



1st Steering Committee Meeting Athens, September 26th 2019

**Session: Enhancing the impact of WES
Communication and dissemination**

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networking Expert



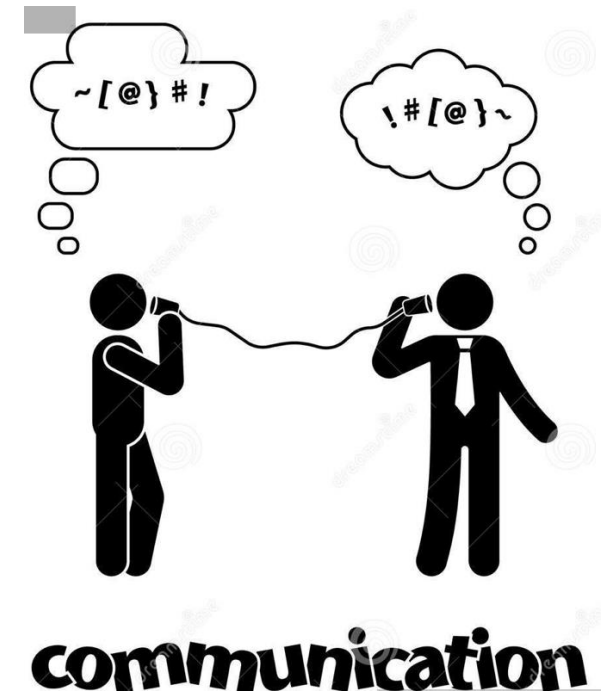
Communicate !



**Water and
Environment Support**
in the ENI Southern Neighbourhood region

Why WES needs to communicate?

- Dissemination of information and results is key
- We need to go beyond reaching out to our participants and direct stakeholders
- An increased awareness is the basis for action



WES Communication objectives



**Water and
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in the ENI Southern Neighbourhood region

- To improve awareness of issues of water and environment that are currently under pressure in the Mediterranean
- Highlight partnerships in the region (South-South, North-South)
- Increase commitment of decision makers and other stakeholders
- Mobilise Civil Society
- Ensure visibility of WES and what it offers



WES Strategic communication principles



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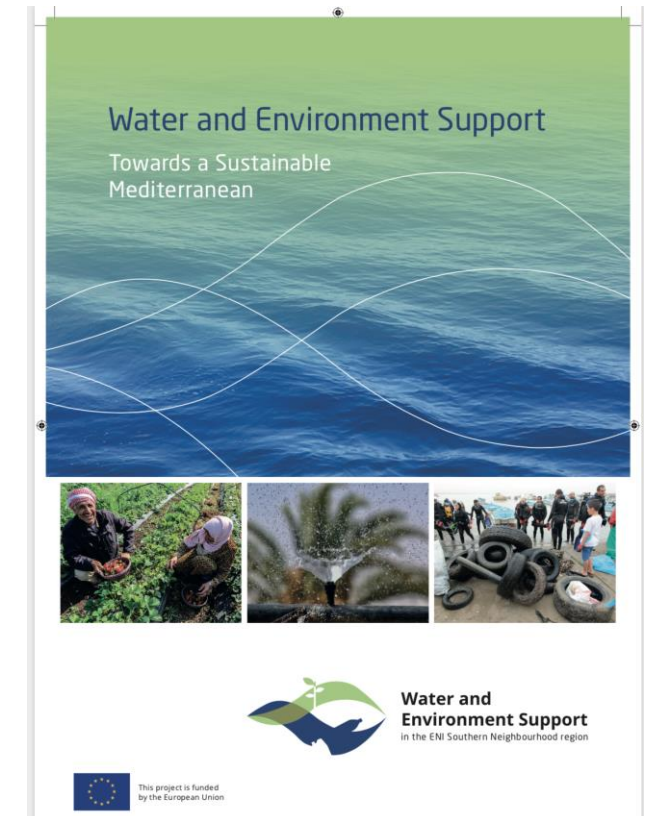


What has been done already?



Water and Environment Support
in the ENI Southern Neighbourhood region

- Communication strategy
- Visual identity
- Brochure
- Website under development
- Social media channels
- Photo database



What more is in our communication plan?



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- Campaigns around each WES activity
- E-Newsletters with updates
- Short videos
- Media relations
- Social media

- Country specific communication plans



About Us

What can we do for you

Water



Environment

Demo Projects

Library



WES-MED.EU

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The support WES offers
Towards a sustainable Mediterranean

[Home](#)

[Technical assistance regional level](#)



- Home
- Calendar
- Join/register
- News

- Mission
- The Project
- Consortium
- Contact

National authorities from South countries:



Beyond the government officials from the competent line Ministries or its affiliate entities, the technical support will include authorities in charge of cross-sectorial activities or inter-ministerial coordination and authorities at regional and local level.

Civil society:



Civil society plays an important role in raising awareness and drawing public attention to environmental and water related issues. Civil society organisations are key partners in mobilising decision-makers and in catalysing a behavioural change among the local population. Civil society, and when relevant the women's associations, will be targeted by WES to facilitate the wide transmissions of the main messages.

Private sector:



Key regional players:





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Thank you for your attention!

