



WES-BCA Training & Study Tour

C1_REG/ST-6: “Adaptation measures for flood and storm water management”

21-24 April 2026, Nice, France

Component I, Communication Plan

Presented by:

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Communication plan for this activity



C O M M U N I C A T I O N

- By the end of this Training and Study tour, all related information and results (presentations, deliverables etc.) will be disseminated to strengthen the capacity of Partner Countries to plan and implement effective flood and stormwater adaptation measures, through the review of international good practices and development of practical guidance and implementation techniques, enabling conditions and operational considerations for flood and stormwater adaptation measures;
- News items, especially prepared for this activity, would enhance knowledge exchange and regional learning among a wider public.

Target Groups

- National water authorities responsible for flood risk management, stormwater management, and water resources planning;
- River basin organisations and catchment-level agencies;
- Local authorities and technical services responsible for urban drainage, stormwater management, and resilience planning;
- Environmental and climate-change focal institutions involved in adaptation planning and the application of Nature-Based and hybrid solutions;
- Technical agencies engaged in the operation and maintenance of flood and stormwater infrastructure;
- NGOs and CSOs active in water management, climate adaptation, environmental protection, and community-based resilience initiatives;
- Media.



All communication material will be sent out to target groups, but most importantly to Media contacts and key News Platforms in the region.

Communication Tools

- ☐ Press Releases/Announcements;
- ☐ Information Bulletin;
- ☐ Social Media Posts;
- ☐ Deliverables published via the website;
- ☐ Photos;
- ☐ WES Video.

All news items are published in English, French and Arabic.

[Read More >](#)

WES-BCA online Kick-off Meeting of the water activity in Tunisia (18/11/2025)

The WES-BCA project has organised an online kick-off meeting of the water activity in Tunisia, on November 18, 2025.

This WES-BCA activity is to contribute to improving the climate resilience of agricultural systems in a pilot area, by developing concrete adaptation strategies for strategic crops (cereals and olive trees), based on identified vulnerabilities, available local resources, and existing knowledge, and by training technical actors to support their implementation. [...]

[Read More >](#)

WES-BCA online Kick-off Meeting of the water activity in Morocco (13/11/2025)

The WES-BCA project organised an online kick-off meeting of the water activity in Morocco, on November 13, 2025.

This WES-BCA activity is to identify, evaluate and adapt technical and management approaches implemented internationally, likely to be transferred and applied in the Moroccan context, and to propose a concrete pilot project to test one of these

WES-BCA Social pages



WES-BCA Project

642 followers

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This is a special day for WES-BCA project, as its Water Activities are underway: 8

National and 2 Regional in the MENA countries.

Keep up with our latest news for a Sustainable Mediterranean! ...more



WES-BCA project @WesMed19 · Jan 28

WES-BCA a organisé son webinaire régional en ligne « Les structures du rapport et les indicateurs du 7ème rapport national au titre de la Convention sur la diversité biologique » (21/01/2026).

wes-bca.eu/fr/activity/c1...



Wes bca project

18 November at 13:41 ·

عقد مشروع WES-BCA اجتماعًا تمهيديًا عبر الإنترنت للنشاط المائي في تونس، في 18 تشرين الثاني/نوفمبر 2025.

يهدف هذا النشاط إلى الإسهام في تحسين قدرة النظم الزراعية على التكيف مع المناخ في منطقة تجريبية، من خلال وضع استراتيجيات تكيف ملموسة للمحاصيل الاستراتيجية (الحبوب وأشجار الزيتون)، بناءً على نقاط الضعف المحددة، والموارد المحلية المتاحة والمعارف القائمة، إضافة إلى تدريب الجهات الفنية الفاعلة لدعم تنفيذها.

يتم إعداد هذا النشاط بالتعاون مع وزارة الفلاحة والموارد المائية والصيد البحري. في خلال الاجتماع، عرض فريق خبراء المياه في WES-BCA خطة عمل النشاط وناقش القضايا التي أثارت مع أصحاب المصلحة الرئيسيين.

https://www.wes-bca.eu/.../c1_n-tn-2-%d8%a8%d9%86%d8%a7.../

#مشروعWESBCA #إدارة #زراعة #المحاصيل #تونس #وطني #نشاط #استدامة #حماية #مياه #اجتماع #عبر_الإنترنت #وزارة



@sustainablemediterranean



@wes-medproject



@WesMed19



Funded by
the European Union

WES Video to be used for WES-BCA Comms



“Natural Water Retention Measures (NWRM) in urban environments”

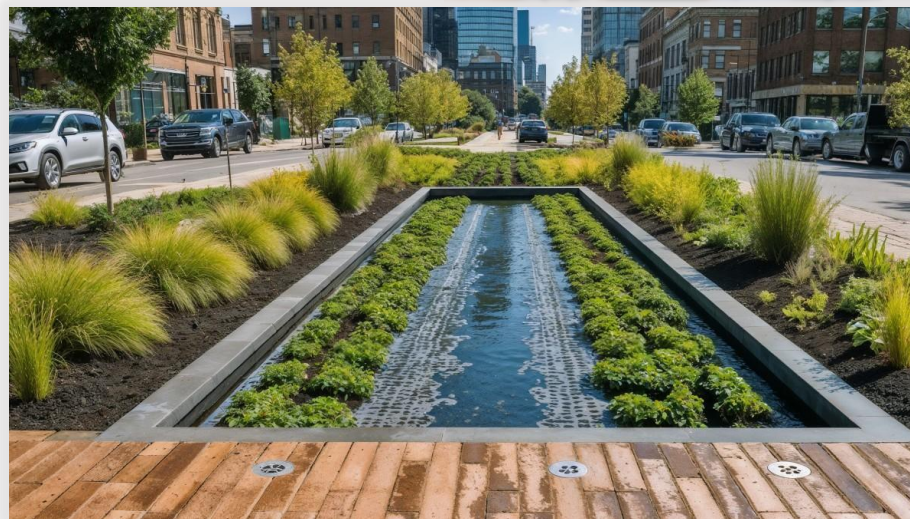
In this [video](#), some NWRMs are presented with a focus in urban areas adapted to the local context, in order to inform the viewers on the range of options available under NWRM, the impacts, advantages and benefits of such measures in the context of water scarcity and climate change, as well as to support the uptake of such NWRM.

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



Participant role in Dissemination and Uptake

- Share key lessons and Guidelines within your institution
- Use examples and practices presented in national/local contexts
- Contribute case studies
- Feedback to WES-BCA
- Support visibility through national networks and platforms



From Outputs to Impact: How Results Will Be Used

- Guidelines → practical reference for planning & implementation
- Training materials → reuse in national capacity building
- Case studies → support replication under similar conditions
- Communication → enabling wider regional uptake





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

