

• AQUACIVICS™ BY AQUAGENUITY® · A POSITION PAPER

The right to *know*.

Kennedy's consumer rights, eight questions every community deserves answered, and the international table where water conversations are held.

Doll Avant

Founder and CEO, Aquagenuity®

AQUAGENUITY.COM

© 2026 AQUAGENUITY, INC.

“Consumers, by definition, include us *all*.”

PRESIDENT JOHN F. KENNEDY · SPECIAL MESSAGE TO CONGRESS ON PROTECTING THE CONSUMER INTEREST

On March 15, 1962, a president told Congress something no president had said before: the people who buy things are the largest economic group in the nation, and the only major one with no organized voice.

Then John F. Kennedy named four rights every one of them deserved. The right to safety. The right to be informed. The right to choose. The right to be heard.

The world took him at his word. In 1983, consumer organizations began marking March 15 as World Consumer Rights Day. In 1985, the United Nations wrote an expanded set of eight into its Guidelines for Consumer Protection. Four new rights joined Kennedy's: basic needs, redress, education and a healthy environment.

Those eight rights now shape how the world buys medicine, food, cars and credit. They have never been fully applied to the one product every person consumes every day.

1962

Kennedy names four consumer rights.

1983

March 15 becomes World Consumer Rights Day.

1985

The UN expands the four to eight.

2026

AquaCivics™ applies all eight to water.

Water is the product with no *label*.

Every glass of tap water is a product. It's sourced, treated, piped, priced and sold. Yet measured against Kennedy's four rights, it's the product we know least about and control least of all.

01

The right to safety

Legal isn't always clean. A water system can meet every federal limit and still deliver contaminants at levels health scientists say are too high. The law sets the floor, and families assume it's the ceiling.

02

The right to be informed

Congress already calls us consumers. Since 1999, every community water system in the United States has issued a yearly Consumer Confidence Report. It arrives once a year, in the language of regulators, about water we drank months ago.

03

The right to choose

No one chooses their pipes. Water is a monopoly by design. Kennedy saw this case coming: where competition can't work and regulation takes its place, he said, people are owed satisfactory quality and service at fair prices.

04

The right to be heard

The decisions happen in rooms we never enter. Data centers, rate increases, permits, pipe replacements: the choices that shape a community's water for fifty years are made at hearings most residents never hear about.

Water, by definition, includes us *all*.

Everyone drinks it. Everyone pays for it. Almost no one has a seat where its future is decided.

So we built one. AquaCivics™ is the international table where water conversations are held: a place where neighbors read their own water data together, say what they need, and turn it into commitments that companies and cities sign.

Water is not a political issue. It's a human issue.

Eight rights become eight *questions*.

Every AquaCivics™ table, on every topic, closes by asking the same eight. Each one tests a right on the water people actually drink.

01

The right to safety

KENNEDY • 1962

The water that reaches my tap won't harm my family.

How confident are you that your tap water is safe to drink?

02

The right to be informed

KENNEDY • 1962

I can see what's in my water, in words I understand.

How easy is it to find out what's in your water?

03

The right to choose

KENNEDY • 1962

I have real options: filters, sources, a say in who runs my water.

How much real choice do you have about the water your household uses?

04

The right to be heard

KENNEDY • 1962

My voice counts when decisions about water are made.

How much do decision-makers listen to people like you about water?

The world added four *more*.

When the United Nations carried consumer protection worldwide, it added four rights. Each one reads as if it were written for water.

05

The right to basic needs

UN GUIDELINES • 1985

Clean water I can afford, even when disaster comes.

How confident are you that you can afford water and keep it on?

06

The right to redress

UN GUIDELINES • 1985

When water harms us, someone answers for it and makes it right.

If your water made someone sick, how confident are you that someone would be held accountable?

07

The right to education

UN GUIDELINES • 1985

I know enough to protect my family and to teach others.

How well do you understand where your water comes from and what can go wrong?

08

The right to a healthy environment

UN GUIDELINES • 1985

The rivers, air and soil around me stay clean for the next generation.

How healthy is the environment that feeds your water today?

Pull up a *chair*.

An AquaCivics™ table can sit in a living room, a classroom, a city hall or a company cafeteria. The format never changes. Only the topic and the local data do.

6–12

people at each table

75

minutes, one voice at a time

41

topics on the Menu

8

questions at every table

1 • SOURCE

What this place's water means to me. Every voice starts with a story.

2 • SIGNAL

We read our local water data together. No other civic table does this.

3 • STAKES

The trade-offs, out loud: what we gain, what we risk, and who pays.

4 • STEP

One commitment, one community ask, and a seat as a Guardian.

FROM THE MENU

Lead pipes

Water in schools

Legal vs. clean

Data centers and our water

Water bills and shutoffs

PFAS

Flooding and stormwater

When disaster hits

Water history of our place

Air, soil and water

Student scientists

+ 30 more

Ten thousand conversations. One record.

Because every table asks the same eight questions, every conversation adds to the AquaRights Index™: a measure of how well each right is honored, ZIP code by ZIP code. It's published every year in The AquaRights Report™ and returned to every community that helped build it.

What every table *knows*.

1 Know your baseline.

Measure the water now, before anything changes. If the change already came, we rebuild the baseline from years of public records and start the clock today. It's never too late to know.

2 Legal and clean are two different numbers.

The AquaGap™ is the distance between what the law allows in your drinking water and what human biology can tolerate. Every table learns to see it.

3 Guardians close the gaps.

People who test and watch their water year after year build a record that holds everyone accountable, including us.

OUR COMMITMENTS

A neutral table only works if no one can buy the outcome.

- No sponsor sets the agenda, edits a finding or sees a person's answers.
 - What people say is published as they said it, without edits.
 - Every community gets back the data it helped create.
 - Every sponsor and every amount is made public.
 - We start with schools, then companies and cities.
-

Take your *stand.*

GUARDIAN SEASON

March 15 – June
5, 2027

From World Consumer Rights Day, through UN World Water Day and Earth Day, to UN World Environment Day: Guardians gather baseline data in their own communities to keep our models accurate: they host tables, answer the eight questions and record what's in their water. The first AquaRights Index™ begins.

Host a table

Six neighbors, one topic, seventy-five minutes.

Bring it to a school

Too young to vote. Old enough to be a Guardian.

Become a Guardian

Know what's in your water, and help us monitor in real time.

aquagenuity.com

#WeAreWater · #DataToThePeople

Sources: John F. Kennedy, Special Message to the Congress on Protecting the Consumer Interest, March 15, 1962 · United Nations Guidelines for Consumer Protection, 1985 · Consumers International, World Consumer Rights Day (since 1983) · U.S. EPA, Consumer Confidence Report Rule (first reports 1999).