



**SWIM-SM COMMUNICATION ACTIVITIES & SUPPORT TO THE
VISIBILITY OF THE OVERALL SWIM PROGRAMME**

**CONCEPT NOTE FOR SWM-SM 3RD STEERING COMMITTEE
12 & 13 OCTOBER 2013, ATHENS - GREECE**



Preamble

SWIM-Support Mechanism (SWIM-SM) Communication component aims at promoting SWIM as a leading Regional Water Programme by contributing to the “*extensive dissemination of sustainable water management policies and practices in the South Mediterranean*”.

To do so a set of communication activities have been designed and are implemented, with a view to achieve the wide diffusion of SWIM-SM accomplishments and also to support the needs for visibility of the Demonstration projects, in order to enhance their replication potential and to guarantee a comprehensive, overall solid image of the SWIM Programme and its achievements.

SWIM-SM Inception Phase (December 2010 – August 2011)

Among the “early” information materials published during the SM Inception Phase (beginning of 2011) **a trilingual SWIM-SM policy profile and a pamphlet (in English and French)** have provided general information about the project and the overall SWIM Programme to the many stakeholders that SM met in that first phase. These materials, produced before the launching of the EU call for proposals for Demonstration projects, also served to raise the awareness of many stakeholders about the forthcoming call.

Basic information about the Programme have also been widely diffused since an early stage of SM implementation through the **SWIM trilingual website** that was set-up at the end of the Project’s Inception Phase, in September 2011, and regularly updated afterwards.

SWIM-SM 1st year of implementation (December 2011 – September 2012)

Following the approval of the 1st SM work plan from the Project’s Steering Committee during the SWIM Launching event in December 2011 and the official start of the five Demonstration Projects in January 2012, additional communication activities have been planned to get relevant stakeholders acquainted with the actual implementation phase of the Programme.

Emphasis has been given to inform media professionals and journalists from the SWIM Partner Countries about the activities planned by SM and the Demonstration Projects to face the water challenges these countries experience with the aim to reach, through them and their own information network, a broader public. To achieve this:

- in spring 2012 SM has introduced the Programme to approx. 40 journalists during **Media Information Sessions in 4 Partner Countries (Jordan, Lebanon, Morocco and Tunisia)**
- it has also created a **trilingual Media Kit (in soft version)** to update these professionals about the achievements under the two SWIM Components with documents and materials specifically catered to their needs. The structure of the Kit has been amended and finalized based on the feedback received during the above mentioned Media Information Sessions.



- A **media information session** has been organized in October 2012 (as part of the 1st SM implementation year) back-to-back with the “Regional training workshop on the identification and development of climate change no-regret actions in the water sector (3-5 October 2012)” with the active participation of journalists from 6 Partner Countries and interventions from SM and Demonstration Projects.
- **Trilingual press releases** about the implementation and achievements of specific SM activities have been produced since early 2012 and sent to the wide list of media and journalists that the project has collected since its start.

In the second half of 2012 the following informational materials have been produced to inform relevant stakeholders about the expected outputs of Demonstration projects and to provide updates about the developments in the Programme:

- The first issue of the **trilingual SWIM news flash**, containing information about SM and Demos activities (implemented, on-going and planned) has been circulated in August 2012;
- A **brochure about the overall Programme (available in Arabic-English and Arabic-French)** was published in September 2012;
- A **10' long trilingual SWIM video (documentary)** has been finalized in early 2013 and describes briefly the aims and expected outcomes of the SWIM projects, with emphasis on the Demonstration activities.

Moreover, in 2012 the activities leading to an **Awareness Raising Campaign directed to farmers and extension services in 4 SWIM Partner Countries (Algeria, Jordan, Lebanon, Tunisia) on environmental health issues related to the reuse of treated wastewater in agriculture** were also launched with the organization of consultations with a broad spectrum of relevant actors in the 4 countries to identify specific needs that could be covered through such a campaign. This activity complements and enriches the efforts undertaken by SM under its thematic pillars (mainly the one related to non-conventional water resources) and by some of the Demonstration projects working on relevant topics.

Finally, in order to avoid overlaps and duplications with the many on-going activities related to water management that are implemented in the South Mediterranean, communication activities have also supported since 2012 the **identification and regular contact with the most relevant organizations, initiatives and projects**, also aiming, when possible, at the search of synergies to maximize impacts. Since then, certain activities have already made use of the operational linkages developed with some of these (UNESCO-IHE, MEDRC, MeHSIP-PPIF, EIB, Horizon 2020 Capacity Building Mediterranean Environment Programme (H2020 CB/MEP), Mediterranean Component of the EU Water Initiative (MED EUWI), UNEM/MAP GEF MedPartnership, etc.) while more are planned until the end of the project¹.

¹ UNESCO-IHE (Institute for Water Education), Middle East Desalination Research Centre (MEDRC), Mediterranean Hot Spot Investment Programme (MeHSIP) Project Preparation and Implementation Facility (PPIF), European Investment Bank (EIB), Horizon 2020 Capacity Building Mediterranean Environment Programme (H2020 CB/MEP), Mediterranean Component of the EU Water Initiative (MED EUWI), UNEP/MAP GEF MedPartnership.



SWIM-SM 2nd year of implementation (September 2012 – September 2013)

The 2nd year of SM implementation has served to consolidate and further enhance the communication and visibility efforts initiated during previous years particularly by:

- **Promoting widely the recently produced information materials (brochure, SWIM video)** to a big number of stakeholders in the framework of SM activities and also through the Demonstration projects and EU Delegations in the Partner Countries. A *Corrigenda* of the brochure has been recently prepared (October 2013) to inform readers about changes in target areas and activities of some Demonstration projects, following the political developments in Partner Countries;
- **Regular updating of the website and the media kit** – also posted on the website –with newly available information. Moreover, since October 2013 a mobile version of the website has been created to enable an easier vision through smart phones and tablets, since statistics related to the site showed that an increasing number of visitors access it from these devices. As for the Media Kit, its Frequently Asked Questions (FAQ) section has been activated and the first questions/answers will be published shortly.
- **Producing and circulating the News Flash at a quarterly basis** instead of every six months to allow for a more timely presentation of the growing number of activities implemented and planned by SM and Demonstration Projects.
- **Producing and disseminating since February 2013 a trilingual monthly email alert** for interested actors to stay tuned on specific activities of their interest. The alert provides concise information on materials newly uploaded in the SWIM projects websites (SM + Demos) and activities planned in the 2-3 coming months. Both news flash and alert are diffused to a growing list of recipients (which reached 1,361 at the end of October 2013).

In order to **support further the Demonstration projects in their communication and visibility efforts, also in view of promoting a comprehensive, overall solid image of the SWIM Programme and its achievements**, specific guidelines have been prepared on: 1) How to work effectively with journalists and media in the SWIM Partner Countries to achieve a wide visibility of the projects and of the overall Programme; 2) How to produce in-house good quality videos to cover the progress/results of the Demos' activities without hiring a professional team; 3) How to strengthen the visibility of the overall SWIM Programme with standard messages in all communication and visibility tools produced by Demos and SM during their implementation.

Concerning the **Awareness Raising Campaign directed to farmers and extension services in 4 SWIM Partner Countries (Algeria, Jordan, Lebanon, Tunisia) on environmental health issues related to the reuse of treated wastewater in agriculture** a second round of consultations in Jordan and Tunisia requested by these countries have been recently concluded and the SWIM-SM Team is now ready to proceed with the implementation of the campaign as described below (see activities proposed in the 2014 Work Plan). Activities will be finally not implemented in Jordan where new elements/information have been gathered that do not justify anymore the need for such a campaign in the country.

During this implementation period and despite the efforts made it was **not possible to organize additional sessions for media professionals in connection with National**



consultation activities as originally planned because the contents were considered by the Focal Points of the specific Partner Countries too technical for such an audience.

SWIM-SM 3rd year of implementation: activities proposed for 2014

The activities proposed herewith build on those already on-going and aim to enhance further the Programme objectives, visibility and wide dissemination of results so that these can hopefully become a “common knowledge and reference point” for all the actors, institutions and organizations involved in water management in the South Mediterranean Region and beyond. In particular, the following activities are proposed:

- **SWIM side events back-to-back with major water conferences** attended by a wide public of relevant organizations and stakeholders (e.g the World Water Week organized every year in Stockholm and the Arab Water Week, etc), pending the interest and approval by the organizers of these major events;
- **Information events in selected Partner Countries where Demonstration projects are implemented**, with the main aim to increase visibility and disseminate information about the Programme among selected National stakeholders. As it was mentioned above the participation of media in specific National activities has been difficult so far. The organization of such information events, less technical in content, could be an opportunity to involve them and to let them experience directly the project’s results during field visits.
- **A 26’ trilingual SWIM video (documentary)** showing the achievements of the Demonstration projects and the benefits they have produced for the target communities and areas. It will be ready by the end of May 2014 in order to give enough time for the projects to advance with their activities and will be successively widely promoted, through the website and relevant events undertaken in the framework of the Programme.
- **Booklet presenting success stories/solutions** from the region, covering relevant issues addressed under the SM thematic pillars and that are relevant, beneficial and potentially replicable to many/most of the PCs. Information, knowledge and practice from the SWIM Demos will be utilized as relevant.
- **Implementation of the regional awareness raising campaign directed to farmers and extension services on environmental health issues related to the reuse of treated wastewater in agriculture:** Based on the feedback received during consultations it is planned to produce information materials and awareness raising materials in the form of:
 - A **brochure/poster** highlighting the key protection measures to use safely treated wastewater in irrigation. This information material will be fine-tuned to the situation and needs of the target countries and will be distributed during information sessions (see below). Moreover, through the cooperation established with relevant National institutions, the sustainability of the activity will be secured even after the end of the project;
 - A **Manual** to support Algerian extension trainers and officials in their information and awareness raising work directed to farmers.



The information materials will be distributed to target groups during **information sessions** that are planned as follows:

- 4 information sessions in Tunisia – 3 directed to farmers from different geographic areas (North-Center-South Tunisia) – and one for extension officials;
- 1 information session for farmers and 1 for trainers in Algeria;
- 1 information session in Lebanon.

The information sessions will also be an occasion for identifying together with the target groups and the institutions involved further steps and activities to ensure a safe use of the treated wastewater in irrigation in the countries involved which will be described in the report of the activity to serve as a suggested road map for future actions.

Promoting the memory of SWIM beyond the end of the Programme: all materials produced in the framework of SWIM will be available in a well-organized, easy to use format (probably a USB memory stick) and widely disseminated to ensure that SWIM beneficiaries and other relevant stakeholders / interested actors will be able to access and use them after the closing of the Programme.