

PRIMA Call 2018 – Section 2
Topic 1.2 - Sustainable, integrated water management



*Strategies for increasing the WATER use efficiency of semi-arid
Mediterranean watersheds and agrosilvopastoral systems under
climate CHange*

SWATCH Dissemination and Communication Plan



DOCUMENT CONTENT

This document represents one of the deliverables of the SWATCH project. It describes how SWATCH Project Partners will address communication and dissemination activities during all the Project phases.

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REFERENCES

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Project Partners:

- UNICA - Dipartimento di Ingegneria civile, ambientale ed architettura, Università di Cagliari (Italy)
- ENAS Ente Acque della Sardegna (Italy)
- FORESTAS - Agenzia forestale regionale per lo sviluppo del territorio e l'ambiente della Sardegna (Italy)
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- Cyl - Energy, Environment and Water Research Center, The Cyprus Institute (Cyprus)
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1. THE SWATCH PROJECT (ABSTRACT)

The overarching goal of this research project is to develop and apply innovative methodologies to increase the social-ecological water use efficiency of managed ecosystems along the Mediterranean biome and climate types. We will focus on a diverse set of seasonally dry ecosystems, spanning a large gradient of mean annual rainfall (from 35 to 935 mm/y) across the Mediterranean biome. Case studies will examine the Mediterranean Sea basin from west to east and north to south providing the exceptional opportunity to develop, identify and compare water resources management and planning strategies for contrasting climate conditions in the Mediterranean region.

We will define innovative strategies for the water sustainability in the Mediterranean region under current and future climate change scenarios, optimizing water infrastructure (e.g., reservoirs, wells network design) and water uses (irrigation, animal production systems, drinking and industrial activities). Strategies will be defined with stakeholders and government authorities, which will be actively involved in the project. To improve predictive technical tools for water resources assessment, we propose to develop innovative methodologies and techniques to better estimate evapotranspiration, the main parameter of the water budget in semi-arid and arid climates. To do so we propose to combine the use of eddy covariance and tree sapflow observations. In addition, advanced technical tools (remote sensing observations) will be developed to monitor the main state variables explaining energy and water balance at the land surface, and to include those observations in data assimilation systems to predict watershed hydrological cycles. The analysis of climate and land use scenarios will provide the inputs for the water resources management and planning to optimally use both surface water and groundwater. Ultimately, we will establish a transnational Mediterranean river monitoring system for sharing knowledge and data.

2. FOREWORD: COVID-19 PANDEMIC

Since the beginning of 2020, countries worldwide are addressing a dramatic condition because of Covid-19 pandemic. As known, this entails many and different restrictions to people mobility, between countries and, often, between regions of the same country. The COVID-19 pandemic has caused many events around the world to be cancelled or postponed. The uncertainty, linked to the different spread of the virus worldwide and to the relative people's movement limitations, has influenced the timeline of numerous international research projects including SWATCH. In this general contest, planning communication and dissemination activities requires caution, particularly with those activities that implies face to face meeting (conferences and workshops).

Based on the above, this Dissemination and Communication Plan (DCP) has been designed. Fortunately, many activities, such as web communication, mails, and newsletter, can be normally addressed. Thanks to Internet and videoconference platforms, Partners meetings and Project Workshops can also take place even if people cannot travel.

However, these activities and others (e.g. conferences attendance, stakeholder engagement, paper revision, inspections, etc) could still be directly and/or indirectly affected by the Covid-19 situation. Directly affected because of the restriction on the people mobility and thus, for instance, researchers or people involved can't reach the event country/location. Indirectly when some communication or dissemination activity could be delayed from the scheduled date because it was not possible to carry out the preparatory work (i.e. inability to acquire data in a specific site due to the mobility restrictions).

This DCP proposes alternative solutions to disseminate and communicate project results, accounting for uncertainties due to COVID pandemic. Moreover, due to the constant updates in terms of pandemic evolution (<https://www.ecdc.europa.eu/en/cases-2019-ncov-eueea>) and regulations provided by European, national and local authorities, this DCP have to be considered a living document.



3. DEFINITIONS

In drafting this Plan, following definitions have been considered¹:

- **COMMUNICATION**

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way Exchange.

- **DISSEMINATION**

The public disclosure of the results by any appropriate means, including by scientific publications in any medium.

- **EXPLOITATION**

The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating, and marketing a product or process, or in creating and providing a service, or in standardisation activities.

This document presents activities according to these areas for clarity of exposure, although a same activity could refer to more than one.

4. OVERVIEW: OBJECTIVES, ACTIVITIES AND TARGETS

The Dissemination and Communication Plan is a SWATCH Project deliverable (D7.1.1) planned in the WP7 “Quantifying benefits and sharing methodologies with stakeholders, dissemination and communication” and foresees the OB7: “to ensure the communication of project’s benefits to the stakeholder during the project progress and to implement the strategies to ensure efficient communication and dissemination.

The specific objectives are:

- to develop, maintain and improve the project web site and web platform;
- promote the action and its results, by providing targeted information to multiple audiences (including the media and the public);
- to disseminate information on SWATCH activities.

Dissemination activities aim to maximize the impact of project results and will provide information to the scientific communities and relevant stakeholders involved in the project. Main areas of interest are following:

1. Scientific and technical results through:
 - a. Scientific publications
 - b. Conference talks
 - c. Workshops, providing updates on the project results
 - d. Reports to and feedback from Committees and Boards
2. Products through dissemination of:
 - a. Datasets and accompanying material (e.g. descriptions, meta data)
 - b. Algorithms

¹ From Horizon 2020 Glossary



- c. Graphics and animations
- 3. Progress information through provision of:
 - a. SWATCH web site
 - b. Newsletters (digital and print)
 - c. Public Deliverables
 - d. Dissemination Materials (brochures, posters, flyers)

Dissemination and communication targets are summarized in the following table.

Target audience	Dissemination Means
Water, environmental and agricultural international and European associations	<ul style="list-style-type: none"> - Workshops and resulting reports - Strategic Research Agendas - Policy briefs - Project news/ Newsletters - Tailored updates on the results - Website
National authorities	<ul style="list-style-type: none"> - Workshops - Trainings - Policy briefs - Website
Regional authorities	<ul style="list-style-type: none"> - Workshops - Trainings - Policy briefs - Website
Local authorities	<ul style="list-style-type: none"> - Workshops - Policy briefs - Website
Scientific community, academics or non-academics, students, , engineers	<ul style="list-style-type: none"> - Peer-reviewed scientific papers - Data portal - Workshops - Conferences - Strategic Research Agendas - Newsletters - Trainings - User manuals
Farmers, irrigation consortia, technology providers, industrial	<ul style="list-style-type: none"> - Targeted publication material - Representation at relevant conferences and fairs - Newsletters
General public	<ul style="list-style-type: none"> - General Information Material - website - Project news/ Newsletters - Dissemination Material - Press releases - Social Media (Facebook page and Twitter profile)

5. COMMUNICATION

5.1. Goal and Target

The SWATCH Communication activities aims to reach the widest audience possible in order to inform about the Project goals, its progresses, the results obtained and the Prime Programme.

5.2. Activities and Instruments

Communication will include several actions targeted for local, regional, national, European and International level as to efficiently enhance the understanding and reliability on the activities and the results of the project.

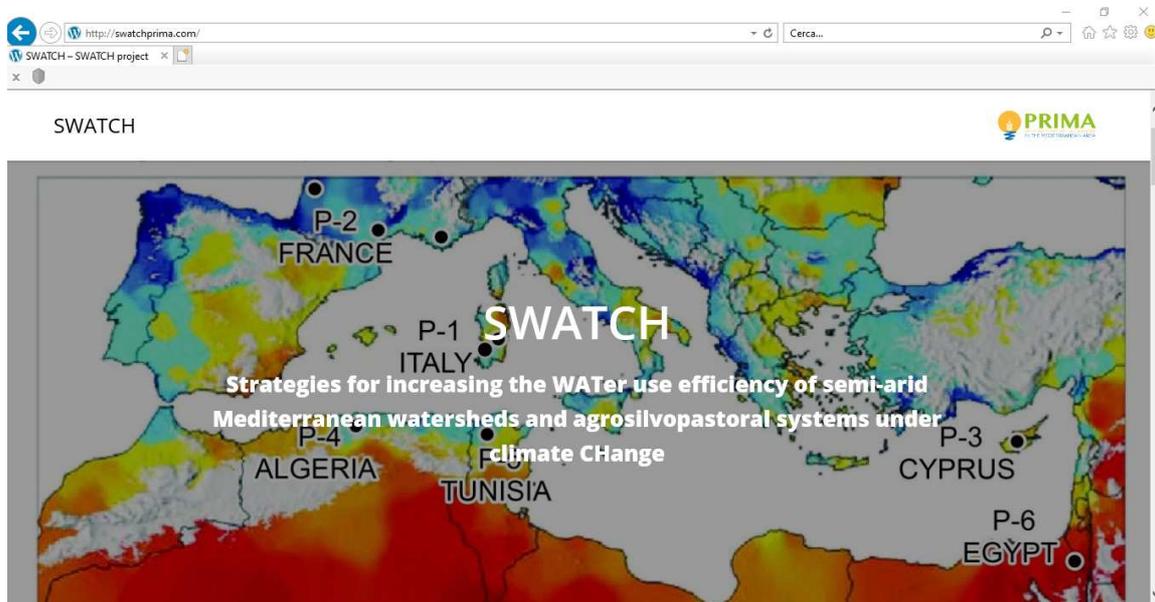
Communication actions during the project will be ensured by the active role of the consortium members, and project participants. The project members will organize communication actions such as stakeholder workshops, training sessions and materials, and will be actively involved on communication activities such as workshops and seminars, conference papers and presentations, and attending national and international conferences.

SWATCH WEB SITE

Target audience will be referred to the project web site, already established (www.swatchprima.com).

The web site represents the heart of SWATCH Project and the main communication instrument where people will find every Project detail, news, past events, scheduled event, data, documents, presentations, etc.

Figure1 - SWATCH web site. First release



The web site is currently under construction and it will be improved shortly. The web site will be updated monthly with project activities and events, project results and its progresses. Through a dedicated internal web site portal, password-protected, the people interested will be encouraged to request or provide information. Also, the download page will be devoted to a private area, where confidential documents and information could be shared.

The main functionalities of the web site are:

- link to technical social media in order to be attractive;
- overview of the concept, objectives, the partnership and the activities of the project;



- a consortium member dedicated access, which will provide a collaborative space for sharing information and documents;
- an area linked to the Project Cloud Server useful to stakeholders and external researchers to consult data results and scientific outputs. People will first be asked to fill a specific form as indicated in the SWATCH Data Management Plan.

The web site will have the following main areas:

Home page

It contains the Project abstract, slide show (of meetings, study sites, logos etc).

About SWATCH

It describes the PRIMA Program, Project details, objectives, the Partners and case studies.

Work Packages

It describes each WPs content, tasks, and will provide an updated road maps of the WP activities.

News and Events

In this area people will be informed about any news regarding Project activities, past and next events.

Documents

It contains public documents related to the Project, such as reports, presentations, press-releases, etc.

Social

This is the area dedicated to social media (Facebook and Twitter). Here people will see every post and tweet. The goal is to engaged people in social media activities and boost the spread of Project activities as much as possible.

Gallery

The area collects images and videos produced during the Project implementation.

Contacts and newsletter

The area provides Project team contacts (mail, phone) and a form useful to subscribe the newsletter.

Private area

It is an area dedicated to consortium members and to people interested in data results and scientific outputs.

PRESS-RELEASES

Communication to the general public will be also reached by press-releases for journal articles, which will be promoted on the public information area of the website and social media (with all its interactive material).

GADGET AND MATERIALS

Useful gadgets and materials will be distributed at the main events organized within the SWATCH project, and during the congresses and meeting where the project members will be involved. Every gadget and material will indicate the project and Prima name and logo and the web site address. They will communicate in a more general way the primary objectives of the project in a comprehensive and visually appealing way.

Gadgets and materials will be:

- posters
- pens
- block notes
- folders
- flayers/brochures
- roll-up.

SOCIAL MEDIA

Additional communication instruments are Facebook and Twitter that will be used to promote the project main events, and main project progresses.

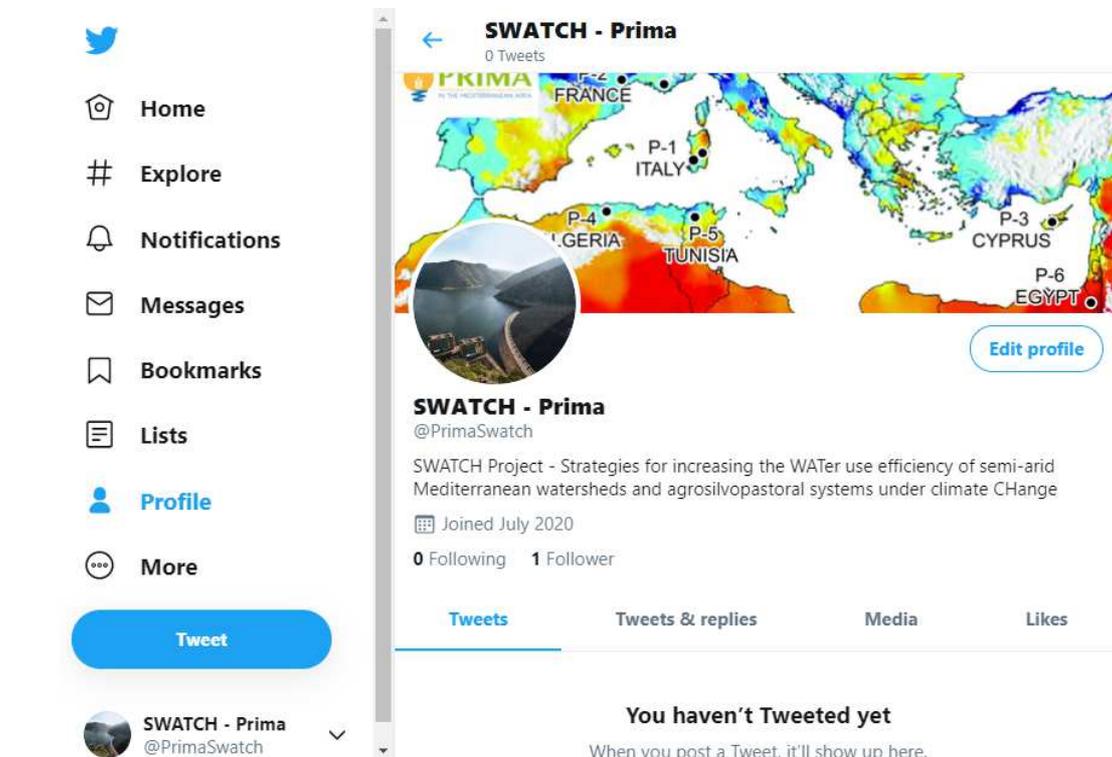


The Twitter profile and the Facebook page will be linked to the SWATCH web site, and will be updated during the project stages to present all the activities where the SWATCH project is involved (meeting, conferences, etc.)through pictures and comments.

Figure2 - SWATCH Facebook page



Figure3 - Twitter profile



SWATCH Logo

A logo has been designed to provide a visual identity to the SWATCH project. It is a simple combination of letters and symbols for allowing people to quickly recognize the main themes of SWATCH project.

The logo will be impressed on gadgets and materials.

Figura4 - SWATCH Logo



DOCUMENTS TEMPLATE

Templates will be produced and used through Partners for text documents (Microsoft Word) and presentations (Microsoft PowerPoint). Templates will allow people to easily recognize SWATCH Project and help Partners to label reports, deliverable, press releases, presentations, etc. and their versions.

In addition, other important communication activities will include the dissemination activities as described in the next section.

6. DISSEMINATION

6.1. Goal and Target

This is the activity addressed to the scientific community and stakeholders actually and potentially concerned to the activities and the results of SWATCH Project. The main goal is to offer a contribute to increase the scientific knowledge, seeking links with similar research projects, through the exchange of experience with other researchers, the peer-review of Project results and the utility evaluation of results for stakeholders.

6.2. Activities and Instruments

Below are summarized the tools and channels that will be adopted to reach the target audiences and how this will help achieve the expected project impact.

SWATCH WEB SITE

The SWATCH website will serve as the main dissemination instrument for the project. It will contain various sections both for the public as well as specifically targeted towards stakeholders including the



scientific community. Events as well as technical resources will be published on the website together with regular news updates and access to data sets. The website will also host the data portal, providing an interface to the distributed data and products made available by the project. The box below contains an extract of the Data Management Plan that describes how SWATCH Project will share data results and scientific outputs.

DATA SHARING (EXTRACT OF DATA MANAGEMENT PLAN)²

As the Data Management Plan describes, SMART Project and Project Partners will manage and share data research and scientific outputs along the Project implementation and after the end of the Project. The aim is to allow the widest possible re-use of the result data to contribute to the advancement of the knowledge of the scientific community.

Potential users will find out SWATCH data, results and publications through:

1. the SWATCH Project web site <http://swatchprima.com/>
1. a specific free-of-charge Repository

The two instruments will be used in two different stages: the SWATCH Project web site in the implementing phase of the project and the Repository in a second phase once the project will be concluded.

The open accessible data will be shared to all users interested in.

The information available for the stakeholders and users will be managed within a dedicated area from the web site, linked to the Project Cloud area, and different levels of accessibility will be defined depending on the type of data. A specific form for the data request will be implemented in the dedicated area in the web Project site.

Data results will be available as soon as SWATCH researchers involved validate results and once the related scientific output will be published and after the (eventual) embargo period imposed by the Editor. SWATCH publications will be deposited in an appropriate repository for scientific publications (such as OpenAIRE) open access and will be disseminated following the Green Open Access for scientific publications.

Data users will be asked to cite and will be informed how to cite the data source and the SWATCH Project references.

PEER-REVIEWED ARTICLES

Publication in scientific journals will play a major role because allows a rigorous peer-review to take place, ensuring that SWATCH results are relevant to the community. The researchers involved in the Project will select the most appropriate scientific journals according to the main topics covered. The papers will be targeted at the following indicative list of journals:

Water Resources Research, Journal of hydrology, Journal of Hydrometeorology; Agricultural and Forest Meteorology; Agricultural Water Management, Advances in water resources, Hydrology and Earth System Sciences, Water, Earth's Future, New phytologist, etc.

SWATCH publications will be deposited in an appropriate repository for scientific publications (such as OpenAIRE) open access and will be disseminated following the Green Open Access for scientific publications.

² For more details on data sharing please see SWATCH Data Management Plan



CONFERENCES AND WORKSHOPS

Strong engagement with the academic sector will promote the work performed and at the same time follow the scientific developments taking place outside the consortium. This exchange of information and knowledge will be through attendance of scientific conferences, organization of specific sessions and related topic, for instance, at the annual meeting of the European Geophysical Union, and presenting seminars and engaging in discussion at universities and research institutes.

In addition, regular conference and workshop publications and attendance with talks on topics from SWATCH will complement these publications.

Three workshops will be organized open to the wider community to discuss, document and learn from the various efforts outside the project.

The first workshop will be organized in Italy as soon as the different national and international pandemic-related rules on people mobility allow it. The second workshop will be organized in France or Tunisia. This two first workshops will be held in presence. Instead, the last workshop, in Tunisia or France, will be held on line.

The workshops will involve worldwide experts. In addition, technical studies will be realized to lead a major effort to specific technical aspects of the project.

A final report will be drawn up for every workshop. It will include the presentations of speakers, multimedia materials, sign-in sheet.

ALTERNATIVE SOLUTIONS (AS)

Face to face meetings are the best solution, alternative solutions are foreseen if these cannot be organized because of Covid-19 pandemic and related restrictions to people mobility. The Alternative Solutions (AS) will be evaluated some months before the scheduled date based on the prediction of the development of the pandemic in the different countries involved.

SWATCH WORKSHOP

Case 1 – Delay on the preparatory work

SWATCH researchers can't lead their preparatory research activities useful to the scheduled workshop

AS 1.a

If Partner Countries involved in the case are maximum 2, the workshop will still take place. Partners involved will present and discuss their work and results in the following workshop.

AS 1.b

If Partner Countries involved in the case are more than 2, the workshop will be postponed by two months, until a maximum of 6 months. Over, the workshop will take place and the Partners who were able to do the preparatory work will present results.

Case 2 – Partners cannot reach the workshop host Country

Some Partners cannot reach the workshop because the connections with the host Country are suspended

AS 2.a

If Partner Countries involved in the case are maximum 2, the workshop will still take place. Partners involved will present and discuss their work by on line instruments.

AS 2.b

If Partner Countries involved in the case are more than 2, the workshop will be postponed by two months, until a maximum of 6 months. Over, the workshop will be hosted on line.

Case 3 – The workshop host Country cannot be reached from abroad

The Country where the workshop would take place can't be reached because it's locked down

AS 3.a

The workshop will be postponed by two months, until a maximum of 6 months. Over, it will be hosted on line



CONFERENCES

Case 1 – The host Country cannot be reached from abroad

The Country where the conference would take place can't be reached because it's locked down

AS 1.a

If the conference is rescheduled within 2 months, SWATCH researchers will take part. Over 2 months, SWATCH researchers will choose an alternative conference

FLYERS, POSTERS AND BROCHURES

Flyers, posters and brochures on SWATCH activities will be realized to disseminate information to broad audiences in a comprehensive and visually-appealing way. Press releases, flyers, posters and brochures will be available throughout the whole duration of the project, and will be distributed by the participants of the project during congresses, workshops and meetings. Press releases, flyers, posters and brochures will be also sent to policymakers and academic institutions.

NEWSLETTERS

Newsletters will be produced on a 6-monthly basis and will be published on the dedicated area of the web site, covering the start-up phase of the project and introducing the project to the wider community. The newsletters will provide updates on the progress of the project and provide selected highlights in more detail.

FINAL REPORT OF THE ACTIVITIES

A final report will ensure the communication of reached results. It will be published in the web site and promoted and widespread by every SWATCH communication channel (social media, press releases, etc.)

7. EXPLOITATION

7.1. Goal and Target

The exploitation activities of SWATCH will ensure the transfer of project results to appropriate stakeholders and decision-makers thus getting integrated in their current activities, opening them to the SWATCH aims and topics.

Project results will be made available to the scientific community, thus allowing the development of multidisciplinary activities with interests in the context of hydrology, climatology, hydraulic construction, environmental sciences, water resources management and irrigation management.

Project results will be made available to the stakeholders in the project: ENAS (Sardinian water authority), FORESTAS (Forestry authority in Sardinia), Algerian National Hydric Resources Agency, Smurfit-Kappa and AFORCE (France), Forestry, Agriculture and Water Development Dept. (Cyprus), Regional crop office (Tunisia).

7.2. Products and Activities

Exploitable Products	<ul style="list-style-type: none"> • Innovative Methods for EvapoTranspiration (ET) measurements • Impacts of vegetation and crop types on the soil water balance, surface runoff, and water use under current and past Mediterranean climates • Methods to combine satellite observations, ecosystem monitoring and eco-hydrologic modelling
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	<ul style="list-style-type: none"> • Predictions of the impact of future climate on soil water balance, runoff and water use effects of land use and climate change in the Mediterranean area. • Land cover strategies planning for climate change scenarios to optimize the use of water resources
Exploitation Activities during the Project	<ul style="list-style-type: none"> • Scientific papers • Review state-of-the art
Exploitation Activities after the end of the Project	<ul style="list-style-type: none"> • Use of the SWATC model data product and scenarios by SWATC inverse modelers, and for management and planning purposes • Scientific papers • Expand the approach developed in SWATC to different basins • Further developments, integration into other services
Consortium-wide/Joint Exploitation	<ul style="list-style-type: none"> • Longer-term goal would be operationalization of SWATC strategies for climate change studies in the Mediterranean area • Definition of a stable eco-hydrologic monitoring in the Mediterranean area. • Definition of a global ecohydrological monitoring network within the Mediterranean

The exploitation activities of SWATC will be developed by a direct involvement of end-user representatives in the project consortium, and by networks established by the partners in the participating countries and beyond, using several communication and technical materials that will be produced for this purpose. WP7 will take care that all stakeholders will be regularly informed and updated. Our communication strategy, which plays a key role in the project, maintain the connection between past and future activities, and will guide the dissemination of information in a reliable and professional way.

8. IMPACTS

The impact of communication actions will be ensured by a constant verification of the number of participants involved in seminars, events and workshops, the number of participants involved in the training courses, number of internet search results and media publications referring to SWATC project, number of people asking for feedback or more information, trends in website visit and number of references in scientific publications.