

Policy subject: Aquatic Ecosystems Education Support Policy	Policy number: 58/P.D/2024	Date of last revision: 2024/11/15
Implementing body: Administrative Affairs Department	Implementing start date: 2024/11/20	Policy reference: Planning and Development Department

Overview: Palestine Ahliya University (PAU) is committed to promoting awareness of aquatic ecosystems and their importance through education and community outreach. By supporting sustainable practices in freshwater conservation and fishing, the university seeks to inspire collective action toward preserving these vital ecosystems.

Objectives:

➤ **Raise Awareness:**

Provide comprehensive programs to educate students, staff, and the local community on freshwater ecosystems and sustainable water resource management.

➤ **Promote Sustainability:**

Enhance understanding and adoption of sustainable practices in fishing and aquatic tourism through targeted awareness initiatives.

➤ **Foster Community Engagement:**

Collaborate with local stakeholders to advance environmental sustainability in the water sector.

Scope:

This policy applies to university-led educational and outreach efforts focused on the conservation and sustainability of freshwater ecosystems. It includes:

1. Educational programs for students, faculty, and the local community.
2. Awareness campaigns promoting sustainable aquatic practices.
3. Collaboration with local and national organizations for shared environmental goals.

Statements:

PAU commits to educating the university and local community about the importance of aquatic ecosystems. Through targeted programs and collaborative efforts, the university aims to support freshwater ecosystem conservation and sustainable practices in aquatic tourism and fishing.

Procedures:

1. Define Objectives and Key Topics:

- Identify educational themes relevant to Palestine, such as sustainable irrigation techniques for water-scarce regions, pollution control in local water bodies, and the impact of climate change on Palestinian freshwater ecosystems.
- Emphasize the cultural, social, and economic importance of water resources in Palestine, especially their role in supporting agriculture and biodiversity.

2. Develop and Plan Educational Content:

- Create locally tailored materials, including examples from Palestinian contexts, such as conservation efforts in areas like Wadi Al-Qilt or threats to biodiversity in the Jordan Valley.
- Collaborate with PAU faculty, local environmental experts, and community organizations to design interactive content, including videos, infographics, and workshops in Arabic and English.

3. Organize and Execute Programs:

- Conduct workshops, field trips, and community outreach events in partnership with local schools, municipalities, and NGOs.
- Include practical, hands-on activities such as water-testing demonstrations in Ein Fara or clean-up campaigns in areas impacted by pollution.
- Use PAU facilities to host events and webinars, ensuring accessibility for students and the wider community.

4. Promote the Programs:

- Utilize PAU's social media channels, local radio stations, and WhatsApp groups to advertise events, ensuring messages are tailored to Palestinian cultural and social contexts.

- Engage local leaders, youth groups, and educators to amplify outreach efforts in rural and underserved areas.

5. Collaborate and Build Partnerships:

- Establish partnerships with Palestinian environmental organizations like the Environmental Quality Authority (EQA) and international entities working in water conservation and sustainable tourism.
- Partner with farmers' cooperatives and local fishery associations to showcase sustainable practices in water use and aquatic ecosystem management.

6. Evaluate and Monitor Impact:

- Gather participant feedback through surveys and focus groups to evaluate the effectiveness of the programs.
- Assess changes in awareness and behaviors among students and community members using metrics aligned with PAU's goals.
- Use findings to improve future initiatives and report progress in PAU's sustainability efforts.

KPIs:

- Number of annual freshwater ecosystem education programs.
- Number of sustainable fisheries awareness events.