

## JREDS (الجمعية الملكية لحماية البيئة البحرية)



الجمعية الملكية لحماية البيئة البحرية  
J MARINE CONSERVATION SOCIETY OF  
JREDS

### كيف بدأ كل ذلك ...

مثل كفاءة استخدام المياه والطاقة المتجددة وإدارة النفايات الصلبة وجوانب أخرى. تقوم JREDS بتنفيذ مبادرات وبرامج التنمية المستدامة التي تتجاوز حماية الحياة الساحلية والبحرية ، ويشمل هذا البرنامج المعسكرات البيئية الصحراوية ، والقيادات البيئية الشابة، المفتاح الأخضر، والمدارس البيئية. ولا تقتصر أنشطة JREDS على منطقة العقبة بل تمتد لتشمل كل الأردن من الشمال إلى الجنوب، مثل برنامج الاستدامة في مدرستهم الذي يغطي مئات المدارس الموزعة في جميع أنحاء الأردن. علاوة على ذلك ، شددت JREDS على ضرورة وجود دعم قوي لأنشطتها. اليوم ، وبعد 23 عاماً على تأسيسها ، تواصل JREDS نجاحاتها بدعم من 250 عضواً ، 14 موظفاً، و 3 موظفين دوليين، و 100 من المتطوعين المحليين في عمان والعقبة، وقد طورت ووسعت مجالات برامجها الثلاثة ، حيث تنفذ حالياً 16 مشروعاً ومبادرة .



يعتبر خليج العقبة ذو أهمية كبيرة بالنسبة للأردن حيث أنه يعتبر منطقة الساحل الوحيدة ، ويعد واحداً من وجهات الغوص المشهورة في جميع أنحاء العالم. و لهذه الأهمية للأردن ، فقد تم تأسيس الجمعية الملكية لحماية الأحياء البحرية في الأردن (JREDS) في أغسطس 1995 من قبل مجموعة من الأشخاص المسؤولين المعنيين. و هي تسعى لحماية الحياة البحرية في العقبة من التلوث. في ذلك الوقت ، تم تسجيلها باعتبارها المنظمة الأردنية الوحيدة غير الربحية ، و الغير حكومية تعنى بالحفاظ على النظام البيئي البحري وحمايته. تعمل JREDS على منع أي ضرر محتمل لخليج العقبة من خلال تعزيز إدارة مستدامة للموارد البحرية الطبيعية، ورفع الوعي العام، وتشجيع المشاركة المجتمعية، وإجراء المراقبة البيئية.

على مدى العقدين الماضيين ، أدركت JREDS أهمية دمج الاستدامة في أنشطتها ، وشاركت وتعاونت مع الهيئات المحلية والدولية لتحقيق ذلك. كما وسعت من موضوعاتها للعمل في مجالات أخرى

### Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your

readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep

your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

### Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

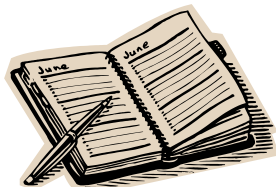
You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial.

You can also profile new employees or top customers or vendors.

### Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to

the article. Be sure to place the caption of the image near the image.

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Caption describing picture or graphic.

## Business Tagline or Motto

### MALEEKA ZAKARNEH

Primary Business Address  
Address Line 2  
Address Line 3  
Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: someone@example.com



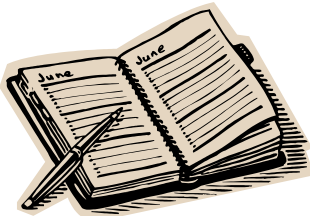
This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!

example.com

## Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can

either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.