

1 Million Action Postcards initiative

Contact Person:

Name: Dr. Yasmine Jabali

Position: Assistant professor, Department of Civil and Environmental Engineering, University of Balamand.

Email: Yasmine.jabaly@balamand.edu.lb

Mobile number: 00961-70561569

1. Initiative Title: One Million Action Postcards Initiative (1 MAP)

2. URL or link to further information:

Project Website:

<http://www.balamand.edu.lb/faculties/FOE/Departments/Pages/1MAP1Million.aspx>.

3. Description of the initiative

Resolving the world's most pressing water challenges calls for individuals with the most brilliant minds and audacious aspirations. By embracing inclusive and constructive approaches, we can harness the power of water to help achieve the Sustainable Development Goals. Given that the younger generation is particularly affected by these problems, it's crucial to provide them with an informed and influential role in driving sustainable innovations and innovative practices. That is why we launched the One Million Action Postcards Initiative (1 MAP) which aims at raising awareness among individuals and communities to gain a deeper understanding of the water issues at hand and become active participants in the search for solutions and shaping the future of the world water-map differently.

This initiative was launched by Dr. Yasmine Jabali in September 2022 at the University of Balamand (UOB) as part of the Environmental Engineering course (CIVE 520) and in collaboration with the UOB-LEWAP student chapter. The 1 MAP aims to educate and mobilize university students to conduct awareness sessions on water-related issues in schools for children aged four and up. The program equips university students with the necessary knowledge and tools to deliver guest lectures and encourages young students to share their thoughts, ideas, and plans on water-related issues using specially designed postcards. Between September and December 2022, UOB students delivered 50 guest lectures to 3,000 students across 16 schools and universities and collected 3,000 postcards filled with insightful challenges, deep reflections, and bold actions.

As this initiative has demonstrated remarkable success, we have resolved to expand it globally. As such, we submitted our proposal to the UN Gamechanger 2023 in January and were honored to be selected as one of the top 20 promising ideas. Our initiative, 1 MAP, was then promoted as a global endeavor at the esteemed UN2023 Water Conference in New York through a side event titled "Youth Perspectives toward One Million Action Postcards" on March 23, 2023. The event was co-hosted by UOB in partnership with Wavemakers United and the IHE Delft

Institute for Water Education. Shortly after the side event, on March 24th, the Wavemakers United Foundation adopted 1 MAP and pledged to support us through their Wavemakers United Academy, guest-lecture toolkit, and network. We were also invited to participate in the New York Water Week 2023 at the Water House and showcase the idea by creating a wall from the collected postcards. Additionally, we were asked to deliver a guest lecture to two kindergarten classes of six-year-old students at Nuasin School in The Bronx, NY, USA.

In partnership with Wavemakers United, we have submitted a commitment entitled "**1 MILLION YOUNGSTERS EDUCATED ON WATER**" to the Water Action Agenda. The goal of this commitment is to provide water education to one million young people each year until 2030. By doing so, 1 MAP will continue to make a global impact through knowledge-sharing, allowing positive actions taken in one region to be replicated in others, fostering business opportunities, global partnerships, and a network for youth.

4. The 1 MAP in brief

The 1 MAP initiative, launched by the University of Balamand in collaboration with the UOB-LEWAP student Chapter, educates university students to deliver guest lectures on water-related issues in schools, encouraging children to share their ideas on postcards. The initiative resulted in 50 guest lectures to 3,000 students across 16 schools and universities in Lebanon and collected 3,000 postcards filled with insightful challenges, deep reflections, and bold actions. After successful implementation nationally, it was promoted globally at UN2023, the New York Water Week, and adopted by the Wavemakers United Foundation. Together with Wavemakers United, we made a commitment to the Water Action Agenda to educate one million young people annually until 2030 on water-related issues. Our goal with 1 MAP is to create global partnerships, business opportunities, and a youth network, promoting knowledge-sharing and enabling positive actions to be replicated across regions, making a significant impact.

5. Supporting materials

1. Commitment Link: [Educate one million youngsters on water annually until 2030 – together. | Department of Economic and Social Affairs](#)
2. Wavemakers United Adopted the 1 MAP initiative: <https://lnkd.in/dkSSFkiE>