

09 July 2024

The CEO launches the media plan for the regional centers



The CEO of the Center supervising the regional centers for climate change, dust and sand storms, and rain enhancement, Dr. Ayman bin Salem Ghulam, today (Sunday) launched the media plan for the centers, in order to enable them to communicate directly with the entities associated with their work, international organizations, and the target audience, and to highlight their outputs, work, and initiatives.

Through its strategy, the regional centers seek to develop a comprehensive media plan through which they can highlight the Kingdom's efforts in the environmental and climate issues files that it has been working to implement within its general objectives since it was launched by His Royal Highness Prince Mohammed bin Salman at the Green Middle East Initiative summit in Al-Ula, where beneficiaries can Reviewing the latest developments in scientific research and studies issued by the centers and learning about the latest findings of the Kingdom in the field of confronting the effects of climate change, confronting dust and sand storms, and the results of rain seeding operations and research.

It is noteworthy that the regional centers have contributed, within a short period since their establishment, to launching many scientific and research programs and activities regionally and internationally in the field of climate change research, studies of its effects and ways to confront it, warning of dust and sand storms, monitoring them, and conducting research related to their economic, environmental and health impacts and ways to confront them and reduce their negative effects. And keeping pace with the operational and research processes of the rain enhancement program and the results achieved through it.