

Sponsor/Title: Department of State (DOS) -- Make Every Drop Count

Website: <https://www.grants.gov/search-results-detail/360245>

Funding Opportunity Number: DFOP0017492

Notre Dame Limited Submissions Listing:

<https://research.nd.edu/our-services/funding-opportunities/faculty/limited-submissions-program/>

Focus: This project leverages American excellence in water conservation projects. It shares U.S. know-how with Jordanian audiences in a manner that serves Jordanian needs for creative strategies in changing behavior around water use. At the same time, it amplifies the way in which American campaigns have successfully changed consumer behavior to reach positive ends. A more knowledgeable and water-conscientious population may open the door for American businesses with water infrastructure and hydro-engineering expertise to enter the Jordan market with solution-oriented products. Jordan is the second-most water-scarce country in the world. To keep taps flowing, Amman and other urban communities rely on both legacy and new water infrastructure. Even with successful and timely completion of new water projects, including the National Conveyance Project that the United States is supporting through foreign assistance, Jordan estimates it will again face a water deficit by 2035. This, coupled with Jordan's arid landscape and increased water demands due to population growth, demands a significant need for consumer conservation, as well as a broader understanding among the younger generation about water scarcity issues in Jordan. If young Jordanians have increased awareness of and implement effective water-saving practices, they can become valuable advocates for water efficiency and conservation among their peers, within their families, and throughout Jordanian communities.

The embassy's Public Diplomacy Section announces a funding opportunity for the "Make Every Drop Count: A Youth Water Conservation Project" project and invites proposals for social media campaigns geared toward Jordanian youth (Generation Z) that focus on the need for and implementation of water conservation efforts. The eventual title of the project is part of the proposal, and should be Jordan-specific, relevant to youth, and use youth vernacular.

The "Make Every Drop Count" project will target 16 – 25-year-old youth in Jordan and showcase expertise from the United States in youth community engagement programs, resource management, media analysis, and social media strategy. Successful proposals will highlight a proven track record in launching successful direct-action campaigns led by and for youth, strong and established connections with experts in the United States and Jordan, knowledge of and willingness to work with existing water conservation efforts in Jordan, previous experience in youth engagement, and ties to youth education institutions or centers.

All application materials must be submitted by email to AmmanGrants@state.gov. Applications are only accepted via email. Submission via Grants.gov will not be accepted.

Required Internal Application: Upload the following information to the Google Form at <https://forms.gle/xL3jxa8RcHivx1MB7> by the internal deadline.

- Name of the Principal Investigator (PI)
- Project Title

- Names of ND Collaborators
- Project Summary: A one-page project summary (maximum) that aligns with the NOFO Application Merit Review Criterion 1, as detailed on page 11.
 - Criterion 1: Quality and Feasibility of the Program Idea: The program idea is well developed, with details about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Internal Interest Date:

2025-08-18

Sponsor Deadline Date:

2025-09-06

Questions? Contact Notre Dame Research Limited Submissions at limited@nd.edu.

Unless otherwise noted, all internal applications are due by 11:59 PM Eastern Daylight Time on the internal expression of interest deadline.

Internal applications submitted after the deadline will not be accepted.