TK 6.2 : communication

Habiba Nouri and Frédéric Jacob

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.

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 though 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→ / Products ↓	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

Monitoring protocols (WP1 & WP2)	• Databases and technical reports about
	  ○ infrastructures (reservoir geometries, soil maps);
	  ○ fluxes and storages (aquifer levels, reservoir filling, chemical contents).
	• Trainings on monitoring systems setup with observatories.
					• Publications.
					• Online databases / user manuals & GITHUB platforms.
					• Advanced trainings.
							Databases for country reports on climate change

Data processing algorithms (WP1 & WP2)	• Trainings. • User manuals. • GITHUB platforms. • Support to get started.			• Trainings. • User manuals. • GITHUB platforms.			
Open source models (WP3)							
Simulation tools (WP3)							

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

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

Communication plan

ALTOS
Managing Water Resources within Mediterranean Agrosystems
by Accounting for Spatial Structures and Connectivities

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	

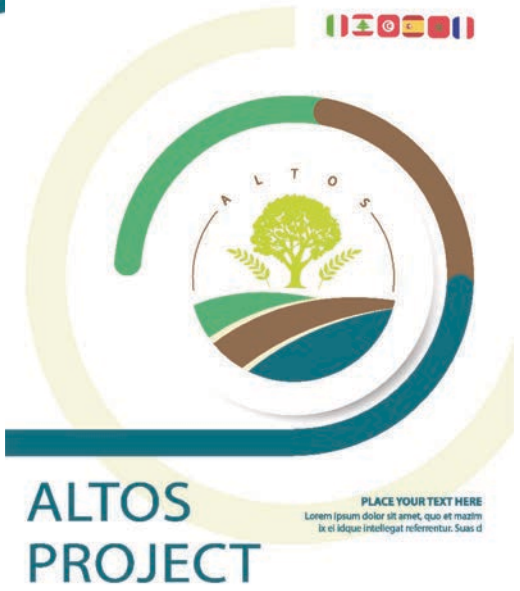
Content

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]

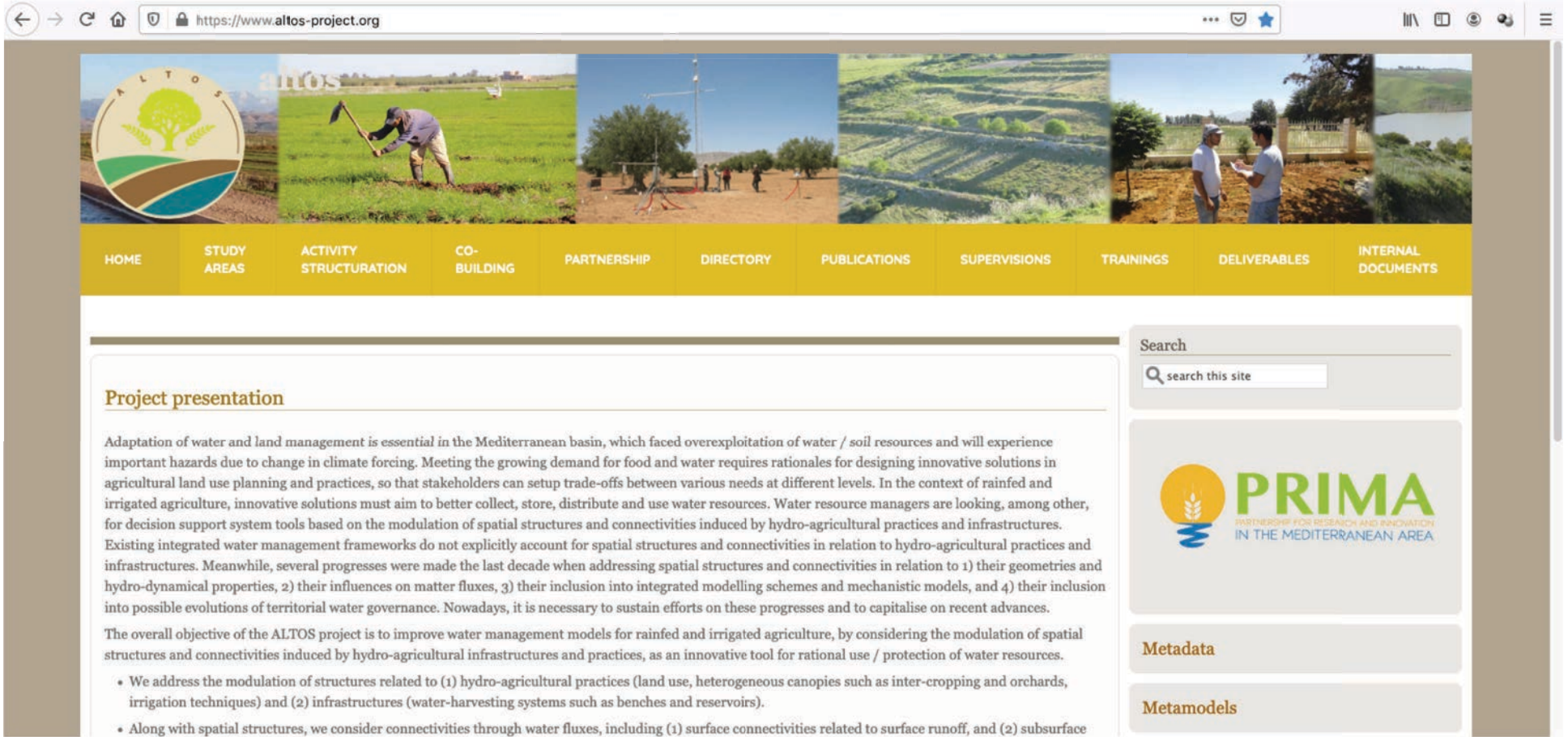
Dissemination channels (1/4)

- 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)

- 

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

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

Dissemination channels (2/4)

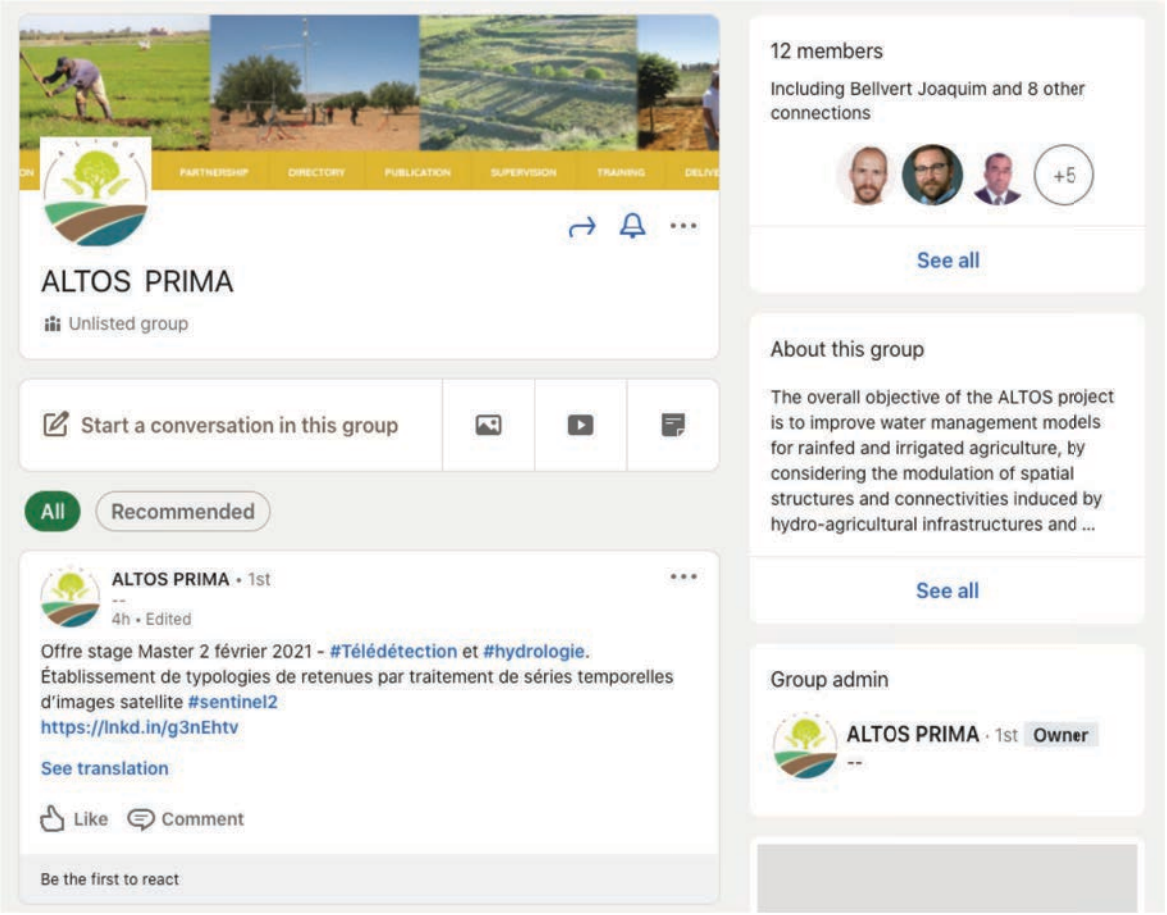
- Website and repository :
  - Project presentation — Public
  - Publications — Public / private
  - Supervisions — Public / private
  - Trainings — Public / private
  - Deliverables — Public / private
  - Update :
    - monthly basis, when contributors inform

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



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

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

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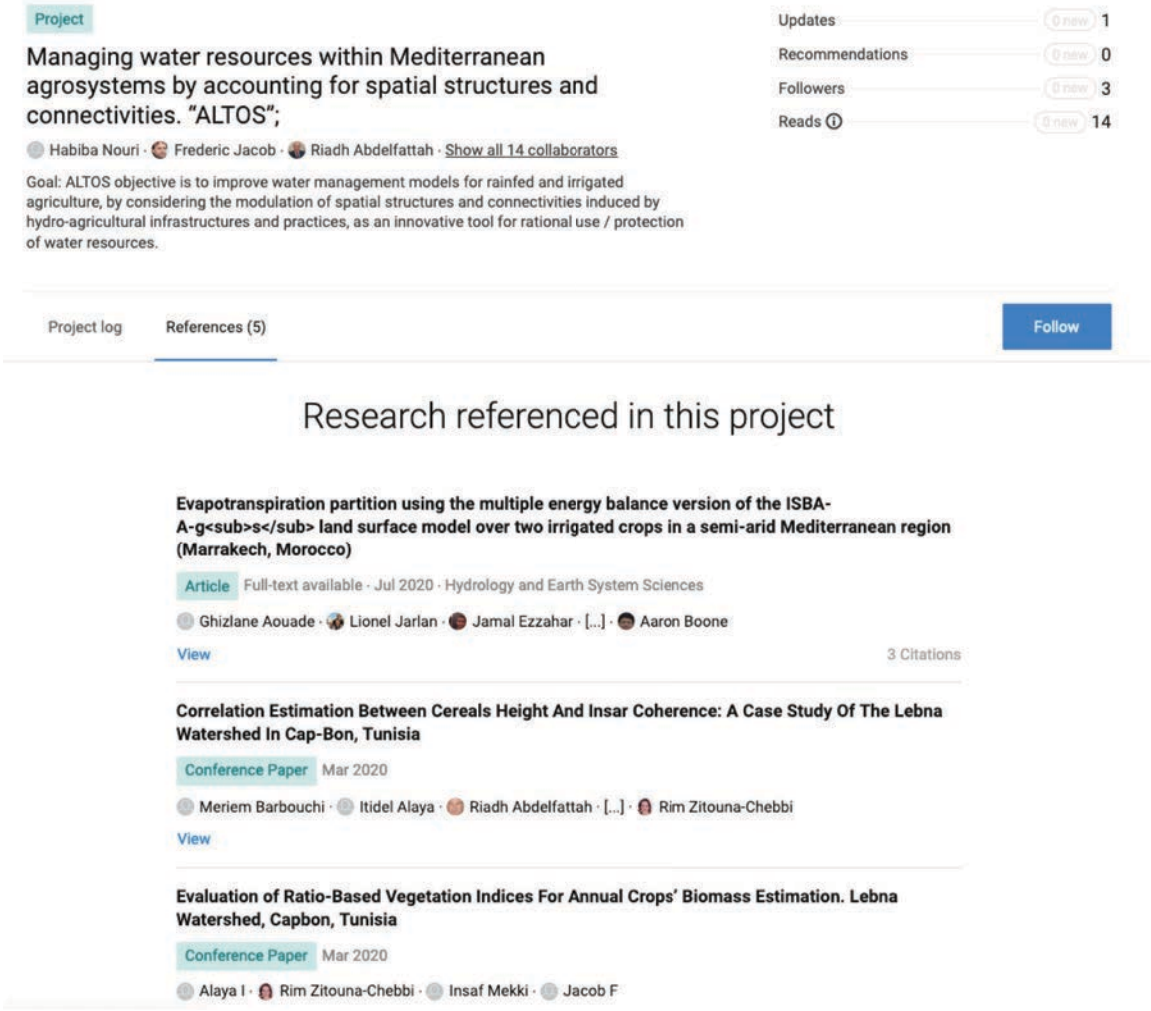

Communication [strategy / plan design / **plan implementation**]

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

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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

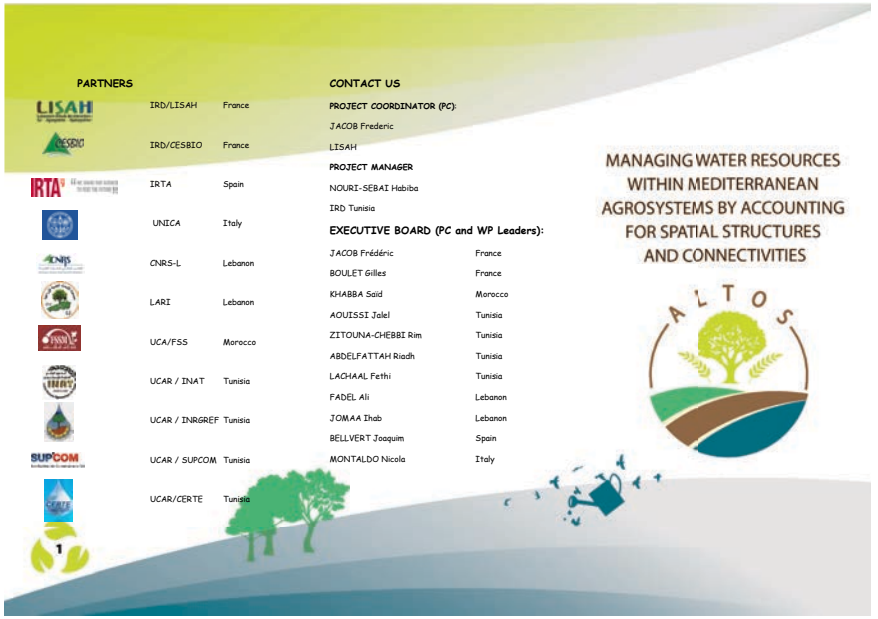
ALTOS email address:

primaaltos2019@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	
CNRS-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 Frederic

LISAH

PROJECT MANAGER

NOURI-SEBAI Habiba

IRD Tunisia

EXECUTIVE BOARD (PC and WP Leaders):

JACOB Frédéric	France
BOULET Gilles	France
KHABBA Said	Morocco
AOUISSI Jalel	Tunisia
ZITOUNA-CHEBBI Rim	Tunisia
ABDELFATTAH Riadh	Tunisia
LACHAAL Fethi	Tunisia
FADEL Ali	Lebanon
JOMAA Ihab	Lebanon
BELLVERT Joaquim	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