



Sustainable Water  
Integrated Management (SWIM) -  
Support Mechanism



Project funded by  
the European Union

*Water is too precious to waste*

**COMMUNICATION, SUPPORT TO THE SWIM DEMOS &  
DOCUMENTATION OF SUCCESS STORIES**

**3<sup>rd</sup> SWIM Steering Committee Meeting  
Athens, 13 November 2013**

## MAIN OBJECTIVE IS....

To enhance further the SWIM Programme achievements, visibility and wide dissemination of results so that these can hopefully become a **“common knowledge and reference”** for the relevant actors, institutions and organizations involved in water management in the South Mediterranean Region and beyond.

# ON-GOING ACTIVITIES....

- **SWIM website**
- **Quarterly News Flash**
- **Monthly e-mail alerts**
- **SWIM Media Kit**
- **Updates for the media**
- **Information material (brochures, SWIM short video, etc.)**

***→ Promote SM and the Demos, also aiming at providing a comprehensive, overall solid image of the SWIM Programme and its achievements***

# REGIONAL AWARENESS RAISING CAMPAIGN ON THE SAFE REUSE OF TREATED WASTEWATER IN AGRICULTURE

## Target groups: Farmers and extension services

- 1<sup>st</sup> Round of consultations in 4 PCs (Algeria, Jordan, Lebanon and Tunisia, 2012): relevant stakeholders expressed interest and need for the activity;
  - 2<sup>nd</sup> Round of consultations in Jordan and Tunisia (2013);
- identification of information material needed, contents, languages.

# REGIONAL AWARENESS RAISING CAMPAIGN ON THE SAFE REUSE OF TREATED WASTEWATER IN AGRICULTURE

## Envisaged information material and dissemination means (2014)

- Brochure/poster for farmers with key protection measures to use safely treated wastewater in irrigation.
  - Manual for Algerian extension trainers working with farmers.
- *Distribution of material during information sessions in the PCs and in collaboration with relevant National institutions to guarantee the sustainability of the activity*

# SWIM DISSEMINATION & REPLICATION POTENTIAL

- **SWIM side events back-to-back with major water conferences (e.g the World Water Week, the Arab Water Week, etc)**
- **SWIM Information events in selected Partner Countries to enhance the dissemination and replication potential of the Programme**
- **A 26' trilingual video to describe the achievements of SWIM**

# SWIM DISSEMINATION & REPLICATION POTENTIAL

- **SWIM ‘memory’ promotion beyond the end of the Programme**
- **SWIM-SM will also continue to encourage synergies with centres of excellence, relevant organisations, institutions, on-going projects and initiatives**

# DOCUMENTATION OF SUCCESS STORIES AND “SOLUTIONS”

**“Solutions” is an approach for contextualizing success stories together with suggestions for their potential replication.**



# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

The objective is....

- to search, identify, compile, analyze, validate, based on specific criteria success stories/solution falling under the SWIM scope of work
- to disseminate widely the identified success stories
- to explore possible synergies with previous and on-going projects funded by the EC and/or other donors active in the region.

# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

## Pillars:

1. Non-conventional water
  - a. Wastewater reuse
  - b. Desalination
2. Water Financing, including the theme of private sector involvement
3. No regret actions for the adaptation of the Water Sector to Climate Change
4. Local Governance
  - a. Water Users Associations (WUAs)

# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

## Approach:

- **Direct contact with relevant stakeholders**
- **Filling of a simple 2 pages sheet**

# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

## Potential Selection Criteria:

1. Adapting/implementing the IWRM framework, contributing to the implementation of the draft SWM and H2020
2. Creating jobs
3. Being low cost or highly cost effective
4. Adequately mature/tested
5. Relevant to SWIM PCs
6. Positive impact on beneficiaries
  - *Health*
  - *Environmental*

# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

- 7. Integration of project outcomes into national policies;**
- 8. Synergies with other initiatives**
- 9. Engagement of beneficiaries**
- 10. Inclusive of vulnerable groups**
- 11. With high visibility**

# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

## Suggested ideas:

1. **Low cost wastewater treatment technologies (conventional and natural) with reuse, and/or resource recovery.**
2. **Support to the production of crops irrigated with treated wastewater.**
3. **Successful policy option that has led to improved access to water and sanitation**

# DOCUMENTATION OF SUCCESS STORIES AND SOLUTIONS

4. **Desalination technology using renewable energy with low environmental impact and job creation prospects**
5. **Sustainable full fledged WUA with positive impact on participatory water management and consequently on irrigation efficiency**
6. **Successful PPPs or other examples of private sector involvement in water infrastructure and the criteria for the success of the PPP is in its packaging or in improved performance, efficiency and quality of service.**

مع خالص شكري  
وامتناني

Thank you  
for your attention

Merci pour  
votre attention



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