Deliverable 8.5: Report on communication and dissemination activities

WP	8	Upscaling, Dissemination & exploitation	
Task	8.2	Progress on communication and dissemination plan	
Dissemination level[1]	PU	**Due delivery date**	30-11-2025
Nature[2]	R	**Actual delivery date**	30-11-2025

Lead beneficiary	SEMIDE
Contributing beneficiaries	ALL

Version	V1.1
Total number of pages	47

[1] 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
[2] Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

Version history

Document Version	Date	Author	Comments[3]
V0.1	01/07/2024	Morine SERAFINI (SEMIDE)	Creation
V0.2	18/07/2024	Maroua OUESLATI (SEMIDE)	Internal review
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V0.8	27/08/2024	Morine SERAFINI (SEMIDE)	Additional inputs
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V1.1	1/10/2025	Maroua OUESLATI – Luna Gaziello (SEMIDE)	Update

Executive summary of the deliverable

[3] 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**

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

Table of Contents

List of Figures

List of Tables

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, famers, scientists developing methods and

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 ad 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

- 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

		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.

Figure 4: Concept project poster

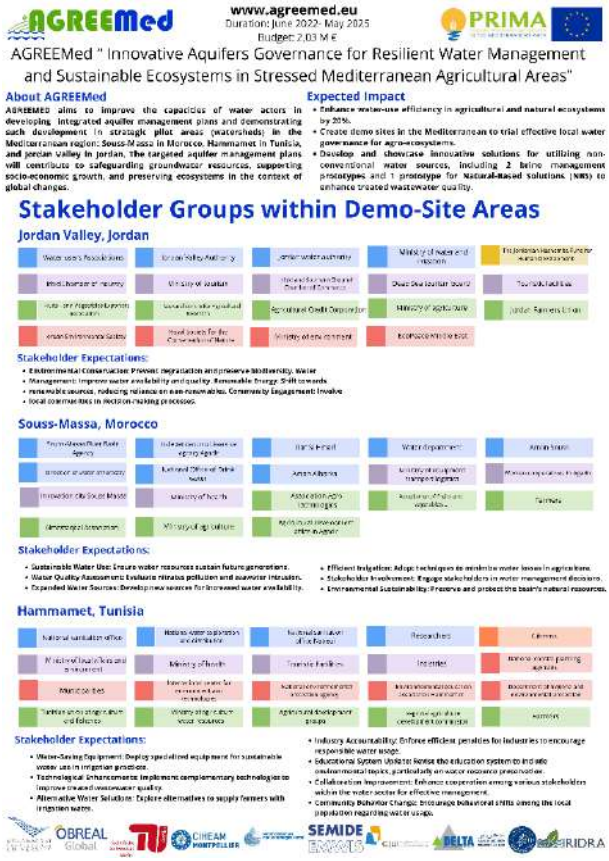


Figure 5: Stakeholder poster

- **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

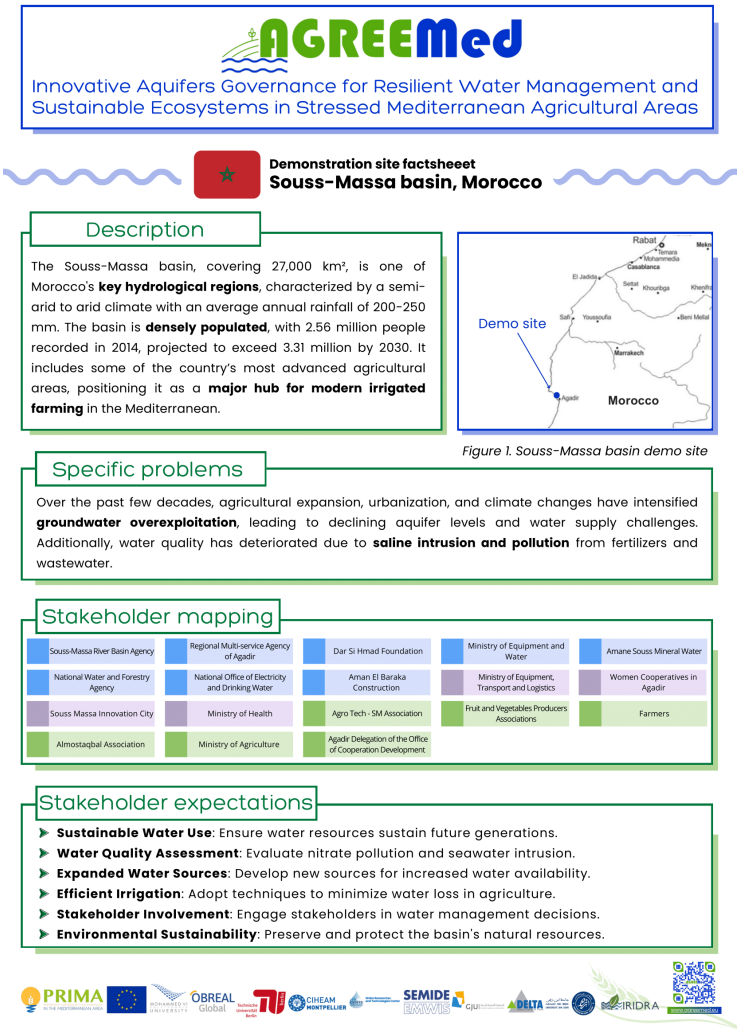


Figure 1. Souss-Massa basin demo site

Figure 6 SOUSS-MASSA Factsheet

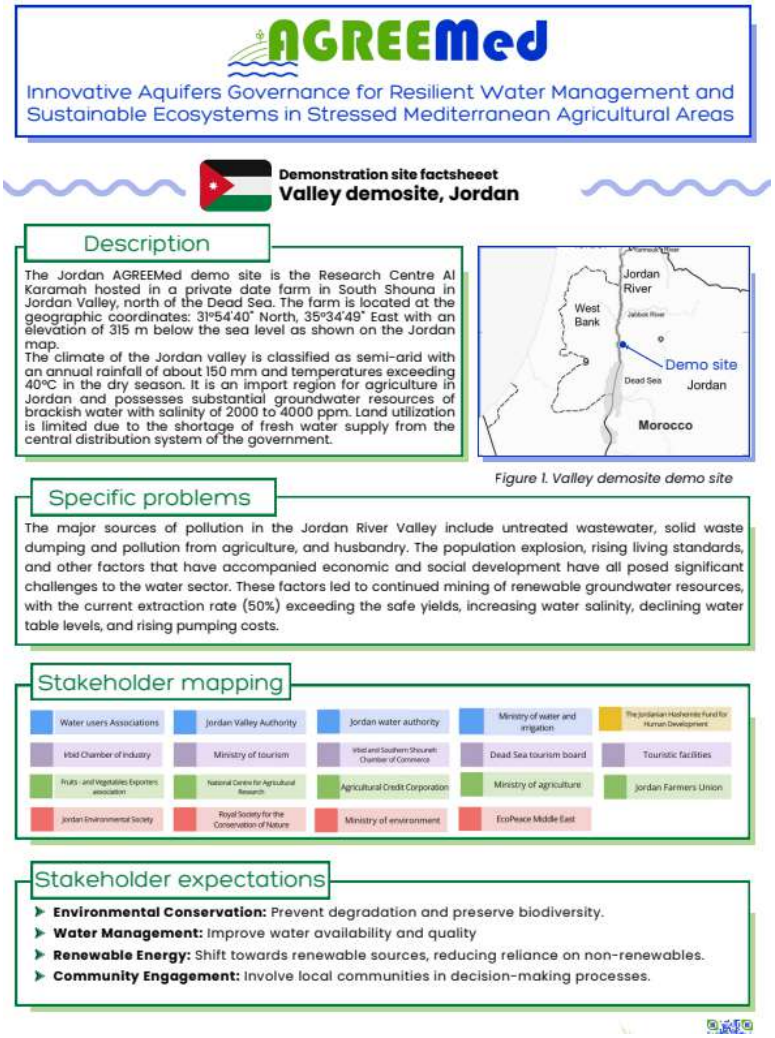


Figure 7 Jordan valley factsheet

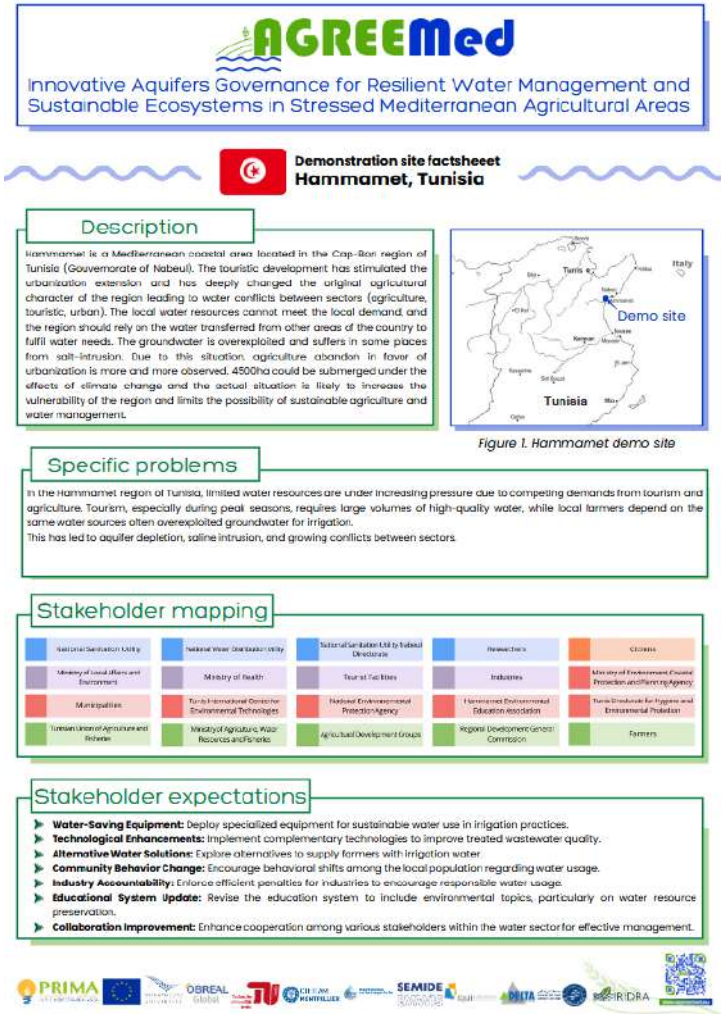


Figure 8 Hammamet factsheet

- **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

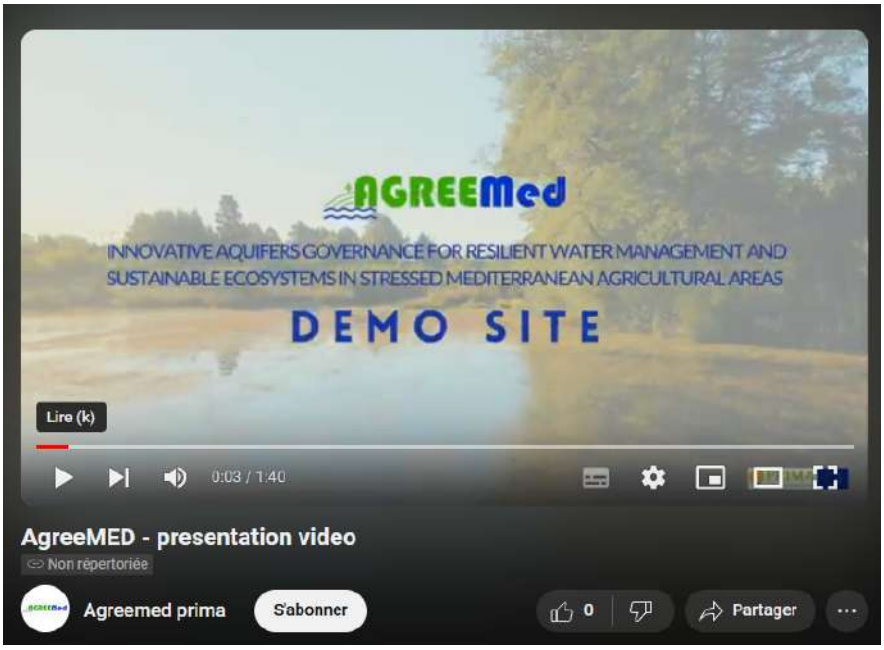


Figure 9: AGREEMed presentation video

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

events are regularly published, allowing for up-to-date information to be available for website users.

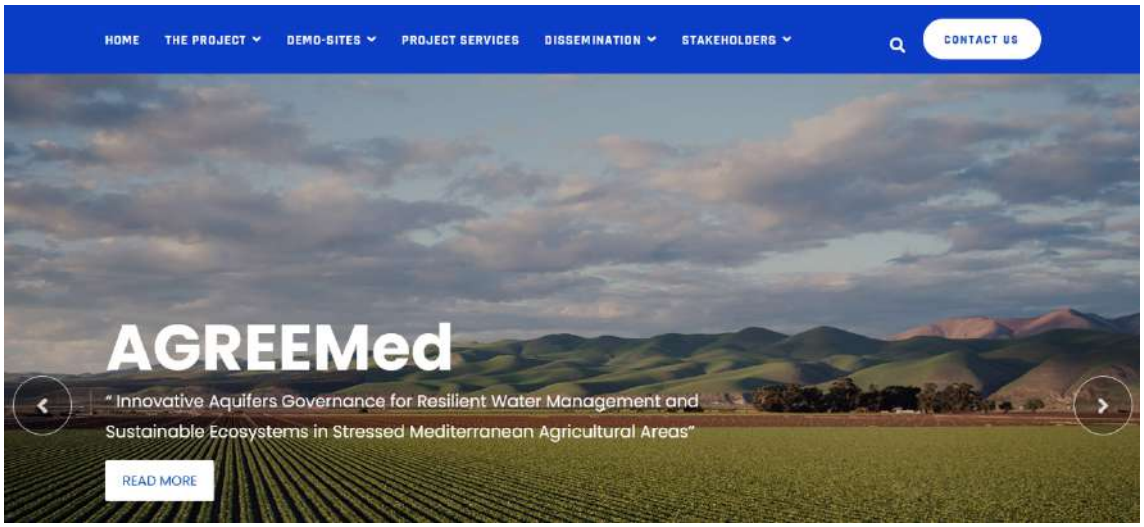


Figure 10: Project website

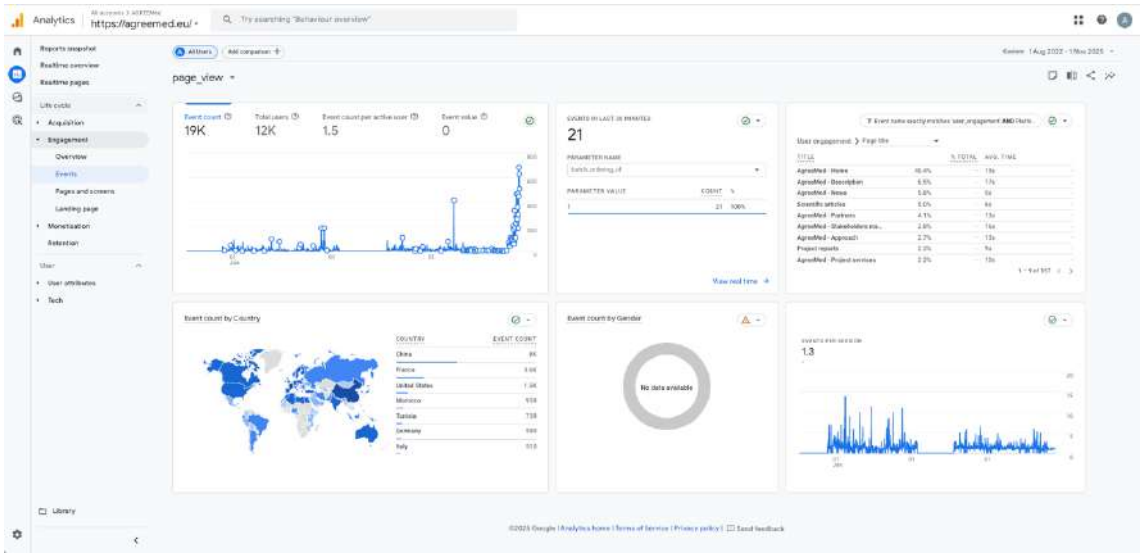


Figure 11: AGREEMed's website Google Analytics general view of activity from August 2022 to November 2025

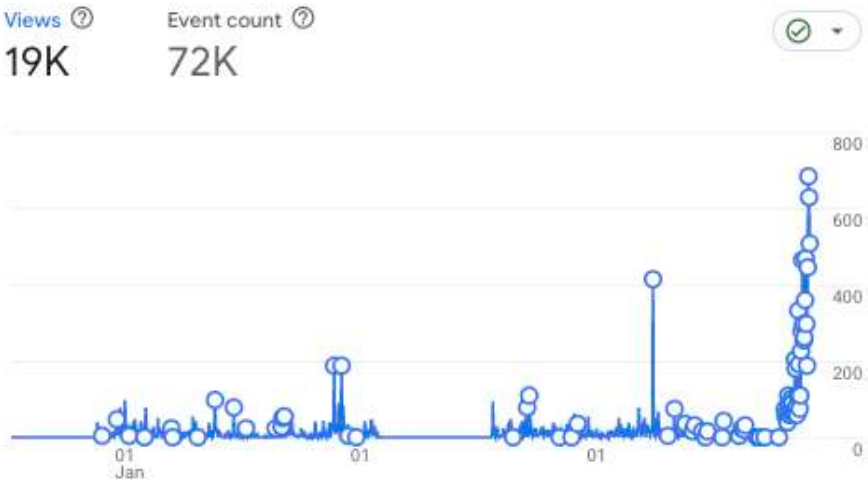


Figure 12: AGREEMed's website Google Analytics Global Events since August 2022

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.

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.

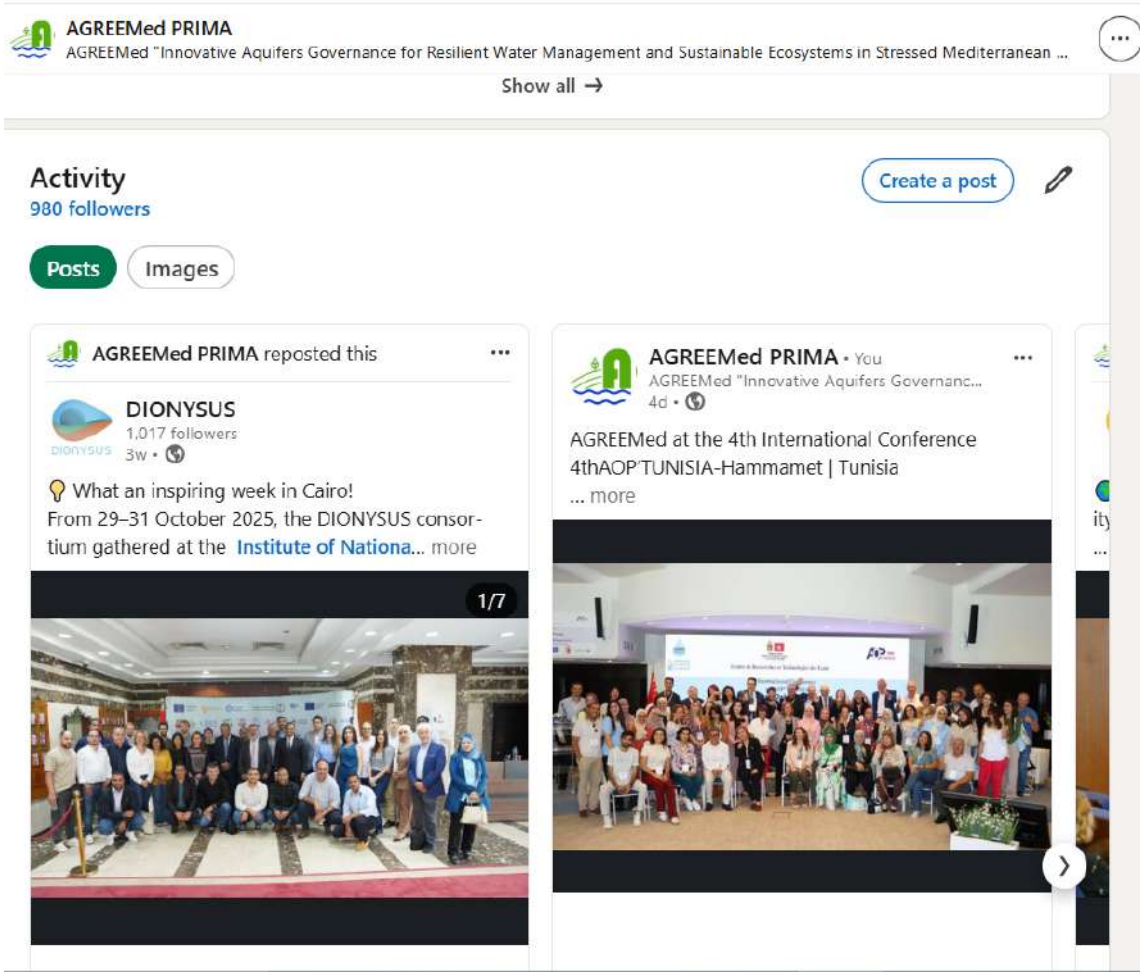


Figure 14: AGREEMed LinkedIn

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.

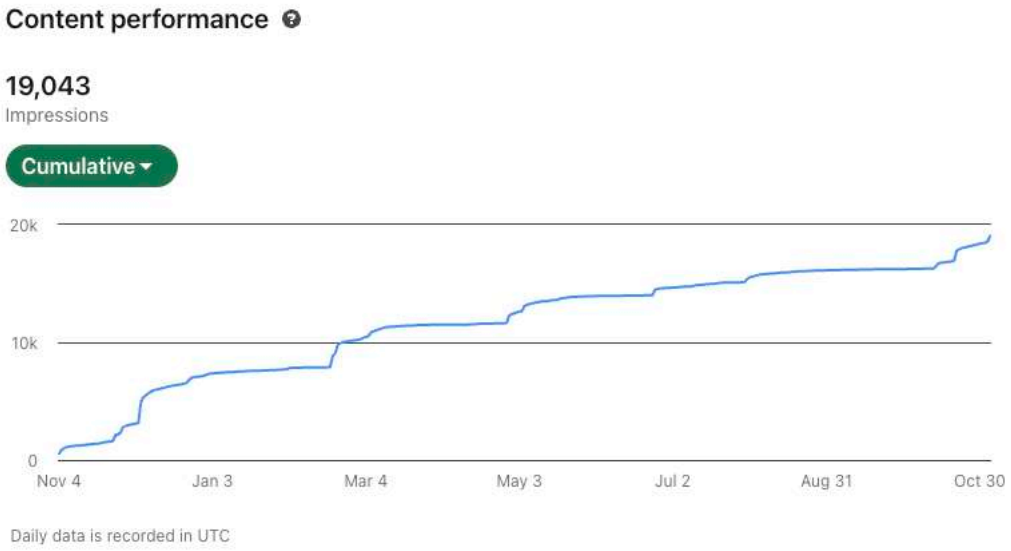


Figure 15: AGREEMed's LinkedIn Content Performance since November 2024

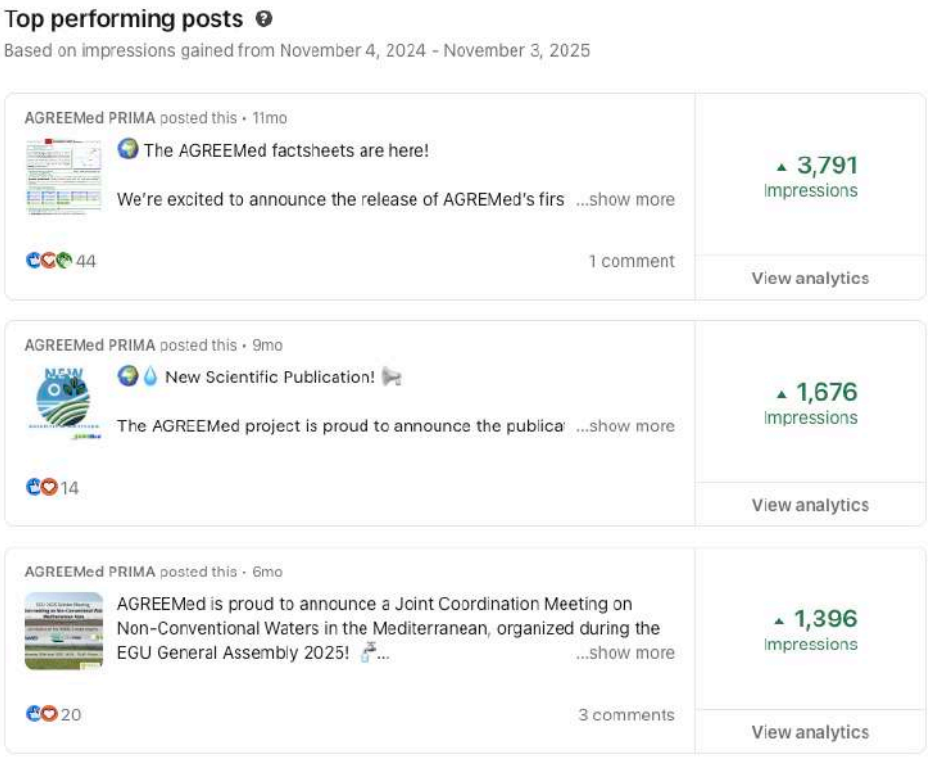


Figure 16: AGREEMed's LinkedIn Top Performing Posts since August 2023

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.

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

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.

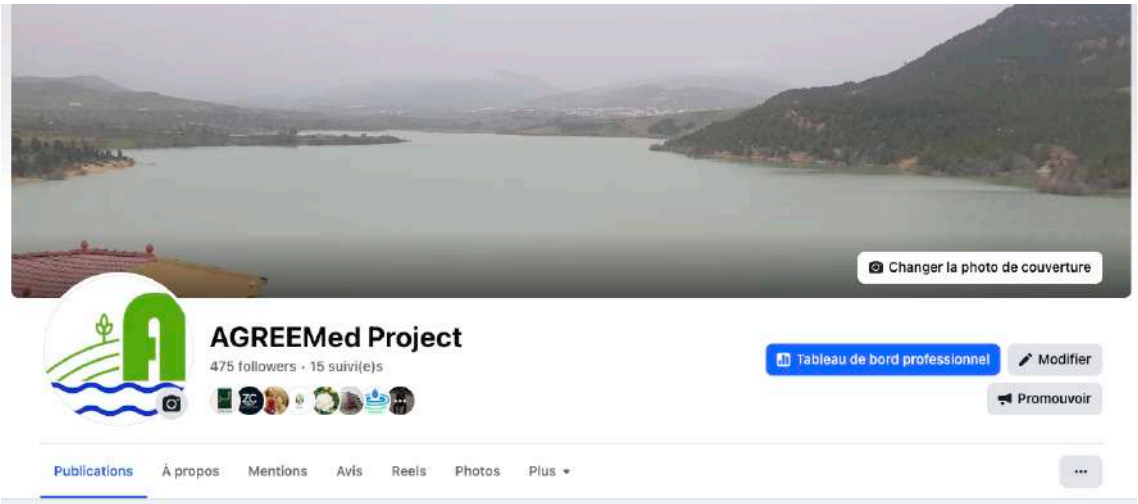


Figure 19: AGREEMed Facebook

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

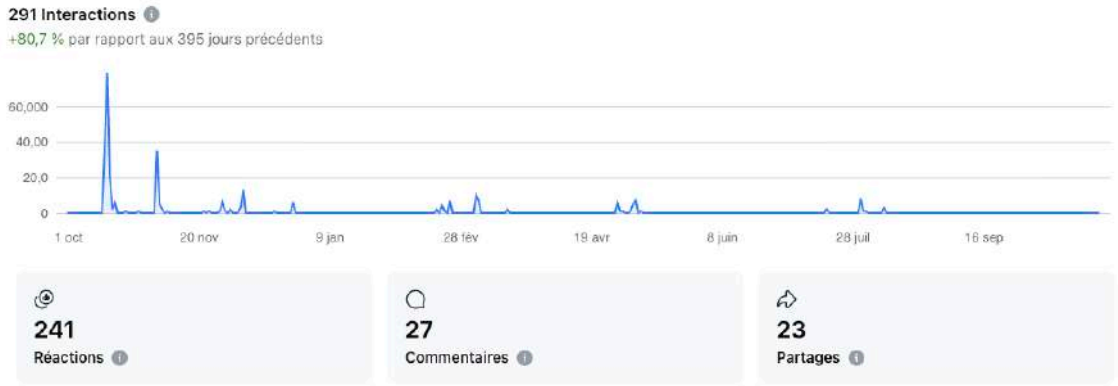


Figure 21: AGREEMed's Facebook interactions since October 2024

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.

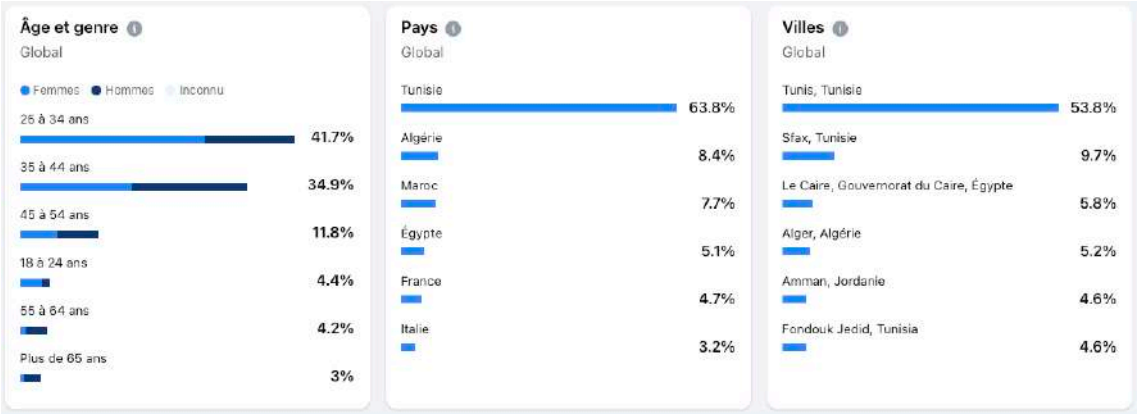
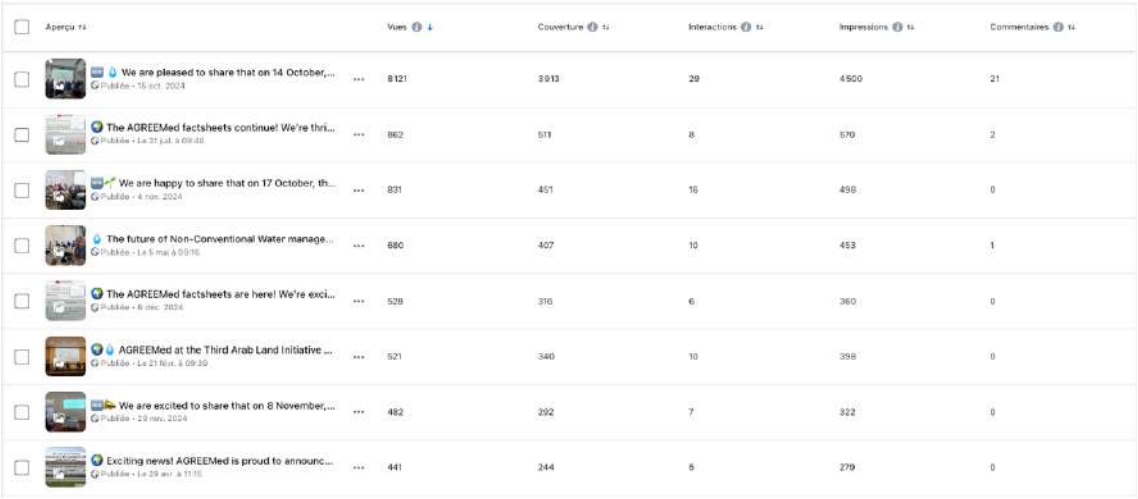


Figure 22: AGREEMed's Facebook audience since October 2024

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.



Aperçu		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	453	1
The AGREEMed factsheets are here! We're exci...	...	528	316	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	279	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**:
  - AGREEMed Workshop and annual meeting in Agadir 30 May - 1st June 2023
  - AgreeMED: Innovative Aquifers Governance for Resilient Water Management and Sustainable Ecosystems workshop in Agadir
  - AGREEMed groundwater over-exploitation impacts presented at the European Association of Agricultural Economists Congress in Rennes (France)
  - AGREEMed project was presented during the second Mediterranean Day « Economic and Statistic Modeling and Analysis » (MD ESMA)
  - AGREEMed: local stakeholder cooperation towards optimised aquifer management in agriculture

Figure 24: UM6P website

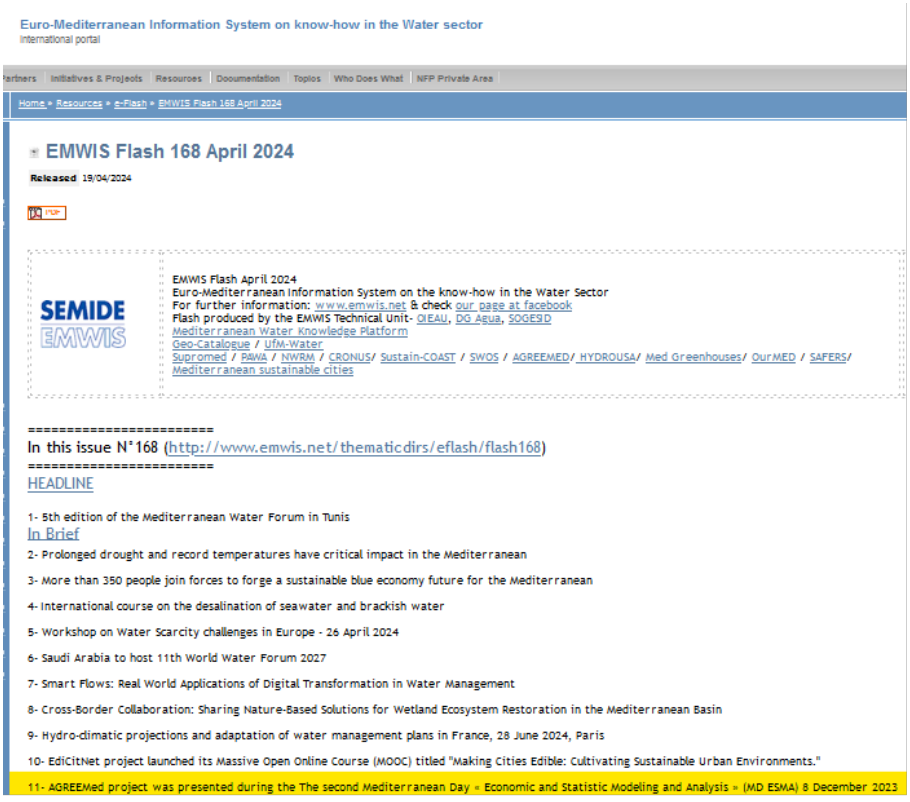


Figure 25: EMWIS FLASH newsletter

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 fasolarr:

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

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

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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

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

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

- 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

Figure: 40 EGU 2025

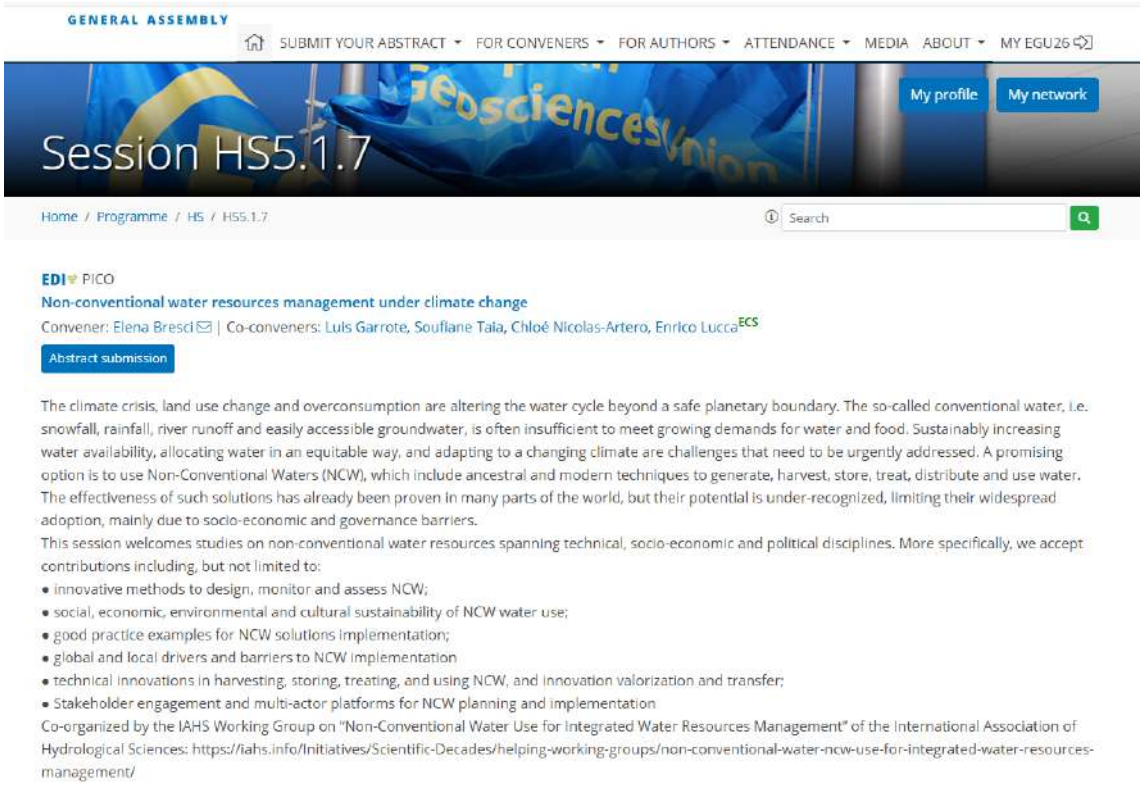

Figure 41: EGU 2026

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
Website	Number of visits of the website	20,000 per year	14,400/ year	Medium Stakeholders interact more with social networks than with Project website.
Social media (Facebook, Twitter, and LinkedIn)	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	**Good**
Workshops	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	**Excellent**
External events	Attending events in relation to groundwater	10 over the entire project period	26 scientific conferences	**Excellent**
Brochures	Brochures	2 000 printed	We decided to print only on demand (to preserve the environment)	**Excellent** We decided to print only on demand (to preserve the environment)

Posters, roll-ups, factsheets	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	**Good**
Articles	Frequency of AGREEMed mentioned in scientific magazines.	1 per year (for a total of 3 articles)	17 published	**Excellent**
Press releases	Frequency of AGREEMed mentioned in news.	5 over the entire project period	7 published	**Excellent**

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

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.