

On the way to a Communications Campaign

Day 1 – Session 2



How does my organization contribute
to this OI?

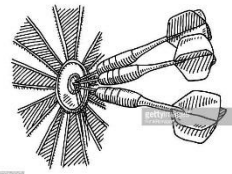


How does the GWP-Med contribute to this overarching initiative ?

OUR PLANNED POLICY ACTIVITIES:

-Develop a specific communication/policy work during a relevant and major event in the worldwide water agenda (the World Water Week in August 2018, etc.) to reach the water community and raise awareness on the threats of water abstraction in the wetlands and advocate for an integrated approach linking IWRM and ICZM;

-Organise a regional conference with the Circle of Mediterranean Parliamentarians for Sustainable Development (COMPSUD) back to back with the Circle of the Mediterranean Journalists for Environment and Sustainable Development (COMJESD) to facilitate dialogue among parliamentarians from the Mediterranean region to influence national policies and mainstream wetlands preservation and train journalists.



2018

GWP-Med
↓
Water Community/
Other stakeholders at
international level

Develop specific
communication/
advocacy work/
tools on wetlands
values and
functions and how
water abstraction
affect the
management of
these areas



GWP-Mes
facilitates the
MENA focus
session /SWWW

-Raise awareness on
the threats of water
abstraction in the
wetlands;

-Advocate for an
integrated approach
linking IWRM and
ICZM

A relevant and major
event in the
worldwide water
agenda

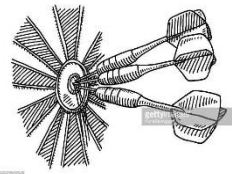
(Stockholm World
Water Week in August
2018 ...)



How does the GWP-Med contribute to this overarching initiative ?

OUR PLANNED POLICY ACTIVITIES:

- Develop a specific communication/policy work during a relevant and major event in the worldwide water agenda (Exp. The World Water Forum in March 2018, the World Water Week in August 2018, etc.) to reach the water community and raise awareness on the threats of water abstraction in the wetlands and advocate for an integrated approach linking IWRM and ICZM;
- Organise a regional conference with the Circle of Mediterranean Parliamentarians for Sustainable Development (COMPSUD) back to back with the Circle of the Mediterranean Journalists for Environment and Sustainable Development (COMJESD) to facilitate dialogue among parliamentarians from the Mediterranean region to influence national policies and mainstream wetlands preservation and train journalists.**



RELEVANCE OF THE ACTIVITY

COMMUNICATION

-Promote the Project and its results at international level;

-Raising the awareness and improve the knowledge of the value and functions of the coastal wetland in general and Ghar El Melh in particular.

POLICY ADVOCACY:

Gathering around the same table the different stakeholders involved in the management of coastal zones and water resources to discuss the impacts of unsustainable water resources management on the wetlands/ Sharing of experiences/ good practices in the different countries;

-Formulate and addressing the key messages on wetlands protection/IWRM to the decision makers - Recognition of the need to increase efforts to preserve wetlands and to consider water management for a sustainable management of these areas.

BUDGET

STRATEGY 2. Key regional policies influenced and recognizing the need for an increased effort to preserve wetlands

Result 2.2 Implement the campaign according to the defined policy strategy

Activity	Partners	Year 1	Year 2	Year 3
Activity 2.2.2 Develop a specific communication/policy work during a Water Event in 2018	GWP-Med	6000 euros	-	-
Activity 2.2.3 Organise a regional conference with (COMPSUD) back to back with (COMJESD) in 2019	GWP-Med IUCN	-	34500 euros	-

Thank you



<http://www.gwp.org/en/gwp-mediterranean/>



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