

eedama

Realize. Rethink. React.

CORPORATE TEAM BUILDING

Bringing Purpose,
Connection & Sustainability
to your Workplace

ABOUT EEDAMA

> 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 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.





WHY EEDAMA?

We turn team building into a catalyst for meaningful change and connection.

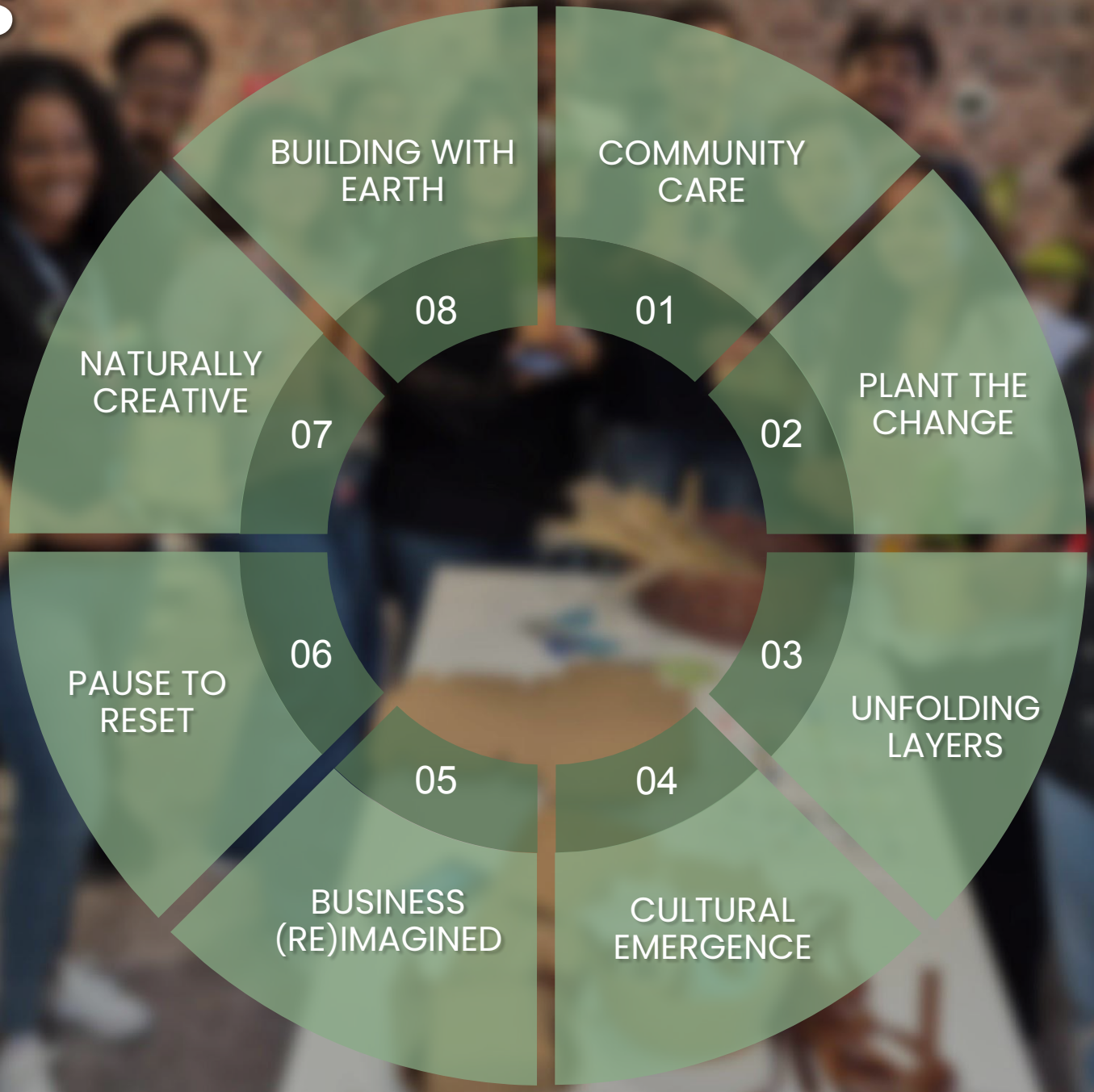
Our programs blend sustainability, mindfulness and purpose.

We help teams collaborate, think fresh and act on real-world challenges proactively.

Our programs are designed to meet your requirements with authenticity and purpose.

We bring the experience to you: at your office, hotel or any preferred venue.

THEMES


BUILDING WITH EARTH
08
COMMUNITY CARE
01
NATURALLY CREATIVE
07
PLANT THE CHANGE
02
PAUSE TO RESET
06
UNFOLDING LAYERS
03
BUSINESS (RE)IMAGINED
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CULTURAL EMERGENCE
04

RECENT PROJECTS



دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE AND TOURISM

Empowering managers on conflict resolution & decision making towards the environment (25 pax)



UNITED ARAB EMIRATES
PRIME MINISTER OFFICE

Creating care packages for 100 female blue collar labors in the UAE.



Capgemini

Modern Urban farming workshop for up to (200 pax)



أدنوك
ADNOC

Empowering employees with profound awareness of the impact of their daily office actions & how they can reach their companies sustainability goals. (400 pax)



بروفيس
PROVIS

Provis employees creating hand made gifts for staff personnel (50 pax)



CHALHOUB GROUP
SINCE 1955

Planting 50 trees while inspiring families to a integrate sustainability lifestyle. (100 pax)



FERRERO

Eedama partnered with Ferrero across the UAE, KSA, and Kuwait. Together, we crafted 150+ low-waste care packages and turned sustainability into action (150 pax)



THRIFT FOR GOOD

Employees crafting fashionable handmade accessories with sustainable materials for personal use (20 pax)

01 | COMMUNITY CARE

A purposeful, hands-on CSR experience where teams craft care kits for the blue-collar community. Participants create natural wellness products and write thoughtful messages, promoting appreciation, connection, and a sense of giving back.

Key Pillars

Care, Compassion, Collective Impact, and Creating Change.

Key Benefits

- Strengthens team bonds and promotes emotional wellbeing.
- Encourages mindful creativity and social impact through giving.
- Aligns with ESG, CSR and employee engagement goals.

Activities

Making the following handmade items:

- Lip balm
- Body scrub
- Pillow mist
- Neem tonic
- CSR packaging
- Personalised note

2+ Hours | 12 to 100 | AED 250



"We experienced the joy of giving as we created wellness kits that strengthened our empathy, teamwork, and connection to the community."
- Participant

02 | PLANT THE CHANGE

A nature-inspired experience where teams reconnect with the environment and each other by creating artistic planting kits and soil mandalas, blending creativity with care and optionally gifting their creations to the blue-collar community.

Key Pillars

Nature, Creativity, Connection, and Contribution

Key Benefits

- Sparks creativity and builds nature connection.
- Boosts wellbeing through a green and sensory activity.
- Offers a hands-on CSR opportunity and long-term environmental stewardship.

Activities

- Artistic planting
- Assemble your own self watering plant kit
- Create a soil art mandala using UAE soil
- Decorate and package items for gifting (An optional CSR activity)

2+ Hours | 12 to 100 | AED 300



"Creating the planting kits and soil mandalas was such a grounding experience. It not only reconnected us with nature but also strengthened our bond as a team while giving back to the community."
- Participant

03 | UNFOLDING LAYERS

An immersive experience where teams unpack global sustainability challenges through a collaborative, card-based workshop, exploring real-world environmental systems and inspiring meaningful action.

Key Pillars

Systems Thinking, Global Issues, Sustainability, and Team Unity

Key Benefits

- Deepens awareness of topics on sustainability.
- Builds critical thinking and systems-level understanding.
- Sparks reflection, collaboration and unity within the team.

Activities

- Climate Fresk – Understand climate change through a science-backed IPCC card game.
- Biodiversity Collage – Explore connections between ecosystems, species & human activity.
- Living Soils – Learn how soil health supports climate stability, food systems and biodiversity.
- Textile Untangled – A workshop on environmental and social impacts of the textile industry.

3 Hours | 12 to 100 | AED 350



"The session opened our eyes to how interconnected environmental issues really are. The style of the workshop sparked meaningful conversations, helping us see our role in driving change."
- Participant

04| CULTURAL EMERGENCE

This workshop is based on the principles of Cultural Emergence; a framework that empowers people to co-create resilient, values-driven team cultures. Through reflection, storytelling, collaboration, and intention-setting, your team explores a culture they want to foster and build a shared foundation for moving forward.

Key Pillars

Team Culture, Empowerment and Systems Change

Key Benefits

- Strengthens psychological safety and empathy.
- Aligns individual purpose with team values.
- Inspires team practices rooted in empathy, purpose and growth.

Activities

- Personal and team values mapping
- Cultural reflection exercises (Challenge–Move–Nourish)
- Collaborative design for team culture transformation
- Embedding purpose into day-to-day team rituals

2+ Hours | 12 to 30 | AED 250



"The Cultural Emergence workshop gave our team space to reflect, share stories, and align on our values. It helped us co-create a stronger culture and a clear vision for moving forward."
- Participant

05 | BUSINESS (RE)IMAGINED: SDG EDITION

This program engages decision-makers in exploring how sustainability shapes better business thinking. Grounded in UN SDGs, it fosters critical reflection, collaboration, and creative problem-solving. It's designed to spark new perspectives, not prescribe solutions.

Key Pillars

Business Through the Lens of Purpose

Key Benefits

- Ties sustainability to performance and purpose.
- Fosters collaborative innovation for impact.
- Ensures strategic alignment for leadership and teams.

Activities

- UN SDG Mapping for Business Contexts
- Sustainability Scenarios & Real-World Case Work
- Innovation Circles: Framing and Pitching Solutions

2-3 Hours | 12 to 50 | AED 300



"The session challenged us to think differently about sustainability in business. Mapping the SDGs and pitching our ideas sparked collaboration and gave us practical ways to align with global impact."
- Participant

06 | PAUSE TO RESET

A gentle, in office movement session inspired by Osteo Yoga, designed to relieve stress, restore balance, and boost focus, no need for special clothes or equipment. Perfect for busy professionals seeking calm amidst a demanding workday.

Key Pillars

Employees wellbeing and sustainable workplace

Key Benefits

- Re-energises the nervous system to improve focus and clarity.
- Reduces stress and enhances emotional resilience.
- Promotes a caring, wellness-focused workplace culture.

Activities

- Guided yoga-inspired session
  (Seated or standing, no mat required)

Demography

- Teams under cognitive or performance pressure.
- Professionals experiencing screen or posture fatigue.
- Workplaces committed to supporting mental health.

45 Mins | 12 to 30 | AED 100



"This session was exactly what we needed during a hectic workday. In just a short time, we felt calmer, more focused, and re-energized—without changing clothes or leaving the office."
- Participant

07 | NATURALLY CREATIVE

A hands-on, creative session that invites teams to reconnect by upcycling everyday materials into meaningful, artful objects, blending sustainability with mindfulness and self-expression.

Key Pillars

Creative Reuse and Mindful Expression

Key Benefits

- Supports stress relief and mental calm through sensory creativity.
- Encourages circular thinking via creative reuse.
- Deepens team connection.

Activities

- Upcycle old T-shirts and make them into bags, décor or creative pieces
- Eco-resin art with natural or biodegradable materials
- Soil painting using earth pigments and textures
- Oshibana: Japanese botanical pressing art
- Bamboo mosaic coasters
- Guided reflection on material value and nature connection.
- Pages & Patterns Upcycling Workshop
- Upcycling Jewellery Workshop

2+ Hours | 12 to 50 | AED 250



"Transforming everyday materials into something beautiful was both relaxing and inspiring, allowing our team to connect, express ourselves, and see waste in a whole new way."
- Participant

WHAT'S NEXT?



CHOOSE YOUR THEME
Community Care, Plant the Change, Unfolding Layers, Cultural Emergence, Business (Re)Imagined, Pause to Reset or Naturally Creative, etc.



CONFIRM YOUR VENUE
Let us know your venue, best suited to your needs. We bring the experience to your Office, Hotel Ballroom or any preferred venue.



WE DELIVER & ENGAGE
Our qualified facilitators come prepared with all the necessary equipment and deliver a seamless and impactful session.

EVENT TIMELINE

01 **Welcome & Introduction**
Our instructors greet participants and share the background of the activity.

02 **Sustainable Bingo Icebreaker**
A fun, interactive warm-up to spark energy and awareness.

03 **Project Creation**
Teams dive into creating their sustainable project with our guidance.

04 **Team Rotations**
Participants move from station to station, collaborating and innovating.

05 **Celebration & Wrap-Up**
Once all projects are complete, we take a group photo and share final reflections.

OUR PARTNERS

MASDAR CITY

GRACIA FARMS

مؤسسة عبدالله الغرير للتعليم
Abdulla Al Ghurair Foundation for Education

AVENTURA
منتزه مغامرات الطبيعة

متحف الإمارات للتربة
Emirates Soil Museum

Imdaad

Companies for good

farz

THRIFT FOR GOOD

محمية دبي الصحراوية
DUBAI DESERT CONSERVATION RESERVE

CLIENTS SERVED

EMDAD

مؤسسة الأصفري
The Asfari Foundation

amazon.ae

TAQA Distribution
طاقة للتوزيع

جامعة زايد
ZAYED UNIVERSITY

hp

ASD
AMERICAN SCHOOL OF DUBAI
المدرسة الأمريكية بدبي

Viola Communications

UNDP

AESG

EmiratesGBC
مجلس الإمارات للأبنية الخضراء
Emirates Green Building Council

ماجد الفطيم
MAJID AL FUTTAIM

Capgemini

شركة شمس للطاقة

SHAMS
Power Company

جامعة نيويورك أبوظبي
NYU | ABU DHABI

EGA
الإمارات العالمية للألمنيوم
EMIRATES GLOBAL ALUMINIUM

LLWB
LEBANESE LEAGUE FOR WOMEN IN BUSINESS

FERRERO
make sense

standard chartered

هيئة البيئة - أبوظبي
Environment Agency - ABU DHABI

TIMES SQUARE CENTER

Boehringer Ingelheim

أدنوك
ADNOC

ALDAR

SEPHORA

CHALHOUB GROUP

SORBONNE UNIVERSITY ABU DHABI

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE AND TOURISM

هيئة أبوظبي للإسكان
ABU DHABI HOUSING AUTHORITY

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Scan QR Code here
to see us in action!

Let's create meaningful change together!