INTRODUCING FoEME’S
FAITH BASED ADVOCACY CAMPAIGN

Supported by the Swedish International Development Cooperation Agency and the Osprey Foundation.

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Rationale and Background

- Faith based communities and networks in the region and in the international community are beginning to join forces with environmental groups and other regional actors, becoming strong champions for the rehabilitation of the world’s natural heritage.
Campaign Aims

- To bring the reality of the Jordan River to the forefront of community discussion and encourage action-based community-wide responses.
- Strengthen and diversify stakeholder groups
- Leverage support from communities to help create political will among regional decision makers to act towards the rehabilitation of the Jordan River.
Target Groups and Beneficiaries

- Faith based communities
- Religious leaders
- Faith based tourism operators
- Relevant Jordanian, Palestinian and Israeli government ministries and authorities, national level decision makers and local government leaders.
- The final beneficiaries include the 600,000 Palestinian, Jordanian and Israeli residents of the Jordan Valley as well as faith based communities, tourists etc.
- Wider public as project benefits peace building
Our Process

- Extensive consultations with a wide spectrum of religious leaders and experts
- Pilot seminars, focus groups and tours
- Invited contributions from religious leaders and scholars
- Launch of the toolkit v.1
- Feedback from you today!
- Launch of the toolkit v.2 (summer 2014)
Campaign Overview

- www.SavetheJordan.com
- Fund for the rehabilitation of the Jordan
- Covenant for the Jordan River
- Faith based advocacy toolkits
- Fostering broad partnerships
- Education: tours, seminars, lectures
SHARE. SIGN. ACT.

www.SavetheJordan.com

- Website to be launched December 2013
- Host the Covenant for the Jordan River
- Host all material in the toolkit
- Host the Fund for the Rehabilitation of the Jordan River
- Integrating Social Media
- Information for tourists and tour operators
The “toolkit”: breaking it down

- A collection of materials designed uniquely and separately for Muslim, Christian and Jewish communities.

- Materials can be used together to advance multi-faith discussions and joint action.

- Toolkits include:
  - Covenant
  - Briefing documents
  - Sourcebooks
  - Action support: sample letters, postcards, presentations, short film, flyers, event support etc.
Covenant for the Jordan River

- The Covenant offers a shared vision for the Jordan valley
- FoEME aims to encourage broad endorsement of the covenant as a call to decision-makers on all sides of the valley to transform the covenant’s vision into policy.
- You will have an opportunity to endorse the covenant at the end of the day!
Briefing documents

- Unique documents designed for a general audience to introduce the issue of the demise of the Jordan River to Muslim, Jewish and Christian communities

- Briefing documents address:
  - What happened to the Jordan River?
  - Why is this an important issue for my faith community?
  - How can the rehabilitation of the Jordan River contribute to justice, peace and prosperity?
  - What actions can my community take to support the rehabilitation of the Jordan?
Sourcebooks

- In-depth documents designed to help Jewish, Muslim and Christian leaders and educators engage their communities on the need to rehabilitate the Jordan River.

- Sourcebooks include:
  - Sample sermons
  - Relevant scriptures drawn from the holy texts
  - Essays, Poems, Songs
  - Times and Seasons to engage this issue
  - Other writings regarding water and environmental stewardship
Community Action Support

- Short film: River out of Eden
- Sample Presentations
- Sample letters to decision makers
- Support for preparing events
- Support for visiting groups: itineraries, guides, hosting in FoEME ecoparks and more
Partnerships across the region and world

FoEME aims to partner with a broad spectrum of organizations and communities to champion the cause of the rehabilitation of the Lower Jordan River through tours and events in the region and in the international community.
U.S. Pre-Launch, Oct 2013

FoEME was invited to host events at faith based communities throughout the U.S. as a pre-launch to this regional conference including events at:

- Telos Annual Conference
- American Bible Society, New York
- Al Maqdis Mosque, New York
- Jewish Community Center of Greater Washington, D.C.
- St. Albans Parish Episcopal Church, D.C.
- Jstreet Annual Conference
- Unity of Fairfax Church, D.C.
- Temple Rodef Shalom, D.C.
- Beth El Synagogue, D.C.
- Fourth Presbyterian Church, Chicago
- University of Illinois at Chicago’s Jewish-Muslim Initiative
Now we want to hear from you!

- Faith based breakout sessions to get your feedback!
- The aim of this session is to get feedbacks from you on two issues:
  1) **Recommendations for revisions and amendments**
  2) **Strategies for disseminating**
- Your recommendations will support us towards the revision of v.1 and release of v.2.
Join us!

Working together towards a new future for the Jordan River

For more information visit: www.foeme.org