

# SWMED Project

## Status of implementation of the Communication Plan

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*Environment Direction - Lazio Region*

3° Project Meeting - Malta (Isle of Gozo) - 3/4 June 2013



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# The goals of Swmed Communication Plan

1. the expansion of sustainable domestic water use **approach** in all Mediterranean Regions
2. the capillary **dissemination** of the SWMED project results towards the final project beneficiaries and the general public



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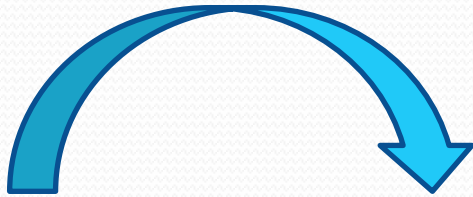


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# A joint global strategy

Every partner must be involved with the goals of Swmed Communication Plan, addressing to the local and regional **stakeholders**:



1. competent and monitoring authorities
2. local administrators
3. social organizations



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# The appropriate visibility measures

1. Official web site
2. Information campaign
3. Conferences
4. Data base

 each measure shall comply with the relevant rules of the Communication and Visibility Manual for EU External Actions



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# How increase the Swmed visibility (1)

↔ In collaboration with BO and NCP

Developing a Communication Plan **shared with all partners**, since the beginning

Ensuring **wider dissemination and visibility** on what your project does and on its benefits

Reaching all your different stakeholders with **tailor made messages**



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# How increase the Swmed visibility (2)



In collaboration with BO and NCP

Promoting **networking** among communication staff from other thematic projects (water)

Promoting inter-projects cooperation and **cluster** projects around a common theme (water)

Organizing **joint** promotional events, using quality projects with concrete outcomes and strategic value

Identifying a concrete community **value**, with policy interest



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# Actors involved in the Communication

The main actors for Coordinating,  
Planning and **Implementing**  
the Communication Activities

1. JMA (Joint Management Authority)
2. JTS (Joint Technical Secretariat)
3. BO (Branch Office)
4. NCP (National Contact Point)



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# BRANCH OFFICE (BO)

Supporting the JMA and the JTS in the **implementation** of the activities related to:

Information - Communication - Promotion

Two **branch offices** located in:

the Western and the Eastern Mediterranean



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# BRANCH OFFICE (BO)

Branch Office of Valencia  
for the Western Mediterranean  
related to the following countries:  
France - Portugal - **Italy**  
Spain - **Malta** and **Tunisia**



Branch Office of Aqaba  
for the Eastern Mediterranean  
related to the following countries:  
Cyprus - Jordan - Greece  
Lebanon – Egypt - Israel  
Syria and **Palestinian Authority**



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swmed  
in action future through innovation water energy



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# National Contact Points (NCP)

## Disseminating information:

To regional and national contacts and  
from JMA / JTS to all other contacts

## Distributing promotional material:

Press releases, press kits, newsletters,  
invitations to events, brochures, leaflets



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# Material useful to the publications

 Project's partners provide any material useful to the publications developing during the life cycle of the Swmed Project

1. Newsletters
2. Brochures and Leaflets
3. Posters and Fliers
4. Pictures and Shot



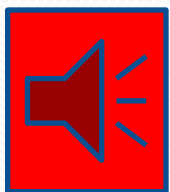
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# ENPI Programme Second Call: Obligated Communication Plan



Considering the importance of communication activities for disseminating the results of the project, the JTS communication officer confirmed that the **Second Call of the ENPI Programme will insert in the contract the obligation to draw up a Communication Plan and a specific budget for this activity**



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# Resources for communication activities



**Actually, there are no budgeted resources for communication activities, despite the dissemination is an essential activity**



**Therefore, a portion of the resources of each activity must be saved and used for dissemination (about 10%)**



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# Planned Communication Activities (WP 6.1)

WP6	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.1	Development and management of english and arab versions of the project web site	Press releases during the entire project lifespan for spreading its development	MRA and CERTE	From 01/06/2012 To 31/08/2014
6.1.3	Upload in the intranet of financial documents from each partner		ALL PARTNER involved	From 01/02/2013 To 18/07/2014
6.1.4	Upload of main project deliverables in English and Arab (synthesis)		MRA and CERTE	From 03/06/2013 To 29/08/14
6.1.5	Creation of a Forum on SWM with stakeholders		ALL PARTNER involved	From 03/06/2013 To 31/08/2014



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# Planned Communication Activities (WP 6.2)

WP6	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.2	Participation to conferences and paper publishing	Distribution of promotional material useful to the Project dissemination	ALL PARTNERS involved	From 02/09/2013 To 30/04/2014
6.2.1	Participation to water conferences	Participation to water conferences in Europe and in Mediterranean Area	ALL PARTNERS involved	From 02/09/2013 To 30/04/2014
6.2.2	Publication of articles on scientific reviews	Publication of technical and scientific articles	IRIDRA coordinating	From 01/01/2014 To 30/04/2014



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# Planned Communication Activities (WP 6.3)

WP6	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.3	National Information Campaign	Production of promotional and technical materials, tailored to the specific audience	ALL PARTNER involved	From 01/12/2012 To 31/03/2014
6.3.1	Local Workshops in Italy and Malta (n°2) Tunisia and Palestine(n°8)			From 01/02/2013 To 31/03/2014
6.3.3	Distribution of water saving kits in Malta to be introduce freely in the houses of Gozo Island	A relevant promotional campaign of sustainable domestic water use approach through the distribution of leaflets	Ministry for Gozo with the support of MRA	From 21/02/2013 To 29/03/2013
6.3.4	Before and After monitoring of the master meters in Malta	Distribution of the monitoring questionnaire		From 01/04/2013 To 30/05/2013



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# Planned Communication Activities (WP 6.3)

WP	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.3.5	Purchase of Water Saving Kits in MED		CERTE	From 11/04/2013 To 08/05/2013
6.3.6	National Workshops in all partner countries	Publications of technical materials and distribution of brochures, leaflets, gadgets, etc.	ALL PARTNERS involved	From 02/12/2013 To 28/03/2014



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# Planned Communication Activities (WP 6.4)

WP	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.4	Equipment of laboratories in TDCs present in MED		CERTE PHG PWA	From 01/09/2012 To 06/06/2013
6.4.2	Purchase of PC Hardware and Software in MED			From 01/02/2013 To 05/03/2013
6.4.3	Purchase of a small demonstrative water treatment systems in Palestine	A promotional campaign of sustainable domestic water use approach through the distribution of leaflets/brochures		From 11/04/2013 To 06/06/2013



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# Planned Communication Activities (WP 6.4 )

WP6	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.4.4	Purchase of demonstrative item for SWM in Tunisia	A promotional campaign of sustainable domestic water use approach through the distribution of leaflets/brochures	CERTE	From 11/04/2013 To 06/06/2013
6.4.5	Purchase of prefabricated building in Palestine (TDC)	Installation of display panels close to the TDC, also fixing in the structure a permanent commemorative plaque	PHG	From 02/09/2013 To 31/10/2013



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# Planned Visibility Activities (6.4 - 6.5)

WP	Activity/Objective	Measure/Tool	Partners/Duties	Timing/Days
6.4.6	Purchase of prefabricated building in Tunisia (TDC)	Installation of display panels close to the TDC, also fixing in the structure a permanent commemorative plaque	CERTE	From 02/09/2013 To 31/10/2013
6.5	Final Conference in Tunisia	Definition of promotional policies tailor-made for each local situation	All Partners involved	From 12/06/2014 To 15/06/2014



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# TABLE TO BE FILLED FOR EACH ACTIVITY

<b>Description of activity</b>	Development and management of English and Arab versions of the Project web site
<b>Budgeted Resource</b>	Euro 2.500 activation + 5.000 management x 2 years (MRA) Euro 5.000 activation + 5.000 management x 2 years (CERTE)
<b>Description of measure</b>	Press releases during the entire project lifespan for its development
<b>Manager Subject</b>	MRA and CERTE
<b>Target</b>	(Indicate the target you want to reach)
<b>Result</b>	(Indicate the results to be disseminate)
<b>Example of WP 6.1</b>	<b>Request by MRA of Minor Changes for new budgeted resources</b>



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# NARRATIVE REPORT (INTERIM REPORT)

## 4. Visibility

Please describe the implemented activities that contributed to the visibility of the project  
 (\*) ONLY ACTIVITIES carried out during the reporting period

Ref. N°	Reported activities as per Action Plan (*)	Percentage of activities to be carried out in the reported period as per Action Plan	Percentage of activities actually carried out in the reporting period	Description
2.1	Development and Management of the project website	100%	50%	The development and management of the project website has started on March 2012 and at the end of the reporting period half of the project documents were uploaded
2.2	Activation of the project website	100%	100%	The project website has been launched in October 2012 due to delay in the procurement procedure to publish the tender by PP3



# NARRATIVE REPORT (INTERIM REPORT)

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2.3	Realization of the project Communications Plan	100%	100%	The Communication Plan includes proposals for interventions detailed in the communication activity planning and inserted in the Doc n°1- WP6 del 05/10/2012
2.4	Participation to international conferences and peer reviewed paper publishing (2.4.1)	100%	100%	Presentation of the project in the ENPI CBC MED Meeting held in Nicosia (Cyprus) at the end of October, also including the distribution of a specific brochure



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# NARRATIVE REPORT (INTERIM REPORT)

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Ref. No	Reported activities as per Action Plan (*)	Percentage of activities to be carried out in the reported period as per Action Plan	Percentage of activities actually carried out in the reporting period	Description
2.5	Upload of the multi-stakeholder database	100%	100%	Activity fully implemented, as fixed in the Gantt
2.6	Local workshop in Italy, Malta, Tunisia and Palestine	100%	0%	The partners decided to postpone the date of the first workshop because of the necessity to achieve first relevant outcomes on the territory



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2.7	Purchase of water saving kits in Malta	100%	0%	This activity slacked due to the lengthy procedures of public partners to commit funds for public tenders to purchase the kits
2.8	Distribution of water saving kits in Malta	100%	0%	This activity has been postponed in consequence of the slack of the purchase of water saving kits in Malta



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# NARRATIVE REPORT (INTERIM REPORT)

## 4. Visibility

Please describe the implemented activities that contributed to the visibility of the project  
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Ref. No	Reported activities as per Action Plan (*)	Percentage of activities to be carried out in the reported period as per Action Plan	Percentage of activities actually carried out in the reporting period	Description
2.9	Before and after monitoring of the master meters in Malta	100%	0%	This activity couldn't be realized because it has to necessarily follow to the distribution of water saving kits that has been postponed



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# THANK YOU FOR YOUR ATTENTION

**MRS. ENRICA MARIA SCRIVANO  
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