



Sustainable Water
Integrated Management (SWIM) -
Support Mechanism



Project funded by
the European Union

Water is too precious to waste

**COMMUNICATION & DISSEMINATION IN 2015:
TAKING THE CHALLENGES, LEAVING A LEGACY**

**4th SWIM Steering Committee Meeting
Barcelona, 16 December 2014**

SOME QUESTIONS

→ What have we done we can be proud of? **EVERYTHING**, yes but...

→ How can we leave a mark and disseminate “knowledge” further



How to best pave the way towards SWIM II →

MAIN TOOLS

- **SWIM website**
- **Quarterly News Flash**
- **Monthly e-mail alerts**
- **Updates for the media**
- **Dissemination of information material**
- **New SWIM video**



→ Promote & streamline SM and Demos visibility to provide an overall solid image of the SWIM Programme

SWIM WEBSITE UPGRADE

- Easier access to information
- Better links between sections
- Reducing redundant info
- Upload of all existing materials (SM, Demos)
- Making it an 'interactive' tool for the SWIM family?
- End of life (December 2015?) ↔ SWIM II

The screenshot displays the SWIM website interface. At the top, there are language options: ENGLISH | FRANÇAIS | العربية. The main header reads "SWIM | SUSTAINABLE WATER INTEGRATED MANAGEMENT". Below this is a navigation bar with links: HOME | SUPPORT MECHANISM | DEMONSTRATION PROJECTS | NEWS & EVENTS | LIBRARY | LINKS | CONTACT US. A search bar is located on the right side.

The main content area includes a "SEARCH" section with a video thumbnail of a child drinking water. Below this is a "NEWS" section with a date filter set to "December 2014". A calendar shows the date "5" selected. Below the calendar is a "ROAD MAP" section with a map of the Mediterranean region. The map is divided into "National Activities" and "Regional Activities".

At the bottom of the page, there is a footer with the text: "The website management is the responsibility of SWIM Support Mechanism" and "© COPYRIGHT 2011, SUSTAINABLE WATER INTEGRATED MANAGEMENT - SUPPORT MECHANISM. ALL RIGHTS RESERVED". There are also social media icons for Facebook and Twitter.

SWIM VIDEO DISSEMINATION

- Through the SWIM websites
- Consortia partners
- FPs and LOs
- EC/EU Delegations
- Relevant events



We could also explore collaboration with the National TVs and medias, eventually in the framework of social programmes, etc.

FARMERS AWARENESS RAISING CAMPAIGN

Distribution of material during info sessions and later on in collaboration with relevant National institutions to guarantee the sustainability of the activity and benefits for additional people



SYNERGIES WITH OTHER RELEVANT INITIATIVES

- **World Water Week**
- **World Water Forum**
- **Water related conferences/events**
- **Collaboration with training centres, organisations, projects....**



NEW TOOLS

- **Policy briefs:** little technical details, mainly on the policy implications of specific actions
- **Legacy booklet:**
 - Compact, easy-to-read presentation of technical work by SM and the Demos;
 - Practical links among sections and to the available materials
 - SWIM through the words of its beneficiaries



NEW TOOLS

Other ideas????

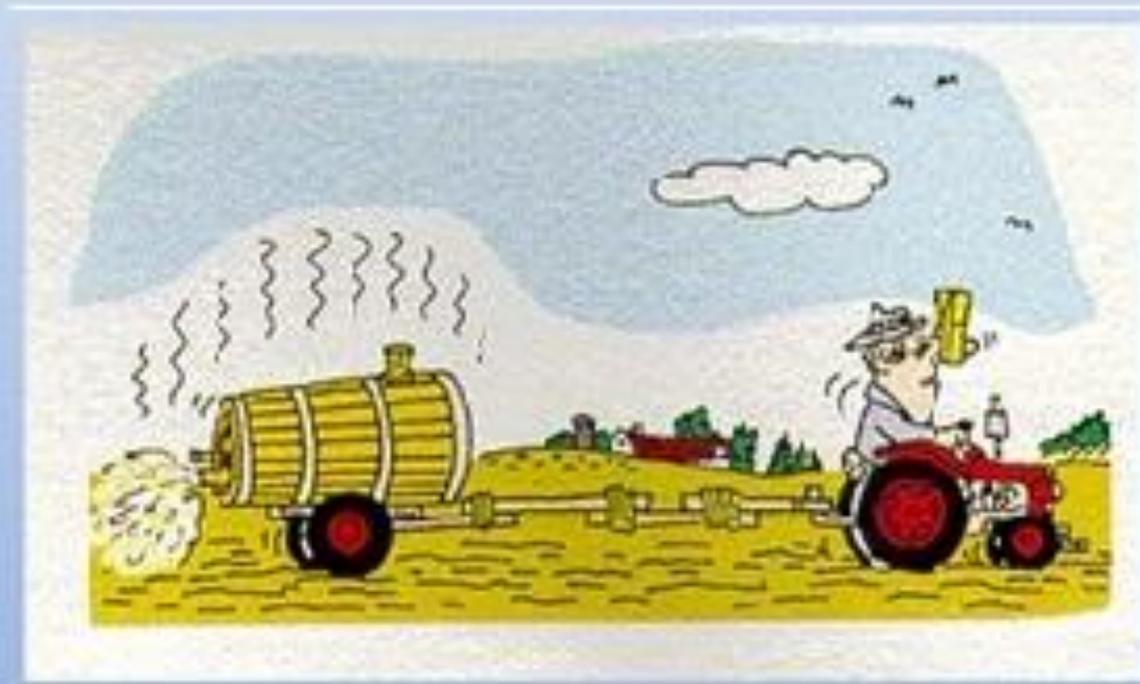
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Thank you
for your attention

Merci pour
votre attention

Wastewater treatment



*For additional information please contact:
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