

## EMWIS PROMOTION PLAN

For an information system such as EMWIS, promotional activities are necessary to ensure a broad use of the system by information providers and users, as well as to allow a full transfer of ownership towards each country (for a better sustainability). In this context, the goal of the promotion plan is to define a coherent approach of the promotional activities to be set-up by EMWIS partners. This approach is based on:

- A common vision and mission statement: EMWIS is the Water Information hub for the Med area. Its specificity relies on its decentralised approach
- A visual identity and brand strategy based on a common graphic and design rules
- Systematic assessments of use and user needs
- Quality outputs

The promotional activities will be targeted to four types of audience as outlined in the table below:

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



The table below outlines the tools with their main targeted audience.

Tools	NFP	Information users	Content providers	Decision makers
International Website		X	X	
National websites		X	X	
E-Flash		X	X	
Other multimedia material				
Paper newsletter				X
Brochure		X	X	X
Other printed material				
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	

A full report in English is available from the EMWIS Technical Unit.

