

# Rami Bitar's Tawfeer Supermarkets Collaborate with USAID to Enhance Lebanon's Wastewater

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*The concept of supermarkets has not been very current but is now becoming popular because of the ease it offers to its consumers.*

BEIRUT, LEBANON, September 24, 2022 /EINPresswire.com/ -- Wastewater is undeniably an undervalued water source. However, the true potential of wastewater is now being comprehended as most organizations acknowledge that resources are draining away.

Tawfeer Supermarkets, Led by [Mr. Rami Bitar](#) in Lebanon, collaborated with USAID to shed awareness on the issue.

During the unusual crises in Lebanon and the financial and political meltdown, Tawfeer Supermarkets joined hands with the USAID-funded Lebanon Community Support Program (CSP) to enhance Lebanon's wastewater.

USAID works with an objective to offer community development support and technical assistance for several crucial services by teaming up with water and wastewater utilities like regional water establishments (RWEs), communities, and other stakeholders. Mr. Rami Bitar worked hard to raise awareness and highlight matters on their digital platforms and in stores using posters and kids' activities.

Tawfeer Supermarkets chose this cause to work upon due to various benefits:

- It helps to stop waterborne pollution
- Nurtures safeguard the health and safety of all
- Helps in by-product recovery
- Offers clean, safe water processed
- Provide a positive impact on the environment
- Decrease waste from the environment
- Save huge amount of water from getting wasted

Mr. Rami Bitar says,

“Tawfeer has stepped up to endorse the concept of wastewater stewardship through our CSR

strategies, our everyday practices, and marketing campaigns.”

Their aim behind social media marketing campaigns, along with in-store initiatives and activities, was to fire up the discussion in the Lebanese community about wastewater, the true facts of evolving wastewater pollution, health risks due to sewage, and how it is related to sustainable development.

[Rami Bitar, CEO of Tawfeer Supermarkets](#), believes that to accomplish some positive change in the surroundings, all must play their part in reaching adequate and sustainable water and wastewater effectiveness and ensuring a more promising future.

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