

PROJECTSEA

The Start

Accomplishments

Our Mission

Road to COP28



Our Vision

Our Values

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From Passion to Purpose

The Start

Seif Al Madanat & Beisan Al Sharif turned their passion into purpose when they cofounded **ProjectSea** in 2021.

Their love for the sea has inspired them to take action and start a movement in marine conservation, when they noticed the exponential increase in marine pollution, especially after the Covid-19 pandemic.



The initiative was established on the 20th of June 2021



23 cleanup campaigns were completed since kickoff



Total waste collected: 110,000 pieces weighing around 7.5 tonnes





Single-use plastics make up the majority of the waste collected



360 volunteers have participated with us so far



Age group of our volunteers: 10- 65 years old



Volunteers from 38 nationalities have joined our cleanups





Dive pro

Dive pro

SEAC

RIP CURD

RIP CURD

Christina

Our Vision

To become a pioneer and a driving force for marine conservation regionally and globally.

Our Mission

To create a cleaner and healthier marine ecosystem by organizing regular cleanup dives, promoting conscious consumerism and raising awareness about the harmful effects of marine pollution.

Our Values



Empower
Women

Support
Local

Educate
Stakeholders

Create
a Community



Empower Women





Support Local



Strengthen the Local Economy

ProjectSea believes that working together with local businesses can build a stronger community and a more resilient economy that can withstand the challenges of the future.

- Our cleanups employ Aqaba locals including service providers, boat staff and dive guides.
- All our merchandise are in collaboration with local Jordanian brands.





Educate Stakeholders



LIFE BELOW WATER

14 LIFE BELOW WATER

BY 2030 WE'LL HAVE REDUCED THE POLLUTION IN OUR OCEANS

Building from the known
نبدأ من معرفتنا الحالية

How we express ourselves

Find questions for inquiry
نولد أسئلة للبحث

Life below Water

First Line of Inquiry
the body part of fish. (form)

Central Idea
Discovering our passions and identifying significant issues can inspire us to take

Keep our hands to

Support your local planet

#TEAMSEAS

#TEAMSEAS

Support your local planet

#TEAMSEAS

#TEAMSEAS

SUPPORT YOUR LOCAL PLANET



Power of Education

We believe in the power of raising awareness about marine conservation and fostering a deep sense of environmental responsibility for the future generation. We are also inspiring children to pursue scuba diving.

Educational efforts include:

- School and University presentations
- Personal/Graduation projects
- Extracurricular activities







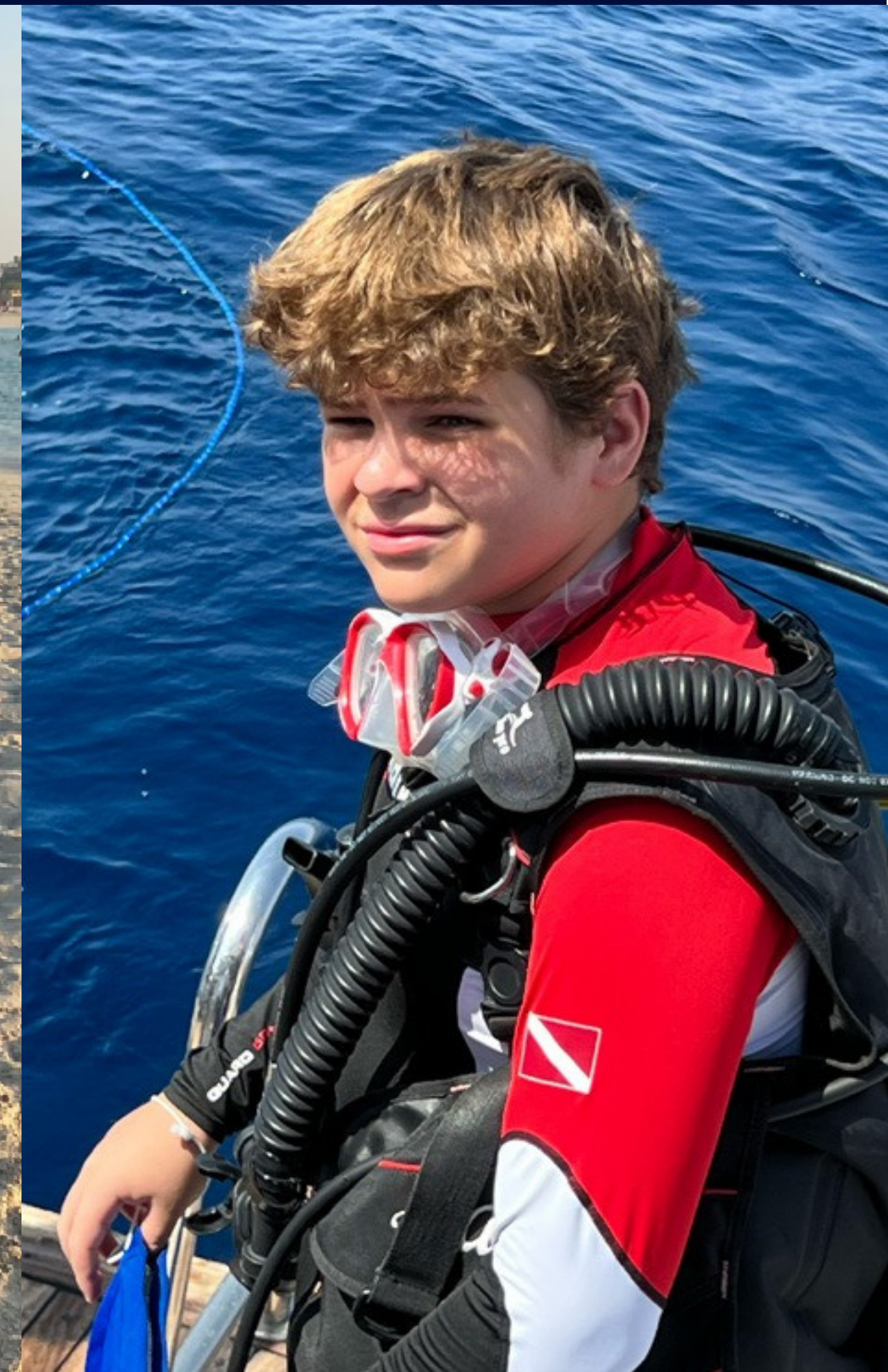
Talal, 5 years old



Leila, 10 years old



Hanaa, 7 years old



Ali, 13 years old

Create a Community



A Sense of Purpose

Since the kickoff, ProjectSea was able to build a first of its kind community of like-minded individuals and families in Jordan, who are environmentally conscious with a deep admiration for marine life.

- Friends, siblings, and parents are becoming part of our bigger family.
- All our community members are certified scuba divers.





Siblings, Samo & Celine



Father- Daughter, Alex & Sofia



Mother-Son, Rana & Mohammed



Father-Son, William & Nasri

Road to COP28

Our cofounders Seif Al Madanat & Beisan AlSharif have been chosen by the US Embassy Jordan to participate in “The Road to COP28: Jordanian Journalists and Communicators’ Climate, Economy and Water Program.”

They have participated in discussion panels and have engaged with editors specializing in Climate & Environment to gain insights into the crucial role of journalism in addressing this issue.



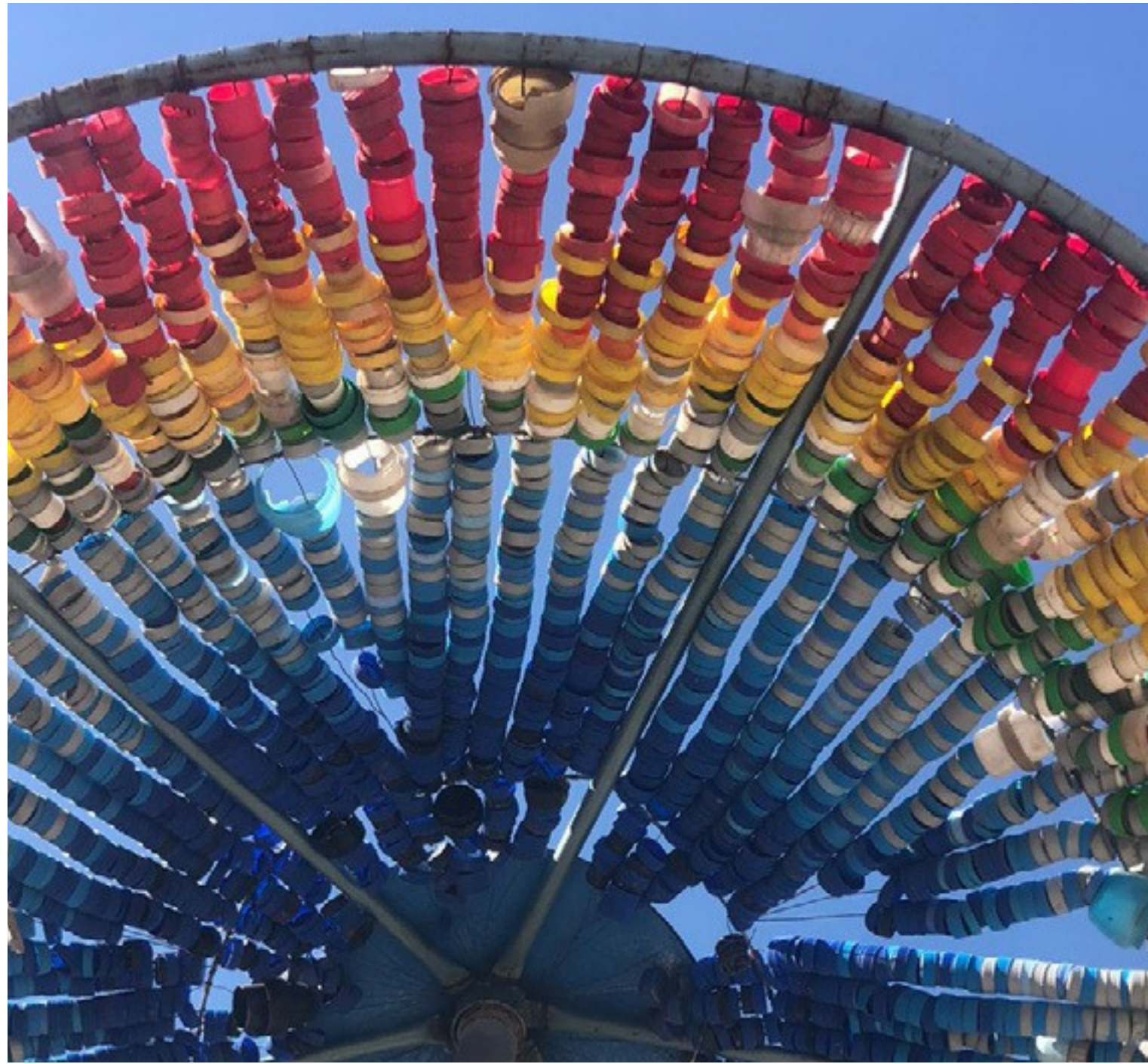
Our Future Plans

Inspired by our story, we are in the process of publishing a bilingual children's book with the aim to spread more awareness about the impact of plastic pollution on marine life.

It will focus on educating the younger generation on the importance of conscious consumerism and how small habitual changes can affect the environment.



Awareness Installations



ProjectSea aims to take a step further in raising awareness, apart from our social media pages. This includes:

- Sand sieving machines
- Fish-like sculptures to collect plastic bottles
- Beach furniture made out of recycled plastic in collaboration with Precious Plastic Amman



Collaborations

Local & Governmental Entities

Working hand in hand with local & governmental entities, we can extend our efforts to benefit the marine life by:

- Launching Coral Nurseries
- Enforcing laws and regulations for marine pollution
- Working towards making Aqaba a plastic-free city



Creating waves of change.

Find us on Social Media:



ProjectSea



thisisprojectsea



ProjectSea



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