

SEMIDE

<http://www.semide.net>



EMWIS

<http://www.emwis.net>

Systeme Euro-

Méditerranéen d'information
sur les savoir-faire dans le
domaine de l'Eau

النظام المعلوماتي
الأورومتوسطي للمعرفة
في مجال المياه

Euro-Mediterranean

Information System on
know how in the water
sector

Overview of EMWIS promotional material



Jauad El Kharraz
Unité Technique du SEMIDE
EMWIS Technical Unit





EMWIS Promotion Plan

- **Objectives:**
 - A broad use of the system
 - Transfer of ownership towards each country
- **Based on a consensus among EMWIS community:**
 - A common vision and mission statement
 - A visual identity and brand strategy
 - Systematic assessments of use and user needs
 - Quality outputs

EMWIS Promotion Plan

Target Audience



Target user groups	Objectives
<p>NFP</p>	<p>Ensure the development and update of a national water information portal as an EMWIS node</p>
<p>Information users</p>	<p>Increase the consultation of EMWIS</p>
<p>Content providers:</p> <ul style="list-style-type: none"> •MEDA-Water projects •National & International Research or Development projects •Libraries •Governmental agencies •Universities •Water international bodies 	<p>Collaboration with EMWIS Technical Unit and NFP to develop and provide access to information</p>
<p>Decision makers:</p> <ul style="list-style-type: none"> •Euro-Med Water Directors •MEDA water facilitators •Euro-Med Ministers in charge of water •Med committee members •EU delegations in Med Countries •Members of EU Parliament •European Commission services •World Bank (e.g. METAP) •European Investment Bank 	<p>Support of EMWIS as an institutional system and a coherent development of water information systems</p>

EMWIS Promotion Plan

Tools



Tools	NFP	Information users	Content providers	Decision makers
International Website		X	X	
National websites		X	X	
E-Flash		X	X	
Paper newsletter				X
Brochure		X	X	X
NFP meetings	X			
Annual EMWIS conferences		X	X	X
Steering Committee meetings	X			X
Press releases		X	X	X
Presentations during conferences		X	X	X
Articles in specialised press		X	X	

EMWIS Promotion Plan- Agenda



Tools	Updates	Content	Comments
International Website (TU)	continuous	Re-designed (Oct'06) & updated continuously	50000 visits per month
National websites (NFP)	continuous	X	Last one launched in Feb'07 (EG)
E-Flash	Monthly	Very short abstracts with links	14000 subscribers
Paper newsletter	Annual (next one soon)	EMWIS activities	X
Brochure	Last one published in sept'04 (TU)	Structure, services, etc	JO, CY, DZ, PS did, Morocco soon
National promotion	Egypt, Jordan, Cyprus & Palestine	X	Next one in Tunisia?
NFP meetings	CC meeting, Istanbul	X	Last: DZ June'06
Annual EMWIS conferences	Water directors, Alexandria'07	Preparation of Water Ministers conference, June'08	Last: Athens Nov'06
Steering Committee meetings	Annual	Focus on EMWIS and water information	Nov'04
Press releases	For each EMWIS conference	X	-
Presentations during conferences	Presentation of a NFP	X	-
Articles in specialised press	NOUVELLES (OIEAU)	EMWIS progresses	-

EMWIS Promotion Plan

Some Tools description



EMWIS web sites

Objective:

- Provision of an overview of the EMWIS initiative and content of EMWIS phase 2.
- Encouraging people to ask for more information by direct contact with the EMWIS Technical Unit, the NFP or consulting the EMWIS web sites.

you are logged in as **jauad** [logout](#) | [Home](#) | [e-Flash](#) | [My portal](#) | [Contact](#) | [Forum](#) | [Crawler](#) | [FAQ](#) | [Thesaurus](#) | [Agenda](#) | [Sitemap](#) | [Administration](#)

SEMIDE EMWIS Euro-Mediterranean Information System on know-how in the Water sector
International portal

About EMWIS | Countries | Partners | Initiatives & Projects | Resources | Documentation | Topics | Who Does What | NFP Private Area | English

EMWIS meetings | Home | Search

7th EMWIS NFP Coordination Seminar - 2007-09-10/11 Istanbul (Turkey)
The 4th Euromed & South-East European Water Directors conference, Alexandria, 10-11 December 2007
[EMWIS Flash N°49-50, July-August 2007](#)

EVENTS CALENDAR
 September 2007

M	T	W	T	F	S	S
					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

UPCOMING EVENTS
[XML](#)

- World Water Monitoring Day (WWMD)
- Conference on "Horizon 2020" and Private Investor Involvement
- La 9ème édition d'HYDROTOP
- « EUROPE-INBO 2007 » International conference on the implementation of the European Water Framework Directive

EMWIS Promotion Plan

Some Tools description



EMWIS Flash

Objective:

To keep the Euro-Med water community informed about the latest international news without overloading them with too much information.

you are logged in as **jauad** [logout](#) | [Home](#) | [e-Flash](#) | [My portal](#) | [Contact](#) | [Forum](#) | [Crawler](#) | [FAQ](#) | [Thesaurus](#) | [Agenda](#) | [Sitemap](#) | [Administration](#)

SEMIDE
EMWIS

Euro-Mediterranean Information System on know-how in the Water sector
International portal

About EMWIS | Countries | Partners | Initiatives & Projects | Resources | Documentation | Topics | Who Does What | NFP Private Area | [English](#)

EMWIS meetings [EMWIS meetings](#) | [Home](#) » [Resources](#) » [e-Flash](#) |

Resources

- News
- Newsletter
- Agenda
- e-Flash**
- Brochure
- Communication plan
- Photos
- Press Corner
- Water Journals
- Water glossaries

e-Flash

This is a monthly Flash provided by the EMWIS Technical Unit since November 2001 (sent to: **14298** subscribers), to which you can get a free subscription. [click here](#) for an open subscription. The EMWIS Flash gives you regular and quality information on the water sector in the Euro-Mediterranean area. The main headlines are: Institutions, Documentation, Training, Research and Development, Data Administration. You will also find updates on: international events, relevant web sites, the Euro-Med Water programme of the European Commission, and much more ... This Flash exists also in French and Arabic, you can view it and also the previous issues in this page. This Flash is also yours, please give us your comments and information to improve it Contact [the EMWIS Technical Unit](#).

EMWIS E-FLASH
[Register to receive our e-Flash]

Date	EMWIS Flash Archive	Archive Flash du SEMIDE	أرشيف النشرة بالعربية
2007 - 08 - 30	50	50	50
2007 - 08 - 30	49	49	49
2007 - 06 - 28	48	48	48
2007 - 05 - 31	47	47	47
2007 - 04 - 26	46	46	46
2007 - 03 - 29	45	45	45
2007 - 02 - 23	44	44	44
2007 - 01 - 29	43	43	43
2006 - 12 - 21	42	42	42
2006 - 11 - 24	41	41	41
2006 - 10 - 27	40	40	40
2006 - 09 - 30	39	39	39
2006 - 08 - 30	38	38	38

MEDA Water

EMWIS Promotion Plan

Some Tools description

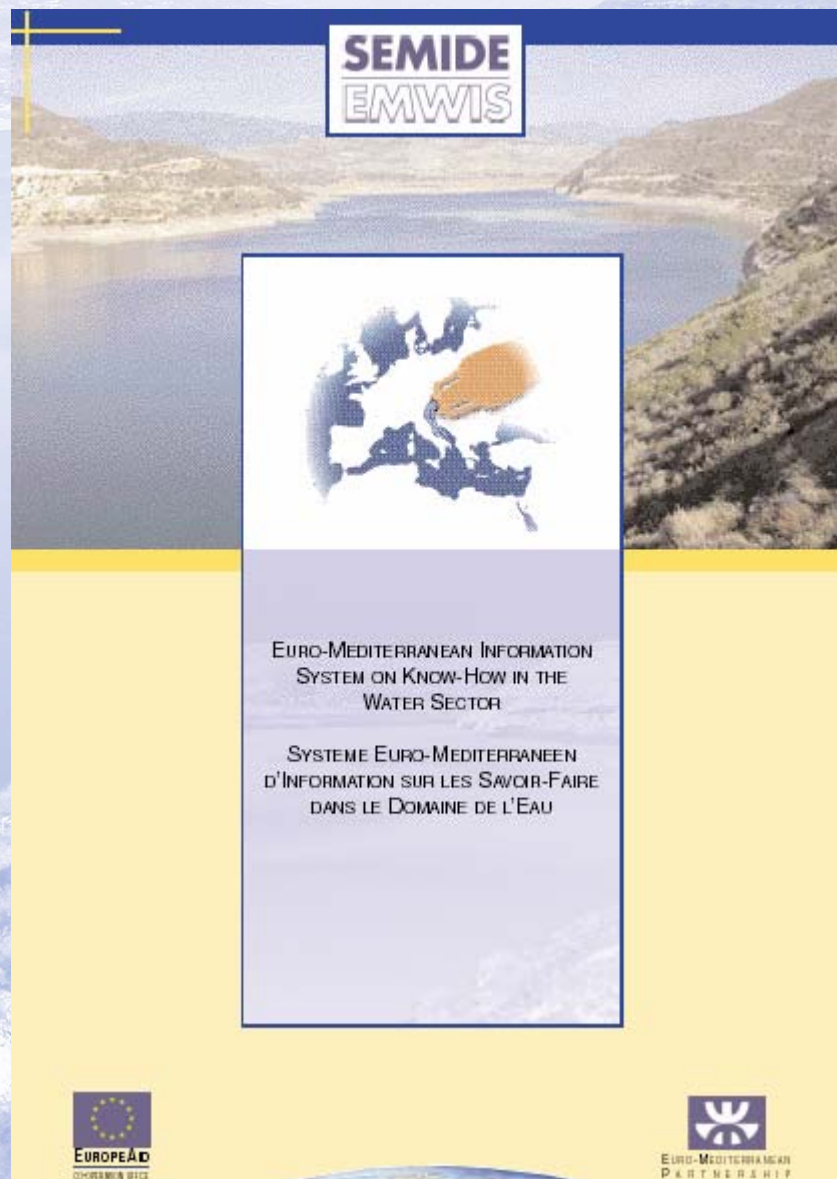


EMWIS Brochure

Objective:

Provision of an overview of the EMWIS initiative and content of EMWIS phase 2.

Encouraging people to ask for more information by direct contact with the EMWIS Technical Unit, the NFP or consulting the EMWIS web sites.





SEMIDE
EMWIS

www.emwis.org
SITE MAP

About EMWIS

President priorities
EMWIS objectives
EMWIS structure

- Decision-making level
- Operational level
- Activities
 - First phase (1999-2002)
 - Second phase (2003-2006)
 - Four-year Action Plan (2007-2010)
- Funding
 - Euro-Mediterranean Partnership & Water
 - Key dates
 - The MEDA programme
 - EMWIS TU team

Countries

MPC

- Algeria
- Egypt
- Israel
- Jordan
- Lebanon
- Morocco
- Palestine
- Syria
- Tunisia
- Turkey

EU

- Austria
- Belgium
- Bulgaria
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- United Kingdom

Partners

- INBO - MENBO
- IME
- GWP-Med
- MED-EUWI
- SMAP - RMSU

Sponsors

Initiatives & Projects

- EU-MEDA-Water
- MED-EUWI
 - About Water Initiative
 - Objectives
 - Geographical Area
 - Actors
 - Meetings
 - Financing
 - Key documents
 - Joint Process
- EU-WFD
- EU-INCO-MED
- EU-LIFE
- EU-SMAP



EMWIS TU. Newsletters



- EMWIS Newsletter No. 1, 1998 (English & French)
- EMWIS Newsletter No. 2, 2001 (English & French)
- EMWIS Newsletter No. 3, 2005 Newsletter prepared for the Conference of Euro-Mediterranean Water Directors (Rome in Nov'05) (English & French)
- EMWIS Newsletter No. 4, 2007 (under preparation)

N E W S L E T T E R



EMWIS

EURO-MEDITERRANEAN INFORMATION SYSTEM ON KNOW-HOW IN THE WATER SECTOR

2 005 is the year of the Mediterranean, of the 50th anniversary of the Barcelona Declaration and the year chosen by the EMWIS to address the Water Directors of the Euro-Mediterranean Partnership. As President of the EMWIS Steering Committee for the last 4 years, I have noticed major progresses: the reinforcement of the partnership spirit in the countries, the confirmation of the political support, and the transfer of ownership. I am convinced that we will succeed because EMWIS is more and more integrated by the institutions around the Mediterranean and not an initiative imposed from the outside. The success of EMWIS has been acknowledged at the highest levels. In October 1999, the ministers of the 27 countries and the European Commission asserted again their commitment to use EMWIS more efficiently. In November 2001, in Madrid, the Water Directors reviewed the positive results and approved a development plan. In 2003, the





local water management, Med component of the EU Water Initiative, and the Joint Process on EU Water Framework Directive and the Water Initiative
The increased understanding of the Mediterranean Partner Countries on National Water Information Systems and their willingness to build them in the coming years
From this successful past, we face the future with pride and hope: to consolidate the system, increase the number of National Focal Points and web servers, to reinforce National Water Information Systems and to continue the way of a larger dialog with the use of the Arabic language and thematic activities to share knowledge, for example, on the Water Framework Directive or Non-conventional Water resources. EMWIS is already used as a model in other part of the World to build regional water information systems; e.g. SIAGUA in Latin America or AWIS in Africa. But the System can also contribute to water related global initiatives such as the Millennium Development Goal, World Water Assessment Program, with local and regional knowledge and reliable indicators.
Since May 2004, the Euro-Mediterranean Partnership count 35 countries, but as Mediterranean citizens we feel necessary to share our knowledge with and to learn from the experience of Mediterranean countries not signatory of the



EMWIS Newsletter No. 4, 2007 (content):

- Editorial on the preparation of the Water directors conference, Alexandria'07 and the Water Ministers conference'08.
- Water Observatory Mechanism
- EMWIS National Seminars in Jordan, Palestine, Cyprus & Egypt.
- Working groups progress:
 - Wastewater reuse WG
 - Drought & Water Scarcity WG
 - Water Monitoring WG



www.emwis.net

PRESENTATION

A single access point to water information
in the Euro-Mediterranean area

Based on a Federation
of distributed National web portals

www.emwis.net

- Understanding each other
 - Stay informed
 - Clearing house
 - Working together
- The latest internet technologies



Understanding each other

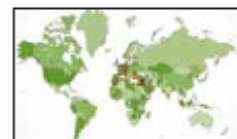


- **Who's who**
A water yellow pages with 2600 organisations, 1200 contacts and 300 information sources.
- **Common taxonomy in 5 languages**
A multilingual thesaurus used to index and access information.
- **National water institutions**

Stay informed



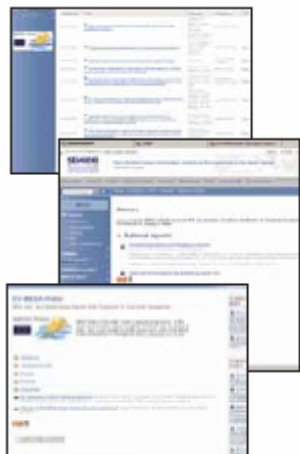
- **Monthly e-news flash**
In Arabic, English and French
Sent to about 10 000 subscribers..
- **Calendar of events**
Conferences, seminars, meetings and trainings.
- **Real time updates notifications**
Thanks to RSS feeds, you can display the latest uploads on your PC without browsing the web.



This new portal was launched in October 2006, and registers more than 40.000 visits per month, mainly located in the Mediterranean.



Clearing house



➤ Database of regional water projects

The best way to not reinvent the wheel and find suitable partners.

More than 200 EU regional projects related to water (MEDA, LIFE, INTERREG, RTD-INCO).

➤ Access to country profiles

Data & statistics, latest key reports, key contacts
National action plans of the EU Neighbourhood Policy.

➤ Main regional water initiatives

Mediterranean Strategy for Sustainable Development,
Med EU Water Initiative, MEDA-Water, MEDSTAT, EXACT, with their related news, events and projects.

The latest internet technologies

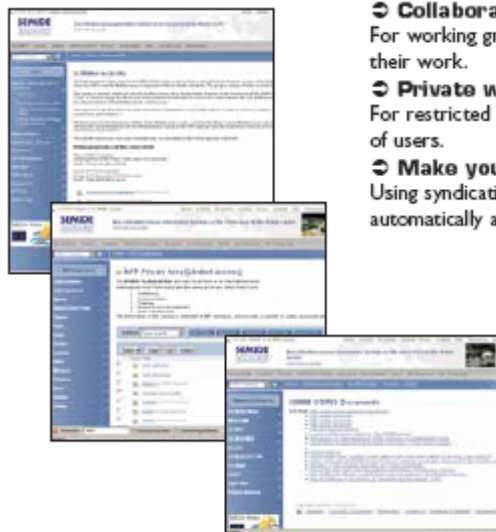
EMWIS web portal is based on NAYAA Content Management System developed for the European Environmental Agency (EEA) and based on open source software.

A portal tool kit allows any interested organisation to quickly generate its own portal and to integrate it in EMWIS network. It is based on the latest internet technologies: the Open Archive Initiative protocol for easier access to digital resources, generalised metadata using XML, web services, multilingual access and content management.

Folder
Html
Event
News
Project
File
Link
Pointer
Laws

Multimedia
Language selection
Syndication
Forum
Help desk
Quick search
Search
PDF view
Print

Working together



➤ Collaborative space areas

For working groups or communities to publish their work.

➤ Private working areas

For restricted exchanges between small groups of users.

➤ Make your content accessible to all

Using syndication processes metadata is harvested automatically and searchable from EMWIS..

Country leaflet



This leaflet (2 pages) was scheduled to be presented in Water Directors conference (Rome, Nov'05). However, we received few NFP responses (MA, CY, DZ & TK) and it has not been presented.

The structure of this country leaflet was as follows:

1. NFP Description
2. Contacts : NFP team members, water director (+a photo of the team)
3. EMWIS NFP progress in the country (+one schema)
4. EMWIS development perspectives in the country
5. Country profile
6. NFP coordinates

+ a representative photo from the country

Country leaflet: Turkey



TURKEY

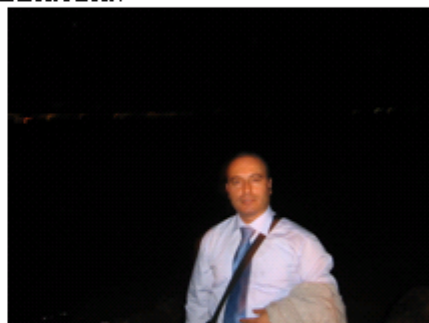
<http://www.emwis-tr.org>



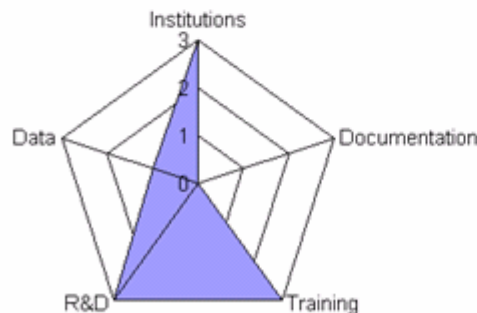
The National Focal Point for Turkey has been designated in 1999 by General Directorate of State Hydraulic Works that had been carrying out the functions of the NFP. The General Directorate of State Hydraulic Works (DSI in Turkish acronym) with a legal entity and supplementary budget is the primary executive state agency of Turkey for Nations overall water resources planning, managing, execution and operation. The main objective of DSI is to develop all water and land resources in Turkey. It aims at all the wisest use of the principal natural resources.

Contacts:

- The National Focal Point team is composed of:
 - Mr. Murat HATİPOĞLU, coordinator and data manager,
 - Mr. Adnan COSKUNSAKARYA, IT manager.
- Mr. Murat HATİPOĞLU



- The General Water Director is: Mr. Veysel EROĞLU, General Director of the DSI.



Progress so far:

During the Phase I, English and Turkish version of the web site established information along the 5 main EMWIS topics published. Hardware and software infrastructure renewed. Internet access improved. While during the second Phase, the following tasks are being going on:

- Improvement of cooperation with other stakeholders
- Collection and updating information from other institutes, agencies, universities and other stakeholders
- Provision of News (Hydrology e-

- news group) & Events
- Water related projects (National and International, ex: MEDA Water).

Future work:

- EMWIS Promotion seminar (December 2005)
- Promotion of web site through Universities and others..
- Content translation (Turkish-English and French)

Country profile:

1- Main institutions:

DSI has a three-tiered organization. Its top management level is the General Directorate office in Ankara. The secondary management level is also the department offices of General Directorate in Ankara. The tertiary management level consists of the Field or Regional Directorate offices. At present, there are 25 Regional Directorates dispersed throughout Turkey. The 25 Regional Directorates are comprised of Central Regional Offices, Field Division Offices and Field Section Offices. Major functions of these offices are firstly collect data in the field of mapping, hydrometric measurements, agricultural economy, land classification, drainage, groundwater and geology, and secondly to evaluate them for the planning, construction and operation of water structures..

● **The four main organizations responsible for development of water resources:**

1. General Directorate of State Hydraulic Works (DSI)
2. General Directorate of Rural Services (GDRS)
3. General Directorate of Bank of Provinces (İller Bank)
4. General Directorate of Electric Power Resources Survey & Development Administration (EİE)

2- Data:

Surface area: 780.576 km²***
Population (2005): 69,660,559 (July 2005 est.) *
Total GDP (2003): 458,200 million US \$
Freshwater resources per capita (m3): 3,369*
Freshwater withdrawal: total (% total water resources) 15.1; agriculture (% total freshwater withdrawal) 73;
Access to an improved water source (% total pop): 82*
Access to sanitation (% total pop): 90*

*World Bank, *** UNDP

Address: Murat HATİPOĞLU
 Minister of Energy and Natural Resources
 İnönü Cad. No 27, E-Blok, Bahçelievler/ANKARA
Telephone: +90 312 21 58238
Fax: +90 312 2229405
Email: mhatipoglu@dsi.gov.tr



	<p>MAROC</p> <p>http://www.semide-ma.org</p>	
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Le Point Focal National (PFN) du Maroc a été créé fin 1999 à la Direction Générale de l'Hydraulique du Ministère de l'Équipement. Depuis novembre 2002, le PFN est géré par le Secrétariat d'Etat chargé de l'Eau dont les missions sont :

- Veille météorologique et information sur l'évolution du climat
- Recherche et évaluation des ressources en eau
- Planification du développement des ressources en eau
- Mobilisation et transfert d'eau
- Gestion des ressources en eau
- Sauvegarde du patrimoine hydraulique (ressource et infrastructure)
- Recherche & Développement dans les domaines de l'eau et du climat

Contacts :

- Equipe du Point Focal National est composé de trois personnes :
 - Ahmed SKIM, Coordinateur
 - Souliman KAICHOUH, Responsable contenu
 - Rkia ASSAOUI, Responsable informatique

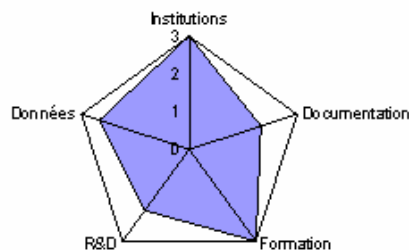
De droite à gauche : Rkia Assoui, Ahmed Skim et Souliman Kaichouh



- Le Directeur de l'Eau est Abdelaziz ZEROUALI, Directeur des Affaires Générales et Techniques

Etat d'avancement :

Un nouveau site a été lancé en août 2005. Il fournit des informations en français sur les 5 principaux thèmes du SEMIDE.



- Une 1^{ère} sensibilisation et mobilisation des principaux acteurs du secteur de l'eau a été effectuée par un séminaire d'information en avril 2005 (plus de 100 participants)
- Le site national du SEMIDE est fortement couplé à celui du site institutionnel du Secrétariat d'Etat chargé de l'Eau (www.water.gov.ma)
- Constitution d'un réseau des principaux acteurs de l'eau

Perspectives de développement :

- Edition d'une brochure nationale en 2006
- Traduction du contenu du site en arabe et anglais
- Enrichir le contenu (formation, R&D, Documentation)
- Complément de formation du personnel
- Mise en œuvre des interfaces d'échange de métadonnées au niveau régional
- Analyse de demandes des utilisateurs

Profil du pays :

1- Principales institutions :

- Conseil Supérieur de l'Eau et du Climat
- Secrétariat d'Etat auprès du Ministère de l'aménagement du Territoire, de l'eau et de l'environnement, chargé de l'Eau (SEE)
- Ministère de l'Agriculture, du Développement Rural et des Pêches Maritimes
- Ministère de l'Intérieur
- Ministère de la Santé
- Haut Commissariat aux Eaux et Forêts et à la Lutte Contre la Désertification
- Office National de l'Eau Potable (ONEP)
- Office national de l'Electricité (ONE)
- 7 Agences de Bassins Hydrauliques
- 9 Offices Régionaux de Mise en Valeur Agricoles, ...

2- Données :

Superficie : 710.830 Km² (A)

Population (2004) : 29.892.000 (A)

PIB total aux prix courants (2003) : 43.815 millions de \$ (1 USD = 9,574 Dirh) (A)

PIB par habitant (2003) : 1.460 \$ (A)

Ressources en eau par habitant (m³) : 970 (B)

Ressources en eau mobilisées : (% total des ressources en eau) **68** ; agriculture (% total Ressources en eau mobilisées) **88** (D)

Accès à l'eau potable : en milieu urbain (2004) : taux de branchement : **90** % des foyers ; en milieu rural (2004) : **60** % des populations rurales (D)

Accès à l'assainissement (% total pop) : **68** (B)

(A) Haut Commissariat du Plan (www.statistic-hcp.ma) ; (B) Banque Mondiale ; (D) SEE

*Adresse : Secrétariat d'Etat auprès du Ministère de l'Aménagement du Territoire, de l'Eau et de l'Environnement, chargé de l'Eau
Division des Méthodes.*

Rue Hassan Bencheqroun, Agdal, Rabat

Tél. : +212 37 685 877 - Fax : +212 37 778 696 - Email : skim@water.gov.ma

Examples of Promotion material: CYPRUS NFP



<p>Τμήμα Αναπτύξεως Υδάτων</p>  <p>Water Development Department</p> <p>Επισκεφθείτε την ιστοσελίδα μας: Visit our website:</p> <p>www.moa.gov.cy/wdd</p>  <p><i>N6FO, το φυλάξτε για να μη διψάμε!</i> WATER-SAVE IT don't waste it!</p>	<p>Ευρωμεσογειακό Σύστημα Πληροφοριών για το Νερό</p>  <p>Euro-Mediterranean Information System on Know-how in the Water Sector</p> <p>Επισκεφθείτε την ιστοσελίδα μας: Visit our website:</p> <p>www.emwis-cy.org</p>  <p><i>N6FO, το φυλάξτε για να μη διψάμε!</i> WATER-SAVE IT don't waste it!</p>
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<p>Το Ευρωμεσογειακό Σύστημα Πληροφοριών για το Νερό (SEMIDE/EMWIS)</p> <ul style="list-style-type: none"> • Επιτρέπει εύκολη πρόσβαση στις ιστοσελίδες του σε οποιαδήποτε. • Αναπτύσσει τη διάδοση των πληροφοριών • Αναπτύσσει προγράμματα συνεργασίας • Αυξάνει τις γνώσεις για το νερό σε κάθε περιοχή • Βοηθά στη γρήγορη ανταλλαγή πληροφοριών • Παράγει ποιότητα στο είδος των πληροφοριών 	<p><i>N6FO, το φυλάξτε για να μη διψάμε!</i></p> <p>Επισκεφθείτε τις ιστοσελίδες μας Visit our websites</p> <p>www.emwis.org www.emwis-cy.org www.moa.gov.cy/wdd</p> <p><i>WATER-SAVE IT don't waste it!</i></p>	<p>Ευρωμεσογειακό Σύστημα Πληροφοριών για το Νερό Euro-Mediterranean Information System on Know-how in the Water Sector</p>     <p>Εθνικό Εστιακό Σημείο Κύπρου Cyprus National Focal Point</p>  <p>ΤΜΗΜΑ ΑΝΑΠΤΥΞΗΣ ΥΔΑΤΩΝ WATER DEVELOPMENT DEPARTMENT</p> <p>Οικισμός Γεωργίου Αλέξανδρου 1513 Πάφος, Κύπρος Tel: (+357) 228201133 Fax: (+357) 228172155 E-mail: info@wdd.moa.gov.cy</p>
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 <p>Ευρωμεσογειακό Σύστημα Πληροφοριών για το Νερό Euro-Mediterranean Information System on Know-how in the Water Sector</p> <p>Επισκεφθείτε την ιστοσελίδα μας: Visit our website:</p> <p>www.emwis-cy.org/</p> <p><i>N6FO, το φυλάξτε για να μη διψάμε!</i> WATER-SAVE IT don't waste it!</p>	 <p>Τμήμα Αναπτύξεως Υδάτων Water Development Department</p> <p>Επισκεφθείτε την ιστοσελίδα μας: Visit our website:</p> <p>www.moa.gov.cy/wdd/</p> <p><i>N6FO, το φυλάξτε για να μη διψάμε!</i> WATER-SAVE IT don't waste it!</p>
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Page Marker

Card



ΤΟ ΝΕΡΟ ΒΙΝΑΙ ΠΡΟΪΟΝΤΟ ΟΣΟ ΚΑΙ Η ΚΥΠΡΟΣ ΜΑΣ

The Greek phrase on the painting is: "Water is as precious as Cyprus"

Ζωγραφιές παιδιών δημοτικών σχολείων για την εξοικονόμηση νερού
Paintings of children from primary schools for the conservation of water
2005

WDD ΤΜΗΜΑ ΑΝΑΠΤΥΞΗΣ ΥΔΑΤΩΝ
WATER DEVELOPMENT DEPARTMENT

NEPO, ra φυλάμε για να μη διαφάν!
WATER-SAVE IT don't waste it!

WDD ΤΜΗΜΑ ΑΝΑΠΤΥΞΗΣ ΥΔΑΤΩΝ
WATER DEVELOPMENT DEPARTMENT

www.moa.gov.cy/wdd www.emwis-cy.org

Examples of Promotion material: Algerian NFP





EMWIS Promotion Plan

Periodic assessment of information needs

In order to be responsive and demand-driven. It is necessary to adapt the EMWIS services and the promotion activities to information requirements from the target audience.

The assessment should be carried out by analysing:

- **Email requests received**
- **Web consultation statistics**
- **Survey during conferences**
- **Online survey**
- **NFP survey**

- Common formats should be used to allow comparisons & aggregation of the results from the NFPs & the T. U.