

	<b>AGREEMed</b> <b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b>	
AGREEMed (PRIMA section 2/ Research & Innovation Activities (RIA))		



## Deliverable 8.5: Report on communication and dissemination activities

<b>WP</b>	8	Upscaling, Dissemination & exploitation	
<b>Task</b>	8.2	Progress on communication and dissemination plan	
<b>Dissemination level<sup>1</sup></b>	PU	<b>Due delivery date</b>	30-11-2025
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<b>Contributing beneficiaries</b>	ALL

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<sup>1</sup> Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium

<sup>2</sup> Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

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## Executive summary of the deliverable

<sup>3</sup> Creation, inputs, modification, final version for evaluation, revised version following evaluation, final.

The objective of the deliverable is to outline the dissemination and communication activities carried out during the project period [M1-M26]

The deliverable is divided in three sections providing an extensive review of AGREEMed's activity results, monitoring and upcoming elements:

- 1- A comprehensive accounting of dissemination and communication activities: **Progress and achievements of the D&C activities:**
  - *AGREEMed's graphical identity*
  - *Informative channels and activities*
  - *Participatory stakeholder engagement*
- 2- The basis for a proper assessment of the D&C activity: **Monitoring and evaluation of the implemented actions:**
  - *Assessment of the project's target achievement*
  - *Recounting of the project's risk mediation and lessons learnt*
- 3- The next steps in the D&C activities: **Upcoming publications and future activities**

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**List of acronyms and abbreviations:**

RIA: Research and Innovation activities

CDP: Communication and Dissemination Plan

CA: Consortium Agreement

GA: Grant Agreement

UM6P: Mohammed VI Polytechnic University

UIZ: University of Ibn Zohr

CERTE: Water Research and Technology Center

OBREAL/GLOBAL: Observatory of EU-LA Relations/Global Observatory

GJU: German-Jordanian University

TUB: Technische Universität Berlin

DELTA: DELTA Umwelt-Technik GmbH

SEMIDE: Euro-Mediterranean Information System on know-how in the Water sector

IAMM: Mediterranean Agronomic Institute of Montpellier

IRIDRA: IRIDRA SRL

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## I. AGREEMed project overview

The main objective of the AGREEMed project is “to improve the capacities of water actors in developing integrated aquifer management plans and demonstrating such development in strategic pilot areas (watersheds) in the Mediterranean region: Souss-Massa in Morocco, Hammamet in Tunisia, and Jordan Valley in Jordan". The targeted aquifer management plans will contribute to safeguarding groundwater resources, supporting socio-economic growth, and preserving ecosystems in the context of global changes. Transferring scientific knowledge, exchanging successful institutional and technological innovations between partners as well as developing pilot area’s specific solutions are the key pillars of AGREEMed project.

## II. Document objectives

While D8.1 *Dissemination and Communication Plan* set out the overall engagement approach for AGREEMed by defining the Dissemination and Communication Strategy and related action plan, and D8.3 *Progress on communication and dissemination plan* (M24) reported on the mid-term implementation of that strategy, the present final report provides a consolidated overview of all concrete D&C actions carried out over the entire project duration.

The main purpose of this document is to present how, when, to whom and through which channels AGREEMed outputs have been disseminated, and to assess the visibility and impact achieved. It first summarises the activities implemented to inform and raise awareness about the project and to attract interest from the targeted stakeholder groups, thereby securing the foundations for their early and sustained engagement. It then reviews the actions undertaken to interact with stakeholders and collect feedback on project results through two-way communication, which has been instrumental in supporting the achievement of the project objectives. Finally, the report serves as an evaluation framework, presenting the performance and impact of the D&C activities, highlighting best practices and lessons learned, and providing an updated analysis of the indicators of achievement defined in D8.1 and further monitored in D8.3.

## III. Missions of AGREEMed communication and dissemination activities

Communication plays an important role in achieving the objectives of the project through reaching the targeted audience (mainly administration and environmental authorities, water and waste water utilities, industries, farmers, scientists developing methods and

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models, and subject-related funding programs) by using a wide variety of channels such as website and social media management and newsletter edition; article publication in press and scientific journals; and external events and local tv shows participation. This is crucial to the project's success and the promotion of its products (Decision Support Tool, innovative solutions, and technologies) in the market. Furthermore, communication is a tool to demonstrate the implementation and influence of the European directives and policies.

The communication and dissemination plan (CDP) should be used as a manual for the dissemination activities during the project and after the end of the project, the CDP will be continuously updated.

The general objectives of the Communication and Dissemination activities of AGREEMed project are:

- Ensuring that the project objectives, activities, and outcomes reach the relevant target groups, especially end-users, in and beyond the demo site countries.
- Ensuring transparency and visibility of the project activities to acquire the needed support from crucial stakeholders.
- Increasing the awareness and the dissemination concerning the new sustainable approaches developed by academics in project consortium
- Establishing links, synergies with other water projects and European Union funding mechanisms.
- Support exploitation towards market uptake.
- Showing the role of the PRIMA in supporting R&I in building Mediterranean future as a competitive and sustainable society.

The implementation of WP8 is structured around the following tasks:

*Task 8.1 Development of Communication and Dissemination Plan (Lead: SEMIDE/ Participants: all partners (M1-M6))*

*Task 8.2: Production of Dissemination and Communication materials and means (Lead: SEMIDE/ Participants: all partners (M1-M42))*

*Task 8.3: Exploitation Plan (Lead: SEMIDE/ Participants: all partners (M1-M42))*

*Task 8.4: Final info day (Lead: UM6P/ Co-lead: SEMIDE/ Participants: all partners (M42))*

## IV. The structure of the document

The scope of this report is to present the two-year progress report on the Communication and Dissemination activities of the project performed by project partners. It outlines the objectives and strategy of the reporting period and presents the tools and activities that were undertaken to accomplish the objectives set. The report informs on the

implementation of the strategy and action plan defined in D8.1 Communication and Dissemination Plan. The following table defines the intended audience of the current report:

**Table 1: Intended audience of the report**

Intended audience	Reasons
AGREEMed consortium partners	To be informed on the D&C activities performed by the consortium during the reporting period.
PRIMA foundation	To review and assess the projects communication and dissemination activities
Identified stakeholders	To be informed about the D&C activities performed within the period, raise awareness about the project, announce project objectives as well as to find out how they could partake in the activities.
Other related projects	To share knowledge, information, best practices and activities that could be used in their projects as well and to find a common ground to establish potential collaboration of cross-dissemination.

This report is structured around the sections described below:



**Figure 1: Structure of the progress report**

## V. Progress and achievements of the D&C activities

The first step of the communication and dissemination activities we took was: **informing about the project**. This implies to shape the **visual identity** of the project and then to ensure that the vision, objectives, activities and results of the project become as widely known and understood as possible through **dedicated messages by the identified stakeholders**: practitioners, scientific and research community, public bodies, related projects and initiatives, private sector, specialized and general media and civil society.

The dissemination of the project information is ensured through AGREEMed **communication tools and channels**:

- Project website

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- Distribution of promotional materials (leaflet, roll-up, posters)
- Partners' network
- Contribution to third party events and publications

Regularly **engaging targeted audience** through:

- Social media
- Press releases
- Newsletters
- National and international conferences
- Networking events, with research community, policy makers and related projects.

These activities intend to address all AGREEMed stakeholders.

**Table 2: Timeline for the D&C activities on promoting and increasing the visibility of AGREEMed**

Timing	Tools	Task	Responsible
Before the start of the project	Promotional material	Design the project logo and visual identity	UM6P
M1	Social networks	Creation of social medias: Facebook- LinkedIn- Twitter- YouTube	SEMIDE
M1	Social networks	Implement regular and consistent social media content to communicate on the project objectives and activities.	SEMIDE
M3	Project website	Design and development of an intuitive and responsive public website.	SEMIDE
M7	Project website	Website launch. Regular website maintenance and content updates	SEMIDE
M8	Press releases	Creation of an excel table in the intranet for the monitoring of press releases	SEMIDE
M8	Mailing lists and contact database	Set up a stakeholder database	SEMIDE
M8	Promotional material	Produce the first set of promotional materials, including a project flyer, roll-up banner and	SEMIDE

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		standard PowerPoint presentation.	
M8-M42	Contributions to third party events	Creation of an Excel table in the intranet with list of events related to the project.	All
M8-M42	Scientific articles	Creation of an excel table in the intranet with a publication plan. Publication of at least 3 scientific articles	All
M16 – M28	Newsletters	Publication of 2 newsletters	SEMIDE
M25-M27	Promotional material	2 promotional videos of AGREEMed	SEMIDE
M26-M42	Promotional material	Project factsheets	SEMIDE

## 1. The project’s graphical identity

### - The project logo

A specific corporate image has been defined with the design of a logo of AGREEMed project. The logo contains the full name of the project and is available in different resolutions, sizes and different file formats for an easy integration into electronic or printed documents.



**Figure 2: AGREEMed logo**

A packaged set of promotional material for the project has been developed and distributed through various mass media channels for publicity use. This promotional kit, designed by SEMIDE, includes a **project brochure**, a **template for PowerPoint presentation**, and **rollup banners**, giving the partners the tools to reach large audiences in a short period of time.

### - The project brochure

Available on the project website:  
<https://agreemed.eu/index.php/dissemination/promotional-materials.html>

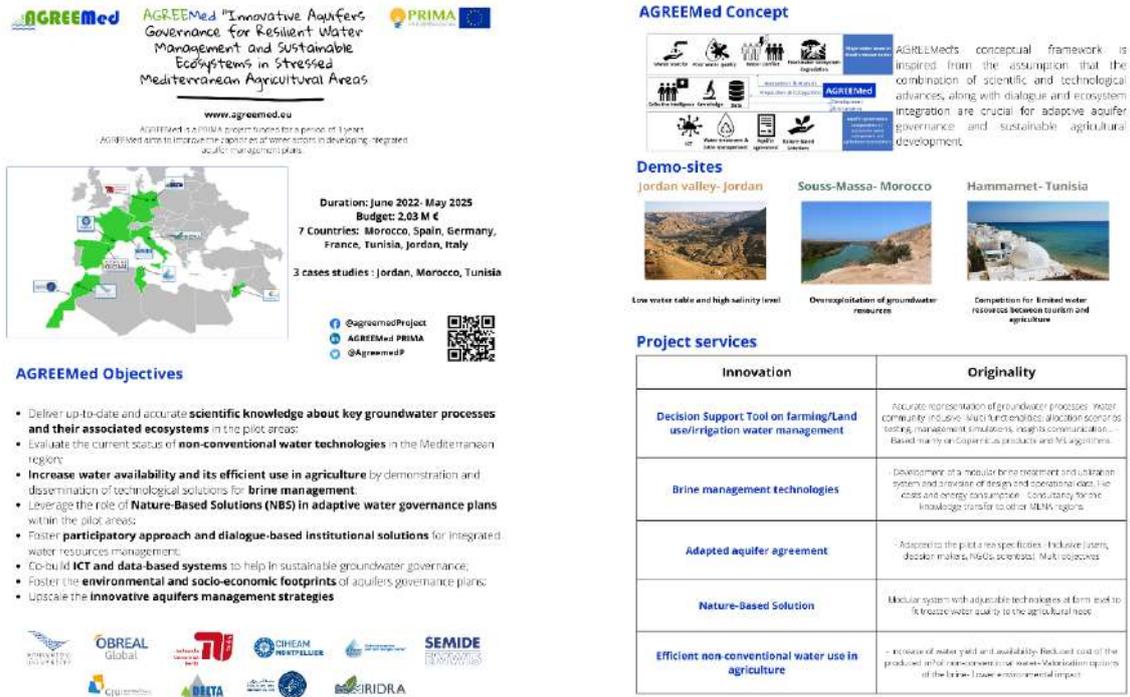


Figure 3: Project brochure

- **The project posters**

Two posters were designed for AGREEMed, the first describing the project's concept and demosites and the second one mapping stakeholders and stakeholder expectations for each demosite.



# AGREEMed

## Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas



AGREEMed (PRIMA section 2/ Research & Innovation Activities (RIA))

AGREEMed "Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas"

Duration: Jan 2020 - May 2025  
Budget: 2,68 M €  
14 partners

2 case studies: Jordan, Morocco, Tunisia  
AGREEMed aims to improve the capacity of water users at developing integrated aquifer management plans

- Aquifer health
- Aquifer resilience
- Governance

### AGREEMed Concept



### AGREEMed demo-sites

**Jordan valley - Jordan**      **Souss-Massa - Morocco**

Low water table and high salinity level      Overexploitation of groundwater resources

**Hammamet - Tunisia**

Competition for limited water resources between tourism and agriculture

Figure 4: Concept project poster



Figure 5: Stakeholder poster

- **Factsheets**

A fact sheet is a short document that contains the **most relevant information** about a particular subject in the least amount of space. The goal is to provide **facts and key points** about a topic in a **clear, concise, and easy-to-understand way**.

Project partners prepared 3 factsheets, one per demo site (Jordan Valley, Souss-Massa, Hammamet).

The 3 factsheets have the same structure:

- Demo site description
- Stakeholder mapping
- Stakeholder expectations
- Solutions : description, methodologies and results

The 3 factsheets are available in the project website here : <https://agreemed.eu/index.php/dissemination/promotional-materials.html>



**Demonstration site factsheet**  
**Souss-Massa basin, Morocco**

### Description

The Souss-Massa basin, covering 27,000 km<sup>2</sup>, is one of Morocco's **key hydrological regions**, characterized by a semi-arid to arid climate with an average annual rainfall of 200–250 mm. The basin is **densely populated**, with 2.56 million people recorded in 2014, projected to exceed 3.31 million by 2030. It includes some of the country's most advanced agricultural areas, positioning it as a **major hub for modern irrigated farming** in the Mediterranean.



Figure 1. Souss-Massa basin demo site

### Specific problems

Over the past few decades, agricultural expansion, urbanization, and climate changes have intensified **groundwater overexploitation**, leading to declining aquifer levels and water supply challenges. Additionally, water quality has deteriorated due to **saline intrusion and pollution** from fertilizers and wastewater.

### Stakeholder mapping

Souss-Massa River Basin Agency	Regional Multi-service Agency of Agadir	Dar Si Hmad Foundation	Ministry of Equipment and Water	Amarae Soous Mineral Water
National Water and Forestry Agency	National Office of Electricity and Drinking Water	Aman El Baraka Construction	Ministry of Equipment, Transport and Logistics	Women Cooperatives in Agadir
Souss Massa Innovation City	Ministry of Health	Agro Tech - SM Association	Fruit and Vegetables Producers Associations	Farmers
Almostaqbal Association	Ministry of Agriculture	Agadir Delegation of the Office of Cooperation Development		

### Stakeholder expectations

- ▶ **Sustainable Water Use:** Ensure water resources sustain future generations.
- ▶ **Water Quality Assessment:** Evaluate nitrate pollution and seawater intrusion.
- ▶ **Expanded Water Sources:** Develop new sources for increased water availability.
- ▶ **Efficient Irrigation:** Adopt techniques to minimize water loss in agriculture.
- ▶ **Stakeholder Involvement:** Engage stakeholders in water management decisions.
- ▶ **Environmental Sustainability:** Preserve and protect the basin's natural resources.



Figure 6 SOUSS-MASSA Factsheet

Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas



**Demonstration site factsheet**  
**Valley demosite, Jordan**

**Description**

The Jordan AGREEMed demo site is the Research Centre Al Karamah hosted in a private date farm in South Shouna in Jordan Valley, north of the Dead Sea. The farm is located at the geographic coordinates: 31°54'40" North, 35°34'49" East with an elevation of 315 m below the sea level as shown on the Jordan map.

The climate of the Jordan valley is classified as semi-arid with an annual rainfall of about 150 mm and temperatures exceeding 40°C in the dry season. It is an import region for agriculture in Jordan and possesses substantial groundwater resources of brackish water with salinity of 2000 to 4000 ppm. Land utilization is limited due to the shortage of fresh water supply from the central distribution system of the government.

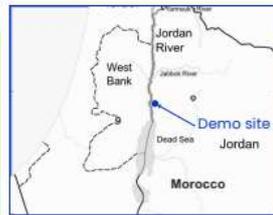


Figure 1. Valley demosite demo site

**Specific problems**

The major sources of pollution in the Jordan River Valley include untreated wastewater, solid waste dumping and pollution from agriculture, and husbandry. The population explosion, rising living standards, and other factors that have accompanied economic and social development have all posed significant challenges to the water sector. These factors led to continued mining of renewable groundwater resources, with the current extraction rate (50%) exceeding the safe yields, increasing water salinity, declining water table levels, and rising pumping costs.

**Stakeholder mapping**



**Stakeholder expectations**

- ▶ **Environmental Conservation:** Prevent degradation and preserve biodiversity.
- ▶ **Water Management:** Improve water availability and quality
- ▶ **Renewable Energy:** Shift towards renewable sources, reducing reliance on non-renewables.
- ▶ **Community Engagement:** Involve local communities in decision-making processes.



Figure 7 Jordan valley factsheet



**Demonstration site factsheet Hammamet, Tunisia**

**Description**

Hammamet is a Mediterranean coastal area located in the Cap-Bon region of Tunisia (Governorate of Nabeul). The touristic development has stimulated the urbanization extension and has deeply changed the original agricultural character of the region leading to water conflicts between sectors (agriculture, touristic, urban). The local water resources cannot meet the local demand, and the region should rely on the water transferred from other areas of the country to fulfill water needs. The groundwater is overexploited and suffers in some places from salt-intrusion. Due to this situation, agriculture abandon in favor of urbanization is more and more observed. 4500ha could be submerged under the effects of climate change and the actual situation is likely to increase the vulnerability of the region and limits the possibility of sustainable agriculture and water management.

Figure 1. Hammamet demo site

**Specific problems**

In the Hammamet region of Tunisia, limited water resources are under increasing pressure due to competing demands from tourism and agriculture. Tourism, especially during peak seasons, requires large volumes of high-quality water, while local farmers depend on the same water sources often overexploited groundwater for irrigation. This has led to aquifer depletion, saline intrusion, and growing conflicts between sectors.

**Stakeholder mapping**

National Sanitation Agency	National Water Distribution Agency	National Sanitation Unit by Subsid Development	Researches	Citizens
Ministry of Local Affairs and Environment	Ministry of Health	Tourist Facilities	Industries	Ministry of Environment, Coastal Protection and Forest Agency
Municipalities	Tunisian International Center for Environmental Technologies	National Environmental Protection Agency	International Environmental Education Association	Tunisian Institute for Hygiene and Environmental Protection
Tunisian Union of Agriculture and Fisheries	Ministry of Agriculture, Water Resources and Fisheries	Agricultural Development Groups	Regional Development Council Commission	Farmers

- Stakeholder expectations**
- ▶ **Water-Saving Equipment:** Deploy specialized equipment for sustainable water use in irrigation practices.
  - ▶ **Technological Enhancements:** Implement complementary technologies to improve treated wastewater quality.
  - ▶ **Alternative Water Solutions:** Explore alternatives to supply farmers with irrigation water.
  - ▶ **Community Behavior Change:** Encourage behavioral shifts among the local population regarding water usage.
  - ▶ **Industry Accountability:** Enforce efficient penalties for industries to encourage responsible water usage.
  - ▶ **Educational System Update:** Revise the education system to include environmental topics, particularly on water resource preservation.
  - ▶ **Collaboration Improvement:** Enhance cooperation among various stakeholders within the water sector for effective management.



Figure 8 Hammamet factsheet

- **Videos**
- SEMIDE created a presentation video of AGREEMed, zooming in on the three demo sites of the projects and introducing for each of them the priorities, the stakeholders and the stakeholders' expectations.
- The video is available on AGREEMed's website and the project's YouTube channel:
- [AGREEMed - presentation video](#)

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**Figure 9: AGREEMed presentation video**

SEMIDE also created an AI animated video providing insight on AGREEMed solutions, and its finality. The video has been made and customized through the HeyGen AI Video Generator platform. It is published on AGREEMed’s YouTube in English and in French.

Link to the English AI-animated Solutions and finality video: <https://youtu.be/bAGxTG8xOpM>

Link to the French AI-animated Solutions et finalité video: <https://youtu.be/eftcQfAPs7s>

## 2. Channels and activities created and performed to inform about the project

### a. Project website

The project website, serving as a main Dissemination and Communication tool, is used as the main gateway to diffuse project information as widely as possible. The objective was to set up this website and manage it in a dynamic way by connecting it to social networks.

AGREEMed project public website (<https://agreemed.eu/>) (T8.2) is designed and maintained by SEMIDE. (See D8.2).

The purpose of the website is to be the public image of the project as well as the main online access point for the different target groups. As an essential part of the strategy for raising awareness, the AGREEMed website constitutes a key information source for highlighting projects objectives, outcomes, collaboration opportunities. This website is a mean to convey all information pertaining to the project for a wide range of audiences. News and

	<h1>AGREEMed</h1> <h2>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</h2>	
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events are regularly published, allowing for up-to-date information to be available for website users.

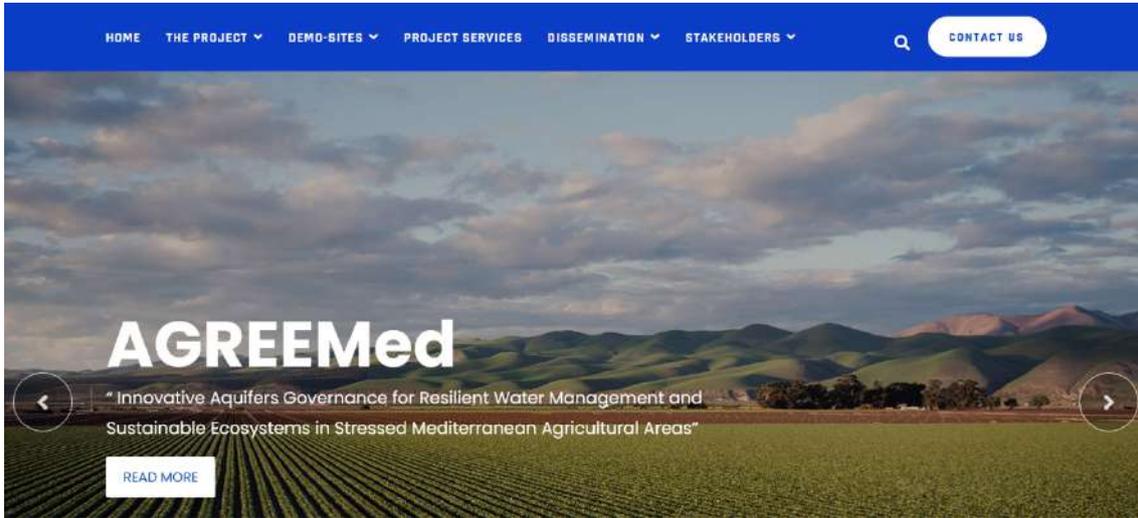


Figure 10: Project website

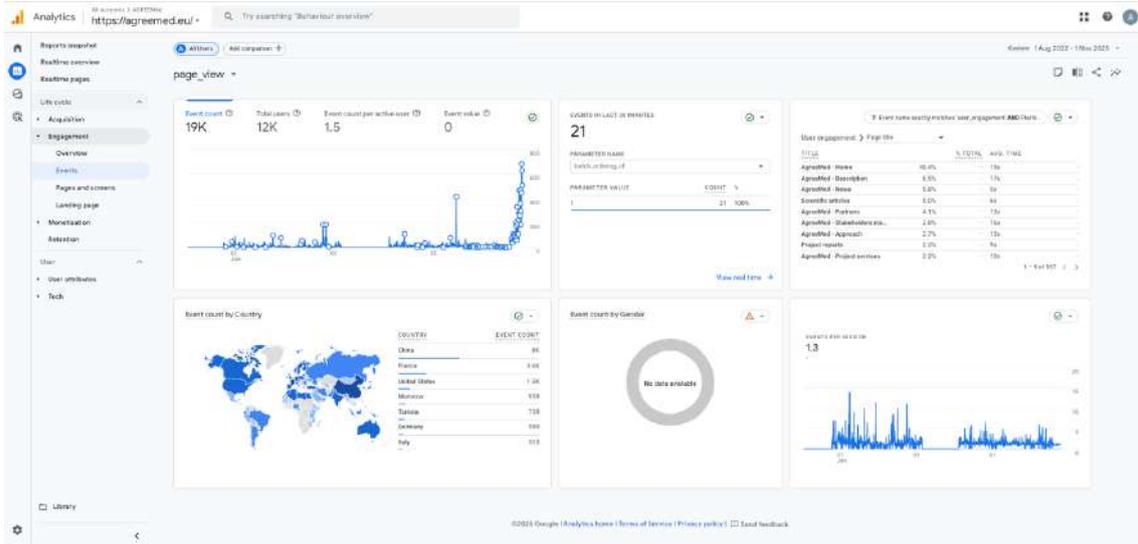
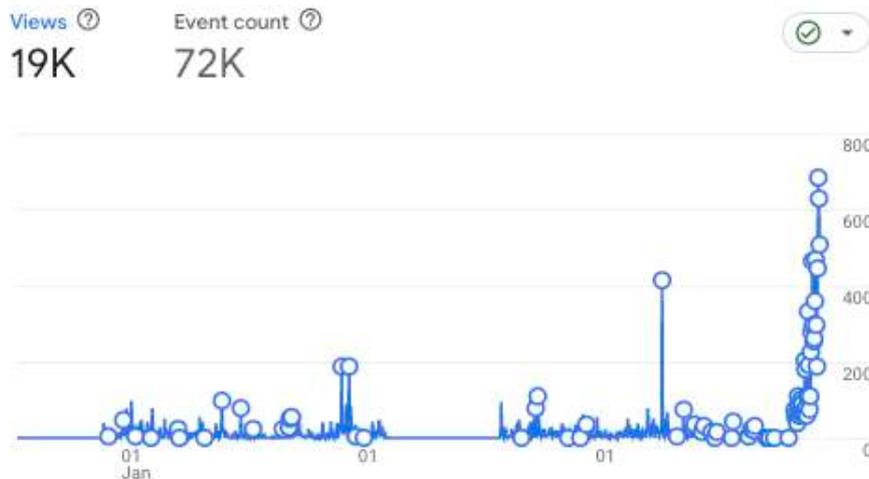


Figure 11: AGREEMed's website Google Analytics general view of activity from August 2022 to November 2025



**Figure 12: AGREEMed's website Google Analytics Global Events since August 2022**

Since August 2022, the project website has had over 19K page views. AGREEMed’s website has also registered 72,000 events which are the number of interactions of users on the website (i.e. link clicks, video views, form fillings, etc.).

### b. Social media

Social media accounts and profiles play a key promotional role for the project, the goal being to use them extensively to enhance the project online presence in a way that complements the other communication channels.

The objectives for social media for the reporting period have been defined as twofold:

- Build relationship and effectively engage with relevant stakeholders on a frequent and sustained basis to inform them about the AGREEMed latest activities and achievements while stimulating dialogue between the project consortium and the outside world.
- Provide relevant stakeholders and the water community at large with the latest news and issues in the field of aquifer governance, to be perceived as an entry point channel in the field.

Project related social media networks were available online, starting June 2022, and specific efforts have been made to develop the project presence on Facebook, Twitter and LinkedIn. They are fed with eye-catching content about AGREEMed events and achievements on a regular basis.

	<p><b>AGREEMed</b></p> <p><b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b></p>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		

**1. X (formerly Twitter): <https://x.com/AgreemedP>**

AGREEMed’s X account gives the public a glimpse of the project’s current activities, namely concerning article publications, interviews, and event planning and participation. The AGREEMed account runs under the handle @AgreemedP and has been active since June 2022.

At the time of writing, AGREEMed has engaged 285 followers and follows 314 X accounts of related stakeholders.

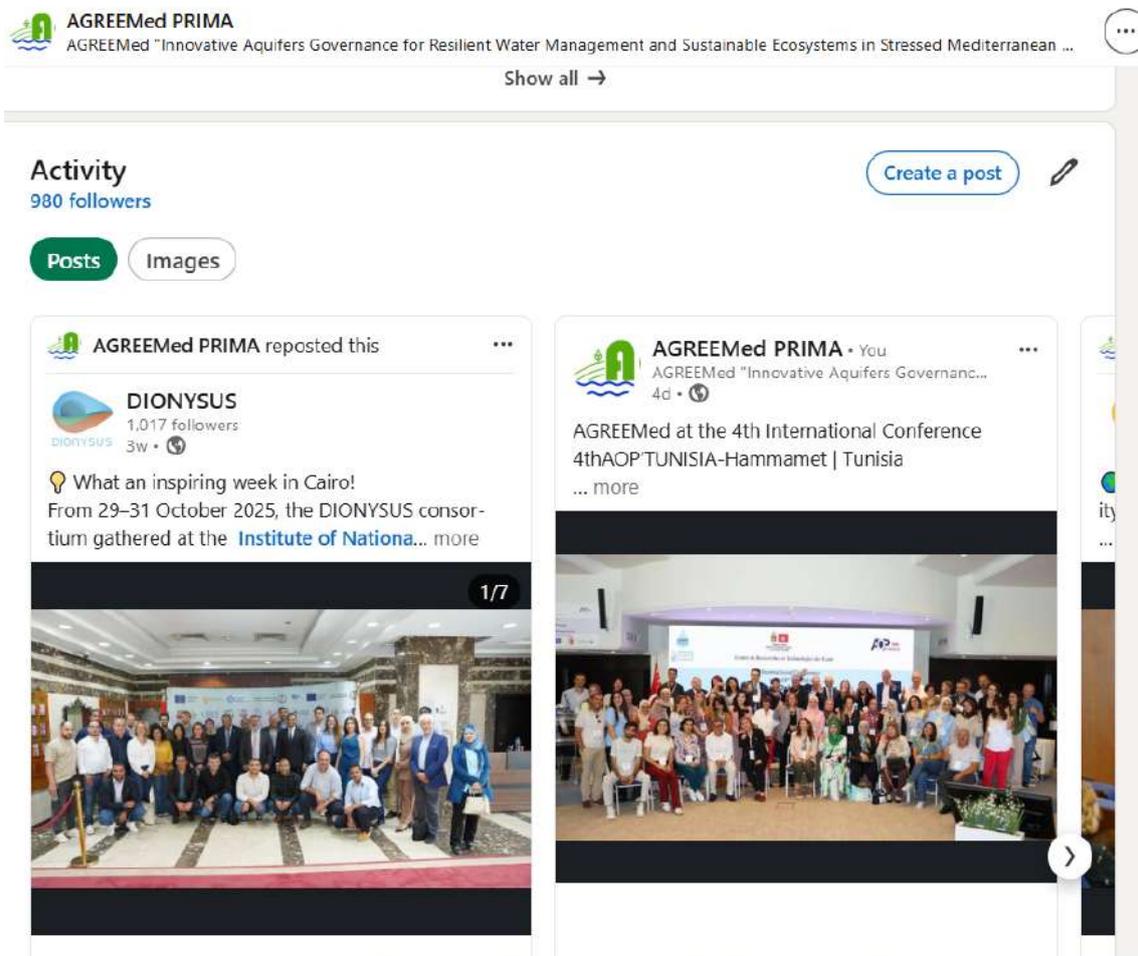


**Figure 13: AGREEMed X**

**2. LinkedIn: <https://www.linkedin.com/in/agreemed-prima-1a0845242/>**

AGREEMed’s LinkedIn account aims to promote the project’s activities in relation with professional networks, policymakers, practitioners, and industry representatives. It is used to raise awareness about AGREEMed’s main achievements as well as to target experts and professionals in resources management in the agriculture sector and collect their feedback on specific issues. The project’s LinkedIn account is also a key tool to enhance synergies among the AGREEMed community and widen the dissemination of the project’s activities. With over 980 followers and a mixture of both AGREEMed project members and other actors involved in the water sector, the profile provides a good coverage of related individuals and potential community networks.

	<p><b>AGREEMed</b></p> <p><b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b></p>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		



**Figure 14: AGREEMed LinkedIn**

Within the past year AGREEMed’s LinkedIn posts have been displayed almost 19,043 times. The top performing posts are the three top-performing AGREEMed posts are: the announcement of the project’s factsheets, the release of a new scientific publication, and the announcement of a Joint Coordination Meeting on Non-Conventional Waters during the EGU 2025.

**Content performance**

**19,043**  
Impressions

Cumulative



Daily data is recorded in UTC

**Figure 15: AGREEMed's LinkedIn Content Performance since November 2024**

**Top performing posts**

Based on impressions gained from November 4, 2024 - November 3, 2025

<p>AGREEMed PRIMA posted this · 11mo</p> <p>The AGREEMed factsheets are here! We're excited to announce the release of AGREEMed's first factsheets. ...show more</p> <p>44 likes, 1 comment</p>	<p>▲ 3,791 impressions</p> <p>View analytics</p>
<p>AGREEMed PRIMA posted this · 9mo</p> <p>New Scientific Publication! The AGREEMed project is proud to announce the publication of a new scientific paper. ...show more</p> <p>14 likes</p>	<p>▲ 1,676 impressions</p> <p>View analytics</p>
<p>AGREEMed PRIMA posted this · 6mo</p> <p>AGREEMed is proud to announce a Joint Coordination Meeting on Non-Conventional Waters in the Mediterranean, organized during the EGU General Assembly 2025! ...show more</p> <p>20 likes, 3 comments</p>	<p>▲ 1,396 impressions</p> <p>View analytics</p>

**Figure 16: AGREEMed's LinkedIn Top Performing Posts since August 2023**

Moreover, The follower growth on LinkedIn has remained positive over the past year, reaching a total of 980 followers, a 31% increase compared to the previous period. Several peaks in follower activity can be observed around late 2024 and mid-2025, reflecting increased engagement during key project announcements and events. Activity sectors and location of followers are shown in figures below.

### Industry

Farming	14.6%
Research Services	13.2%
Environmental Services	8.2%
Higher Education	7%
Civil Engineering	4.3%

**Figure 17: AGREEMed's LinkedIn Top Demographics (Industries) since November 2024**

### Location

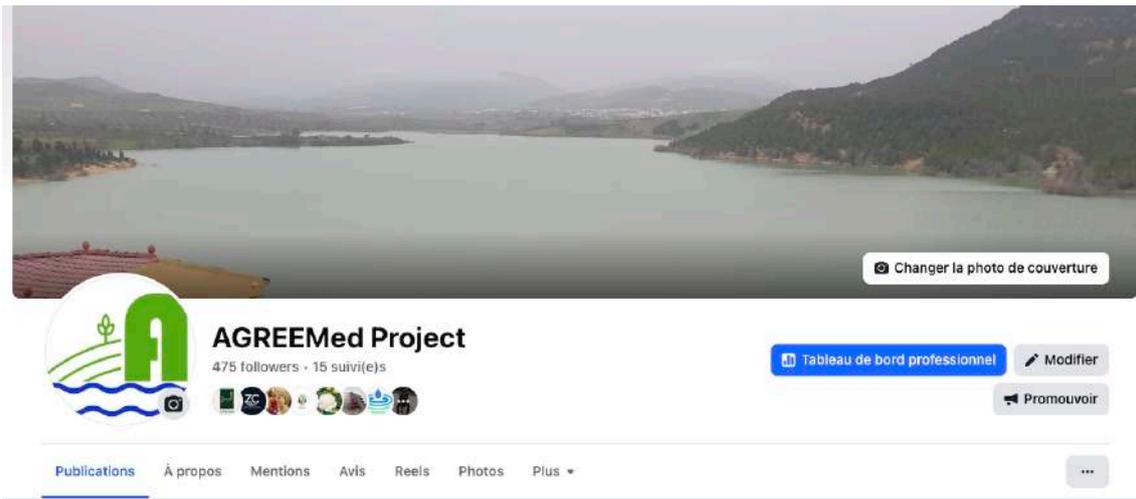
Grand Tunis Metropolitan Area	8.3%
Rabat Metropolitan Area	5.2%
Agadir Metropolitan Area	4.5%
Medina	3.1%
Casablanca Metropolitan Area	3%

**Figure 18: AGREEMed's LinkedIn Top Demographics (Locations) since November 2024**

### 3. Facebook: <https://www.facebook.com/AGREEMED/>

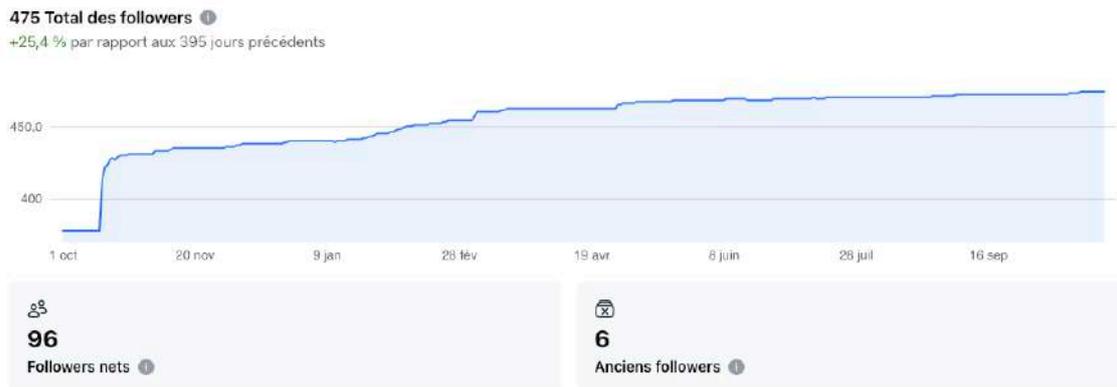
AGREEMed's Facebook account aims to promote the project's activities in relation with the general public. It is used to raise awareness about AGREEMed's main achievements and to

communicate general messages about resources management. 475 people are subscribed to AGREEMed’s Facebook profile.

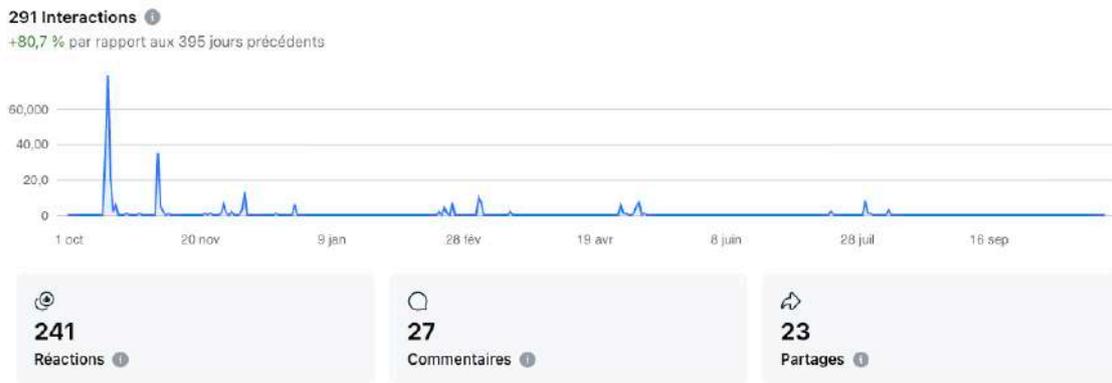


**Figure 19: AGREEMed Facebook**

The page’s follower growth has shown steady progress over the past year, reaching a total of 475 followers — a 25.4% increase compared to the previous period. The account gained 96 new followers while losing only 6, reflecting consistent audience engagement and retention throughout the year.



**Figure 20: AGREEMed's Facebook reach since October 2024**



**Figure 21: AGREEMed's Facebook interactions since October 2024**

With a total count of 475 followers, AGREEMed’s Facebook audience is composed of an almost equal proportion of women (59%) and men (41%) mainly situated between the age of 25 and 44. 63% or followers are located in Tunisia and almost a quarter of the rest is divided between Algeria, Morocco and Egypt.



**Figure 22: AGREEMed's Facebook audience since October 2024**

Concerning post interactions, the top performing posts are the last AGREEMed workshop in Tunisia, the release of a new scientific publication, and the announcement of a Joint Coordination Meeting on Non-Conventional Waters during the EGU 2025.

	Vues	Couverture	Interactions	Impressions	Commentaires
 We are pleased to share that on 14 October,...	8121	3913	29	4500	21
 The AGREEMed factsheets continue! We're thri...	862	511	8	570	2
 We are happy to share that on 17 October, th...	831	451	16	498	0
 The future of Non-Conventional Water manage...	680	407	10	455	1
 The AGREEMed factsheets are here! We're exci...	528	310	6	360	0
 AGREEMed at the Third Arab Land Initiative ...	521	340	10	398	0
 We are excited to share that on 8 November,...	482	292	7	322	0
 Exciting news! AGREEMed is proud to announc...	441	244	5	278	0

**Figure 23: AGREEMed's Facebook top performing posts since October 2024**

### c. Press releases

AGREEMed's team has published 7 press releases so far, as part of SEMIDE's newsletter and news publications on AGREEMed partners' websites:

- **UM6P website:** [Recently selected IWRI's projects for funding in national and international calls.](#)
- **OBREAL website:** [Two-day workshop in Agadir as part of the AGREEMed project.](#)
- **EMWIS Flash:**
  - o [AGREEMed Workshop and annual meeting in Agadir 30 May - 1st June 2023](#)
  - o [AgreeMED: Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems workshop in Agadir](#)
  - o [AGREEMed groundwater over-exploitation impacts presented at the European Association of Agricultural Economists Congress in Rennes \(France\)](#)
  - o [AGREEMed project was presented during the second Mediterranean Day « Economic and Statistic Modeling and Analysis » \(MD ESMA\)](#)
  - o [AGREEMed: local stakeholder cooperation towards optimised aquifer management in agriculture](#)

	<h1>AGREEMed</h1> <h2>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</h2>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		






Youssef Brachini - IWRI

### Recent Posts



Morocco's Water Worries: Can Innovation Outrun Drought?  
DISSERTATION / 04 APR, 2024



Morocco's Water Worries: Can Innovation Outrun Drought?  
DISSERTATION / 04 APR, 2024

### Recently selected IWRI's projects for funding in national and international calls

ACTUALITÉ SCIENTIFIQUES / DECEMBER 16, 2021

The International Water Research Institute (IWRI) is delighted to announce that the project AGREEMed has been selected for funding by the 2021 PRIMA Call Section 2- Multi-topic. AGREEMed, "Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas", aims at improving the capacities of water actors in developing aquifer management plans by delivering scientific knowledge about quantity and quality status of groundwater and dependent ecosystems, and promoting innovative water treatment and the collective intelligence concept in water resources management.

### Tags

Publications

Actualités Scientifiques    Autre

Figure 24: UM6P website

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

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Partners    Initiatives & Projects    Resources    Documentation    Topics    Who Does What    NFP Private Area

Home > Resources > e-Flash > EMWIS Flash 168 April 2024

### EMWIS Flash 168 April 2024

Released 19/04/2024

 PDF



EMWIS Flash April 2024  
Euro-Mediterranean Information System on the know-how in the Water Sector  
For further information: [www.emwis.net](http://www.emwis.net) & check our page at [facebook](#)  
Flash produced by the EMWIS Technical Unit- [CEAU](#), [DG Agua](#), [SOGESID](#)  
[Mediterranean Water Knowledge Platform](#)  
[Geo-Catalogue / Ufm-Water](#)  
[Supromed / PRIMA / NWRM / CRONUS/ Sustain-COAST / SWOS / AGREEMED/ HYDROUSA/ Med Greenhouses/ OurMED / SAFERS/ Mediterranean sustainable cities](#)

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In this issue N°168 ([http://www.emwis.net/thematic\\_dirs/eflash/flash168](http://www.emwis.net/thematic_dirs/eflash/flash168))

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HEADLINE

- 1- 8th edition of the Mediterranean Water Forum in Tunis  
[In Brief](#)
- 2- Prolonged drought and record temperatures have critical impact in the Mediterranean
- 3- More than 350 people join forces to forge a sustainable blue economy future for the Mediterranean
- 4- International course on the desalination of seawater and brackish water
- 5- Workshop on Water Scarcity challenges in Europe - 26 April 2024
- 6- Saudi Arabia to host 11th World Water Forum 2027
- 7- Smart Flows: Real World Applications of Digital Transformation in Water Management
- 8- Cross-Border Collaboration: Sharing Nature-Based Solutions for Wetland Ecosystem Restoration in the Mediterranean Basin
- 9- Hydro-climatic projections and adaptation of water management plans in France, 28 June 2024, Paris
- 10- EdiCitNet project launched its Massive Open Online Course (MOOC) titled "Making Cities Edible: Cultivating Sustainable Urban Environments."
- 11- AGREEMed project was presented during the The second Mediterranean Day - Economic and Statistic Modeling and Analysis - (MD ESMA) 8 December 2023

Figure 25: EMWIS FLASH newsletter

	<p><b>AGREEMed</b></p> <p><b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b></p>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		

#### d. Newsletters

An AGREEMed newsletter is created every year and sent to stakeholders and the broader audience of each case study as well as scientific community subscribers. The newsletter provides an annual recap of past workshops, meetings, collaborations and publications as well as information on upcoming events. Following the email campaign, AGREEMed’s newsletter is published on the project’s website in pdf format and as a direct link. A dedicated post on all AGREEMed social media promotes the newsletter and shares the publication link reaching a broader audience.



NEWSLETTER  
SEPTEMBER 2023

**AGREEMed Newsletter - September 2023**

Dear reader,

We are pleased to present the first edition of our AGREEMed newsletter, dedicated to our exciting research project aimed at improving aquifer management in stressed Mediterranean agricultural areas. We hope you enjoy reading our news and THANK YOU for being part of the AGREEMed community!

**Figure 26: AGREEMed's first newsletter**

AGREEMed newsletters are available on the project’s website: <https://agreemed.eu/index.php/dissemination/newsletters.html>

#### e. Scientific publications

AGREEMed has published 17 scientific articles so far:

**UM6P,UIZ** Rafik, A. *et al.*, 2023, A Multi-Tool 3D Conceptual Model to Elucidate Groundwater Processes, Vulnerability, and Recharge Patterns in a Semi-Arid Region: A Case Study from Morocco. <https://doi.org/10.1007/s41748-023-00353-1>

	<p><b>AGREEMed</b></p> <p><b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b></p>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		

**GJU, TUB** : Al-Addous, M. *et al.*, 2023, Water Resources in Jordan: A Review of Current Challenges and Future Opportunities. (GJU, TUB). <https://doi.org/10.3390/w15213729>

**UM6P, UIZ**: Rafik, A. *et al.*, 2023, Groundwater level forecasting in a data-scarce region through remote sensing data downscaling, hydrological modeling, and machine learning: A case study from Morocco. (UM6P, UIZ). <https://doi.org/10.1016/j.ejrh.2023.101569>

**UM6P**: Attar, O. *et al.*, 2024, Understanding the trade-offs between climate change-induced aridity and agricultural water demand in the Souss basin, Morocco. (UM6P, UIZ). <https://doi.org/10.3389/frwa.2024.1270078>

**UM6P, UIZ**: Attar, O. *et al.*, 2024, Application of a Decision Support Tool to Assist Water Governance Within a Water-Stressed Area: Case of the Souss Basin, Morocco. [https://doi.org/10.1007/978-3-031-47079-0\\_23](https://doi.org/10.1007/978-3-031-47079-0_23)

**GJU TUB, CERTE**: Al-Addous M., *et al.*, 2024 Innovations in Solar-Powered Desalination: A Comprehensive Review of Sustainable Solutions for Water Scarcity in the Middle East and North Africa (MENA) Region. <https://doi.org/10.3390/w16131877>

**UIZ** : Qurtobi, M., Hssaisoune, M., Kumar, U. S., & Bouchaou, L. (2024). Multienvironmental tracers in coastal aquifer (Morocco): A window into groundwater mixing and risk to contamination. *Water Environment Research*, 96(2), e10995. [katalog.dhi-paris.fr](https://doi.org/10.1007/978-3-031-47079-0_9)

**UIZ** : Hssaisoune, M., Bouchaou, L., Namous, M., Beraaouz, M., & Tagma, T. (2024). Chemical and isotopes indicators of mixing between multilayered aquifer systems of Tadla Plain, Morocco. In H. Chenchouni & Z. Zhang (Eds.), *Recent Advancements from Aquifers to Skies in Hydrogeology, Geoecology, and Atmospheric Sciences (MedGU 2022)* (pp. 39–43). Springer. [https://doi.org/10.1007/978-3-031-47079-0\\_9](https://doi.org/10.1007/978-3-031-47079-0_9) [SpringerLink](#)

**UM6P, UIZ ( Morocco)** Gouahi, S., Hssaisoune, M., Qurtobi, M., Nehmadou, M., Bouaakaz, B., Boudhair, H., & Bouchaou, L. (2024). Managed aquifer recharge in a semi-arid basin: A case study from the Souss aquifer, Morocco. In Y. Xu & P. Dillon (Eds.), *Managed Groundwater Recharge and Rainwater Harvesting* (pp. 129–150). Springer. [https://doi.org/10.1007/978-981-99-8757-3\\_6](https://doi.org/10.1007/978-981-99-8757-3_6) [SpringerLink](#)

**UM6P, UIZ ( Morocco)** Ait el Kadi, M., Bouchaou, L., Castelli, G., Re, V., Çakmakçı, Y., & Bresci, E. (2024). Multi-aspect assessment of operational fog collection systems: A rural development perspective, insights from the Sidi Ifni project in Morocco. *Journal of Arid Environments*. (Advance online publication). [ScienceDirect](#)

**UM6P, UIZ ( Morocco)** Tairi, A., Bouchaou, L., Hssaisoune, M., Bentahar, Z., & Mostafa, M. Y. A. (2024). Exploring radon risk in groundwater: Insights from few investigated areas in Morocco. *Environmental Earth Sciences*, 83, 396. <https://doi.org/10.1007/s12665-024-11704-0> [SpringerLink+1](#)

**UM6P, UIZ ( Morocco)** Guemouria, A., Chehbouni, A., Belaqziz, S., Dhiba, D., & Bouchaou, L. (2025). Using system dynamics to inform scenario planning: Application to

	<p><b>AGREEMed</b></p> <p><b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b></p>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		

the Souss–Massa basin, Morocco. *Journal of Urban Management*, 14(3). Advance online publication. <https://doi.org/10.1016/j.jum.2025.01.012> [ResearchGate](#)

**UM6P, UIZ (Morocco)** Attar, O., Leone, M., De Girolamo, A. M., Bouchaou, L., Brouziyne, Y., El Khalki, E. M., Berrouch, H., Taia, S., Hssaisoune, M., & Ait Brahim, Y. (2025). Modelling water scarcity and water footprint of agricultural crops: A case from a semi-arid region in Morocco. *Journal of Hydrology: Regional Studies*, 59, 102455. <https://doi.org/10.1016/j.ejrh.2025.102455> [ScienceDirect](#)

**UM6P, UIZ (Morocco)** Ez-zaouy, Y., Bouchaou, L., Hssaisoune, M., Aangri, A., Busico, G., Danni, S. O., Attar, O., Nehmadou, M., Saad, A., & Ait Brahim, Y. (2025). Groundwater vulnerability and risk assessment of seawater intrusion for the development of a strategy plan towards sustainability: Case of the Souss–Massa coastal area, Morocco. *Journal of Hydrology: Regional Studies*, 57, 102128. <https://doi.org/10.1016/j.ejrh.2024.102128> [ScienceDirect](#)

**UM6P, UIZ (Morocco)** Aglagal, C., Hssaisoune, M., El Hafyani, M., & Ait el Kadi, M. (2025). Toward sustainable agricultural water management in an agribusiness system: A case study of the Chtouka plain, Morocco. *Euro-Mediterranean Journal for Environmental Integration*, 10(6). <https://doi.org/10.1007/s41207-025-00909-9> [ResearchGate+1](#)

**UM6P, UIZ (Morocco)** Abou Ali, A., Bouchaou, L., Hssaisoune, M., Aqil, S., & Brouziyne, Y. (2025). Exploring the effect of different irrigation levels on fruit quality in a commercial drip irrigated clementine orchard under semi-arid climate conditions. *Irrigation Science*, 43, 533–547. <https://doi.org/10.1007/s00271-024-00992-w> [SpringerLink+1](#)

**IAMM, (France)** Nsiri, N., Klefodimos, G., & Drogué, S. (2025). Efficiency of agricultural systems in Morocco: A meta-frontier analysis of resource use and water management. *Agricultural Water Management*, 321, 109912. <https://doi.org/10.1016/j.agwat.2025.109912>

#### f. Public reports

Several project deliverables are made available keep our partners and the general public informed of AGREEMed’s progress and results

Such reports can be accessed on AGREEMed’s website: <https://agreemed.eu/index.php/dissemination/project-reports.html>

	<b>AGREEMed</b> <b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b>	
AGREEMed (PRIMA section 2/ Research & Innovation Activities (RIA))		

### 3. Fostering participatory engagement with key stakeholder group

#### a. Participation to external events

AGREEMed has been presented at **26 international** conferences (sometimes to different editions of the same conference). For every event attended, a dedicated news post is published on the project website: <https://agreemed.eu/index.php/dissemination/news.html>

**Table 3: AGREEMed presence at international conferences 2022-2024**

Title/Subject	Date and place
AGREEMed at the 4ème Congrès International GIRE3D "Gestion Participative et Intégrée des Ressources en Eau en Zones Arides"	Laâyoune, Maroc, Novembre 2023
1st German Jordanian University (GJU) Symposium on Sustainable Development 2022 Water, Energy and Environment	Madaba, Jordan, October 2022
General presentation of the AGREEMed Project at the UM6P campus	Benguerir, Morocco, January 2023
AGREEMed at the Regional Water Exhibition organized by Tensift Hydraulic Basin Agency (ABHT)	Tahnaout-Elhaouz Region, Morocco, March 2023
AGREEMed project at the Regional Water Exhibition organized by Souss-Massa Basin Agency (ABHSM)	Tiznit-Souss Massa Region, Morocco, March 2023
3rd Water Expo: Salon international des activités et des technologies autour de l'eau by Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA)	Tunis, Tunisia, March 2023
AGREEMed at "Water and Resource Management Using Isotopic Techniques in the Middle East and North Africa" by CRDF GLOBAL	Amman, Jordan, June 2023
AGREEMed project presented at the XVII European Association of Agricultural Economists Congress (EAAE)	Rennes, France, August 2023
AGREEMed at the Tunisian German Water Days 2023 by CERTE and TU Berlin	Tunis, Tunisia, October 2023
AGREEMed showcased at the seminar 'Water as a Source of Conflict: Challenges of Development Cooperation' by Europäische Akademie M-V	Waren, Germany, November 2023

	<b>AGREEMed</b> <b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b>	
<b>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</b>		

AGREEMed at the symposium on achieving integration in sustainable energy chains and water supplies	Cairo, Egypt, November 2023
AGREEMed at the 1st Bahrain-German Water Partnership Days by German Water Partnership	Manama, Bahrain, December 2023
2nd CIHEAM-IAMM, Mediterranean Day "Economic and Statistic Modeling and Analysis"	Montpellier, France, December 2023
The General Assembly 2024 of the European Geosciences Union (EGU)	Vienna, Austria, April 2024
10th International Conference on Green Energy & Environmental Engineering by Centre National de la Promotion Scientifique et de L'innovation (CNPSI)	Hammamet, Tunisia, May 2024
International Congress on Multidisciplinary Approaches in Agricultural Sciences by Bayburt University	Bayburt, Turkey, May 2024
4th Water Expo: Salon international des activités et des technologies autour de l'eau by Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA)	Tunis, Tunisia, May 2024
National Days for Research Valorization 2024 (JNVR - Les Journées Nationales de la Valorisation de la Recherche 2024) by Ministère de l'Enseignement Supérieur et de la Recherche Scientifique (MESRS - Tunisia)	Tunis, Tunisia, May 2024
5th ATLAS Georesources International Congress (AGIC5)	Hammamet, Tunisia, November 2024
Third Arab Land Conference: Towards Integrated Land and Water Management with Non-Conventional Resources	Rabat, Morocco, February 2025
7th International Advanced Oxidation Processes	Frankfurt am Main, Germany, April, 2025
Water Expo Tunisia 5.0– UTICA	Tunis, Tunisia, May 2025
IRRIMED EXPO 2025 Forum, Kram Exhibition Center	Tunis, Tunisia, June 2025
ICMA 2025 Hammamet	Hammamet, Tunisia, June 2025

Full list of conference organizers:

- Centre National de la Promotion Scientifique et de L'innovation (CNPSI)
- European Geosciences Union (EGU)
- World Academy of Science, Engineering and Technology

	<p><b>AGREEMed</b></p> <p><b>Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems in Stressed Mediterranean Agricultural Areas</b></p>	
<p>AGREEMed (PRIMA section 2/ Research &amp; Innovation Activities (RIA))</p>		

- Comité Marocain de l'Association Internationale des Hydrogéologues (CM-AIH)
- Agence du Bassin Hydraulique de Sakia El Hamra et Oued Eddahab
- German Jordanian University (GJU)
- Mohammed VI Polytechnic University (UM6P)
- Tensift Hydraulic Basin Agency (ABHT)
- Souss-Massa Basin Agency (ABHSM)
- Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA)
- CRDF Global
- European Association of Agricultural Economists Congress (EAAE)
- Centre des Recherches et des Technologies des Eaux (CERTE)
- Technical University of Berlin (TU Berlin)
- Europäische Akademie M-V
- Ain Shams University
- German Water Partnership
- International center for Advanced Mediterranean Agronomic Studies (CIHEAM-IAMM)
- Bayburt University
- Ministère de l'Enseignement Supérieur et de la Recherche Scientifique (MESRS - Tunisia)
- Arab lan initiative

### b. Workshop organization and stakeholder engagement

Three demonstration sites are currently carrying out AGREEMed's activities: Souss-Massa basin in Morocco, Hammamet basin in Tunisia and Jordan Valley in Jordan.

Each demo site is representative of the water management challenges of the Mediterranean region with its own set of specificities related to biophysics and socioeconomics.

Three main priorities have been defined for each demo site:

- **Jordan Valley:** Low water table and high salinity level.
- **Souss-Massa basin:** Overexploitation of groundwater resources.
- **Hammamet basin:** Competition for limited water resources between tourism and agriculture.

In addition, a set of stakeholders have been identified per demo site and their expectations have been collected and taken into account in all demo site activity.

#### 1. Demonstration site workshops

All details about demosites workshops are available in D6.3.2: Materials and reports of workshops and training courses



Figure 27: Workshop on “Water solutions in Southern Mediterranean”, October 6, 2022,  
Morocco



Figure 28: Workshop on “Introductory workshop on aquifers agreements”, January 11, 2023,  
Tunisia



Figure 29: Workshop on “Co-design and feasibility study of NbS system to adapt quality to use”, March 6, 2023, Tunisia



Figure 30: Workshop "Intensive Study Program: Sustainability", March 22, 2023, Jordan



Figure 31: Workshop on “Water resources governance: the case of the Souss-Massa aquifer agreement”, May 30-June 1, 2023, Morocco (within the annual AGREEMed meeting)



Figure 32: Workshop for Duale Hochschule Baden-Württemberg students, April 16, 2024, Jordan



Figure 33: 3rd AGREEMed WP6 Workshop on Collective Intelligence Tunisia, 17 October, 2024

**2. Other demonstration site activity (work, visits and field trips)**



**Figure 34: UM6P and UIZ field trip, February 23-27, 2023, Morocco**

From February 23 to 27, 2023, a two-team field trip composed of AGREEMed coordinator UM6P and project partner UIZ took place in lake Ifni on the Southern side of the Toubkal summit in Morocco. The objective was sample collection in an area pertaining to the Souss-Massa basin, the Moroccan AGREEMed demo site.



**Figure 35: Demo site joint work activity with TUB and DELTA, June 4-5, 2023, Jordan**



Figure 36: Visit with main stakeholders, October 19, 2023, Tunisia



Figure 37: EU representors site visit, November 29, 2023, Jordan



**Figure 38: RO Unit modification work, April 17-30, 2024, Jordan**

In addition, on 28 November 2023, the GJU vice president and the German embassy representative were both present for a demo site visit in Jordan.

### c. Networking and synergies

To enhance the long-term sustainability and upscaling of its results, AGREEMed has actively built strategic alliances with complementary initiatives on aquifer governance, resilient water management and sustainable ecosystems. In particular, three related projects were presented during the “Water solutions in Southern Mediterranean” workshop in October 2022: the SUSFOOD2 ERA-NET project “Strengthen efforts to support research in the field of SUSTainable FOOD production and consumption”; the

MedAgriFoodResilience GIAHS project “Socio-environmental shocks assessment and resilience empowerment in Mediterranean agri-food heritage systems: Italy, Morocco, Algeria FAO GIAHS sites”; and the BIOMEnext PRIMA project “Modelling integrated biodiversity-based next generation Mediterranean farming systems”. AGREEMed was also presented at the OurMED PRIMA project kick-off meeting (May 2023, Tunisia) and participated in the African-EU Water and Energy Network (AEWEN) event (September 2023, Tunisia), as well as in the DIONYSUS PRIMA project conference (October 2025).

Together with the AG-WAMED and AGREEMAR PRIMA projects, AGREEMed has created a cluster of projects working on non-conventional water resources (NCW), strengthening the critical mass of expertise that will endure beyond the project’s lifetime. The three projects are members of the IAHS working group, have jointly contributed to EGU 2025 and will co-organise a dedicated session on NCW at EGU 2026. They also jointly participated in the Third Arab Land Initiative Conference (Morocco, February 2025). In addition, as part of the AG-WAMED project, AGREEMed delivered a master course on NCW use in the Mediterranean (March 2025), helping to build the next generation of professionals and thereby further securing the sustainability and replication of AGREEMed outcomes.

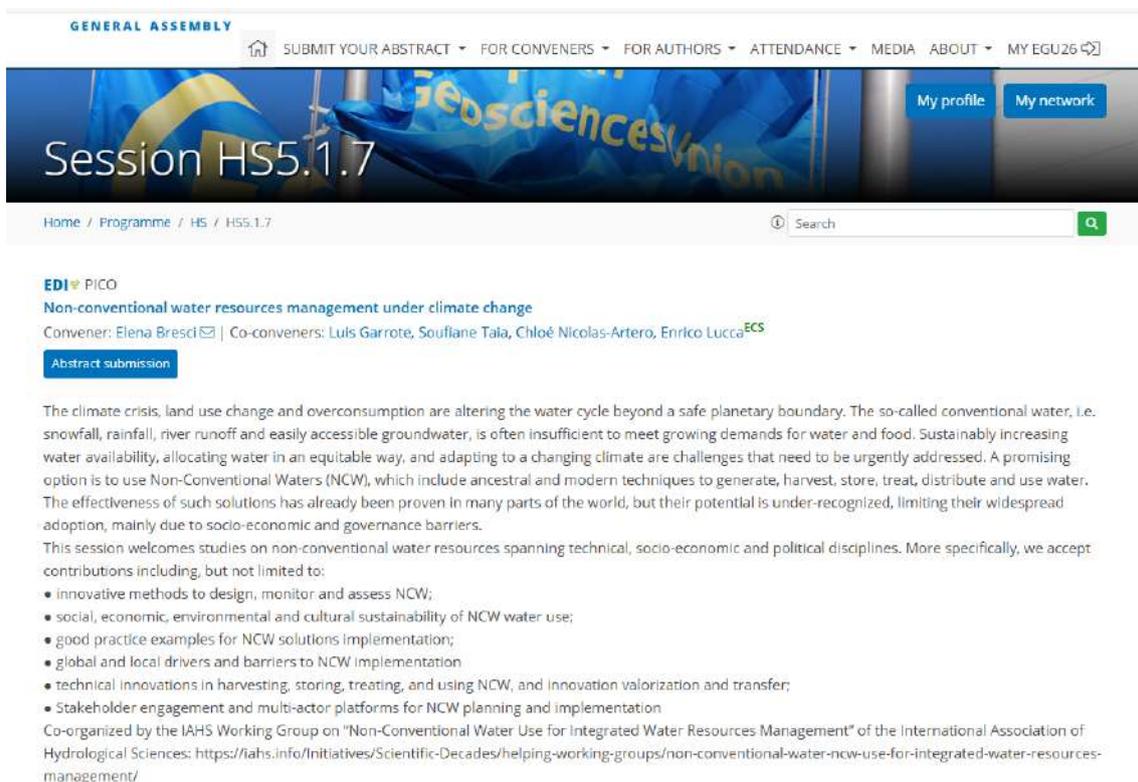


**Figure 39 AGREEMed team at DIONYSUS PRIMA project meeting**

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**Figure: 40 EGU 2025**



**Figure 41: EGU 2026**

#### d. Final info day

As part of its final information and outreach activities, AGREEMed organised a Scientific Event on Groundwater Management and Artificial Intelligence in Water Sciences, jointly

hosted by Mohammed VI Polytechnic University (UM6P) and Ibn Zohr University (UIZ). The International Water Research Institute (IWRI) at UM6P, in collaboration with the LAGAGE laboratory at UIZ, held a two-day workshop at UM6P on 6–7 January 2025, followed by a seminar at the Faculty of Sciences of Agadir (Research Center), UIZ, on 9 January 2025. The event addressed critical challenges in groundwater management and showcased cutting-edge applications of AI in water sciences, combining introductory and advanced sessions on axisymmetric and multilayer groundwater flow models, aquifer testing, spatio-temporal hydrological data processing with Python, and the use of machine learning and deep learning tools (Pandas, Scikit-Learn, TensorFlow, Keras) for groundwater exploration and modelling. Led by Dr Athmane Khettouch (moderator), Prof. Soufiane Taia, Prof. Lhoussaine El Mezouary (IWRI) and Prof. Andy Louwyck (Vives University of Applied Sciences, Belgium), the workshop and seminar brought together students, researchers and academics from Morocco and Belgium. By providing hands-on training, encouraging open discussion and fostering interdisciplinary collaboration, this final info day significantly contributed to the consolidation, visibility and future uptake of AGREEMed results in groundwater and AI-based water resource management.



**Figure 42 AGREEMed final info day**

## VI. Monitoring and evaluation of the implemented actions

### 1. Achievement indicators analysis

**Table 4: Comparative analysis of the project's achievement indicators**

Evaluated process/asset	Indicators of achievement	Target	Measures	Analysis
<b>Website</b>	Number of visits of the website	20,000 per year	14,400/ year	<b>Medium</b>  Stakeholders interact more with social networks than with Project website.
<b>Social media (Facebook, Twitter, and LinkedIn)</b>	Number of likers and viewers for the page and the regularity of updating it.	665 likers for the Facebook page, 665 followers for Twitter, 665 connections for LinkedIn	475 likers for the Facebook page, 267 followers for Twitter, 980 connections for LinkedIn	<b>Good</b>
<b>Workshops</b>	Number of workshops organised for each demo site	5 workshops per demo site	Hammamet, Tunisia: 5/5  Souss Massa, Morocco: 5/5  Jordan Valley, Jordan: 5/5	<b>Excellent</b>
<b>External events</b>	Attending events in relation to groundwater	10 over the entire project period	26 scientific conferences	<b>Excellent</b>
<b>Brochures</b>	Brochures	2 000 printed	We decided to print only on demand (to preserve the environment)	<b>Excellent</b>  We decided to print only on demand (to preserve the environment)

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<b>Posters, roll-ups, factsheets</b>	Posters, roll-ups, factsheets	4 posters (1 in English, 1 in Spanish, 1 in Arabic, 1 in French)  2 roll-ups (1 photo-based, 1 text-based)  1 factsheet	2 posters (in English)  2 roll-ups  3 factsheets	<b>Good</b>
<b>Articles</b>	Frequency of AGREEMed mentioned in scientific magazines.	1 per year (for a total of 3 articles)	17 published	<b>Excellent</b>
<b>Press releases</b>	Frequency of AGREEMed mentioned in news.	5 over the entire project period	7 published	<b>Excellent</b>

## VII. CONCLUSION

This deliverable has provided a consolidated overview of the communication and dissemination activities carried out within AGREEMed over the entire project duration, in line with the objectives defined in the Communication and Dissemination Plan (D8.1) and the progress report (D8.3). It has documented how a coherent visual identity, a dynamic project website, an active social media presence, targeted press releases, newsletters, scientific publications and public reports have been combined to maximise the visibility of AGREEMed and ensure that its objectives, activities and results effectively reached the identified target audiences in and beyond the three demo site countries.

Overall, the implementation of WP8 has largely met or exceeded the initial targets. All planned workshops at demo-site level were delivered, and AGREEMed has been presented at 26 international conferences, far above the minimum objective. The project has also produced 17 scientific articles, significantly surpassing the original target of three publications, and seven press releases have helped anchor AGREEMed in wider media and policy debates. While website traffic remained below the initial ambition, this has been balanced by strong and growing engagement on social media, particularly via LinkedIn and Facebook, which have become primary entry points for stakeholders. Decisions such as

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printing promotional material on demand rather than in bulk also demonstrate the project’s commitment to environmental responsibility, consistent with its focus on sustainable water management.

Beyond quantitative indicators, the report highlights the qualitative added value of the project’s outreach efforts. Workshops, field visits, training activities and the final info day have not only disseminated knowledge, but also fostered dialogue, trust-building and co-learning with local stakeholders and the scientific community. The creation of a project cluster on non-conventional water resources together with AG-WAMED and AGREEMAR, joint participation in international scientific fora (e.g. EGU 2025 and 2026, IAHS working group), and the delivery of a master course on NCW use illustrate how AGREEMed’s communication and networking strategy has actively contributed to upscaling and to the emergence of a critical mass of expertise that will outlast the project.

In conclusion, the communication and dissemination activities conducted under WP8 have successfully supported the scientific, technical and governance ambitions of AGREEMed, enhanced its visibility at Mediterranean and international levels, and laid solid foundations for the exploitation, replication and long-term sustainability of its outcomes. Maintaining and capitalising on the established channels (website, social media, newsletters), the partnerships forged with related initiatives, and the stakeholder networks mobilised around the demo sites will be key to ensuring that AGREEMed’s tools, methods and lessons learnt continue to inform integrated aquifer management and resilient water governance in the Mediterranean region beyond the lifetime of the project.