SDG 6



Indicator 6.5.1

Water Management Educational Opportunities

Misr international University (MIU) has an active role in promoting water sustainability awareness within the local Egyptian community. Through both undergraduate fieldwork and advanced graduate research within the Faculty of Al-Alsun and Mass Communication, the university has successfully bridged the gap between academic study and community engagement. The data presented below demonstrates how the university facilitates understanding of water consumption behaviors and evaluates the effectiveness of public awareness strategies.

Undergraduate Engagement: Community Interaction & Surveying	**In a lively, open discussion with students and Faculty at Misr International University, Egypt's Minister of Water Resources and Irrigation, Hani Sewilam said:** • **Egypt is ready for "all possible scenarios" when it comes to the Nile River.** • **The creation of a National Water Council is a long-awaited milestone for Egypt's water experts.** Responding to audience questions, Sewilam revealed that President Abdel Fattah el-Sisi personally ordered the council's formation. The body, which will be chaired by the Prime Minister, is tasked with managing what Sewilam called "Egypt's lifeline: its water resources".

	Sewilam also highlighted several major infrastructure projects, from the development of the Toshka spillway to the significant expansion of the country's water recycling efforts. According to the Minister, Egypt is now reusing roughly 5 billion cubic meters of irrigation water annually. https://www.miuegypt.edu.eg/water-security-seminar-by-dr-hani-sewilam-at-miu/
Graduate Research: Enhancing Public Awareness Strategies	At the postgraduate level, the university produces high-level research aimed at optimizing how water management education is delivered to the public. This ensures that future educational campaigns are evidence-based and effective. **Activity:** Master's Thesis Defense **Specialization:** Comparative Media Studies **Date:** June 6, 2024 **Thesis Title:** *"The impact of Media Awareness Messages on Egyptians' Attitudes Toward Rationalizing Water Consumption: A Comparative Study between Television and Social Media Platforms."* **Key Contributions to Community Education:** This research specifically targets the methodology of education. By analyzing the impact of awareness messages, the university provides a framework for: 1. **Identifying Channels:** Determining whether TV or social media is more effective for educating specific demographics about water conservation. 2. **Message Tailoring:** Understanding which types of messages successfully persuade the community to rationalize water use. 3. **Policy Support:** Providing data-backed recommendations for national or local campaigns aiming to teach effective water management practices. https://www.miuegypt.edu.eg/ranim-fathi-anwar-azzam-masters/