


AMWAJ  أمواج

Value Mediterranean Ecosystems

Annual Report 2023

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00 Overview

Our members in 2023



REVOLVE



Our audience

LinkedIn followers
2,398

X (Twitter) followers
1,380

Instagram followers
651

Tabadul webinars
3

LinkedIn newsletter subscribers
987

Newsletter subscribers
3,657

Insightful articles published
12

Community of members
6

Media partners
20

Website visitors
12,902

Pageviews
23,001

Dhikraa podcast episodes
4

Website users

- Spain **2,539**
- United States **1,146**
- Lebanon **707**
- Turkey **632**
- Netherlands **561**
- Germany **525**
- Finland **500**
- Belgium **473**
- France **467**
- Egypt **372**



01 Executive Summary

The AMWAJ is a community of like-minded media professionals and organizations with the common goal of advancing communication on water issues in the Mediterranean. In 2023, AMWAJ renewed its commitment to its mission of developing high quality content and tools to promote effective communication on water and ecosystems in the Mediterranean by revamping its website. The new site brings a fresh and more dynamic feel to AMWAJ's identity, enhancing its story and the visualization of the results and activities achieved so far. The initiative launched by REVOLVE in 2016 also focused in 2023 on consolidating its core, strengthening and expanding its network of members and media partners to have a solid base community.

In 2023, AMWAJ also launched Dhikraa, exploring the podcast scene and translating the initiative's messages into a new format and storytelling. Dhikraa aims to explore the issues of water conservation and ecosystem protection from a more intimate and multidisciplinary approach. The first season, launched in 2023, consisted of 4 episodes.

AMWAJ also continued to work on training journalists and in 2023 supported the World Bank team to organize the Innovate4Climate Journalists Workshop for the first time in person in Bilbao, consolidating three years of continuous collaboration in organizing the I4C Journalists Workshop.

02 Tayyarat - تيارات

Articles

12

Interviews

01

Website views

2,592

Description

Tayyarat - تيارات ("currents" or "streams" in Arabic) brings you opinions, stories and insights into water and energy around the Mediterranean.





تيارات - Tayyarat

1. Catalunya es Prepara per a la Nova Normalitat

The reemergence of the medieval church of Sant Romà de Sau from the Sau Reservoir has become a symbol of the water crisis in Catalonia. The bell tower of the Romanesque church has served as an indicator of water levels since the area was submerged in 1962.

When the reservoir is full, only the tip of the tower emerges above the water's surface. Periods of drought not only reveal the entire submerged building but also highlight our need to adapt our water management systems in time for what will soon become—or perhaps has already become—the "new normal." The article is covered by Jake Threadgould and Marta Castillo Sánchez.

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تيارات - Tayyarat

2. A Call for Action: Revitalizing Lebanon's Waste Management

Ziad Abi Chaker is one of the people who – in his own words – became famous in Lebanon after the 2015 protests, which arose in response to a waste crisis. An environmental engineer and the founder and CEO of Cedar Environmental, a company specialized in waste management, composting and environmental protection, Ziad has since 2015 stood out for his expertise and his frequent interventions in public matters related to waste, recycling, and public space. The article is covered by Mariam Younes.

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تيارات - Tayyarat

3. The Effects of Waste on Palestinians' Health and Environment

The State of Palestine faces multiple environmental challenges, most of them linked to waste management. The United Nations Environment Programme (UNEP) highlighted in 2020 that "47% of all waste, including hazardous waste, is disposed of in unsanitary dump sites". The figures shared by the Heinrich Böll Foundation in Plastic Atlas focused on municipal solid waste and underlined that 65% of the waste is disposed of in landfills and 32% in illegal dumping sites. Just 3% of the rubbish is recycled or reused. The article is written by Marta Castillo Sánchez.

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تيارات - Tayyarat

4. Trash Talk: How a Local Initiative Is Helping to Clean up Lebanon

Long-suffering Lebanon has spent the last three years in the grips of what the World Bank described as one of the worst financial and economic crises recorded globally since the mid-19th century. Added to this already heavy burden is an environmental one that is often overlooked. Read the interview by Mariam Younes.

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03 تبادل - Tabadul

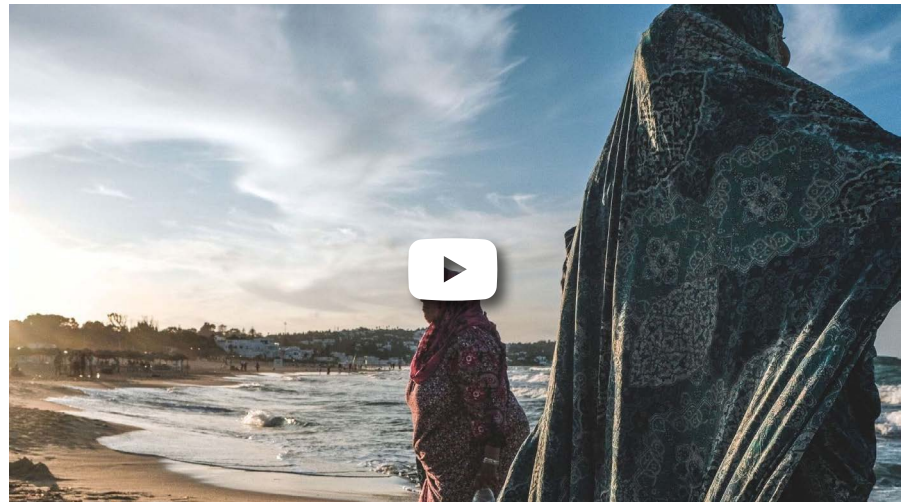
Exchanges

03

Registrants

325

[AMWAJ YOUTUBE PLAYLIST](#)



Description

Tabadul - **تبادل** ("exchange" in Arabic) is a space to connect inspiring initiatives and to enhance knowledge exchange on communication best practices.



تبادل - Tabadul

Sparking water action through storytelling

22 MARCH 2023

To mark World Water Day, AMWAJ hosted the Tabadul of 2023 where participants got the chance to learn about storytelling techniques and tools that can help them better connect with their audiences and spark action in them. The workshop focused on a growing issue in the Mediterranean: water pollution. In line with the theme of World Water Day 2023 'Accelerating Change', it gave visibility to initiatives and tools that were accelerating change to tackle marine litter pollution – showcasing data-driven projects that were using creative narratives to drive action in marine ecosystems preservation and against plastic pollution.

During the event, participants got the chance to meet various initiatives including MedWaves is the UNEP/MAP Regional Activity Center for sustainable consumption and production (SCP). Visualizing Palestine (VP) dedicated to using data and research to visually communicate Palestinian experiences to provoke narrative change. Quo Artis – Art and Science Foundation, an international non-profit organization that seeks to generate connections between art, science and technology, acting as a bridge between professionals in these fields. Sketching the Move supports dialogue and helps organizations through a universal language: drawing.

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The power of communication – an indispensable skill for generating impact

تبادل - Tabadul

The power of communication – an indispensable skill for generating impact

6 JUNE 2023

AMWAJ hosted an enriching workshop to learn about effective communication strategies and pathways for a career in environmental communication. The session was held within the framework of the EU Green Week 2023. The 2-hour training session is aimed at both environmental organisations seeking to improve their external communication and those who aspire to work in environmental communication. It gave participants the skill set needed for effectively communicating complex environmental issues and will offer insights into a career in environmental communication. We will cover the topic of news fatigue and information overload and propose new pathways for engaging with audiences.

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تبادل - Tabadul

Unveiling Water: Narratives of Environmental Justice and Climate Action

28 NOVEMBER 2023

AMWAJ hosted a session delving into innovative approaches to storytelling about environmental justice and investigate how media and politics shape the narrative surrounding water, molding national agendas and public sentiment.

By assembling a diverse panel of media experts, we aimed to foster a deeper appreciation of water's profound significance and ignite impactful climate reporting.

Panelists included: The Catalonia drought of 2023 by Annelies Broekman, Researcher, CREAM; Plastic pollution in the Mediterranean by Pedro Fernández, Project Manager MedWaves, and the 5 pillars to a climate resilient future by Valentina Plaka, Senior Environmental Educator, Clube.

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04 Dhikraa - ذكرى

Episodes

04

Listeners on audio platforms

+500

Website views

+100

Description

Dhikraa is a quarterly podcast curated and produced by AMWAJ that collects stories from around the Mediterranean to bring you closer to our most precious natural resource - water.

We want to inspire curiosity and respect for our shared Mediterranean culture and water ecosystems. The aim is to reconnect the public with the rich history of water in the Mediterranean in the hope that it can inspire us to protect our water ecosystems.

LISTEN ON SPOTIFY



Highlights

SEASON 1 EP01 MAR 2023

Water Reverence



SEASON 1 EP02 JUN 2023

Water Interconnectedness



SEASON 1 EP03 SEP 2023

Water Stewardship



SEASON 1 EP04 DEC 2023

Water Memories



05 Media Partners

Media Partners

23

Countries

13

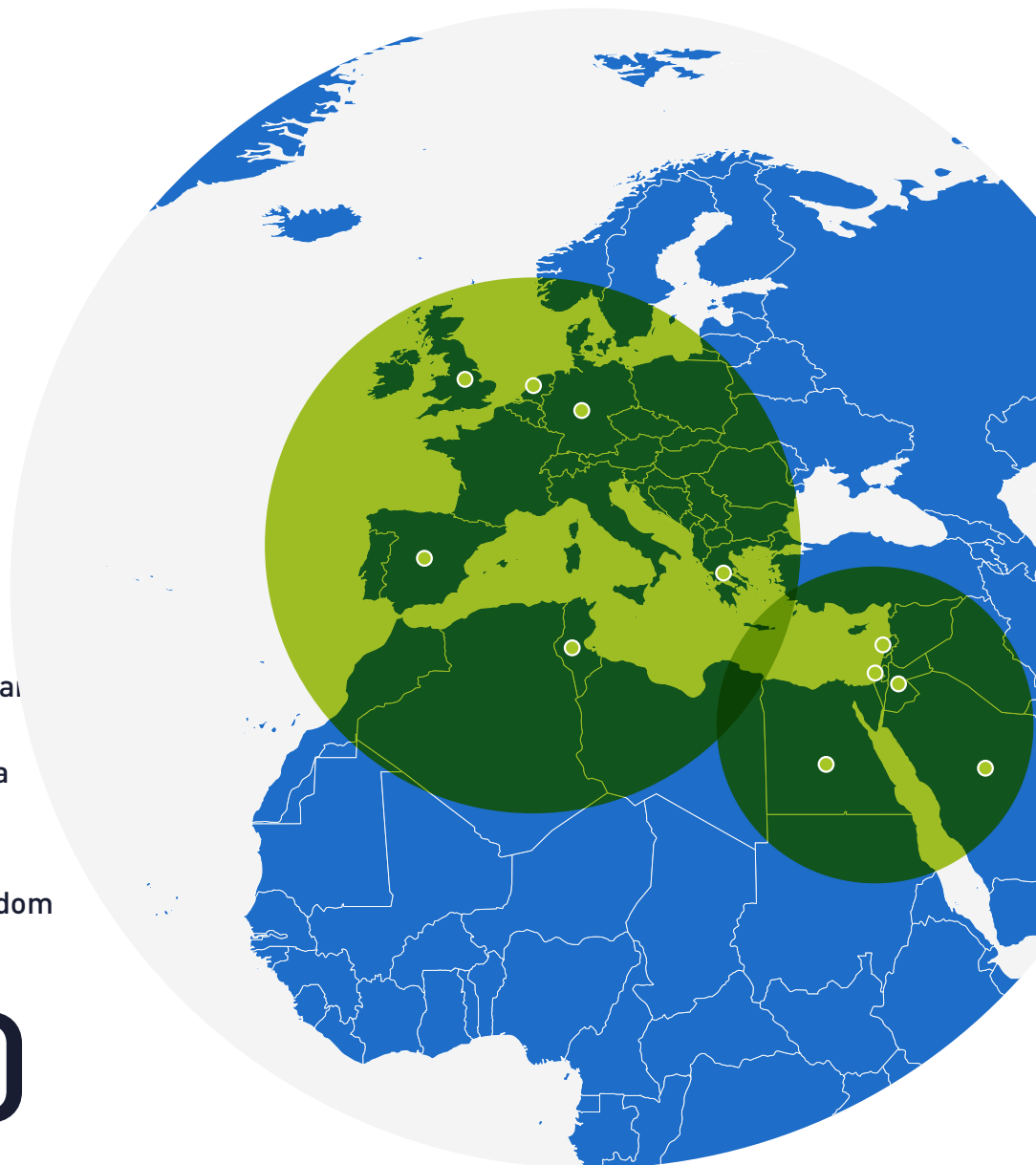
- Argentina
- Canada
- Egypt
- Germany
- Greece
- Jordan
- Lebanon
- The Netherlands
- Palestine
- Saudi Arabia
- Spain
- Tunisia
- United Kingdom

Journalists

450

Articles

22



Rec Comtal
Catalunya, Spain



Photo: Ajuntament de Barcelona

#MEDAquaticHeritage An AMWAJ initiative



Water management systems in the past
Dellys, Algeria



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative



06 Campaigns

1. Mediterranean Day | Social Media Campaign #MEDAquaticHeritage 28 November Mediterranean Day

To commemorate Mediterranean Day 2023, AMWAJ launched a social media campaign on social media channels. Collaborating with Hydra Virtual Museum, AMWAJ highlighted water heritage sites from various Mediterranean countries. This initiative aims to showcase the diverse and interconnected cultural heritage of the region through the lens of historical water management practices.

More about Hydria Virtual Museum:



Urban water supply
Kerko

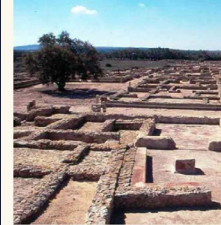


Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative

Restoration
n, Algeria



St John Maroun Spring,
Ghouma Lebanon



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative



The Peisistratos' Aqueduct
Athens, Greece



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative



Al-Birketein Roman pools of Jerash
Gerasa, Jordan



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative



Water in Gheris & Figuig Oases
Morocco



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative



Foggara restoration Timimoun,
Algeria



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative



The clay water ve



Photo: Hydria Virtual Museum

#MEDAquaticHeritage An AMWAJ initiative

Protect
biodiversity
in the Spanish
municipality
Godella



Protect
Godella

2. The Godella Pirate's Tower

AMWAJ supported the fundraising campaign of the citizens' initiative aimed at saving the natural site of the Pirate's Tower (La Torre Pirata) in Godella, Valencia. A group of neighbors organized themselves to fight against the urbanization project through legal and political pathways, which are ongoing. They reached their crowdfunding goal of 2.010 in October 2023. The campaign was activated through social media channels of AMWAJ and newsletter.



Protect
Godella

Protect
Godella



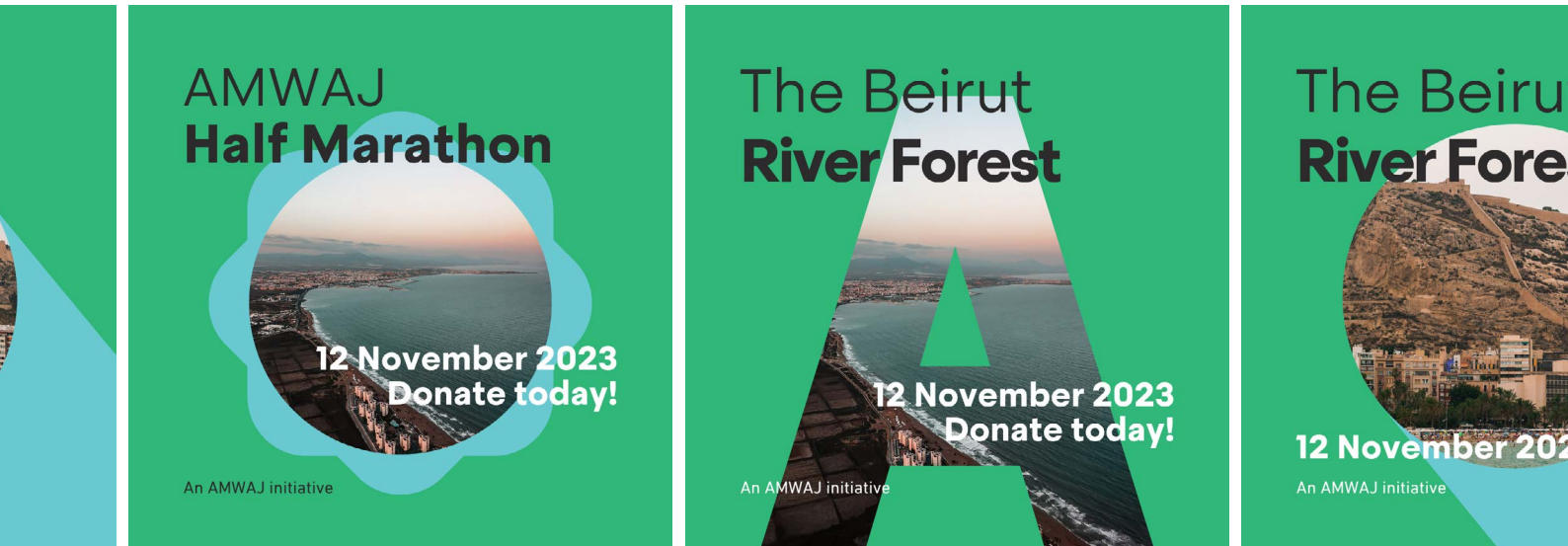
Protect
biodiversity
in the Spanish
municipality
Godella





3. The Beirut River Forest – Part 2

The AMWAJ team supported a second round of fundraising for the Beirut River Forest project. On November 12, 2023, the AMWAJ team ran (and walked!) with its colleagues from REVOLVE in the half marathon in Alicante, Spain. We aimed to raise awareness about this important local initiative in Lebanon and collect funds to support its continuation. A social media campaign was run before and after the Marathon on all social media platforms of AMWAJ.



4. Dhikraa Podcast Social Media Campaign

To promote the episodes of the Dhikraa Podcast, hosted by Marta Castillo Sanchez, AMWAJ launched a social media campaign. The campaign featured the speakers, host, and episodes in various formats. Videos were used to provide a preview of the episodes, complete with on-screen lyrics to enhance engagement. Videos have been shared on all platforms.





07 Journalists Training

Journalists trained

40

Workshop

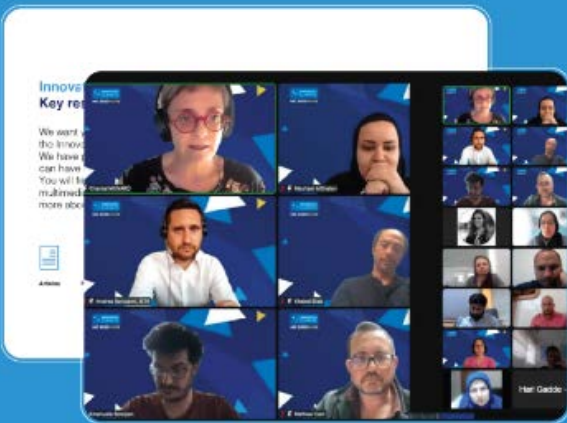
4 hr



Description

For the past three years, AMWAJ has collaborated with the World Bank to design and facilitate the I4C Journalists Workshop at Innovate4Climate (I4C). This workshop provides media professionals with valuable training on climate reporting, focusing on the intersection of finance, environmental, and socioeconomic issues.

In 2022, the workshop focused on journalists from the Middle East and North Africa, preparing them for COP27 in Egypt. Last year, in 2023, AMWAJ led the workshop in a hybrid format during the I4C conference in Bilbao, Spain. This marks the third consecutive year of AMWAJ's involvement in this strategic partnership.





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