



WES-BCA
Water and Environment Support -
Biodiversity and Climate Action
in the Neighbourhood South region

WES-BCA Kick-off Meeting

17 December 2024
Brussels, Belgium



WES-BCA Kick-off Meeting

Introduction to the TORs by the EC

17 December 2024

Brussels, Belgium

Presented by:

Mr Frédéric FOURTUNE, Programme Manager DG NEAR



WES-BCA Kick-off Meeting

Overall approach of the WES-BCA &
Methodology for Component 1 Water, Biodiversity
and Environment

17 December 2024

Brussels, Belgium

Presented by:

Professor Michael SCOULLOS, Team Leader WES-BCA

Ms Evie LITOU, Coordinator Component 1 WES-BCA

WES-BCA in a snapshot



- WES-BCA aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce water resources, while enhancing the resilience to climate change in the Mediterranean region, strengthening the formulation and enforcement of the relevant policies of the Partner Countries and the two regional political frameworks, namely the Union for the Mediterranean (UfM) and the Barcelona Convention.
- It strives to enhance the capacity of relevant stakeholders in order to support them in formulating and or implementing policies in the issues mentioned above.
- It is meant to raise awareness, increase knowledge and improve public understanding, stimulating behavioural changes needed for appropriate climate action and environmental protection.
- WES-BCA is the continuation of the WES project and therefore capitalises on the experience of previous successful EU funded regional projects (SWIM-Horizon2020 SM, SWIM SM; Horizon 2020 CB/MEP).

WES-BCA Identity



Partner Countries: Countries in North Africa and the Middle East



Duration: November 2024 – November 2027



Budget: 7.000.000 Euros



Team Leader: Professor Michael Scoulllos, scoulllos@wes-med.eu

Environment Expert: Mr Anis Ismail, a.ismail@wes-med.eu

Water Expert: Ms Suzan Taha, taha@wes-med.eu

Communication Expert: Ms Lisa Papadogeorgaki, lpa@ldk.gr

WES-BCA Consortium



LDK CONSULTANTS S.A. (Leader)



Arab Network for Environment and Development (RAED)



Association of Cities and Regions for Sustainable Resource Management (ACR+)



CIHEAM – Mediterranean Agronomic Institute of Bari (CIHEAM Bari)

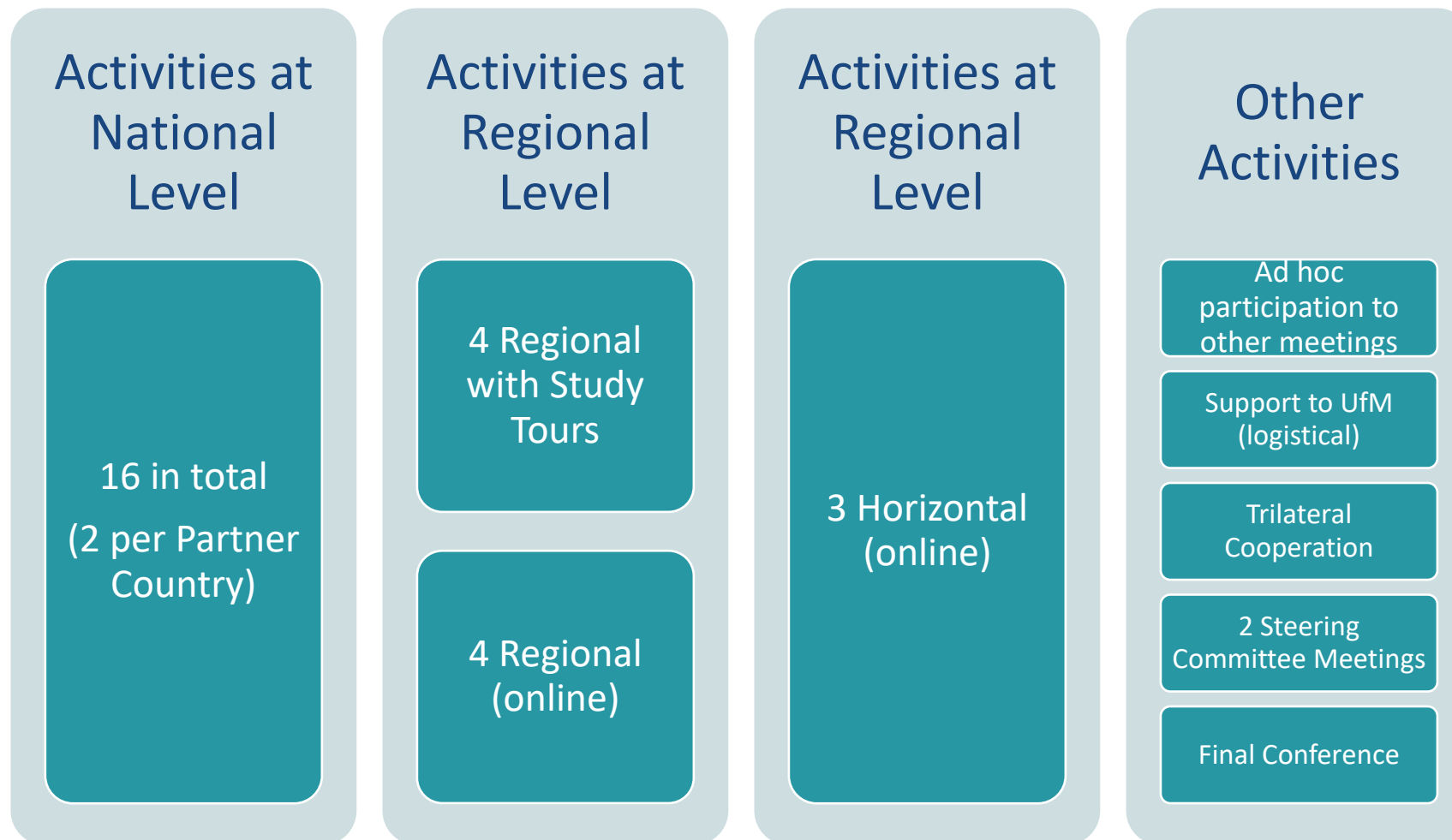


Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE)



MedWaves, the Regional Activity Centre of UNEP/MAP for Sustainable Consumption and Production

Methodology – Component 1



The role of the Focal Points



WES-BCA
Water and Environment Support -
Biodiversity and Climate Action
in the Neighbourhood South region



- Identifying the priority needs of the country in collaboration with other Ministries, Authorities and Stakeholders.
- Assist in the invitations to participants from different Ministries /Institutions /Organisations and the co-organisation of national consultations/meetings
- Commenting on and approving National Activities' ToR, providing the necessary data, giving their "non-objection" on the proposed local NKEs to be mobilised.
- Contribute to the review of the activities' deliverables.
- Propose the appropriate participants for Capacity Building activities as per their experience, position and other criteria set by the project.
- Elaborate on the potential for replication and lessons learnt from the project's activities. Support in assessing the impacts of the project's activities.
- Attend the project's Steering Committee Meetings, presenting the country's position.



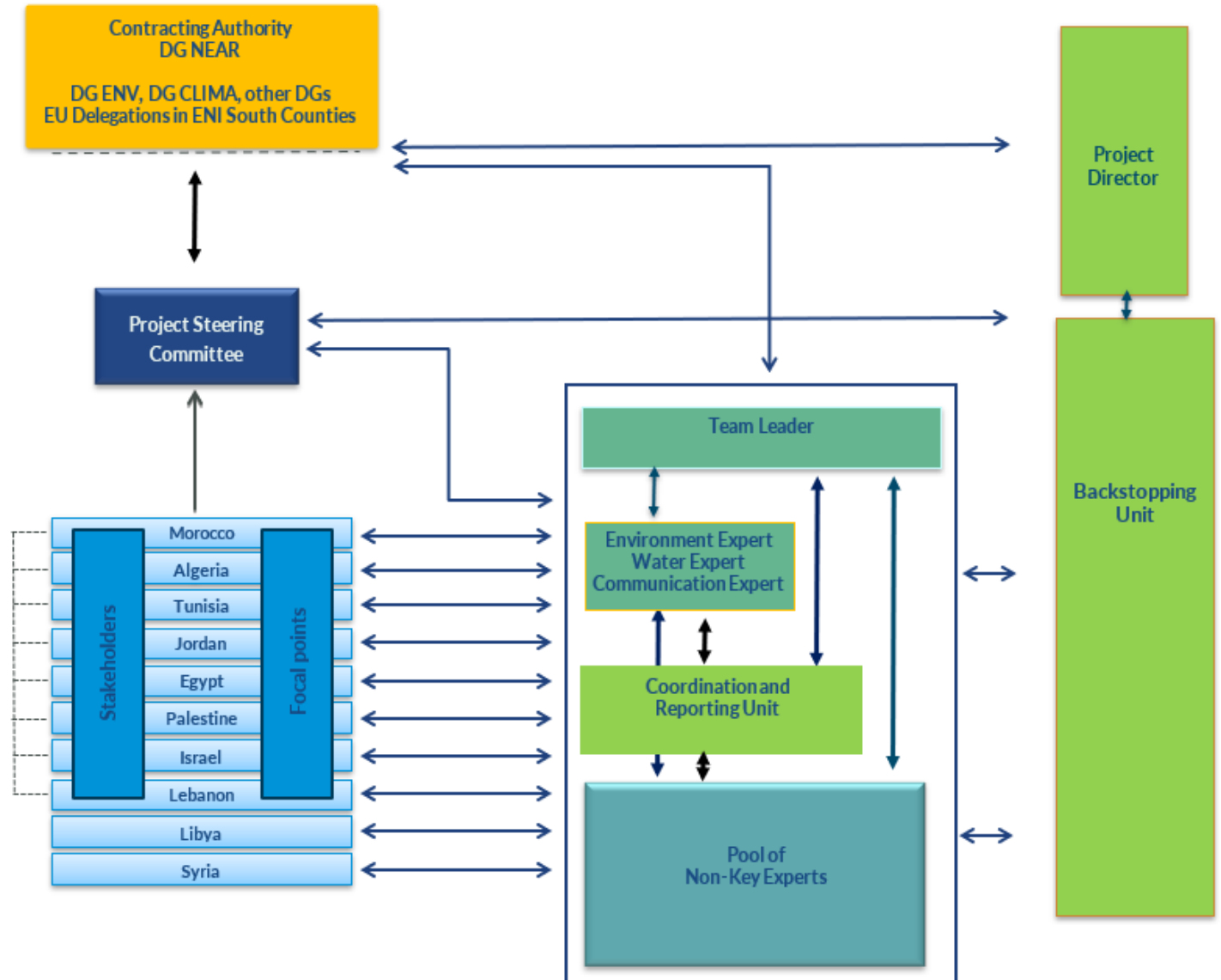
WES-BCA Kick-off Meeting

WES-BCA Project modalities

WES-BCA Project modalities

We will keep the same:

- Project management structure



WES-BCA Project modalities



We will keep the same:

- WES Focal Points for Water & Environment with the same responsibilities. They will be our main counterparts – we will try to involve other sectors/Ministries, such as agriculture.
- Key Experts successful team. We have not changed the “winning” team of KEs who implemented the WES project.

Team Leader	Professor Michael Scoullos	660 days	Horizontal involvement throughout the project
Environment Key Expert	Mr Anis Ismail	503 days	Component 1 – Topics 1, 2 and 3, 5 as applicable
Water Key Expert	Ms Suzan Taha	503 days	Component 1 – Topics 3, 4, 5
Communication Key Expert	Ms Lisa Papadogeorgaki	503 days	Implementing Component 1 comms actions Close coordination with Component 2 comms actions

WES-BCA Project modalities



We will keep the same:

- Backstopping team. LDK Consultants SA, the Consortium Leader, will take full responsibility for contractual, administrative and financial backstopping of the project.
- The backstopping personnel is already in place with no need for training.

Project Director	Mr Stavros Damianidis
Component 1 Coordinator	Ms Evie Litou
Component 2 Coordinator	Ms Anastasia Roniotes
Technical Back stopper for Component 1	Ms Chara Kotsani
Technical Back stopper for Component 2	Ms Vicky Malotidi
Financial Officer	Ms Dora Papaspirou
Administration and operations officer	Ms Victoria Laina
Quality Assurance	Ms Georgia Konstantinou
IT support	

WES-BCA Project modalities



- Strong adaptation and flexibility mechanisms navigating the project through the arising challenges;
- Close monitoring of the on-going project activities, time schedule execution and Log frame;
- Modalities for the identification and recruitment of Non-Key Experts;
- File Hosting Service;
- Project's monitoring system in place and under upgrade (Chronicon): customised web application designed for timesheet and project monitoring, tailored for the WES project;
- Communication channels with EC, partners, FPs, stakeholders are maintained;
- Attention to cross-cutting issues such as gender equality and empowerment of women and youth.

WES-BCA Project modalities

Updates - Additions:

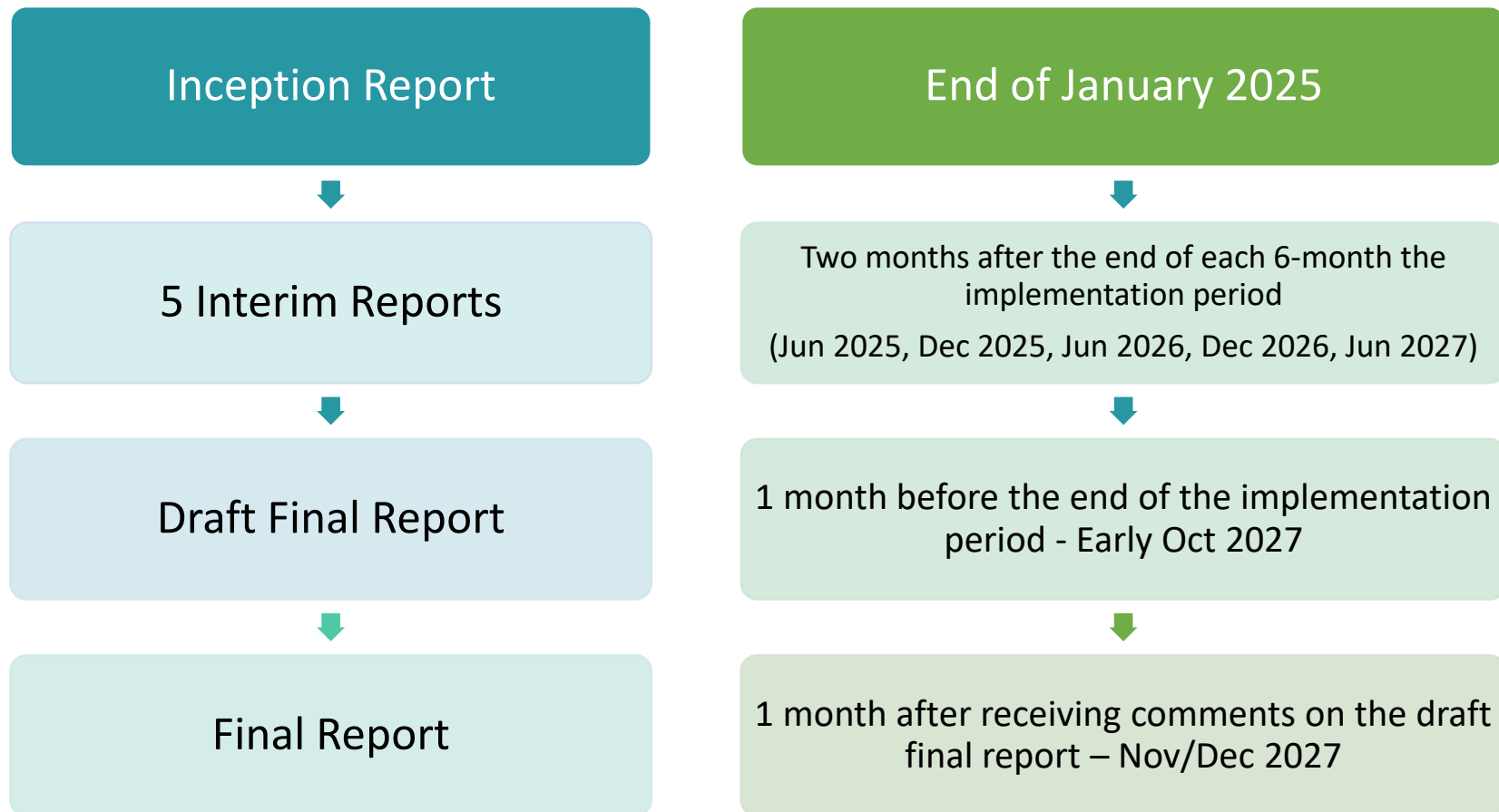
- Our pool of Non-Key Experts will be enriched with new experts:

Senior Non Key Experts	3.075 days	Experts working on both project Components, to include the Biodiversity Expert and the Social Outreach Expert
Junior Non Key experts	920 days	Event organisers, but also technical experts

- Develop procedural documents and reporting templates with the new project logo;
- Update the Experts' Manual, the Management Handbook, as well as the project's Quality Manual & Risk Management plan;
- Update the Impact Assessment Methodology for Capacity Building activities;
- Update the contact/stakeholders' database used in the WES project;
- Log frame Refinement for this phase. Identification of Indicators to assess the project's results achievement and impact.



WES-BCA Reporting



Thank you for your attention!





WES-BCA Kick-off Meeting

Thematic focus of activities and feedback on proposed activities collected during WES

17 December 2024

Brussels, Belgium

Presented by:

Mr Anis ISMAIL, Key Environment Expert WES-BCA

Ms Suzan TAHA, Key Water Expert WES-BCA



Topics 1 and 2

**Topic 1: Prevention & reduction of pollution
(urban and industrial solid waste)**

Topic 2: Curbing Plastic Pollution & Marine Litter



Topic 1: Prevention & reduction of pollution (urban and industrial solid waste)

Sub-topics and potential specific interventions

Topic 1: Prevention & reduction of pollution (urban and industrial solid waste)



Focus on mitigating urban and industrial solid waste through targeted waste management and pollution control actions.

Sub topics:

ST1.1: Supporting Urban and Industrial Depollution in specific sectors with focus on Solid Waste management

ST1.2: Environmental Assessment, Impact Reduction, and Mainstreaming for Greening and Sustainability

Potential specific areas of interventions under Topic 1 on Prevention and reduction of pollution

- **Strengthen national policies and regulatory frameworks** to advance sustainable urban and industrial solid waste management, with a priority on plastic waste.
- **Develop sector-specific waste management plans and promote the circular economy** through waste (focusing on plastic and eventually Construction and Demolition Waste/C&DW) reduction, recycling, treatment, and sound disposal in targeted sectors such as tourism and agro-food industry.
- **Foster regional collaboration** to accelerate the transition to sustainable waste management practices.
- **Promote Integrated Coastal Zone Management (ICZM)** to address land-based pollution and marine litter, including *tackling riverine plastic pollution*.



Topic 2: Curbing Plastic Pollution & Marine Litter

Sub-topics and potential specific interventions

Topic 2: Curbing Plastic Pollution & Marine Litter



Focuses on addressing the entire lifecycle of plastic waste, from production to disposal (addressing particularly the sectors of plastic industry and commerce).

Sub topics:

ST.2.1: Enhancement of policy frameworks for supporting the reduction of production and use of SUPs

ST.2.2: Strengthening regulatory frameworks for the reduction of production and use SUPs and Packaging Waste

ST.2.3: Enhancement of Waste Management Practices for Tackling Plastic Pollution

ST.2.4: Reinforcing cooperation **between public and private** sectors

ST.2.5: Promoting Green/ Blue/ Circular Economy

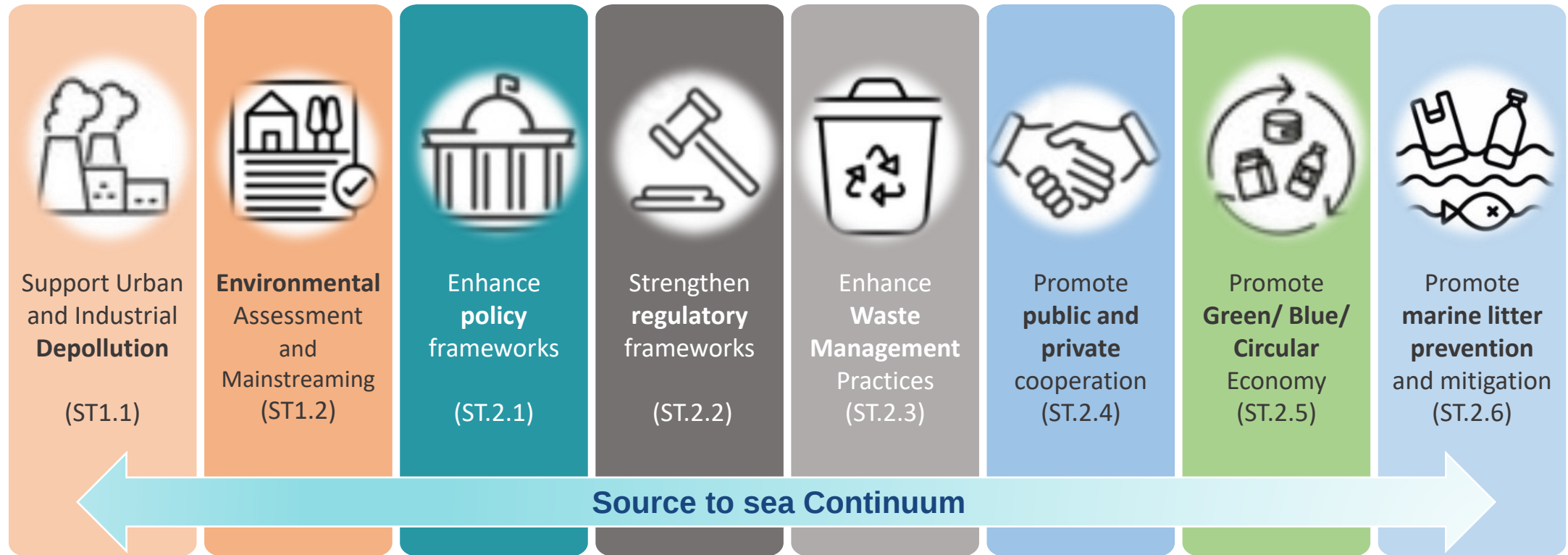
ST.2.6: Promotion of marine litter prevention and mitigation measures

Potential specific areas of interventions under Topic 2 on Curbing Plastic Pollution & Marine Litter



- **Ensure alignment and updating of national strategies and policies** in accordance to the UN Global Plastic Treaty (a process supported also by all Mediterranean countries at COP22 of the Barcelona Convention) to address plastic pollution;
- **Promote plastic waste reduction, separate collection, recycling and SUP alternatives** through technical assistance and consultations with stakeholders including private sector (producers, retailers, etc.), policymakers, local authorities, and civil society;
- **Focus on phasing out single-use plastics (SUPs) and addressing microplastics** particularly in Marine Protected Areas (MPAs) in protecting biodiversity;
- **Encourage public-private partnerships and development of financial schemes** to support green and circular economy, investigating EPR and sustainable cost recovery models;
- **Support the development and/or improvement of monitoring and reporting** to prevent and mitigate marine litter.

Tackling Plastic Pollution and Fostering Collaboration Across the Mediterranean



8 National activities, 2 Regional Study Tours and 2 Online Regional events

General considerations while selecting and implementing activities



- **Build on** WES achievements and focus on **follow-up actions, consolidation** and implementation while promoting cooperation and avoiding overlap with other regional and national programs.
- **Link regional and national activities** whenever possible, ensuring that national outcomes inform regional activities and *vice versa*.
- **Connect with other WES-BCA topics** and key areas (WEFE Nexus, outreach on Climate Change and Med “Champions” on plastic pollution prevention) to strengthen the overall impact.



Topics 3, 4, 5

Topic 3: Promoting the Water-Energy-Food Ecosystems (WEFE) Nexus approach

Topic 4: Water Efficiency

Topic 5: Climate Change mitigation and adaptation actions



Topic 3: Promoting the Water-Energy-Food Ecosystems (WEFE) Nexus approach

Sub-topics and potential specific intervention

Topic 3: Promoting the Water-Energy-Food-Ecosystems (WEFE) Nexus approach



Focus on addressing the interconnected challenges of water scarcity, energy dependency, food security, and ecosystem degradation in the PCs through an integrated and holistic framework

Sub topics:

ST3.1: Enhancing Water and Energy Use Efficiency in Agriculture

ST3.2: Holistic Water Planning and Allocation between agriculture, energy production, domestic use, ecosystems

ST3.3: Showcasing Practical Examples of Nexus Approaches

ST3.4: Capacity building on the WEFE nexus approach for enabling stakeholders to implement sustainable practices (technical training, institutional support, and community engagement).

ST3.5: Supporting Policy and Regulatory Frameworks for the WEFE Nexus Approach

Potential Specific Interventions Under

Topic 3: WEFE Nexus



- Capacity Building and Knowledge Transfer in advanced irrigation techniques, integrating renewable energy and sustainable farming practices;
- Share best practices and innovative solutions for efficient resource use;
- Create supportive policies and regulations to incentivize water and energy efficiency in agriculture addressing downstream impacts on freshwater and marine ecosystems within policy frameworks;
- Foster the engagement of local communities, private sector actors, and policymakers in designing and implementing regulatory frameworks;
- Engage communities in applying WEFE Nexus strategies at local level, considering downstream impacts on freshwater and marine ecosystems;
- Facilitate collaboration between water, energy, and agricultural sectors and/or the establishment of frameworks to improve collaboration to ensure ecological flows.

Potential Specific Interventions Under

Topic 3: WEF E Nexus

- Promoting NCWR (DS, GWR, WH), while addressing any negative side impacts;
- Developing Green Infrastructure and Nature-Based Solutions (NBS);
- Promoting Regional Adoption of WEF E Nexus Practices through Capacity building and/or Case Studies/toolkits/Field Visits learning from EU Success Stories and Enhancing Source-to-Sea Integration;
- Assist policymakers to incorporate WEF E Nexus principles into national and local strategies;
- Support the alignment of national policies across sectors to reflect WEF E Nexus principles;
- Update existing laws to address inter-sectoral interdependencies and promote resource efficiency.



Topic 4: Promotion of water efficiency at all steps and levels of water management and use

Sub topics and potential specific interventions

Topic 4: Promotion of water efficiency at all steps and levels of water management and use



Focuses on addressing the critical water scarcity challenges in the South Mediterranean region through enhancing efficiency across all sectors.

Sub topics:

ST4.1: Promotion of sustainability practices: WDM and NRW

ST4.2: Water Conservation Programs in hotels, resorts and other tourism facilities

ST4.3: Water resources valuation for surface and ground water, cost-recovery and affordability of water service

Potential Specific Interventions Under Topic 4

(to be applied in combination to those proposed for WEFE Nexus)

- Evaluate opportunities for improved water use efficiency and identify technologies to reduce sectoral demands;
- Develop enabling legal environments and policy instruments to promote measures to reduce water use;
- Support reduction of NRW;
- Promotion of Greywater Recycling and Treated Wastewater Use for landscaping, including urban green areas, etc;
- Capacity Building of staff in tourist installations on water-saving measures, maintaining efficient fixtures, and engaging guests in conservation efforts;
- Assist local governments in establishing frameworks and water conservation targets for tourism facilities;
- Standardizing and improving methodologies for valuing water reflecting both economic and environmental factors.



Topic 5: Climate Change mitigation and adaptation actions, including Water Scarcity and Biodiversity protection as priorities

Sub-topics and potential specific interventions

Topic 5: Climate Change mitigation and adaptation actions, including Water Scarcity and Biodiversity protection as priorities



Focus on CC mitigation and adaptation actions with priorities on water scarcity and biodiversity protection in the SMCs.

Sub topics:

ST5.1: Promoting the use of NCWR (in combination with renewable energies)

ST5.2: Climate Resilience in Agriculture and Tourism Sectors

ST5.3: Ecosystem and Biodiversity Protection: Maintaining Green Spaces and Restoring Urban, Peri-Urban, and/or Endangered Ecosystems/Biodiversity

Potential Specific Interventions Under Topic 5

(to be applied in combination to those proposed for WEFE Nexus)

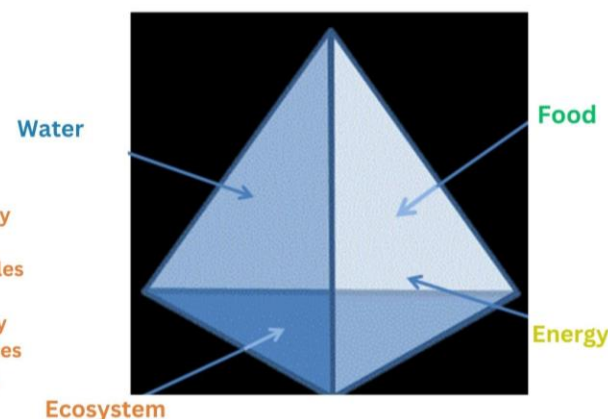
- Promotion of NCWR (desalination, brackish water demineralization, wastewater treatment, and greywater recycling).
- Showcase strategies and instruments for planning and designing Natural Water Retention Measures (NWRMs).
- Promotion of Policy and Regulatory Frameworks for the wider use of Nature Based Solutions (NBS) and their integration with agricultural production.
- Review and align national reuse standards and regulatory frameworks to integrate renewable energy sources with wastewater treatment.
- Provide training and develop guidelines for designing, implementing, and maintaining green spaces and ecosystem restoration projects.

Linkages of Topics/Subtopics with WEFE

Subtopic No. & Name	Primary WEFE Component	Linked WEFE Components
ST 3.1: Enhancing Water and Energy Use Efficiency in Agriculture	Water, energy, food	Ecosystems
ST 3.2: Holistic Water Planning and Allocation	Water	Food, Energy, Ecosystems
ST 3.3: Showcasing Practical Examples of Nexus Approaches	Ecosystems	Water, Energy, Food
ST 3.4: Capacity Building on the WEFE Nexus Approach	Water	Energy, Food, Ecosystems
ST 3.5: Supporting Policy and Regulatory Frameworks for the WEFE Nexus Approach	Water	Energy, Food, Ecosystems
ST 4.1: Promotion of Sustainability Practices: WDM and NRW	Water	Energy, Food, Ecosystems
ST 4.2: Water Conservation Programs in Hotels, Resorts, and Tourism Facilities	Water	Energy, Ecosystems
ST 4.3: Water Resources Valuation for Surface and Groundwater	Water	Food, Ecosystems
ST 5.1: Promoting the Use of NCWR (in Combination with Renewable Energies)	Water	Energy, Food, Ecosystems
ST 5.2: Climate Resilience in Agriculture and Tourism	Food	Water, Energy, Ecosystems
ST 5.3: Ecosystem and Biodiversity Protection	Ecosystems	Water, Food, Energy

ST 3.1: Enhancing Water and Energy Use Efficiency in Agriculture
 ST 3.2: Holistic Water Planning and Allocation
 ST 3.4: Capacity Building on the WEFE Nexus Approach
 ST 3.5: Supporting Policy and Regulatory Frameworks for the WEFE Nexus Approach
 ST 4.1: Promotion of sustainability practices: WDM and NRW
 ST 4.2: Water Conservation Programs in hotels, resorts, and other tourism facilities
 ST 4.3: Water resources valuation for surface and groundwater, cost-recovery, and affordability of water services
 ST 5.1: Promoting the use of NCWR (in combination with renewable energies)

ST 3.1: Enhancing Water and Energy Use Efficiency in Agriculture
 ST 3.3: Showcasing Practical Examples of Nexus Approaches
 ST 5.3: Ecosystem and Biodiversity Protection: Maintaining Green Spaces and Restoring Urban, Peri-Urban, and/or Endangered Ecosystems/Biodiversity



ST 3.1: Enhancing Water and Energy Use Efficiency in Agriculture
 ST 5.2: Climate Resilience in Agriculture and Tourism Sectors

ST 3.1: Enhancing Water and Energy Use Efficiency in Agriculture

Source-to-Sea Continuum Relevance

Subtopic No. & Name	Source-to-Sea Continuum Relevance
ST 3.1: Enhancing Water and Energy Use Efficiency in Agriculture	Midstream (M/S): Efficient irrigation reduces water demand in ag. areas.
ST 3.2: Holistic Water Planning and Allocation	Source, M/S & Downstream (D/S): Balances water allocation across sectors while maintaining ecol. flows.
ST 3.3: Showcasing Practical Examples of Nexus Approaches	Source-to-Sea S2S: Demonstrates integrated approaches impacting all stages.
ST 3.4: Capacity Building on the WEFE Nexus Approach	S2S: Equips stakeholders with skills for integrated water, energy, and ecosystem management.
ST 3.5: Supporting Policy and Regulatory Frameworks for the WEFE Nexus Approach	S2S: Develops policies addressing upstream and downstream interconnections.
ST 4.1: Promotion of Sustainability Practices: WDM and NRW	M/S & D/S: Reduces losses in municipal systems, improving water availability.
ST 4.2: Water Conservation Programs in Hotels, Resorts, and Tourism Facilities	D/S: Reduces water demand in coastal tourism and urban areas.
ST 4.3: Water Resources Valuation for Surface and Groundwater	Source & M/S: Ensures sustainable water use and allocation upstream and midstream.
ST 5.1: Promoting the Use of NCWR (in Combination with Renewable Energies)	S2S: Enhances water availability and reuse across all stages.
ST 5.2: Climate Resilience in Agriculture and Tourism	M/S & D/S: Builds resilience in ag. & coastal tourism.
ST 5.3: Ecosystem and Biodiversity Protection	D/S: Restores coastal and marine ecosystems, supporting biodiversity.

General considerations while selecting and implementing activities

- Build on WES achievements enhancing consolidation and implementation of its follow-up actions, securing synergies while avoiding overlap with other regional and national programs;
- Link regional, horizontal and national activities whenever possible, ensuring that national outcomes inform regional activities and *vice versa*;
- The holistic approach provided by the WEF E Nexus in the Source to Sea (S2S) Mediterranean continuum, should inform all relevant interventions including TA and Capacity Building activities of topics 3, 4 and 5.

Thank you for your attention!





WES-BCA Kick-off Meeting

Communication and Visibility plan for
Components 1 & 2

17 December 2024

Brussels, Belgium

Presented by:

Ms Lisa PAPADOGEORGAKI,

Key Communication Expert WES-BCA

WES-BCA Communication strategy and its goals



- Disseminate information and knowledge on all WES-BCA activities;
- Increase awareness on the protection of the environment, the restoration of biodiversity, the management of scarce water resources and the effects of climate change in the Mediterranean region;
- Increase the commitment of decision-makers and other stakeholders at national and local level;
- Mobilise the civil society, especially young people and women;
- Ensure the visibility of WES-BCA and the EU support for WES-BCA and other projects/initiatives related to environmental issues in the region.

WES-BCA Communication plan for Comp. 2 - Goals



The expected outcome is:

Awareness raising and better understanding by the general public (and specific segments of the society), including youth and women, are promoted, stimulating adoption of appropriate behaviours and attitudes towards improved climate action and effective environmental protection.



Output 1: a communication and outreach strategy focussed on environment and climate action, including water management, is established;



Output 2: communication and outreach actions/campaigns, with a gender sensitive approach, as defined in the approved strategy, are implemented;



Output 3: the mobilisation of Civil Society, through a dedicated support to national/local CSOs and NGOs, and media, with special attention to women's organisations, is enhanced;



Output 4: regional networks of climate change/environmental protection champions, promoting people-to-people outreach, are supported.

WES-BCA project Visual Identity

Water and Environment Support - Biodiversity and Climate Action



This visual identity builds on the **established logo of the previous WES project**. The addition of orange highlights the intersection of sea and land, while the honey bee symbolizes the interconnected biodiversity of ecosystems.

The new phase of the WES project retains key elements of its established visual identity.

The color palette continues to build on the previous design, ensuring continuity in the program's look and feel. **Deep blue** and **emerald green** remain as core colors, while a fresh accent of **vibrant orange** is introduced, evoking the warmth and energy of the Mediterranean sun.

MAIN COLOUR	#a0d081 R160 G208 B129	#1a4a85 R26 G74 B133	#ed6708 R237 G103 B8
ACCENT COLOUR	#28baa5 R40 G151 B164		
		#003385 R0 G51 B133	



Target groups



Ministries;
Government Authorities;
Local Authorities;
Private Sector;
Academia;
NGOs;
Associations of youth, women;
Media.

Communication tools

- ☐ Press Releases/Announcements
- ☐ Newsletters
- ☐ Information Bulletins
- ☐ Social Media Posts
- ☐ Website
- ☐ Photos
- ☐ Videos



All news items will be published in English, French and Arabic

WES-BCA Website and Social pages



WES Videos to be used for WES-BCA comms

-  Plastic Pollution and single-use plastics (SUPs)
-  Construction and Demolition Waste Management (CDWM)
-  Circular Economy
-  Non-Revenue Water (NRW) and Water Demand
-  Natural Water Retention Measures (NWRM) in urban environments

All versions of the videos with subtitles in English, French and Arabic are accessible via the WES-BCA YouTube page and Website.



Thank you for your attention!





WES-BCA Kick-off Meeting

Presentation of the Project's Methodology for
Component 2- Communication and Outreach on
Environment and Climate Action

17 December 2024

Brussels, Belgium

Presented by:

Ms Anastasia RONIOTES, Coordinator Component 2 WES-BCA

Ms Louise SARANT, Social Outreach Non-Key Expert WES-BCA

Component 2 within WES-BCA

- WES-BCA aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce water resources, while enhancing the resilience to climate change in the Mediterranean region, strengthening the formulation and enforcement of the relevant policies of the Partner Countries and the two regional political frameworks, namely the Union for the Mediterranean (UfM) and the Barcelona Convention.
- **COMPONENT 1** strives to enhance the capacity of relevant stakeholders in order to support them in formulating and or implementing policies in the issues mentioned above.
- **COMPONENT 2** is meant to raise awareness, increase knowledge and improve public understanding, stimulating behavioural changes needed for appropriate climate action and environmental protection.



A critical level of consensus within society is what supports the implementation of policy

Component 2: Expected outcome & Outputs

The expected outcome is:

Awareness raising and better understanding by the general public (and specific segments of the society), including youth and women, are promoted, stimulating adoption of appropriate behaviours and attitudes towards improved climate action and effective environmental protection.



Output 1: a communication and outreach strategy focussed on environment and climate action, including water management, is established;



Output 2: communication and outreach actions/campaigns, with a gender sensitive approach, as defined in the approved strategy, are implemented;



Output 3: the mobilisation of Civil Society, through a dedicated support to national/local CSOs and NGOs, and media, with special attention to women's organisations, is enhanced;



Output 4: regional networks of climate change/environmental protection champions, promoting people-to-people outreach, are supported.

COMPONENT 2: How to meet the objective - Tasks



.... in coordination with COMPONENT 1, DG NEAR (and other DGs), EUDs, WES-BCA FPs; In synergy with other projects and processes (at both regional and national levels)

Main Tasks	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025						Oct 2027
Task 1: Drafting of an Outreach Strategy														
Task 2: Communication and Outreach delivery														
Task 3: Civil society mobilization														
Task 4: The setup/enhancement of regional networks														

Guidance for implementing partners on Communicating and Raising EU Visibility will be carefully adhered to, while a review and approval process will be defined and agreed with DG-NEAR and the EUDs.

Component 2: How to meet the objective - Target Groups

Climate impacts affect key economic sectors, in particular agricultural production, hindering economic growth and aggravating social and political tensions, possibly also leading to increased migration. Due to existing inequalities and limited access to resources and decision-making, women and youth are particularly vulnerable to climate change.

Therefore, in combination with C1 activities and pending the exchanges and confirmation by the EC, EUDs and project FPs the likely target groups for the specific, tailor-made awareness campaigns and outreach activities in the countries, may be:

- **Farmers** and related agri-food system stakeholders (in the form of associations, but also directly) within the agricultural sector (links to **water, climate, biodiversity, circular economy and plastics**, the **WEFE nexus approach along the source to sea continuum**).
- **Producers, recyclers and end users of plastics** plastics industry, tourism industry, supermarkets, households and individual consumers (general public).
- **Educators at various levels**
- other x-helix stakeholder groups will be targeted/engaged at appropriate timings and levels (authorities, MPs, etc.).

Horizontal target groups: **youth** (and therefore targeted digital and social media campaigns), **women and women's associations** (and therefore also more traditional campaigns) taking into account older people and persons with disabilities (and other marginalised groups as appropriate).

Diversity & Common Challenges in the MENA on CC



- Great disparities (cultural, historical, natural resources, wealth, infrastructure)
- Economic and political instability push CC down the priority list
- The region suffers from harsh CC impacts – but low level of responsibility for the climate crisis
- Heat, droughts, water scarcity and floods are the top CC risk
- High reliance on fossil fuels (locally produced or imported) – but growing appetite for solar/wind projects – possibly blue/green hydrogen
- Data on public engagement with climate change is sparse. Understanding of the reality of CC varies greatly among countries. But general need for greater education.

Component 2 : Effective Campaign Strategies

To effectively educate and raise awareness on the causes and impacts of climate change/biodiversity loss/water scarcity:

- Be clear about the scale of the challenge and provide solutions
- CC as a shared national journey
- Speak to resilience
- Keep it local as much as possible
- Frame messaging to target groups



Women in Izbet Al Nakhla, North Delta, Egypt. Picture: Louise Sarant

Component 2: Tone and Messaging (1/2)

Action-Oriented Messaging:

- Avoid finger-pointing or blame
- Focus on relevant solutions/target
- Emphasize local relevance/social solidarity
- Steer away from jargon/‘political’ speak

Connect Reality to Climate Change:

- Education is to connect the dots
- Debunk myths simply and clearly



Drought in Beni Mellal, Morocco. Picture: Louise Sarant

Component 2: Tone and Messaging (2/2)

Balanced Tone:

- The campaign should neither be overly negative nor excessively upbeat; maintain a clear and accurate narrative.
- Simple/clear terminology (climate change in AR) (yet evidence-based/scientifically sound!)
- No finger-pointing or blaming

Cultural Sensitivity:

- Recognize unique regional contexts; avoid imposing Western narratives on the Middle East/North Africa.
- Equip communities with knowledge and skills to adapt and prepare for climate challenges collectively.
- WHILE
- Acknowledging limited civic space for activism and the need for community-driven initiatives.



Soil salinity in Iraq (Shutterstock)

Languages!

Languages across the region:

- Arabic, Berber, French, English, Hebrew....
- Many Arabic dialects
- Different levels of Arabic language: Classical, Modern Standard, and Dialectal

Use the most appropriate “language” and level of language for each audience



Source: Tarjama

Component 2: Effective Campaign Strategies

Three essential conditions underpin behavioral change:

- 1) Information > accessible, relevant, and timely
- 2) Motivation > people can act at their level and contribute
- 3) The opportunity > to adopt ecological reflexes – alternative + public policies

Source: *Reducing Plastic Pollution: Campaigns That Work*. Stockholm Environment Institute (SEI) and United Nations Environment Programme (UNEP), 2021 [<https://www.campaignsthatwork.org/>].



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Component 2: Effective Campaign Strategies

4 Tips for Climate Conversations that Motivate Action



Source: Hayhoe (2023) [<https://nbs.net/4-tips-for-conversations-that-motivate-climate-action/>]

Design: Chelsea Hicks-Webster



Source: Hayhoe (2023)
Design: Chelsea Hicks-Webster

Component 2: Effective Campaign Strategies

Some prerequisites for effective outreach to be considered:

- **Customization**: e.g. for actions focused on youth: creation of short clips, pictures, and bite-sized videos showing youth across the socio-economic spectrum of each country.
- **Positive social norms**: people generally desire to fit in, follow trends of their choice. Careful selection of respected local personalities, influencers, champions, ambassadors will be opted, with the advice of the EU Delegations and Focal Points in each country.
- **Being specific**: promotion of simple, clear instructions and achievable tasks to drive action and change.
- **Ask people to commit**: encourage people to make a pledge with a simple slogan.
- **Provoke reasonably positive emotions without hiding the problems**: tap into optimism, hope, pride, marvel, to prompt people to action (proven to be in most cases more effective than guilt or fear); what are the benefits at individual and community levels, of a more responsible consumer behaviour and protection of natural resources and the environment/biodiversity.
- **Personal choices matter**: it is the sum of small contributions that creates lasting change/psychology of small wins, which counters the feeling of insignificance.

Component 2: Tasks/Scheduling of first 8 months



Tasks and Subtasks	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025
Task 1: Drafting of a Outreach Strategy								
Subtask 1.1: Review surveys, publications, and opinion polls on climate and environmental awareness in target countries and groups.			R					
Subtask 1.2: Consultations with relevant EU services on specific themes, target groups, and communication approaches.								
Subtask 1.3: Consultations with stakeholders, including project implementers, regional bodies, relevant CSOs, NGOs, Academia, and Media on environment and climate action.								
Subtask 1.4: Draft the Communication and Outreach Strategy, focusing on priority target groups based on DG NEAR's guidance and identified group/country needs.						Draft Outreach Strategy		
Task 2: Communication and Outreach delivery								
Subtask 2.1: Produce and disseminate communication material, as defined in the communication and outreach strategy.								site (?)
Subtask 2.2: Prepare and implement specific awareness campaigns and outreach activities in countries, in coordination with EU Delegations. / M&E								
Task 3: Civil society mobilisation								
Subtask 3.1: Assess national/local NGOs/CSOs active on environment/climate education/outreach, possibly including media activities.						R		
Subtask 3.2: Design a transparent, participatory process for selecting NGOs, CSOs, and women's associations for outreach activities. / M&E								
Task 4: The setup/enhancement of regional networks								
Subtask 4.1: Review activities and impact of existing networks in the region, including EU Neighbours South, EU JEEL CONNECT, women's associations, and young influencers/multipliers.								R
Subtask 4.2: Develop proposals to leverage existing networks, focusing on strategies to activate, reinforce, and expand them for climate and environmental education and outreach.								
Subtask 4.3: Support, activate and monitor networks' activities to enhance their impact. / M&E								

Component 2: Some immediate considerations

- | | | |
|--|---|--|
| • Access to information that is not publicly available | ➡ | • Opinions polls; consultation results; reports ... |
| • Consultation meetings with DGs | ➡ | • Initial contacts by whom? DG NEAR or WES-BCA?
How to set the dates? |
| • Establish formal exchanges with other EU funded projects | ➡ | • Provision of contacts persons/initial contact |
| • Agree on the identity/ownership of the overall campaign | ➡ | • EU (regional)? EU via EUDs? WES-BCA?
Co-ownership with national partners? |
| • Agree on criteria along the way within various tasks | ➡ | • How deep to go and why? |
| • What deliverables/reports will be public or not | ➡ | • Sensitivities vs transparency |

Thank you for your attention!





WES-BCA Kick-off Meeting

Proposed Timetable of overall implementation

17 December 2024

Brussels, Belgium

Presented by:

Professor Michael SCOULLOS, Team Leader WES-BCA

Inception phase

	2024		2025												2026												2027											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
Project Commencement	◆																																					
Inception Phase																																						
Project kick-off meeting with the CA		●																																				
Mobilise the team of experts (key experts and non-key experts) and support personnel																																						
Update the project management functions and mechanisms																																						
Updating the mapping key actors, stakeholders, IFIs, donors & baseline data (programmes, initiatives)																																						
Continue the momentum, organisation and grid of relationships																																						
Develop the communication and visibility plan for Component 1																																						
Impact Assessment Methodology updating																																						
Develop the overall Work plan, Logframe and Inception Report																																						

Component 1

	2024		2025												2026												2027											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
Component 1:Water, Biodiversity and Environment																																						
Tasks under Topic 1: Prevention & reduction of pollution (urban and industrial solid waste, urban wastewater)																																						
Tasks under Topic 2: Curbing Plastic Pollution & Marine Litter, to include packaging waste in a notion of a “Source to Sea” continuum.																																						
Tasks under Topic 3: Promoting the Water-Energy-Food-Ecosystems (WEFE) Nexus approach																																						
Tasks under Topic 4: Promotion of water efficiency at all steps and levels of water management and use																																						
Tasks under Topic 5: Climate Change mitigation and adaptation actions, including Water Scarcity and Biodiversity protection as priorities																																						
Impact Assessment and communications																																						

Component 2/ Completion phase / Other

	2024		2025														2026												2027											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
Component 2: Communication & Outreach																																								
Task C2.1: Drafting of a Communication Strategy																																								
Task C2.2: Communication and Outreach delivery																																								
Task C2.3: Civil society mobilisation																																								
Task C2.4: The setup/enhancement of regional networks																																								
Impact Assessment and communications																																								
Completion phase activities																																								
Organisation of the Final Conference/Wrap-up meeting																																								
Impact assessment of the interventions																																								
Other																																								
Steering Committee Meetings Preparations and Implementation (excluding the Final Conference)																																								
Reporting (Inception, 6-monthly progress reports, monthly updates, draft final, final report)																																								
End of project																																								



WES-BCA Kick-off Meeting

Key actions to be taken post-meeting

17 December 2024

Brussels, Belgium

Presented by:

Professor Michael SCOULLOS, Team Leader WES-BCA



WES-BCA Kick-off Meeting

Expectations of different EU services

17 December 2024

Brussels, Belgium



WES-BCA Kick-off Meeting

Clarifications and discussion

17 December 2024

Brussels, Belgium



WES-BCA Kick-off Meeting

Concluding Remarks

17 December 2024

Brussels, Belgium

Presented by:

Mr Frédéric FOURTUNE, Programme Manager DG NEAR

Thank you for your attention!

