



# Sustainable Water Storage and Distribution in The Mediterranean

## Communication and Dissemination Plan (CDP)

VERSION 1.0



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## Table of Contents

Project Information .....	2
Document Information.....	3
Document History .....	3
Table of Contents .....	4
Figures.....	5
Tables .....	5
Acronyms.....	6
1. External Communication and Dissemination Plan .....	8
1.1. Overall communication and dissemination objectives.....	8
1.2. Message (What to disseminate and communicate) .....	9
1.3. Stakeholders (to whom disseminate and communicate) .....	10
3.3.1. Stakeholder management in OurMED .....	10
3.3.2 Stakeholder categories .....	11
3.3.3. How stakeholders will be reached .....	18
3.4. Communication and dissemination channels and tools.....	18
3.4.1. Project Website.....	18
3.4.2. Social media .....	19
3.4.3. Publications in scientific journals .....	22
3.4.4. Participation at external events .....	22
3.4.5. Organisation of workshops and trainings.....	24
3.4.6. Online and printed magazines and newsletters.....	25
3.4.7. TVs – Radio.....	25
3.4.8. Online platforms .....	26
3.4.9. Networking.....	26
3.5. Communication and dissemination materials .....	29
3.5.1. Printed materials.....	29
3.5.2. Digital materials .....	30
3.6. Planning and implementation .....	30
3.7. Timing and frequency.....	33

3.8. Evaluation and monitoring of OurMED communication and dissemination activities.....	34
2. Internal Communication .....	37
4.1 OurMED intranet.....	37
4.2 Human Resources.....	37
4.3. Communication and dissemination officers.....	38
3. Obligations and requirements for communication actions .....	39
5.1. Project logo .....	39
5.2. PRIMA visibility rules .....	40
4. Disseminating the results after the termination of the project .....	40
5. GDPR rules .....	41

## Figures

Figure 1 OurMED stakeholder management.....	10
Figure 2 Stakeholder categories.....	11
Figure 3 OurMED project website.....	19
Figure 4 OurMED X account.....	19
Figure 5 OurMED LinkedIn.....	20
Figure 6 OurMED Facebook.....	20
Figure 7 OurMED YouTube.....	21
Figure 8 Inventory table of social medias.....	21
Figure 9 OurMED brochures.....	29
Figure 10 OurMED poster at UFZ Science Days 2024.....	30
Figure 11 Process of communication and dissemination activities.....	31
Figure 12 List of publication to be filled by OurMED partners.....	32
Figure 13 OurMED intranet structure.....	37
Figure 14. OurMED logo.....	39
Figure 15 Social media Logo.....	40
Figure 16 Visibility rules.....	40

## Tables

Table 1 OurMED relevant stakeholders.....	11
Table 2 OurMED core stakeholders.....	12
Table 3 Table of Events.....	23
Table 4 OurMED Stakeholder Workshops.....	24
Table 5 Synergies with other initiatives.....	26

Table 6 Project for networking.....	27
Table 7 Time & frequency of OurMED dissemination activities.....	33
Table 8 Monitoring Table.....	35
Table 9 Impact assessment.....	36
Table 10 Human resources.....	38
Table 11 Communication and dissemination officer per Partner.....	38

## Acronyms

CD	Communication and dissemination
CDP	Communication and dissemination plan
WP	Work Package
PU	Public
R	Report
NbS	Nature-based solution
MED	Mediterranean
UFZ	Helmholtz Centre for Environmental Research
RSS	Remote Sensing Solutions GmbH
UPV	Universitat Politècnica de València
IDRICA	Idrica
SEMIDE	Euro-Mediterranean Information System on know-how in the Water sector
TdV	La Tour du Valat
TUC	Technical University of Crete
UNIPR	Università di Parma
UNISS	University of Sassari
UNINA	University of Naples Federico II
RSCN	Royal Society for the Conservation of Nature
LPM	Living Planet Morocco
AGRI	AgroInsider
ESIM	Higher School of Engineering of Medjez El Bab
BU	Boğaziçi University

# Executive summary

The overall objective of OurMED is to design and explore innovative and sustainable storage and distribution systems tightly integrated into ecosystem management at the river basin scale. This is achieved by the combination of scientific and local knowledge, emerging from new and long-lasting spaces for social learning among interdependent stakeholders, society actors and scientific researchers in eight local and one regional MED demo sites. OurMED calls for a transition from a mono-sectoral water management approach based on trade-offs, to equitable multi-sectoral and integrative management that addresses all water bodies' capabilities and needs towards sustainability.

The vision of OurMED extends beyond the mere advancement of monitoring techniques and modelling capabilities. It embraces the fusion of data and integrated digital twin technologies to render optimized solutions accessible for effective decision-making. Moreover, OurMED is committed to fostering participatory information sharing and engaging stakeholders across multiple sectors, ultimately contributing to the resolution of Sustainable Development Goals (SDG) challenges.

The core principles of OurMED encompass innovation, sustainability, and inclusivity, aligning with the overarching goal of securing water resources in the MED for the benefit of communities, ecosystems, and future generations.

This Deliverable presents the Communication and Dissemination Plan (CDP) that identifies, organises, and defines the management of the promotion of the OurMED project. It is based on the preliminary CDP drafted on the project proposal, adding relevant material on the dissemination and communication strategy. The deliverable objectives are to establish:

- The relevant target stakeholder for communication and dissemination activities.
- The communication and dissemination channels and activities to be applied in order to reach an optimal dissemination level in all geographical areas relevant to the project.
- The communication and dissemination strategy and timeline.
- Key Performance Indicators (KPIs) used to monitor the implementation of the dissemination strategy.
- Internal communication rules.

The implementation of the plan will be presented in the periodic reports of the project as described below:

- D8.1: Communication and Dissemination Plan V1 Month 6
  - Communication and Dissemination Plan V2 Month 24 update
- D8.2: Report on communication and dissemination activities (Months 24 and 36 update) External communication Plan

# 1. External Communication and Dissemination Plan

## 1.1. Overall communication and dissemination objectives

The primary goal of the OurMED project is to address the urgent needs for sustainable water storage, distribution, and usage in the context of global changes. It is imperative to promote cross-sectoral, participatory, and adaptive water management while incorporating a cross-sectoral systemic perspective that includes a new ethics of management.

Communication plays an important role in achieving this objective through reaching the targeted audience (mainly water and land management authorities, scientists developing methods and models; agriculture, energy, and environmental Authorities; Civil Society Organisations; etc.) by using a wide variety of channels such as websites, newsletters, brochures, workshops, articles in press, international conferences, and exhibitions. This is crucial to the project's success and the promotion of its products (Digital twins; Earth-Observation derived data and tools and smart-modelling for a wise and integrated use of water resources; Nature-based Solutions portfolio to mitigate climate change effects on water stress; SmartAG application...) in the market. Furthermore, communication is a tool to demonstrate the implementation and influence of the global agreements and conventions (i.e., Ramsar, Convention on the Biological Diversity, Paris Agreement and UN Sustainable Development Goals), the European Directives and the national policies.

The CDP should be used as a **manual for the dissemination activities during the project and after the end of the project, the CDP will be continuously updated.**

The general objectives of the Communication and Dissemination activities of OurMED project are:

- Ensuring that the project objectives, activities, and outcomes reach the relevant target groups, especially end-users, in and beyond the demo site countries.
- Ensuring transparency and visibility of the project activities to acquire the needed support from crucial stakeholders.
- Increasing the awareness and the dissemination concerning the new sustainable approaches developed by the project consortium.
- Establishing links, synergies with other water projects and European Union funding mechanisms.
- Support exploitation towards market uptake.
- Support the integration of knowledge generated by OurMED into multi-sectoral policies.
- Showing the role of the PRIMA in supporting R&I in building MED future as a competitive and sustainable society.



## 1.2. Message (What to disseminate and communicate)

In the context of the OurMED project, the message to disseminate and communicate is centered around **the urgent need for innovative, sustainable, and cross-sectoral water management solutions in the MED region**. The objective is to communicate the following key points to the target audience and relevant stakeholders:

- **Transforming MED Water Management:** the project emphasizes the importance of transitioning from traditional, mono-sectoral water management approaches that often involve trade-offs between water use sectors. OurMED promotes equitable, multi-sectoral, and integrative water management that considers the unique capabilities and needs of various water bodies. In addition, promoting strategies that support sustainability and resilience in the context of a changing climate is another key aspect of the project.
- **Participatory Decision-Making:** the message also stresses the importance of participatory decision-making based on scientific knowledge. OurMED advocates for involving a wide range of stakeholders in the decision-making process, ensuring that local and regional voices are heard and considered. Practical examples will be provided of how such participatory approaches have led to more effective and locally adapted water management strategies.
- **Nature based Solutions:** OurMED is committed to advance the development of tailored and innovative Nature-based Solutions (NbS) that address unique challenges and promote sustainable, resilient outcomes. By leveraging the power of nature, the aim is to create solutions that not only mitigate environmental risks but also contribute to community well-being and foster a harmonious balance between human activities and the natural world.
- **Smart modelling:** the purpose is to develop and disclose a portfolio of smart models to be used in a multi-sectoral water management strategy. This initiative will provide each demonstration site with access to a tailored smart modelling portfolio, empowering informed decision-making for water resource management. The methodology for the multi-sectoral water management will be proposed after the catalogue of essential data and tools. Utilizing smart modelling, the aim is to bridge knowledge gaps that conventional methods such as ground truthing and remote sensing alone cannot fill. The smart modelling portfolio will offer a range of numerical model solutions, providing the flexibility needed to address scientific knowledge gaps. The goal is to enable sustainable management of storage and distribution systems on a basin-scale, ensuring fair allocation of available water resources across diverse sectors.

In a nutshell, in OurMED dedication is directed towards enhancing water storage and distribution knowledge at our demo sites through a holistic approach. By combining *in-situ* data, high-resolution monitoring, EO-based products, socio-economic assessments, smart modelling, NbS for ecosystem conservation and restoration, digital twins, decision-making processes, and upscaling strategies, OurMED aims to optimize water management practices.

This integrated approach ensures a comprehensive understanding and sustainable application of innovative solutions for the benefit of both communities and ecosystems.

## 1.3. Stakeholders (to whom disseminate and communicate)

The term “stakeholders” refers to entities that could be organisations, authorities, companies, scientists, citizens, groups of persons, NGOs, Media etc. that have an interest in the issue targeted by the project because they could be either benefited from or affected by. Proper participation of stakeholders could be achieved through consultation and involvement something that should be ensured during the project.

### 3.3.1. Stakeholder management in OurMED

The stakeholder management will be handled within the framework of 2 work packages. Although all work packages interact with and involve stakeholders at various levels of the project (Figure 1).

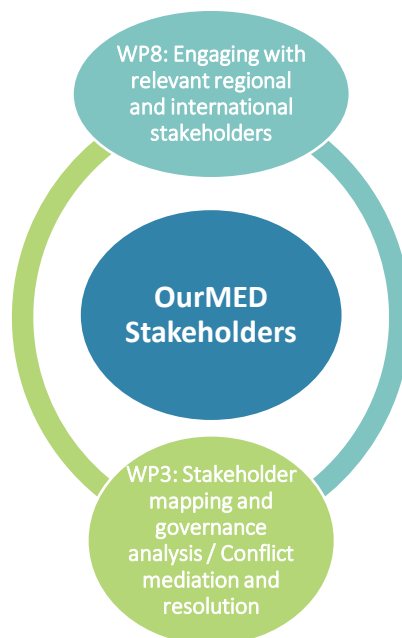


Figure 1 OurMED stakeholder management.

### 3.3.2 Stakeholder categories

The stakeholder categories of OurMED project are represented in the figure below (Figure 2).

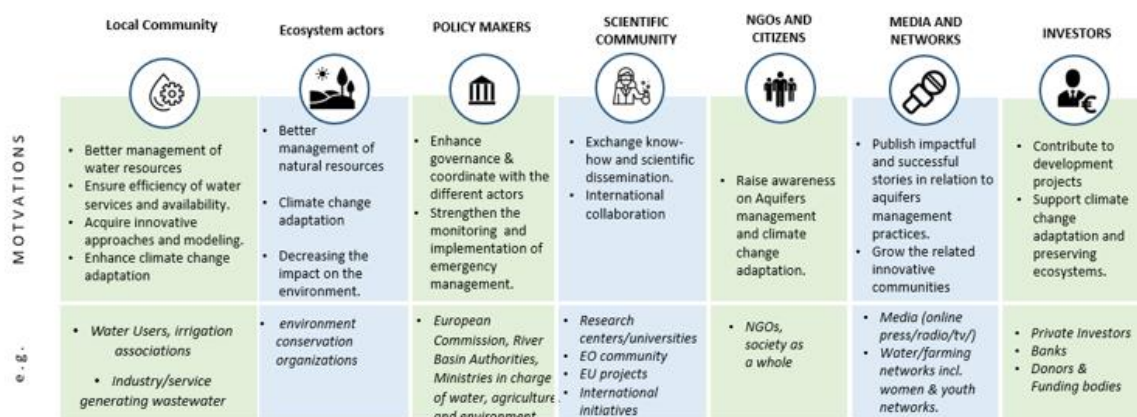


Figure 2 Stakeholder categories.

All these categories of stakeholders will be involved in the project at different levels: within WP8, engagement with relevant regional and international stakeholders (**general beneficiaries**) will take place, while within WP2, stakeholder analysis and conflict mediation will be conducted at the demo site level (**core stakeholders**).

#### General beneficiaries: relevant regional and international stakeholders

General beneficiaries are stakeholders with whom the project is collaborating through addressing common objectives.

A preliminary list of relevant stakeholders has been prepared; this list will be updated during the project period (Table 1).

Table 1 OurMED relevant stakeholders.

Organization	Role
UNEP - MAP	Technical / Political
Global Water Partnership (GWP)	Technical
Union for the Med (UfM)	Political
Med Water Institute (IME)	Technical / Political
REMOC Mediterranean Network of Basin Organisations	Technical / Political
Ramsar Secretariat	Technical / Political
Mediterranean Ocean Acidification Hub	Technical
PRIMA	Funder
ENI CBC MED	Funder

European commission	Funder
MedECC	Technical
DIMFE / Prince Albert II Foundation	Funder
WWF	Funder
GIZ	Funder
Plan bleu	Technical
MedWet (Ramsar Regional Initiative for the Med)	Technical / Political
Mediterranean Alliance for Wetlands	Technical
Women for Water Partnership	Technical
Network of Women Water Professionals	Technical
GenevaWaterHub,	Technical, Research
Women in Water and Sanitation Network	Research
Mediterranean Youth for Water	Research, technical, social
Ministries in charge of water in Mediterranean countries	Technical / Political
Ministries in charge of environment in Mediterranean countries	Technical / Political
Ministries in charge of agriculture in Mediterranean countries	Technical / Political
Associations/ NGOs active on water and environment	Social
International initiatives (Table 4)	Research
EU and Mediterranean projects (Tables 5)	Research
IPBES	Technical / Political

## Core Stakeholders

Core stakeholders could be local, national, regional (e.g., Mediterranean Basin or EU) or global, but the specificity is that they are active in the project demo site.

A preliminary list of stakeholders **active at the demo site level** “core stakeholders” has been identified by the demo sites managers (Table 2). This list will be updated during the project period.

Table 2 OurMED core stakeholders.

Country	Stakeholders	Authority	Interest/Engagement in OurMED
Germany	Water Authority for Sachsen-Anhalt (LHW)	Regional Authority	Interest in climate change adaptation in relation to water sectors

	Elbe River Basin Authority (FGG)	Large River Authority	Sharing experiences in large river basin monitoring and management
	Drinking Water Authority (FEO)	National Authority	Monitoring and distributing drinking water for more than 1M people
	Rappbode Reservoir Authority	Regional Authority	Operating the largest drinking water reservoir in Germany, the Bode site
Spain	Council of Albufera Natural Park	Public Agency	Interest in learning sustainable and proper water management in the Park
	Jucar Basin Water Commissioner	Basin Authority	Water authority responsible for surface water and aquifer management
	Water Planning Office for Albufera Lake	Local Authority	Key stakeholder and decision maker in Albufera Lake
	Irrigation communities (Acequia Real del Júcar, Oro, Favara)	Public entities	Management and distribution of water resources for irrigation delivered by Jucar Basin Authority.
	SEO/BirdLIFE	NGO	Protection and improvement of Natural Park habitats. Working on management of constructed wetlands.
	Acció Ecologista-Agró	NGO	Protection and improvement of Natural Park habitats. Working on management of constructed wetlands.
	El Palmar Fishermen's Guild	Public entity	Exploitation of fishing resources in Albufera Lake
Greece	Environment and Spatial Planning	Regional Authority	Sharing their experience in planning, constructing and managing water
	Heraklion Municipality	City Hall	Sharing water use data (wastewater treatment, surface and groundwater)
	Local community members and residents	Private	Water management and climate change adaptation
	Environmental NGOs	NGO	Interest in natural resources management

	Water users and farmers in the area	Private	Water management and climate change adaptation
Italy	Southern Apennines River Basin District Authority	River Basin Authority	Potential stakeholder for the adoption of OurMed finding to be applied in Southern Italy
	Region of Sardinia, Agricultural Department	Regional Authority	Main stakeholder in the implementation of agricultural policies
	Regional Agency of the Hydrographical District	Regional water agency	Interest in sharing their experience in water management and learning
	Water Agency of Sardinia (ENAS)	Regional Agency	Sharing their experience in managing reservoirs for multiple uses
	Oristanese Land Reclamation and Irrigation	Public organization	Sharing data on monitoring and distribution of irrigation water
	Cooperativa Produttori Arborea (Farmers' coop)	Private cooperative (200+)	Share data on practices and water use in agriculture and livestock farming
	Fishermen Cooperative Arborea	Private cooperative	Share data on aquaculture activities in the wetlands
	Municipality of Arborea	Local authority	Sharing water use data
	LIPU Italian League for birds protection	National NGO	Sharing data on wetland biodiversity and water dynamics
Jordan	Ministry of Water and Irrigation	National Authority	Owner of hydrological data and main responsible for Mujib river
	Jordan Valley Authority	National Authority	Owner of hydrological data and main responsible for Mujib river
	Ministry of environment	National Authority	Sharing environmental data and interest in Digital Twins implementation
Morocco	Agence Hydraulique du Bassin du Sebou	Public Agency	Has in-situ hydrological and meteorological data of the basin
	Agence Nationale des Eaux et Forêts	Public Agency	In charge of managing wetlands
	Prince Albert II of Monaco Foundation	Investor	Funding water management priorities in the Sebou basin and MED region

	Ministry of Interior	National Authority	Support integrated management of water resources
	Ministry of Tourism	National Authority	Support integrated management of water resources
	UNDP GEF	International NGO	Providing financial and technical support to sustainable development
Tunisia	Ministry of Agriculture and Water Resources (MARH)	National Authority	Impact of climate change on water resources in the Medjerda basin
	The Tunisian Union of Agriculture and Fisheries (UTAP)	National Authority	Interest in the multi-sectoral water management and climate change
	The National Institute of Field Crops (INGC)	Research institution	Impact of climate change on water resources in the Medjerda basin
	Agricultural Extension and Training Agency (AVFA)	Public administrative institution	Promotion of sustainable development
	North West Development Sylvo-Pastoral Office (ODESYPARNO)	Public administrative institution	Promotion of sustainable development
	Regional Commissary for Agriculture Development of Bizerte	Regional Authority	Interest in the multi-sectoral water management and climate change
	Regional Commissary for Agriculture Development of Siliana	Regional Authority	Interest in the multi-sectoral water management and climate change
	Regional Commissary for Agriculture Development of Jendouba	Regional Authority	Interest in the multi-sectoral water management and climate change
	Regional Commissary for Agriculture Development of Beja	Regional Authority	Interest in the multi-sectoral water management and climate change
	Regional Commissary for Agriculture Development of Mannouba	Regional Authority	Interest in the multi-sectoral water management and climate change
	Regional Commissary for Agriculture Development of Ariana	Regional Authority	Interest in the multi-sectoral water management and climate change

	Regional Commissary for Agriculture Development of Kef	Regional Authority	Interest in the multi-sectoral water management and climate change
	Agricultural Development Groups (7 governorates) - GDAs	Regional Authority	Water resource conflict management
	INRGREF	Research institution	Climate change impact, vulnerability, adaptation...
	Farmers -Agricultural Enhancement and Development Company (SMVDA) Al Ghanima	Water users	Water management and climate change adaptation
	Association for Integrated and Sustainable Development of Rural and Forest Areas (ADID-Béja)	NGO	Promotion of sustainable development
	Association for Environmental Protection and Sustainable Development of Bizerte (APEDDUB)	NGO	Promotion of Environmental Protection and Sustainable Development
	Agricultural Investment Promotion Agency (APIA)	Public non administrative institution	Promotion of private investment in the fields of agriculture
	Central Company for Territorial Equipment - Tunisia (SCET Tunisia)	Engineering office	Agricultural projects' study
	Tunisian Society of Engineering (STUDI International)	Engineering office	Agricultural projects' study
	Financing bank for small and medium-sized enterprises (BFPME)	Bank	Promotion of private investment in the fields of agriculture
	National Agricultural Bank (BNA)	Bank	Promotion of private investment in the fields of agriculture
	State Land Offices (OTD Badrouna)	Public firm	Management of agricultural land
	WWF-North Africa	International NGO	Key player for the promotion of wetlands conservation and



			restoration activities in the Medjerda basin
	Hydraulic Sounding Board (RSH)	Public institution	Water management
	Agricultural Land Agency (AFA)	Public institution	Improve the land management practices
Turkey	Directorate of State Hydraulics Works	National Authority	Interest in improving the current water distribution in Konya Basin
	Farmer Association	NGO	Interest in improving irrigation planning, crops and water allocation
	Ministry of Industry and Technology	National Authority	Interest in water distribution in Konya Basin among different users
	World Wildlife Foundation (WWF-Turkey)	NGO	Has close connections with the stakeholders in the region of Konya
	Irrigation unions	Civil Society Organization	Responsible for surface water allocations
	Chamber of Agriculture	Civil Society Organization	Interest in improving irrigation planning, crops and water allocation
	Doğa Koruma Merkezi	Civil Society Organization	Interest in biodiversity conservation
	MedWet	Intergovernmental Organisation	Ramsar Regional Initiative for the Mediterranean
Mediterranean Basin	Mediterranean Wetlands Observatory	Regional organisation	Develop, implement and transfer tools for the monitoring, the management, the conservation and the restoration of wetlands and water-related ecosystems in the Mediterranean countries
	Mediterranean Alliance for Wetlands	Regional organisation	Advocate and promote wetlands conservation, wise use and restoration in the Mediterranean countries
	Plan Bleu	Regional organization	Promote more sustainable development in the Mediterranean region

	Union for the Mediterranean (UfM)	Intergovernmental Organisation	Support the effective cooperation between Mediterranean countries for a more sustainable use of water resources
	Priority Actions Programme/Regional Activity Centre (PAP/RAC)	Regional organization	Support Mediterranean countries on their path towards sustainable coastal development

### 3.3.3. How stakeholders will be reached

The project aims to effectively engage with stakeholders through a multifaceted approach that encompasses various channels. Direct contact with advisory board members will facilitate a close collaboration, ensuring their insights shape project developments. Engaging stakeholders at OurMED living labs, workshops, and training sessions provides hands-on experiences, fostering a deeper understanding of the project's objectives. Regular updates through project newsletters and the official website will keep stakeholders informed about progress, milestones, and upcoming events. Utilizing social media platforms will extend the project's reach and foster a dynamic online community. Active participation in external events, including television shows, will enhance visibility and allow for real-time interactions. The dissemination of information through press releases and scientific articles will contribute to building credibility and attracting interest from a wider audience. By employing this comprehensive strategy, the project seeks to establish meaningful connections with stakeholders across diverse platforms, ensuring transparency, collaboration, and sustained engagement.

## 3.4. Communication and dissemination channels and tools

Dissemination channels are the tools used to spread the project messages to the target audience and stakeholders; they define 'how' the project will be communicated. These tools will ensure a two-way communication approach and they will include:

### 3.4.1. Project Website

OurMED official website presents general information about the project: its objectives, the consortium, the team, the project services, news, calendar of events, publications (e.g. promotional materials, articles, public deliverables) and press releases as well as contact information. It has links to OurMED pages on the social media: X, Facebook, LinkedIn and Youtube, where the project news will be constantly published. Furthermore, a profile of the project will be created on Research Gate to disseminate the scientific publications and the news of the project. The management of online channels will be led by SEMIDE.

A preliminary version of the project website was created in June for the kick off meeting of the project. The final version (Figure 3) was published on 1 November 2023.

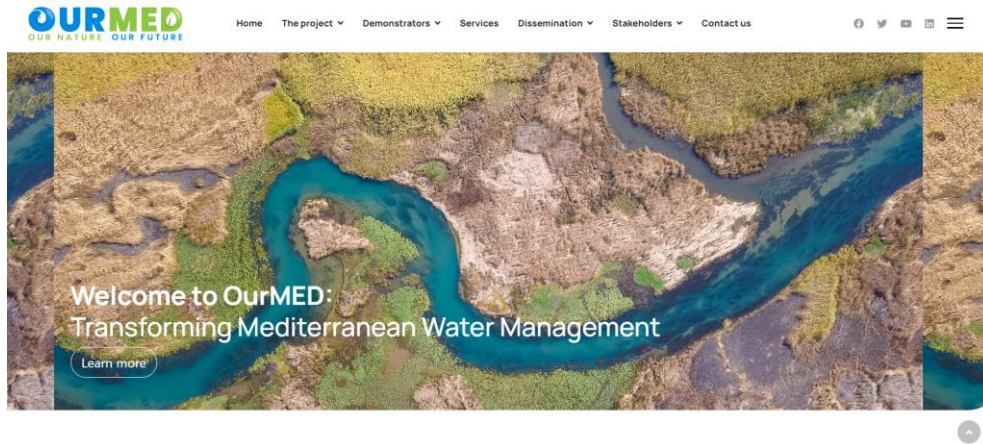


Figure 3 OurMED project website.

### 3.4.2. Social media

The OurMED project has established accounts on various social media platforms, including X (formerly known as Twitter), LinkedIn, Facebook, and YouTube, with the aim of actively engaging with project stakeholders.

- X<sup>1</sup> (Figure 4),

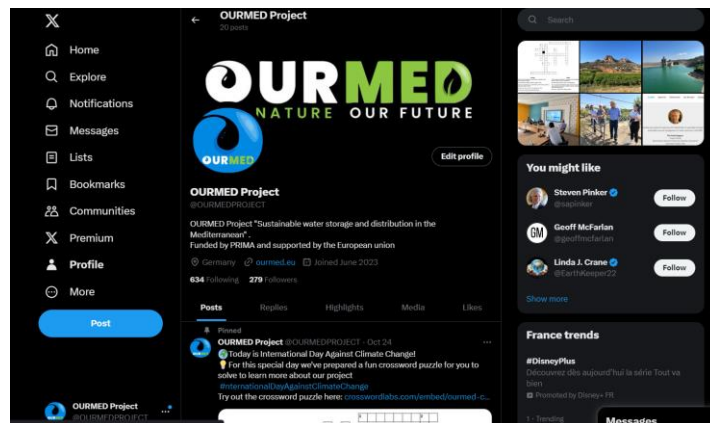


Figure 4 OurMED X account.

- LinkedIn<sup>2</sup>(Figure 5),

<sup>1</sup> <https://www.ourmed.eu/>

<sup>2</sup> <https://www.linkedin.com/company/98146728/admin/feed/posts/>  
D8.1 Communication and Dissemination Plan (CDP) V1.0

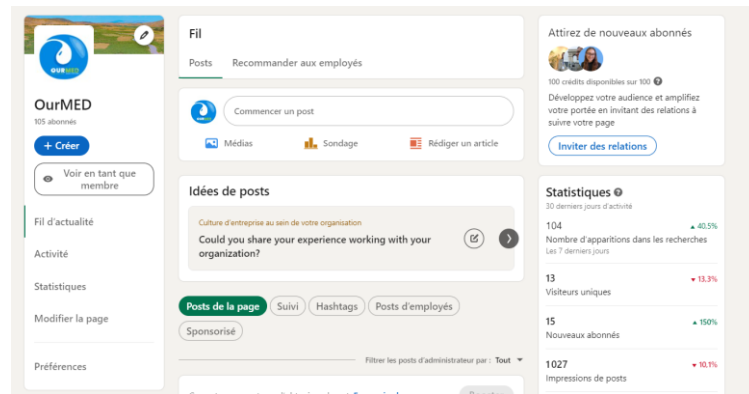


Figure 5 OurMED LinkedIn.

- Facebook<sup>3</sup> (Figure 6),

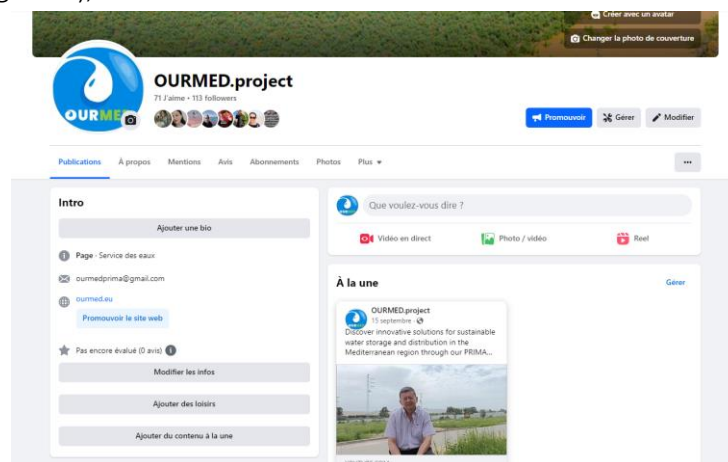


Figure 6 OurMED Facebook.

- Youtube<sup>4</sup> (Figure 7),

3 <https://www.facebook.com/profile.php?id=100093565290256>

4 <https://www.youtube.com/channel/UCMG6kHK5D9oq8JA5sVfN7YA>

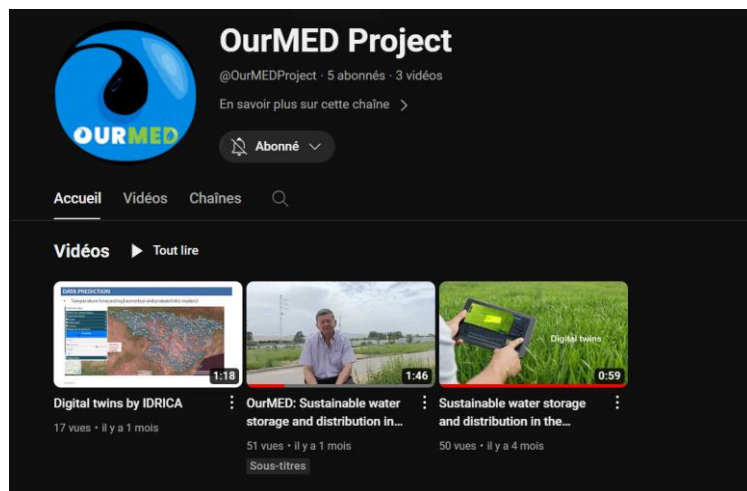


Figure 7 OurMED YouTube.

In order to ensure the highest possible outreach on OurMED social media, SEMIDE prepared an Inventory table of partners social medias and websites that was completed by partners (Figure 8).

Enregistrement automatique		OurMed Social media accounts_questionnaire_TdV.XLS	
Fichier	Accueil	Insertion	Dessin
<b>OurMED - Questionnaire</b>			
<b>ORGANISATION</b>	Tour du Valat		
<b>Name of Public Website</b>	<a href="https://tourduvalat.org/">https://tourduvalat.org/</a>		
<b>Name of Twitter Account</b>	Tour du Valat <a href="https://twitter.com/tourduvalat">https://twitter.com/tourduvalat</a>		
<b>Name of LinkedIn Account</b>	Tour du Valat <a href="https://www.linkedin.com/company/tour-du-valat/mycompany/">https://www.linkedin.com/company/tour-du-valat/mycompany/</a>		
<b>Name of YouTube Account</b>	No YouTube Vimeo: <a href="https://vimeo.com/user54634678">https://vimeo.com/user54634678</a>		
<b>Name of Facebook Account</b>	Tour du Valat <a href="https://www.facebook.com/tourduvalat/">https://www.facebook.com/tourduvalat/</a>		

Figure 8 Inventory table of social medias.

This file shared among partners aims to identify social media accounts including websites. The main objective is to link them to OurMED X, LinkedIn and Facebook accounts and OurMED public website, thereby creating synergies and maximising project impact.

### 3.4.3. Publications in scientific journals

OurMED is an Innovation Action (IA) project. Some results and methodologies that may have scientific interest will be shared within the academic community.

The project's scientific achievements will be published at international journals. Gold Open Access journals and proceedings will be privileged for publication.

### 3.4.4. Participation at external events

OurMED consortium will participate at dedicated events on water management, NBS, digitalization, socioeconomics of water such as conferences, exhibitions, workshops and seminars at national, MED and international levels. Participation in events will be monitored and evaluated in a systematic way. The project intends to participate in at least 10 international conferences. An online list of events was created by SEMIDE and shared with partners to keep track on the participation and facilitate the monitoring of this activity.

Below the table with some upcoming events (Table 3):

Table 3 Table of Events.

Name of the event	Date	Targeted Audience	Location	Website	What will be presented	Who will participate
SMACUMED International Conference on Water-Energy-Food-Ecosystem Nexus in the Mediterranean Region (WEFE 2023)	15-18 November 2023	Mediterranean Scientists and Experts	Marrakesh, Morocco	<a href="https://indico.marwan.ma/event/52/">https://indico.marwan.ma/event/52/</a>	Oral presentation (PPT)	LPM
Mediterranean Water Forum	5-7 Feb. 2024	Water resources management experts and policy	Tunis, Tunisia	<a href="http://www.5forummw.com">www.5forummw.com</a>	Side-event	TdV, SEMIDE
Conservation and Management of Wetlands to Tackle Climate Change	14-16 Feb. 2024	Wetland practitioners and experts (scientific conference)	Valencia, Spain	<a href="https://fundacionglobalnature.org/wetlands4climate/en/call-for-abstracts/">https://fundacionglobalnature.org/wetlands4climate/en/call-for-abstracts/</a>	Oral presentations Member of the scientific committee	TdV
EGU 2024	14-19 April 2024	Scientists	Vienna, Austria & Online	<a href="https://www.egu24.eu/">https://www.egu24.eu/</a>	convening a couple of sessions, one on AI and physically based groundwater models, and another one on geostatistics	UPV
The 15th International Conference on Geostatistics for Environmental Applications -GEOenv	June 19-21, 2024.	Scientists	Chania, Crete, Greece	<a href="https://2024.geoenvia.org/">https://2024.geoenvia.org/</a>		TUC
19th Biennial ERB Conference 2024	17-20 September 2024	Scientists	Inca, Mallorca, Balearic Islands, Spain	<a href="https://riscbal.uib.eu/ERB_2024.html">https://riscbal.uib.eu/ERB_2024.html</a>	Innovative solutions for water monitoring will be presented in this meeting which is co-organized with members of OurMed	UNINA
Sustain-Istanbul/Sustain-MED	7-12 October 2024	Scientists, policy makers	Istanbul, Turkey	<a href="https://sustainistanbul2024.bogazici.edu.tr/">https://sustainistanbul2024.bogazici.edu.tr/</a>	Focused on groundwater sustainability	Open for all OurMED and external partners

### 3.4.5. Organisation of workshops and trainings

Within the framework of the OurMED project, a series of workshops and living labs will be conducted at both local and MED regional scales to facilitate interactive scenario analysis involving various stakeholders (Table 4). These activities aim to present and deliberate on the main outcomes of the project at a final scientific conference, fostering collaboration among participants to chart pathways for the exploration of OurMED results beyond the project's duration. A significant component of this initiative is the Second Regional Living Lab, an event that will bring together key regional and local stakeholders from all demo sites. Additionally, a mid-term conference will assemble partners and active players from the nine demo sites to assess achievements and guide the project's future direction. To ensure effective engagement, workshops will be organized in local districts and languages, with the assistance of trusted public institutions. Stakeholder leaders will be directly addressed, and results will be rapidly disseminated to generate interest. The collaboration with UNISS and BU, leveraging their expertise, will focus on defining appealing mediating objects for each demo site. This comprehensive approach underscores the project's commitment to inclusivity, active participation, and the meaningful dissemination of its findings.

Table 4 OurMED Stakeholder Workshops.

Workshop	Place	Date	Responsible	Contributor	WP
Regional MED Living lab	1 <sup>st</sup> Istanbul, Turkey, 2 <sup>nd</sup> To be defined	1 <sup>st</sup> will be on 7-8 October 2024	TdV, UFZ, SEMIDE, UPV and BU	All	7
Living lab	Jucar, Spain	3 Workshops/ 1 per year	UPV	BU, UNISS, all	4,3
Living lab	Konya, Turkey	3 Workshops/ 1 per year	BU	BU, UNISS, all	3
Living lab	Agia, Greece	3 Workshops/ 1 per year	TUC	BU, UNISS, all	3
Living lab	Medjerda, Tunisia	3 Workshops/ 1 per year	ESIM	BU, UNISS, all	3
Living lab	Bode, Germany	3 Workshops/ 1 per year	UFZ	BU, UNISS, all	3
Living lab	Arborea, Italy	3 Workshops/ 1 per year	UNISS	BU, UNISS, all	3
Living lab	Mujib, Jordan	3 Workshops/ 1 per year	RSCN	BU, UNISS, all	3



Living lab	Sebou, Morocco	3 Workshops/ 1 per year	LPM	BU, UNISS, all	3
Final project conference	To be confirmed	2026	SEMIDE, UFZ	All	8

### 3.4.6. Online and printed magazines and newsletters

Different articles on the activities and achievement of OurMED project and tools will be published in different magazines focused on water management. At least 5 press releases around the user workshops and the final event will be published. All publications derived from the OurMED project will contain an acknowledgement of national funding agencies for project funding and confirm with the visibility rules of PRIMA programme.

#### Relevant magazines where OurMED could be disseminated:

Additional magazines and newsletters will be added to this list during the project implementation.

- Horizon magazine,
- EU Research,
- NGW the groundwater association,
- Revolve Magazine,
- Journal de l'environnement, France,
- International Journal of Water Resources Development,
- CIHEAM Newsletters,
- pS-Eau Newsletter,
- Legal Agenda magazine,
- Tounis al Khadhra (magazine of Ministry of Agriculture of Tunisia in Arabic and French).

In July 2023 a press release about OurMED project was published in Magdeburg-news website and published on OurMED project website.

### 3.4.7. TVs – Radio

OurMED project could be presented through interviews and local TVs shows to ensure large dissemination.

An interview about the OurMED project took place on Radio Kef during the kick-off meeting of the project: <https://OurMED.eu/index.php/dissemination/news/28-OurMED-project-coordinators-discuss-water-and-environmental-initiatives-on-radio-kef.html>

Other TV and radio shows were identified in order to communicate about the project and disseminate results:

- Nessma نسمة عشية (Tunisia),
- Misk radio (Tunisia),

- France 3 (France),
- MEDI 1 TV (Morocco),

Other TV shows will be identified.

### 3.4.8. Online platforms

Other channels to disseminate the project are the online platforms in relation to water management, natural based solutions, ecosystems and exploitation of results. Partners will ensure the presence of OurMED project on the platforms mentioned in the table below (Table 5).

Table 5 Synergies with other initiatives.

WP	Repository/platform/information and data to be connected with
WP1 : Project Management	Synergy with PRIMA sister project NATMed and other horizon Europe projects
WP2: demo site characterisation	eLTER: Integrated European Long-Term Ecosystem, critical zone and socio-ecological Research <a href="https://elter-ri.eu/">https://elter-ri.eu/</a> Critical zone observatory (network) <a href="https://criticalzone.org/">https://criticalzone.org/</a>
WP3 : Living Labs	A Soil Deal for Europe: 100 living labs and lighthouses to lead the transition towards healthy soils by 2030 <a href="https://www.soilmissionsupport.eu/smsmap">https://www.soilmissionsupport.eu/smsmap</a>
WP4: Models	<a href="#">Inter-Sectoral Impact Model Intercomparison Project</a> (ISIMIP)
WP5: NbS	Oppla is the EU Repository of Nature-Based Solutions <a href="https://oppla.eu/about">https://oppla.eu/about</a>
WP6: Technologies and DSS	IDRICA website : <a href="https://www.idrica.com/es/proyectos/">https://www.idrica.com/es/proyectos/</a>
WP7: Upscaling to MED	The gateway to the future of the Mediterranean <a href="#">The gateway to the future of the Mediterranean - Publications Office of the EU (europa.eu)</a>
WP8: Impact, engagement and sustainability	Horizon Results Booster <a href="https://www.horizonresultsbooster.eu/">https://www.horizonresultsbooster.eu/</a> WEFE4MED Community of Practice <a href="https://wefe4med.eu/">https://wefe4med.eu/</a>

### 3.4.9. Networking

Clustering with other EU and MED projects is important to ensure coordination and explore potential common activities and complementarities with other projects. The networking activities with other related projects can benefit OurMED by avoiding overlaps, exploiting already existing information, bringing together experts in the field, and sharing information. A list of initiatives identified by partners is presented in Table 5. In addition, informal liaisons

and information sharing through the existing contacts and other projects of the consortium partners will support wider diffusion of OurMED.

Table 6 Project for networking.

Project	Extended titles	Programme	Websites	Activities foreseen
NATMed	Nature-based Solutions on existing infrastructures for resilient Water Management in the Mediterranean	PRIMA	<a href="https://natmed-project.eu/">https://natmed-project.eu/</a>	OurMED sister project, several activities are foreseen: organisation of common workshops participation at annual meetings
SALAM-MED	Sustainable Approaches to LAnd and water Management in MEditerranean Drylands	PRIMA	<a href="https://www.salam-med.org/">https://www.salam-med.org/</a>	Common Partner UNISS. Organisation of common activities
NetworkNature	NetworkNature is a resource for the nature-based solutions community, creating opportunities for local, regional and international cooperation to maximise the impact and spread of nature-based solutions.	H2020	<a href="https://networknature.eu/more-about-project">https://networknature.eu/more-about-project</a>	Integrating the Nerworknature focus group on Nbs
NATURA	Nature-based solutions for Urban Resilience in the Anthropocene	NSF	<a href="https://natura-net.org/">https://natura-net.org/</a>	Infom about OurMED activities
NATALIE	Accelerating and mainstreaming transformative NATure-bAsed solutions to enhance resiLIENCE to climate change for diverse bio-	HORIZON-MISS-2022-CLIMA-01-06	Not available yet	Infom about OurMED activities

	geographical European regions			
CARDIMED	Climate Adaptation and Resilience Demonstrated In the MEDiterranean region	HORIZON-MISS-2022-CLIMA-01-06	Not available yet	Common partner, SEMIDE. Organisation of common activities
NBRACER	Nature Based Solutions for Atlantic Regional Climate Resilience	HORIZON-MISS-2022-CLIMA-01-06		Infom about OurMED activities
Invest4Nature	Promoting investments in NBS and accelerating market uptake by gaining a better understanding of the economic performance of NBS, considering climate mitigation and risk reduction	HORIZON-CL6-2021-BIODIV-01-05	<a href="https://invest4nature.eu/">https://invest4nature.eu/</a>	Infom about OurMED activities
Spongescapes	Evidence and Solutions for improving SPONGE Functioning at LandSCAPE Scale in European Catchments for increased Resilience of Communities against Hydrometeorologic al Extreme Events	HORIZON-MISS-2022-CLIMA-01-06		Infom about OurMED activities
RiverWatch	RiverWatch - a citizen-science approach to river pollution monitoring	PRIN		Common partners from UNINA
RESTORE4Cs	Addressing climate change, biodiversity loss and habitat degradation towards a	Horizon Europe	<a href="https://www.restore4cs.eu/about/">https://www.restore4cs.eu/about/</a>	Synergies with OurMED (data and tools related to wetlands monitoring at large scales)

	sustainable management of European wetlands			
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### 3.5. Communication and dissemination materials

Creating promotional materials in a visually appealing way throughout the whole duration of the project, distributed within the consortium, and spread by the project participants during conferences and other events is vital for the dissemination and communication activities. OurMED communication materials include:

#### 3.5.1. Printed materials

- Brochures in English (as much as needed in order to reduce the impact on the environment). Brochures could be also translated to the local language of the demo sites (Figure 9).

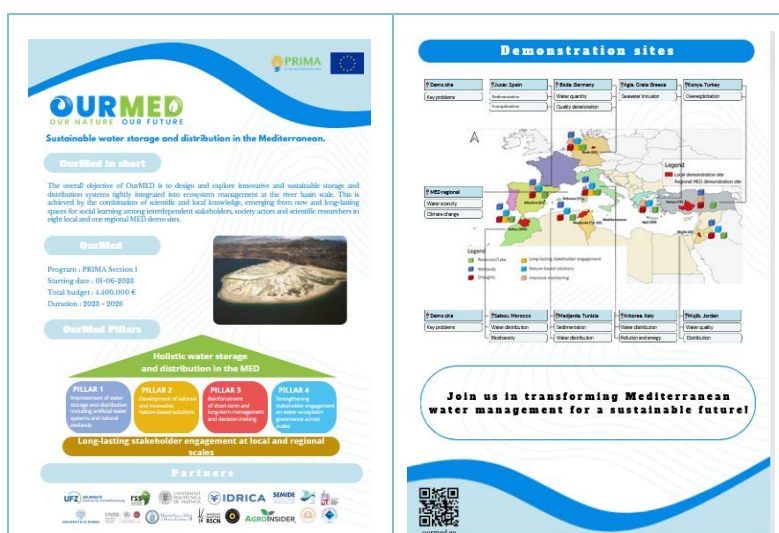


Figure 9 OurMED brochures.

- Posters:  
A project poster was presented by the project coordinator at the UFZ Science Days 2024 (Figure 10).

### Sustainable Water Storage and Distribution in the Mediterranean (OurMED Project)

Safeddine Jomaa<sup>1</sup>, Amr Rouhani<sup>1</sup>, Karsten Rinke<sup>2</sup>, Michael Roda<sup>3</sup>  
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Duration: 1.11.2023 - May 2026  
 Budget: 4.1 M €  
 Coordinator: UFZ

Rapid population growth, urbanisation and increased anthropogenic pressures in the Mediterranean region are threatening water quantity, quality, and related ecosystem services. Known as a climate change hotspot, the region is increasingly experiencing intensifying droughts, diminished river flows, and drier soils making water management even more challenging.

This situation calls for a transition to equitable multisectoral and integrative water management that addresses, simultaneously, the needs of all users that consider water bodies' capacities to achieve sustainability.

OurMED is a new vision of fair, balanced and co-designed water management in the Mediterranean region, including stakeholder perception and benefiting from technologically-advanced monitoring, models prediction and optimization, and digitalization capabilities.

Demosite	Key problems
Biele, Germany	Water quantity and quality deterioration
Lucas Spain	Sedimentation and eutrophication
Agia, Crete, Greece	Seawater intrusion
Arakso, Iraq	Water distribution, pollution and energy
Mujib, Jordan	Water quality and distribution
Sebou, Morocco	Water distribution and biodiversity loss
Medjerda, Tunisia	Sedimentation and water distribution
Konya, Turkey	Overexploitation
MED regional	Water scarcity and climate change

OurMED Project Coordinator (UFZ) and Partners:  
 UFZ, FSS, IDIRICA, SEMIDE, UNIS, RSCN, AGROINSIDER, HELMHOLTZ, PRIMA, OURMED, UFZ

Water Resources and Environment

Figure 10 OurMED poster at UFZ Science Days 2024.

### 3.5.2. Digital materials

- Presentations,
- Newsletters (4),
- case studies (8+1, i.e., one for each demosite+ MED area),
- Project description using QR code (useful for farmers for example).

### 3.6. Planning and implementation

The process of communication and dissemination activities follows a cycle (Figure 11).

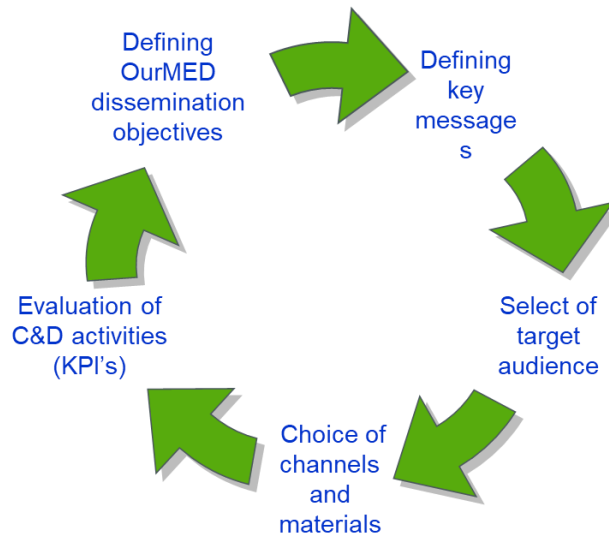


Figure 11 Process of communication and dissemination activities.

Having dealt with the different components of the dissemination and communication activities of OurMED project, the methodology for their performance is explained as follows:

### Management of the communication and dissemination actions

- SEMIDE is the leader of the WP8 (Impact, engagement and sustainability). Therefore, any performed dissemination activity, e.g. publishing articles and attending events must be reported to SEMIDE as well as the project coordinator UFZ in the timeframe of the activity (before and after).
- Any dissemination activity done by a member of the consortium must reinforce the objectives of the communication and dissemination of the project defined in this plan.
- Regarding the engagement of stakeholders including the general public, exchanges through the different events and Medias will be essential in order to collect feedback. This monitoring is also a part of the CDP.

### Events and one-to-one meetings

- Dissemination during events should not only try to promote the project but also gather some feedback and interest in OurMED services or likely uptake/adoption and engagement in the process. For collecting contacts, a database will be created, which will be used to send the newsletters and invitations to workshops and the final event. Each partner participating in a dissemination event should give some information on what will be presented and send it to SEMIDE.
- For the dissemination activities done for local stakeholders; a local partner should be in charge of them and, thus, should prepare a **press release** and report them to the dissemination manager. The dissemination manager and the project managers should be informed at least one month in advance for checking content and validation. Beneficiaries will validate their press releases with SEMIDE. SEMIDE will inform international media, but

for local/national activities it is up to the partner to identify the local/national media to target and to send the press release to them, while SEMIDE will be in charge of the regional/international ones.

## Publications

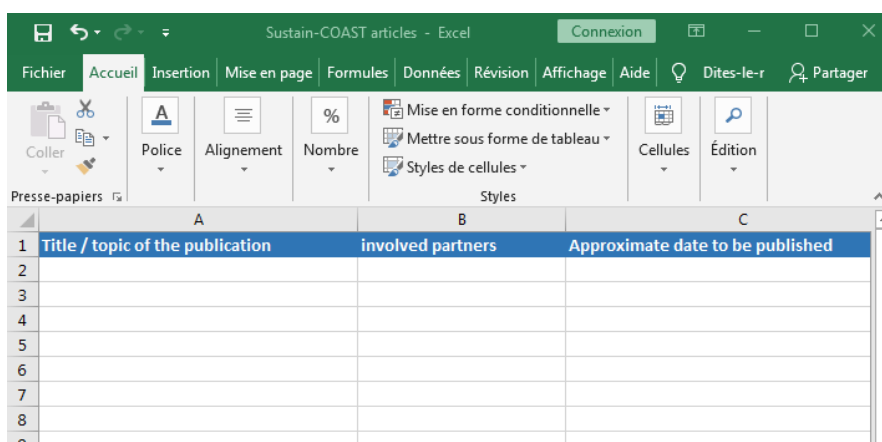
All publications derived from OurMED project will contain an acknowledgement of the EU funding and confirm with the visibility rules of PRIMA.

## Press releases:

It is usually better to validate the press release with SEMIDE and UFZ. Nonetheless if it is a local event, it is up to the partner to identify the target local media and to send the press release. It is recommended to share press contacts with SEMIDE to build a common database for all duration of the project (see GDPR chapter for restrictions on personal data management).

## Press and Magazines articles

OurMED project deals with water management. The articles which are published or planned to be published by the partners in different magazines such as revolve magazine or EU research and innovation, have to be listed in the list prepared by SEMIDE (Figure 12).



	A	B	C
1	Title / topic of the publication	involved partners	Approximate date to be published
2			
3			
4			
5			
6			
7			
8			
9			

Figure 12 List of publication to be filled by OurMED partners.

## Scientific publications

OurMED is an Innovation Action (IA), scientific partners are expected to publish peer reviewed articles on the results of their activities within OurMED. In accordance with the OurMED Consortium Agreement, all partners must be informed at least 45 calendar days before the publication. In order to plan and monitor these publications, a table will be set up and shared among partners with the following columns:

- Title/Topic of the publication,
- Involved partners,
- Leadership (partner coordinating the publication),
- Approximate date to be submitted,



- Journal/proceedings where the article will be published (where),
- Green or Gold access (full open access with payment when necessary),
- Cost (if any),
- Other comments.

The first peer-reviewed submitted manuscript where OurMED PRIMA project was acknowledged is:

**Salvatore Manfreda et al.** (2023)<sup>5</sup>. Submitted to Hydrological Sciences Journal (HSJ) - (7/11/2023). Advancing hydrological monitoring using image-based techniques: challenges and opportunities, <https://doi.org/10.31223/X50M5H>.

### Design and language of the communication materials and presentations:

- Partners will make sure to follow the visibility rules and corporate image design defined in **chapter “Obligations and requirements for communication actions”** of this document.
- The official language is English as clear and comprehensive as possible. However, when dealing with local audiences and the public at large, a multi-language approach could be used, e.g. Arabic and Turkish.
- All documents, websites, brochures and audio-visual material need to be presented in clear, simple and jargon-free language (adapted to the targeted audience).

## 3.7. Timing and frequency

Communication and Dissemination activities should be performed throughout the 36 months project period. The timing and frequency of each activity and the planned promotional materials are summarized below (Table 7).

Table 7 Time & frequency of OurMED dissemination activities.

Channels /materials	Timing	Frequency	Reach	Target
<b>Dissemination Activities</b>				
Participation at events	M01-M36	3 years	Global	All
Management of OurMED website, social media and Research Gate	M03-M36	Daily	Global	All
Publishing press releases	M07-M36	2 years	Global	All

<sup>5</sup> <https://eartharxiv.org/repository/view/6271/>

Channels /materials	Timing	Frequency	Reach	Target
Publishing scientific articles	M07-M36	2/ 3 years	Global and national	Scientific community
<b>Communication Materials</b>				
Brochures	M06-M36	Throughout the project	Global, national and local	All
Posters and factsheet	M06-M36		Global	All
Newsletters	M20, M24, M35, M36	4		All

### 3.8. Evaluation and monitoring of OurMED communication and dissemination activities

SEMIDE will set monitoring actions to evaluate and measure the dissemination and communication activities through several quantitative and qualitative indicators. The aim of this monitoring is to ensure that the process of dissemination is performing well, and the objectives of the CDP are met.

**An e-meeting for the dissemination and communication activities will be organised by SEMIDE every three months to plan and monitor the dissemination and communication actions of the consortium.**

Several quantitative and qualitative indicators to evaluate the process of the dissemination and communication activities are set. Such indicators are established to measure the successful factors and barriers where the latter will be overcome through the flexibility of managing the dissemination activities.

The upcoming table (Table 8) will serve as a monitoring tool and will be presented to partners during the annual meetings. Its purpose is to showcase results and facilitate the development of mitigation options aimed at meeting CD objectives.

Table 8 Monitoring Table.

Evaluated process/asset	Indicators of achievement	Target / KPI	Measures	Analysis
Target audience	All targeted audience is reached, and there is an interaction and engagement in the dissemination process. It will be evaluated through the reporting of the	4 conventions signed with stakeholders	Actual value at time T	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #90EE90; padding: 2px;">Excellent</div> <div style="background-color: #FFD700; padding: 2px;">Good</div> <div style="background-color: #FFD700; padding: 2px;">Medium</div> <div style="background-color: #FF0000; padding: 2px;">Poor</div> </div> <p>+ mitigation measure if needed</p>
Website	Number of visits to the website	600/month of page views		
Project visibility	References to the project in other websites	20		
Seminars/Workshops	Workshops and seminars organized	9 living labs will be organized at the demo sites and at regional level		
Audience	Audience reached during co-creation workshops and conferences	300		
Scientific publications in peer-reviewed journals	Number of joint publications on project outcomes	At least 2		
	Number of published papers per young researchers	1/Partner		
	Number of double supervised PhD between partners	4		
	Average increase in international publications	10%		

Evaluated process/asset	Indicators of achievement	Target / KPI	Measures	Analysis
Newsletter	Number of subscribers	1000 subscribers		
Press release	Number of Press release during the project period	5 press releases		
Social Media (Facebook, Twitter, and LinkedIn)	Number of likers for the pages	Number of likers for the pages 2000		
External events	Participation at external events	Attending at least 10 <b>events</b> in relation to water management and related sectors.		
Brochures	Number of brochures distributed	2000 expected to be distributed (but we are planning to print as much as needed)		
Posters	3 posters	3 posters		
Factsheets	Number of factsheets	1/ demonstrator		

The CD impact will be assess using the following table (Table 9).

Table 9 Impact assessment.

Date	Responsible	Activity <sup>6</sup>	Name of event	Title	Place	Type of audience	Size of audience
------	-------------	-----------------------	---------------	-------	-------	------------------	------------------

These tables will be available on the Google Drive for all partners to update them regularly; they will be the basis for the periodic WP8 e-meeting.

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<sup>6</sup> Examples of activities: press release, workshop, Media Briefings (e.g. TV, radio), Participation in Conference, article, demo-site meeting

## 2. Internal Communication

The internal communication of the project is managed by UFZ with the participation of SEMIDE. Communication between partners relies on periodic physical meeting (1 per year) and e-meetings (1 per month) defined as part of WP1 or for specific activities of individual work packages. Informal day-to-day communication will be conducted by:

- E-mail (please use **OurMED** as a reference on subject field).
- Telephone, Zoom, teams.

### 4.1 OurMED intranet

To facilitate file exchange and common repository a google drive has been set-up by the project coordinator (Figure 13) . All project outputs such as data, meeting minutes, deliverables and progress reports will be stored and shared there. The Google Drive is accessible to all partners.

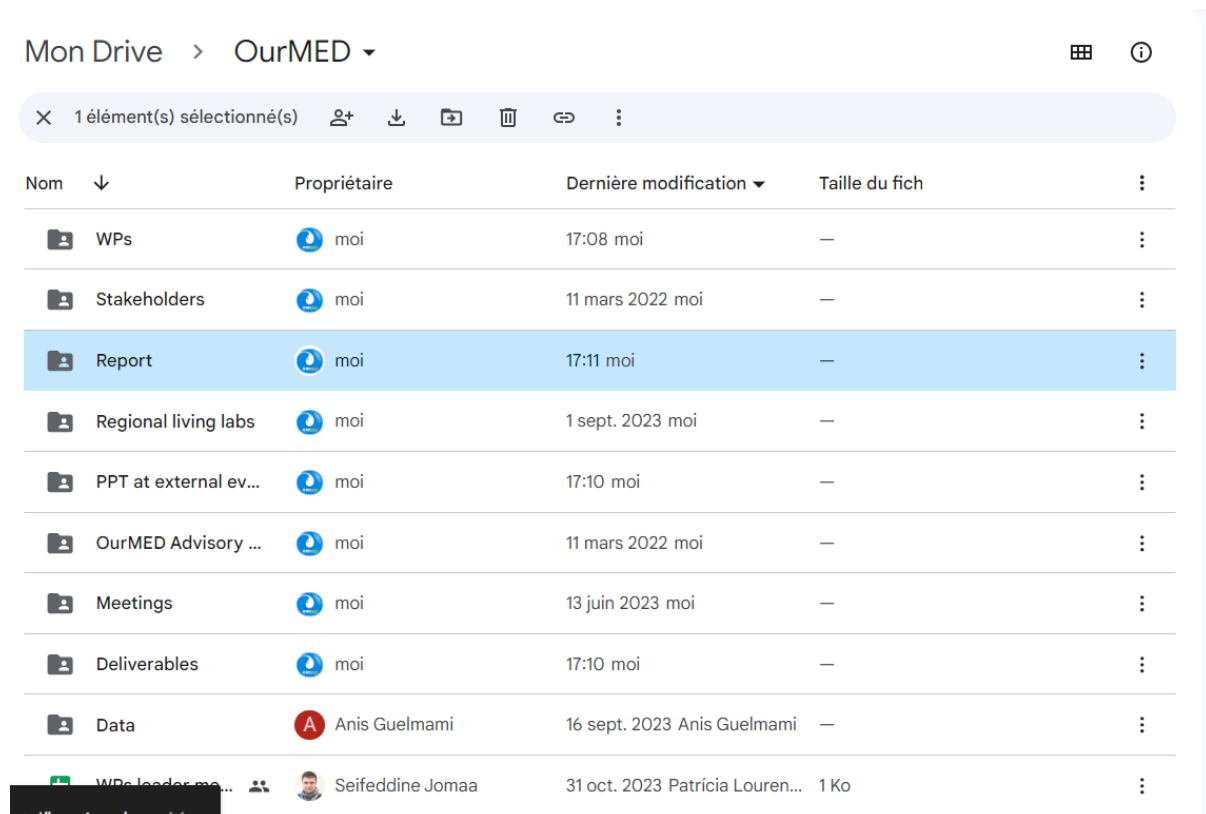


Figure 13 OurMED intranet structure.

### 4.2 Human Resources

Dissemination and communication activities are performed by all partners of the project under the leadership of WP8 (SEMIDE) (Table 10).

Table 10 Human resources.

Partner	WP8
Coord./UFZ	3.4
PN1/RSS	3
PN2/UPV	1
PN3/IDRICA	4
PN4/SEMIDE	18
PN5/TdV	1.9
PN6/TUC	3
PN7/UNIPR	2
PN8/UNISS	5
PN9/UNINA	3
PN10/RSCN	6
PN12/LPM	2
PN11/AGRI	3
PN13/ESIM	4
PN14/BU	5
<b>Total Person Months</b>	<b>64.3</b>

The total number of person/months for WP8 ‘Impact, engagement and sustainability’ is 64.3.

The details of the tasks of this WP with the responsible partner(s) on the dissemination and communication and involved partners are listed below:

- Task 8.1: Communication and Dissemination Plan and Activities (Lead: SEMIDE, Participants: All partners), (M1-M36)
  - Subtask 8.1a: Communication and Dissemination Plan
  - Subtask 8.1b: Production of Dissemination and Communication materials and means
  - Subtask 8.1c: Evaluation of the results of the communication and dissemination strategy
- Task 8.2: Engaging with relevant regional and international stakeholders (Lead: UNISS, Participants: All partners), (M1-M36)
- Task 8.3: Business models and exploitation pathways (Lead: SEMIDE, Participants: All partners), (M1-M36)
- Task 8.4: Integrative knowledge into multi-sectoral policies (Lead: UFZ, Participants: All partners), (M1-36)

### 4.3. Communication and dissemination officers

To enhance efficiency, each partner has designated a communication and dissemination officer responsible for reporting communication and dissemination activities to the WP manager. Names are included in the table below (Table 11).

Table 11 Communication and dissemination officer per Partner.

Partner	CD officer name
Coord./UFZ	Amir Rouhani

PN1/RSS	Maria Schade
PN2/UPV	Vanessa Almeida de Godoy
PN3/IDRICA	David Ramos Siguín
PN4/SEMIDE	CD manager: Maroua Oueslati
PN5/TdV	Coralie Hermeloup
PN6/TUC	George P. Karatzas
PN7/UNIPR	Daniele Secci
PN8/UNISS	Pier Paolo Roggero
PN9/UNINA	Awais Naeem Sarwar
PN10/RSCN	Nashat Hamidan
PN12/LPM	Yousra Madani
PN11/AGRI	Patrícia Lourenço
PN13/ESIM	Slaheddine Khlifi
PN14/BU	Irem Daloglu Çetinkaya

### 3. Obligations and requirements for communication actions

#### 5.1. Project logo

The logo was created by Communication and dissemination manager SEMIDE and will be used in all the project documents (¡Error! No se encuentra el origen de la referencia.).



Figure 14. OurMED logo.

A special logo for social media has been also created (Figure 15).



Figure 15 Social media Logo.

## 5.2. PRIMA visibility rules

According to the programme guidelines, it is required to include both the PRIMA Logo and the European Commission logo in all dissemination materials (**iError! No se encuentra el origen de la referencia.**) with the acknowledgement text.



This work was supported by OurMED PRIMA Program project funded by the European Union's Horizon 2020 research and innovation under grant agreement No. 2222.

Figure 16 Visibility rules.

Regarding the templates, SEMIDE is responsible for preparing the templates of the communication materials. It has already created the templates of the following items:

- Deliverables.
- Power-Point presentations.

All templates are found in the intranet managed by UFZ and SEMIDE.

## 4. Disseminating the results after the termination of the project

In order to keep disseminating the results of the project after its termination, it is recommended to keep these activities:

- Make the project website available up to 5 years after the termination of the project; it will have the contact of project and communication managers in case of any potential requests/feedback from the stakeholders.
- Keep the social media accounts active.
- Form clusters with other projects of a similar scope in online platforms.



- Make the exploitable results in an open access i.e., services or products or data sets provided by partners or third parties in partnership with OurMED partners.

## 5. GDPR rules

OurMED respects the privacy of all individual persons, in particular its website users, participants at OurMED events, and stakeholders. SEMIDE as communication manager is committed to protect user's privacy in line with the EU General Data Protection Regulation ("GDPR"). The users and stakeholder's information will be securely stored in specially protected servers for the period of OurMED duration (2023-2026) in addition to 3 years after the termination of the project; i.e. up to 2029; then information would be deleted after this date. Stakeholders and press databases will only be managed by SEMIDE and not available online. The content of these databases will be shared on demand with OurMED partners for the organisation of dedicated activities. In addition, the stakeholders and participants at OurMED events will be asked for explicit consent to accept the conservation of their data, also website and social media users will be asked for an explicit consent to accept cookies. Further information on [OurMED website](#).