



Sustainable Water
Integrated Management (SWIM) -
Support Mechanism



Project funded by
the European Union

Water is too precious to waste

SWIM-SM COMMUNICATION & DISSEMINATION ACTIVITIES

**4th SWIM Steering Committee Meeting
Barcelona, 15 December 2014**

MAIN OBJECTIVES....

Enhance SWIM Programme

- achievements
- visibility
- wide dissemination of results



dreamstime.com



Everyone knows
that, right?

Uhh... Nope

→ Towards “**common knowledge and reference**” for relevant actors in the South Mediterranean Region and beyond

MAIN TOOLS

- SWIM website
- Quarterly News Flash
- Monthly e-mail alerts
- SWIM Media Kit
- Updates for the media
- Dissemination of information material
- New SWIM video

→ *Promote & streamline SM and Demos visibility to provide an overall solid image of the SWIM Programme*

ENGLISH | FRANÇAIS | العربية | Project funded by the EUROPEAN UNION

SWIM | SUSTAINABLE WATER INTEGRATED MANAGEMENT

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SEARCH

Sign up for our News Flash

NEWS

SWIM-SM empowers South Mediterranean Countries in assessing the cost of water resources degradation and remediation at the basin level

How to evaluate the damages and prioritise specific actions for improving the management of the basins is at the heart

December 2014

M	T	W	T	F	S	S
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	7	8	9	10	11	12
	13	14	15	16	17	18
	19	20	21	22	23	24
	25	26	27	28	29	30
	31					

Click on the map to view activities and progress

The website management is the responsibility of SWIM Support Mechanism

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FARMERS AWARENESS RAISING CAMPAIGN

Objective: safer re-use of treated wastewater in agriculture (info sessions)

Targets: Farmers and extension services

Countries: Algeria & Tunisia



- Consultations with relevant stakeholders
- Drafting of information material needed (contents)

FARMERS AWARENESS RAISING CAMPAIGN

- Engagement of NKE in Tunisia
- Coordination with relevant institutions to set dates, content of sessions, finalise information material
- Information sessions are expected to be held in January 2015
- Algeria: modalities still under discussion with the relevant National authorities

FARMERS AWARENESS RAISING CAMPAIGN

Envisaged information material and dissemination means (2015)

- Brochure/poster for farmers with key protection measures to use safely treated wastewater in irrigation.
- Manual for Algerian extension trainers working with farmers.

→ *Distribution of material during info sessions and later on in collaboration with relevant National institutions to guarantee the sustainability of the activity*

SYNERGIES WITH OTHER RELEVANT INITIATIVES

- **5th Beirut Water Week** “Water, energy, food and ecosystems nexus in the Mediterranean Region: current challenges and future insights” (Lebanon, May 2014)
- **IMPROWARE International Symposium** “Policies and Techniques for a Sustainable Present” (Tunisia, October 2014)
- **UfM Governance & Financing for the Mediterranean Water Sector project** (Greece, October 2014)
- **2nd Mediterranean Water Forum** (Spain, November 2014) in preparation to the World Water Forum

SYNERGIES WITH OTHER RELEVANT INITIATIVES

- **Sustain Water MED Regional Conference “Sustainable Integrated Wastewater Treatment and Reuse” (Egypt, December 2014)**
- **3rd Arab Water Forum (Egypt, December 2014)**
- **H2020 Initiative, GEF UNEP/MAP MedPartnership**
- **Coordination with other organisations, centres, (UNEP/MAP Medpol, UNESCO IHE, ICU NGO, etc.)**

Thank you
for your attention

Merci pour
votre attention



*For additional information please contact:
SWIM-SUPPORT MECHANISM: info@swim-sm.eu*

www.swim-sm.eu

