

Under the patronage of HRH Prince Hassan
of the Hashemite Kingdom of Jordan

AMWAJ

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Testimonials

“AMWAJ is a true ‘catalyst for change’”

HRH Princess Sumaya bint Hassan of Jordan
[See video](#)



“I was thrilled by AMWAJ 2016. The event highlighted different critical areas in the MENA region such as water consumption, fresh water scarcity, the need for public awareness campaigns to reduce water consumption. AMWAJ also advanced partnerships and opened business opportunities for young entrepreneurs.”

Oday Samad, Lebanese social entrepreneur



“AMWAJ is an inspiring space gathering different backgrounds sharing the same goals and hopes I have been enjoying the Networking in AMWAJ with the entrepreneurs, start ups and inspiring leaders.”

Lamis Qdeimat, Palestinian water entrepreneur

Founder's Statement

Stuart Reigeluth

Founder, Revolve Media

Connecting environmental sustainability and social entrepreneurship, AMWAJ is an International forum bringing together young professional journalists, researchers, policy-makers and business leaders to advance sustainable development around the Euro-Mediterranean and Middle East regions.




AMWAJ stands for A Mediterranean Water And Journalism forum on sustainable development (AMWAJ) In Arabic, the word AMWAJ literally means “waves” and refers here the waves of water and energy, the ebb and flow of history back and forth across the sea, the movement of people and goods, the positive potential for investments and building momentum together,

We are grateful to all our partners for making the first AMWAJ Forum a tremendous success in Amman, Jordan, and for seeing the value of continuing this journey together. We aim to take AMWAJ to Barcelona (Spain) in 2018, to Beirut (Lebanon) in 2019, and to Tunis (Tunisia) in 2020, each time connecting the sea a little more.

Based on the following highlights, you will see the great impact of having panel discussions, media workshops, a field trip to see a real solution – the largest public-private partnership (PPP) wastewater plant in the Middle East – interviews, videos and other articles that created a very valuable cluster-and-ripple effect of communicating sustainability in different language and countries with our participants.

We also presented the Water Around the Mediterranean report that includes contributions from young professional journalists and researchers from a variety of countries. This report is the flagship publication of our non-profit Revolve Water that communicates the value of water as a central theme to

addressing environmental, climate, agriculture, and urban challenges.

In an era of growing water scarcity, we need more solutions and AMWAJ helps show the solutions that currently exist and identifies new and innovative ideas and projects that help advance sustainability. The PepsiCo Social Impact Award was pivotal in bringing young entrepreneurs together to pitch their projects to their peers and investors with the triple bottom-line of sustainability as a prerequisite for success: what is good for the environment is good for society and can be great for business. 

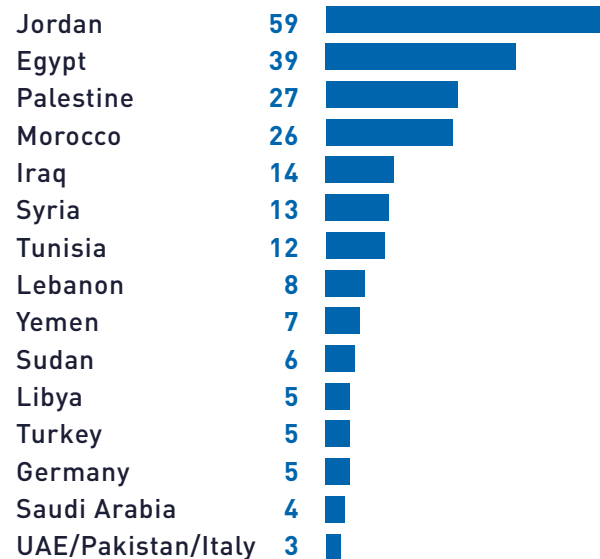
Highlights

268 Applicants
143 women
125 men



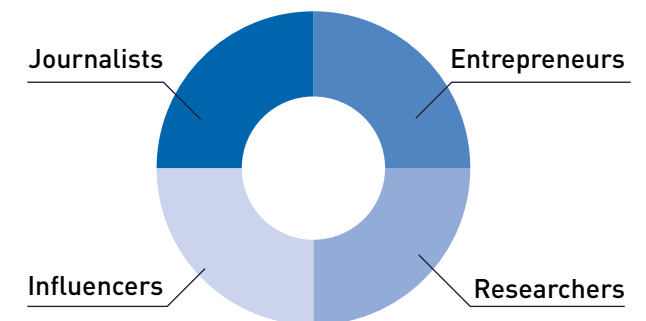
+40 Countries represented

Our participants were a diverse group of professionals representing over 40 countries who believe in the power of partnerships to advance sustainable development in the Middle East and Mediterranean.



+200 Participants

AMWAJ brought together over 260 young professionals and thought leaders, journalists, entrepreneurs, influencers and researchers from the UN, OECD, government, non-profit and corporate levels.



Moments and people

> [View the full agenda](#)



Key topics

- > Connecting & Investing in Water & Energy Projects
- > Women Agents of Social Change and Drivers of Economic Growth
- > Youth: Unemployment & Opportunities in MENA
- > Connecting social entrepreneurs with investors, presenting innovative projects to journalists, opening business opportunities around the region
- > The Role of the Media in driving sustainable development challenges in MENA
- > The Power of Girls, Education and Entrepreneurship Waves of Change around the Mediterranean
- > The Political, Social and Economic Landscape of the Arab Region: Where We Need to Go Now?
- > Trends in Responsible Business Practice and Social Entrepreneurship: An Overview of the Arab Region



Revolve Water Media Workshop: Communicating the value of water

- > **On (mis)communicating water in the media**
by Dr. Francesca de Chatel, Director,
Revolve Water
- > **On Water & Corporate Social Responsibility (CSR)**
by Peter Easton, Founding Member,
Revolve Water
- > **On Creating Strategic Partnerships**
by Erin Thomas, Senior Director, Sustainability
Communications, PepsiCo
- > **On PepsiCo's Positive Water Impact in Jordan**
by Nidal Hamam, General Manager,
PepsiCo Jordan

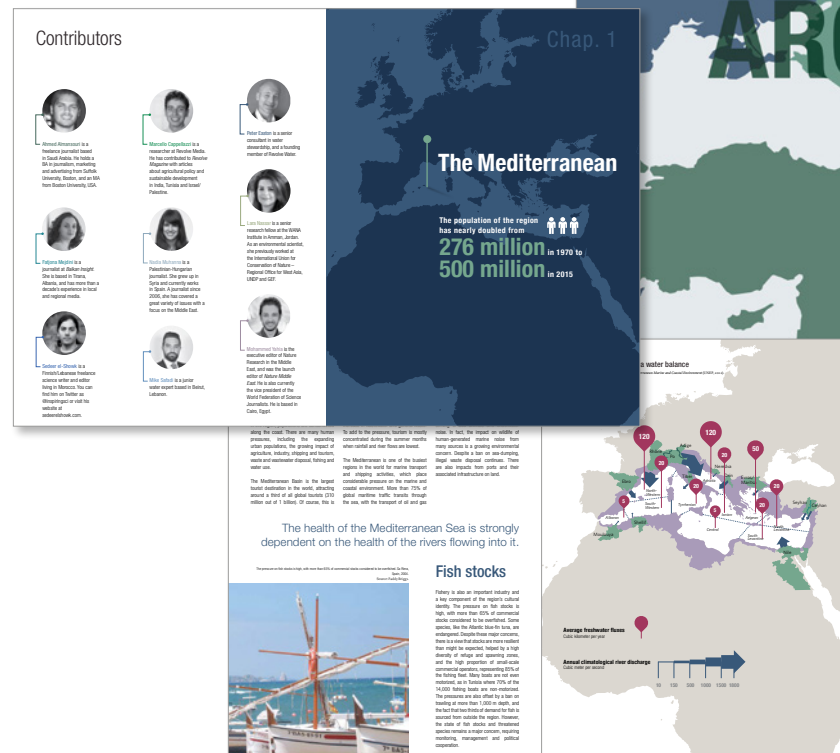
Led by Revolve Water in partnership with PepsiCo, an exchange of knowledge with 50 journalists, researchers and policy-makers from around the MENA region. Simultaneous translation in Arabic/English, a series of presentations and interactive Q&A with the audience on water stewardship in companies and how water and environmental issues at large are under-reported across the region:



Revolve Water Around the Mediterranean Report

Facts & Figures

- > **Content:** 160 pages on governance, agriculture, desalination, technology, cooperation, pollution, scarcity, and climate change
- > **Languages:** bilingual English/Arabic
- > **Foreword by HRH Prince Hassan of Jordan:** "Towards a Water & Energy Community"
- > **Contributors:** 8 young professional contributors from Italy, Morocco, Albania, Spain, Lebanon, Egypt, Jordan, and Saudi Arabia
- > **Distribution:** 2,500 copies
- > AMWAJ fórum (Amman), the International Water Summit (Abu Dhabi), the Union for the Mediterranean (Barcelona), the EU Sustainable Energy Week (Brussels), the 2017 EIP-Water Conference (Portugal) plus partner channels.
- > **Digital edition:** 21,713 reads. Source: issuu.com



AMWAJ Field Visit As-Samra Wastewater Treatment Plant

Jordan is one the most water-scarce countries in the world, with limited water available for economic activities in hotels, restaurants, small businesses and households. In such a dry country, every drop of water counts.

The expansion of the As-Samra Wastewater Treatment Plant (WWTP), which treats wastewater from the Amman and Zarqa governorates, provides clean water into rivers and reservoirs, creating an additional source of water for irrigation and freeing up fresh water for use in economic activities and domestic use in Jordan's largest cities. Today, As-Samra provides over 10% of the country's entire annual water resource.



To address these challenges, the Jordanian government partnered with the Millennium Challenge Corporation (MCC), an independent US government agency working to reduce global poverty through economic growth, to assist the Ministry of Water and Irrigation (MWI) with an expansion project.



Pepsico's Social Impact Award

The goal of the competition was to promote MENA-based social enterprises that develop solutions with a "triple bottom line" of sustainability: what is good for the Environment is good for society and can be great for business. A total of \$20'000 was divided amongst the 3 winners, after 10 finalists pitches to the jury that included Revolve, Ahead of the Curve, PepsiCo and Wamda representatives.

The winner of the PepsiCo Social Impact Competition was **NAPATA**, a social enterprise based in Aswan in southern Egypt, that advances the **repurposing/upcycling concept** of re-using old materials to make new products: NAPATA recycles palm waste by turning it into eco-friendly products. The second place went to **Green Alafco**, a Tunisian start-up that recycles aluminum. Lebanese start-up **Pathfinder** won third prize for offering automated visual aid and a navigation system to serve the visually impaired.

“The absence of sustainable governance during the last couple of years in Egypt, pushed people to find their own solutions for their social problems. Egypt has a huge population and there’s a lot of underprivileged people compared to the small GCC countries.”

Jana Kassem, Wamda’s competition organizer.

“I believe there is a great role for enterprises to drive social and environmental returns for the community.”

Noha Hefny, director of MENA corporate affairs at PepsiCo.



Caption



Caption

Media Coverage



Thank you to our 2016 partners!

Strategic Partners



HRH Prince Hassan Institutions



Field Visit Partners



Social Entrepreneurship Partners



Water Partners



Media Partners



Join the AMWAJ journey to connect the Mediterranean

> Spain (Barcelona) 2018 > Lebanon (Beirut) 2019 > Tunisia (Tunis) 2020



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Join the AMWAJ community



www.revolve-water.com