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Eedama Holistic Design

Consultancy, Education, Training
Masdar City, Abu Dhabi, UAE
E-mail: contact@eedama.org
Website: www.eedama.org



Eedama's Story

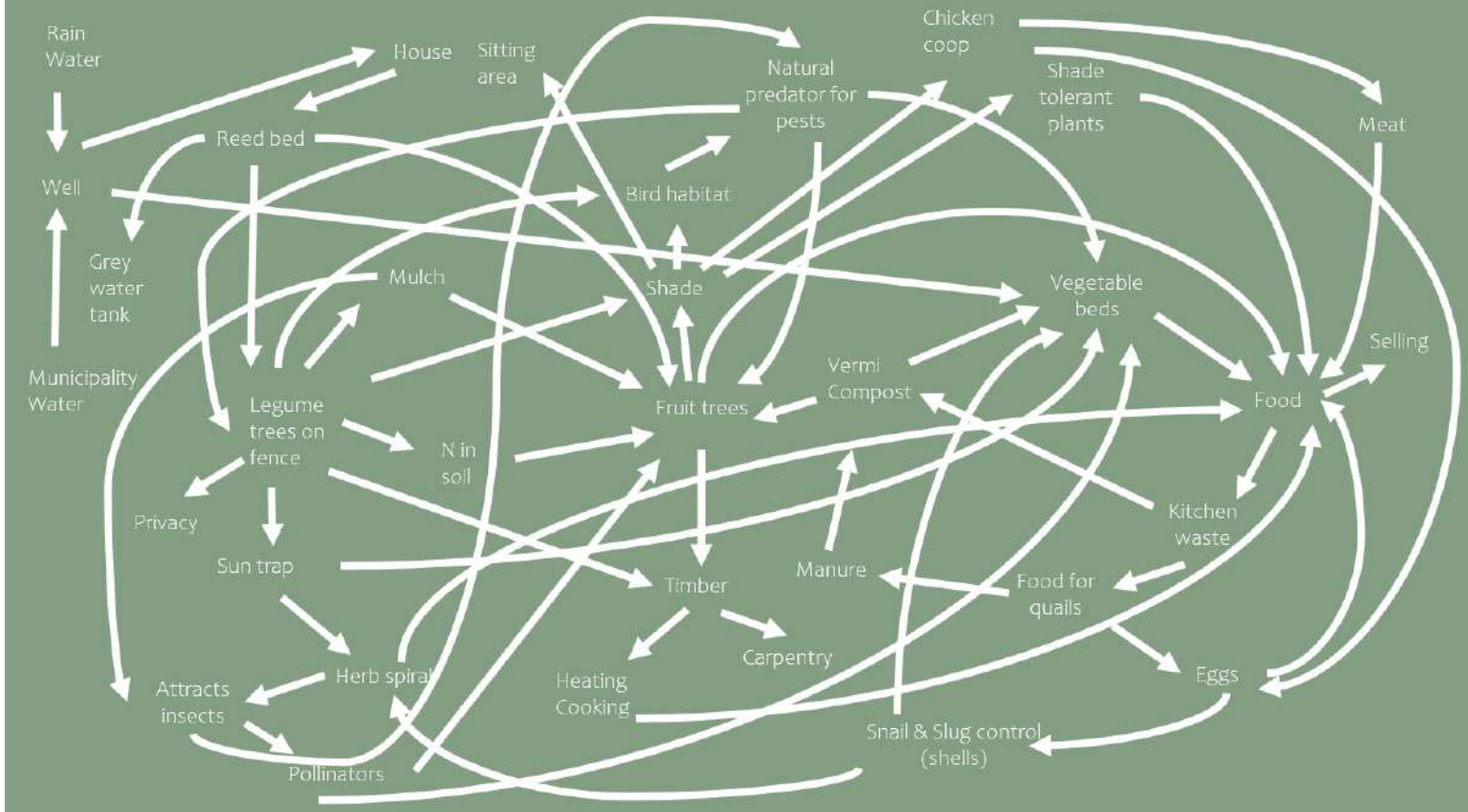
Al-**Eedama** is an Arabic word that means **"perpetuation"** **"continuity"** which is what sustainability is all about!

Eedama is a social enterprise that was founded as a driving force behind the needed change in people's behavior towards the environment. Our journey of change initially focused on the *self* (the individual) and the *community* (the business, organization, institution…) through the development of innovative educational content, consisting mostly of training and coaching sessions, and science based, hands-on workshops. Soon enough, another essential pillar appeared, the physical *space* within which the self and the community exist, the space which would allow people to have an immersive and concrete experience of the desired change.

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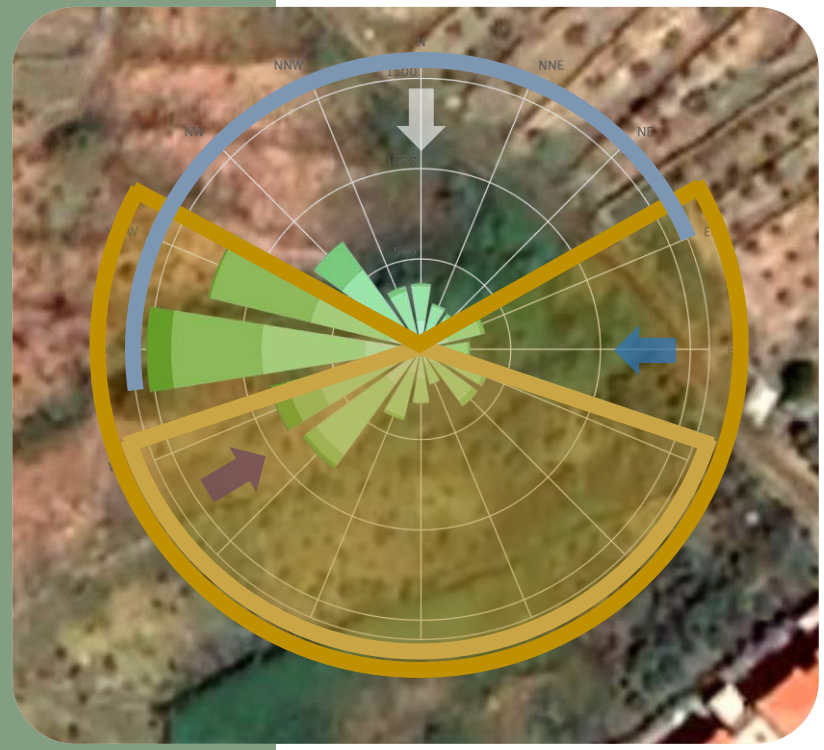
Systems Thinking

In our holistic view of the environment, all its components create an interwoven fabric: food, waste, water, soil, animals, plants, people, and structures… The system is more than the sum of its parts, and any design should capitalize on the potential for infinite productive interactions among these varied elements in order to produce a **regenerative system**.



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As part of our work, we conduct field surveys and interview locals to get a better understanding of the local ecosystem and economy, and we focus on sourcing both materials and workforce locally. We design food forests, which are complex balanced productive ecosystems, we use herbs, flowers, and insects to create integrated pest management for crops grown organically, use natural methods to filter grey water and connect it to our irrigation system, design composting systems that utilize the organic waste produced on site and can include animals–be it worms or poultry–that nourish our soil, devise passive heating and cooling systems, plan ways to harvest energy sustainably and optimize its use, and utilize “waste” we produce as resources that create a circular economy where most of the site’s needs are supplied internally.





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Eedama's Land Design team, which includes engineers, scientists, architects, and a permaculturist, were previously involved in several land design projects such as Adel Wa Rahmeh Shelter (Rabieh), Beit Setti Senior's Home (Beit Meri), and a few school gardens in the UAE and Lebanon, and are currently involved in two land design projects in Lebanon, Ghossoun (Zgharta) and Halyoun (Kfifane), where we are witnessing this transformation.

We plan to further spread this regenerative change by sustainably designing and retrofitting people's spaces–their homes, learning spaces, lands, workplaces, and neighborhoods…



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Our Founders



Dr. Ounsi El Daif

PhD in Physics, 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.



Dr. Frédéric Dross

Co-Founder & Solar Consultant

Working in the private photovoltaic energy sector in California, Frederic is the author of 5 patents and 80+ peer-reviewed publications and is a regular reviewer of specialist scientific journals in addition to being in the program committee of 2 major international PV conferences. He is also an occasional lecturer at University of Versailles Saint-Quentin (Paris, France), Supelec ParisTech (Paris, France) and the KUL (Leuven, Belgium) and has been invited to deliver plenary and keynote speeches at 2 of the 3 main global photovoltaics conferences. Over the past years, Dr. Frederic has been developing broad audience interventions for L'Héliopole and later Eedama that include an unexpected "dialogue with someone skeptical about solar energy" where he gives the pros and cons of solar and renewable energies! On the side, he is the extended arm to the successful founding and managing of Eedama and has assisted other companies investing in solar photovoltaic energy and acted as the certified qualifier their newly installed

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Our Team



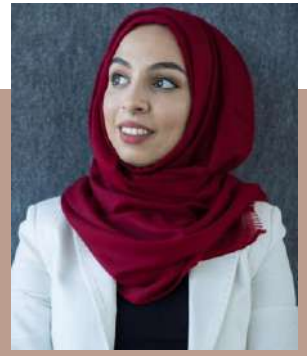
Elie Kareh
Civil Engineer, Project Manager

Elie is a civil and environmental engineer with a masters in sustainable construction practices and materials from the American University of Beirut where he researched rammed earth construction. Enthusiastic and outgoing, Elie participates in sports of all kinds from swimming and scuba diving to skiing and rock climbing and was a volunteer in the Lebanese Red Cross Baabda Station as an EMT from 2014 till 2021. After the Beirut port blast of August 4 2020, Elie worked intensely on the reconstruction effort of the city for a whole year as a field engineer with the International Orthodox Christian Charities (IOCC) fixing hundreds of houses and small businesses. Driven by deep experience in the humanitarian field and a strong sense of duty towards society and the environment, Elie provides professional engineering support and is currently managing the development of Halyoon, one of our land design projects, and is working with our partners from ALPHA on their Agri-Youth project in Wadi El Karm.



Corinne Jabbour
Biologist, Permaculture Designer

Corinne got her Permaculture Design Certificate from Geoff Lawton at Greening the Desert Project in 2019 and has been working on design and implementation of regenerative design projects ever since. She is also a trainer on Agroecology and is a part of an international permaculture design team called The Kaki Crew. Her previous experience is mainly in the fields of training and teaching.
She is also the Permaculture and Education Specialist at the Lebanese NGO Jibal, where she works on innovative content development on subjects related to environmental justice and awareness, as well as pedagogy, and delivers training of trainer sessions and workshops on subjects ranging from environmental justice to environmental awareness and regenerative agriculture practices.



Huda Masalmeh
UAE Manager, Sustainable Architect

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 the communication and marketing tools and is the main point of contact for UAE clients that are integrating sustainability within their values.

Our Team



Nadia Moukaddem
Advisor

Active in the field of entrepreneurship, social business and impact investing for over 7 years, she currently mentors, advises and invests in start-ups based in the Middle East and the GCC region. Prior to that, Nadia worked for an investment company supporting small businesses in Sub-Saharan Africa in their expansion and growth. Throughout the years, she has developed a strong knowledge in development, private sector financing, entrepreneurship, new technologies and innovation in emerging markets. In parallel to her job, she is an active member and counselor at the A project, an NGO advocating for gender equality and raising awareness on sexual and reproductive health in Lebanon. Nadia holds a double master's degree from two of France's best academic institutions: Sciences Po Paris and HEC Paris. As a member of Eedama's advisory board, Nadia shares her expertise in the training sessions specifically on subjects related to technology, innovation and sustainability. She is a firm believer that the private sector has a responsibility towards solving tomorrow's greatest challenges with regards to climate change, social justice, food security etc.



Jessica Daoud
Agricultural Engineer, Bee Expert

Jessica received her master's degree in agriculture engineering from the Lebanese University. She has been working as a trainer in several projects on sustainable agriculture and beekeeping supported by UNDP in collaboration with Amel Association and Seed in a box. She has been passionate about beekeeping ever since her childhood, she owns more than 150 beehives. Additionally, she is a beekeeper coordinator at Atelier Du Miel. Recently she joined Jibal as a farm organic supervisor at Ghossoun and conducted workshops for kids about environmental justice, sustainable agriculture and beekeeping. She is also part of the agroecology training organized by Eedama in collaboration with Ghossoun and Jibal.



Basseema Nizar
Sustainable Architect

Baseema is an Architect specialized in Sustainable Architecture. She is a LEED Accredited Professional (LEED AP) and a Pearl Qualified professional (PQP) for Estidama.
She has worked on various architectural projects aimed towards attaining sustainability goals. Baseema holds a Master's degree in Sustainable Architecture from Abu Dhabi University. Since her early years, Baseema has demonstrated a strong penchant for arts, design & social awareness. This characteristic combined with her strong technical background has made her the professional she is today. Collaborating with Eedama since 2017, she is one our experts in implementing sustainability designs and delivering interactive workshop sessions.

Eedama Services





- ✓ Site Assessment and Analysis
- ✓ Feasibility Study
- ✓ Design Concept
- ✓ 2D & 3D Visuals
- ✓ Final Design including plans and drawings
- ✓ Business Model development



- ✓ Training sessions (Clients & staff)
- ✓ Operation and Maintenance of project



- ✓ Sustainable construction practices
- ✓ Cost and Time Control
- ✓ Site Visits and Follow up
- ✓ Mobile Installations

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Sustainable Design Scope

Sustainable Architectural Design:

- ✓ Green retrofitting
- ✓ Space conservation
- ✓ Interior and exterior design
- ✓ Eco - construction material



Mobile Installations:

- ✓ Water Installations - Aquaponics, Hydroponics, Aeropoinics
- ✓ Solar Energy Installations
- ✓ Urban Farming - Compost

Regenerative Land Design:

- ✓ Permaculture gardens and food forests: Agroforestry and agroecology …
- ✓ Water management systems: grey water filtration, rain water harvesting, pond
- ✓ Composting systems: vermi-compost, hot compost, chicken tractors…
- ✓ Animal systems: mushroom farms, beehives, aquaculture…
- ✓ Landscape design

Mobile Installations

Eedama designs and delivers various installations that can be designed all together or separately. These installations tackle an item of the interaction between humans and their environment (both natural and urban). Some features include:

- *Green Walls / Roofs*
- *Green Houses*
- *Hydroponics systems*
- *Vertical Gardening Towers*
- *Aquaponics systems*
- *Solar photovoltaic installations*
- *Smart Moisture & Nutrient devices*
- *Upcycled & reclaimed furniture*
- *Compost systems*
- *Organic gardens*



Hydroponics:
Soilless Planting



Green Walls & Roofs:
Insulation & well-being



Solar PV:
Renewable Energy



Aquaponics:
Fish & Plants System



Urban Farming Systems:
Companion Planting, Composting



Aeroponics:
Growing in Air

Main Projects

1. Halyoun: 8,000sqm, Kfifane, Lebanon.
Survey, Design, and Implementation.

2. Um Al Arab School: Interior Learning Space
Design, Implementation & Training. Abu Dhabi, UAE.

3. Adel Wa Rahmeh: 600sqm, Rabieh, Lebanon.
Survey, Design, and Implementation

4. Arabian Oxy Solar Domes: Architectural
Environmental Design Competition. UAE.

5. Beit Setti: 200sqm, Beit Meri, Lebanon.
Survey, Design, and Implementation



Main Projects



6. Ghossoun: 6000sqm, Zgharta, Lebanon.

Learning Space Design, Implementation and Training.

7. Times Square Mall: Interior garden retrofitting and learning garden. Design & Training. Dubai, UAE.

8. School Gardens: Internation College and several School Gardens in Lebanon and UAE. Survey Design and Implementation

9. Flamingo Observation Tower:

Architectural Environmental Design Competition. UAE.

10. Accelerator Office Building:

Interior design, Abu Dhabi, UAE.

Main Projects

11. The Breakwater: "Al Kaser" Retrofit, Design Proposal - Abu Dhabi, UAE

12. Aventura: Organic Learning Garden. Design, Implementation & Training. – Dubai, UAE

13. Al Khitim Mobile Installation

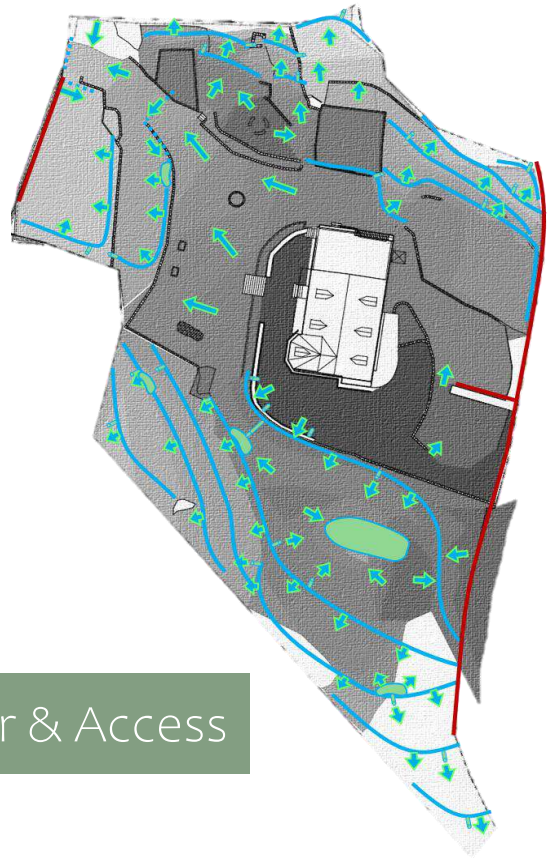
13. Umm Al Arab Mobile Installation

15. Other Mobile Installations - Schools UAE



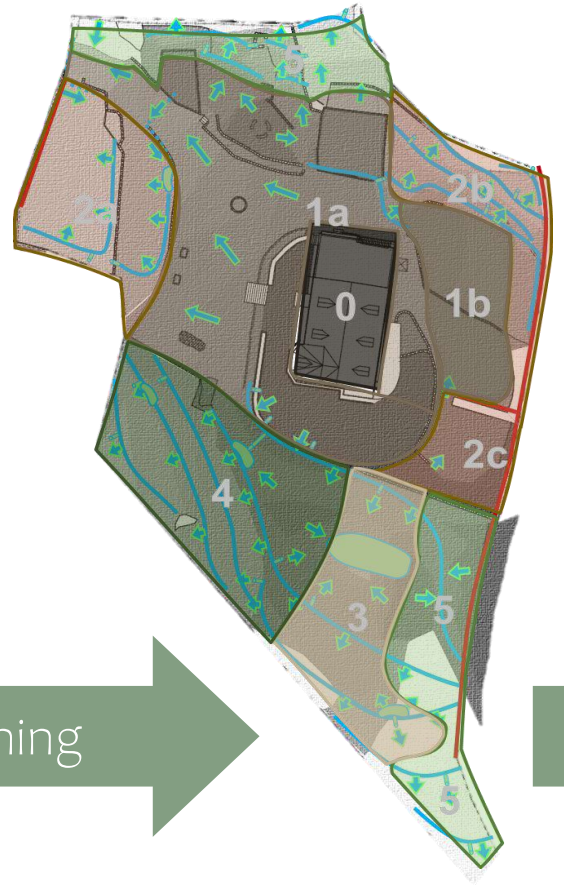
Permaculture Design

1. Halyoun Permaculture



Water & Access

Zoning



Detailed Design



Permaculture Design

1. Halyoun Permaculture

ABOUT THE PROJECT

A full permaculture design and implementation project for 8000sqm that includes an agroforestry system, vegetable beds, management of the pine and oak trees already present on site, a water management system with rain water harvesting, a renovated underground well and a pond, a mushroom production cellar that had been renovated, and the design and construction of an organic shop. This project also included branding for the Halyoun products and full training course for the staff managing the land.





Pond Layering



Permaculture Design

1. Halyoun Permaculture



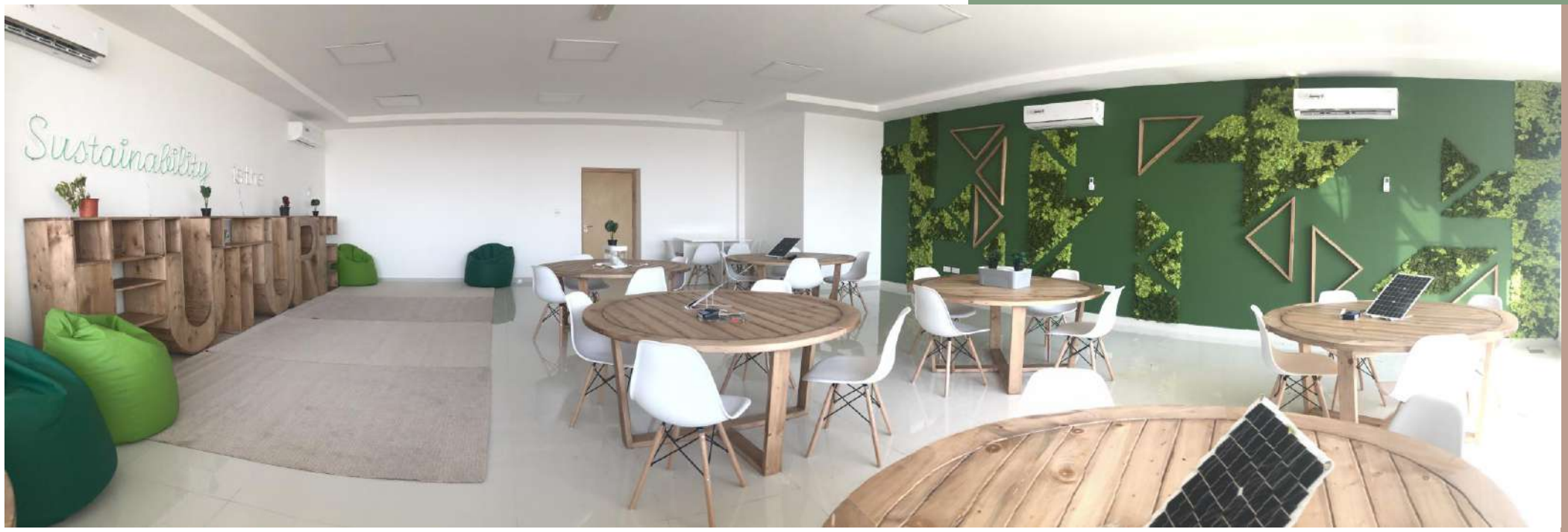
Digging Swales



Mushroom Cellar

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2. Um Al Arab School



ABOUT THE PROJECT

Scope: Sustainable Learning Classroom, Interior Retrofit

Implementation Activities: Green moss wall, Hydroponics and Aquaponics systems, Vertical Gardening Tower, Solar PV, Smart Moisture Nutrient devices, Upcycled & reclaimed furniture.

Description:
The room was renovated to become a learning space for multiple themes related to sustainability such as: Agriculture, Energy & Water

Architectural Design

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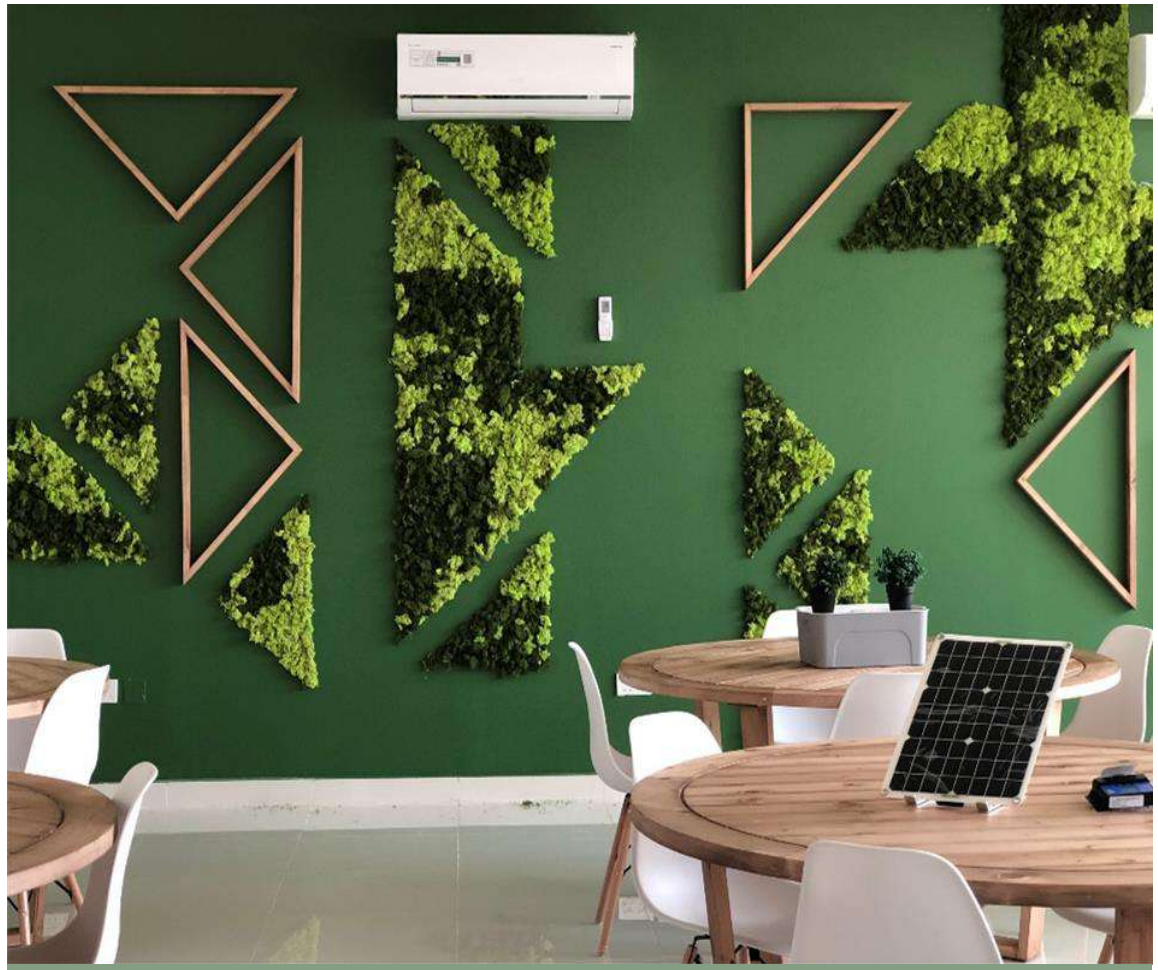
2. Um Al Arab School



Architectural Design

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2. Um Al Arab School



Indoor Learning Space





Architectural Design

Permaculture Design

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3. Adel Wa Rahmeh

ABOUT THE PROJECT

An agroforestry system design and implementation for 600sqm that includes rows of fruit and legume trees, and in between, rows of hugelbeds for growing vegetables with a full companion planting plan. Some of the residents in the shelter adjacent to the plot were also trained to manage the land sustainably.





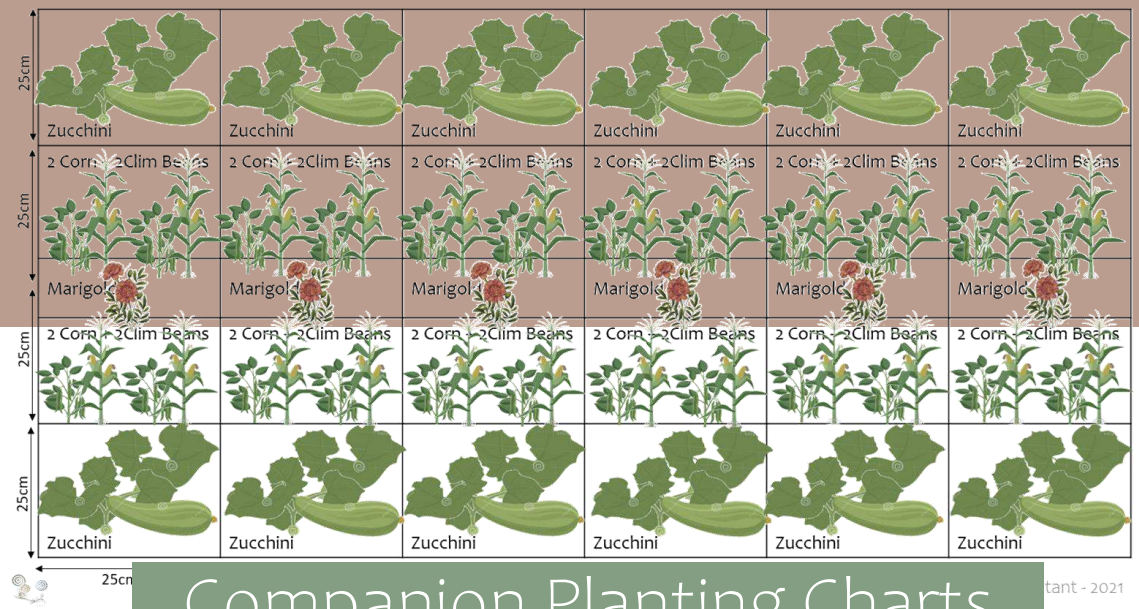
Hugel vegetable beds

Permaculture Design

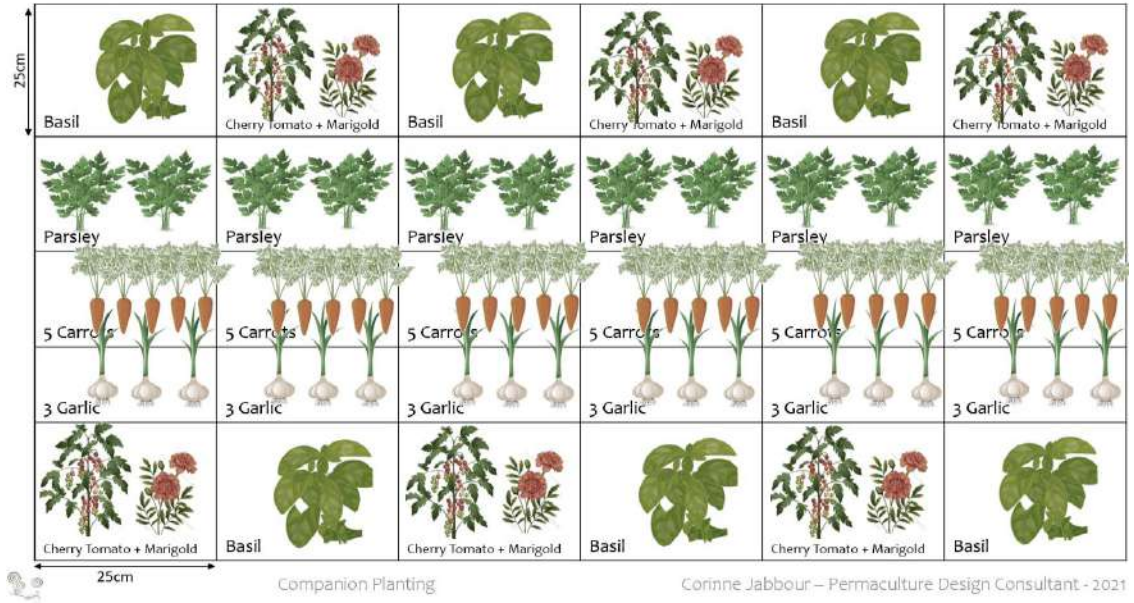
3. Adel Wa Rahmeh



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Companion Planting Charts



4. Arabian Oxy Solar Domes

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The UAE is gifted with a high sun intensity, so why not put that into use. Introducing the energy - efficient solar domes of the desert, a completely off – grid solution with a positive environmental impact, that offers a unique glamping experience.

The project, which is to be located in the Arabian Oryx Protected Area, is designed to fit in with the surroundings. It consists of 30 lodges with a common hub that connects them with the main services. The concept was inspired from the different shapes and levels of the sand dunes that were implemented in the design through integrating different domes together.

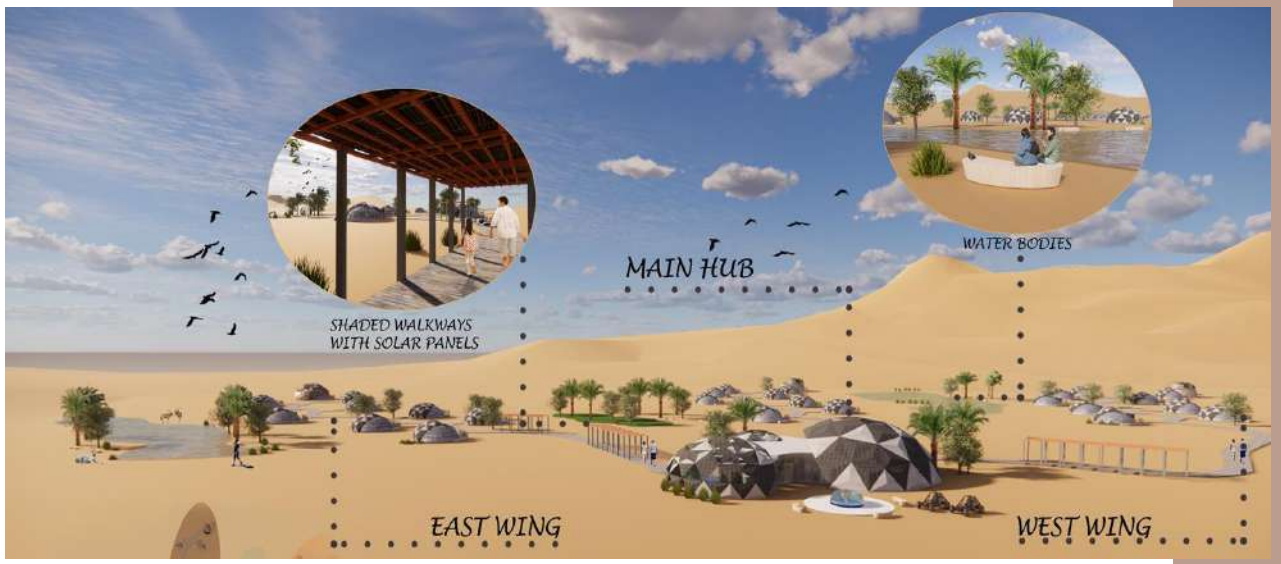


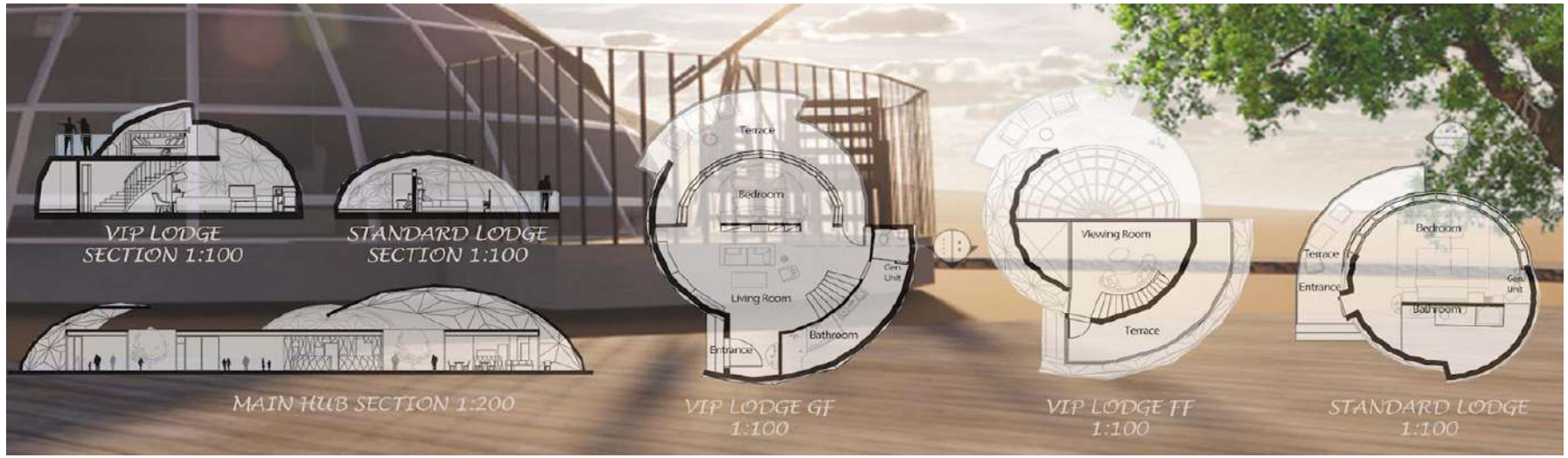
Architectural Design

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4. Arabian Oxy Solar Domes







Architectural Design

Permaculture Design

5. Beit Setti Garden





Recycled Wicking Beds

Permaculture Design

5. Beit Setti Garden

ABOUT THE PROJECT

A full permaculture design project for an elderly home which required specific design suited for the seniors working the land, from wicking beds which are easy to water and raised to avoid bending, and required a grey water filtration system using a reed bed which doubles as a rain water harvesting system, to save water which is a lacking resource on site.





Recycled Reed Bed

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6. Ghossoun

ABOUT THE PROJECT

A permaculture garden that is managed by Eedama, with full crop planning and Agroecology courses on site.



Agroecology and Farm Management Training

Agroecology Training

Architectural & garden design

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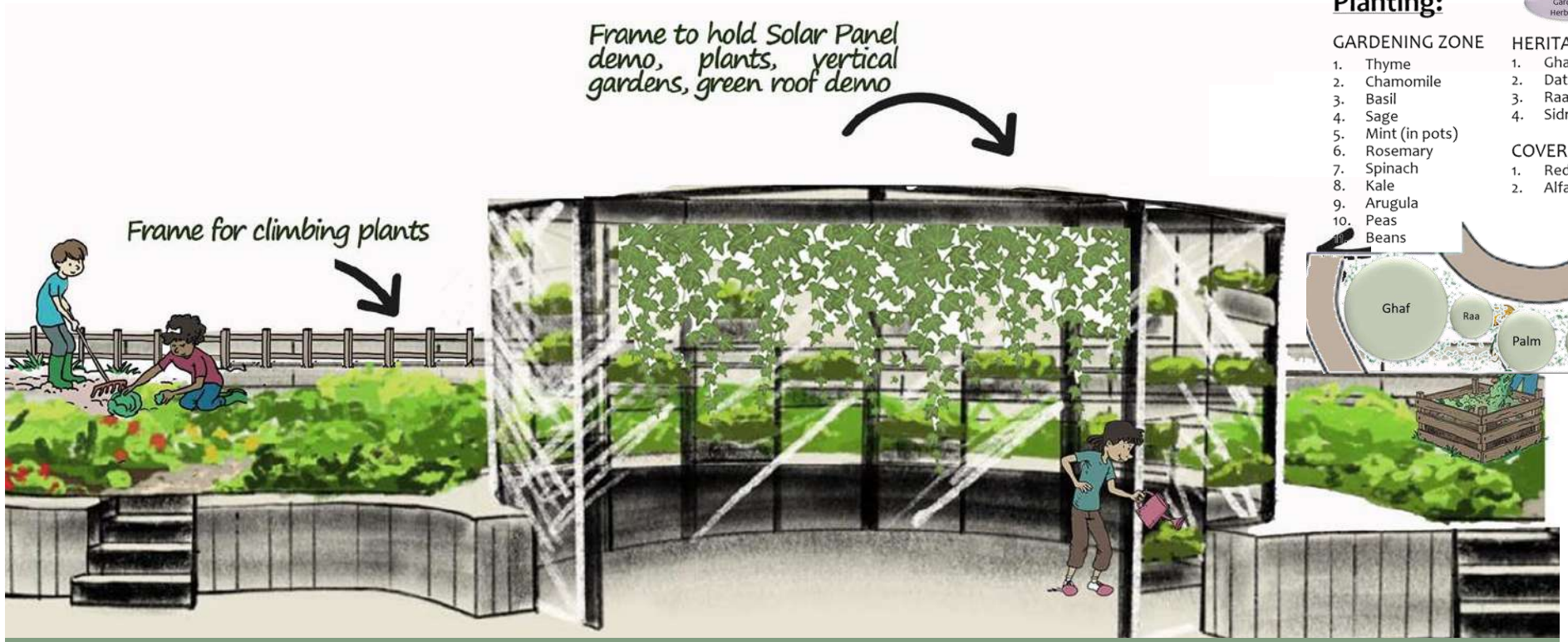
ABOUT
THE PROJECT

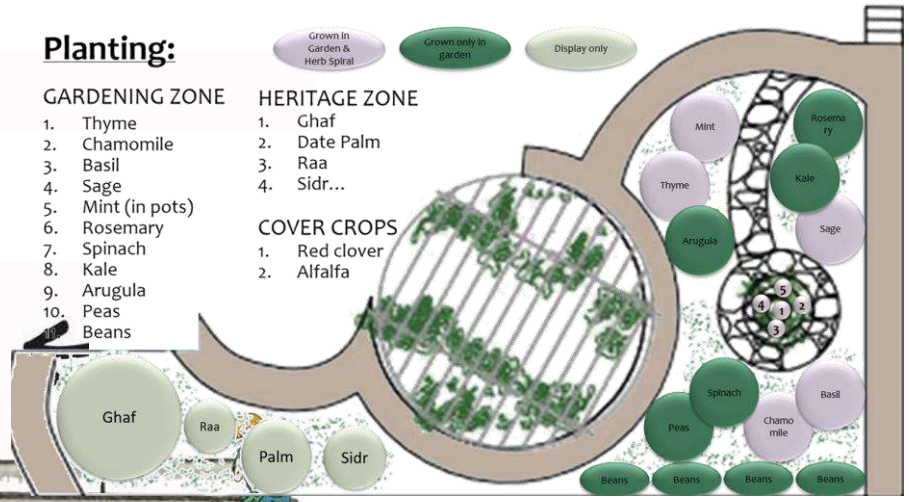
Scope:
Design and Training

Implementation Activities:
Permaculture Design, Compost system, Solar Energy Harvesting

Details: This retrofitting project involved recreating the interior garden of Times Square Mall into an interactive educational garden for kids visiting the space.

7. Times Square





Learning Garden Architecture + Land Design

8. Mall Activation Project

Material Inspiration









Rustic & boho chic theme

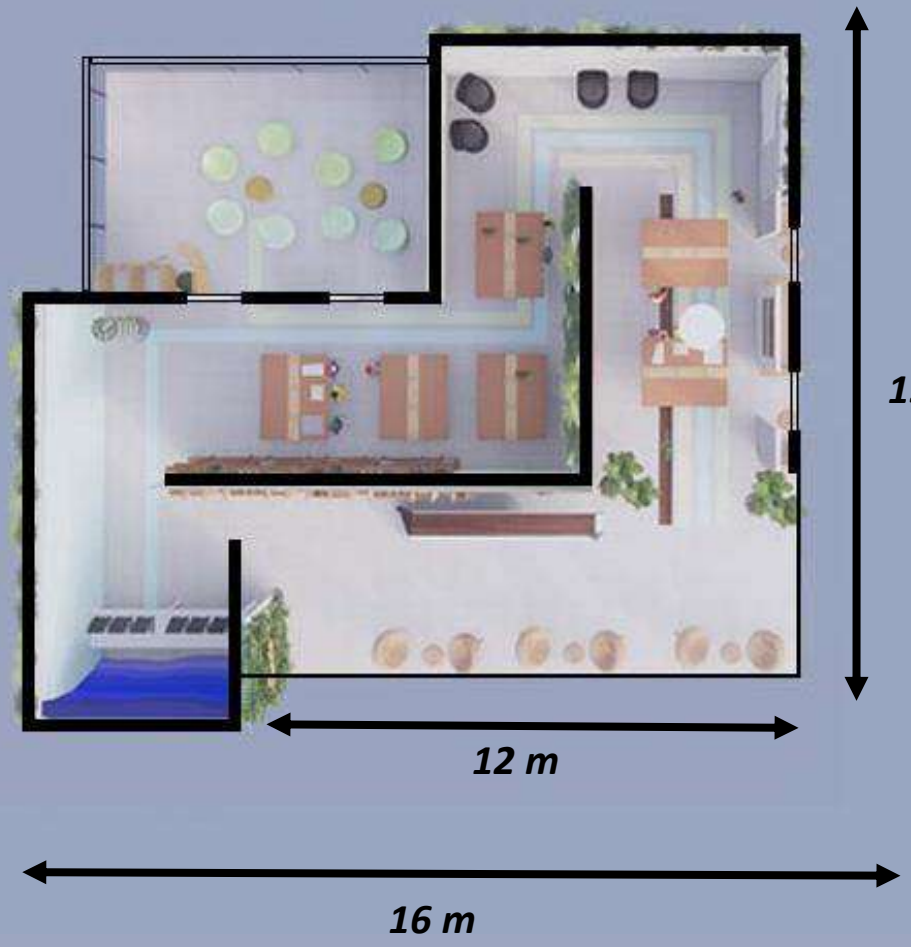
Upcycled wood – *for walls and for furniture (tables)*

Upcycled tires *– for furniture (chairs)*

Greenery *– for walls (Instagram wall)*

Reusable Stand - *Preferably reuse a modular stand system*

Size = 240 sqm



8. Mall Activation Project

Entrance & Exit – Shop, Café, Registration

This zone is where participants access the activation project as a reception area. Individuals can purchase products while getting exposed to the environmental impact behind these products through awareness infographics. This is where participants can also register to enter the workshop and exhibition area. This are also serves as a café and waiting area for parents that drop off their kids to engage in the environmental workshops.



Green Wall (maintained by participants)

Instagrammable Wall

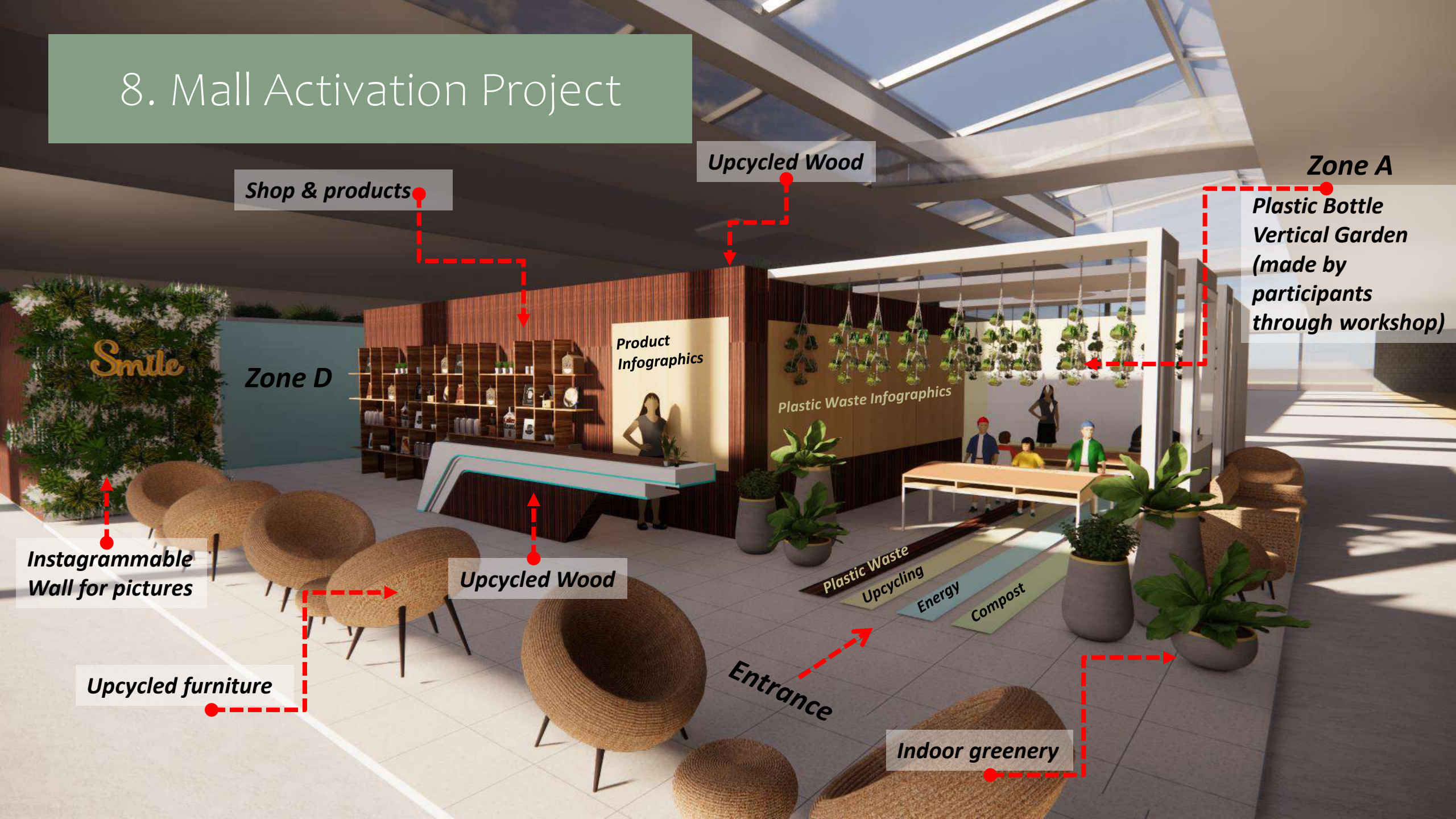
Zone A – Plastic Waste Workshop Area

Registration, Shop & Infographics

Coloured Floor Signage indicating paths for each zone

Café & Waiting Area

8. Mall Activation Project



Permaculture Design

9. School Gardens

ABOUT THE PROJECT

A full permaculture deign for a garden at International College Ain Aar, and several small potager gardens for schools.



International College Ain Aar Pedagogical Gardens

Architectural Design



10. Flamingo Observation Tower

A design proposal for the Flamingo Observation Tower located in Al Wathba Reserve. The observation tower is designed as an addition to the existing visitor center, and is intended to be a new architectural landmark in the wetlands. The specifications for the project were for it to have a limited floor area of 400 m2, height of 12, be durable, easy to maintain, and handicapped-accessible.

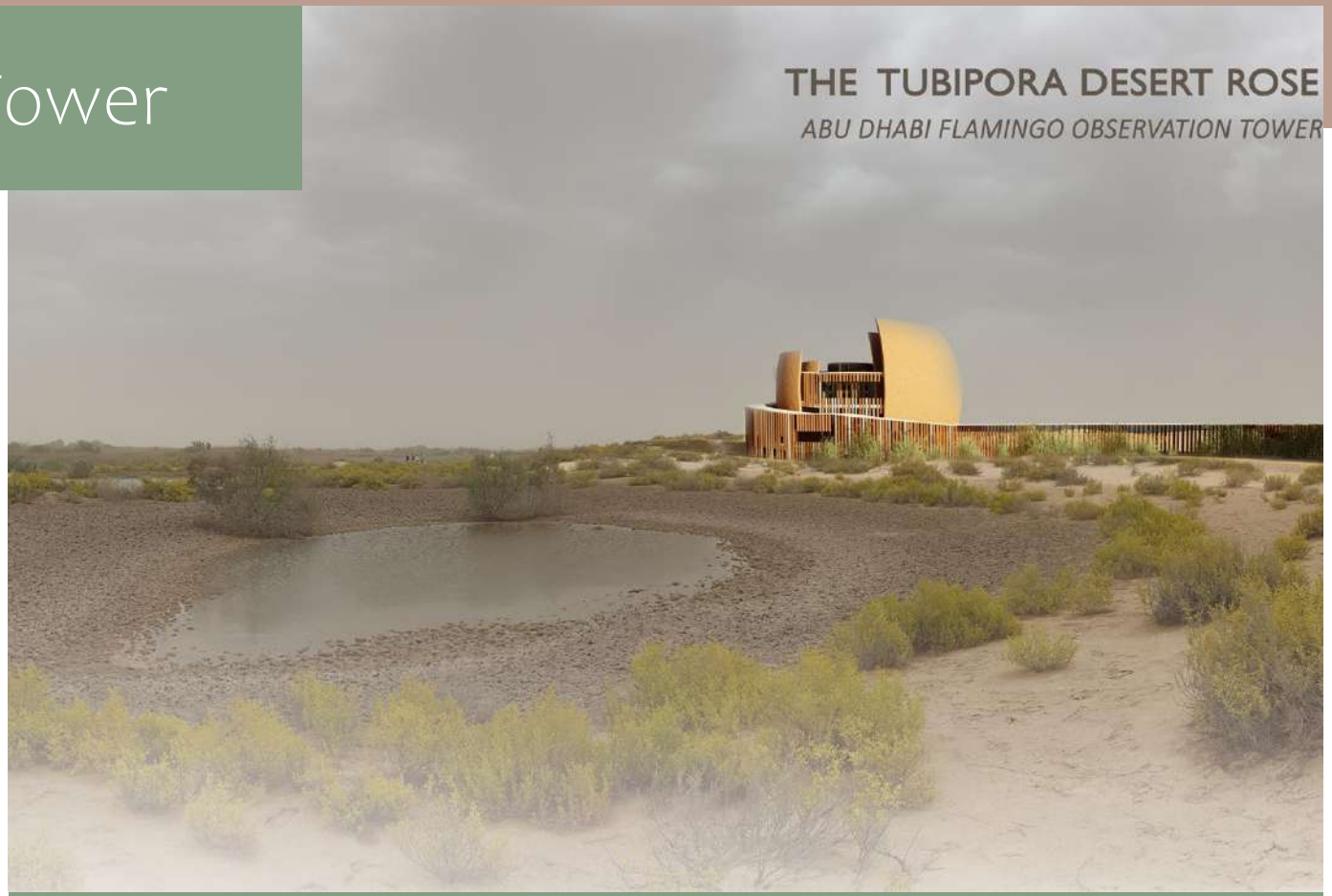
Architectural Design

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10. Flamingo Observation Tower

Sustainability Integration

- **Social Aspect:** Inclusive structure that acts as an educational vehicle for the community and tourists.
- **Economical Aspect**: Durable & feasible Durable & feasible structure that is derived from the site and is easily maintained.
- **Environmental Aspect:** Using passive design strategies and natural local material from site to minimize carbon footprint.



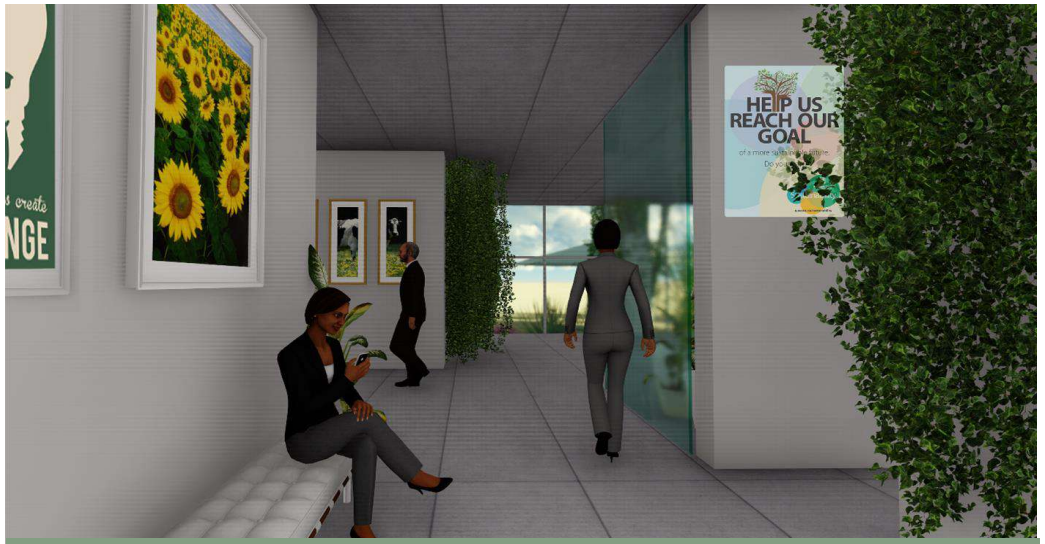
Architectural Design

Architectural Design

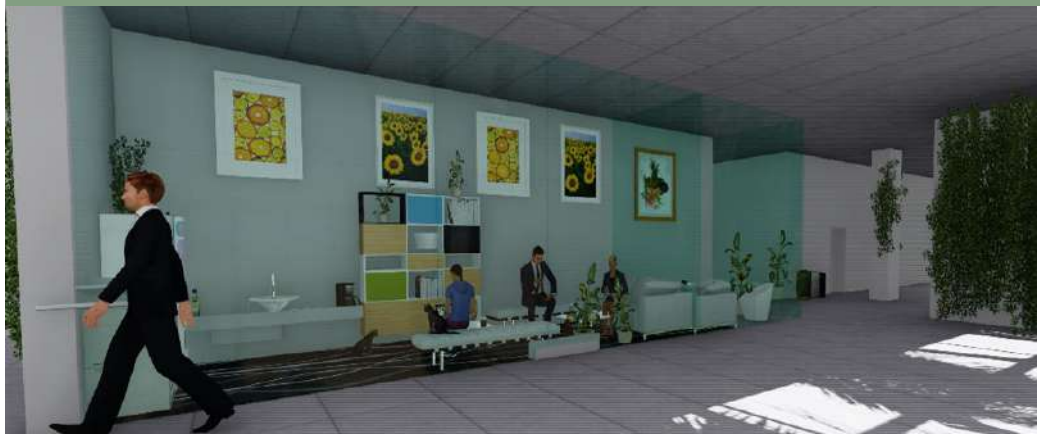
11. Accelerator Office

A proposal for the Accelerator Building located in Masdar City, Abu Dhabi to enhance social sustainability in green office spaces. The proposal recommends an improved design using enhanced credible assessment tools of social sustainability in UAE's green buildings. The design provided: Connection to nature, Access to Daylight, Spatial Comfort & Accessibility, Aesthetics, Flexibility, Social Connectivity, Services Availability, Personal Control…





Interior Retrofitting



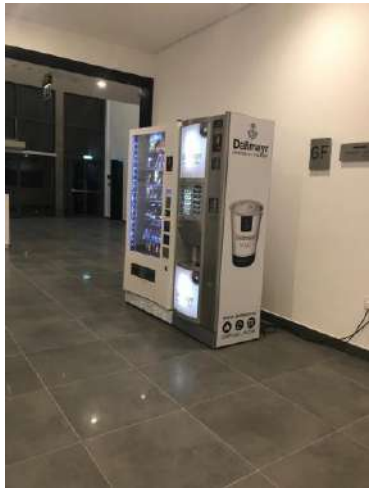
Architectural Design

11. Accelerator Office

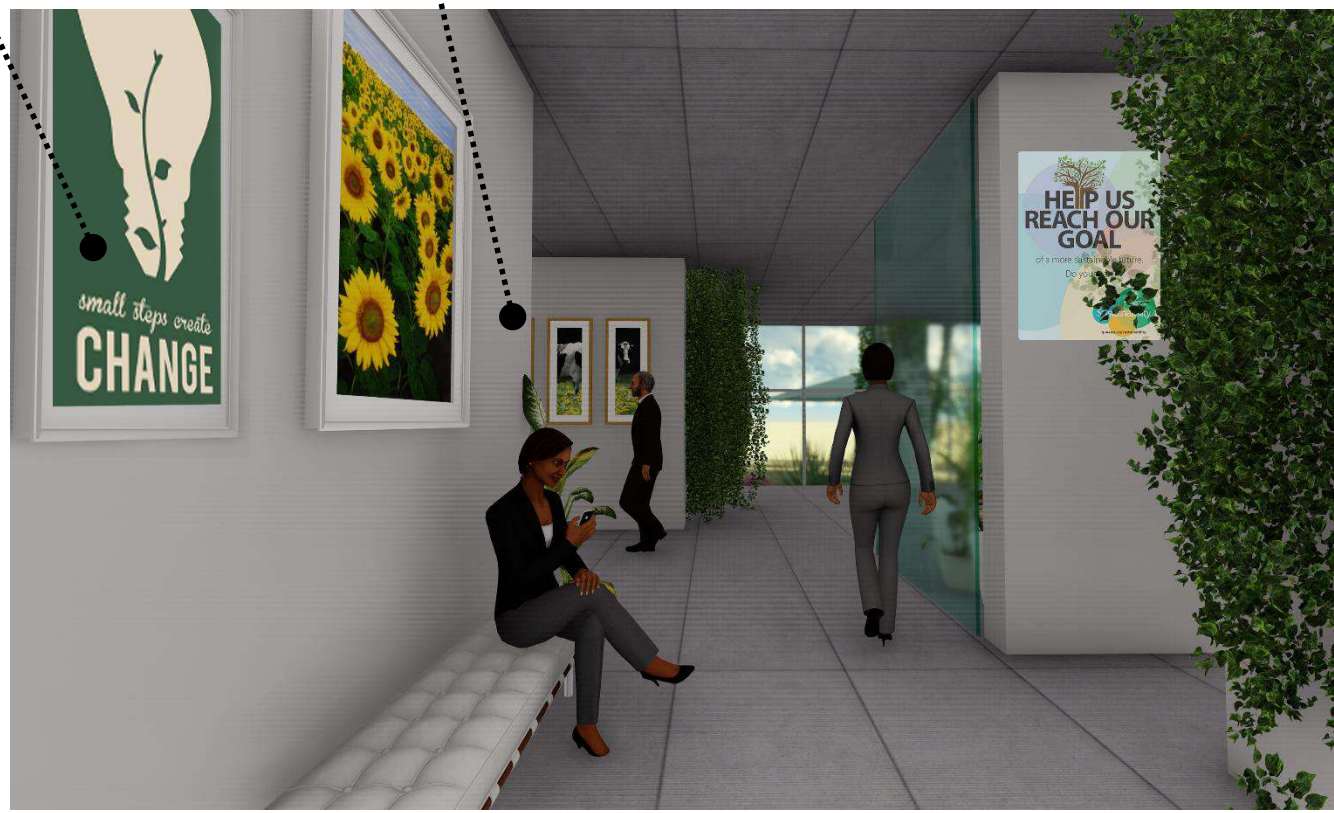
Spatial & Visual Comfort

Awareness









Projects - Land Design

Aventura, Dubai – UAE

ABOUT THE PROJECT

Size:

Scope: Landscape Design, implementation and training

Implementation Activities: Compost & Permaculture Garden, garden beds, compost bins

Description:
Eedama designed a permaculture organic garden and a composting system for one of it's partners in the UAE (Aventura). The idea behind this garden is to offer an educational learning space for students to engage in agriculture and food waste first hand.








Projects - Land Design

The Breakwater "Al Kaser" Retrofit – Abu Dhabi, UAE

ABOUT THE PROJECT

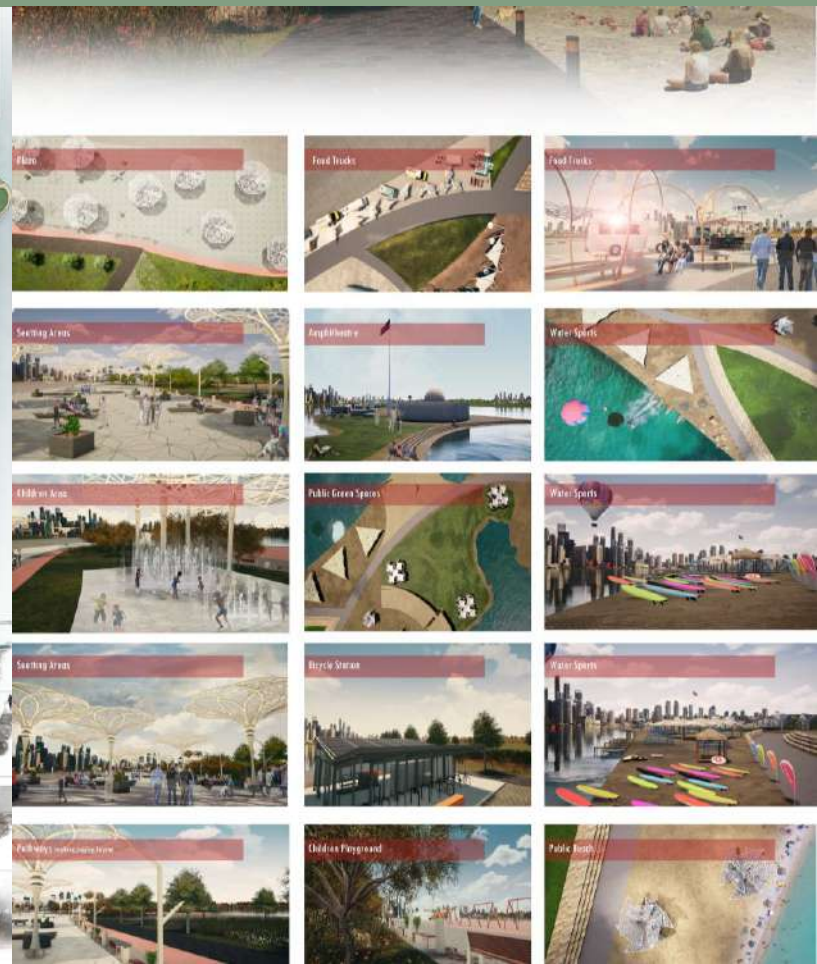
Size:

Scope: Land Design Retrofit Proposal - Public Open Spaces Place Making Strategy

Description:

A place making strategy and redesign of the Breakwater public open space in Abu Dhabi, UAE. The strategy includes a sustainable retrofit of the Master Plan which takes into consideration the social, economic and environmental factors. The aim is to create new framework for developing vibrant public open spaces which include new and unconventional cultural activities in the area of Abu Dhabi.





13. Al Khitim - Mobile Installations

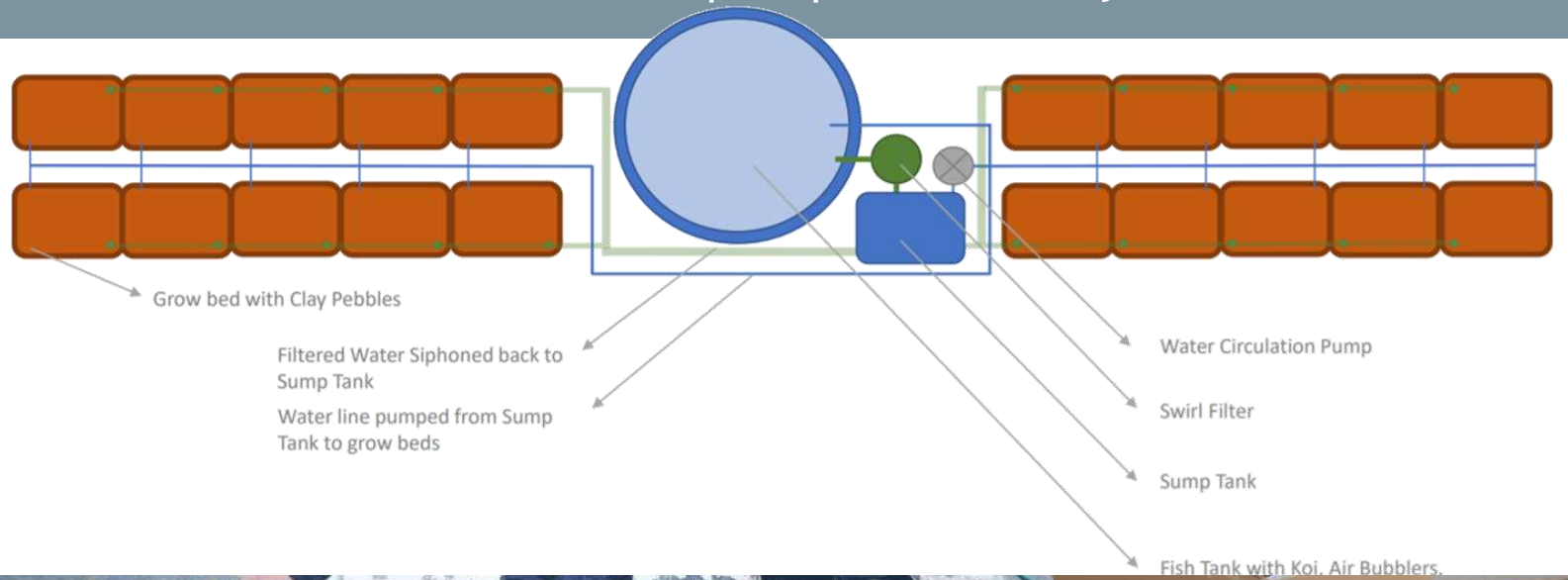
Al Khitim School: Design & Installation of Aquaponics System, UAE

ABOUT THE PROJECT

Scope: Design, Installation and training

Implementation Activities: Installing Largest Aquaponics system in a school in the UAE

Description: Al Khitim school were granted the sustainable school award of the year and implemented the largest aquaponics system to be installed in a school as a result. This system was created to allow students to interact personally with the installation by monitoring, researching and maintaing it as a whole.







14. Um Al Arab – Mobile Installations

Um Al Arab School : Design & Installation of Hydroponics System

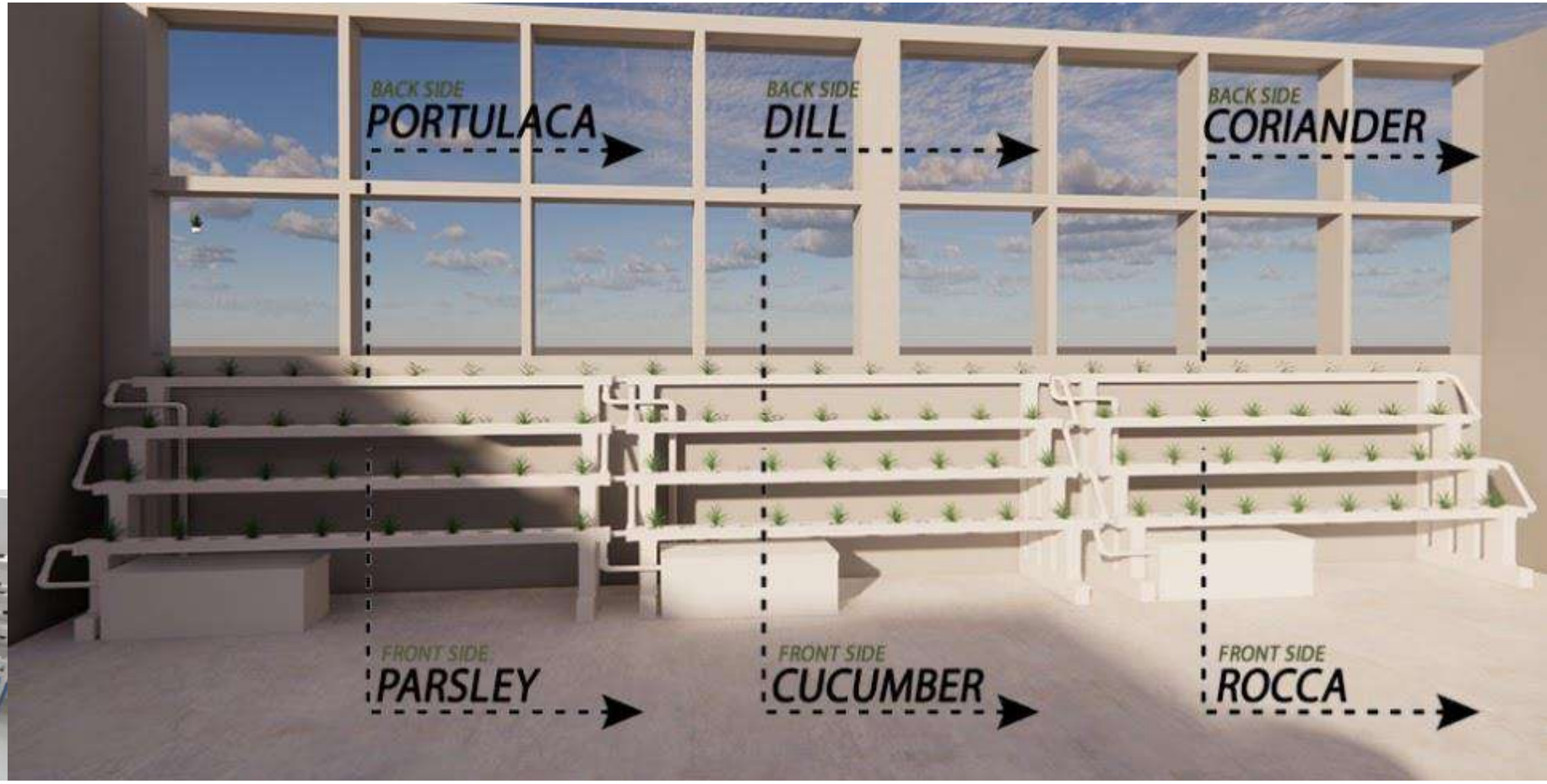
ABOUT THE PROJECT

Scope: Design, Installation and training

Implementation Activities: Installing multiple educational mobile installations in a classroom

Description: Eedama designed and installed a personalized hydroponics system for Um Al Arab school along with a manual and training on how to maintain this installation.





15. Other Projects – Mobile Installations

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Realize. Rethink. React.

Aquaponics

- Al Shoumoukh School
- Al Khitim
- International Community School
- Sharjah Children Learning Center
- Al Nokhba School (in process)

Hydroponics

- AL Manhal School
- Bright Riders School
- Ekhlas School (in process)

Organic Gardens

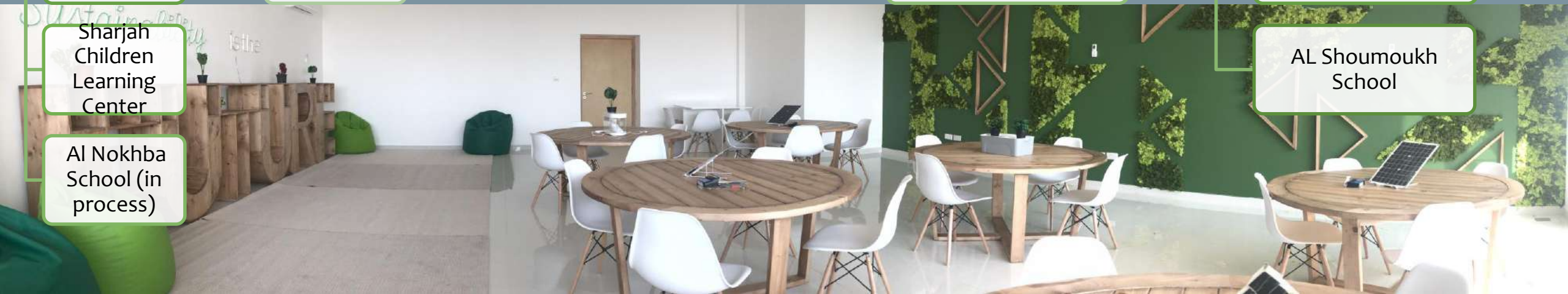
- Saint Joseph School
- AL Shawamekh

Compost Systems

- Lycée Français Louis Massignon
- International Community School
- Al Montaha School

Sustainable Learning Space

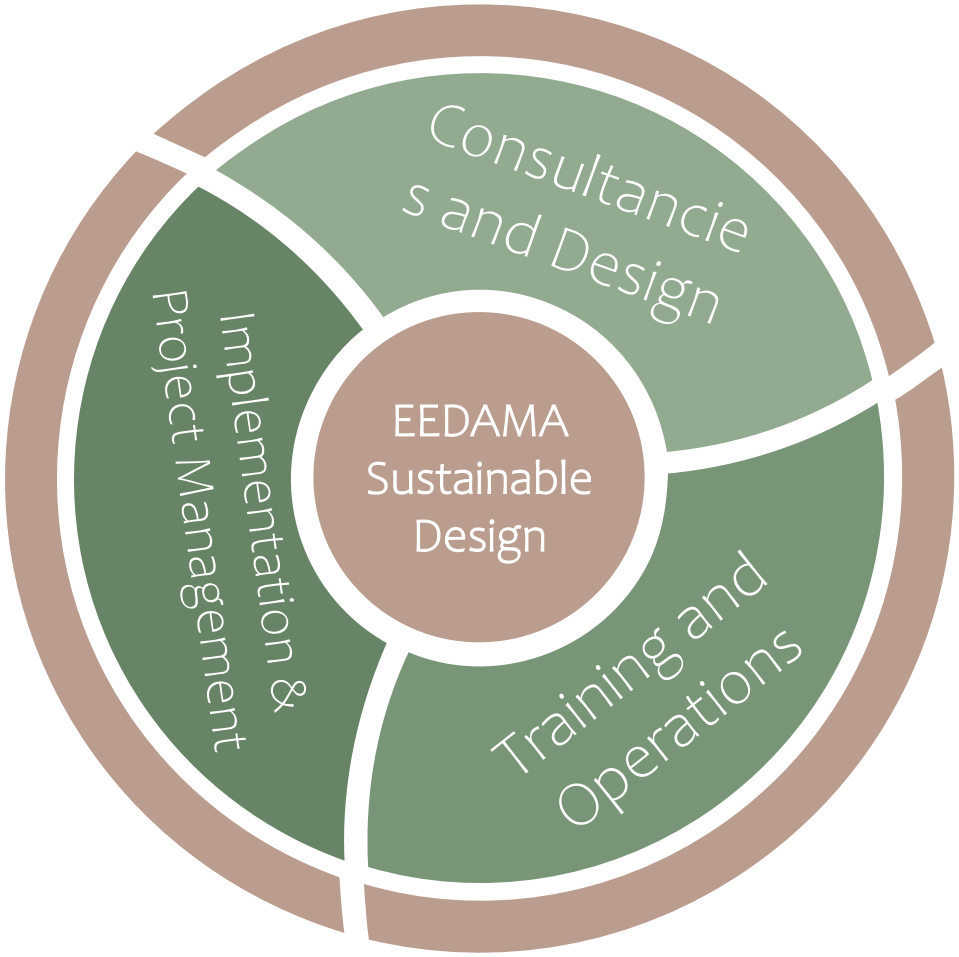
- Um Al Arab School
- Times Sqaure Mall DXB
- Sustainable Visitor Center Lebanon
- AL Shoumoukh School



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Eedama Holistic Design



Consultancy, Education, Training
Masdar City, Abu Dhabi, UAE
E-mail: contact@eedama.org
Website: www.eedama.org