



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

Atelier d'Information pour les media sur le Programme Régional :

“Gestion Intégrée Durable des ressources en Eau (SWIM)”

Juin 2012, Tunis - Tunisia

CONTEXTE

Venue: Hotel Bristol, Meeting Room Awtar (8th floor) – Amman, Jordan
(www.bristolamman.com)

Date: May 16th 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 that will be implemented in the countries at focus.

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

AGENDA

08.30 Welcome of participants

Session 1: 09.00-10.30

- Introduction and Welcome by:
 - *Mr. Charbel Rizk, Key Environment Expert, SWIM-Support Mechanism;*
 - *Mr. Adnan Al Zoubi, Secretary General for Public Release and Awareness - Ministry of Water and Irrigation (representing the SWIM-Support Mechanism National Focal Point)*
 - *Eng. Khaldon Khashman, Secretary General Arab Countries Water Utilities Association (ACWUA) – SWIM-SM Consortium Member*
 - *Mr. Ziyad Alawneh, representative of the Arab Network for Environment and Development (RAED) – SWIM-SM Consortium Member*
 - *SWIM-Demonstration Projects representatives*
- 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:

 - *Eng. Suzan Taha– Key Water Expert, SWIM-Support Mechanism*
 - *Mr. Charbel Rizk – Key Environment Expert, SWIM-Support Mechanism*
- Discussion (Questions and Answers : 40’)

Session 2: 10.30 – 11.45: Presentations of demonstration projects

- Presentation of 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:

 - *Mr. Mr. Charbel Rizk: Key Environment Expert, SWIM-Support Mechanism;*
 - *Mr. Adnan Budieri: SWIM - Jordan River Demonstration Project, Jordanian Coordinator, Friends of the Earth Middle East (FoEME);*
 - *Dr. Yahya Shakhathreh: Director of Field Crops Research Directorate, National Center for Agricultural Research and Extension (NCARE) – Jordanian partner of SWIM-ACLIMAS Demonstration Project;*

- *Mr. Guy Honore: Programme Director, SWIM-Sustain Water MED Demonstration Project, GIZ.*

- 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 – 13:45 : Lunch Break

14:00 – 17:00: Field visit related to the Demonstration Project “Sustain Water Med” led by GIZ (Location Fuhies).

Participants will leave to Fuhies with a bus arranged by the organisers (return back to Amman, Bristol Hotel).

Evaluation of the information Workshop by participants

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

*** Simultaneous interpretation from/to Arabic and English OR French can be envisaged.*