

eedama
Realize. Rethink. React.

Immersion Programs & Graduate Programs

52 الاستدامة SUSTAINABILITY

COP28UAE

Realize ethink eact

Immersion Programs designed by Eedama provide an opportunity to educate students about environmental issues, conservation, reducing their ecological footprint while aligning with the goals of ***the united nations, cop 28 & UAE year of sustainability***

A program includes **trips and workshops** all under various sustainability themes that follow the UN Sustainable Development Goals **(SDGs)**



Program

OVERVIEW

- Immersion Program: where learning meets travel *with our travel Partners Ureka*
- We create programs from A to Z that can be tailored to your requirements
- Locations Available for Eedama's Immersion Programs







Our Programs *(Flexible Duration: 1-30 days)*

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UAE

- Impact Entrepreneurship
- Architecture & Urban Planning
- Modern Urban Farming in Arid Climates



LEBANON

- Global Perspectives on Developments, relations, and Middle East Geopolitics
- Agroecology



FRANCE

- Impact Entrepreneurship
- ESG Planning

Target Audience

- ❑ Local Universities
- ❑ Global Immersion programs
- ❑ Highschool immersion programs - Week without walls
- ❑ Graduate programs (Institutions)

Programs Available

- UAE
  - Impact entrepreneurship, business, innovation, sustainability: 1 to 5 days program
  - Architecture and urban planning: 1 - 15 days program
  - Modern Urban Farming: 1-3 days program
  - Graduate Programs
  - Week without Walls
- LEBANON
  - International development, alternative approaches to development, international relations, Middle East geopolitics: 2-5 days program in collaboration with 'Alternative Beirut' and JIBAL - our NGO)
  - Agroecology: 1-10 days program
- Lyon - FRANCE
  - Impact entrepreneurship: alternative business models, cooperative business models, innovation and sustainability
  - Developing an ESG plan exercise for executive MBA


EEDAMA'S
ECO - TOURISM
SERVICES
03



Programs

01

The UAE Immersion Programs

Visiting the UAE and curious to explore and discover green initiatives in the desert climate?

Explore the UAE's renowned architecture, ambitious projects, and sustainable innovation. Our Immersion Program offers students a dynamic learning experience, providing cross-cultural exposure and an unforgettable adventure.

- ❑ Exposure to different Career Choices / Fields of Study
- ❑ Deep understanding of the latest trends in sustainability, innovation, and business
- ❑ Career & Study opportunities
- ❑ Acquaintance with the latest ideas, information, knowledge, and real-life successful examples

Program 1: Business & Sustainability

Making Profit while Making a positive impact (1-5 days)

Turning Environmental Crisis into Opportunities: Innovative Business Ideas for a Sustainable Future

This program provides an overview of sustainability through its three core aspects: Environmental, Social, and Economic. In the context of our rapidly changing world, many challenges arise, leading to a multifaceted climate crisis that threatens our ecosystems, economies, and societies. While the environmental crisis poses immense challenges, it also opens the door to various opportunities for entrepreneurs and businesses to create positive change. In this program, participants will engage in developing innovative business ideas for solving specific environmental problems. They will also have the opportunity to interact with accomplished innovators and observe practical solutions in a youthful Gulf nation facing complex climate conditions.

Topics Covered

- ❑ Defining Sustainability
- ❑ Introduction to the climate crisis
- ❑ Global Solutions
- ❑ Seizing opportunities
- ❑ Circular Economy
- ❑ The Business Model Canvas
- ❑ Presenting your business solutions

Sample Workshop

Participants engage in real-world problem-solving and suggest actionable solutions in the form of a business idea. The solutions should align with the Sustainable Development Goals (SDGs) and the three pillars of sustainability, allowing for:

- ❑ Understanding the connections between their ideas and the broader global sustainability agenda
- ❑ Analysis of their business ideas and how they contribute to each sustainability pillar
- ❑ Refining their business ideas to ensure a sustainable revenue stream while presenting social and environmental solutions using the help of a business model canvas



Program 2: Architecture & Urban Planning

This program analyses different elements of sustainable design in cities step by step, starting with indoor spaces and buildings and ending with city infrastructure and how they can be designed individually and as a whole. The course will include ***theory, research, design, mentoring and field visits, and*** preparation for ***LEED*** exams.

Topics Covered

- ❑ Introduction to Green Building Design & Principles
- ❑ LEED Green Building Rating System & Exam Prep
- ❑ Urban Planning & Sustainable City Design
- ❑ Indoor Sustainable Spaces
- ❑ Retrofitting & Renovations

Course Details

This 4-week program introduces a set of skills that will allow the participants to creatively design sustainable cities that are both friendly to humans and to the environment around them by:

- ❑ Equipping participants with creative skills for human and eco-friendly cities
- ❑ Covering key aspects: energy consumption, materials, global environments, and user well-being
- ❑ Preparing graduates for roles as specialized practitioners, architects, consultants, and sustainability experts
- ❑ Enhancing professional profiles and career prospects
- ❑ In-depth exploration of sustainable design elements, from indoor spaces to city infrastructure
- ❑ Integrating theory, research, design, and field visits for practical learning
- ❑ Providing ongoing feedback, discussions, and mentoring for project success

Architecture & Urban Planning

Example of Workshops For Architecture Program

CREATING A SUSTAINABLE CITY



Participants will address environmentally irresponsible issues and create a report on the consumption and waste patterns of a building/space, waste segregation, energy consumption, use of plastic material etc. Participants will be handed a block that will be placed in a huge model for a city (an outcome of the 2 days). Their role will be to add their artistic touch along with sustainable features on these blocks in order to place.

Sample of a day in our Program:

RAMMED EARTH WORKSHOP



Participants learn about rammed earth construction, a sustainable building technique that combines ancient wisdom with modern innovation. In this hands-on session, participants will be divided into groups and assigned specific materials to explore and experiment with, aiming to develop the optimal mixture for creating rammed earth structures. With expert guidance, you'll gain practical knowledge on material selection, compaction techniques, and the importance of soil composition in achieving robust and eco-friendly constructions.

Program 3: Modern Urban Farming in Arid Climates (1-3 Days)

This program helps understand how food and water security can be enhanced through modern farming in the desert climate. It entails an expert-led tour of a hydroponics farm, in addition to talks, and hands-on workshops. Participants will learn first-hand from a real-life example representing innovative solutions addressing food security and water scarcity in the UAE.

Topics Covered

- ❑ Urban Farming and Sustainable Agriculture
- ❑ Hydroponics and Aquaponics Systems
- ❑ Climatic Challenges and *Food & Water* Security
- ❑ Circular Economy
- ❑ Role of Policy & Governance in Modern Agriculture
- ❑ Designing your own farm



Sample Workshop: Modern Methods of Urban Farming (Hydroponics/ Vertical)

Participants will learn about the food cycle and explore modern urban farming techniques, namely hydroponics farming. The importance of this technique will be highlighted in relevance to arid climates, water security, food security and the climate crisis.

- Participants will learn about the different elements of the hydroponics system, growth medium, nutrients, and possible plants to apply this knowledge to their hydroponics system
- Each participant will receive their own hydroponics growth home kit
- Unboxing, installation and planting follows as well as guidelines on how to take this mini farm project forward at their own homes.



Program 4: Recycling in a Fast Growing Economy (1-2 days)





As the UAE experiences rapid growth, the issue of general and electronic waste has become increasingly significant. In this program, you can choose to visit 1 or 2 recycling facilities (Electronic waste recycling facility and/or Material Recovery Facility). The questions about what happens to our electronics once we dispose of them, how sorting our waste can help, and why is waste reduction extremely essential will be addressed.

Topics Covered

- ❑ Introduction to General Waste/E-waste
- ❑ General Waste/ E-waste and the Climate Crisis
- ❑ Rare- Earth Metals (Hazardous Material Management)
- ❑ Circular Economy and Sustainability
- ❑ Hands-on Workshops (Dismantling- Sorting)

Sample Workshop

Participants start the workshop with an introductory talk on rare earth metals, encompassing their extraction, applications, disposal, and the consequent impact on the global climate crisis



To reinforce comprehension of the discussed content, participants actively engage in the dismantling of electronic devices, gaining firsthand insight into the various materials employed in their construction

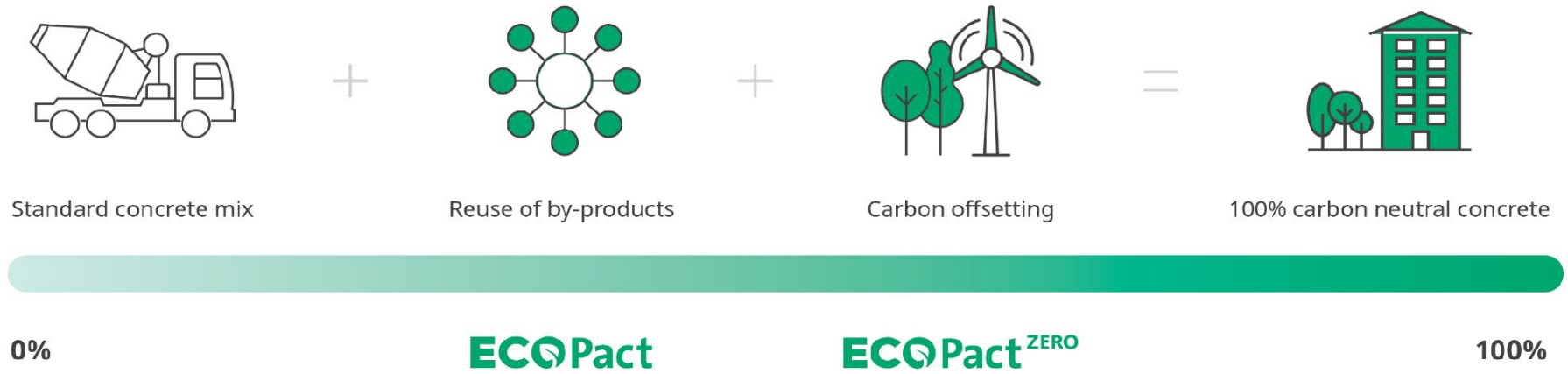


Program 5: Low Carbon Construction Material- Decarbonizing the Construction Industry (A Day Program)

This program will allow engineering students to see firsthand how opting for sustainable material can be both beneficial to the environment and to the economy. The Program encompasses a tour in a concrete production facility and hands-on workshops to know more about climate adaptive construction material

Topics Covered:

- ❑ The C
- ❑ Clima
- ❑ Alter
- ❑ Local



Lebanon Immersion Programs

Visiting Lebanon and curious to learn about geopolitics, international development, and/or agriculture?

- Choose 1 or 2 of our programs and embark on a journey with us through Lebanon's rich landscape, delving into international development, alternative approaches, international relations, and Middle East geopolitics and agroecology for a deep dive into Lebanon's challenges and innovative solutions.

- ❑ Exposure to different Career Choices / Fields of Study
- ❑ Deep understanding of the latest trends in sustainability, innovation, and agroecology
- ❑ Deepen insights into international relations and Middle East geopolitics
- ❑ Gain a comprehensive understanding of international development and alternative approaches
- ❑ Acquaintance with the latest ideas, information, knowledge, and real-life successful examples

Program 1: Global Perspectives on Developments, relations, and Middle East Geopolitics (Alternative Beirut)

This program helps understand the alternative approaches to international development within the complex web of Middle East geopolitics.

Topics Covered:

- ❑ Alternative approaches to development
- ❑ International relations
- ❑ Middle East geopolitics
- ❑ Alternative business models
- ❑ Alternative governance models

ALTERNATIVE BEIRUT

Program 2: Agroecology

This Program allows participants to delve into the world of specific crops through insightful interviews with individuals involved in their cultivation in Lebanon. Bridging the gap between our ancestral hunter-gatherer practices and the modern agricultural landscape, shedding light on the transformative nature of agroecology.

Topics Covered:

- ❑ Organic Agriculture
- ❑ Permaculture
- ❑ Seasonal Plantation
- ❑ Water Management
- ❑ Composting
- ❑ Pesticides & Fungicides
- ❑ Harvesting Practices
- ❑ Pricing Methodology



France Immersion Programs (*Partners)*

Visiting France and keen to learn first-hand about alternative business and governance models within the current crisis situation? Join us on a journey to explore creating solutions with a positive impact on society, the environment, and the economy.

- ❑ Exposure to different Career Choices / Fields of Study
- ❑ Deep understanding of the latest trends in sustainability, innovation, and business
- ❑ Career & Study opportunities
- ❑ Acquaintance with the latest ideas, information, knowledge, and real-life successful examples

Program 1: (Impact Entrepreneurship) *Alternative Business Models*

This program aims to equip participants with knowledge and tools to make a positive impact on humanity, the environment, and societies through comprehensive training in impact entrepreneurship, alternative business models, and governance

Topics covered:

- ❑ Global environmental and social crises
- ❑ Alternative business
- ❑ Social business models
- ❑ Alternative governance models
- ❑ Field visits to companies exemplifying these models

Program 2: ESG Planning

The program aims to equip Executive MBA participants with the knowledge and skills to develop a comprehensive Environmental, Social, and Governance (ESG) plan for their organizations, aligning business strategies with sustainability goals

Topics Covered:

- ❑ ESG Fundamentals
- ❑ Sustainability Culture
- ❑ Organization’s ESG Readiness
- ❑ Implementation Strategies
- ❑ Monitoring and Reporting Progress

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PREVIOUS PROJECTS

02

PREVIOUS PROJECTS



NYUAD



Various Indian Universities such as IBA (Indus Business Academy)



Colombian University in collab with Eastbound



Tuck School of business & USC Marshal school of business in collab with Authentica



ADHA – Abu Dhabi Housing Authority



DCT – Department of Culture & Tourism



UAEU X Expo



France Lyon program with Ureka Global immersion program – Ahmedabad University



Omani Youth Vision

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ABOUT EEDAMA

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WHAT IS EEDAMA?

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


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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

eedama
Realize. Rethink. React.

20,000+
Students & Teenagers

7000+
Adults

150+
Educational Institutions

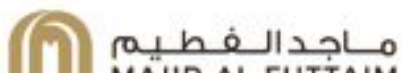
85+
Events

50+
Companies

30+
Consultancy Projects

MAIN PARTNERS & CLIENTS



























CORE
EEDAMA'S TEAM



Dr. Ounsi El Daif

Founder, CEO

Owner and general manager of Eedama. Ounsi is a Physicist who completed his PhD in Switzerland in the field of light-matter interaction at the EPFL-Lausanne. He then went into research and development activities on nanotechnology for solar photovoltaic (PV) energy at IMEC in Belgium. More recently he worked on the establishment of a silicon-photovoltaics research lab for Qatar Foundation. During all his research carrier, he was keen on always keeping both a teaching and an outreach approach to science and physics. He also worked on developing original teaching material related to solar photovoltaic energy, from science and technology to markets and policies (as a part time lecturer at the University of Namur (Belgium) and CentraleSupelec (France) in addition to initiating or participating to several outreach activities in festivals, global conferences, workshops and symposiums (at AUB for instance). Since 2015, he is dedicating most of his time to the company he started, eedama, where he develops tailored training material and activities in the field of environmental policies and awareness, for schools, universities and corporates.



Walaa Hirzallah

Sustainability Consultant

Walaa is an environmental enthusiast who has several years of environmental NGO's experience, in addition to years of academic research in the field of wastewater treatment. Her passion for protecting the environment and natural resources sprouted after a visit to a refugee camp in 2005. She witnessed first-hand the distressing effects of the lack of access to basic life essentials, like clean water, a privilege that many take for granted. That experience led her to pursue her graduate studies in Environmental Engineering. Walaa strongly believes that even the slightest adjustments to our daily choices and habits can go a long way with respect to protecting our planet.



Ekaterina Mukhina

Relationship Manager& Sustainability Facilitator

Straight after getting a degree in Hospitality and Tourism Business from Petrozavodsk State University (Russia), she worked in sales and events and then came to handle student's
enrichment programs and school field trips for Atlantis The Palm, Dubai. After giving birth and
experiencing motherhood, she decided to be an example and inspiration to her children and create a learning environment for both of them to make the world a better place. Eedama came up as a perfect project for both her passions: Children & the environment. Ekaterina works in promoting green awareness and raising consciousness about sustainability through innovative, fair and humane sales and business development.



Huda Masalmeh

UAE Manager & Sustainability Consultant

Huda is a Sustainability Consultant & the UAE Manager of Eedama. She's an architect that holds the LEED Accredited Professional (LEED AP) credential as well as a M.Sc in Sustainable Architecture. During her Masters, Huda studied the overlooked aspects of social sustainability within the design and buildings context & published multiple conference papers that highlight place making strategies, urban conservation and sustainable development. Huda developed a unique expertise in education for sustainable development (ESD) and in developing sustainable learning spaces. She also used her expertise to develop and deliver some of Eedama's novel and unique educational content to a variety of audiences for the past 3 years at the company. Huda is currently coordinating all of the UAE projects and events, handling a team of 10 freelancers and 3 payrolls, and is the main point of contact for UAE clients that are integrating sustainability within their values.