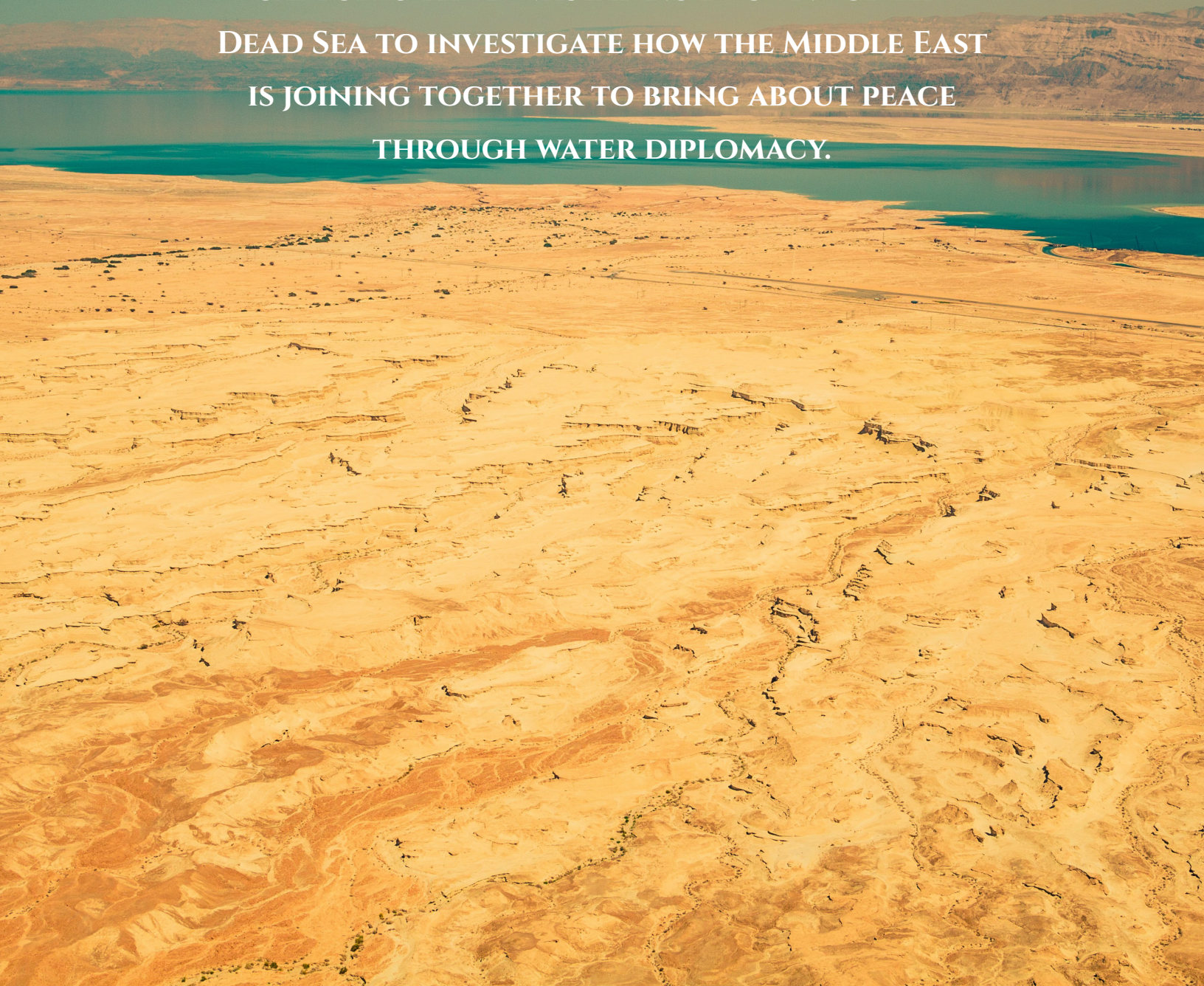


SAVING OUR WATER TREASURES

A PHOTOGRAPHER TURNED CLIMATE ACTIVIST
CAPTURES THE DEVASTATING DECLINE OF THE
DEAD SEA TO INVESTIGATE HOW THE MIDDLE EAST
IS JOINING TOGETHER TO BRING ABOUT PEACE
THROUGH WATER DIPLOMACY.



An aerial photograph of a large body of water, likely the Dead Sea, with a dry, patterned shoreline in the foreground and mountains in the background. The sky is clear blue. The text is centered over the water.

“WATER IS THE OIL
OF THE 21ST CENTURY.”

-ANDREW LIVERIS, CEO OF DOW CHEMICAL

THE STORY

Photographer Noam Bedein reveals the devastating beauty of the Middle East Water Treasures, documents their rapid decline, and investigates the hopes that Muslims, Jews, and Christians share to restore them, all while providing clean potable water solutions to the water scarce region.

“In one of the driest regions in the world, water is uniting people, creating empathy and building mutual trust.”

-Noam Bedein

The Middle East Water Treasures water levels and their precious water sources are at the center of it all. For example, six hundred Olympic-size swimming pools of water evaporate from the Dead Sea each day. Reasons include poor management, drought, climate change, overpopulation, and increased demand.

Around the world and specifically in the Middle East, water scarcity and poor water management have triggered unrest. However a few countries in the region became global leaders in water technology advancement and turned them into a global hub of innovative solutions for water scarcity.

For the first time in over seven decades, our most precious resource - water - is advancing normalization, peaceful relations and regional collaborations between the people and their leaders. Towards the end of 2021, the historic Israel-Jordan-UAE energy-water deal broker brought the Middle East one step closer to Saving the Dead Sea, impacting its water sources.



THE STORY continues

Will water be the unifier that brings us together as a species in a way never before imagined? Can the Middle East provide a model to the world of how to solve this global crisis?

Bedein takes us through the Middle East region all facing the same dilemma:

What comes first, saving a water treasure-world heritage sites, or a thirsty population? Can we build a regional water alliance and set a model case to the region and the world?

The Middle East is being called to work together, challenged to communicate the extent of the truth to their people, clarify the science to their leaders, and solve this inevitable crisis with compassion and human dignity.

Throughout the Middle East countries facing water challenges, Noam will spotlight how technological innovations are aiding in solving this problem, and how countries are working together in ways that previously were unthinkable.





PRODUCTION SEGMENT IN THE KINGDOM OF BAHRAIN

Following the Abraham Accords, a brave friendship was established through water diplomacy from one of the driest regions of the world. [Noam Bedein](#) from the Dead Sea Revival Project in Israel and [Halel Engineer](#), Managing Director of Reef Arabia and The Kingdom of Bahrain's main consultant and leaders of ocean and marine conservation.

Coming from different cultures, religions, and nations, together they will embark on a quest for solutions to one of the most pressing challenges in the Middle East and the world:

Water scarcity and the search for saving the world's ancient water resources and treasures.

This chapter of the documentary follows Noam and Halel on a personal and historic diplomatic eco-journey across the Kingdom of Bahrain to help raise awareness of the water challenges of Bahrain which is among the top ten countries in the world that could suffer from a water crisis in the next 25 years. Bahrain contains one of the highest population densities in the world and its population is growing, while it contains the lowest freshwater resources in the world.

Gaining trust and cooperation through their newfound alliance, water diplomacy will prove to address local water-scarce challenges, such as the reduction and compensation solutions for the development of building and deploying artificial reefs, while exploring Bahrain's futuristic urban communities on artificial islands and discovering the kingdom's treasures and wildlife.

The film will showcase Bahrain's willingness to partner with global stakeholders and engage in key marine conservation projects that support their development and enhance the exchange of knowledge and expertise. The film will also promote ecotourism development for the country, to showcase Bahrain's highlights in these fields will open up further opportunities to collaborate with other organizations and States around the world.

The positioning of a relatively waterless country and the country's positive efforts portfolio in its practices to be engaged more heavily in the MENA region.

PRODUCTION SEGMENT: THE UNITED ARAB EMIRATES REGIONAL LEADER IN WATER SUSTAINABLE DEVELOPMENT AND MANAGEMENT

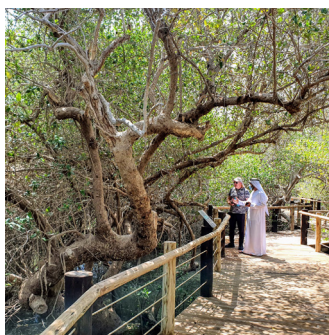
The UAE is one of the leading countries in the Middle East and the world when it comes to sustainable development through advanced water management. It plays a strategic regional role in water diplomacy, and positions itself as a gateway to the Middle East, North Africa and the countries of Southeast Asia.

Noam Bedein and Shabib Ahmad Ben Shabib will explore the UAE and learn how this Gulf state has become an effective mediator between Israel and its neighbors when it comes to water and energy solutions.

On this trip, they will look for opportunities to develop marine eco-tours that will connect their countries and their people in their quest to form a regional alliance for water sustainability, and together explore the saltwater mangrove forest conservations across the UAE, to learn how it battles climate change, and work towards mangrove foresting in the lowest point in the world.

This film will document the UAE's great strides in tackling water scarcity and marine protection, through an intimate tour of the UAE, one of the most advanced countries in the world in the field of water sustainability. The Water Diplomacy expressed through cultural and educational events and meetings with senior officials, will prove itself to address the challenges of local water scarcity, emphasizing cooperation between countries, and become another example for the Middle East and the rest of the world.

The film will set a focus on the importance of water security and marine protection globally and promote the current efforts emphasizing collaboration between countries, becoming a model for a Middle East water alliance that can encourage more Middle Eastern countries and many parts of the world to participate in this effort.



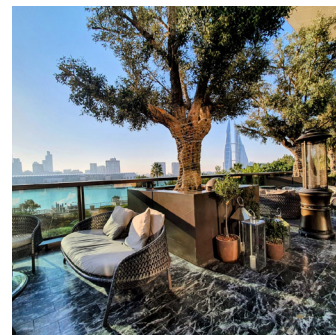
CAPITAL RAISE FOR 2022-2023

TOTAL BUDGET and DISTRIBUTION

In order to document these historic trips, we are raising the necessary capital to cover all travel expenses, crew, equipment rental, and lodging for each chapter of the story.

The total projected cost of \$650,000 USD will be needed over 18 months to produce this feature documentary film.

The film will target all international distribution outlets, including Streaming Service Providers, Film Festivals, and public theatres. The film is represented by Executive Producer Philip Alberstat.



THE STORYTELLERS



Noam Bedein is an Israeli photojournalist, environmental-arts activist and international speaker whose focus on protecting the environment and promoting peace has earned him recognition at home and abroad. After travelling the world as a correspondent for his NGO, the Sderot Media Center, Mr. Bedein founded The Dead Sea Revival Project, which is the only NGO in the world dedicated solely to sharing the story of the Dead Sea. Utilizing environmental art, documentation, education, ecotourism, research, and activism, Mr. Bedein works to further the mission of saving the Dead Sea through peaceful international collaboration.

Bedein's work has been recognized by National Geographic, NASA, and CNN/VR, but saving the Dead Sea will take more than awareness. As the water disappears, tensions ratchet up between nations and diminish solutions. Sirens are sounding. The warnings are real. And the Dead Sea has become the battleground that will determine humanity's future.



THE DOCUMENTARY FILMMAKER



Documentary filmmaker [Joseph Braun](#) has spent the whole of his career crafting stories that resonate with the public. He specializes in telling stories that humanize cultures, causes, and brands. Director of the soon-to-be-released feature documentary film “Ticking Time Bomb: The Truth Behind Takata Airbags,” Braun’s film and TV journey launched in Hollywood more than 20 years ago.

There, he began his career in post-production working on hit episodic dramas, such as NBC’s “Third Watch,” the Emmy and Golden Globe-winning, “ER,” and FOX’s hit American teen drama, “The OC.”

Braun is the founding producer of the Atlanta-based Best 30 Seconds Film Production, creating documentary films as well as short-form commercials for national brands. Braun’s considerable directorial and production experience is magnified in the storytelling of “Saving Our Water Treasures” and humanizes the dilemmas and choices we face to save our future.



PHILIP ALBERSTAT

EXECUTIVE PRODUCER



Philip Alberstat is an experienced media entrepreneur, operator, and producer.

His most recent role was the Chief Operating Officer of Audio Up, where he oversaw operations, business affairs, and production and led the process of the company's Series A, B, and C funding rounds. He also executive produced numerous podcast series including, "Stephen King's Strawberry Spring," the first-ever adaptation of the classic short story by Stephen King, which was the number one trending podcast globally upon release, James Ellroy's "Hollywood Death Trip," and "American Tabloid," weekly current affairs and political podcast series "Mea Culpa," and "Where the Bodies are Buried," which was named by "The Atlantic" as one of the best podcasts of 2020.

He is well known for his role at the William Morris Agency within their independent film team. He worked on such noted films as "Thank You For Smoking," "Away From Her," "Factory Girl," and "Frozen River."

He has produced numerous films and television series and won an Emmy Award for his work on the film "The Incredible Mrs. Ritchie." He was also shortlisted for an Academy Award for the documentary "Downstream" and a nominee for a Critics Choice Documentary Award for the film "Into the Fire."

Other notable documentaries he has produced include "Dirty Oil," "Fire on the Hill," winner of numerous awards, "Lost and Found", "The Lost Forest", "Still Human," and "An Unfinished Symphony" for the Nobel Foundation and National Geographic.

Prior to William Morris, he was Global Head of Media Law at the firm of Baker McKenzie in London, England, specializing in media finance law. He is the author of several books, including "The Insider's Guide to Film Finance," "Law and the Media," and "the Content Maker's Handbook."



SHABIB AHMED BIN SHABIB

CEO - MARFA ADVISORS, DUBAI



Shabib holds a degree in International relations with a focus on Cultural Engineering, and has extensive work experience engaging with local and foreign Government entities and agencies. Shabib has been part of the Ministry of Climate Change and Environment, working on the domestic foreign portfolio with regard to sustainability projects and PPP projects. He also has worked as Chief Operational Officer for JMS Real Estate, project managing for the organization, and engaging in B2B joint projects. Shabib has also briefly worked on UAE domestic and foreign tax policies at the UAE Federal Tax Authority, before spearheading an independent venture as Marfa Advisors.

HALES ENGINEER

MANAGING DIRECTOR - REEF ARABIA, BAHRAIN



Hales Engineer is a passionate environmental consultant, Hales brings with her 25 years of experience in environmental protection and sustainability. Founder of Environment Arabia Consultancy Services and Reef Arabia, Hales plays a central role in helping clients manage their environmental requirements and develop their internal environmental and sustainability objectives based on national legislation in MENA countries. Hales holds a BSc (Hons.) from the University of Plymouth in the UK and an MSc in Environmental Impact Assessment & Auditing from the University of East Anglia, UK.



KEY STAKEHOLDERS - UNITED ARAB EMIRATES



KEY STAKEHOLDERS - BAHRAIN



**Bahrain
Embassy in
Tel-Aviv**



KEY STAKEHOLDERS - ISRAEL



State of Israel
Ministry of Foreign Affairs



המשרד לשיתוף פעולה אזורי
وزارة التعاون الاقليمي
The Ministry of Regional Cooperation



ISRAEL
MINISTRY
OF TOURISM



המשרד להגנת הסביבה
الوزارة لحماية البيئة
Israel Ministry of Environmental Protection

THE DEAD SEA MUSEUM



BIDR
The Jacob Blaustein
Institutes for Desert
Research



Nachshon
— Israel VIP Tours —



DeserTech
Climate Technologies Community



ZIWR
The Zuckerberg Institute
for Water Research



Arava
Institute

מכון הערבה מעמד ואדי ערבה



Israel National Water Co.



ISRAEL NATURE
AND PARKS
AUTHORITY



LEON H. CHARNEY
SCHOOL OF MARINE SCIENCES
בית הספר למדעי הים על שם ליאון צ'רני



ISR
AEL
IS
ישראל
Sharaka.

CONTACT

(C) 2022 JOSEPH BRAUN
JOEBRAUN@BEST30SECONDS.COM
+1 770 880 5152

CONTACT

NOAM BEDEIN
NOAM@DEADSEAREVIVAL.ORG
+972 54-559-8977