



**Sustainable Water
Integrated Management (SWIM) -
Support Mechanism**



Project funded by
the European Union

Water is too precious to waste

**COMMUNICATION and AWARENESS RAISING:
SWIM-SM suggested priorities for 2013**

2nd SWIM Steering Committee Meeting- 17-18 October, Brussels

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SWIM-SM Communication and Awareness Raising activities: a Recap

Main Target Groups

- Stakeholders in the water sector: decision-makers and technical personnel from relevant ministries, relevant Parliamentary Committees, utilities, river basin organizations, municipalities, water users associations, universities, regional and national research centres, etc.
- Media and communication professionals

SWIM-SM Communication and Awareness Raising activities: a Recap

Objectives of Communication Activities

- To amplify the achievements of activities implemented under the 2 SWIM Components;
- To secure ownership and cooperation of relevant actors and stakeholders in the project;
- To encourage synergies with relevant on-going initiatives and projects
- To contribute to the Mediterranean-wide impact of SWIM
- To achieve the sustainability of the project, among others, by supporting replication and wide transfer of its results;

SWIM-SM Communication and Awareness Raising activities: a Recap

Support to the EC with the overall Coordination of the SWIM Programme: objectives

- To promote fruitful interlinks between SWIM-Support Mechanism and SWIM-Demonstration Projects and among the different projects and
- To enhance the visibility of SWIM Programme and of its impact in the Mediterranean Region

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Most of the communication, visibility and awareness raising activities proposed for 2013 build on those already in place and /or planned during the previous year, with a view of enhancing further their impact and results.

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Wide diffusion of information about the SWIM Programme and its activities through:

- Pamphlet and Policy profile
- Folders with SWIM materials
- Additional publications if necessary
- The 6-monthly New Flash (2 issues in 2013)
- SWIM website, regularly updated with information about activities and achievements of the SWIM Programme

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Activities directed to journalists & information professionals:

- Preparation and Diffusion of press releases on SWIM activities;
- Maintenance and update of the Media Kit;
- Study visits;
- 5 National information events.

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Regional Awareness Raising Campaign directed to farmers:

- Consultations with farmers and their associations in Algeria, Jordan and Tunisia;
- Identification of key information/messages needed and type of materials and activities urgently needed;
- Preparation of relevant materials and diffusion;
- Organisation of information sessions for farmers
- Identification and planning of additional relevant awareness raising activities

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Consultation and dialogue building with Parliamentarians from the PCs:

→ on the necessity of sustainable management of water resources and

→ to help them realize their vital legislative role in promoting, adopting and facilitating the implementation of IWRM concepts.

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Consultation and dialogue building with Parliamentarians from the PCs:

- Organization of one Regional Consultative Meeting involving approx. 20 MPs from the Committees relevant to the SWIM programme (Water, Environment, Agriculture, etc.);
- Preparation of a simplified guiding manual catered for Parliamentarians to review as reference guide and to be utilized to provide 'food for thoughts' during the one day consultative meeting;

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Provision of Assistance to Demonstration Projects:

- Presentation of the projects' activities in the SWIM website, Media Kit and News Flash;
- Sharing of new entries in the SWIM stakeholders databases (media, etc.);
- Guidance for more effective communication

Activities proposed in the framework of the SWIM-SM 2013 Work Plan

Promotion of interlinks and synergies with on-going relevant projects and initiatives by regular communication and up-date of the existing activities matrix

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Thank you
for your attention

Merci pour
votre attention



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