



CATALYST
— events —

EMBASSY WAVES SEA CLEANING INITIATIVE

UNITE FOR THE SEA:
TEAM UP, CLEAN UP,
SHINE TOGETHER!



OVERVIEW:

ORGANIZING A COMMUNITY-DRIVEN SEA CLEANING EVENT FOR THE BRITISH EMBASSY IN ABU DHABI, HIGHLIGHTING ENVIRONMENTAL RESPONSIBILITY AND ENGAGING 20 EMBASSY EMPLOYEES IN MEANINGFUL COMMUNITY SERVICE. THE EVENT WILL FEATURE A SEA CLEANING ACTIVITY WHERE PARTICIPANTS REMOVE DEBRIS FROM DESIGNATED AREAS, A TEAM-BUILDING COMPETITION WHERE EMPLOYEES ARE DIVIDED INTO FOUR TEAMS TO COLLECT THE MOST WASTE WITHIN A SET TIME, AND WASTE COLLECTION AND DISPOSAL MANAGED BY TADWEER. MEDIA COVERAGE WILL DOCUMENT THE EVENT, WITH CONTENT SHARED WITH THE EMBASSY AND USED BY CATALYST EVENTS MANAGEMENT FOR PROMOTIONAL PURPOSES.



OBJECTIVES

1. ENHANCE TEAMWORK: FOSTER COLLABORATION AND STRENGTHEN RELATIONSHIPS AMONG EMBASSY EMPLOYEES.
2. PROMOTE ENVIRONMENTAL RESPONSIBILITY: CONTRIBUTE TO THE CLEANLINESS OF ABU DHABI'S WATERS AND RAISE AWARENESS ABOUT SUSTAINABILITY.
3. GENERATE POSITIVE EXPOSURE: ACHIEVE POSITIVE MEDIA COVERAGE FOR THE BRITISH EMBASSY AND CATALYST EVENTS MANAGEMENT.
4. ENSURE EFFECTIVE WASTE MANAGEMENT: FACILITATE THE PROPER DISPOSAL OF WASTE THROUGH TADWEER, ENSURING A TANGIBLE ENVIRONMENTAL IMPACT



CATALYST TEAM ROLES:

- **EVENT COORDINATION**

- OVERSEEING THE SEA CLEANING ACTIVITY AND MANAGING OVERALL LOGISTICS.
- COORDINATING WITH TADWEER FOR WASTE COLLECTION AND DISPOSAL.

- **TEAM LEADING:**

- GUIDING TEAMS, MOTIVATING PARTICIPANTS, AND ENSURING ADHERENCE TO EVENT RULES AND SAFETY PROTOCOLS.

- **LOGISTICS SUPPORT:**

- SETTING UP THE EVENT SITE, PROVIDING EQUIPMENT, SAFETY TOOLS AND ASSISTING WITH WASTE COLLECTION AND COORDINATION.

- **MEDIA LIAISON:**

- MANAGING MEDIA COVERAGE, ENSURING PROPER DOCUMENTATION, AND SHARING CONTENT WITH THE EMBASSY AND FOR PROMOTIONAL USE



LOGISTICS

- **EVENT DURATION:** 2 HOURS
- **DATE & TIME:** NOVEMBER (DAY TBC), 4:00 PM – 6:00 PM
- **LOCATION:** ABU DHABI
- **SCHEDULE:** TBC

