



## **WATER-DROP CAPITALIZATION SEMINAR**

### Final Proceedings

#### **Overview**

The environment has no respect for national boundaries: natural habitats and weather patterns often spread across several regions or several countries. That is why efforts to protect the environment of regions around the Mediterranean can be more effective when they extend across borders. Given its focus on cross-border cooperation, the ENPI CBC Med Programme is a natural fit for environmental initiatives.

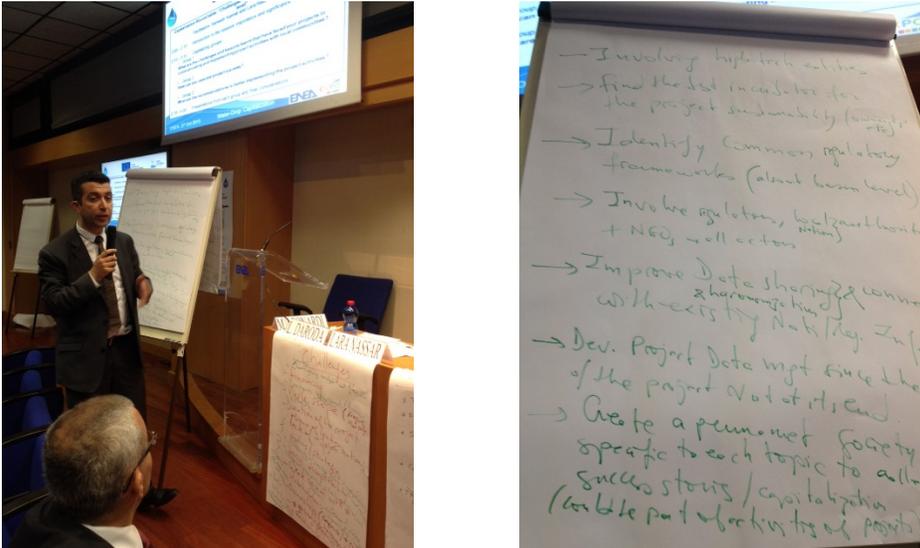
The 38 environmental sustainability projects funded under the ENPI CBC Mediterranean Sea Basin Programme are divided into the following areas:

- Water management (8 projects);
- Waste treatment and recycling (6 projects);
- Renewable energies and energy efficiency (9 projects);
- Protection of the environment and natural resources (5 projects);
- Integrated coastal zone management (10 projects).

**This capitalization event aims at analyzing and discussing key topics addressed and main results achieved by the projects financed under ENPI CBC MED Programme 2007-2013, in view of identifying good practices and common valuable approaches. Complementarities and synergies of the results among the implemented projects were highlighted.**

This final report will sum up the major points discussed.

## 1. What are the challenges and lessons learnt that have faced your projects in communicating and implementing project activities with local communities?



It has been shown by many that communicating project activities and implementing them has been harder than it was originally predicted. However, it is sound to say that much should be done in terms of social marketing and advocacy in certain cases, and others with better stakeholder engagement and communication.

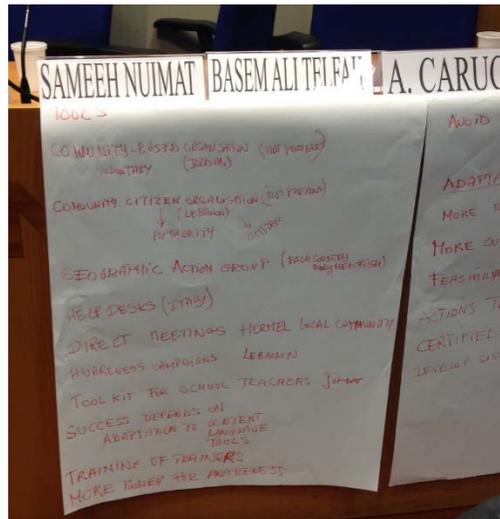
- It has been shown that 1<sup>st</sup> involving high tech entities and finding the right and reasonable indicator can indeed help in project activity sustainability.
- Identifying common regulatory frameworks along-side the basin level could enhance project activity implementation
- Involving all stakeholders in decision making processes and project implementation
- Improve and better data sharing and data harmonization
- Handover data managed and collected to sustainably allow project activities to continue after project life
- Allocate and allow other stakeholders to collect success stories to help in sustainability and capitalization of project activities

Challenges on project implementation can vary depending on many variable, however common understanding was met around the following

- Financing – contingency budgets
- Visible scope – demonstration projects
- Duration of the project – improper original planning
- Political instability in the region
- Social accountability issues
- Weak communication with stakeholders

- Low ownership when it comes to local communities

## 2. How can you upscale project success?



Project success can only be further determined when much chances of it being up scaled is achieved. Achieving this can be challenging however possible with correct tools and plans set during and before project implementation. Achieving project activity sustainability is key in any project success.

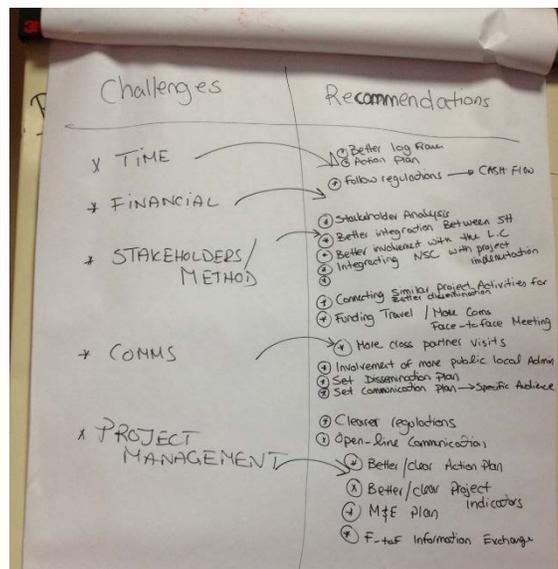
It was discussed that the following tools are needed:

- Stakeholder engagement; involving local community organizations in project implementation
- National steering committees and geographical action groups created in each country
- Creating help desks in certain and for certain projects
- Having direct meetings with all stakeholders
- Creating TOTs than can further upscale the project success
- Making sure that budgeting is enough for awareness activities
- Better action plans

It was also distinguished that adaptation measures should be put in place to help upscale projects:

- Better stakeholder and culture analysis
- Having actions targeted to specific needs
- Having feasibility studies showcasing possible upscaling

### 3. What are the recommendations to better implementing the project activities?



Recommendations discussed where set in specific points targeted at

- Time
- Financial issues
- Project methodology
- Communications
- Project Management

This has therefore pushed for the following recommendations to help in project implementation:

- Log frames should be produced taking into consideration many aspects that include political instability and cultural needs. This would therefore give better time scales for project implementation
- Following financial regulations will help in making sure that cash flow is present at all times following the log frame of activities
- Stakeholder engagement is key in project success, therefore a stakeholder analysis should be produced to help distinguish the proper and primary stakeholders, to ensure stakeholder engagement, better local community involvement and finally national steering committee engagement.
- Internal and external communications can help in project success by; project team exchange visits both nationally and regionally and better involvement of the local community in cross country and project visits.
- Proper project dissemination should be targeted, by a set communication and dissemination plan
- Project management and obviously be a huge part in project success; better planning, proper expenditure, more detailed monitoring and evaluation plans, and finally a better way in information exchange between partners.

