



Sustainable Water Integrated Management (SWIM) - Support Mechanism
Project funded by the European Union

Media Information Workshop about the Regional Project:
“Sustainable Water Integrated Management (SWIM)”

BACKGROUND

Venue: Golden Tulip Serenada Hotel (Abdul Aziz str., Hamra), Beirut.

Date: May 14th 2012

Media: Radio, Television, Print and Online

Target group: The workshop is intended for 10 to 15 working journalists with professional experience in broadcast (Radio and TV), print or online media and an interest in environment, water, sustainable development issues. The participation of 1-2 trainers and educators of University / Higher education courses related to journalism is also envisaged to promote the outreach towards future information and media professionals.

Objective: To enhance the understanding of journalists working for broadcast, print or online publications on critical water management challenges facing the Mediterranean countries and possible solutions that are at the focus of the SWIM Programme (SWIM-Support Mechanism and Demonstration Projects). The information workshop will be an occasion to introduce to media and information specialists the Programme and eventually to plan/produce multimedia stories on related activities to inform effectively their audiences about sustainable water management policies and practices in the Southern Mediterranean Region.

Participants will have the opportunity to actively contribute to a debate about central issues presented by SWIM experts and possibly during a field visit to one of the Demonstration projects (to be organized at a later stage).

Finally, the objective of the Information Workshops is also to set-up a sort of “Media Circle” specialized in environment/water management related issues in the SWIM Partner Countries.



The SWIM Project ID

European Commission Programme Framework:

European Neighbourhood and Partnership Instrument (ENPI) South – Environment

Objective of the Programme:

To contribute to the effective implementation and extensive dissemination of sustainable water management policies and practices in the Southern Mediterranean Region, in the context of increasing water scarcity, combined pressures on water resources from a wide range of users, desertification processes and in connection with climate change.

Partner Countries:

Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, occupied Palestinian territory, Syria and Tunisia.

Structure:

The Programme consists of two Components acting as a mutually strengthening unit:

- A Support Mechanism funded with a budget of €6.7 million and
- Five (5) Demonstration Projects funded with a budget of approximately €15 million

Duration:

4 years (2010 – 2014)

For additional information:

e-mail: info@swim-sm.eu

website: www.swim-sm.eu

PROVISIONAL AGENDA

08.30 Welcome of participants

Session 1: 09.00-10.30

- Introduction and Welcome by:
 - Ms. Elsa Fenet, Head of the Political, Economic, Trade, Press and Information section - EU Delegation
 - SWIM–SM Team
 - Mr. Michel Afram, President Director General – Lebanese Agriculture and Research Institute (LARI), Lebanese partner of SWIM-Demonstration Project ACLIMAS (tbc)
 - Eng. Ms. Mona Fakhri, Director of Water - SWIM-Support Mechanism National Focal Point (Ministry of Energy and Water)

- Introduction to the workshop and Presentation of SWIM with emphasis on the Support Mechanism Component (20’):

(Objectives, activities, and expected outputs at Regional and National level)

Speakers:

- Ms. Barbara Tomassini – Key Communication and Public Consultation Expert
- Eng. Charbel Rizk – Key Environment Expert, SWIM-Support Mechanism

- Discussion (Questions and Answers : 40’)

Session 2: 10.30 – 11.45: Presentations of SWIM- Demonstration projects

- Presentation of SWIM-Demonstration Projects, their objectives and activities at the Regional and National level, with emphasis on the 3 Projects that have a component in Jordan (40’).

Speakers:

- Ms. Barbara Tomassini – Key Communication and Public Consultation Expert
- Dr. Marie Therese Abi Saab, Researcher within Climate and Water Unit at LARI, Fanar – Lebanese partner of SWIM-ACLIMAS Demonstration Project;

- Discussion (35’)

Session 3: 11.45 – 12.45: SWIM Media Kit

- Presentation of the 1st draft of the media kit to journalists (20’)

Speaker:

- Ms. Zouhour Himmich – Non Key Expert in Media and Dissemination, SWIM-Support Mechanism

- Discussion about the kit, possible improvements and adaptation needed and involvement of Media in disseminating information about the issues at focus of SWIM at regional and National level - Media Circle to follow up SWIM activities (2012-2014): 40’

12:45 – 13:15: Evaluation of the information Workshop by participants

A lunch will be offered to participants in the workshop

** A morning coffee break will be offered inside the meeting room.*

*** Simultaneous interpretation from/to English and French will be envisaged.*