



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



Project funded by
the European Union

Water is too precious to waste

**COMMUNICATIONS AND AWARENESS RAISING:
SWIM-SM Suggested Priorities and Key Activities**
SWIM Launching Workshop, 7 December 2011, Brussels

Presented: Ms. Barbara Tomassini, Communication & Consultation Expert, SWIM-SM

SWIM Leading Objective is:

“Extensive Dissemination of Sustainable Water Management Policies and Practices in the South Mediterranean Region.”

SWIM-SM Communication & Awareness Raising Activities

Communication is a substantial element of the project serving to:

- Making aware the target groups of the objectives and deliverables of SWIM;
- Enabling the target groups to use and develop their talents;
- Obtain support from key decision makers;
- Create “win -win situations” where the target groups would see “what is in for me”.

Constraints in Communication/dissemination and awareness raising in the water sector in the PCs

Selected areas for improvement:

- water users involvement in decision making processes and their empowerment towards water efficiency;
- governance in water management, including participation, transparency and accountability;

Some of the causes:

- Top Down approach on how to promote appropriate communication and involvement of water users in planning and implementation processes;
- Fears of criticism and embarrassment;
- Limited funds allocated to communication/dissemination of information;
- Lack of factual knowledge about problems and ways to contribute to their solution on the side of water users

How SWIM-SM would address these constraints?

- SWIM-SM will insist on the urgency to undertake appropriate steps for an active involvement of water users in decision making using a “bottom up approach”;
- SWIM-SM communication campaign will highlight the principles of equity and inclusion;
- SWIM-SM communication activities will focus on actively promoting replication and demonstration efforts;

Objectives of the Strategy

Overall Objective:

To raise the awareness and empower target groups with the necessary tools to produce shifts in their behaviours and improve their practices related to water resources management

Specific Objectives:

- Encourage interaction and coordination with on-going relevant initiatives and projects;
- Promote wide diffusion and visibility of SWIM;
- Promote leverage and visibility of EU interventions in the Mediterranean Region

Target Groups of SWIM-SM Communication & Awareness Raising Activities

- **Water Stakeholders**
- **Media and Communication professionals**
- **Demonstration Projects beneficiaries**
- **General Public**
- **Other Groups**

Water Stakeholders: Proposed activities for the 1st year of implementation

Focus on farmers and local communities for improving water quality :

- Consultation meetings with responsible for extension services and related administrations to plan an effective awareness raising campaign;
- Information workshops (in 4 PCs) about health and safety practices related to the use of treated wastewater in agriculture;
- Brochure on impacts due to the use of raw or treated wastewater in agriculture & showcasing good practices from other countries;

Media & Communication Professionals: Proposed activities for the 1st year of implementation

- Relations with press and journalists, advertorials, press releases, etc.;
- Press-packs and follow-up with media for National launching / visibility events in selected PCs;
- Development and maintenance of a contact's database for media and communication professionals;
- Media Kit for awareness raising purposes;
- 4 information sessions targeting media professionals;

Demonstration Projects: Proposed activities for the 1st year of implementation

- Regular integration of Demos information in SWIM website and the 6 monthly News Flash;
- Brochure (AR, EN and FR) presenting all Demos and how they fit in the overall SWIM framework;
- Organisation of launching/visibility events (approx. 1 per PC), including media coverage back-to-back with other SWIM activities;
- Develop a joint visibility & communication strategy in the framework of SWIM;

General Public and other groups: Proposed activities for the 1st year of implementation

Preparatory activities for an awareness raising and wider outreach campaign:

- SWIM Documentary preparation (with emphasis on Demonstration projects);
- Production of education and awareness raising materials to be used as appropriate;
- SWIM website / 6-monthly Newsflash

SWIM-SM Replication Objectives

- Enhancement of the replication potential of the Demonstration projects;
- Documentation of good lessons and practices developed in the framework of past and on-going projects/activities/initiatives that might be replicated in other countries;
- Consolidation with organisations, centers of expertise, existing initiatives and projects on the activities developed under SWIM so as to strengthen their impact during and beyond the lifetime of the programme;
- Jointly with GEF MED Partnership, contribute to development of a Replication Strategy & Methodology and to the planning /organisation of replication events and materials, whenever feasible;

مع خالص شكري
وامتناني

Thank you
for your attention

Merci pour
votre attention



*For additional information please contact:
Sustainable Water Integrated Management - Support Mechanism: info@swim-sm.eu*