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INFORMING MEDIA IN JORDAN, LEBANON, MOROCCO AND TUNISIA ABOUT THE SWIM PROGRAMME

PRESS NOTE

Four (4) National Information Workshops targeting journalists and information professionals in Jordan, Lebanon, Morocco and Tunisia were recently organized in the framework of the EU-funded project Sustainable Water Integrated Management – Support Mechanism (SWIM-SM) in order to introduce to them the SWIM Programme.

The workshops involved 40 journalists working for broadcast, print or online media and the sessions included interventions of experts from both SWIM Components, i.e. the Support Mechanism and the Demonstration Projects, particularly those that will implement activities in the four specific countries.

The workshops contributed to increase the understanding of participants about critical water management challenges facing the Mediterranean countries and possible solutions at focus in SWIM, as well as to build in each country a core group of information professionals that might follow-up closely the implementation and achievements of the Programme and inform accordingly their audiences.

The information workshops have also been an occasion to present the draft SWIM Media Kit under preparation and to gather the input of media professionals in view of adapting this material to their actual needs. The Kit is intended to be an electronic interface used by media professionals to get easier access to information about water management topics at the heart of SWIM and is conceived so that it can be regularly updated during the Programme implementation to present all the new achievements under its two Components. It includes general information about SWIM, the Support Mechanism and the Demonstration Projects, up-dates on current activities / news under each Component, as well as sections dedicated to explain the technical terminology (Glossary and Acronyms). Finally, it also provides the possibility for regular interaction between journalists and experts to receive additional insights on specific topics (FAQ section).

Journalists and media professionals have shown great interest in the SWIM Programme and in covering the news related to activities implemented in its framework.

For more informations:

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Note to editors:

The SWIM Programme

Sustainable Water Integrated Management (SWIM) is a Regional Programme launched by the European Commission to contribute to the extensive dissemination and effective implementation of sustainable water management policies and practices in the Southern Mediterranean Region. This is 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.

The Programme, with a total budget of approximately € 22 million, is implemented under the European Neighbourhood and Partnership Instrument (ENPI), following the Euro-Mediterranean Ministerial Conferences on Environment (Cairo, 2006) and Water (Dead Sea, 2008).

SWIM Partner Countries are: **Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, the occupied Palestinian territory, Syria and Tunisia.**

SWIM consists of two major Components, which are inter-related and complement each other:

- A Support Mechanism, funded with a budget of € 6.7 million and
- Demonstration Projects funded with a budget of € 15 million

SWIM – Support Mechanism (SWIM-SM)

SWIM-SM is the Component of the Programme that provides Regional Technical Assistance to the Partner Countries. This Component, of the duration of 4 years (2010-2014), aims at:

- Providing strategic assistance to the Partner Countries in designing and implementing sustainable water management policies and plans, involving inter-sector dialogue as well as stakeholder consultation and participation;
- Contributing to institutional reinforcement, to the development of the necessary planning and management skills and to know-how transfer;
- Raising awareness on the threats on water resources, the necessity to switch to more sustainable consumption models and possible solutions to face challenges.

Furthermore, SWIM-SM also:

- assists technically the Demonstration Projects implemented under the second Component of the SWIM Programme and;
- undertakes Capacity Building activities related to water resources management identified under the Horizon 2020 Capacity Building – Mediterranean Environment Programme (H2020 CB/MEP).

SWIM-Support Mechanism is implemented by a Consortium formed by a combination of nine international and regional companies and institutions:

- LDK Consultants Engineers & Planners SA: Leader of the Consortium
- Global Water Partnership - Mediterranean (GWP-Med): SWIM-SM Technical Direction
- Arab Countries Water Utilities Association (ACWUA)
- Arab Network for Environment and Development (RAED)
- DHV B.V.
- Greek Ministry of Environment, Energy & Climate Change, Department of International Relations & EU Affairs
- Lebanese Ministry of Energy and Water, General Directorate of Hydraulic and Electrical Resources
- Tunisian Ministry of Agriculture and Environment, Bureau de l'Inventaire et des Recherches Hydrauliques / Direction Générale des Ressources en Eau
- Umweltbundesamt GmbH - Environment Agency, Austria

SWIM Demonstration Projects

- 1- **Adaptation to Climate Change of the Mediterranean Agricultural Systems (SWIM-ACLIMAS)**
Leader of the Project's Consortium: International Center for Advanced Studies on Mediterranean Agriculture – Mediterranean Agronomic Institute of Bari (CIHEAM-MAIB), Italy
- 2- **Jordan River: the Trans-boundary Master Planning of the Lower Jordan River Basin (SWIM-Jordan River)**
Leader of the Project's Consortium: Friends of the Earth Middle East
- 3- **Innovative Means to Protect Water Resources in the Mediterranean Coastal Areas through Re-injection of Treated Wastewater (SWIM-IMPROWARE)**
Leader of the Project's Consortium: Italian Ministry of the Environment, Land and Sea
- 4- **Network of demonstration activities for sustainable integrated wastewater treatment and reuse in the Mediterranean (SWIM-Sustain Water MED)**
Leader of the Project's Consortium: Deutsche Gesellschaft für Internationale Zusammenarbeit (German International Cooperation - GIZ) GmbH
- 5- **Water harvesting and Agricultural techniques in Dry lands: an Integrated and Sustainable model in MAghreb Regions (SWIM-WADIS MAR)**
Leader of the Project's Consortium: University of Sassari, Italy