

Value Water Ecosystems



# The AMWAJ Alliance

AMWAJ is a water and journalism platform inspired by the tremendous potential for a water and energy community to emerge around the Mediterranean.

Beirut, Lebanon. Source: REVOLVE

www.amwaj-alliance.com

An initiative by REVOLVE REVOLVE Mediterraneo C/Àlaba 100 08018 Barcelona, Spain

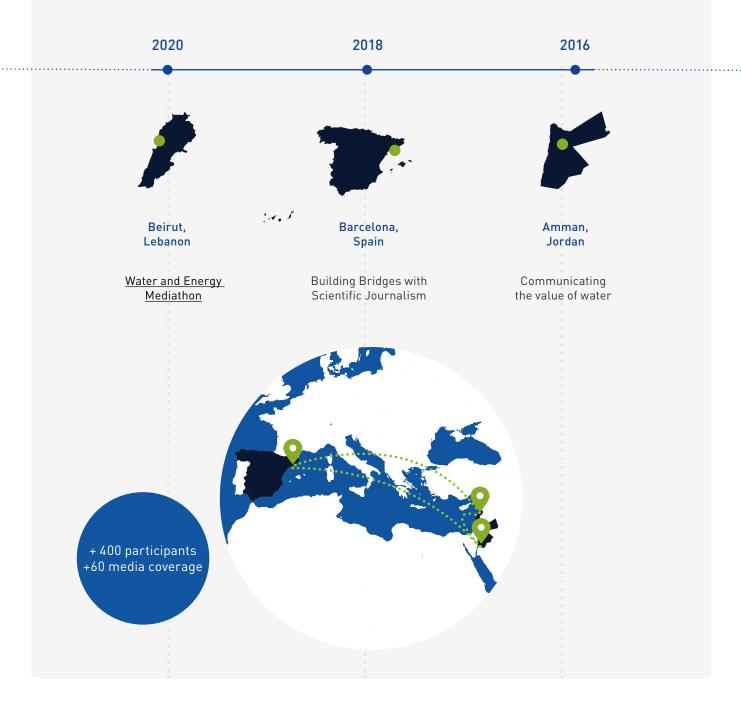
Contact
Patricia Carbonell • Barcelona
Communications Manager
patricia@revolve.media

Twitter LinkedIn • YouTube • Facebook • Instagram

REVOLVE

#### **AMWAJ Forums**

AMWAJ has organized three successful forums bringing together communication and media stakeholders, businesses, researchers, and policy-makers from around the Mediterranean to ensure reliable and impactful communication about the environmental challenges of our times.



2021 2016 2017 2018 2019 2020 2022 The AMWAJ Manifesto AMWAJ highlights the commitment to protect, restore and enhance the value of ecosystems related to water The AMWAJ around Europe, the Mediterranean Manifesto is launched and the Middle East in the AMWAJ in five languages Manifesto launched in 2021 in five languages. Media partners ARAB REPORTERS FOR INVESTIGATIVE JOURNAL EFE: verde ВВС AMWAJ has signed media partnerships with more than 25 media outlets from across the THE JORDAN TIMES Newsweek ₩ WFSJ region. Some of them are: Capacity-building AMWAJ also offers online AMWAJ Forum AMWAJ Forum AMWAJ Forum Communicating the Building Bridges with Water and Energy training, workshops, and events value of water Scientific Journalism Mediathon preparation, coordination and supervision, often addressed to journalists and media World Bank professionals with a particular Innovate4Climate focus on climate stories and Media Fellowship sustainable development. EIT InnoWise Scale Competition Berytech Climate Reporting

2016

2017

2018

2019

2020

2021

2022

## Our supporters

We have 252 AMWAJ supporters that are part of our community.

252 AMWAJ supporters





Some of these community members belong to the organisations:

- SustainMENA
- Acciona
- EcoConsulting
- Mio-ecsde
- Berytech
- IUCN
- C40 cities
- CIDOB

CRPM

Conférencedes Régions Périphériques Maritimes

- UNDP-MAP
- SCP/RAC
- CEWAS
- GWP Med
- ZOI Net

## Our audience

**+2,000**Newsletter subscribers 2019 2020 2021



47% between 25-44 years old



Spain & Lebanon Top locations



20% Average open rate

### Website users



## Social media



YouTube

+2,000 total views

The invisible water short film



Winner of the Fundacion Botin prize • 716 views

WATCH

What does the Mediterranean mean for you



Within the framework of the Mediterranean Day

• 250 views

AMWAJ: Communicating the shift towards water resilience



Promo video

281 views

WATCH





# Top stories

published in 2021

Tayyarat ("currents" in Arabic) Community space to bring opinions, stories and insights into water and energy around the Mediterranean.

Khettara: The Treasure of the Haouz Region

READ

The Invisible Water Short Film

READ

The Yarmouk river: main water source in Jordan

READ

Mixing Youth and Water: If they don't give you a seat at the (policy) table, bring a folding chair!

READ

Shifting media focus from water issues to solutions and innovation

READ

Tabadul تبادل

# 2 Tabadul

events in 2021

Tabadul ("exchange" in Arabic) is a space that was born in 2021 to connect inspiring initiatives and to enhance knowledge exchange on communication best practices.

#### Tabadul I

Innovative campaigns to restore

24 of March, coinciding with World Water Day

### Tabadul II

Reporting on climate change complexity in the Mediterranean region

29 of November, coinciding with the first Day of the Mediterranean



100 average of registered attendees



70 average attendees



100 average views of the event's recordings

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