

**CROSS-BORDER  
MARINE  
CONSERVATION**

The Red Sea, home to one of the world's most resilient coral ecosystems, faces growing threats from human activities including plastic pollution and unsustainable waste management. Without coordinated action, marine biodiversity and the livelihoods of coastal communities are at risk.



ShaRED Sea fosters cross-border cooperation between Aqaba (Jordan) and Eilat (Israel) to tackle plastic waste, over consumption and preserve the marine environment.

Through education, advocacy, and hands-on conservation efforts, the program mobilizes youth, educators, and professionals to drive long-term environmental solutions.

**PROGRAM  
INITIATIVES**

ShaRED Sea is a project-based program that involves:

- **Young Professionals:** a semester-long training for emerging leaders during which they implement projects together with businesses and the broader community (e.g. supporting the transition to reusable dishes, art as a tool for activism, sustainable fashion, awareness campaigns, tackling cosmetics pollutants).



- **Youth:** a three-day training for high school students who then lead community-based projects, e.g., producing EcoBags and awareness-raising social media campaigns.
- **Teachers:** a three-day training on the "ShaRED Sea curriculum," including interactive methods such as place-based education and storytelling, empowering educators to foster environmental awareness and school projects together with the municipalities.

**LONG-TERM  
IMPACT**

ShaRED Sea is building a growing network of youth, educators, and professionals committed to protecting the Red Sea.

By engaging in education, conservation, and advocacy, participants help shape sustainable waste management policies, promote marine conservation, and strengthen regional ties between Eilat and Aqaba.

**Select achievements:**

- Guided over 35 businesses in green transformation
- Promoted community recycling through sustainable fashion show and reusable bag production
- Produced 7 awareness-raising videos in Arabic and Hebrew
- Held 5 regional seminars
- Endorsed as a member of the UN Decade of Ocean Science for Sustainable Development 2021-2030.

