

# Walk on Dead Sea

a TZW Project Concept note

## Background

We were Inspired by the Floating Piers from the famous artist Christo. In June 2016 1.3 mio paying guests walked over 3 km artificial floating piers on the Italian lake Iseo (<https://www.christojeanneclaude.net>).

## Project Goals

1. To raise environmental awareness for Protection of Dead Sea and all waterways & beaches in Jordan
2. To inform about the dangerous plastic pollution, especially in waterways, seas, oceans,...
3. To approach people by a funny way to motivate them for the idea of recycling
4. To raise Tourism

## Project Description

A 500m floating walkway along the shore of Dead Sea shall be installed, fully made from recycled material! All involved partners shall prepare decentral pontoons based on a common design. They shall be chained together on the Dead Sea.

At the end of the project, the complete material shall be recycled with a mobile plant direct on spot as a PR activity to raise awareness and demonstrate possibilities of Recycling within Jordan.

## Roadmap

1. **Close Cooperation with Authorities** to gain referring legal approvals already at early stage and to identify the requirements.
2. **Develop a Finance Plan**
3. **Identifying Partners and possible PR donors:** in prior the big hotels Dead Sea Hotels & all Jordanian tourist authorities & bottle producing companies (Cola, Pepsi, etc)
4. **Elaborate Technical Solution with pilot pontoons**
5. **Collect the required amount of bottles/jumbos**
6. From beginning of project: **Awareness raising campaign:** Call the population to collect bottles...Movie documentation, Mass Media, Radio, TV,....install specific collection containers along the Dead Sea
7. **VIP involvement:** approach King & Queen to officially open the walk
8. **Artistic Accompanying Programme:** open Air concerts, open air movies,.....trash installation competition...
9. **Implementation with big opening show and final recycling event**
10. **Documentation**

