



# MEDURABLE

FOR A SUSTAINABLE MEDITERRANEAN

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## SPONSORSHIP PROPOSAL

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MEDURABLE  
[www.medurable.org](http://www.medurable.org)



## THE ASSOCIATION

**Medurable** is a non profit and **independent French association** (law 1901) headquartered in Paris. It intervenes in the fields related to **environmental protection** with the mission of applying the Sustainable Development Goals (SDG). **Medurable** works in the context of adaptation to **climate change**, integrated water resources management (**IWRM**) at the basin level, the **Nexus** (water - energy - food) and **International solidarity**. The association seeks to respect the initiatives of the **Conference of the parties** (COP) as well as those of the **Paris agreement**.

## OUR VALUES

International and collaborative vision



Natural resources protection



Scientific methodology and innovative technologies



## OUR MISSION

- ▶ **Reflection and Realization** of projects of collective actions around the **Nexus water-energy-food**.
- ▶ We work for **human and environmental security** in every study and project we develop.
- ▶ **Inform and educate** the populations to enable sustainable consumption behaviours.
- ▶ Adoption of **Hydrodiplomacy** for a **dialogue and a fair distribution** of water resources.



## OUR TEAM



**Medurable** is composed by a team of **high level experts** in multidisciplinary fields such as : ministries, water agencies, diplomats, engineers, computer scientists.

## OUR EVENTS



Since 2015, the Luxembourg Palace has been hosting three **symposiums** we had initiated and organized on **Hydrodiplomacy\*** and **climate change for peace in the Middle East**. These debates concerned the **Orontes basin**, the **Jordan river**, the **Nile**, the **Tigris and Euphrates rivers**.

The objective of these symposiums, chaired by French senator **Olivier Cadic**, senator representing French citizens abroad and **Mr. Fadi Comair**, honorary chairman of the Mediterranean Network of Basin Organizations and president of **Medurable**, concerns the **sustainable basins governance**.



*\*HYDRODIPLOMACY: Concept that combines diplomatic work and expertise in terms of hydraulic projects based on the creation of a regional cooperation. The aim is to create an economic development, to find sustainable solutions and to ensure a fair distribution of resources.*



## OUR EVENTS



**Medurable**, in association with national and Mediterranean partners such as the **French Water Academy** and the **Overseas Scientific Academy**, the **GWP-Med**, the **REMOB**, the **RIOB**, the **OIEau**, is engaged in the scientific organisation of several international initiatives.

**Medurable** organises **The Water Week** which takes place in **Beirut**, together with the prestigious mediterranean organizations and institutions. **International experts** are addressing the issues related to the hydraulic resources exploitation with the prospect of a rationalization of water management.

For the first time, **Medurable** hosted in Lebanon the meeting of the governors of the **World Water Council** throughout the 7th edition of Beirut Water Week. **Medurable** also organizes the **World Water Day** in order to promote an **active Hydrodiplomcy** and a **perpetual Nexus**.

**Medurable** annually co-organize the **GAÏA prize**, in collaboration with the program **MED21**, the **Petrovic Njegosh Foundation** and **Nîmes Métropole**.



**Debates and round tables** about the current **environmental issues** and the impact of climate change, with the mission of establishing **peace** at the level of transboundary basins in order to find a **"win-win"** outcome between riparian countries.







## OUR ACTIONS



To ensure the realization and an effective implementation of its actions, **Medurable** combines theory and practice in its projects related to sustainable development and the security of future generations.

**Medurable** takes part in the **UNESCO ECOMED** project that aims to establish observatories in the Mediterranean basin and encourages data exchanges in these basins level. This strengthens the cooperation and ensures pollution control, based on **Hydrodiplomacy** and the **Nexus**.

**Medurable** reinforces the Water Governance component by relying on the **IWRM** (Integrated Water Resources Management) concept and specifically the UN Conventions about transboundary basins: **UNECE 1992**, the **UN Convention 1997**, the **Paris Agreement** and the Water Framework Directive of the European Union.

## UNECE and the Global Goals





## OUR ACTIONS



**Medurable** is undertaking training cycles on **Hydrodiplomacy** and mediation, as well as negotiation on international waterways.

Complementary training programs in **Integrated Water Resources Management** and **renewable energy** are proposed in order to raise awareness of policy makers and leaders about the importance of natural resources.

These programs focus on the preservation of these resources, the projection of future demand, the **Nexus water-energy-food**, the mobilization of additional water through non-conventional water sources and grey water to **fulfill the water requirements**.

**Medurable** works alongside a team of technicians who collaborate together for the realization of hydraulic projects (dams, hillside lakes, drillings, stations and sewage treatment, irrigation).



## WHY BECOME A PARTNER ?

To help us address environmental, social and security issues.



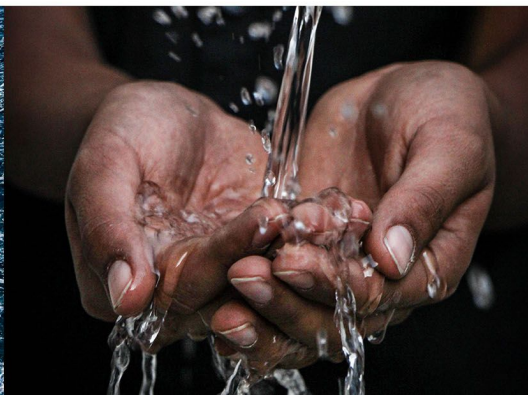
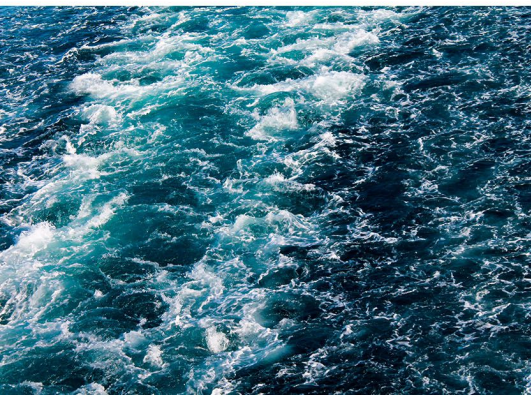
To intervene and communicate alongside a network of experts.

To defend values of dialogue, peace and international collaboration.



To actively contribute for a positive change.

To benefit from an international media coverage.





## YOUR CONTRIBUTION

We ask for **your support** to our initiative, in the form of a financial contribution or a participation in the logistics costs related to our events. For French companies, donations and contributions are tax deductible up to 60%, up to a limit of 20% of turnover.

## SPONSORSHIP OFFER

	SILVER	GOLD Regular sponsorship
<b>Visibility on our website</b>		
Logo in our Partners page + Link to your website	✓	✓
Your participation and logo in our reports	✓	✓
<b>Events visibility</b>		
Media coverage	✓	✓
Logo in our Program - Partner page	✓	✓
Logo in our communication supports	✓	✓
Public speaking in our seminars and conferences		✓
VIP invitation to our closing dinners		✓
<b>Social media visibility</b>		
Partners post related to our events		✓
Interviews (scientific advice, climate change, collective actions)		✓
<b>In your offices</b>		
Intervention and presentation of <b>Hydrodiplomacy and the Nexus</b>		✓
Distribution of Medurable supports to raise awareness of climate change. (PDF guides, studies, guidelines)		✓

To make a donation for the benefit of Medurable, please visit our website by clicking on the following link : [www.medurable.org/donation](http://www.medurable.org/donation) .





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FOR A SUSTAINABLE MEDITERRANEAN

## THEY DEFEND OUR VALUES



Académie de l'Eau



Académie  
des  
Sciences d'Outre-Mer

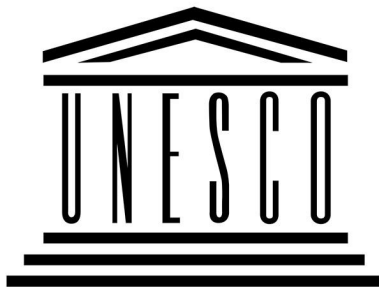


Office  
International  
de l'Eau



Global Water  
Partnership  
Mediterranean

**SEMIDE**  
EMWIS



fondacija  
PETROVIĆ  
NJEKOŠ



UNITED NATIONS

الائتلاف  
**ESCWA**



DÉCLARATION UNIVERSELLE  
DES DROITS DE L'HUMANITÉ



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط



Laboratoire  
Génie Civil  
et géoEnvironnement  
Lille Nord de France



Université  
de Lille

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