



**Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition**  
**Permanent Consultative Observer with the United Nations Economic and Social Council**

## **IIMSAM Announces Project Green Life Fallujah at United Nations Headquarters to eradicate malnutrition and achieve the UN Millennium Development Goals in Iraq**



*H.E. Sheikh Tarik Alabdullah at UN and with IIMSAM Delegation: Adviser Ms. Sandra Rutz, Amb. Director General H.E. R. Maradona, Deputy-Amb. H.E. S. Rahimi, H.E. T. Alabdullah and Mr. Ryan Hemphill*

**(United Nations Headquarters, New York 21<sup>st</sup> April, 2008)** In order to realize its mandate to make Spirulina a key driver to eradicate malnutrition, achieve food security and to bridge the health divide globally; the Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition, IIMSAM, announced the launch of **Project Green Life Fallujah** at the United Nations Headquarters on Tuesday, 15<sup>th</sup> of April 2008 during a diplomatic luncheon attended by some 70 guests from the Private Sector, UN Secretariat and many of the Permanent Representatives from Member States. The luncheon was followed by a press conference at the UN Correspondents Association Club sponsored by Mr. Zadeh Akram and IslaMedia where ***H.E. Sheikh Alabdullah*** answered questions relating to the **IIMSAM Green Life Fallujah Project**.

Under the programme, IIMSAM with the cooperation and support of its Goodwill Ambassadors ***Sheikh Tarik Alabdullah*** and ***Ms. Maria Wera Cedrell*** would initiate Spirulina initiatives in the Fallujah region of Iraq. Project Green Life Fallujah would mainstream the use of Spirulina in various processes that contribute towards the realization of the United Nations Millennium Development Goals. Initially focusing on children from ages one to five, the most vulnerable populace bearing the negative impacts and effects of malnutrition; the project would later expand to other categories.

The exercise would underline the crucial role that malnutrition plays in the rebuilding and reconstruction processes. A Temporary IIMSAM Strategic Coordinating Team with Mr. Gunnar

Magg of Sweden as the project manager has been established in Amman, Jordan under the auspices of **H.E. Sheikh Tarik Alabdullah** to carryout this imperative and unprecedented initiative to begin **phases I** of the project (*Feasibility-Study, etc.*) **H.E. Sheikh Alabdullah** also announced his goodwill contributions to the project in the form of logistical in-kind contributions: (*IIMSAM Office in Amman fully staff, land (with a present market value of over 1 million dollars despite the war) earmarked for IIMSAM to produce Spirulina locally for distribution to the local Fallujah Population, financial backing to carryout the project along with other wealthy qualifying contributors from the private sector in the region recruited by H.E. Sheikh Alabdullah.*) Completion of **Phase I** should be completed by the end of June.

With **Phase II** of the project commencing in July lasting about 3 months beginning of actual implementation of project bringing the experts, the technology: establishing Spirulina plant of 30 MT per annum. IIMSAM partners with the National Research and Development Corporation (NRDC), Ministry of Science and Technology, Government of India that has the patent of the very process and the technological know-how. AMM Murugappa Foundation would establish the plants on behalf of the NRDC. It would be turn-key where man-power training would also be provided to transfer the know-how. It is the best and most cost-effective process in the world.

**Final Phase III** of project would start in fall the actual distributing mechanism of the spirulina programme to the local population in particular the very vulnerable children from 0-5 years of age. The medical personnel needed to monitor the programme from the medical implementation side will also be an added imperative component of the project.

**Green Life Fallujah Project Concept** was created by IIMSAM's Goodwill Ambassador and renowned international journalist **H.E. Ms. Maria Cedrell** and IIMSAM Adviser and Project-Manager for the Project **Mr. Gunnar Magg** in partnership with (World Television Network Ltd.) which will present the project to a global mass audience through a series of short documentaries and news-reports.

**H.E. Ambassador Remigio M. Maradona, Director-General IIMSAM stated-** *I take this opportunity to congratulate H.E. Sheikh Alabdullah, H.E. Ms. Cedrell and Mr. Magg on this auspicious occasion. I am confident that Project Green Life Fallujah would be a potent instrument to deliver the nutrition which will present the project to a global mass audience through a series of short documentaries and news-reports. Depicting other benefits associated with Spirulina to the people of Iraq; that would play a crucial role to secure the UN MDGs in the region because of the inherent link of the level of nutrition to various development processes. I extend an invitation to all to become a stakeholder in our initiatives to realize a world free of hunger and malnutrition.*

**FOR FURTHER INFORMATION ON THE GREEN LIFE FALLUJAH PROJECT PLEASE FEEL FREE TO PERUSE OUR WEBSITE: [www.pomun.org](http://www.pomun.org)**

**Or**

**Contact IIMSAM Outreach Unit at:**

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