



ECO TOURISM

DISCOVER - LEARN - BOND

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ABOUT EEDAMA

01



WHAT IS EEDAMA?

Eedama is an independent social enterprise, founded in Masdar City, Abu Dhabi in 2015; that promotes sustainable development by supporting citizens, schools and organizations in embracing sustainability within their practices.

“

Eedama comes from the Arabic verb
“to make it last” which is what
sustainability is all about: **Being proactive!**

- Dr. Ounsi El Daif
Founder & CEO

”

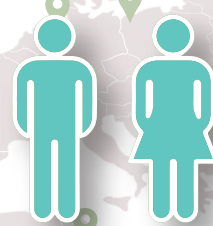
EEDAMA'S OUTREACH & IMPACT

since 2015



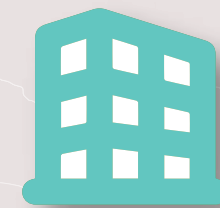
17,000+

Students &
Teenagers



5000+

Adults



150+

Educational
Institutions



75+

Events



50+

Companies



30+

Consultancy
Projects

MAIN PARTNERS & CLIENTS





PREVIOUS PROJECTS

PREVIOUS PROJECTS



Since 2020



Since 2018



Since 2019



Since 2019

MASDAR CITY: WITH
SUSTAINABILITY
IS A QUALITY OF LIFE

EEDAMA'S ECO-TOURISM SERVICES

PILOT FACILITIES:

- Masdar Solar
- Masdar Solar
- Masdar Solar
- Platform
- Seawater
- Electric En
- Masdar City
- Smart Home
- ISHEMS
- Personal
- Masdar City
- Masdar Institute
- Field Station
- Feasibility of D
- Geothermal En

تكنولوجيا
استخدام التوافق بين صمان
أحد مصادر المديونة للبيئة
تربة في البيئة الحضرية
الجزيرة العزلية الحضرية
للبحر العميق
مصدر
الطاقة المتجددة
تجارب التنبؤ

- Masdar Institut
- Assessment
- Flow (VRP
- Masdar
- M

ECO-TOURISM WITH EEDAMA

Visiting the UAE and curious to explore and discover green initiatives in the desert climate? We have it all set for you. Eedama offers a range of educational eco-touristic tours to quench your thirst for knowledge. Whether you are a conscious traveler looking for exciting experiences, a student or a researcher seeking scientific knowledge and expertise, a company looking for team-building activities, or just someone willing to know more about sustainable initiatives, we got you covered!

All programs can be tailored to cater to university students:

Eedama then guarantees the relevant academic background of its facilitator. Eedama also has a range of training in the fields of sustainability and impact entrepreneurship that can be paired to the programs developed here.



**MASDAR CITY
- ABU DHABI**



**GRACIA FARM
- ABU DHABI**



**RECYCLING FACILITY
- ABU DHABI**



**SOIL MUSEUM
- DUBAI**



**AVENTURA
- DUBAI**



**UMM AL EMARAT PARK
- ABU DHABI**

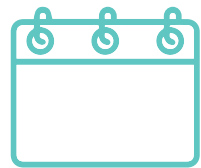
LOGISTICS FOR ALL PACKAGES



Number of Participants:
(12 Min – 60 Max)



Duration:
(1 hrs Min – 4 hrs Max)



Dates & Time slots:
2 weeks notice



Payment:
covers entrance to
location & the guide by
Eedama's experts



MASDAR CITY EXPERIENCE IN *Abu Dhabi*

Masdar City is a state-of-art pilot project for a sustainable city; it integrates urban planning, knowledge, research & development, and culture. By pushing the boundaries of design and innovative technology, Masdar City offers a pioneering ecosystem housing both R&D, and pilot facilities that nurture and implement ground-breaking technologies (solar energy, energy storage, green building, and urban sustainability).

Join us in discovering the livelihood and challenges of a sustainable city in the desert climate. Walk with us and ride solar energy powered driverless vehicles as our experts explain to you the effective deployment of passive designs that were tailored to address the challenges in the region. During the tour, we emphasize on the city's construction and social aspects.

Participants will engage in discussions about the mixed-use neighborhoods that include all necessities together despite the absence of cars! Moreover, they'll enjoy a breeze in the desert climate and witness how natural cooling can be enhanced by choosing the right design of streets and buildings' architecture. Surprisingly enough, those passive techniques were adopted from Ancient Arab architecture and the rich culture and history of the UAE. The Burjeel, the Msharrabiyye, and the narrow streets are a few of the elements from Arab architecture that were modernized and implemented in Masdar City.

NOTE:

Discussion topics can be customized to the participants' backgrounds and interests



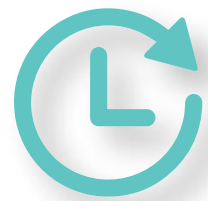
MASDAR CITY TOURISTIC PROGRAM



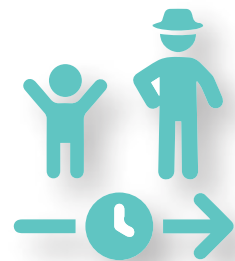
Abu Dhabi,
UAE



Starting from 1200 AED (EXCL. VAT)
per session for up to 20 pax



1 - 1.5 hours



Applicable for
all age groups

Add-ons:

- Coffee break: 30 AED additional
- Lunch package: 90 AED additional
- Team building activity: 40 AED additional



TYPICAL AGENDA

**Arrival at Masdar
& start of the tour**

10:00 AM

Departure from Masdar

11:30 AM

11:00 AM

**Q & A
+
Coffee break**

MASDAR CITY EDUCATIONAL PROGRAM



Abu Dhabi,
UAE



Starting from 110 AED
per person (EXCL. VAT)
+ Treasure hunt
/ audit at no additional cost



2 - 3 hours



Applicable for
all age groups

Add-ons:

- Coffee break: 30 AED additional
- Lunch package: 90 AED additional
- Technical Workshops: starting from 50 AED



TYPICAL AGENDA

**Arrival at Masdar
& start of the tour**

10:00 AM

**Team building activity
(example: treasure hunt)**

11:30 AM

11:00 AM

Coffee break

12:00 AM

Departure from Masdar

MODERN URBAN FARMING EXPERIENCE AT A *Gracia Hydroponics Farm*

Discover how urban farming in Abu Dhabi addresses food security and water scarcity across the UAE and Middle East during this botanical, half-day excursion. This revolutionary model of a future sustainable farm takes a holistic approach to the field of agriculture and incorporates integral elements such as lifestyle, training, and food security education.

Walk with us around Gracia Hydroponics Farm and take a guided tour to observe the different elements of modern farms, and the promising pathway towards sustainable food security.

Guided Tour, Aquaponic & Hydroponic Systems, Sustainability Workshop

Along the way, discover why food security and water scarcity are top-priority issues across the UAE and the GCC, and how the use of aquaponic and hydroponic systems can help alleviate these important issues. In addition, participate in a sustainability workshop of your choice, and enjoy this captivating, fun-filled excursion whilst learning what's best for our planet and our future.



HYDROPONICS FARM EXPERIENCE



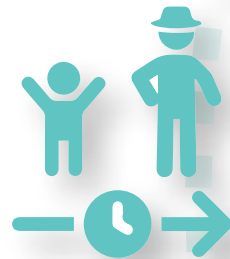
Gracia Hydroponics Farm,
Abu Dhabi



Starting from 110 AED
per person (EXCL. VAT)



2 - 2.5 hours



Applicable for
all age groups

Add-ons:

- Lunch package: 90 AED additional

Highlights:

- Farm tour
- Interaction with animals
- Expert talk
- Planting and harvesting workshops
- Technical workshop: starting from 50 AED



TYPICAL AGENDA

**Arrival at Hydroponics Farm
+ tour**

10:00 AM

**Sustainability Activity
(example: Recycling tote bag /
Companion planting)**

11:30 AM

**Breakfast buffet
& networking/expert talk**

11:00 AM

Departure from farm

12:00 PM

E-WASTE RECYCLING IN *Abu Dhabi*

Ever wondered what happens to our electronics after disposal? Want to see how to displace tons of hazardous material from landfills and actually produce new products? Join us in this program to learn about how and where electronic waste goes! This educational trip will include a tour around the e-waste recycling facility, a talk with our experts, in addition to an opportunity to engage in an exciting dismantling and sorting competition.

Includes:

- Engaging in an interactive facility tour where students discuss different topics related to the waste management process
- Get introduced to different waste streams & machinery on site
- Competing in a dismantling & sorting workshop

RECYCLING FACILITY EDUCATIONAL PROGRAM



Abu Dhabi



Cost tour & talk:
Starting from 130 AED
per person (EXCL. VAT)



2 hours



Age: Starting 8 years old

Add-ons:

- Electronics dismantling & sorting competition: 50 AED additional

Highlights:

- Interactive facility tour
- Talk by the experts
- Sustainability activity included



TYPICAL AGENDA

Arrival at recycling facility & Tour

10:00 AM

Sustainability Team building activity

11:00 AM

Departure from facility

12:00 AM

10:40 AM
Q&A Session

11:30 PM
**Tailored Additional Workshop
(choice of add on: dismantling & sorting workshop /paper recycling, e-waste recycling/ plastic recycling)**

SOIL MUSEUM: ALL ABOUT SOIL *Dubai*

Are you a group of adults, or families with little ones visiting Dubai and looking for a fun and educational day trip? Check out Eedama's guided tours at the Emirates Soil Museum Dubai, we promise to have something for each and everyone of you!

No soil, no us! What is under your feet is more important than you think. This trip highlights the importance of soil in our lives. The museum has both an indoor and an outdoor exhibition that is designed to make participants eager to learn more about the world of soil.

To enhance our participants' understanding of topics addressed during the tour, Eedama's trip to the Soil Museum includes:

- Debate
- Role-playing
- Experiments
- Games, and Workshops

The topic of this trip can be adapted depending on participants' interests & age.

Love cooking?

Participants can also participate in the Halophytic Kitchen Lab. In this interactive activity, we'll learn all about halophytic plants and their nutritional value. We'll start the morning with a guided tour around the fields, then grab a shovel, roll up our sleeves, and plant trees. Finally, we'll harvest some fresh crops and do a fun, one-of-a-kind cooking class to make and eat veggie burgers.



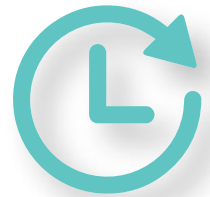
EXPLORE SOIL, PLANT & COOK



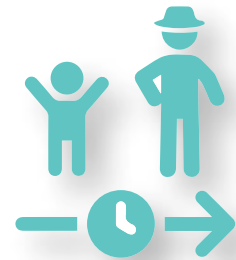
Dubai



Starting from 300 AED
per person (EXCL. VAT)



3 hours



Applicable for
all age groups

Topics include:

- Composting
- Planting
- Identifying types of soil
- Water & soil analysis
- Permaculture
- Urban farming



TYPICAL AGENDA

**Welcoming
& tour of the fields**

10:00 - 11:00 AM

Halophytic Kitchen Lab Activity
(Cook and Eat your food with our chef and learn about the nutritional values of our plants)

11:00 - 12:00 PM

10:30 - 11:00 AM

Tree planting Ceremony

12:00 - 12:30 AM

**Group photo
& farewell**

TREE PLANTING & TEAM BUILDING AT *Aventura*

Visiting Dubai and looking for a unique experience where you can learn about sustainability while hiking adventurous trails, rope courses, and ziplining in a Ghaf trees forest? Eedama offers edutainment trips to Aventura that combine fun environmental workshops related to the local nature of the UAE while enjoying the excursions of this one of a kind forest in the city.

Choices of environmental topics are:

- Soil and Water Interaction
- Biodiversity Conservation & Eco- systems
- Gardening & Permaculture
- Sustainable Rs - Refuse Reduce Reuse & Upcycle



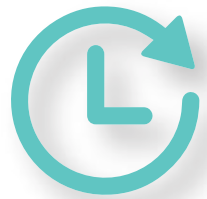
TREE PLANTING & TEAM BUILDING



Dubai



Starting from 160 AED per person
(Lunch can be included
for an additional cost)



4 hours



Applicable for
all age groups



TYPICAL AGENDA

Welcoming & tree planting ceremony

9:00 - 9:30 AM

Refreshments / snacks or Lunch

10:30 - 11:00 AM

9:30 - 10:30 AM

Sustainability team building activities

11:00 - 12:00 PM

Aventura adventure course

UMM AL EMARAT PARK IN *Abu Dhabi*

Parks are important to our urban landscape because they resemble the lungs of the city. Plants and flora help reduce the impacts of climate change by absorbing pollution, thus reducing heat in the city (through the so-called island effect). If designed well, parks can also act as conservation and restoration areas for natural habitats, and be the source of biodiversity within the city. Eedama offers an edutainment trip to one of the rare parks in the UAE, Umm Al Emarat Park, where sustainability and environmental friendliness were considered. Participants will take part in an engaging tour that tackles various topics related to sustainable open spaces followed by a hand-on activity. The activity may include contests, a treasure hunt or a workshop related to any of the discussed topics. This activity also encourages the combination of education with exercise and physical health.

Umm Al Emarat park holds many interesting features that will be highlighted during the tour, such as:

- Grey Water Recycling
- Water Saving Features
- Sustainable Transportation
- Organic Farming
- Community Participation
- Shade House
- Energy Efficient Fixtures
- Conservation



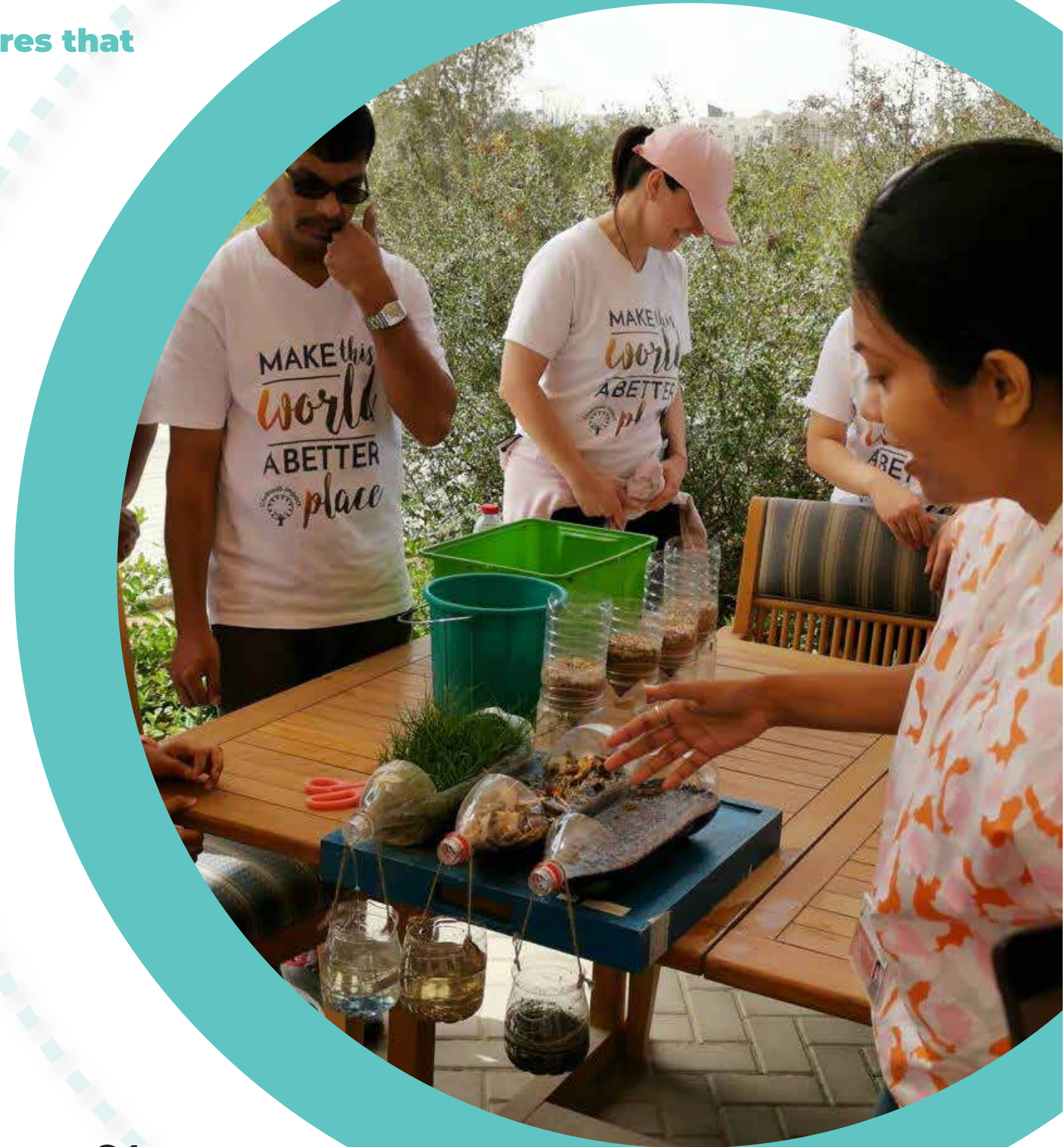
UMM AL EMARAT PARK

Umm Al Emarat park holds many interesting features that will be highlighted during the tour, such as:

- Grey Water Recycling
- Water Saving Features
- Sustainable Transportation
- Organic Farming
- Community Participation
- Shade House
- Energy Efficient Fixtures
- Conservation

Topics:

- Sustainable Transportation
- Energy efficient fixtures
- Water crisis
- Food Security
- Thermal Comfort
- Urban Framing
- Permaculture
- Sustainable Landscaping
- Urban Heat Island
- Conservation
- Biodiversity



TYPICAL AGENDA

**Tour at the Park
+ Expert talk**

10:00 AM

Departure from park

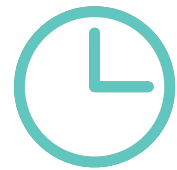
11:30 AM

11:00 AM

**Sustainability activity
(example: Companion planting)**

COMBINED PACKAGES

Eedama can offer discounted combined programs such as the following:
Combined programs: Masdar & Farm OR Masdar & Recycling



Duration:
5 hours



Number of Participants:
Minimum 12 pax



Starting from 270 AED per person food included
Starting from 220 AED without food

Example Agenda

- 10:00 AM - Arrival at Hydroponics Farm + tour
- 11:00 AM – Breakfast buffet & Networking
- 11:30 AM – Tailored Workshop
(example: Social & Agri-Entrepreneurship, Start-ups & Innovation)
- 12:45 PM - Departure from farm
- 1:00 PM - Arrival at Masdar and division in groups for the engaging tour
- 2:30 PM - Team building activity (example: treasure hunt)
- 3:00 PM – Departure from Masdar)





TESTIMONIALS

04

TESTIMONIALS



Eedama has been employed by Majid Al Futtaim Leisure & Entertainment to provide a 5 days long training on sustainability and children workshops Eedama has proven a high sense of reliability and trustworthiness. We are extremely satisfied on the outcome of the training and are looking forward to spread the knowledge and roll out the numerous learnings our team got from these sessions. We highly and confidently recommend Eedama for any training requirements on sustainability and/or environmental subjects !"

**- Ms. Salma Abassaly Rouxel, Senior Operations Manager,
Majid Al Futtaim**

TESTIMONIALS



We have been working with Eedama since early 2018 to take the students for a tour of Masdar City. I am happy to say that Masdar City tour organised and curated by Eedama continues to be one of the most popular and learning-intensive visits for the students. Eedama has also been instrumental in organizing similar visits with a sustainability focus. As an organization, Eedama is always supportive and responsive to our requests, even on a very short notice. Team Eedama is always easy to approach and work with. They are highly skilled at what they do and curate the tours and visits efficiently ensuring maximum learning takes place. Eedama is a valued resource provider for Ureka Education. We will be happy to continue working with them in the long run. I highly recommend Eedama for sustainability education, raising awareness around the subject and for their entrepreneurial insight in this area."

**- Ms. Aamna Sultan, Director,
Ureka Education Group**

TESTIMONIALS



We started working with the social enterprise 'Eedama Advisors Limited' 2 years ago. Since early 2016, they made aware more than 300 children and 50 adults (university students and teachers) about the existence of reed beds. They organised field trips to locations where reed beds for water treatment are installed, and allowed students to measure water quality and to water related experiments. We are overall very satisfied with this collaboration and are hoping that they will continue doing great awareness and training, both about the water issue as well as about sustainable development in general.

**- Mr. Stan Wehbe, Project Director,
Reed Bed Contracting LLC**



Eedama will take you on exciting adventures and discoveries to a unique set of locations off the beaten tracks in the UAE! Explore the hidden green spots, embark on a journey with us and we promise you a memorable fun and learning experience!

Contact Us!

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