

Sparking water action through storytelling

What: Tabadul | **Where:** online webinar | **When:** 22 March 2023, 3pm CET

Tabadul (meaning “exchange” in Arabic) is a space for connecting with inspiring initiatives and enhancing knowledge exchange on effective communication approaches. Our commitment this year is aligned with World Water Day and World Environment Day. Through events like Tabadul, we aim to bring to light important and exemplary initiatives, tools and strategies that are contributing to a healthier Mediterranean.

To mark this year’s World Water Day, we invite you to join us in the first Tabadul of 2023 where you will learn about storytelling techniques and tools that can help you better connect with your audience and spark action in them. The workshop will revolve around a growing issue in the Mediterranean: water pollution. In line with the theme of World Water Day 2023 ‘Accelerating Change’, we will be giving visibility to initiatives and tools that are accelerating change to tackle water pollution – particularly plastics in water. We will showcase data-driven projects that are using creative narratives to drive action in water preservation and against plastic pollution.

Plastic pollution is a growing threat to all ecosystems; however, the sea is the ecosystem that is suffering the most. Plastics are the largest, most harmful, and most persistent fraction of marine litter, accounting for at least 85% of total marine waste. The Mediterranean is highly affected by this situation with plastics accounting for around 95 to 100% of total floating litter, and more than 50% of seabed litter.

Agenda (CET time):

15:00 – 15:10 Welcome, ice-breaker and introduction to the topic (AMWAJ)

15:10 – 15:20 The plastic pollution challenge in the Mediterranean (Pedro Fernández, MedWaves)

15:20 – 15:50 Presentation of the initiatives and campaigns:

- Jessica Anderson, Visualizing Palestine
- Fanny Didou, Sketching the Move
- Tatiana Kourochkina, A Sea Change - QuoArtis

15:50 – 16:05 Communication tips to spark change

16:05 – 16:20 Q&A

16:20 – 16:30 Presentation of Dhikraa, the new AMWAJ podcast



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