

**Achievements Work Package 5:
Development of a communication
and awareness- raising strategy**

Achievements Work Package 5

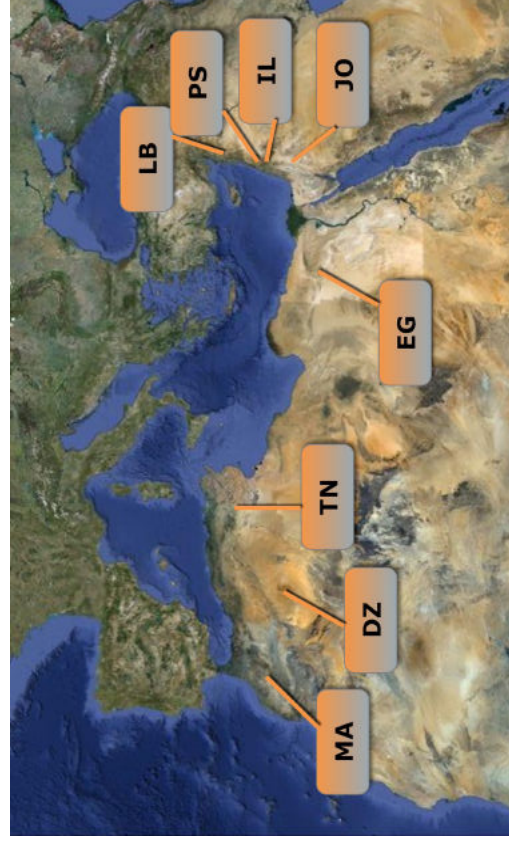
HORIZONTAL
ACTIVITY

Activity 5.1.1: Updating PPT presentations with SWIM-SM format

Objective: Keep the visual identity of SWIM-SM through PPT presentations with a homogeneous format

Activity: Preparation of PPT presentations with a standardised format (introductory and final slide, colours, fonts, etc.)

Progress: 100%



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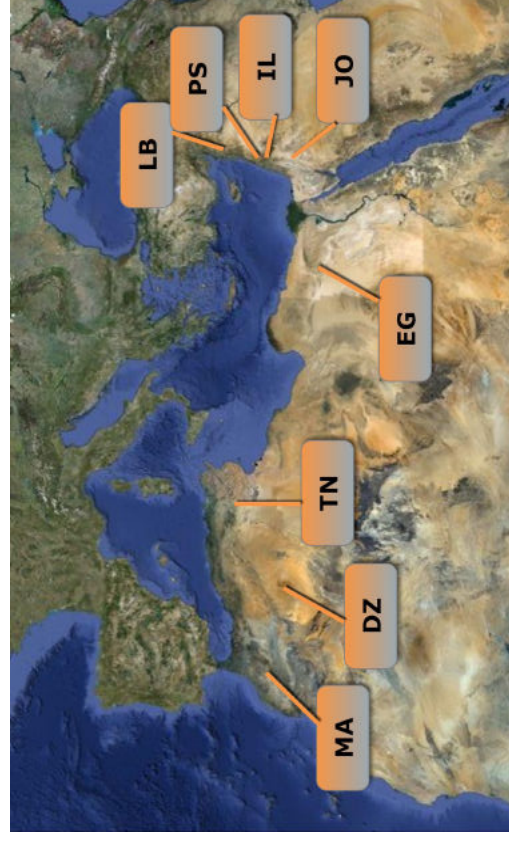
HORIZONTAL
ACTIVITY

Activity 5.1.2: Updating of SWIM-SM policy profile (AR, EN and FR versions), diffusion to national and regional stakeholders

Objective: to revise and widely diffuse the SWIM-SM policy profile in the 3 languages to relevant stakeholders.

Activity: production of a revised policy profile (in September 2011) in the 3 languages and its wide diffusion to relevant stakeholders met by the project during its participation in Regional events or National consultation meetings.

Progress: 100%



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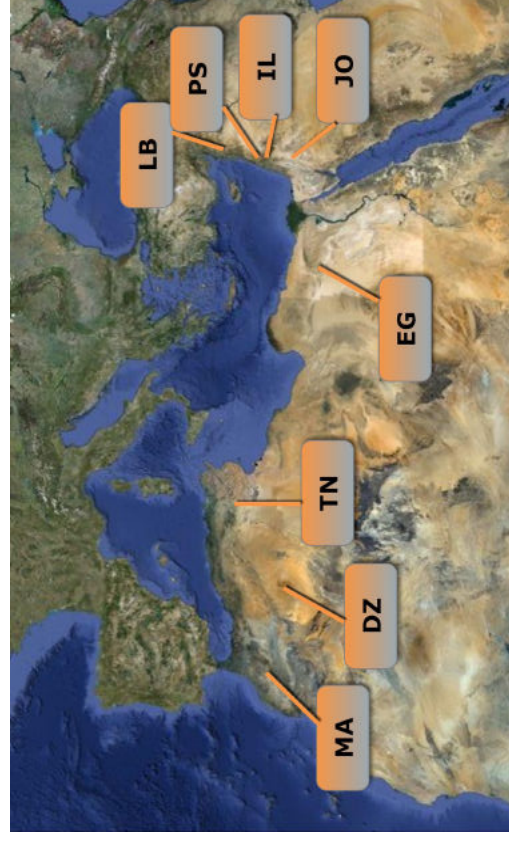
HORIZONTAL
ACTIVITY

Activity 5.1.3: Updating of SWIM-SM pamphlet (EN and FR versions), diffusion to national and regional stakeholders

Objective: Update of the SWIM-SM pamphlet to add the SWIM website coordinates and its wide diffusion to relevant stakeholders.

Activity: Wide diffusion of the updated pamphlet to participants in the SWIM activities.

Progress: 100%



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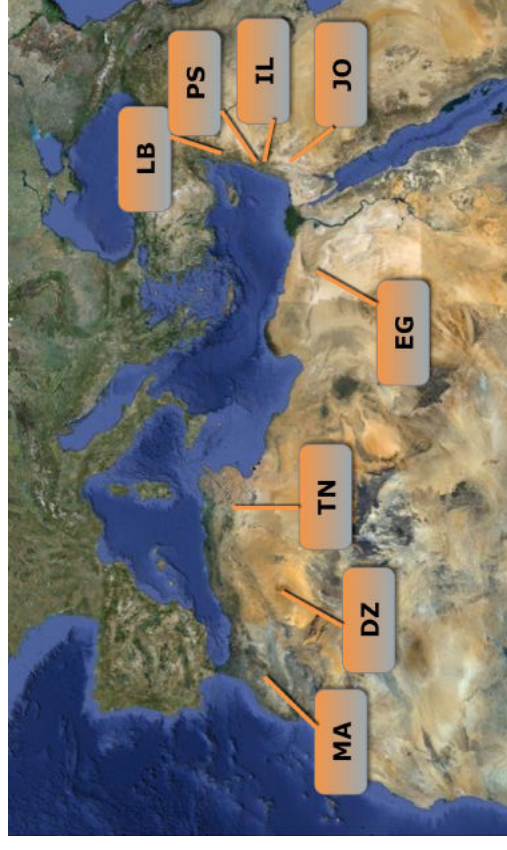
HORIZONTAL
ACTIVITY

Activity 5.2.1: Website set up, maintained and updated

Objective: Creation, maintenance and regular update of the SWIM website

Activity: The SWIM website has been developed, maintained and regularly updated.

Progress: 100% of an ongoing activity



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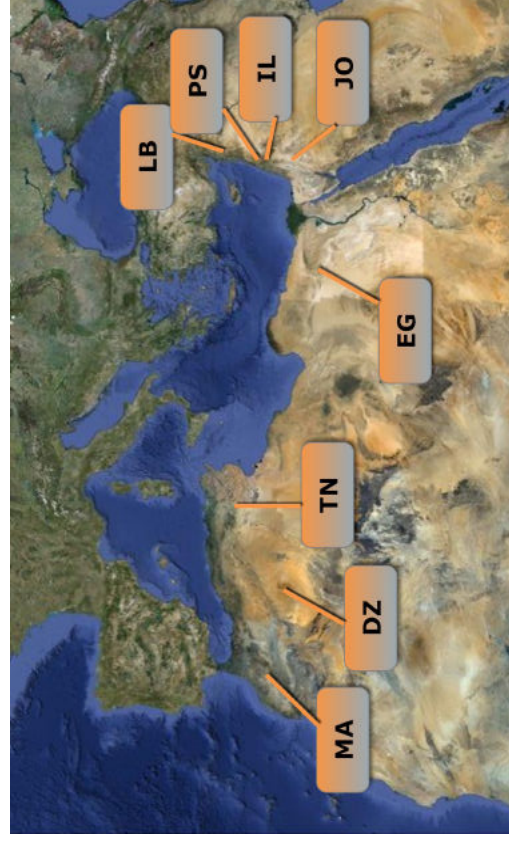
HORIZONTAL
ACTIVITY

Activity 5.2.2: Management of promotional materials' design and production and oversight of the overall communication with SWIM-SM Focal Points, target groups and other stakeholders

Objective: Design, produce and manage promotional materials and supervise the exchanges with FPs, target groups and relevant stakeholders to ensure appropriate communication approaches.

Activity: Promotional materials have been overall managed and communication with relevant stakeholders supervised.

Progress: 100% of an on-going activity



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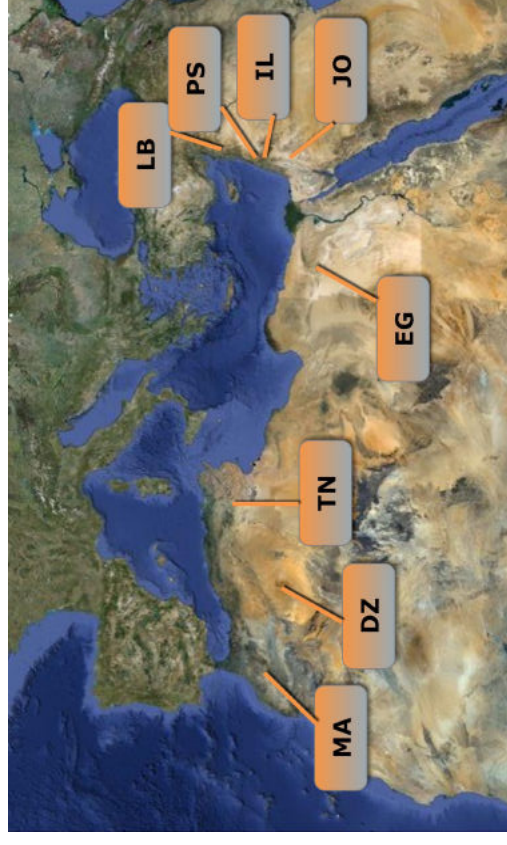
HORIZONTAL
ACTIVITY

Activity 5.2.3: Relations with press and journalists - advertorials, press releases

Objective: To effectively communicate the SM project and its achievements by providing regular information about its activities to journalists and media professionals so that they can widely inform their target groups.

Activity: Press releases related to all SWIM-SM activities have been diffused to the list of journalist's set-up by SM for the various PCs.

Progress: 100% of an on-going activity



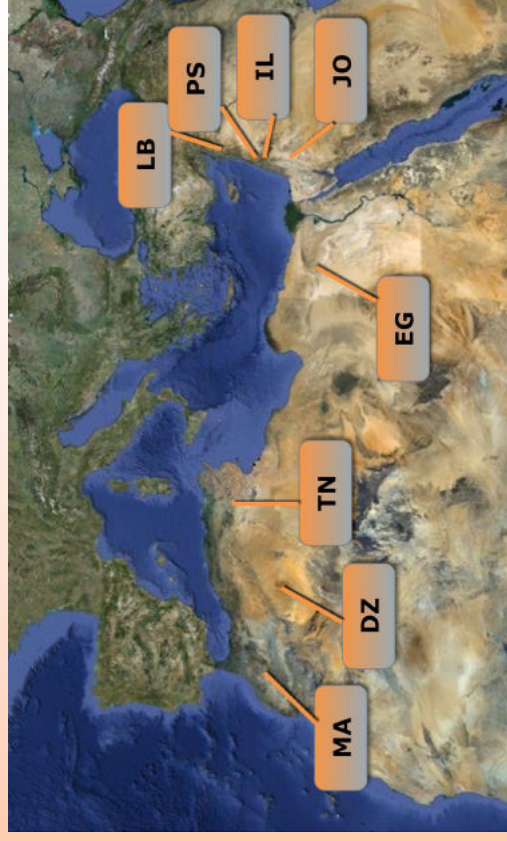
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HORIZONTAL
ACTIVITY

Activity 5.2.4: Preparation of a media kit to be used for the training of media, educators of higher institutes (Universities etc.) and eventually distributed also to journalism students

Objective: to create an information/awareness raising material for media professionals about specific topics at the heart of SWIM that can be regularly updated (soft version) to include the achievements of the two project's components over time.



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Activity:

- A draft version of the kit has been prepared and has been shared with the journalists participating in the SWIM Media Information Sessions;
- Feedback on structure and type of contents was collected and integrated in the draft version of the kit;
- Additional materials/information about SWIM-SM activities have been prepared and included using a style appealing for media (short texts, focus on figures/statistics/numeric data).

Progress: 100% for the 1st year of SWIM implementation – on-going activity

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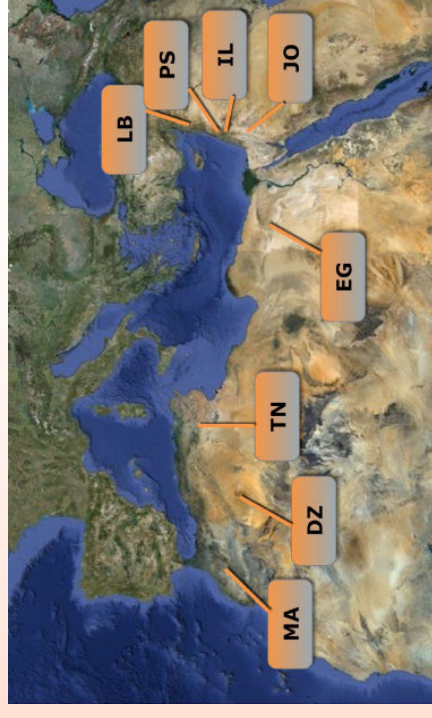
MS BARBARA TOMASSINI

HORIZONTAL
ACTIVITY

Activity 5.2.5: Four Information Sessions of media professionals (Jordan, Lebanon, Morocco, Tunisia)

Objectives:

- To raise awareness of journalists and media professionals about the project's activities and achievements, with special emphasis on innovative approaches and unique aspects of SWIM, and equip them to take an effective role in the dissemination of information amongst their target groups;
- To Facilitate their understanding on innovative tools, policies and techniques to face water challenges in the region



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Activity:

- 1/2 day workshop involving the participation of 10 journalists and media professionals from each one of the PCs and also the following:
- EU Delegation, SWIM FP and LO, SWIM KE(s) (Water and/or Environment and/or Communication), media and dissemination NKE, representatives of demonstration projects with activities in the specific PC
- During the Sessions:
- -The SWIM programme was presented and discussed, with emphasis on the 4 pillars and the activities of demonstration projects implemented in the specific PC.
- -The draft Media Kit was displayed to participants in order to get their feedback about layout and contents.

Progress: 100% for the 1st year of SWIM implementation – on-going activity

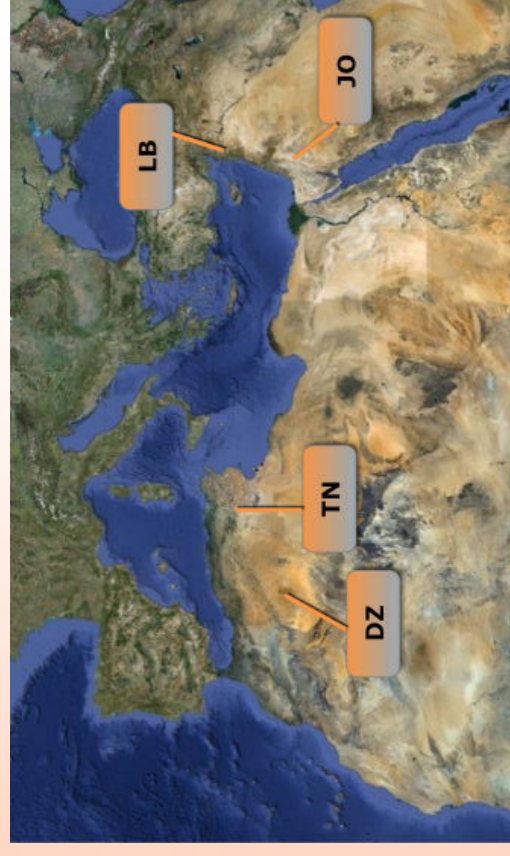
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ACTIVITY

Activity 5.2.6: Consultation meetings with responsible for extension services to farmers and/or administrations / cooperatives related to farmers activities to plan for an awareness raising and communication campaign addressing farmers (in 4 PCs)

Objective: to contribute to the protection of health conditions of farmers by raising their awareness on the environmental health issues linked to the re-use of wastewater (treated and/or untreated) in irrigation.



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Activity:

- Consultations with National relevant stakeholders (concerned ministries, extension services, research centers, EU Delegations) were realized in the four countries and helped to identify:
 - National partners with whom SWIM-SM will collaborate to effectively implement the campaign
 - specific areas in the countries on which the campaign will focus
 - information and awareness raising activities considered urgent by the PCs
 - the need for additional consultations (in Jordan and Tunisia) at the level of farmers and their associations to identify specific information and most suitable formats to present it + awareness raising activities
- ToRs for the hiring of National NKE in Jordan and Tunisia who will implement further consultations were prepared and submitted to the EC. Approval is pending.
- Based on the results of these consultations specific information materials and further awareness raising activities will be planned in the course of the campaign.

Progress: 60% for the 1st year of SWIM implementation – on-going activity

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HORIZONTAL ACTIVITY

Activity 5.2.7: Brochure for farmers on the least environmentally and human health damaging practices for watering, fertilising, pest control
- **Awareness raising about the impacts on health and the environment of re-use of raw or treated wastewater in agriculture. Best practices from other regions and countries will be presented**

Objective: To produce an information and awareness raising brochure for farmers on environmental health issues related to the reuse of wastewater (raw of treated) with special focus on best practices.

Activities: the activity will be confirmed or eventually modified/ fine-tuned based on the outcomes of activity 5.2.6 above.

Progress: 0% (Projected date of completion: mid January 2013)

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ACTIVITY

Activity 5.2.8: Four Information workshops targeting farmers, community leaders and consumers in selected regions/river Basins about health safety and practices related to the use of treated waste water in agriculture

Objective: To inform and raise awareness of target groups about the advantages of adopting safe practices related to the reuse of wastewater (raw or treated) with special focus on best practices.

Activities: the activity will be confirmed or eventually modified/ fine-tuned based on the outcomes of activity 5.2.6 above. It has not yet started.

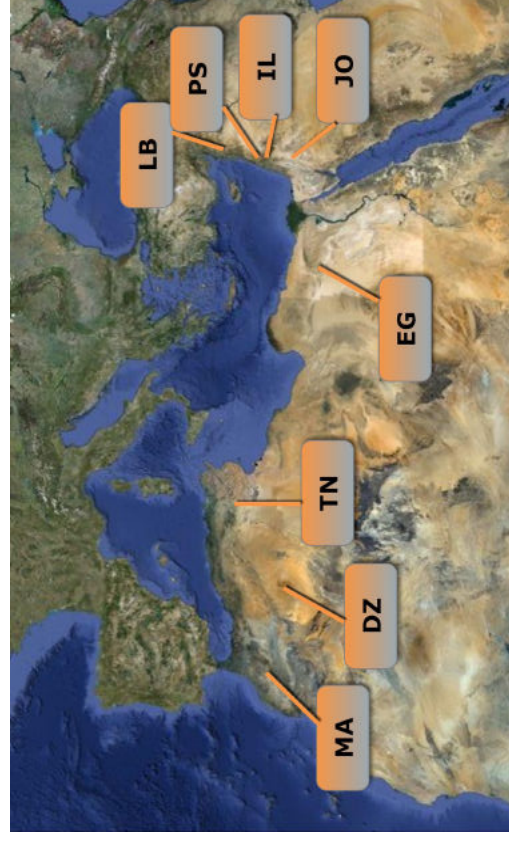
Progress: 0% (Projected date of completion: end of April 2013)

Activity 5.2.9: Educational materials on water adapted to the Mediterranean situation

Objective: To produce educational materials (one chapter) for undergraduate students of relevant disciplines to create future generations of water professionals who are aware of IWRM concepts and philosophy.

Activity: The activity was postponed to 2014 to ensure the implementation of a complementary activity that entails a consultative meeting with relevant academicians on the structure, content, format, mechanism, feasibility and incentives to promote IWRM in academic curricula.

Progress: 0%



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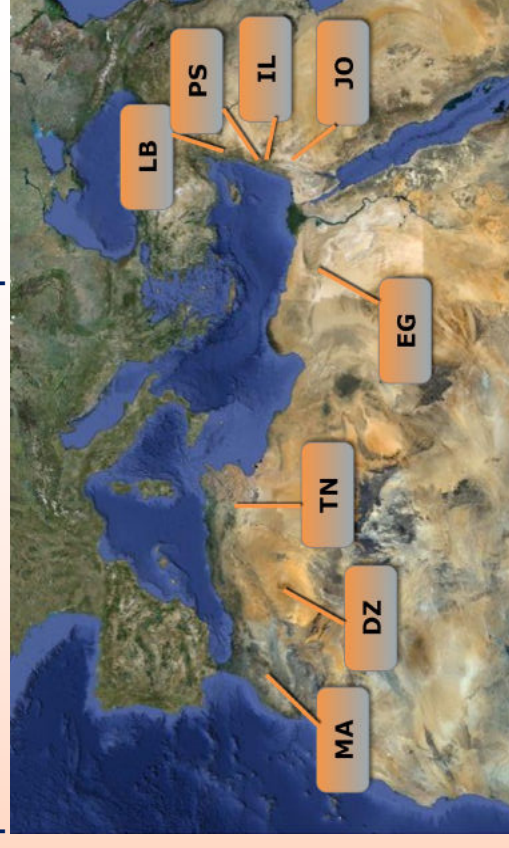
PROF. HOSNY KHORDAGUI

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Activity 5.2.10: Preparatory activities for one Regional Information Sessions of Parliamentarians (organised in cooperation with COMPSUD Network and aiming at involving Euro-Mediterranean Parliamentary Assembly (EMPA) members from PCs) on SWIM themes relevant to their work

Objective: The overarching objective of this activity is to establish a dialogue & consult with Parliamentarians on the necessity of IWRM and to help them realize their vital legislative role in promoting, adopting, facilitating & enforcing the implementation of IWRM concepts.

Activity: Coordination with the Circle of Mediterranean Parliamentarians for Sustainable Development (COMPSUD) secretariat to build up a list of MPs that are relevant to this activity. TOR was developed as well as the provisional agenda to hold the meeting in Athens on the 17th of December 2012.



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Emphasis will be given to the following:

- Role of Parliamentarians as legislators in addressing water & environment issues,
- Water issues that need be addressed by Parliamentarians
- Role of Parliamentarians in reviewing water policies, budgeting & over-viewing government implementation of IWRM policies,
- Role of Parliamentarians in approving institutional & legislative reforms to ensure implementation & enforcement of IWRM,
- Role of Parliamentarians in water governance through legislations to ensure transparency, equity, rule of law, enforcement, participation, etc.

Progress: 15%

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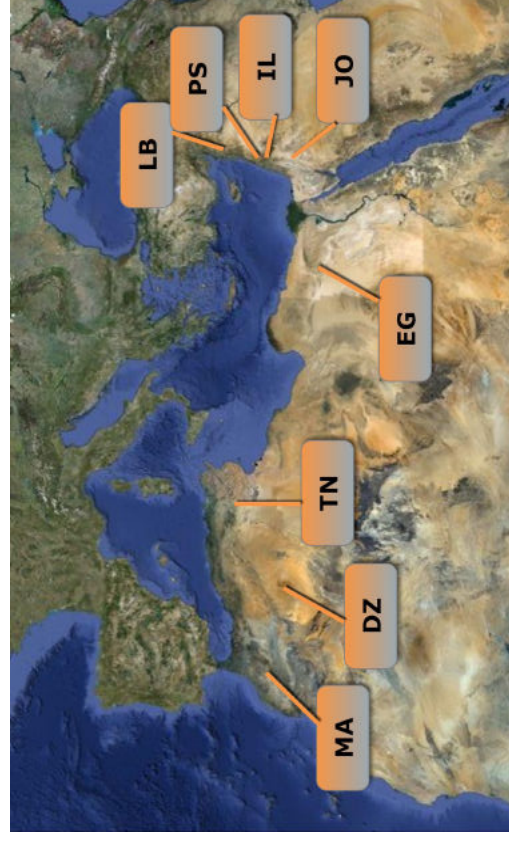
HORIZONTAL
ACTIVITY

Activity 5.2.11: Development and Maintenance of a contacts' data base for parliamentarians, journalists, NGOs, educators

Objective: To prepare and maintain lists of journalists/media, parliamentarians, Regional NGOs and educators related to the topics dealt by SWIM that could be progressively involved or targeted by SM activities.

Activity: A data base for journalists has been created and is maintained. A database for Parliamentarians, NGOs and educators is under preparation.

Progress: 30%



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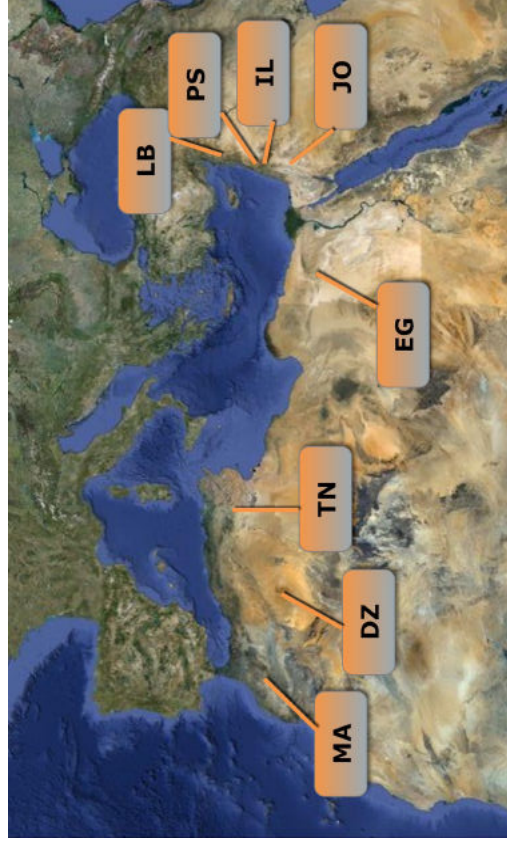
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ACTIVITY

Activity 5.2.12: Production of 6-monthly News Flash

Objective: To present progress in the implementation of SWIM SM and Demonstration Projects through the 6-monthly SWIM News Flash.

Activity: The 1st issue of the 6-monthly News Flash has been prepared and widely diffused.

Progress: 100% of an on-going activity



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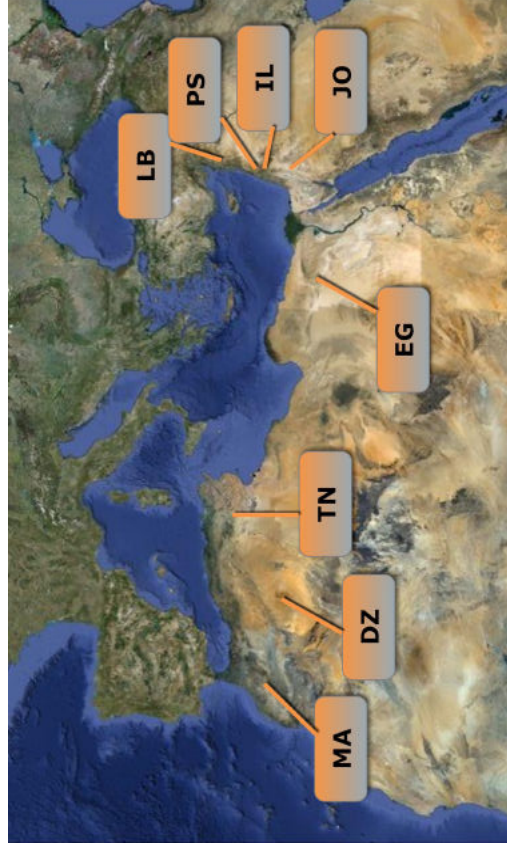
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ACTIVITY

Activity 5.2.13: Production of promotional material, such as: flash memories, notepads, roll-up banners, mousepads, folders

Objective: To increase the visibility of SWIM-SM in the region through the production of promotional materials.

Activity: SWIM-SM Folders, flash memories and note pads have been produced and diffused together with relevant SM materials during SWIM-SM events.

Progress: 100% of an on-going activity



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HORIZONTAL
ACTIVITY

Activity 5.2.14: Participation/Contribution to 4 key regional/national events to promote SWIM-SM visibility and coordination with relevant regional initiatives and projects

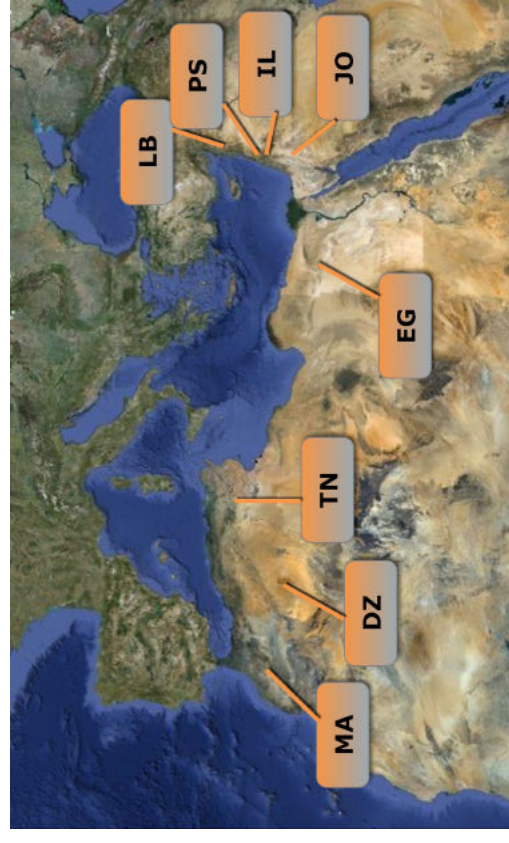
Objective: To enhance SWIM-SM visibility by participating actively in regional/national relevant events.

Activity: Presentation of SWIM-SM activities at National level during the following occasions:

- Informal donor group meeting in Tunisia (8 March 2012) that in this occasion focused on sanitation;
- 27th Meeting of Water Sector Coordination Group in Lebanon;

At the Regional level the SM Team has presented SWIM and its components (SM + Demos) in the occasions mentioned in slide related to activity 3.2.3 with focus on SM activities during the 1st year of implementation.

Progress: 100% of an on-going activity



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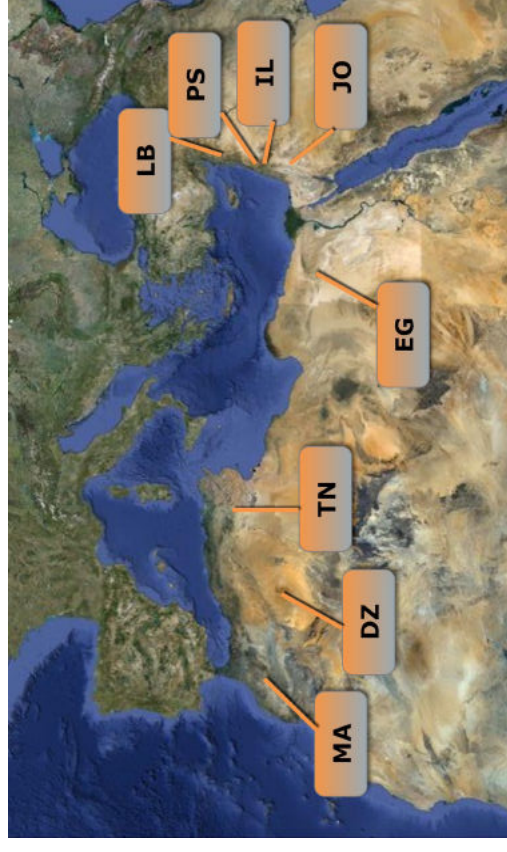
HORIZONTAL
ACTIVITY

Activity 5.2.15: Media coverage of 5 SWIM-SM events (including the preparation of press-packets in advance of media events)

Objective: to enhance the visibility and wide diffusion of SWIM-SM achievements by targeting specifically media and journalists through media and press events organised back-to-back with other SWIM-SM activities.

Activity: A Senior and junior NKE were recruited to undertake this activity.

Progress: 10%



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ACTIVITY

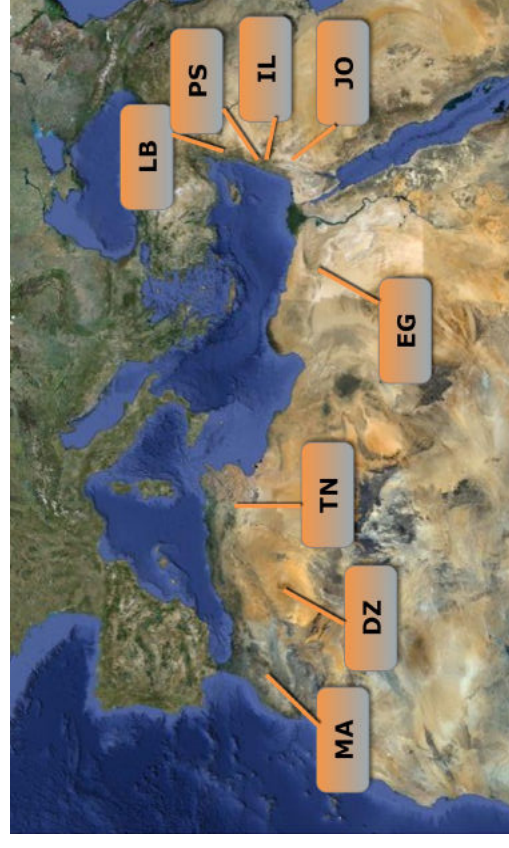
Activity 5.2.16: Oversight and management of the overall communication aspects related to SWIM-SM activities (contacts with relevant stakeholders, preparation of information materials, evaluation of specific activities)

Objective: to ensure a smooth implementation of all communication and visibility aspects related to SWIM-SM activities.

Activity:

- Contacts with relevant stakeholders have been overviewed;
- Information materials (production/diffusion) have been managed
- Evaluation of specific activities has been done

Progress: 100% of an on-going activity



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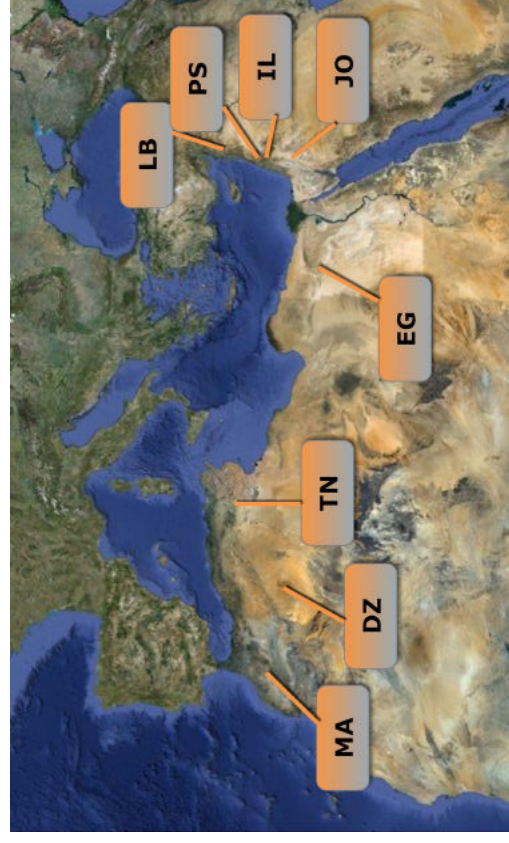
HORIZONTAL
ACTIVITY

Activity 5.2.17: Organisation of SWIM launching event (SWIM-SM + Demonstration Projects)

Objective: To officially launch the SWIM Programme and consult National stakeholders (Focal Points and Environment Liaison Officers), Regional organisations and institutions about the SM work plan for the 1st year and also provide an occasion for Demonstration Projects to present their activities.

Activity: The event was successfully organised on 7-8 December 2011.

Progress: 100%



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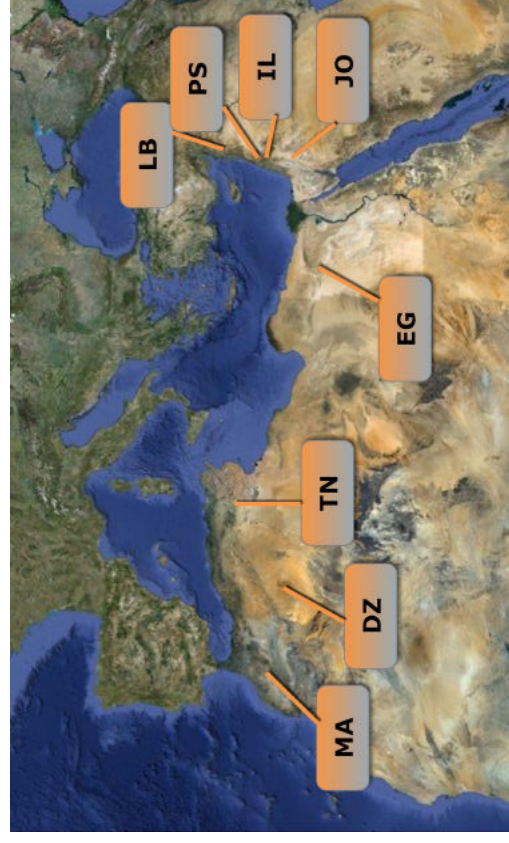
HORIZONTAL
ACTIVITY

Activity 5.2.18: Organisation of the Workshop on Sustainable Use of non-conventional Water Resources

Objective: To provide a briefing to Partner Countries and regional stakeholders on SWIM-SM objectives in the wider spectrum of the non-conventional water resources (NCWR) management agenda, and contribute as a brainstorming meeting to the alignment of the project priorities and activities with regional needs and priorities.

Activity: The event was successfully organised on 16 September 2011.

Progress: 100%



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ACTIVITY

Activity 5.3: Create a legacy for the project

In order to leave a legacy, SWIM-SM is focusing on fewer activities with significant impacts and visibility. Priority issues for water relevant sectors to be addressed intensively rather than extensively.