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The Mohamed Bin Zayed Water Initiative

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70% of freshwater globally is used for food production, but 30% is lost or wasted. Al Miyah Challenge for Agriculture is looking for innovators to pilot technological solutions to reduce water consumption while maintaining and improving crop yield. Pilot your solution in the UAE today, with potential to scale across the GCC and Africa. Apply by June 30.

The video player interface includes a dark background with the following elements:

- Logo:** "تحدي المياه للزراعة" (The Water Challenge for Agriculture) and "AL MIYAH CHALLENGE FOR AGRICULTURE" in white text.
- Arabic Logo:** "المياه" (Water) in a stylized white font.
- Main Text:** "CAN YOU GROW FOOD WHILE SAVING WATER?" in large, white, all-caps font.
- Player Controls:** A progress bar at the bottom with a play button, a skip back button, and a timestamp "0:01 / 0:15".
- Additional Icons:** A mute icon and a full-screen icon in the bottom right corner.

Enable Your Idea – It Could Feed the Future

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