

Lebanon: Project WET Makes a Hit at the Days of Science

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Nestlé Waters hosted a Project WET (Water Education for Teachers) stand during an educational event for families and schools on scientific matters that was this autumn in Beirut. Called “Days of Science”, the event was the opportunity for Project WET to gain visibility and promote learning on water preservation.



The Project WET stand at the "Days of Science".



Games attracted the visitors' attention.



Local educational officials were impressed by the kids' response to the games.



A team of Nestlé Waters employees from marketing and retail sales, including Rania Choueifati Ghorayeb, Sohat brand manager, hosted a very well-received Project WET stand during the Days of Science event held on Oct. 14-17: “It’s amazing to see the kids and the teachers’ reaction to our games — it reinforces our knowledge that we can help protect our resources by organizing hands-on activities with the public.”

The event is an opportunity for the public to meet with scientific experts. Its purpose is highly educational.

For four days, games, quiz and presentations are organized to stimulate curiosity and explain scientific phenomena in simple and playful ways to families.

This year, around 15,000 people attended the event organized by the Lebanese Ministry of Culture, the Swiss embassy and the municipalities of Beirut and Geneva.

WET in all the country's schools

“Many families and schools came to our stand. We provided seven different games for children to learn about water and preservation of water resources. We also hosted a

delegation of local educational officials led by Lebanon's minister of Education. She was impressed by the educational program and the kids' response to the games, and she asked us to help launch project WET in all of the country's schools!" claimed Rania Choueifati Ghorayeb.

Nestlé Waters launched Project WET in Lebanon in 2005, presenting the educational program to a team of volunteers and training the team members to use it.

Project WET was then implemented in a pilot school, close to Nestlé Waters Lebanon's headquarters.

"We got a very enthusiastic response and from there, we began spreading Project WET in schools and with educators all over Lebanon," explained Rania Choueifati Ghorayeb.

Locally developed material

The project was put on hold in the aftermath of the July 2006 war, but the company resumed the program's deployment in 2007 introducing it with locally developed material to 120 coordinators of the Ministry of Education's Pedagogy department.