



# Events, Camps, & Festivals



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**01**

# ABOUT EEDAMA





## 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



**20,000+**

Students &  
Teenagers



**7000+**

Adults



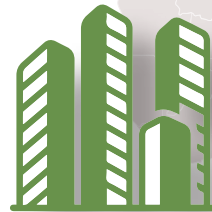
**150+**

Educational  
Institutions



**85+**

Events



**50+**

Companies



**30+**

Consultancy  
Projects



# MAIN PARTNERS & CLIENTS

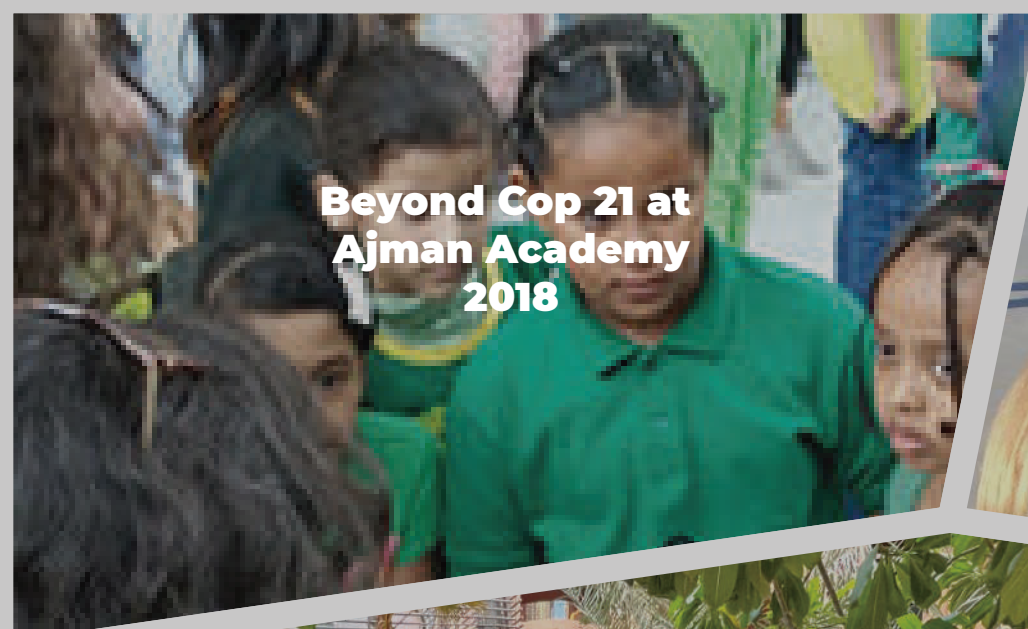


eedama  
Realize. Rethink. React.

**02**

**PREVIOUS PROJECTS**





**Beyond Cop 21 at  
Ajman Academy  
2018**



**Wasla Festival, Dubai  
2018 & 2019**



**Masdar Festival, Abu Dhabi  
From 2019 to 2023**



**Book Fair, Lebanon  
2018**



**ADNOC Sour Gas Town Hall Event  
2023**



**Sorbonne Green Festival  
2023**





**Sustainability Week at Lycee  
Louis Massignon, Abu Dhabi  
2018 & 2019**



**International Day,  
University of Dubai  
2019**



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**Times Square Center, Dubai  
2019**



**Al Khatim Sustainability Conference, Abu Dhabi  
2018 & 2019**



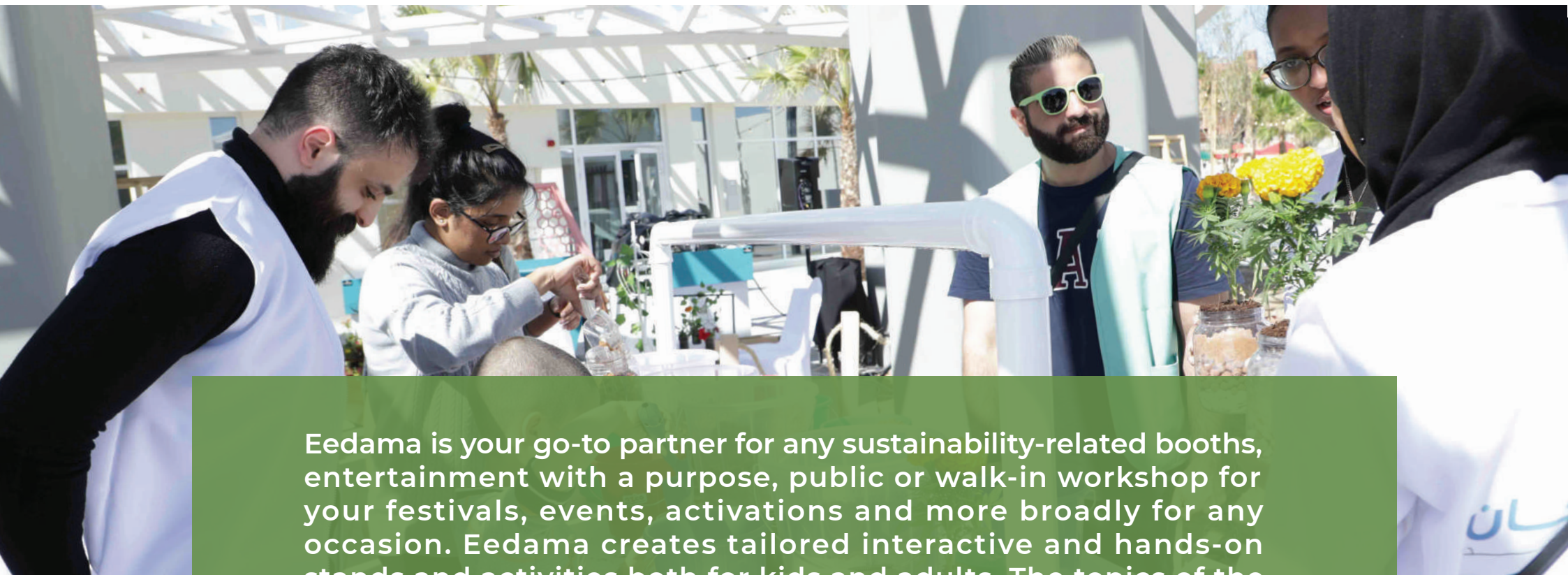
**Ripe Market, Dubai  
2017**



**03**

**EVENT SERVICES**

# EVENTS & FESTIVALS SERVICES



Eedama is your go-to partner for any sustainability-related booths, entertainment with a purpose, public or walk-in workshop for your festivals, events, activations and more broadly for any occasion. Eedama creates tailored interactive and hands-on stands and activities both for kids and adults. The topics of the booths and workshops can vary broadly and be related to any of the topics where environmental sustainability plays a role: Gardening, Recycling, Solar Energy, Environmental games, etc... We can also bring our special guest: The Eedama wheel, that brings more excitement and suspense to the activities.



# EEDAMA PROVIDES

## EVENT WORKSHOPS



## SEASONAL CAMPS



## SETUPS & ACTIVATION



## UN Sustainable Development Goals (SDG's)

### Water & Agriculture:

- Artistic Planting
- Vertical Gardens
- Composting
- Aquaponics & Hydroponics
- Insect Hotel & Bird Feeders
- Seed Bombs
- Soil Erosion & Water Treatment
- Permaculture
- Companion Planting

### Awareness Talks & Quizes

- Eedama Lucky Wheel
- Environmental Crisis (True & False)
- Sorting Game
- Eco-Systems Card Game

### Recycling & Upcycling:

- Trash to Treasure
- Upcycling Crafts
- Reuse, Reduce & Recycle
- Plastic Pollution
- Upcycling Sport Games
- Waste Management

### Renewable Energy:

- Solar Oven
- Wind Energy
- Solar Car
- Solar Charger
- Solar Cooling

### Sustainable Design:

- Natural Construction
- Environmental Audit
- Sustainable Architecture
- Sustainable Urban Design
- Sustainable Park Design
- 3D Printing

### DIY Workshops:

- Zero Waste
- Sustainable Fashion
- Sustainable Art
- STEAM Workshops
- Chain Reaction
- DIY Cosmetics
- Bird Feeder
- Insect Hotel

### Career Orientation & Entrepreneurship



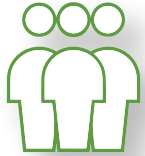




# WORKSHOPS



# STANDARD LOGISTICS



1 - 2 instructors per workshop



Duration per workshop:  
30 mins - 60 mins



Number of participants  
per workshop:  
(15 Min - 60 Max)



Eedama can create own set up or may request that it's to be provided by client (preferred)





# DIY BEAUTY PRODUCTS

Creating 4 DIY organic products such as:

- lip balm
- scrubs
- toothpaste
- deodorants

Take-away:

A bag with 4 containers of personalized organic beauty products



# VERTICAL PLANTERS

Participants will be introduced to permaculture and biodiversity. They will create layers to grow plants vertically in a water efficient manner to produce green walls and understand the different environmental agriculture techniques.

Take-away:

Planters to be left on a wall in the park or participants can take back home







# SEED BOMBS & COMPANION PLANTING

Creating seed bombs to encourage participants to plant in a fun way. The companion planting concept is pairs of different seeds that grow well together and support each other.

Take-away:  
Upcycled pot with seed bombs



# DIY MINI PROJECTOR

Participants will learn the concept of upcycling and the importance of the 3 Rs (Reuse, Reduce and Recycle) by teaching them how we can turn boxes that we don't use into projectors for their mobile phones.

Take-away:  
Their own projector



## DIY FOSEBALL

Participants will learn how to assemble their own mini foosball using engineering design and up-cycling techniques.

Take-away:  
Their own upcycled foosball



## DIY PAPER MAKING

Participants will upcycle material to create hand made recycled paper from scratch.

Take-away:  
Recycled paper to take back home



## ARTISTIC PLANTING

Participants create different layers to grow plants in a water efficient manner to produce green indoors and understand the different environmental agriculture techniques.

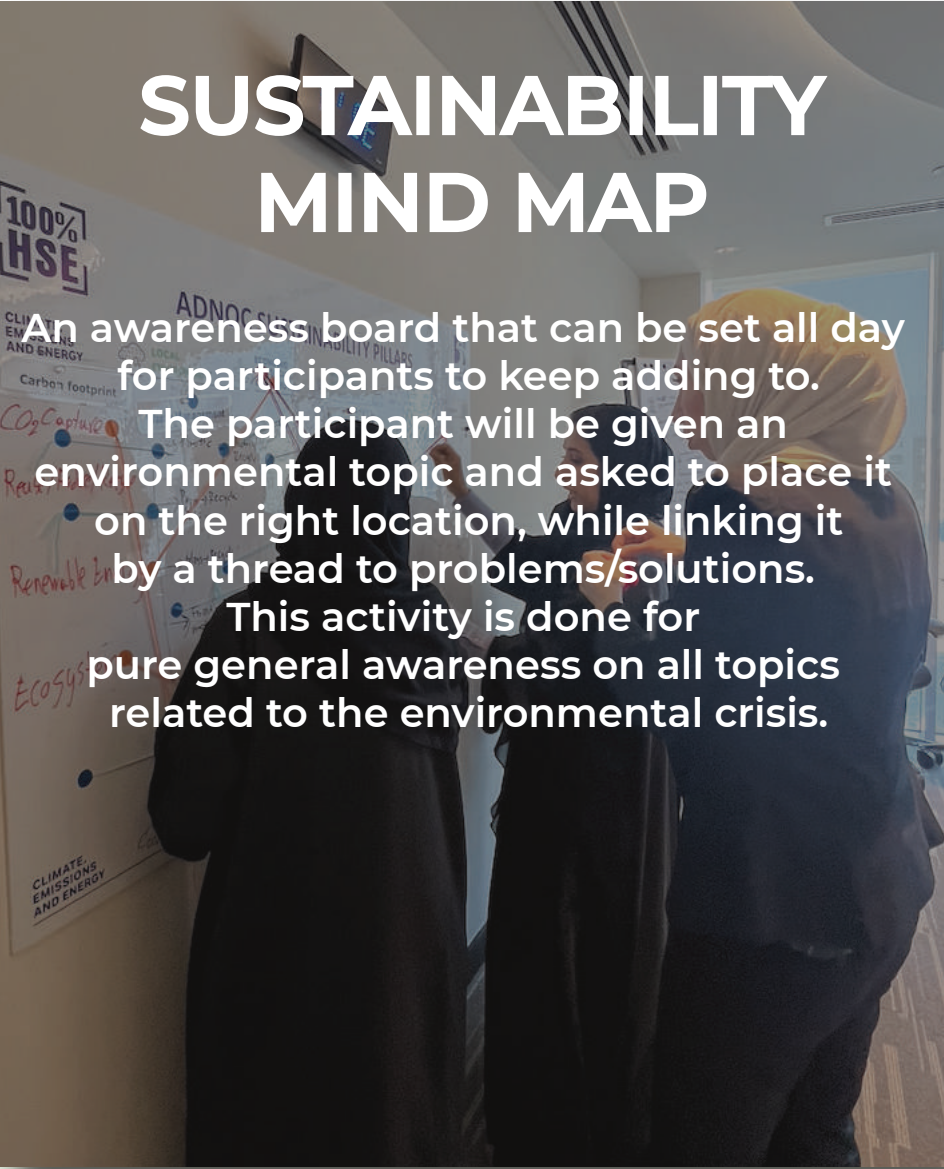
Take-away:  
Plant pots

## URBAN FARMING (AQUAPONICS/ HYDROPONICS)

Participants will learn about alternative & modern urban farming by assembling a hydroponics or aquaponics kit. They can either create their own upcycled one, assemble a commercial one and take home.

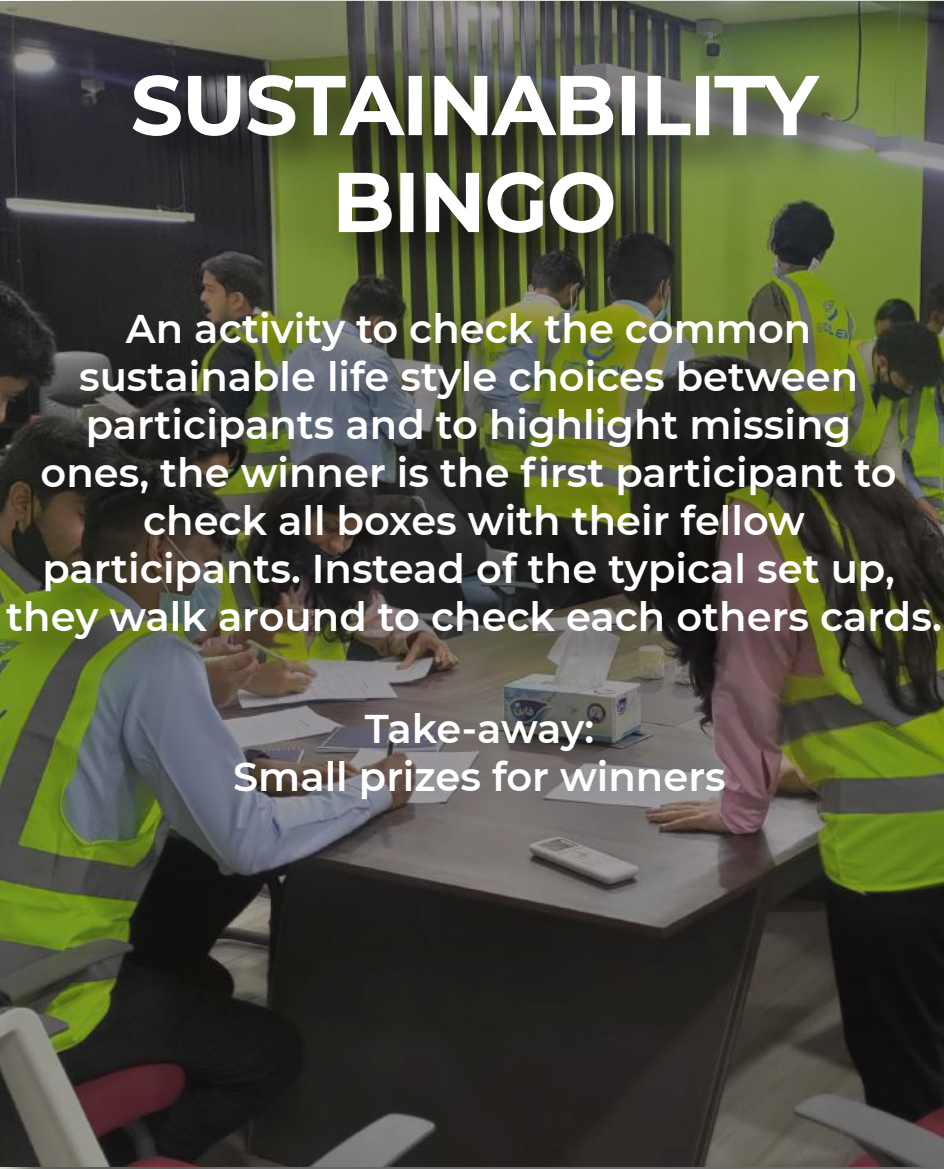


## SUSTAINABILITY MIND MAP



An awareness board that can be set all day for participants to keep adding to. The participant will be given an environmental topic and asked to place it on the right location, while linking it by a thread to problems/solutions. This activity is done for pure general awareness on all topics related to the environmental crisis.

## SUSTAINABILITY BINGO



An activity to check the common sustainable life style choices between participants and to highlight missing ones, the winner is the first participant to check all boxes with their fellow participants. Instead of the typical set up, they walk around to check each others cards.

Take-away:  
Small prizes for winners

## 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

Take-away:  
A model of a sustainable city

## SUSTAINABILITY LUCKY WHEEL

Participants play with the eedama wheel in order to compete and win prizes, numbers represent:

- A question
- A challenge (example charades/mix matching)
- A prize/voucher

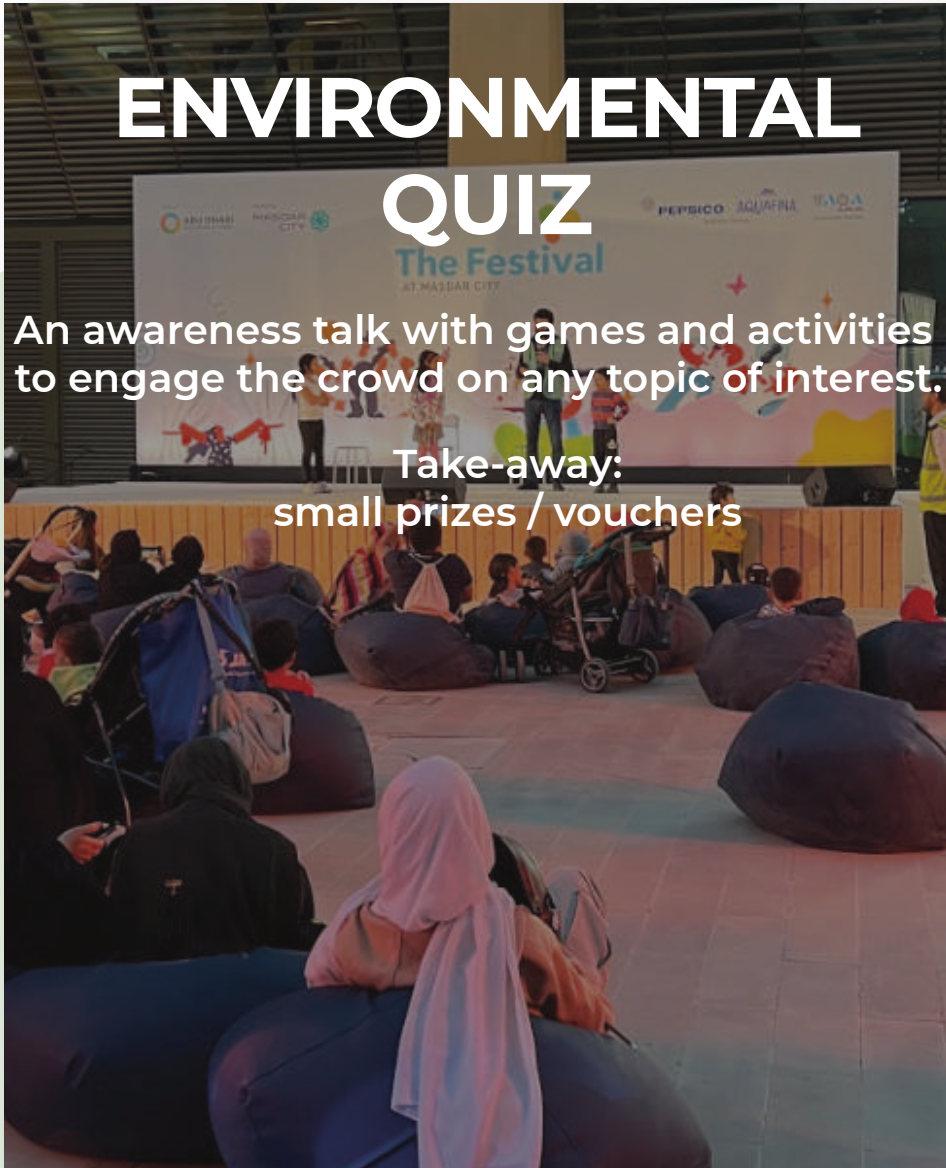
Take-away:  
small prizes / vouchers



# ENVIRONMENTAL QUIZ

An awareness talk with games and activities to engage the crowd on any topic of interest.

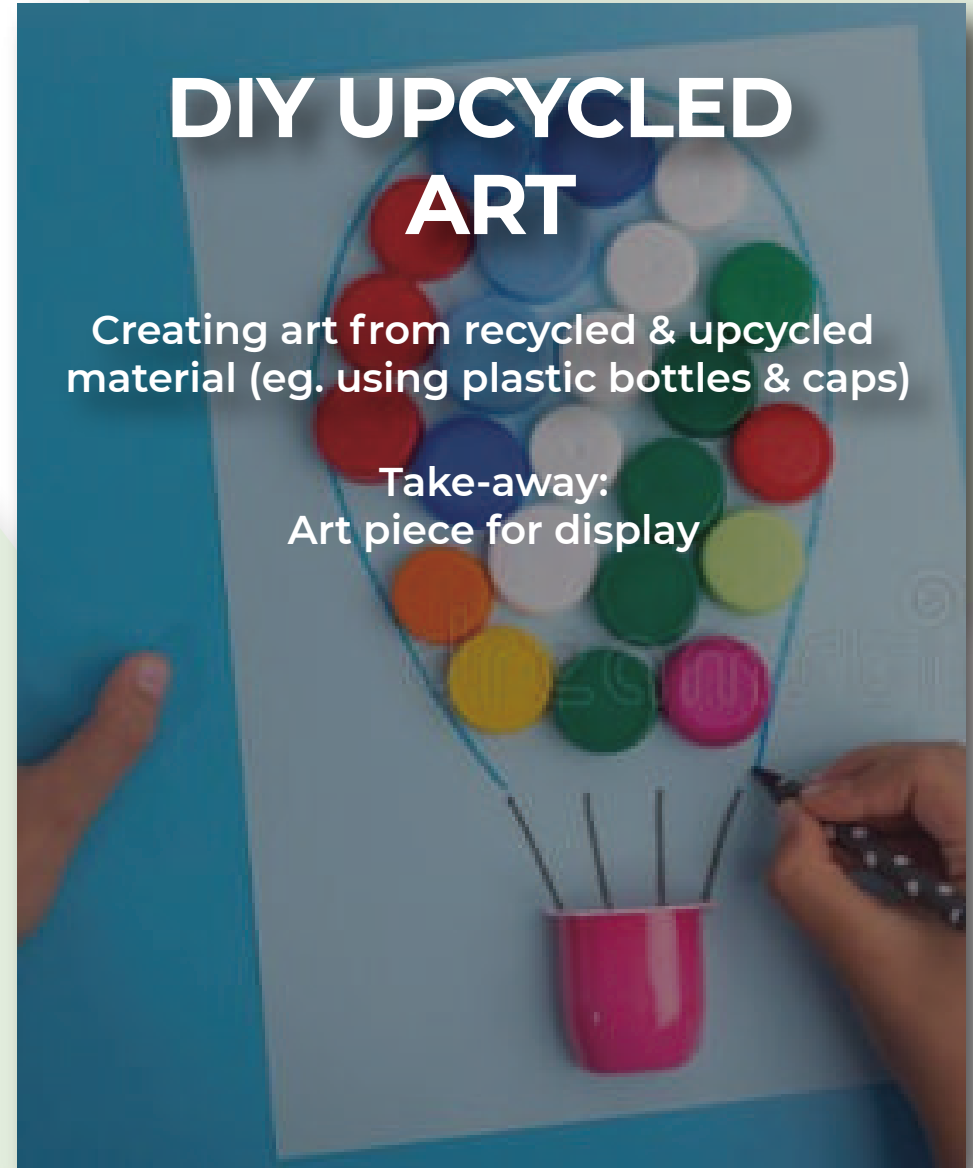
Take-away:  
small prizes / vouchers



# DIY UPCYCLED ART

Creating art from recycled & upcycled material (eg. using plastic bottles & caps)

Take-away:  
Art piece for display



## THE WORLD OF WARMS

Participants get introduced to the basics of traditional composting by interacting with live warms and understand how the composting process and breakdown happens. They will also compete in an “all about warms” card game competition.

This session allows participants to investigate the world of vermicomposting (wormeries) as they can see worms close up, identify the main parts and learn about their diets and what products the worms produce.



## SORTING & RECYCLING

Sorting Activity (Teams competition)  
Participants will be introduced to recycling practices in the UAE as an introduction to food waste and other waste streams. They will be divided into groups and asked to sort recyclables and non-recyclables.

Take-away:  
small prizes / vouchers





## UPCYCLING T-SHIRTS

Repurposing old t-shirts into reusable bags, highlighting the importance of reducing waste and promoting sustainable practices.

Take-away:  
upcycled bags

## RAMMED EARTH

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.





## SOIL PAINTING

In this activity, the objective is to have fun and to gain a deeper appreciation of soils — one of our most important natural resources.

Participants will be given various elements to upcycle into art.

Take-away:  
painting artwork



## DIY CANDLE MAKING

Participants will create their own hand-crafted candle made out of organic and sustainable material.

Take-away:  
organic candle



## COP 28 RACE / COMPETITION

Participants will be divided into groups to tackle the same environmental challenge (ex. Water pollution). They will be allowed to build the solution from material provided based on the team's designated capacity. Each team will present their solutions and wrap up this fun hands-on activity by with a race.

## CLIMATE MINEFIELD

Participants help a blindfolded partner reach the end of the minefield while escaping obstacles that represent the climate crisis (eg. waste issue with paper, glass, plastic bottles etc).





# SEASONAL CAMPS



# LOGISTICS

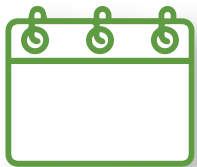
- Eedama offers sustainable edutainment programs that are suitable for all audiences on a daily, weekly, monthly and annually basis.
- Programs can be delivered at your location, commercial locations or through online platforms.



Number of Participants:  
15 Minimum



Tailored Topics



1 week minimum



ENTREPRENEURSHIP



CAREER ORIENTATION



UN SUSTAINABLE DEVELOPMENT GOALS





# ENTREPRENEURSHIP CAMP

## Program 1 (Up to 6 weeks):

Week 1

Team Building

Week 2

Market Sizing

Week 3

Product Development

Week 4

Marketing

Week 5,6

Business Model



# UN SUSTAINABLE DEVELOPMENT GOALS CAMP

## Program 1 (1 Week):

Day 1

Renewable Energy: Solar energy focus

Day 2

Recycling & Upcycling: Zero waste & DIY

Day 3

Agriculture & Food Waste:  
Composting & artistic planting

Day 4

Engineering & Design:  
Sustainable design & auditing

Day 5

Engineering: Design & Experiments





# CAREER ORIENTATION

## Program 1 (12 Weeks):

Week 1

Global trends in the world economy

Week 2

UN Sustainable Development Goals (SDGs)

Week 3

Preparing CVs, Cover letters, Interviews, Internships & Job search

Week 4

Engineering & Sustainability

Week 5

Architecture & Urban Planning

Week 6

Agritech & Innovation

Week 7

Renewable Energy

Week 8

Business & Sustainability

Week 9

Waste & Water Management





**SETUPS & ACTIVATION**



## Booth & Educational Space Design

- Concept drawings
- 3D renders
- Floor plans
- Moodboards

## Sustainable Mobile Installations / Demos

## Educational Workshops Content & Light Material

## Eedama Instructors

## Design of Educational Banners / Infographics

# SUSTAINABLE ACTIVATION PROJECT CONCEPT

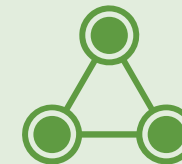
Eedama can create activations with an experience where participants take a journey in exploring different themes of sustainability and the environment. They walk through allocated zones where they can engage in a workshop, learn from the exhibition and possibly purchase products

## Key elements of the Sustainable Activation Project

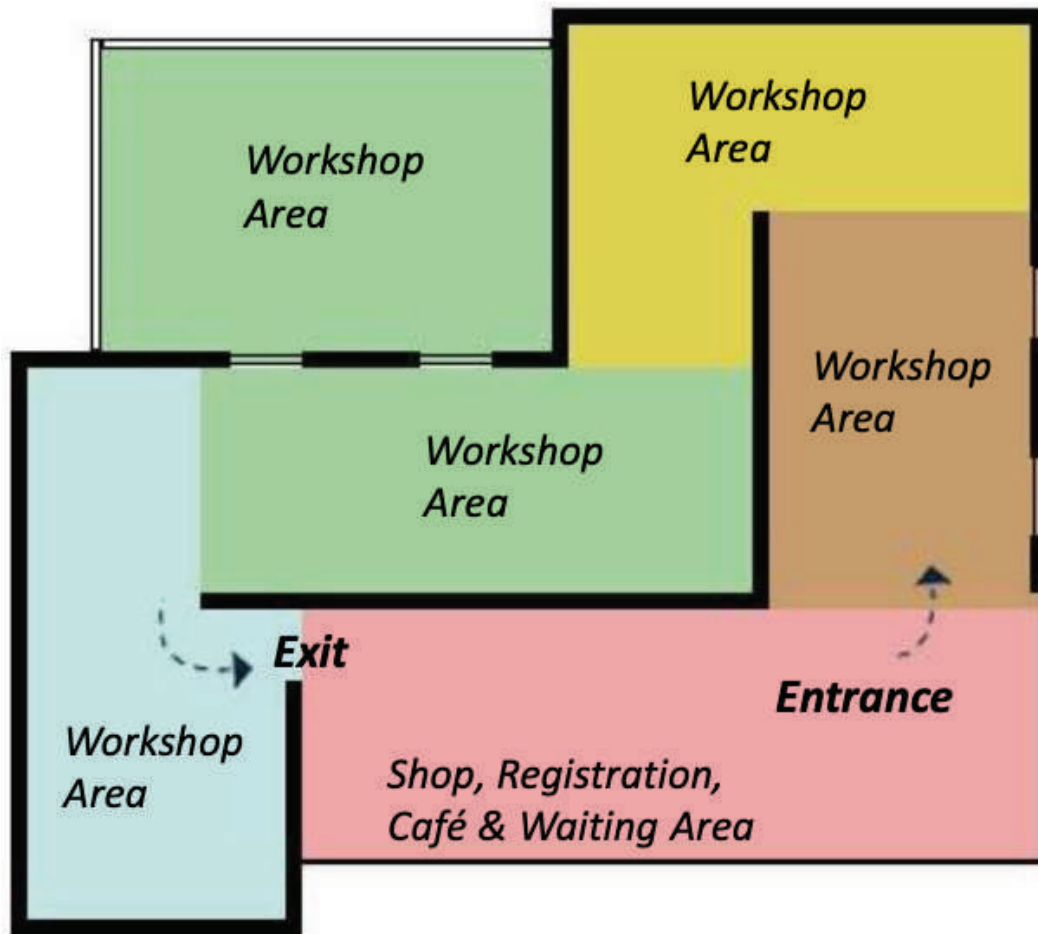
- Upcycled furniture
- Interactive spaces for workshops
- Product journey
- Exhibition space
- Awareness infographics



Duration per workshop:  
30 mins - 45 mins



Interesting themes



## Sustainable Activation Floor Plan



# Workshop Zone







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