

SWMED Project

“The Communication and Dissemination Plan”

Aims and Activities

Enrica Maria Scrivano (Environment Direction – Lazio Region)

KICK-OFF MEETING 3-4 NOVEMBER 2011

PARCO DELL'APPIA ANTICA
IN ROME



PROGRAMME FUNDED
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<http://www.enpicbmed.eu/>

GOALS of the SWMED Project

- *Promote, in each participating countries, policies aimed at satisfying water and sanitation needs of the population*
- *Reduce water abstraction*
- *Improve quality of water bodies receiving wastewater*



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The Goals of Communication and Dissemination Plan

- *Expansion of Sustainable Domestic Water Use approach in Mediterranean Regions*
- *Capillary Dissemination of the SWMED Project Results*

*Final project
beneficiaries*

*Towards
both*

*The general
public*

by appropriate visibility measures (information campaign, official web site, conferences, data bases)



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Communication and Dissemination Activities

1. *Provide any material useful to the publications at program level (brochures, newsletters, leaflets etc.) developed during the life cycle of the Project*
2. *Comply with the publicity rules of the “Communication and Visibility Manual for European Union External Actions”*



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EU Program's Publicity Rules

available on the European Union official site

<http://ec.europa.eu/europeaid/work/visibility/documents/communicationandvisibilitymanualen.pdf>

as well as

“The Guidelines for Communication Activities”

that will be laid down by the Joint Managing Authority



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“Communication and Visibility Principles for EU External Actions”

Project's Partners have to ensure optimal visibility, transparency, mobilization of public and private bodies, getting better information and sensitization of citizens for maximizing the impact of communication effort, in closely synergy with the Commission and also with other main projects and programs on the water issue, locally existing.



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Partners' Roles in Communication and Dissemination Activities

- **Italy, Lazio Region**, will be directly responsible for the global promotion of the Communication Campaigns, coordinating the Project Partners and in closely relation with the Joint Managing Authority (JMA)
- **Malta, Tunisia and Palestine** will implement well-built Communication Campaigns on Sustainable Domestic Water Management concept, addressed to stakeholders and citizens, supported by tangible project results (for instance: n°2 Sustainable Domestic Water Houses settled-up and equipped in Tunisia and Palestine and distribution of 20000 water saving kits in Gozo Island)



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Partners' Roles in Communication and Dissemination Activities

Malta Resource Authority (MRA)

will be responsible to manage the English version of the website, that will be maintained beyond the project lifespan

Gozo Ministry of Malta *will contribute to the project dissemination in Malta, implementing a relevant promotional campaign of Sustainable Domestic Water Use in Mediterranean Regions (SWM concept), distributing and monitoring (with the support of MRA) the water saving kits to be introduce in about 20000 houses.*

The findings emerged from the customer satisfaction survey in Malta, will be used for the promotional activities planned in Tunisia and Palestine in the Technological Demonstrative Centre (TDC)



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Partners' Roles in Communication and Dissemination Activities

Palestinian Hydrology Group (PHG) will support *Palestinian Water Authority* in their institutional and communication activities, jointly drafting the “Policy Paper” and participating to the dissemination of national and international activities.

Always in synergy with PWA, the PHG will realize the Technological Demonstrative Centre in Palestine, equipped with visitors centre, laboratory and “training” rooms to be exploited with technical and promotional activities.

At least 5000 kits of technical devices for water saving will be freely distributed to visitors.



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Partners' Roles in Communication and Dissemination Activities

CERTE will be responsible for the Arabic version of the website. It will participate to draft the “Policy Paper” and will disseminate activities at national and international scale. It will also realize another Technological Demonstrative Centre where still 5000 kits for water saving will be freely distributed to visitors.

*SVI.MED will disseminate the project results at regional level to promote the SWM approach applicability and will also coordinate and check the partners, uploading their relevant administrative and financial data in the intranet area of the website **on a six-months basis**.*

IRIDRA will contribute to develop the project concept, on the basis of its experience in the field of Sustainable Water Management, participating to conferences and peer reviewed papers publishing, also involving all partners and associated partners.



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Communication Activities: main outputs and expected results

1° Result: *the communication campaigns will increase the citizens' awareness on Sustainable Domestic Water Use by modifying their daily behavior in environmental sustainable approach, but it will also supply the opportunity for key-actors to concretize a common change, through the knowledge of new technologic applications.*



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Communication Activities: main outputs and expected results

Outputs:

- *Presentation of the project concept and results in international conferences*
- *National workshop and workshop at local level in participating countries*
- *English and Arabic version of the project website, with a specific SWM area to be permanently online accessible for urban and water planners*
- *Many publication of dissemination materials in English and Arabic (i.e. brochures, leaflets)*
- *Database of participants to the national and local events (local authorities, water authorities/utilities, scientific bodies, technician/plumbers organizations, final users/NGO)*
- *Database of interviews, of speakers presentations, of newspaper articles and Media products*
- *Final conference of the SWMED project*



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Communication Activities: main outputs and expected results

2° Result: *N°2 Sustainable Domestic Water Use Houses, physical realizations for a new concept dissemination. The Demonstrative Centre will be the mean to reach a high quality promotional campaign (at local and international level), and to increase the knowledge of all interested people, stakeholders and key-actors on the SWM approach.*

The SWM houses will show innovative tools applied to a common building, as well as suitable systems for local water management, using explicative panels and pictures.



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Communication Activities: main outputs and expected results

Outputs:

- *2 SWM houses will be settled-up and equipped in Tunisia and Palestine to furnish a valid and tangible example of the several envisaged solutions, providing visual explicative materials, interactive events*
- *The SWM houses equipped to cover a range of measures as wide as possible, from water saving systems to wastewater recycling*
- *In each SWM house 5000 kit of technical devices for in house water saving will be freely distributed to visitors*
- *SWM approach and project information board*
- *EU Project plaque, pictures, BAT explanation panels*



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Description of Work Package N°6

Dissemination among households, water utilities and construction companies of best practices tailor-made for each local situation and definition of policies to promote them



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Dissemination of best practice to beneficiaries and definition of promotional policies (WP6.1)

Development and management of the project website

- Activation of the project website (Thu 01/03/12 -Sun 31/08/14)
- Upload of the multistakeholder database (Fri 02/03/12 -Fri 30/03/12)
- **Upload in intranet of financial documents from each partner every 6 month** (Five upload Thu 01/03/12 -Thu 20/03/14)
- Upload of main project deliverables in English and Arab (synthesis from Tue 03/04/12 - Sat 30/08/14)
- Creation of a Forum on SWM with stakeholders (Mon 02/04/12 - Sun 31/08/14)



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Dissemination of best practice to beneficiaries and definition of promotional policies (WP6.2)

Participation to conferences and paper publishing

(Mon 02/04/12 - Mon 01/04/13)

- Participation to national water conference in Sevilla (Fri 20/04/12 - Mon 30/04/12)
- Publication of articles on scientific reviews (Mon 01/10/12 - Mon 01/04/13)
- Final Conference in Tunisia (Thu 12/06/14 – Sun 15/06/14)



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Dissemination of best practice to beneficiaries and definition of promotional policies (WP6.3)

National Information Campaign

(Tue 24/04/12 - Mon 02/12/13)

- N° 20 Local Workshops in Italy (2), Malta(2), Tunisia (8) and Palestine (8) (from Tue 24/04/12 to Mon 18/11/13)
- N° 4 National Workshops in all partner countries (4)
(from Sun 01/09/13 to Mon 02/12/13)



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Dissemination of best practice to beneficiaries and definition of promotional policies (WP6.3)

- Purchase of Water Saving Kits in Malta
(Mon 02/07/12 - Tue 31/07/12)
- Distribution of kits in Malta
(Mon 03/09/12 - Mon 01/10/12)
- Customer satisfaction survey in Malta for water saving kits distribution (Thu 01/11/12 - Mon 31/12/12)
- Purchase of Water Saving Kits in MED
(Mon 05/11/12- Tue 04/12/12)

Dissemination of best practice to beneficiaries and definition of promotional policies (WP6.4)

Equipment of laboratories in TDC present in MED (Sun 01/01/12 - Tue 26/02/13)

- Purchase of vehicle in Palestine (Sun 01/01/12 - Tue 31/01/12)
- Purchase of small demonstrative water treatment systems in Palestine (Tue 01/01/13 - Tue 26/02/13)
- Purchase of demonstrative item for SWM in Tunisia (Tue 01/01/13 - Tue 26/02/13)
- Purchase of prefabricated building in Palestine and in Tunisia (Tue 01/01/13 - Tue 26/02/13)



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SWMED Project

“The Communication Board”

Role and Strategy

Enrica Maria Scrivano (Environment Direction – Lazio Region)

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The Role of the “Communication Board”

- *Ensure that EU and national legislation concerning information and publicity are respected*
- *Ensure a global strategy for the promotion of the intermediate and final results*
- *Be responsible for the project Website*
- *Establish a network with other projects and Countries, promoting the project during international events*

The Strategy of the “Communication Board”

Initially, bringing a representative by each partner, it will plan a joint global strategy with the overall objective of addressing the relevant stakeholders (Competent and Monitoring Authorities, local administrators and social organizations).

The strategies to involve the local and regional stakeholders will be decided from each Country and monitored by the Communication Board.



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The Strategy of the “Communication Board”

The strategy will include the appropriate actions and means to disseminate and capitalize the project's objectives and results as explained before in WP6.

In particular, the strategy for a well-built capitalization and utilization of results, will be developed mainly by the following planned activities (see next page)



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The Activities of the “Communication Board”

- *Organize a major international event in Tunisia with a wide participation of Mediterranean countries to spread the project final results and launch the challenge of SWM approach*
- *Disseminate the project results in different areas of participating countries through 4 national workshops and 20 local workshops*
- *Edit technical articles on the identified sustainable solutions which aim at satisfying water and sanitation needs, taking in account the socio-economic background of involved countries, and supported by suitable policies and innovative tools*



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The Activities of the “Communication Board”

**Elaborate an interactive website in English and Arab,
with a visitors counter and a registration system for
updating the project to:**

- 1) integrate the results into international debate on water sanitation systems*
- 2) to support the decision-making procedures of the Competent Authorities,
with publication of downloadable project results, informative contents
and policy papers;*
- 3) to link and exchange information with other projects and programs on
related topics*
- 4) to publish newsletters on the internal and external events, related to the
project's theme and an archive research for the available best practices*



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