



Dissemination, communication, planning for the next year

*SWIM (Sustainable Water Integrated Management) -
Demonstration Project – Water and Climate Change
"European Neighborhood and Partnership (ENP) financial co-operation
with Mediterranean countries"*

Mladen Todorović, CIHEAM-IAMB



2nd Annual Meeting, Rabat - Morocco, 23-24 October 2013

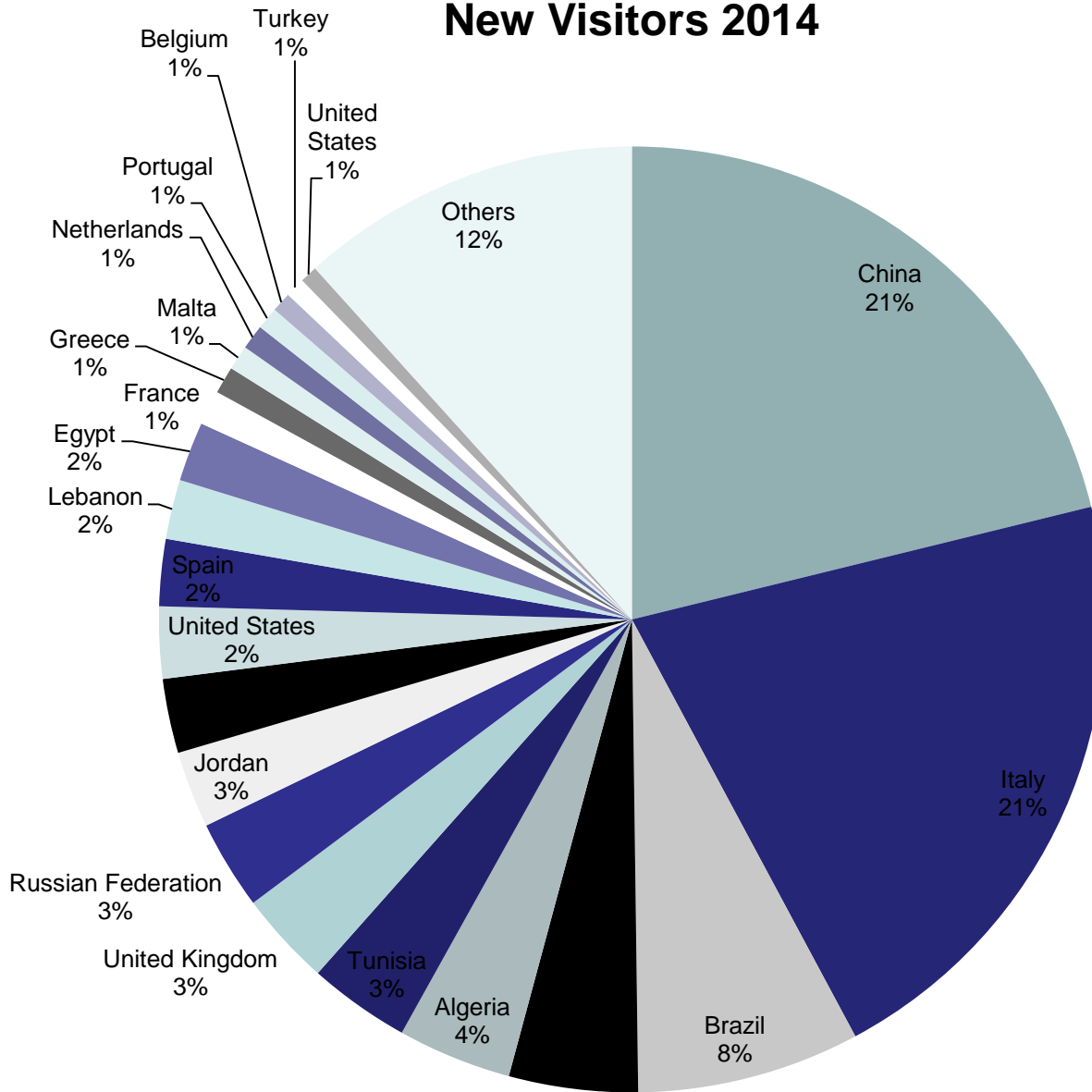
**ACLIMAS Web site
Total visitors since
the beginning
until 10th November
5345**

**ACLIMAS Web site
Total visitors 2014
Until 10th November
1938**

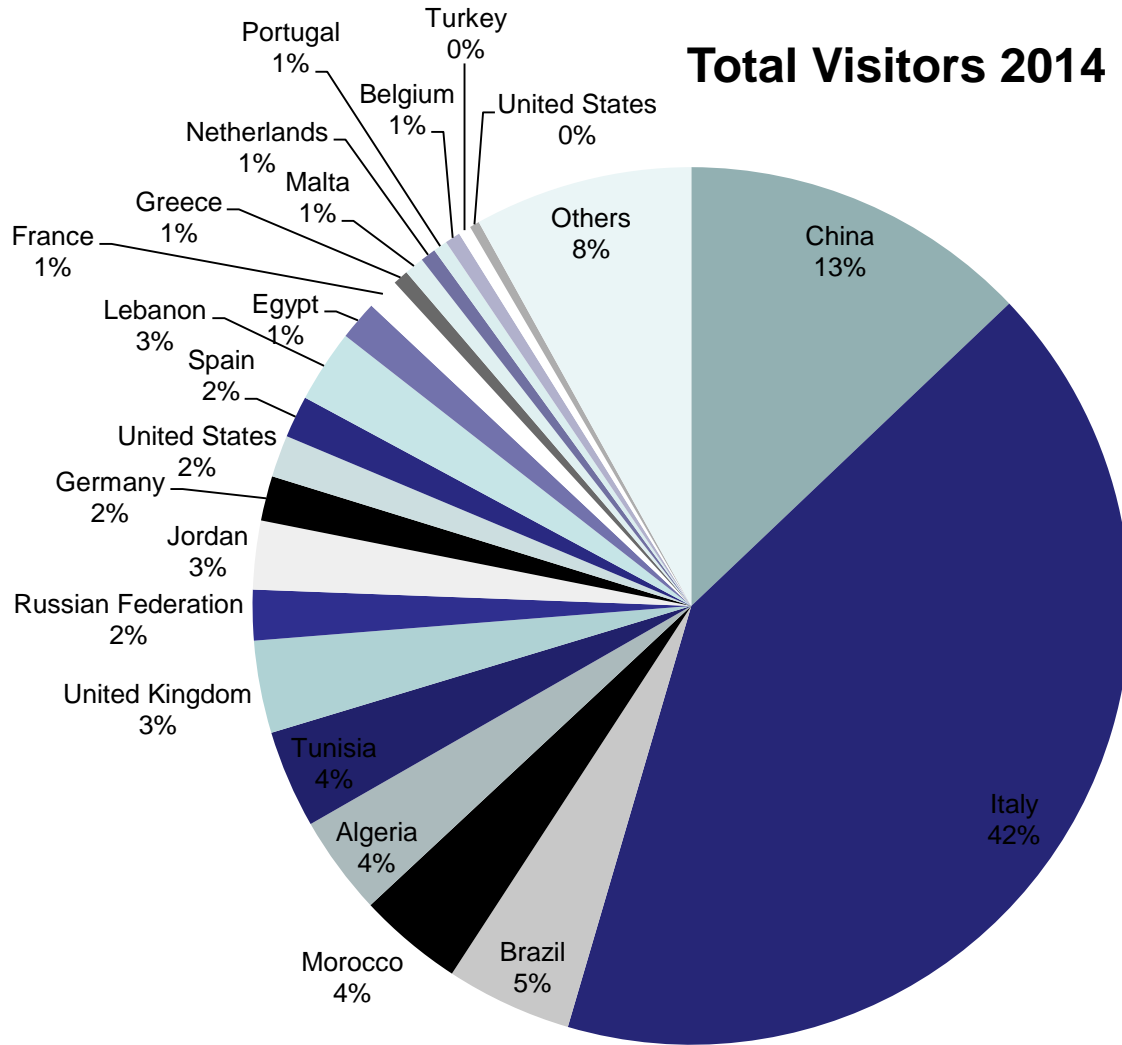
**ACLIMAS Web site
New visitors 2014
Until 10th November
1181**

	New Visitors
China	250
Italy	248
Brazil	90
Morocco	52
Algeria	46
Tunisia	41
United Kingdom	38
Russian Federation	36
Jordan	31
Germany	30
United States	29
Spain	27
Lebanon	24
Egypt	24
France	14
Greece	11
Malta	10
Netherlands	10
Portugal	9
Belgium	8
Turkey	8
United States	7
Others	138

New Visitors 2014



Total Visitors 2014



Guidelines!!!

1. Short and simple manuals, one for each target area, coming from the results of demonstration and implementation activities

- In 3 languages using a common format for policy makers
- 2 pages, A4 format (1 page data + 1 page of photos/graphs)
- Delivering only the main message (varieties and management practices)

Timing

- 1st March, first draft
- 1st July, the final version

2. Detailed guidelines (to be prepared for each target area independently) for the extension service staff

- Should contain the range of expected CC for each site (CMCC)

.....**suggestions are welcome**

+ a publication (e-book?), containing the scientific results of demonstration activities

Concluding considerations ...

- ACLIMAS is a demonstration, implementation and dissemination project which should have an impact at different scales (horizontal and vertical) – **local stakeholders should be involved in all stages of the project (Seminars)!**
- In each target country should be created **a strong collaboration with the EU delegations and national SWIM focal points** inviting them to the events organized by the project and providing them all necessary data/info about the project
- In each target area should be searched for similar/complementary projects – creating **synergies/clusters**
- Whenever possible, a strategy for **jointed concerted actions** should be pursued recognizing the activities done by each project
- The **visibility of the project** activities through the SWIM Supporting Mechanism (SWIM-SM), **SWIM-DP and SWIM-SM** run simultaneously and complementary (**follow up**).



Title of GUIDELINES/BROCHURES ...



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IAM BARI

A project implemented
by the CIHEAM – IAMB