

TK 6.2 : communication

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National Council for Scientific Research



IRTA



Communication [**strategy** / plan design / plan implementation]

Objectives: ensuring project visibility

Method:

- Designing a communication strategy
- Implementing and conducting the communication strategy

Persons in charge:

- Project manager (H. Nouri)
- Project leader (F. Jacob)

Communication [strategy / **plan design** / plan implementation]

[products / targets / means / **overview**]

Overview:

Table 1 (to be continued). Panel of specific actions to be conducted for transferring ALTOS outcomes towards targeted stakeholders.

Targets : stakeholders

Projects
products

Means : actions

Communication [strategy / **plan design** / plan implementation]

[**products** / targets / means / overview]

Project products :

- experimental protocols,
- datasets,
- data processing algorithms,
- model-based simulation tools,
- evaluation of water management strategies,
- recommendations for public policies.

Communication [strategy / **plan design** / plan implementation]

[products / **targets** / means / overview]

Project targets :

- academics,
- engineering offices,
- international organisations,
- NGOs,
- national and regional directorates,
- farmers & water users

Communication [strategy / **plan design** / plan implementation]

[products / targets / **means** / overview]

Project means:

- publications,
- online data delivery through existing information systems,
- methodological transfers through application programs,
- online dedicated hubs and user manuals,
- training sessions,
- policy briefs,
- reports from participative seminars.

Communication [strategy / plan design / plan implementation]

[products / targets / means / overview]

Overview:

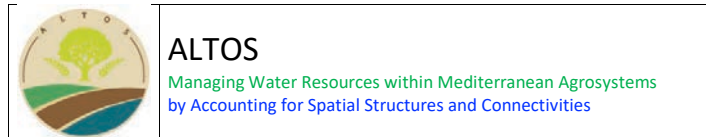
Table 1 (to be continued). Panel of specific actions to be conducted for transferring ALTOS outcomes towards targeted stakeholders.

Targeted audience→	National directorates (link with ministries)	Regional directorates (link with governorates and farmers)	Farmer / water user associations.	Engineering offices	Academics	NGOs and think tanks	National and international organisations
Products ↓							
Monitoring protocols (WP1 & WP2)	<ul style="list-style-type: none"> Databases and technical reports about <ul style="list-style-type: none"> infrastructures (reservoir geometries, soil maps); fluxes and storages (aquifer levels, reservoir filling, chemical contents). Trainings on monitoring systems setup with observatories. 				<ul style="list-style-type: none"> Publications. Online databases / user manuals & GITHUB platforms. 		Databases for country reports on climate change
Data processing algorithms (WP1 & WP2)	<ul style="list-style-type: none"> Trainings. User manuals. GITHUB platforms. Support to get started. 			<ul style="list-style-type: none"> Trainings. User manuals. GITHUB platforms. 	<ul style="list-style-type: none"> Advanced trainings. 		
Open source models (WP3)							
Simulation tools (WP3)							

Communication [strategy / plan design / **plan implementation**]

[**setup** / meetings / web-site / social networks / flyers/ metrics]

Communication plan



Communication plan

ALTOS Deliverable number: 6.2.1

Version: 1.0

Date: 30 November 2020

Habiba Nouri, IRD / Tunisia headquarter, Tunisia

Frederic Jacob, IRD / UMR LISAH Montpellier, France

History of changes		
Version	Date	Change
Version 1.0	30 November 2020	1st draft
All partner approval	To be done	

Content

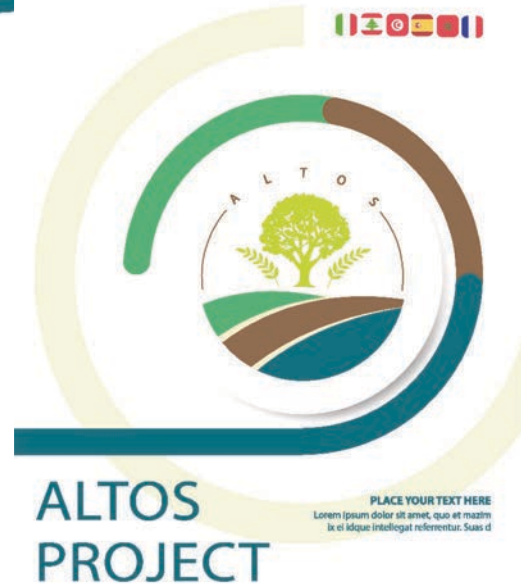
1. Strategy
 - 1.1. Identification of societal needs to which the project is responding
 - 1.2. Identification of proposed solutions and improvements according to state-of-art
 - 1.3. Knowledge to be generated
 - 1.4. Targeted stakeholders
 - 1.5. Modalities for co-construction and transfer
 - 1.6. Qualitative and quantitative benefits
2. Visual identity
 - 2.1. Logos, background image and colours
 - 2.2. Templates (document, presentations, newsletter)
3. Dissemination channels
 - 3.1. Website and repository
 - 3.2. Social media (Facebook, twitter)
 - 3.3. Scientific media (LinkedIn, ResearchGate)
 - 3.4. Newsletter

Communication [strategy / plan design / **plan implementation**]

[**setup** / meetings / web-site / social networks / flyers/ metrics]

Visual ID

- Logo OK
- Document OK
- PPT template under finalisation



Communication [strategy / plan design / **plan implementation**]

[setup / **meetings** / web-site / social networks / flyers/ metrics]

Dissemination channels (1/4)

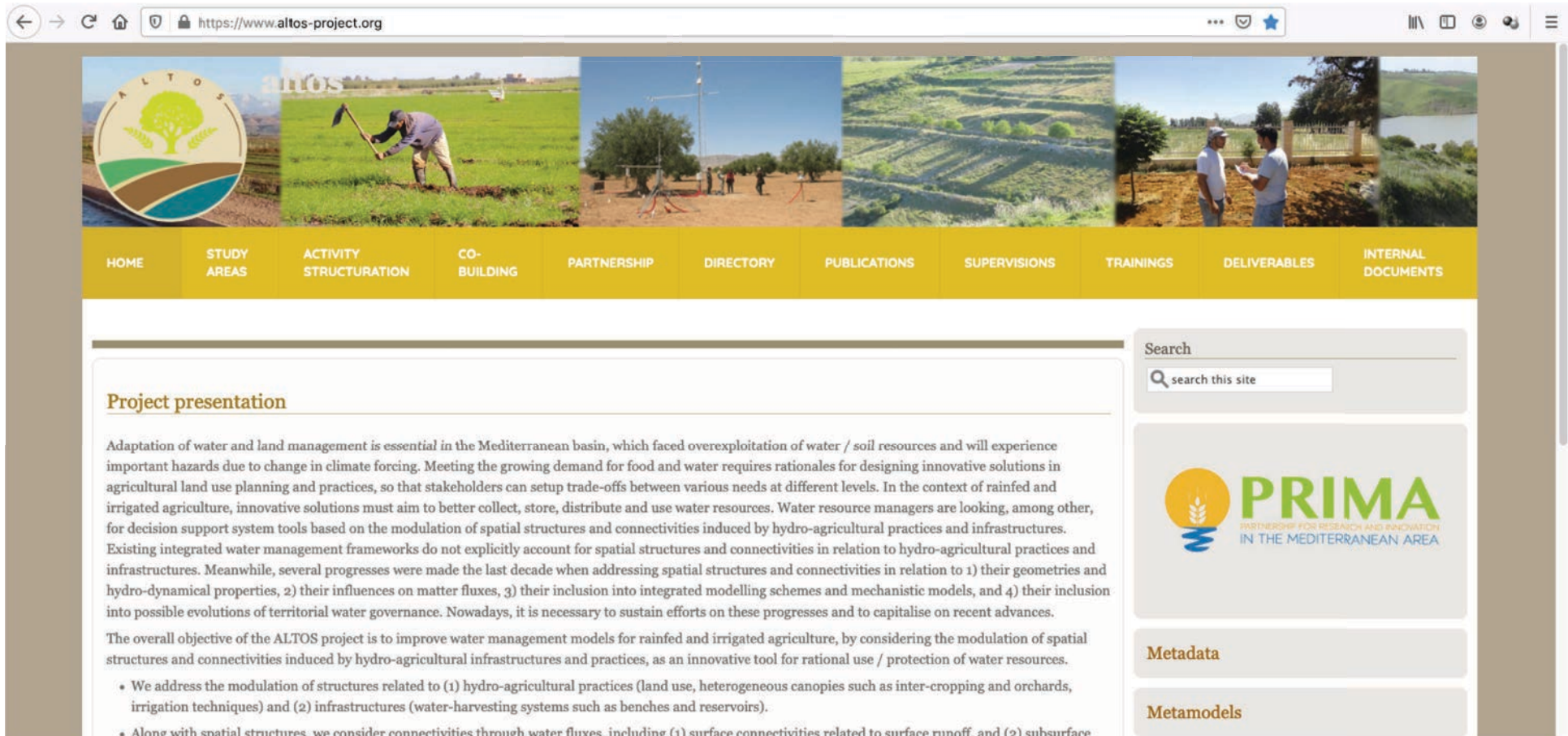
- Stakeholder meetings
 - Almost all meetings were postponed up to now (COVID crisis)
 - One event:
 - Training on geophysical sounding [CERTE]



Communication [strategy / plan design / **plan implementation**]

[setup / meetings / **web-site** / social networks / flyers/ metrics]

Dissemination channels (2/4)



The screenshot shows the website for the ALTOS project. The browser address bar displays <https://www.altos-project.org>. The website features a header with a navigation menu and a main content area with a search bar and project information.

Navigation Menu:

- HOME
- STUDY AREAS
- ACTIVITY STRUCTURATION
- CO-BUILDING
- PARTNERSHIP
- DIRECTORY
- PUBLICATIONS
- SUPERVISIONS
- TRAININGS
- DELIVERABLES
- INTERNAL DOCUMENTS

Project presentation

Adaptation of water and land management is essential in the Mediterranean basin, which faced overexploitation of water / soil resources and will experience important hazards due to change in climate forcing. Meeting the growing demand for food and water requires rationales for designing innovative solutions in agricultural land use planning and practices, so that stakeholders can setup trade-offs between various needs at different levels. In the context of rainfed and irrigated agriculture, innovative solutions must aim to better collect, store, distribute and use water resources. Water resource managers are looking, among other, for decision support system tools based on the modulation of spatial structures and connectivities induced by hydro-agricultural practices and infrastructures. Existing integrated water management frameworks do not explicitly account for spatial structures and connectivities in relation to hydro-agricultural practices and infrastructures. Meanwhile, several progresses were made the last decade when addressing spatial structures and connectivities in relation to 1) their geometries and hydro-dynamical properties, 2) their influences on matter fluxes, 3) their inclusion into integrated modelling schemes and mechanistic models, and 4) their inclusion into possible evolutions of territorial water governance. Nowadays, it is necessary to sustain efforts on these progresses and to capitalise on recent advances.

The overall objective of the ALTOS project is to improve water management models for rainfed and irrigated agriculture, by considering the modulation of spatial structures and connectivities induced by hydro-agricultural infrastructures and practices, as an innovative tool for rational use / protection of water resources.

- We address the modulation of structures related to (1) hydro-agricultural practices (land use, heterogeneous canopies such as inter-cropping and orchards, irrigation techniques) and (2) infrastructures (water-harvesting systems such as benches and reservoirs).
- Along with spatial structures, we consider connectivities through water fluxes, including (1) surface connectivities related to surface runoff, and (2) subsurface

Search: search this site

PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA

Metadata

Metamodels

Communication [strategy / plan design / **plan implementation**]

[setup / meetings / **web-site** / social networks / flyers/ metrics]

Dissemination channels (2/4)

- Website and repository :

- Project presentation

- Publications

- Supervisions

- Trainings

- Deliverables



Public



Public / private

- Update :

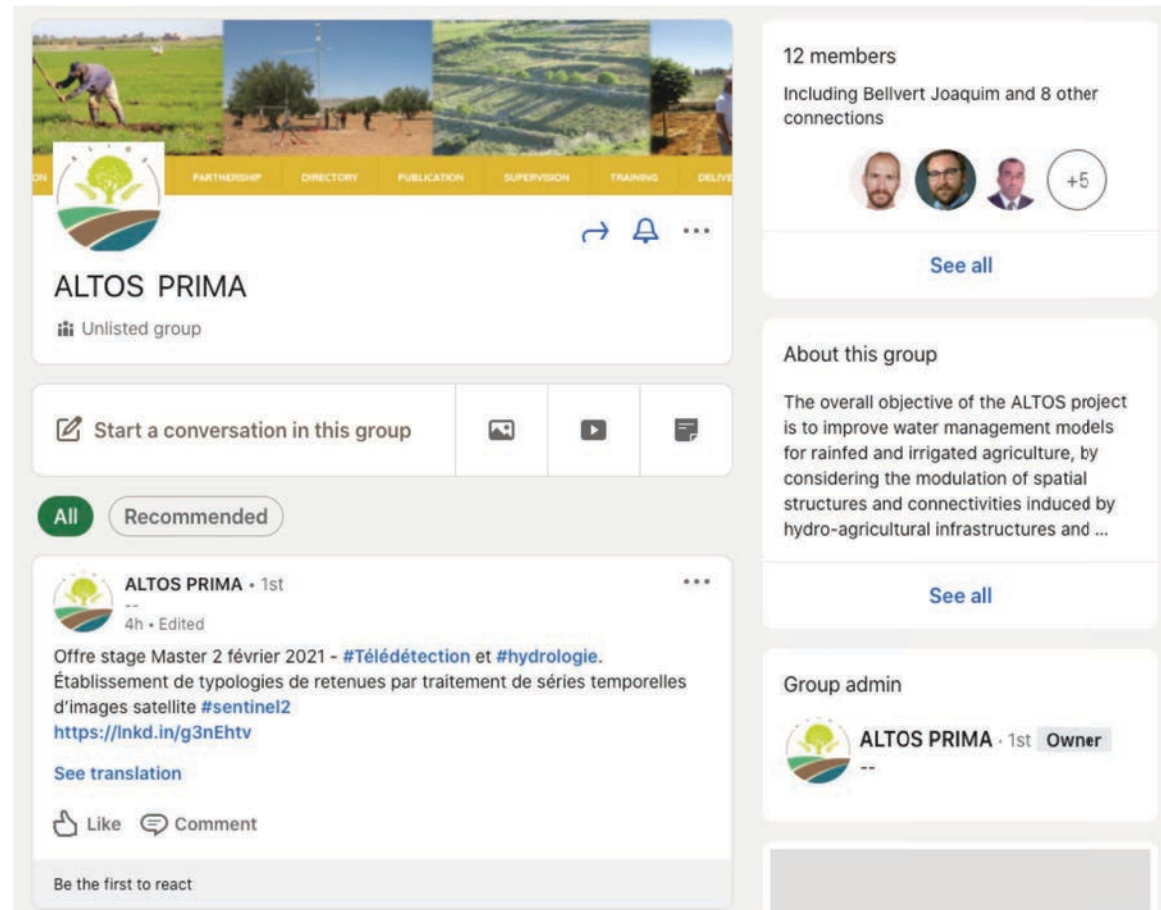
- monthly basis, when contributors inform

Communication [strategy / plan design / **plan implementation**]

[setup / meetings / web-site / **social networks** / flyers/ metrics]

Dissemination channels (3/4)

- Social networks
 - LinkedIn page
 - Research gate page
 - Facebook page
- Contents
 - Hiring
 - Publications
 - Events



The image shows a screenshot of the ALTOS PRIMA Facebook group page. The group is an unlisted group with 12 members, including Bellvert Joaquim and 8 other connections. The group's cover image features a collage of agricultural scenes: a person working in a field, a tree in a field, and a landscape with irrigation canals. The group's profile picture is a logo with a green tree and a blue and green landscape. The group's name is ALTOS PRIMA, and it is an unlisted group. The page includes a navigation bar with links for PARTNERSHIP, DIRECTORY, PUBLICATION, SUPERVISION, TRAINING, and DELIVERY. There is a section for 'About this group' which states: 'The overall objective of the ALTOS project is to improve water management models for rainfed and irrigated agriculture, by considering the modulation of spatial structures and connectivities induced by hydro-agricultural infrastructures and ...'. The group admin is ALTOS PRIMA, 1st, Owner. A post from ALTOS PRIMA, 1st, 4h ago, is visible, titled 'Offre stage Master 2 février 2021 - #Télétection et #hydrologie. Établissement de typologies de retenues par traitement de séries temporelles d'images satellite #sentinel2' with a link to https://lnkd.in/g3nEhtv. The post has a 'Like' and 'Comment' button and a 'Be the first to react' prompt.

Communication [strategy / plan design / **plan implementation**]

[setup / meetings / web-site / **social networks** / flyers/ metrics]

Dissemination channels (3/4)

- Social networks

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- Facebook page

- Contents

- Hiring
- Publications
- Events

The screenshot shows a project page with the following details:

- Project:** Managing water resources within Mediterranean agrosystems by accounting for spatial structures and connectivities. "ALTOS";
- Collaborators:** Habiba Nouri, Frederic Jacob, Riadh Abdelfattah, and a link to show all 14 collaborators.
- Goal:** ALTOS objective is to improve water management models for rainfed and irrigated agriculture, by considering the modulation of spatial structures and connectivities induced by hydro-agricultural infrastructures and practices, as an innovative tool for rational use / protection of water resources.
- Statistics:** Updates (1), Recommendations (0), Followers (3), Reads (14).
- Navigation:** Project log, References (5), and a Follow button.

Research referenced in this project

Evapotranspiration partition using the multiple energy balance version of the ISBA-A-g_s land surface model over two irrigated crops in a semi-arid Mediterranean region (Marrakech, Morocco)

Article Full-text available · Jul 2020 · Hydrology and Earth System Sciences

Ghizlane Aouade · Lionel Jarlan · Jamal Ezzahar · [...] · Aaron Boone

[View](#)

3 Citations

Correlation Estimation Between Cereals Height And Insar Coherence: A Case Study Of The Lebna Watershed In Cap-Bon, Tunisia

Conference Paper Mar 2020

Meriem Barbouchi · Itidel Alaya · Riadh Abdelfattah · [...] · Rim Zitouna-Chebbi

[View](#)

Evaluation of Ratio-Based Vegetation Indices For Annual Crops' Biomass Estimation. Lebna Watershed, Capbon, Tunisia

Conference Paper Mar 2020

Alaya I · Rim Zitouna-Chebbi · Insaf Mekki · Jacob F

Communication [strategy / plan design / **plan implementation**]

[setup / meetings / web-site / **social networks** / flyers/ metrics]

Dissemination channels (3/4)

- Social networks
 - LinkedIn page
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- Contents
 - Hiring
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Communication [strategy / plan design / plan implementation]

[setup / meetings / web-site / social networks / flyers/ metrics]

Dissemination channels (4/4)

- Flyer (available on web-site)

[disseminated during events]

CONTEXT

Adaptation of water and land management is essential in the Mediterranean basin, which is already facing overexploitation of water / soil resources and will experience important hazards due to change in climate forcing. Meeting the growing demand for food and water requires rationales for designing innovative solutions in agricultural land use planning and practices, so that stakeholders can setup trade-offs between various needs at different levels.

OBJECTIVES

ALTOS objective is to improve water management models for rainfed and irrigated agriculture, by considering the modulation of spatial structures and connectivities induced by hydro-agricultural infrastructures and practices, as an innovative tool for rational use / protection of water resources.

EXPECTED IMPACT

Outcomes generated by ALTOS are aimed to better collect, store, distribute and use water resources, in order to manage current situations and design possible evolution pathways in the context of rainfed and irrigated agriculture.

PROJECT OVERVIEW

ALTOS email address:
primaltos2019@gmail.com

ALTOS website:
<https://www.altos-project.org>

ALTOS Project is financed in the context of the PRIMA Call Section 2 Multi-topics 2018, under the thematic area 1: "Sustainable water management for arid and semi-arid Mediterranean area".

PARTNERS

	IRD/LISAH	France
	IRD/CESBIO	France
	IRTA	Spain
	UNICA	Italy
	CNR-S-L	Lebanon
	LARI	Lebanon
	UCA/FSS	Morocco
	UCAR/INAT	Tunisia
	UCAR/INRGREF	Tunisia
	UCAR/SUPCOM	Tunisia
	UCAR/CERTE	Tunisia

CONTACT US

PROJECT COORDINATOR (PC):
JACOB Frédéric
LISAH

PROJECT MANAGER
NOURI-SEBAT Habiba
IRD Tunisia

EXECUTIVE BOARD (PC and WP Leaders):

JACOB Frédéric	France
BOULET Gilles	France
KHABBA Saïd	Morocco
AOUISSI Jalel	Tunisia
ZITOUNA-CHEBBI Rim	Tunisia
ABDELFAHATTAH Riadh	Tunisia
LAGHAAL Fethi	Tunisia
FADEL Ali	Lebanon
JOMAA Dhab	Lebanon
BELLVERT Joaquin	Spain
MONTALDO Nicola	Italy

MANAGING WATER RESOURCES WITHIN MEDITERRANEAN AGROSYSTEMS BY ACCOUNTING FOR SPATIAL STRUCTURES AND CONNECTIVITIES

ALTOS

Communication [strategy / plan design / **plan implementation**]

[setup / meetings / web-site / social networks / flyers/ **metrics**]

Metrics

- A variety of metrics
 - website page visits
 - users, views
 - shares opens
 - Google and Facebook analytics
 - is used to
 - track the effectiveness
 - adjust the material produced
- Web Site
 - Under progress
 - Facebook
 - 23 subscribers / 164 readings / 54 shares
 - Research Gate
 - 15 readings
 - LinkedIn
 - 14 subscribers / 84 readings