



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

# WES-BCA 1<sup>st</sup> Steering Committee Meeting

26 May 2025  
Brussels, Belgium



# Project Overview

## WES-BCA vision, guiding principles, architecture, topics, Inception Phase actions

Presented by:  
Professor Michael SCOULLOS, Team Leader, 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:** 8 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](mailto:scoulllos@wes-med.eu)

**Environment Key Expert:** Mr Anis Ismail, [a.ismail@wes-med.eu](mailto:a.ismail@wes-med.eu)

**Water K Expert:** Ms Suzan Taha, [taha@wes-med.eu](mailto:taha@wes-med.eu)

**Communication K Expert:** Ms Lisa Papadogeorgaki, [lpa@ldk.gr](mailto:lpa@ldk.gr)

**Stakeholder Engagement and Impact Assessment NK Expert:** Dr. Emad Adly, [wes.gc@raednetwork.org](mailto:wes.gc@raednetwork.org)

# 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+)**



**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**

# Principles and steps of the workplan preparation



- Building on WES achievements enhancing consolidation and implementation of its follow-up actions, securing synergies while promoting cooperation and avoiding overlap with other regional and national programs.
- Linking regional and national activities whenever possible, ensuring that national outcomes inform regional activities and *vice versa*.
- Promoting holistic approaches (e.g. provided by the WEFN Nexus in the Source-to-Sea (S2S) Mediterranean Continuum) and connecting topics (e.g. in the Outreach on Climate Change with the Mediterranean “Champions” on Plastic Prevention to enhance coherence and impact).
- Consulting with FPs, ministerial departments, as well as with the EU Delegations.
- Drafting of the Terms of Reference (ToRs) *currently underway*.

# Component 1: Topics addressed

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

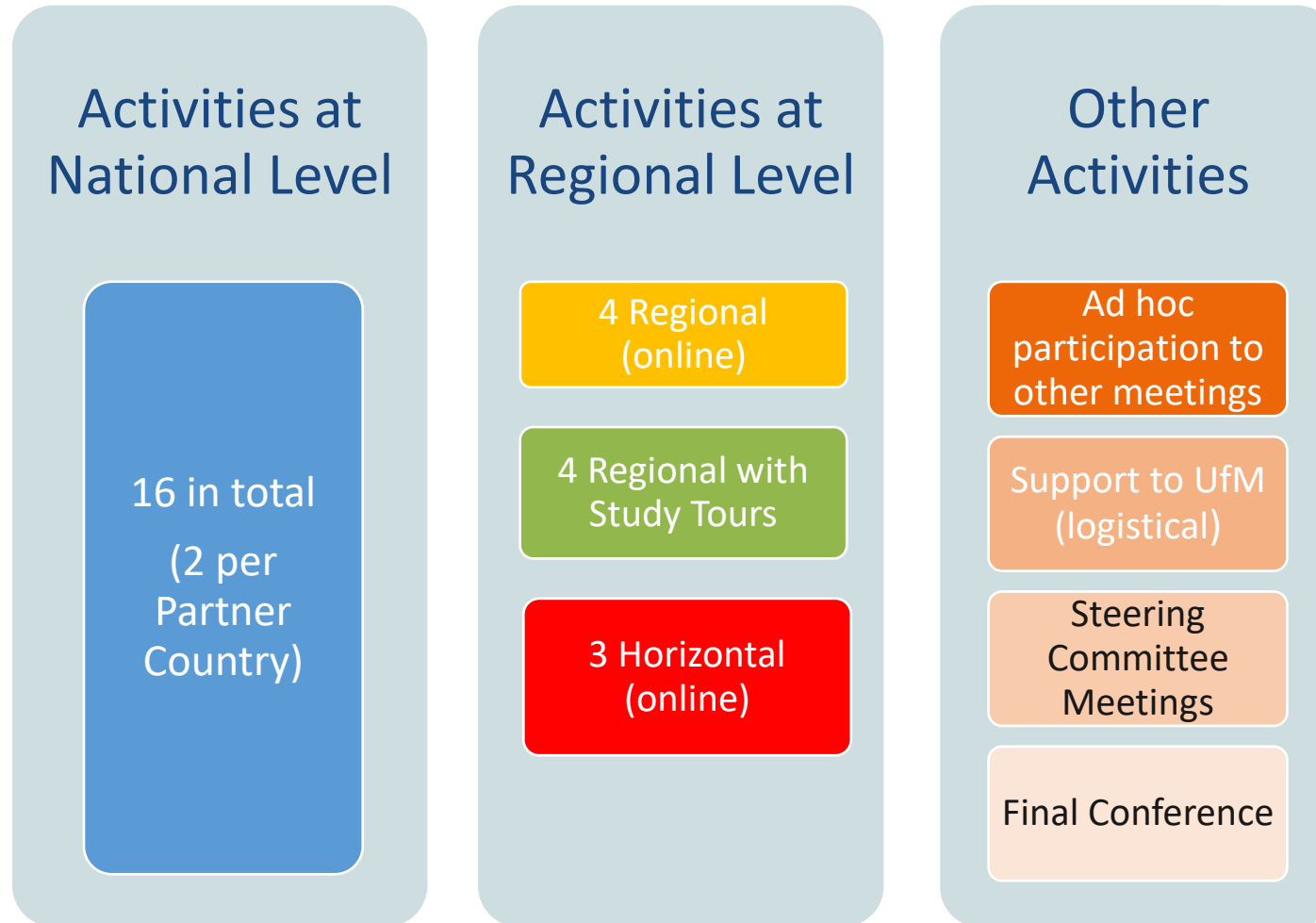
**Topic 2: Curbing Plastic Pollution & Marine Litter**

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

**Topic 4: Water Efficiency**

**Topic 5: Climate Change mitigation and adaptation actions**

# Expected outputs of Component 1 on capacity building and technical assistance on water, biodiversity and environment



## Component 2: Topic addressed and target groups

**Raising awareness and stimulating appropriate behaviours towards improved climate action and effective environmental protection.**



### Target groups:

- **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).
- **End users of plastics:** e.g. tourism industry, supermarkets, households and individual consumers (general public).
- **Educators at various levels:** implementing the Mediterranean Strategy on Education for Sustainable Development
- **Other:** e.g. media, Members of Parliament (promoting environmental governance via the Aarhus Convention), etc.

## Expected outputs of Component 2



- 1: An outreach strategy focussed on environment and climate action, including water management, is developed;



- 2: Communication and outreach actions/campaigns, targeting youth and with a gender sensitive approach, as defined in the strategy, are implemented;



- 3: Mobilisation of Civil Society, through dedicated capacity support to national/local CSOs and NGOs, and media, is enhanced;



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

# The role of the Focal Points



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- 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 C1 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



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Thank you for your attention!



# Project Overview

## Modalities of operation

Presented by:  
Ms Evie LITOU, Component 1 Coordinator, WES-BCA

# The project's external operation modalities

## Contracting Authority (DG MENA)

- DG ENV and other DGs providing policy guidance and technical inputs
- EU Delegations in the ENI South countries to follow the project and provide feedback from the PCs

## Project Steering Committee

- taking stock of progress
- workplan endorsement

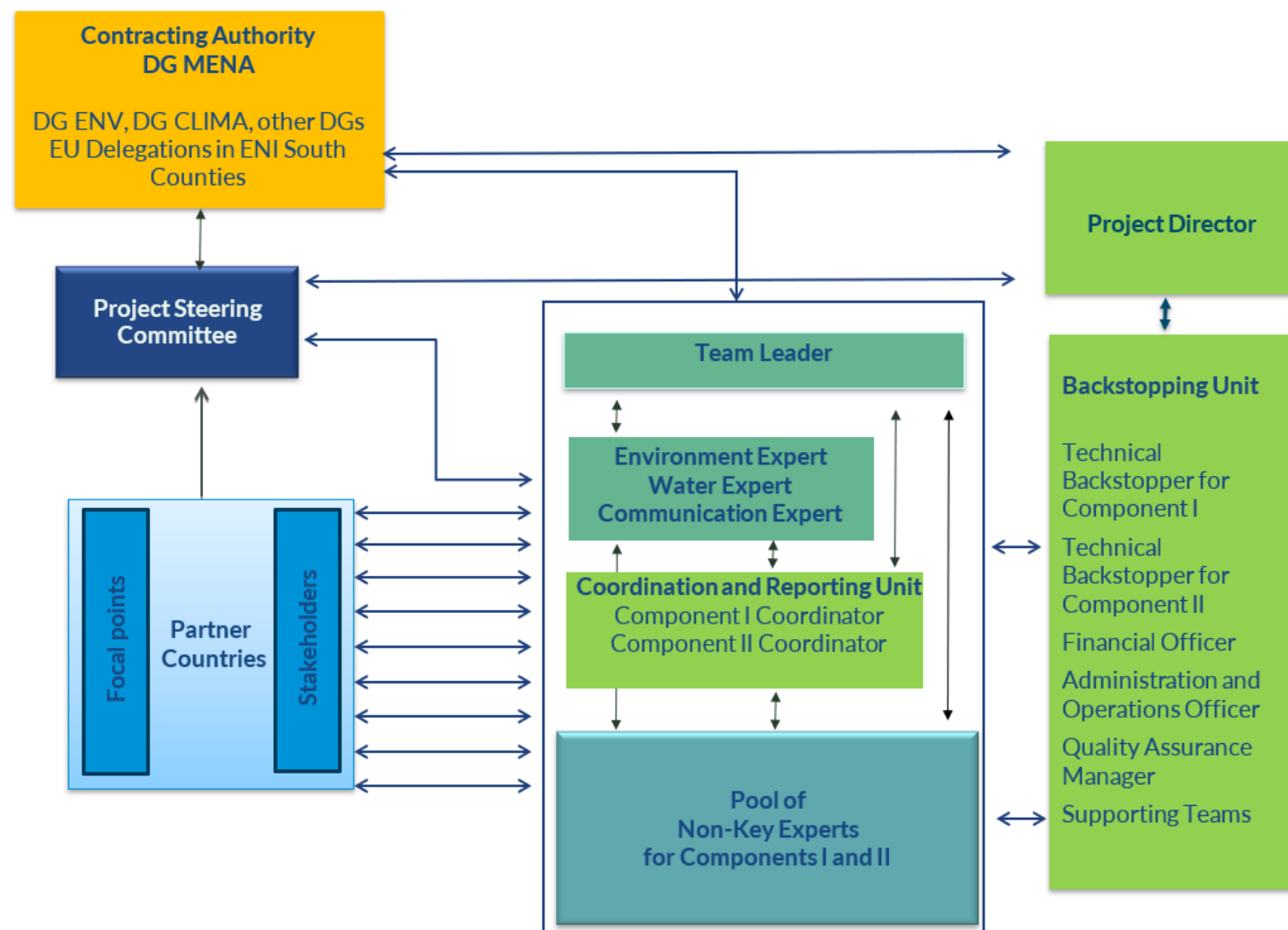
## Focal Points/Stakeholders

- representatives of Ministries of Water & Environment
- the voice of the PCs, transferring their countries plans and needs

## Project Team

- Team Leader /3 Key Experts
- Non-Key Experts

## Backstopping Unit



# Internal organisation modalities

## Component 1

Technical Assistance, Capacity Building, Enabling Environment

National Activities, Regional/Horizontal Trainings, Workshops, Consultation Meetings, Study Visits, Webinars

Communication Strategy and Action Plan for the activities

Organisation and support for the Component's events

Impact and Capitalisation Assessment

**LDK Consultants SA**  
**CIHEAM Bari**

## Component 2

Outreach Strategy for raising awareness on environmental and climate matters

Publications, audio-visual content, radio announcements, website, social media posts, graphic work/animations, roundtables for the selected NGOs/CSOs/Media

Specific Awareness Campaigns and Outreach activities, aligned with the Component 1 Communication Strategy

Organisation and support for the Component's events

Monitoring of the Campaigns' impact on target groups

**MIO-ESCDE**  
**ACR+, MedWaves, RAED**

Contractual, administrative and financial operation, QA/QC, reporting for the overall project  
Representation to the Client

**LDK Consultants SA**

# Focal Points & EU Delegations

The role of FPs and EU Delegations is instrumental for the project as they:

- ☐ Bring together the mutually complementary stakeholders of the WES-BCA;
- ☐ Provide feedback and endorse WES-BCA activities necessary for the smooth project implementation;
- ☐ Perform a country-level coordination recognized as a fundamental item for the project.

**Your immediate response and assistance is more than welcome.**



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Thank you for your attention!



# Developing the Workplan of Component 1 based on PCs' priorities - Part 1

Presented by:  
Mr Anis ISMAIL, Environment Key Expert, WES-BCA



## Topic 1: Prevention & reduction of pollution

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

## Topic 2: Curbing Plastic Pollution & Marine Litter

Focuses on addressing the entire lifecycle of plastic waste, from production to disposal

# Specific areas of interventions under Topic 1 on Prevention and reduction of pollution



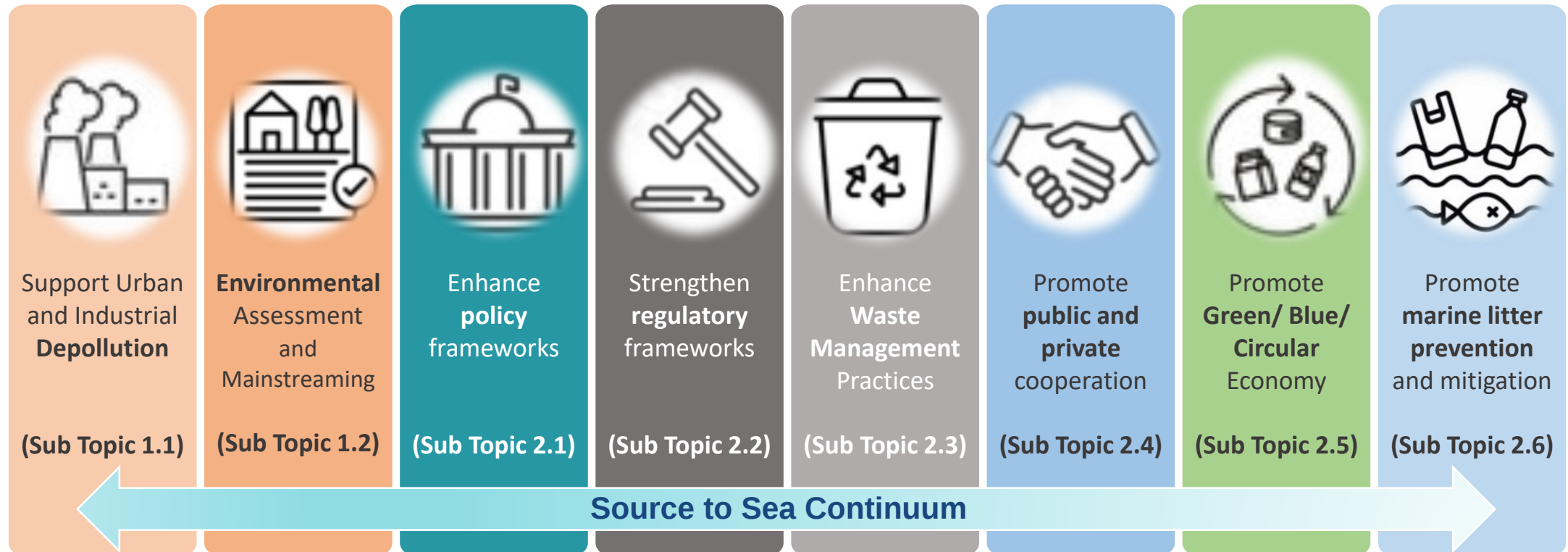
- **Strengthening national policies and regulatory frameworks** to advance sustainable urban and industrial solid waste management with a priority on plastic waste.
- **Developing sector-specific waste management plans and promote the circular economy** through waste reduction, recycling, upcycling, treatment, and sound disposal in targeted sectors such as tourism.
- **Fostering regional collaboration** to accelerate the transition to sustainable waste management practices, while advancing the green and circular economy.
- **Promoting Integrated Coastal Zone Management (ICZM)** to address land-based pollution and marine litter, including tackling riverine plastic pollution.

# Specific areas of interventions under Topic 2 on Curbing Plastic Pollution & Marine Litter



- **Ensuring alignment and updating of national strategies and policies** in accordance with the UN Global Plastic Treaty (a process supported also by all Mediterranean countries at COP22 of the Barcelona Convention) to address plastic pollution;
- **Promoting 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, civil society and tourism;
- **Focusing on phasing out single-use plastics (SUPs) and addressing microplastics** particularly in Marine Protected Areas (MPAs) in protecting biodiversity;
- **Encouraging public-private partnerships and development of financial schemes** to support green and circular economy, investigating EPR and sustainable cost recovery models;
- **Supporting the development and/or improvement of monitoring and reporting** to prevent and mitigate marine litter.

# Tackling Plastic Pollution and Fostering Collaboration Across the Mediterranean



# Workplan for activities under Topics 1 and 2 Regional and Horizontal Activities



| Country               | Code        | Topic                                                     | Activity                                                                                                                                                                                                       | Linkages                                                                                                                                                                                                                                                                                       | Tentative timeline |
|-----------------------|-------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Regional (online)     | C1_REG-1    | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter | <b>Strengthening regional regulatory frameworks for plastics and Circular Economy alignment</b>                                                                                                                | <b>Topic 1:</b> Prevention & reduction of pollution<br><b>Topic 3:</b> on Nexus<br><b>Topic 5:</b> Climate Change mitigation and adaptation actions...<br>International Legally Binding Instrument on Plastic Pollution and the INC-5...                                                       | Apr 2026           |
| Regional (Study tour) | C1_REG/ST-2 | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter | <b>Regional event on advancing Green, Blue, and Circular Economies in the Mediterranean through multi-sector collaboration (Sustainable Tourism)</b>                                                           | <b>Topic 1:</b> Prevention & reduction of pollution<br><b>Topic 4:</b> Promotion of water efficiency at all steps and levels of water management and use<br><b>Horizontal:</b> Circular/Blue/Green Economy<br><b>Horizontal:</b> Improving environmental governance & promoting Agenda 2030... | Nov 2026           |
| Regional (Study tour) | C1_REG/ST-3 | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter | <b>Fostering regional collaboration and circular economy solutions to address land-based plastic pollution and marine litter in the mediterranean: policy guidance on tackling riverine plastic pollution.</b> | <b>Topic 1:</b> Prevention & reduction of pollution<br><b>Topic 3:</b> on Nexus<br><b>Topic 4:</b> Promotion of water efficiency at all steps and levels of water management and use<br><b>Topic 5:</b> Climate Change mitigation and adaptation                                               | Apr 2027           |

# Workplan for activities under Topics 1 and 2

## Regional and Horizontal Activities



| Country                    | Code            | Topic                                                            | Activity                                                                                                                                 | Linkages                                                                      | Tentative timeline    |
|----------------------------|-----------------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------------|
| <b>Regional (online)</b>   | <b>C1_REG-4</b> | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter        | <b>Contribution to the Mediterranean monitoring and reporting programs for marine litter prevention and mitigation</b>                   | <b>Topic 1:</b> Prevention & reduction of pollution                           | Nov 2025              |
| <b>Horizontal (online)</b> | <b>C1_HOR-3</b> | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Support for WES-BCA PCs in preparing their 7th National Biodiversity Reports under the Convention on Biological Diversity (UNCBD)</b> | <b>Topic 3:</b> WEFE Nexus<br><b>Horizontal:</b> Legal and Regulatory Aspects | July 2025 to Feb 2026 |

# Workplan for activities under Topics 1 and 2

## National Activities



| Country | Code      | Topic                                                     | Activity                                                                                                                                    | Status                                           |
|---------|-----------|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| Algeria | C1_N-DZ-1 | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter | <b>Advancing Extended Producer Responsibility (EPR) and action planning for plastic waste reduction</b>                                     | Confirmed<br>Consultation ongoing                |
| Egypt   | C1_N-EG-1 | <b>Topic 1:</b> Prevention & reduction of pollution       | <b>Supporting sustainable plastic waste management including SUPs in the tourism sector</b>                                                 | Confirmed<br>ToRs under preparation              |
| Israel  | C1_N-IL-1 | <b>Topic 1:</b> Prevention & reduction of pollution       | <b>Advancing appropriate financial models to combat plastic pollution and promote Circular Economy (TBC)</b>                                | Activity to be confirmed<br>Consultation ongoing |
| Jordan  | C1_N-JO-1 | <b>Topic 1:</b> Prevention & reduction of pollution       | <b>Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure</b> | Confirmed<br>ToRs under preparation              |

# Workplan for activities under Topics 1 and 2

## National Activities



| Country   | Code      | Topic                                                            | Activity                                                                                                                                                   | Status                                                      |
|-----------|-----------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Lebanon   | C1_N-LB-1 | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter        | <b>Advancing Extended Producer Responsibility (EPR) and action planning for plastic waste reduction</b>                                                    | Confirmed<br>ToRs under preparation                         |
| Morocco   | C1_N-MO-1 | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter        | <b>Financial impact assessment and economic implications of the proposed EPR model for the plastic PET bottles</b>                                         | Confirmed<br>ToRs under preparation                         |
| Palestine | C1_N-PS-1 | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Support for EQA in preparing the Palestine 7th National Report to the Convention on Biological Diversity (UNCBD) (Connected with activity C1_HOR-3)</b> | Confirmed<br>ToRs under preparation<br>Consultation ongoing |
| Tunisia   | C1_N-TN-1 | <b>Topic 2:</b> Curbing Plastic Pollution & Marine Litter        | <b>Enforcement of political and legal measures for the reduction and eventual prohibition of certain types of shopping plastic bags</b>                    | Confirmed<br>ToRs under preparation                         |



# Developing the Workplan of Component 1 based on PCs' priorities - Part 1

Hearing from the Partner Countries



# Developing the Workplan of Component 1 based on PCs' priorities - Part 2

Presented by:  
Ms Suzan TAHA, Water Key Expert, WES-BCA



### **Topic 3: Promoting the WEF 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

### **Topic 4: Water Efficiency**

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

### **Topic 5: Climate Change mitigation and adaptation actions**

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

# Specific areas of interventions under

## Topic 3: WEFE Nexus

- Capacity building (CB) on advanced irrigation, renewable energy, and sustainable farming practices;
- Sharing best practices and innovations for efficient resource use;
- Policy and regulatory support for water and energy efficiency in agriculture, addressing downstream ecosystem impacts;
- Engaging communities, private sector, and policymakers in regulatory design and implementation;
- Facilitating cross-sectoral collaboration (WEF) to ensure ecological flows;
- Promoting NCWR (desalination, GW recharge, WH) with safeguards for side impacts;
- Developing green infrastructure and nature-based solutions (NBS);
- Promoting regional WEFE adoption via CB, field visits; linking to Source-to-Sea;
- Supporting policymakers in integrating WEFE Nexus into national and local strategies;
- Aligning national policies across sectors to reflect WEFE principles;
- Updating laws to address inter-sectoral links and boost resource efficiency.

# Specific areas of interventions under

## Topic 4 : Water Efficiency



- 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
- Design of Nature-Based Solutions (NBS) as integrated components of Non-Conventional Water Resources (NCWR) strategies

# Specific areas of interventions under

## Topic 5: Climate Change mitigation and adaptation Actions



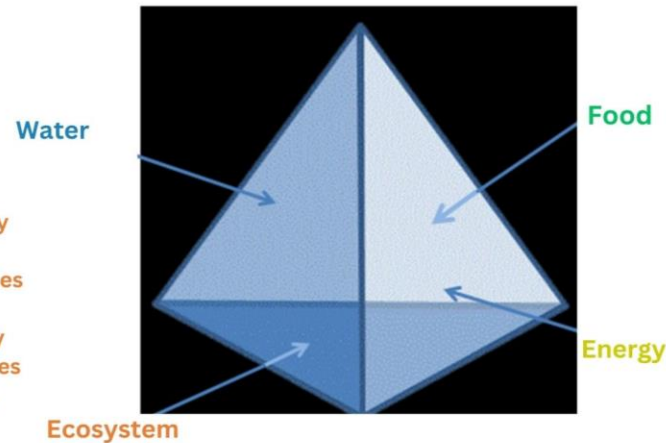
- Promotion of NCWR (desalination, brackish water demineralization, wastewater treatment, and greywater recycling).
- Showcase strategies and instruments for planning and designing Natural Water Retention Measures (NWRMs).
- Promotion of Policy and Regulatory Frameworks for the wider use of NBS and their integration with agricultural production.
- Review and align national reuse standards and regulatory frameworks to integrate renewable energy sources with wastewater treatment.

# Operationalizing the WEFE Nexus through Topics 3–5



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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

- All Topics / Subtopics put the WEFE Nexus into practice
- All activities focus on interlinkages and integrated solutions

# 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 WEF E Nexus Approach                            | S2S: Equips stakeholders with skills for integrated water, energy, and ecosystem management.            |
| ST 3.5: Supporting Policy and Regulatory Frameworks for the WEF E 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.                                   |

# Workplan for activities under Topics 3, 4 and 5

## Regional and Horizontal Activities



| Country                             | Code        | Topic                                                               | Activity                                                                                                                                                                               | Linkages                                                                                                                                                                                                                                                                                      | Tentative timeline |
|-------------------------------------|-------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Regional<br>(Training & Study Tour) | C1_REG/ST-5 | <b>Topic 3:</b><br>WEFE Nexus                                       | <b>WEFE Nexus BPs in Agriculture - Learning from practical approaches of Northern Mediterranean countries</b>                                                                          | <b>Topic 5:</b> Climate Change mitigation and adaptation<br><b>Horizontal:</b><br>Promotion of Circular/Blue/Green Economy<br>Improving Environmental Governance & Agenda 2030<br>Legal and Regulatory Aspects<br>Dissemination of Information and Knowledge                                  | Sep 26             |
| Regional<br>(Training & Study Tour) | C1_REG/ST-6 | <b>Topic 5:</b><br>Climate Change mitigation and adaptation actions | <b>Adaptation measures for floods and storms management</b>                                                                                                                            | <b>Topic 3:</b> WEFE Nexus<br><b>Topic 4:</b> Promotion of water efficiency at all steps<br><b>Horizontal :</b><br>Promotion of Circular/Blue/Green Economy<br>Improving Environmental Governance & Agenda 2030<br>Legal and Regulatory Aspects<br>Dissemination of Information and Knowledge | Jan 26             |
| Regional<br>(online)                | C1_REG-7    | <b>Topic 5:</b><br>Climate Change mitigation and adaptation         | <b>Assess BAT for WWTR incl. evaluating the feasibility of integrating different RE options with various WWT technologies &amp; providing guidelines for integrating RE with WWTPs</b> | <b>Topic 4:</b> Promotion of water efficiency at all steps<br><b>Horizontal:</b><br>Promotion of Circular/Blue/Green Economy<br>Improving Environmental Governance<br>Dissemination of Information and Knowledge                                                                              | Mar 27             |

# Workplan for activities under Topics 3, 4 and 5

## Regional and Horizontal Activities



| Country             | Code     | Topic                                                    | Activity                                                                                                                                                                                                                       | Linkages                                                                                                                                                                                                                                                                                                                | Tentative timeline |
|---------------------|----------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Regional (online)   | C1_REG-8 | <b>Topic 5:</b> Climate Change mitigation and adaptation | <b>Climate-resilient planning and practices in agriculture including efficient water management techniques to help equip irrigation managers/ extension officers/WUAs with the knowledge and skills to adapt to CC impacts</b> | <b>Horizontal Linkages:</b><br>Promotion of Circular/Blue/Green Economy<br>Improving Environmental Governance<br>Dissemination of Information and Knowledge                                                                                                                                                             | Jun 27             |
| Horizontal (online) | C1_HOR-1 | <b>Topic 3:</b> WEF E Nexus                              | <b>Demonstrating the implementation of the WEF E strategy at national level</b>                                                                                                                                                | <b>Topic 4:</b> Promotion of water efficiency at all steps<br><b>Topic 5:</b> Climate Change mitigation and adaptation<br><b>Horizontal:</b> Promotion of Circular/Blue/Green Economy<br>Improving Environmental Governance & Agenda 2030<br>Legal and Regulatory Aspects<br>Dissemination of Information and Knowledge | Sep 25             |
| Horizontal (online) | C1_HOR-2 | <b>Topic 5:</b> Climate Change mitigation and adaptation | <b>Climate Change adaptation in the Mediterranean coastal area: catalysing financing/the role of the private sector</b>                                                                                                        | <b>Topic 3:</b> WEF E Nexus<br><b>Horizontal:</b> Promotion of Circular/Blue/Green Economy<br>Improving Environmental Governance & Agenda 2030<br>Legal and Regulatory Aspects                                                                                                                                          | Nov 25             |

# Workplan for activities under Topics 1 and 2

## National Activities



| Country | Code        | Topic                                                            | Activity                                                                                                                                                                                                                                                                   | Status                                                                          |
|---------|-------------|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Algeria | C1_N-DZ-2   | <b>Topic 4:</b> Water Efficiency                                 | <b>Low-Cost measures for enhanced water efficiency and NRW reduction: follow-up to the WES action plan</b>                                                                                                                                                                 | Confirmed<br>Consultation underway                                              |
| Egypt   | C1_N-EG-2.1 | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Regulatory frameworks for climate-resilient practices in agriculture</b>                                                                                                                                                                                                | Focal Points nomination is pending.<br>Subsequent activity selection is pending |
|         | C1_N-EG-2.2 | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Assess the vulnerability of tourism infrastructure (or agriculture) in a pilot location along the coast to climate impacts, particularly water scarcity and extreme weather events. Identify areas at risk and prioritize interventions (incl. integration of NCWR)</b> |                                                                                 |
| Israel  | C1_N-IL-2   | <b>Topic 3:</b> WEFE Nexus                                       | <b>National Master Plan for Water Sector – facing the Nexuses – Food Security, Energy and Finance</b>                                                                                                                                                                      | Confirmed<br>ToRs under preparation                                             |
| Jordan  | C1_N-JO-2   | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Develop regulations in support of NBS implementation</b>                                                                                                                                                                                                                | Confirmed<br>ToRs under preparation                                             |
| Lebanon | C1_N-LB-2   | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Design of NBS in a Pilot Area in Lebanon</b>                                                                                                                                                                                                                            | Confirmed<br>Consultation ongoing                                               |

# Workplan for activities under Topics 1 and 2

## National Activities



| Country   | Code      | Topic                                                            | Activity                                                                                                                                                                                 | Status                                              |
|-----------|-----------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| Morocco   | C1_N-MO-2 | <b>Topic 4:</b> Water Efficiency                                 | <b>Introduce practices to reduce evaporation, conserving water resources, and minimizing water losses in open water systems</b>                                                          | Confirmed<br>Consultation to start soon             |
| Palestine | C1_N-PS-2 | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Draft standards for NWRM design and implementation and conduct stakeholder consultations to ensure broad support and compliance.</b>                                                  | The scope of the activity is still under discussion |
| Tunisia   | C1_N-TN-2 | <b>Topic 5:</b> Climate Change mitigation and adaptation actions | <b>Capacity building and knowledge development on climate-resilient agricultural practices and water management: orientation to strategic crops in Tunisia (cereals and olive trees)</b> | Confirmed<br>Consultation underway                  |



# Developing the Workplan of Component I based on PCs' priorities - Part 2

Hearing from the Partner Countries



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Thank you for your attention!



# Communication & Visibility Plan Component 1

Presented by:  
Ms Lisa Papadogeorgaki,  
Communication Key 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 key 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 Southern Neighbourhood countries.

# Target groups

Government  
Authorities

Ministries

Local  
Authorities

CSOs

Private  
Sector

Academia

NGOs

Media

# Communication Tools



- ☐ Press Releases/Announcements
- ☐ Information Bulletins
- ☐ Newsletters
- ☐ Best Practices 'Teasers'
- ☐ Social Media Posts
- ☐ Website
- ☐ Photos
- ☐ Videos

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

# 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



WES-BCA

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

# Communication Tools



## ANNEX 5 – COMMS ACTION

In this Annex, the first WES-BCA communication actions are stated in detail:

- Publicity report
- Visual Identity
- Website Map to be used



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



## TERMS OF REFERENCE

**Demonstrating the WEFE Nexus Policy Advancements at national level**

**Activity Number: C1\_HOR-1**

**February 2025**

| COMPONENT 1 - WATER, BIODIVERSITY AND ENVIRONMENT |                                                                                                 |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------|
| TYPE OF ACTIVITY                                  | Horizontal                                                                                      |
| WES BCA TOPIC:                                    | Topic 3: WEFE Nexus                                                                             |
| WES BCA SUBTOPIC                                  | Sub-Topic 3.3: Showcasing practical examples of WEFE approaches to promote their wider adoption |

| Version | Document Title                                                                           | Author     | Review and Clearance   |
|---------|------------------------------------------------------------------------------------------|------------|------------------------|
| v.8     | WES BCA TOR C1_HOR-1: Demonstrating the WEFE Nexus Policy Advancements at national level | Suzan TAHA | Prof. Michael SCOULLOS |

## WES-BCA PRESS RELEASE

**The WES-BCA project formally kicks off!**

Athens, 20 December 2024

The EU funded “Water and Environment Support-Biodiversity and Climate Action (WES-BCA) in the Neighbourhood South region” project held its Kick Off Meeting, on Tuesday the 17<sup>th</sup> of December 2024, in Brussels, Belgium.

In his opening remarks, Mr Stavros DAMIANIDIS, Project Director WES-BCA, noted: “As the WES-BCA project (2024-2027) is actually the continuation of the WES project (2019-2024) and capitalises on the long-standing experience of previous successful EU funded regional projects (SWIM-Horizon2020 SM, SWIM SM; Horizon 2020 CB/MEP), I trust in a successful delivery of the WES BCA objectives and expected results.”

Professor Michael SCOULLOS, Team Leader of WES-BCA, in summarizing the discussions, emphasized how WES-BCA will upscale WES achievements and aim for deepening countries’ understanding and strengthening skills in integrated approaches such as the water-energy-food-ecosystems (WEFE) nexus in the Mediterranean Source to Sea continuum, as jointly promoted by the EU, the Union for the Mediterranean (UfM) and the Barcelona Convention at regional level. Limiting plastic pollution and marine litter, also from riverine sources, will continue to be a priority aim. An additional awareness and outreach component, addressing key sectors and the wider public, with emphasis on women and youth, will support the adoption of appropriate behaviours and attitudes towards improved climate action and the region’s shift to a more sustainable consumption and production model.”

The meeting was co-chaired by Mr Frédéric FORTUNE, Programme Manager Environment, Water & Biodiversity DG NEAR, European Commission, Programme Manager of both WES and WES-BCA: “I am certain that the previous excellent cooperation with the WES team will continue and that WES-BCA, through two distinct, yet interlinked components, implemented at the regional and national level, will contribute to the reduction and prevention of pollution in the Mediterranean region, the protection and restoration of biodiversity, making the partner countries more resilient to climate change, with strengthened water use efficiency.”

### WES-BCA project in a snapshot:

The “Water and Environment Support-Biodiversity and Climate Action (WES-BCA) in the Neighbourhood South region” project is the continuation of the WES project and 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.

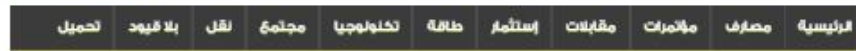
**Partner Countries:** countries of North Africa and the Middle East

**Duration:** November 2024-November 2027

**Budget:** 7,000,000 Euros

**Implementing Consortium** of leading European and regional entities with complementary skills and experience, namely: LDK CONSULTANTS S.A. (Leader), Arab Network for Environment and Development (RAED), Association of Cities and Regions for Sustainable Resource Management (ACR+), Mediterranean Agronomic Institute of Bari (CIHEAM Bari), Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSD), MedWaves, the Regional Activity Centre of UNEP/MAP for Sustainable Consumption and Production.

**Contracting Authority:** European Commission, Directorate-General Neighbourhood and Enlargement Negotiations (DG NEAR)

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شارك في رئاسة الاجتماع السيد فريدريك فروت، مدير برنامج البيئة في المديرية العامة لسياسة الجوار ومناطق  
البيئة والتنمية في وزارة الجوار والمناطق الأوروبية في الجمهورية الهولندية وهو أحد مدير كل من West و WES  
BSCA. على مدى كل من الاجتماعات السابقين، تم صياغة عدد آخر من مشاريع العمل وسيتم في اجتماعنا هذا مشروع عمل  
والبيئة - فرع الجوار والبيئة، وسيعمل الأعضاء في ثلاث مجموعات مخصصة لنشر المشاريع، بشأن  
المسؤوليات الإنشائية والوقاية، وسيعملون على تطوير الوثائق المتعلقة مع تلك المناطق الخمسة.  
وجباته الأوروبية والسياسية، ما يحل البلدان المشتركة أكثر قدرة على التكيف مع تغير المناخ. مع تعزيز كفاءة  
إنتاج الطاقة.

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Home < مشروع دعم المياه والبيئة = فرع التنوع البيولوجي والعمل المناخي ينطلق رسمياً!

توقعات

## © ديسمير 20، 2024

مستروع دعم المياه والبيئة - فرع التنوع البيولوجي والعمل المناخي ينطلق رسميًا!

وفقاً لمشروع دعم المياه والبيئة – فرع التنوع البيولوجي والعمل المناخي، في منطقة الجوار الجنوبي، الممول من الاتحاد الأوروبي، اجتماعه الاقتصادي، يوم الثلاثاء 17 كانون الأول/ديسمبر 2024، في بروكسل، جيلجيا، وأعاد السيد ستافروس داميتييس، مدير مشروع دعم المياه والبيئة – فرع التنوع البيولوجي والعمل المناخي في ملاحظاته الاقتصادية، بما في ذلك مشروع دعم المياه والبيئة – فرع التنوع البيولوجي والعمل المناخي (2024-2027) هو في الواقع استمرار لمشروع دعم المياه والبيئة (2019-2024)، ويستفيد من الخبرة الطويلة الأمد للمشاريع الإقليمية الناجحة السابقة الممولة من الاتحاد الأوروبي (مشروع دعم المياه والبيئة – آلية الدعم Horizon 2020، آلية دعم برنامج الإدارة المستدامة والمكاملة للمياه، وبناء القدرات / برنامج البيئة المتوسطية Horizon 2020)، فإني على ثقة بنجاح تنفيذ أهداف مشروع دعم المياه والبيئة – فرع التنوع البيولوجي والعمل المناخي والتحديات متداخلة.

ماجد أديفوفيسور مايكل سكولوس، قائد فريق مشروع دمج المياه والبيئة – فرع التنوع البيولوجي والعمل المناخي، في تخصيصه للمناقشات، على الكيفية التي يعمل بها مشروع دمج المياه والبيئة على الارتقاء بإنتاجات المشروع، والسعي إلى تعميق فهم البلدان وتعزيز المهارات في النهج المتكاملة، مثل ارتباط بين المياه والطاقة والغذاء والنظم الإيكولوجية (WEDF) في سلسلة البحر الأبيض المتوسط من المصدر إلى البحر، على النحو الذي يروج له بشكل مشترك الاتحاد الأوروبي والحد من أجل المتوسط وبروتوكول في السنوات الإيكولوجية. وسيظل الحد من التلوث البلاستيكي والقمامة البحرية، على التواء النرويجية أبحاث، مخططاً لنا في 2014 مع المشروع. ضمير اضيف للتوجه التوصل، بلغة إلى التفاعلات الرئيسية والمجموع، الأسماء، مع التربة، على البناء

## Number 8 • 2024 • 20 — ■

[illegible][illegible][illegible]

لمحة عام عن مشروع نظم المياه والبيئة - فرع النوع البيولوجي والعمل المناخي:

يشكل «مشروع دعم البيئة» فرع التوجع البيولوجي والعن «العلمي» في منطقة الحوز العنوي لاسفرازة (الشارع) ودعم البيئة» ويهدف إلى تحسين جودة البيئة واسطعة التوجع البيولوجي واداء الموارد المائية للتعلم مع تعزير فكرة العنو للطلاب مع تعزير الفهم في منطقة البحر المتوسط وتعزير صناعة والملاحة.

# WES-BCA.EU

Towards a sustainable Mediterranean

## News

[Outreach  
Platform](#)[Home](#)[Calendar](#)[News](#)[WES Project](#)

### The #EyesOnLife contest is now open!

📣 WES-BCA project is proudly supporting the #EyesOnLife contest!

The #EyesOnLife contest is now open!

Launched by the European Union in partnership with EU Neighbours South, MedWaves – the UNEP/MAP Regional Activity Centre for SCP, the European Training Foundation (ETF), SPARK, WES-BCA, Interreg NEXT MED, and Expertise France, this regional initiative highlights and supports outstanding eco-innovations and civil society initiatives advancing the circular economy in the Southern Mediterranean. [...]

[Read More >](#)

👉 Watch the “Road to Green” TV episode on desalination and water reuse projects in Jordan and Cyprus - an EU water cooperation with Euronews

You can watch the 8-minute episode on the Euronews website along with the accompanying article, or on YouTube. It will be broadcast on Euronews TV over the coming weeks. [...]

[Read More >](#)

### The EU Green Deal 2024 Edition

The EU Green Deal 2024 Edition was just published.

The EU Green Deal New Edition focuses on the fundamentals of energy and climate policy as reformulated in the EU Green Deal. [...]

[Read More >](#)

# WES-BCA Social pages



**Wes bca projec**  
2.1K likes • 2.2K followers



**WES-BCA Project**  
Towards a Sustainable Mediterranean  
Environmental Services • Athens, Attiki • 445 followers • 2-10 employees

 Lisa & 8 other connections follow this page

[+ Follow](#) [Message](#) [...](#)



**WES-BCA project**  
@WesMed19

The EU funded WES-BCA project aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce water resources.

 Athens, Greece [wes-med.eu](https://wes-med.eu)  Joined September 2019

104 Following 215 Followers

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**Overview**

The EU funded "Water and Environment Support-Biodiversity and Climate Change (WES-BCA) project" in the Neighbourhood South region is the continuation of the WES project and aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce w ... see more

# WES-BCA a Partner of EU EyesOnLife Contest



## News

The #EyesOnLife contest is now open!

WES-BCA project is proudly supporting the #EyesOnLife contest!

The #EyesOnLife contest is now open!

Launched by the European Union in partnership with EU Neighbours South, MedWaves – the UNEP/MAP Regional Activity Centre for SCP, the European Training Foundation (ETF), SPARK, WES-BCA, Interreg NEXT MED, and Expertise France, this regional initiative highlights and supports outstanding eco-innovations and civil society initiatives advancing the circular economy in the Southern Mediterranean. [...]



# WES project Repository on 'Best practices in achieving waste reduction in the Mediterranean'



This web site or 'repository' aims to promote waste reduction and circular economy across the waste management chain in the Mediterranean region. The cases included were selected out of many from different countries of the region via a stakeholder consultation to identify best practices. They are of varying scale and type from which a lot can be learned and that could inspire more actions to substantially reduce waste generation by 2030 through prevention, reduction, recycling and reuse.

[About us |](#)

[Useful links |](#)

| prevention                                                                                                                                        | re-use                                                                                                                                   | recycling                                                                                                                                    | collection                                                                                                                               | no littering | other |
|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------|
| <b>The inclusion of the informal sector in the Oum Azza Landfill: the Attawafouk cooperative</b><br>recycling                                     | <b>Single-use plastic ban by the Red Sea Governorate</b><br>prevention                                                                   | <b>Implementing source separation and recycling in Lebanese municipalities with the support of the NGO "Arc-en-Ciel"</b><br>no-use recycling | <b>"Clean Beaches" programme and Blue Flag label for well-managed beaches to prevent littering</b><br>no littering recycling             |              |       |
| <b>Eco-Lef: a national system for the recovery and recycling of post-consumer packaging that focuses on plastic waste</b><br>collection recycling | <b>Prevention of plastic bags: a ban on single-use plastic bags, and the Zero Milka Initiative in Morocco</b><br>prevention no littering | <b>Landfill and incineration tax with a refund criterion to boost source separation of biowaste</b><br>recycling                             | <b>Fee modulation in the French Extended Producer Responsibility scheme for WEEE to promote re-use and recycling</b><br>no-use recycling |              |       |
| <b>A local NGO implementing an integrated waste management system in the cities of Hurgada and Marsa Alam, Egypt</b><br>recycling                 | <b>Single-use plastics – Not in my Sea!</b><br>prevention                                                                                | <b>La Brocante, a re-use centre for furniture and household items in Damour, Lebanon</b><br>no-use recycling                                 | <b>Community composting to manage 100% of biowaste in a rural area of Spain</b><br>recycling                                             |              |       |

# 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.**





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

**Thank you for your attention  
and keep up with our latest news!**

**WES-BCA.EU**



# Developing the WES-BCA Outreach Strategy on Environment and Climate Action Component 2

Presented by:

Professor Michael SCOULLOS, Team Leader, WES-BCA

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

Ms Anastasia RONIOTES, Coordinator Component 2, WES-BCA

## Component 2: What we aim to achieve and how

*“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:** an outreach strategy focussed on environment and climate action is established; (by May 2025)



- **Output 2:** communication and outreach actions/campaigns, with a gender sensitive approach, as defined in the approved strategy, are implemented; (from June 2025 – Oct 2027)



- **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; (from June 2025 – Oct 2027)



- **Output 4:** regional networks of climate change/environmental protection champions, promoting people-to-people outreach, are supported. (from June 2025 – Oct 2027)



In coordination with Component 1, DG MENA (and other DGs), EUDs, WES-BCA FPs  
In synergy with other projects, processes and stakeholders (at both regional and national levels)

# Setting the basis for our Outreach Strategy

- Existing, publicly available, surveys, opinion polls, publications, articles, social media posts and other resources providing insights on the level of awareness of climate and environmental issues within the WES-BCA PCs and target groups were collected and reviewed.
- Potential campaign entry points were identified.
- Latest science on effective outreach strategies was reviewed.

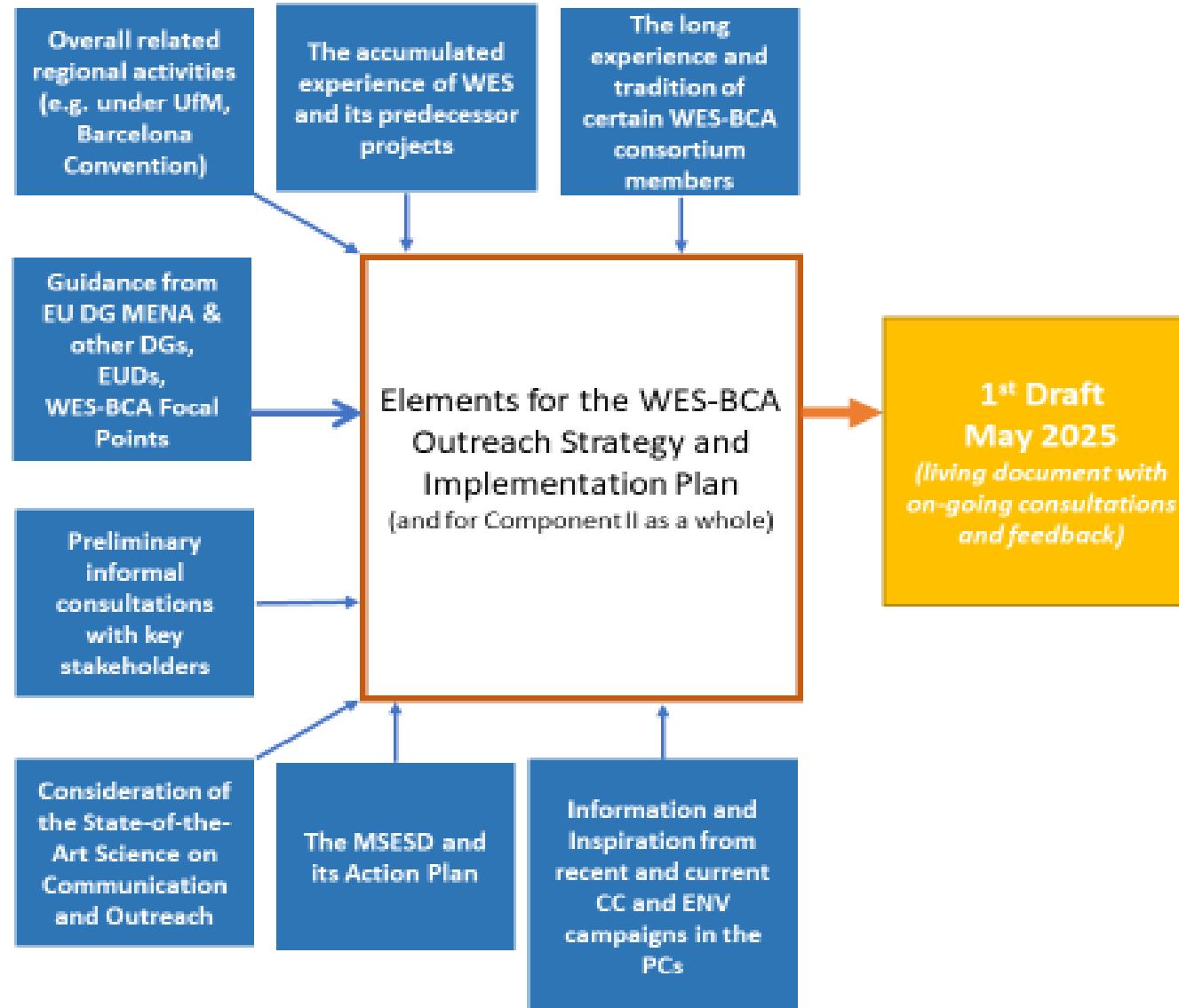
## Findings on levels of understanding:

- A range of climate initiatives and campaigns have emerged; public awareness and engagement with climate issues are rising, but attitudes differ across the region and among different segments of society.
- Misinformation and limited understanding of climate science continue to hinder stronger and more effective climate action.
- Awareness on the importance of biodiversity and ecosystem services for climate resilience, water and food security and the green and fair transition of the region, remains low.

The WES-BCA PCs' average level of good or moderate understanding of climate science and CC impacts, seems to stand at 43%\* compared to a global average of 50% and European at 65%.

*\* International Public Opinion on Climate Change*

# Setting the basis for our Outreach Strategy



# Why This Strategy and Campaign? Gaps & Opportunity

## GAPS

- ☐ Low awareness
- ☐ Low trust in institutions
- ☐ Disconnect/fatalism
- ☐ Marginalized groups are most vulnerable but least supported



## OPPORTUNITY

- ☐ Breaking down climate science for a lay audience
- ☐ Connecting the dots
- ☐ Spurring individual and collective action through the community prism

# Campaign's objective

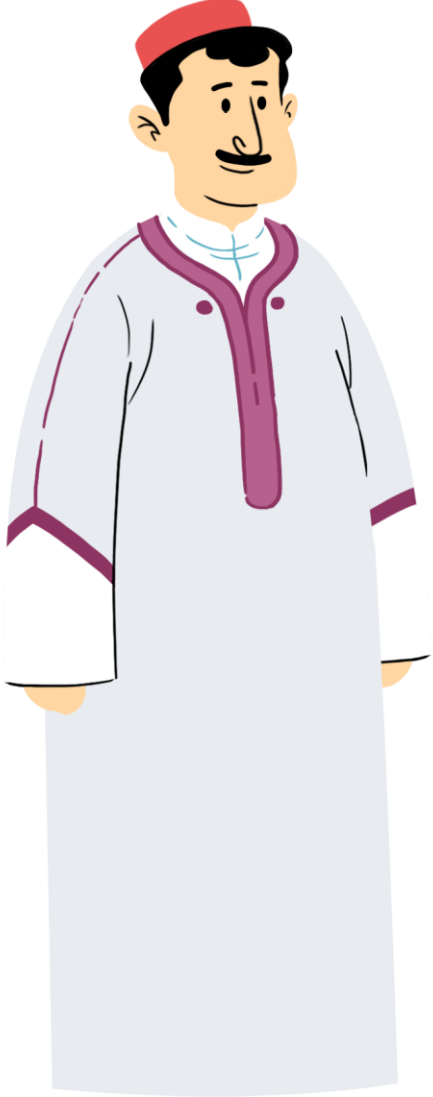
Empower target groups and communities in the eight partner countries to take action against climate change.

**BY**

- **Raising Awareness**
- **Enhancing Understanding**
- **Proposing/Promoting Action**
- **Fostering Solidarity**
- **Building Agency**

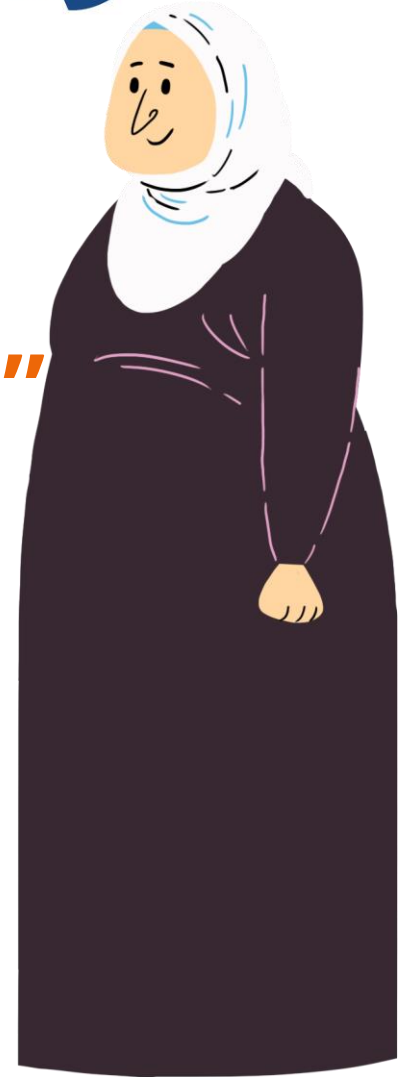


# Core Campaign Message



## "Our Climate – Our Community"

Speaks of collective action,  
resilience, and shared responsibility



## Slogan *(one of many)*

(EN) - *“Together for a sustainable future”*

(FR) – *“Ensemble pour un avenir durable”*

(AR) - *“مَعًا مِنْ أَجْلِ مُسْتَقْبَلِ مُسْتَدَام” (Ma‘an min ajl mustaqbal mustadām)*

(HE) - *ביחד למען עתיד בר קיימא (Beyachad lemaan atid bar kayama)*

# Key drivers of the campaign

## → Small Actions, Big Impact

Shift the narrative from large, global solutions to practical, national/local changes but within the 'Mediterranean' context

## → Hope Fuels Action

## → Empowerment over Fatalism



# Campaign Target Groups



- ✓ **Farmers & agri-food stakeholders**
- ✓ **End-users of plastics** (tourism sector, supermarkets, ....)
- ✓ **Educators**
- ✓ **Other stakeholder groups** (e.g. Members of Parliaments)
- ✓ **Women & Youth** (Cross-Cutting)

# What We'll Do On the Ground

- ❑ **Activate/Strengthen National Campaigns** – tailored to each country's needs, in the local language
- ❑ **Engage trusted local voices** – youth, women, farmers, teachers, scientists – to spark climate action
- ❑ **Support civil society partners** with toolkits, training, and campaign content to amplify reach
- ❑ **Work with educators** at all levels on climate change education, greening education and real-life actions
- ❑ **Highlight local solutions** through videos, articles, and how-to guides
- ❑ **Champion inclusion** by ensuring that youth and women are at the heart of the campaign

# Why This Works

- ✓ Meets people at their level (digital & peer-led)
- ✓ Builds trust & collective agency
- ✓ Cost-efficient & high-impact
- ✓ Encourages tangible community actions



# The Campaign's “Nervous System”

- ✓ One website for AR speaking audiences
- ✓ One website for HE speaking audiences

## Website components:

- Bite-sized explainer videos
- “Voices” mini-documentaries
- Accessible blogs breaking down CC science
- Infographics
- Educational resources



# The Campaign's Website – Desktop I/II



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

WES-BCA

TOGETHER FOR A SUSTAINABLE FUTURE

EN ▼



WHAT'S  
REALLY  
HAPPENING  
& WHO'S ACTING

THE SCIENCE  
& WHY IT  
MATTERS

WHAT YOU  
CAN DO  
WHAT WE  
CAN DO TOGETHER

TAKE  
THE QUIZ

LEARN  
& TEACH  
CLIMATE  
EDUCATION RESOURCES

GET  
INVOLVED

RESOURCES



REGISTER

CONTACT / ABOUT

PRIVACY POLICY

# The Campaign's Website – Desktop II/II



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

**WES-BCA**

TOGETHER FOR A SUSTAINABLE FUTURE

EN ▼

**WHAT'S  
REALLY  
HAPPENING  
& WHO'S ACTING**



**WHAT'S  
REALLY  
HAPPENING  
& WHO'S ACTING**

**THE SCIENCE  
& WHY IT  
MATTERS**

**WHAT YOU  
CAN DO  
WHAT WE  
CAN DO TOGETHER**

**TAKE  
THE QUIZ**

**LEARN  
& TEACH**  
CLIMATE  
EDUCATION RESOURCES

**GET  
INVOLVED**

**RESOURCES**



[REGISTER](#)

[CONTACT / ABOUT](#)

[PRIVACY POLICY](#)

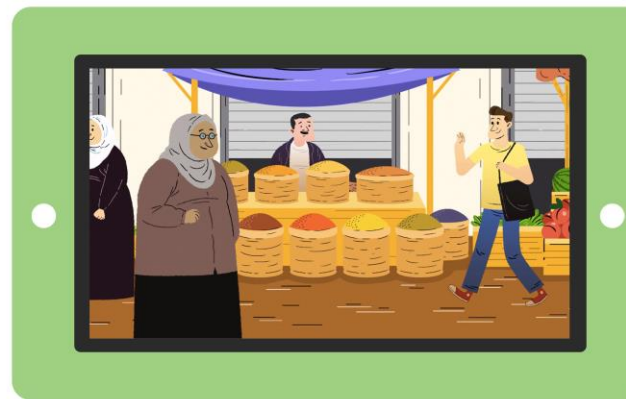
# The Campaign's Website – Mobile

WES-BCA EN ▼  
TOGETHER FOR A SUSTAINABLE FUTURE

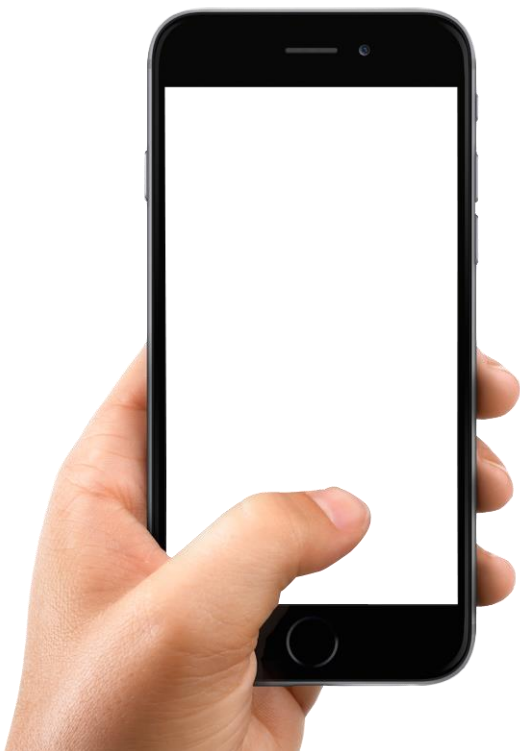


**OUR  
CLIMATE  
OUR  
COMMUNITY**

WES-BCA EN ▼  
TOGETHER FOR A SUSTAINABLE FUTURE



**WHAT'S  
REALLY  
HAPPENING  
& WHO'S ACTING**



# Social Media & Digital Toolkit

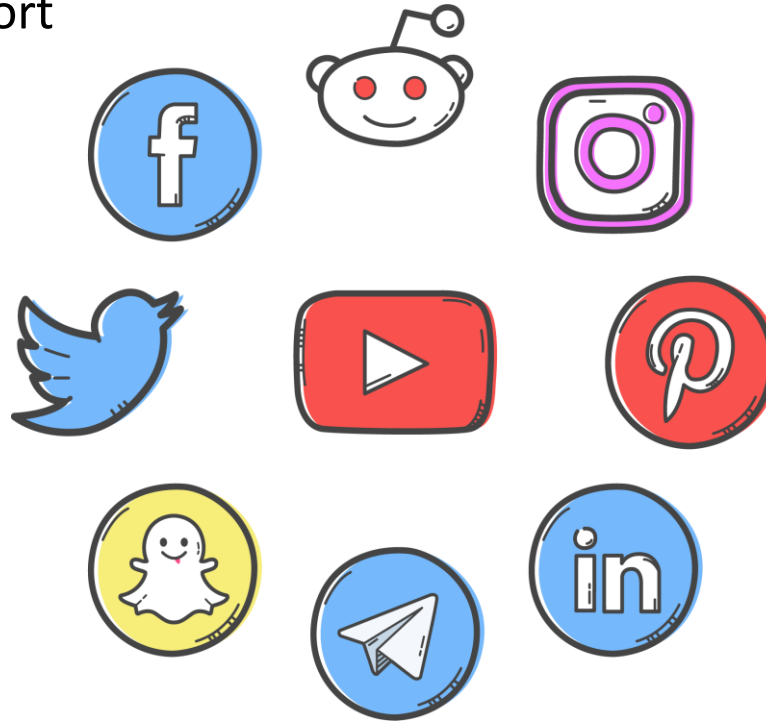
## Social Media -

Shareable content: infographics, short videos, reels, blogs, guides on Instagram, YouTube, WhatsApp, X, Facebook

## Hashtags -

#OurClimateOurCommunity

#Community4ClimateAction



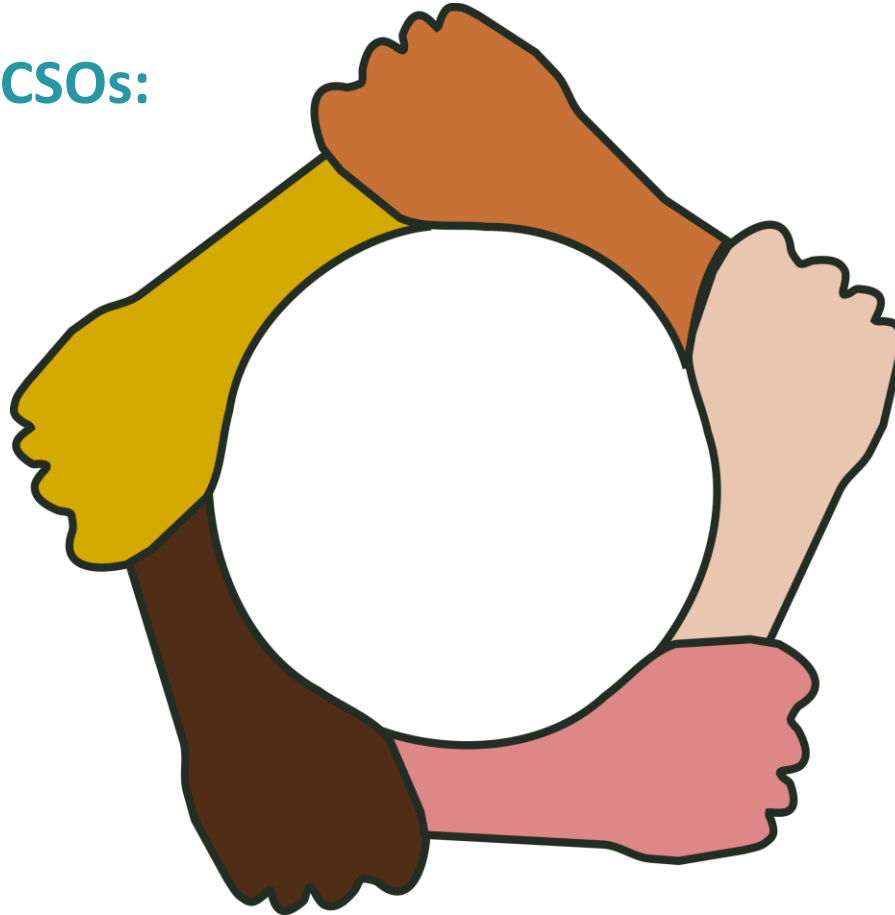
## Digital Toolkit for Local Amplification:

Ready-to-use materials (Plug-and-play) for CSOs/NGOs, EUDs, .... to amplify the campaign within each country.

# Engaging CSOs & NGOs

## Collaboration with CSOs:

- Consultations
- Capacity Building
- Local Champions
- Impact Spotlights



## Key Activities:

- **Roundtables/Workshops/events:**
  - Capacity building for CSOs/NGOs to more effectively campaign for climate action
  - WES-BCA “Communities for Climate Action”
- **Partnering for Solutions:** CSOs/NGOs and other stakeholders will play a critical role in driving **local** solutions and ensuring that the campaigns reflects real community needs. Similarly at the **regional** networks’ level.

# Indicative thematic areas and examples of interventions



- ❑ Improve **water use efficiency, connecting it to energy efficiency, climate change, food security, and biodiversity**: target youth and develop a more tailored campaign for the agri-food sector in selected countries, focusing on gender (especially where relevant WES-BCA Component 1 activities are planned).
- ❑ Promote **responsible consumption by reducing single-use plastics (SUPs) and using plastics wisely**. This campaign may address the public and create tailored strategies for the tourism sector in specific countries (especially where relevant WES-BCA Component 1 activities are planned). These efforts can connect to reducing food waste, promoting sustainable diets, and supporting biodiversity conservation.
- ❑ Focus on **biodiversity protection and restoration and its connections to climate resilience, water security, food security, and intergenerational equity**: development of awareness and educational programmes for formal, informal and non-formal educational settings.

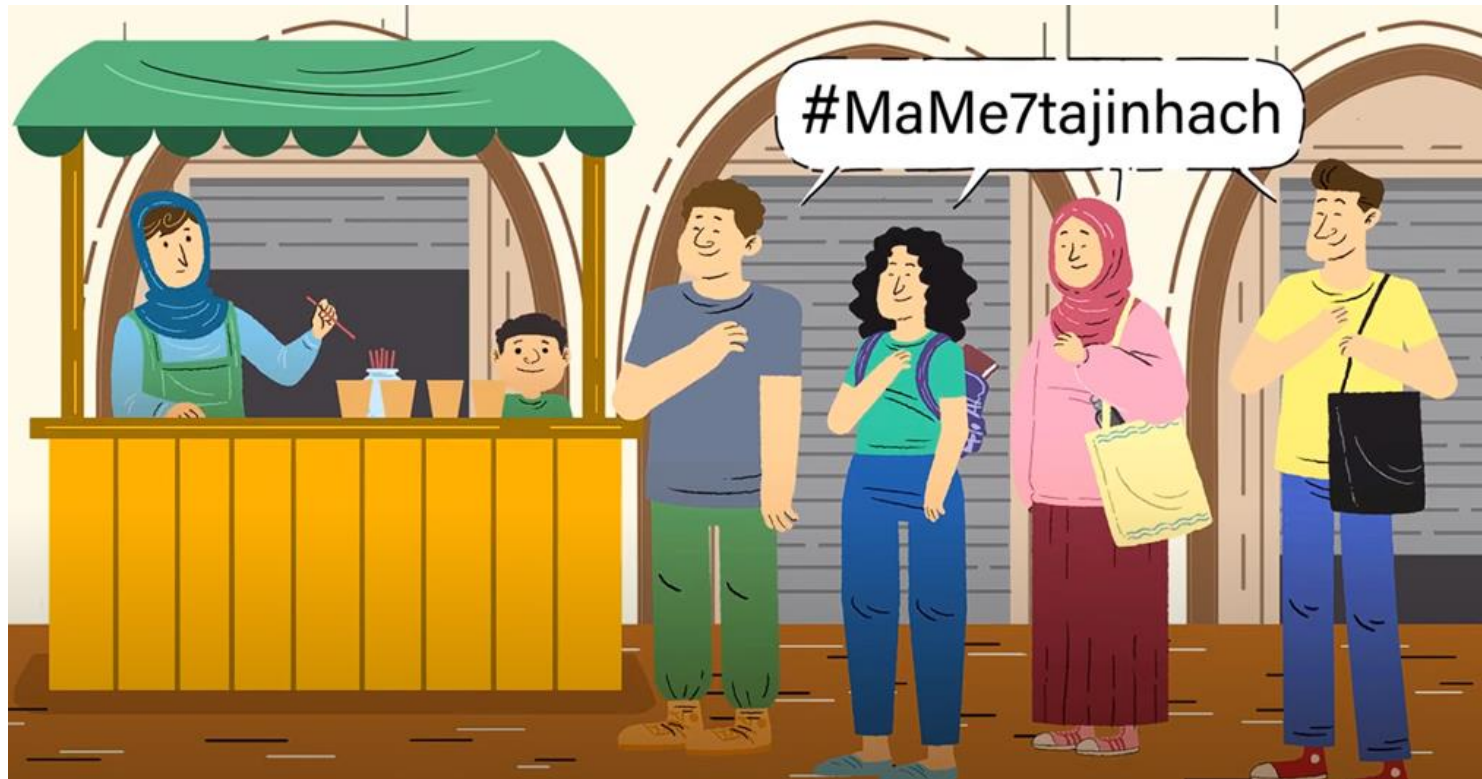
# Capitalising on the WES experience in JO and MO

## Objectives of the campaign (youth targeted):

- Use Fabric Bags/Totes instead of Plastic Bags
- Only use straws when you absolutely need them



# Video for the WES anti-SUPs campaign (Morocco)



<https://www.youtube.com/watch?v=OuL58gmPYG0>

# Social Media Campaign (WES anti-SUPs campaign)



“Skip it if You Don’t Need It”

“Don’t Forget Your Tote”

“Join the 30-Day Challenge without SUPs”



Messages clés

“ Si tu peux t’en passer, n’hésite pas”

“ N'oublie pas ton tote bag”

“ Rejoins le challenge de 30 jours sans Mika”

Slogan:

**Zero plastic waste, 100 % stylish – the future is yours!**

**Zéro déchet plastique, 100 % stylé – le futur est à toi !**



Hashtags

#MaMe7tajinha

#مامحتجينا

#OublieLaPaille

#AdopteUnTote

#30JoursSansMikaChallenge

#30JSMC



Hashtags

#WeDontNeedIt

#ما بتلزمنا

#SkiptheStraw

#AdoptATote

#30DaysWithoutSUPs

#ChallengeAccepted

# WES-BCA Outreach Strategy Timeline of Implementation



|                                    | 2025 |  |  |  |  |  |  |  |  |  |  |  | 2026 |  |  |  |  |  |  |  |  |  |  |  | 2027 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1st draft of the Outreach Strategy |      |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |      |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

# Resources to run the WES-BCA Outreach Strategy

| Strategy elements                                                                                                                            | Description                                                                                                                                               | EUR                 |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Production and dissemination of communication material                                                                                       | 180.000 (websites, videos, animations, infographics, toolkits, posters, banners, etc.)                                                                    | 180.000 for all PCs |
| Implementation of specific awareness campaigns and outreach activities in the PCs combined with civil society strengthening and mobilisation | 8 x 28.000 (events, happenings, etc.) = 224.000<br>8 x 27.500 (digital campaigns, broadcasting, etc.) = 220.000<br>8 x 7.500 (roundtables, etc.) = 60.000 | 63.000 for each PC  |
| Strengthening CCE and ESD                                                                                                                    | 8 x 8000 (materials, policy meetings, etc.) = 64.000                                                                                                      | 8.000 for each PC   |
| Monitoring and evaluation of communication campaigns and outreach initiatives                                                                | 10.000                                                                                                                                                    | 10.000 for all PCs  |
|                                                                                                                                              |                                                                                                                                                           | <b>758.000 *</b>    |
| * Cost not included: fees and mission costs of key and non-key experts (local and international)                                             |                                                                                                                                                           |                     |





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

Thank you for your attention!



# Enhancing the impact of WES-BCA activities

Presented by:  
**Dr. Emad ADLY, Stakeholder Engagement and  
Impact Assessment Non-Key Expert, WES-BCA**

# WES-BCA Impact assessment methodology (C1)



- **Interlinked aspects:**

- ☐ Stakeholder engagement (involving the right people from the relevant institutions)

- ☐ Defining, monitoring and assessing expected impacts throughout the process on both personal and institutional levels

# WES-BCA Impact assessment methodology (C1)



- Approval of Activities' ToRs (Relevant Stakeholders, Impacts and Indicators)
- Mobilizing candidates based on certain criteria to make sure the project serves the right target groups.
- Dynamic participatory activities involving quizzes, exercises etc.
- Evaluation immediately after the intervention.
- Follow-up and getting feedback (e-survey, interviews, capitalization questionnaires completed by FPs).

# Engaging the right stakeholders is key! (C1)



- ❑ Trainees from the government / ministries that can contribute to the decision-making process and in designing policies. From other stakeholder groups as well.
- ❑ WES-BCA to identify and invite relevant Mediterranean CSOs and NGOs from regional and national networks.
- ❑ Gender and Youth aspects are well integrated from the ToR development phase.

# Engaging the right stakeholders is key! (C2)

Under **Civil Society Mobilization** actions:

## NGO/CSO Engagement



- Number of members in the *WES-BCA Communities for Climate Action* in each PC;
- Number of outreach activities implemented by participating CSOs/ NGOs;

## Synergies



- Amplification of impact via joint/coordinated efforts (regional, national, local);

## Community Actions Taken



- Cases showcasing real-world, on-the-ground impact of the WES-BCA CII outreach actions.



WES-BCA  
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Biodiversity and Climate Action  
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Thank you for your attention!



# Final Discussion and Endorsement of the Workplan

# Endorsement of the Workplan - Component 1 National Activities

|                                                                                                                                                                                                | 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 |  |
| Component 1:Water, Biodiversity and Environment                                                                                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| National Activities                                                                                                                                                                            |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-DZ-1: Advancing Extended Producer Responsibility (EPR) and action planning for plastic waste reduction in Algeria                                                                         |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-DZ-2 : Low-Cost measures for enhanced water efficiency and NRW reduction: follow-up to the WES action plan                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-EG-1 : Supporting sustainable plastic waste management including SUPs in the tourism sector                                                                                               |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-EG-2 (To be selected)                                                                                                                                                                     |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-IL-1: Advancing appropriate financial models to combat plastic pollution and promote Circular Economy (TBC)                                                                               |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-IL-2 : National Master Plan for Water Sector – facing the Nexuses – Food Security, Energy and Finance                                                                                     |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-JO-1 : Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure                                               |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-JO-2: Develop regulations in support of NBS implementation                                                                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-LB-1 : Advancing Extended Producer Responsibility (EPR) and action planning for plastic waste reduction in LB                                                                             |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-LB-2 : Design of NBS in a Pilot area in Lebanon                                                                                                                                           |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-MO-1 : Financial impact assessment and economic implications of the proposed EPR model                                                                                                    |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-MO-2 : Introduce practices to reduce evaporation, conserving water resources, and minimizing water losses in open water systems                                                           |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-PS-1 : Support for EQA in preparing the Palestine 7th National Report to the Convention on Biological Diversity (UNCBD) (Connected with activity C1_HOR-3)                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-PS-2 : Draft standards for NWRM design and implementation and conduct stakeholder consultations to ensure broad support and compliance                                                    |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-TN-1 : Enforcement of political and legal measures for the reduction and eventual prohibition of certain types of shopping plastic bags                                                   |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |
| C1_N-TN-2 : Capacity building and knowledge development on climate-resilient agricultural practices and water management: orientation to strategic crops in Tunisia (cereals and olive trees). |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |  |

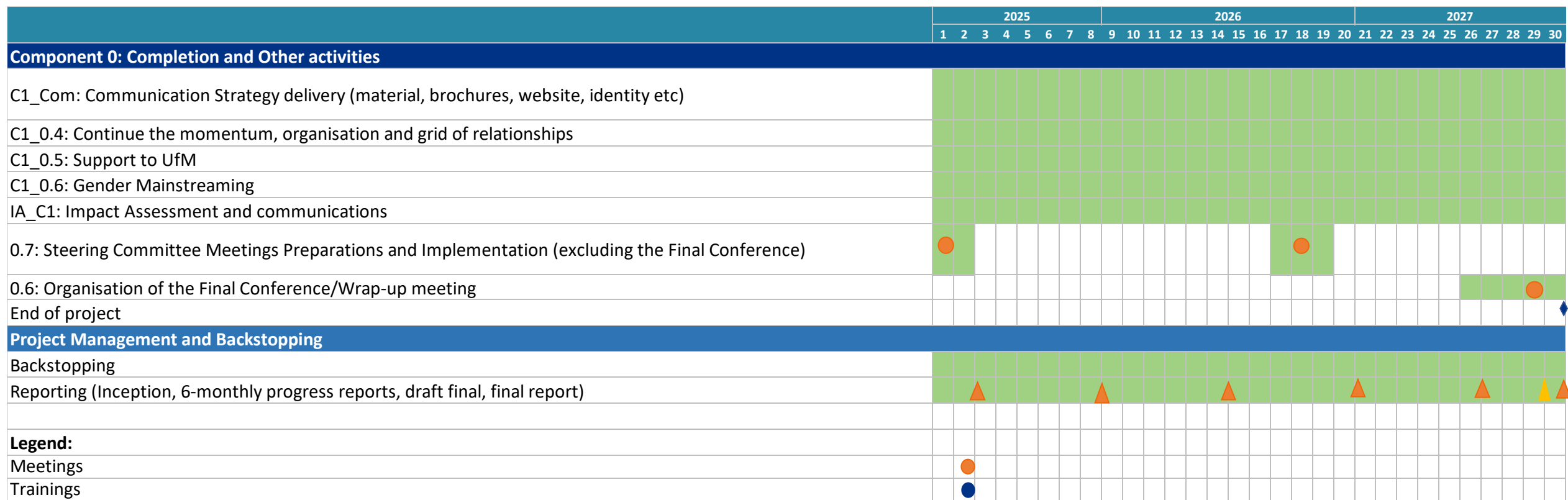
# Endorsement of the Workplan - Component 1 Regional and Horizontal Activities

|                                                                                                                                                                                                                                                                                                                  | 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 |
| <b>Component 1: Water, Biodiversity and Environment</b>                                                                                                                                                                                                                                                          |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>Regional Activities</b>                                                                                                                                                                                                                                                                                       |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG-1 Strengthening regional regulatory frameworks for plastics and Circular Economy alignment (online)                                                                                                                                                                                                       |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG/ST-2 Study Tour- Regional event on advancing Green, Blue, and Circular Economies in the Mediterranean through multi-sector collaboration (Sustainable Tourism)                                                                                                                                            |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG/ST-3 Study Tour-Fostering regional collaboration and circular economy solutions to address land-based plastic pollution and marine litter in the mediterranean: policy guidance on tackling riverine plastic pollution.                                                                                   |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG-4 Contribution to the Mediterranean monitoring and reporting programs for marine litter prevention and mitigation (online)                                                                                                                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG/ST-5 WEFE Nexus best practices in agriculture - Learning from practical approaches of Northern Mediterranean countries                                                                                                                                                                                    |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG/ST-6 Adaptation measures for floods and storms management                                                                                                                                                                                                                                                 |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG-7 Assess Best Available Technologies for wastewater treatment (WWT) for reuse also involving the evaluation of the feasibility of integrating different renewable energy options with various WWT technologies and providing guidelines for integrating renewable energy with wastewater treatment plants |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_REG-8 Climate-resilient planning and practices in agriculture including efficient water management techniques in order to help equip irrigation managers/extension officers/WUAs with the knowledge and skills to adapt to Climate Change impacts.                                                            |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>Horizontal Activities</b>                                                                                                                                                                                                                                                                                     |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_HOR-1 Demonstrating the implementation of the WEFE strategy at national level                                                                                                                                                                                                                                 |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_HOR-2 Climate Change adaptation in the Mediterranean coastal area: catalysing financing/the role of the private sector                                                                                                                                                                                        |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C1_HOR-3 Support for WES-BCA PCs in preparing their 7 <sup>th</sup> National Biodiversity Reports under the Convention on Biological Diversity (UNCBD)                                                                                                                                                           |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |

# Endorsement of the Workplan – Component 2

|                                                                                                                                                                                               | 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 |
| <b>Component 2: Outreach on Environment and Climate Action</b>                                                                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>C2.1: Drafting of an Outreach Strategy on Environment and Climate Action</b>                                                                                                               |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_1.1: Review of relevant surveys, publications and opinion polls providing information on the level of awareness on climate and environmental aspects in the WES-BCA PCs                    |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_1.2: Consultations with relevant EU services                                                                                                                                               |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_1.3: Consultations with other stakeholders including project implementers, regional bodies, relevant CSOs, NGOs, Academia and Media active in the region on environment and climate action |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_1.4: Drafting of the Outreach Strategy                                                                                                                                                     |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>C2.2: Outreach Strategy delivery</b>                                                                                                                                                       |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_2.1: Production and dissemination of communication material                                                                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_2.2: Preparation and implementation of specific awareness campaigns and outreach activities in the PCs                                                                                     |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_2.3: Regular monitoring and evaluation of communication campaigns and outreach initiatives                                                                                                 |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>C2.3: Civil society mobilisation</b>                                                                                                                                                       |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_3.1: Assessment of national and/or local NGOs/ CSOs active on environment/ climate action education/ outreach in the region                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_3.2: Design a participatory and transparent process for selecting appropriate NGOs/CSOs/women's associations to implement specific outreach activities within the region                   |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_3.3: Organization of roundtables for the selected NGOs/CSOs/Media, focusing on accurate and effective communication and outreach on environmental, biodiversity and climate matters        |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_3.4: Assessment and review of outreach activities implemented by CSOs/ NGOs to monitor impact                                                                                              |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| <b>C2.4: Setup/enhancement of regional networks</b>                                                                                                                                           |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_4.1: Review of existing networks' activities and their impact in the region                                                                                                                |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_4.2: Formulate and agree on proposals on how to capitalize on what is already active                                                                                                       |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_4.3: Support, activate and monitor networks' activities to enhance their impact                                                                                                            |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |
| C2_0.4: Organisation and grid of relationships (Ad-Hoc Participation)                                                                                                                         |      |   |   |   |   |   |   |   |      |    |    |    |    |    |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |

# Endorsement of the Workplan – Component 0





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

It's time for the  
Evaluation Form...!





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**Thank you for your attention  
and keep up with our latest news!**

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