is that the water should be accessible on-site, available when needed in the required quantity and quality.

Water is a human right. The access to water is a basic for the public's health. Without water, a sustainable development is inconceivable, a stable and prosperous world cannot exist. It is impossible to talk about the progress of society, while many people live without safe water.

Starting from 2010, the United Nations recognized the right to drinkable water and sanitation in conditions of safety and cleanliness as a human right, that is essential for the full enjoyment of life and all human rights. The human right to water represents for all people, without discrimination, sufficient, safe, acceptable, accessible water from the point of view of quantity and quality. An essential side of this recognition requires that the water should be accessible for personal and household use, which includes water for drinking, personal sanitation, clothes washing, food preparation, personal hygiene etc.

A significant part of humanity is still left without safe water. Such, large groups of people are disadvantaged in terms of access to water. Different global or/and local factors contributes to the lack of safe water: lack of social interest, the economy state, environmental degradation, population growth, conflicts, forced displacement and migration flows etc. Its negative influence is primarily felt by the marginalized groups of societies.

For "leaving no one behind" local, regional and global sustained efforts are needed. Water services must meet the requirements of all people, but not to neglect the marginalized and the disadvantaged groups. These social groups must be co-
opted in the decision-making process. The regulatory and legal frameworks must recognize the right to water for all people, and a sufficient funding must be correctly and efficiently oriented by those who need it.

In order to solve these problems the global campaign of the 2019 World Water Day, under the motto ”leaving no one behind”, was launched. UN-Water an internal entity working for the campaign has formed, entity coordinated by the UNOHCHR and UNHCR.

The Working Group found that water resources do not reach those who most need it and different groups are left behind for various reasons. Those "left behind" are in the need of greater representation in political and other nature decision-making processes, either directly or through civil society organizations. Therefore, public awareness and community empowerment are essential to enable the realization of the human rights to water and sewer. People need to be able to influence decisions as rights-holders. This requires the attitudes and norms changing at all levels in the water management framework.

The main objectives of the Global Campaign are the following:

1. To put emphasis on people who are lagging behind and on their rights to water and sanitation, through changing attitudes, culture shaping and increase awareness.
2. To help decision-makers to understand that the lack of water and sanitation contributes to leaving people behind, and to promote changes in policies and regulations to include this problem in a framework based on human rights.
3. The assistance of local authorities and service providers should adopt a rights-based approach, which aim at the people who remain behind.

The campaign will have results only if all involved factors, from the local up to the global level, will be involved in achieving these objectives, in the century when the water resource becomes the main factor of sustainable development. Not incidentally after the twentieth Century ”of the Oil”, comes the ”Century of Water”.

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