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IR2MA

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Interreg V- A
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2014 2020

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IR₂MA
Large Scale Irrigation
Management Tools for
Sustainable Water
Management in Rural
Areas and Protection
of Receiving Aquatic
Ecosystems

Subsidy Contract No: I1/2.3/27

WP#2

Deliverable 2.4.2

Dissemination events

Project co-funded by
European Union, European Regional
Development Funds (E.R.D.F.) and by
National Funds of Greece and Italy

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Partners



PB1/LB UNIVERSITY OF IOANNINA - Research Committee (Uoi) <http://www.rc.uoi.gr/>

PB2 REGION of EPIRUS (ROE) <http://www.php.gov.gr/>

PB2 ISTITUTO SCIENZE DELLE PRODUZIONI ALIMENTARI (ISPA/CNR) <http://www.ispacnr.it/>

PB4 CIHEAM - ISTITUTO AGRONOMO MEDITERRANEO – BARI (IAMB) <http://www.iamb.it/>

PB5 CONSORZIO PER LA BONIFICA DELLA CAPITANATA (CBC) <http://consorzio.fg.it/>

Associated partners

REGION OF PUGLIA (ROP) <http://www.regione.puglia.it/>

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

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Deliverable 2.4.2 – Information and publicity

Dissemination events

Involved partners:

PB4, Mediterranean Agronomic Institute of Bari, Bari, Italy

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Place and time: Valenzano, Bari, Italy, 2021

IR₂MA

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Summary

Communication, dissemination, and publication activities are key elements within IR2MA projects. Based on experience gained in previous projects and with various stakeholders, the project team of PB4 (Mediterranean Agronomic Institute of Bari) used a variety of communication channels and tools (webinars, workshops, conferences, and events) to disseminate the results and outcomes of the IR2MA project. This attracted relevant stakeholders and organized side events (meetings and workshops) and facilitated the full exploitation of results and outcomes by diverse groups and audiences. This document deliverable D2.4.2 presents the dissemination events and publication activities for the IR2MA project made by PB4.

Keywords: IR2MA, dissemination, outreach, outcome, scientific activities

Sommario

Le attività di comunicazione, disseminazione e pubblicazione sono elementi chiave all'interno dei progetti IR2MA. Sulla base dell'esperienza maturata in progetti precedenti e con varie parti interessate, il team di progetto di PB4 (CIHEAM - ISTITUTO AGRONOMICO MEDITERRANEO – BARI-IAMB) ha utilizzato una varietà di canali e strumenti di comunicazione (webinar, workshop, conferenze ed eventi) per diffondere i risultati e risultati del progetto IR2MA. Ciò ha attratto le parti interessate pertinenti e organizzato eventi collaterali (incontri e workshop) e ha facilitato il pieno sfruttamento dei risultati e degli esiti da parte di diversi gruppi e pubblico. Questo documento presenta gli eventi di disseminazione e le attività di pubblicazione per il progetto IR2MA realizzato da PB4.

Parole chiave: IR2MA, disseminazione, divulgazione, risultati, attività scientifiche

1. Introduction

Communication, dissemination, and publication activities are key elements for project management. The main goal of communication, dissemination, and publication activities is to reach out to the widest possible range of stakeholders to promote further exploitation of the project results within key stakeholders and relevant communities. To ensure effective coordination, internal and external communication, and innovation management, the role of managing dissemination and exploitation is included in the “Information and Publicity” Work Package, WP2. A Dissemination and Exploitation Plan was drafted at the proposal stage and after finalization was implemented immediately upon project commencement. Based on experience gained in previous projects and with various stakeholders, WP2 used a variety of communication channels and tools to i) disseminate the results and outcomes of the IR2MA project, ii) effectively communicate throughout the project to involve and actively engage relevant stakeholders as necessary, iii) facilitate the full exploitation of results and outcomes by diverse groups and audiences. The present deliverable was meant to report the development and outcomes of the dissemination event/s, aimed at presenting to broad public results and outcomes of the IR2MA project. Project results were handled using different communication channels and materials, including a website, workshops, conferences, and scientific publications, among others.

2. The IR2MA project summary

In the framework of the Cooperation Programme Interreg V/A Greece-Italy 2014-2020, a 6-partner research project, IR₂MA: “Large Scale Irrigation Management Tools for Sustainable Water Management in Rural Areas and Protection of Receiving Aquatic Ecosystems” *started on April 1st, 2018*, and is expected to last 24 months (end by March 2020). The IR₂MA network is dedicated to supporting a coordination platform of expertise exchange to increase shared knowledge and disseminate best practices regarding irrigation drainage and their effects on the receiving aquatic ecosystems across the Mediterranean area. Pooling the operational experience of project research activities and previous relevant knowledge and experience, the outputs of this project will lead to valuable feedback and applicable recommendations for the application of innovative approaches on a cross-border basis for improving resource efficiency and integrated environmental protection in both the water and waste sectors about the soil. Finally, the project will include communication activities (help desk, seminars, demonstration sites, etc.) to stimulate public consciousness regarding water issues. It will be carried out by regional authorities, universities, research institutes, and water management organizations. IR2MA Partners are the following:

- LP, Lead Partner: PB1 (LB) UNIVERSITY OF IOANNINA
- PB2, Region of Epirus;
- PB3, Institute of Sciences of Food Production - National Research Council (ISPA) / Bari, Italy;
- PB4, Mediterranean Agronomic Institute of Bari, Bari, Italy.
- PB5, Consorzio per la Bonifica della Capitanata, Foggia, Italy.

3. Dissemination tools and events

The next section describes the main tools and channels implemented/used by the PB4 for the dissemination of the project and its results. Some of the tools are of general-purpose, while other ones are oriented to specific target groups.

2.1 IR₂MA website

One of the main dissemination and communication channels is the IR₂MA public website accessible at <https://www.interregir2ma.eu/>. The website was realized in the first months of the project by the Lead partner (D2.1.1 Communication strategy and website) and updated constantly. It is the main repository of public contents of the project and a meeting point among partners, stakeholders involved and beneficiaries, and as a channel for interacting, exchanging knowledge, and creating awareness. A screenshot of the IR₂MA website homepage is included below in Figure 1. It includes all include identity patterns and has direct access to these social networks by clicking over the icons situated on a visible part of the website.



Figure 1. IR₂MA website homepage.

The responsibility for managing the website was PB1. The website includes general information about the project, consortium, and guidance on how to use project outcomes. All information related to each partner was categorized in section operation stuff (Figure 2). All the info could be accessed at <https://www.interregir2ma.eu/operational-stuff/deliverables-ir2ma-pb4>. The online dissemination material will remain accessible after the end of the project.

PB4 MEDITERRANEAN AGRONOMIC INSTITUTE OF BARI

1. Participation in project management meetings (Kickoff, 2nd, 3rd, 4th Close-out)
2. Guides, technical notes and publications (D2.4.1)
 - Publicity leaflet 1
 - Publicity leaflet 2
 - Publicity leaflet 3
3. Workshop on the theme of efficient irrigation/drainage management and its effects on receiving aquatic ecosystems in Ionian sea (2.4.2)
4. Participation in third parties events within the programme area (D2.4.3)
 - MedForum (18-20/9/2018)
 - MEDYWAT / Webinar (26-27/9/2019)
 - Seminar at University of Ioannina (Greece, 14/11/2019) (Invitation/poster, Photos)
 - 3rd Workshop of TAGS project (Presentation)
5. Guidebook for the performance of large scale participatory systems (D2.4.4)
6. Equipment (D5.4.3)
7. Soil and water quantity and quality audits (D3.4.1)
8. Participatory systems performance (D4.4.1) and Results presentation (D4.4.2)
9. Water-energy- food (WEF) nexus (D5.4.1)
 - Scientific article 1
 - Scientific article 2
10. Recycled water DSS development (D5.4.2)
11. Recycled water DSS evaluation (D5.4.3)
12. International networking (D6.4.1)
 - Participation at the Irrigation Show & Education Conference, California, USA
 - Participation at the SPACE-O workshop, Vienna, Austria
 - Seminar at the "Water-saving in Mediterranean Agriculture", Tottori University, Japan
 - Presentation at the 9th ESSC International Congress, Tirana, Albania (24-26/9/2019)

Figure 2. IR2MA website for PB4 information.

2.2 Social/professional networks

Social media platforms like Facebook (<https://www.facebook.com/irrigationmanagement/>) provided an important opportunity for real-time engagement with stakeholders and the general public to share relevant information, useful links, related events, and publishable results. The profile was created soon after the project started and the PB1 leader was responsible for managing it. A screenshot of the Facebook profile page is presented in Figure 3.

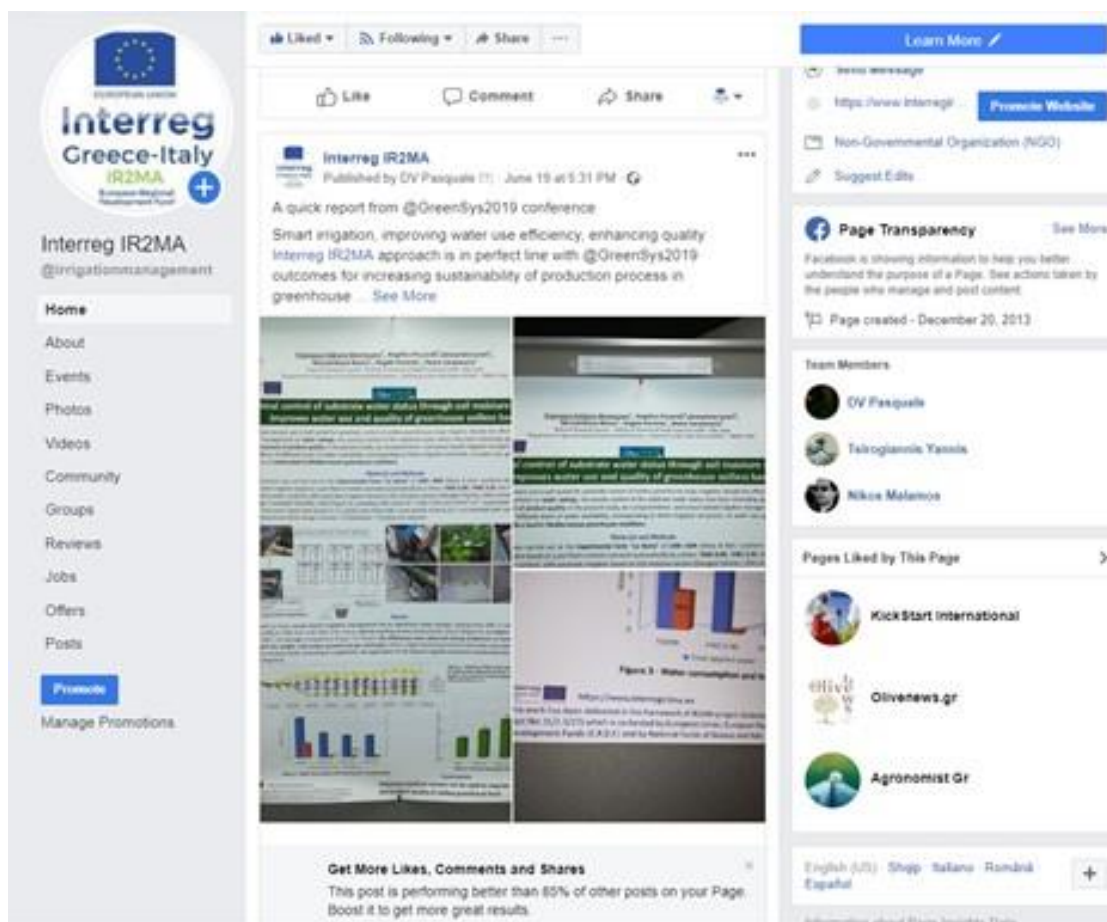


Figure 3. IR2MA Facebook profile.

For providing information for the scientific community, IR2MA also has a project post in Research Gate in the following link: <https://www.researchgate.net/project/LARGE-SCALE-IRRIGATION-MANAGEMENT-TOOLS-FOR-SUSTAINABLE-WATER-MANAGEMENT-IN-RURAL-AREAS-AND-PROTECTION-OF-RECEIVING-AQUATIC-ECOSYSTEMS-IR2MA>.

2.3 Outreach and training materials

Outreach and training materials (posters, brochures, leaflets, newsletters, fact sheets, etc.) were used as a means to give visibility to the project and provide relevant information to the public. Three simple leaflets (Figure 4) containing basic information on the project (logo, title, acronym, objectives, expected results, partners) were produced from PB4 according to the guidelines and agreement reference. They were distributed (in print and electronic forms) to a broad range of related stakeholders at events, conferences, and in any event where any member of the PB4 attended.



Leaflet 1



Leaflet 2



Leaflet 3

Figure 4. IR2MA promotion material prepared by PB4.

The flyers are available for download through the project website at the following links:

- [Leaflet 1](#);
- [Leaflet 2](#);
- [Leaflet 3](#);

Finally, the public deliverables accessible through the website offered a good means for disseminating the performed activities and achieved results within the partners' organizations.

2.4 Scientific publications

The scientific audience is one of the main target groups of IR2MA. Scientific papers submitted and accepted to leading journals were a proper tool to spread the knowledge generated to a technical and research audience. Scientific publications have been produced related to the work and findings of their respective Work Packages. The journal papers were

- Canaj, K., Mehmeti, A., Cantore, V., Todorović, M. (2019). LCA of tomato greenhouse production using spatially differentiated life cycle impact assessment indicators: an Albanian case study. *Environmental Science and Pollution Research*, 1-11. <https://doi.org/10.1007/s11356-019-07191-7>
- Canaj, K., Mehmeti, A., Morrone, D., Toma, P., & Todorović, M. (2021). Life cycle-based evaluation of environmental impacts and external costs of treated wastewater reuse for irrigation: A case study in southern Italy. *Journal of Cleaner Production*, 293, 126142. <https://doi.org/10.1016/j.jclepro.2021.126142>
- Mehmeti et al., 2021. Application of Multisensor Capacitance Probes for spatial and temporal monitoring soil moisture, salinity and temperature dynamics in wastewater irrigated orchards. **To be submitted.**

PB4 has also published graduate theses supervised by the project scientific officers. The master thesis carried out in the framework were the following:

- Marwa Boudhraa (2020). Water-energy-environment nexus of irrigated agriculture: Evidence from Sinistra Ofanto agricultural district, MSc Thesis, CIHEAM, Bari Institute, 2019-2020.
- Anas Jarrar (2019). Performance analysis of the irrigation network: Treated wastewater use and management practices. MSc Thesis, CIHEAM, Bari Institute, 2019-2020.

2.5 Workshop CNR “Gestione efficiente della pratica irrigua e riutilizzo delle acque reflue in ambiente mediterraneo: il progetto IR2MA”

On June 11, 2021, the web based event "Gestione efficiente della pratica irrigua e riutilizzo delle acque reflue in ambiente mediterraneo: il progetto IR2MA" was organized by the Institute of Sciences of Food Production (ISPA – CNR). The meeting discussed the initiatives of the Puglia Region for the efficient management of water resources and water protection, Life Cycle Thinking and Life Cycle Assessment to support irrigation sustainability, strategies to be adopted in horticulture for the reduction of " pollution of water bodies and rational irrigation of greenhouse horticultural crops, purification of wastewater and their use in horticulture, as well as technical training and new technologies in agriculture. Some models of district water management for irrigation use were presented, such as the one adopted by the Consortium for the Reclamation of Capitanata, and the practical impact of the activities of the IR2MA project on the management of irrigation in the Epirus region (Greece). The meeting is available at <https://www.youtube.com/watch?v=C0HP8j7eD24>.



Figure 5. IR2MA CNR Workshop.

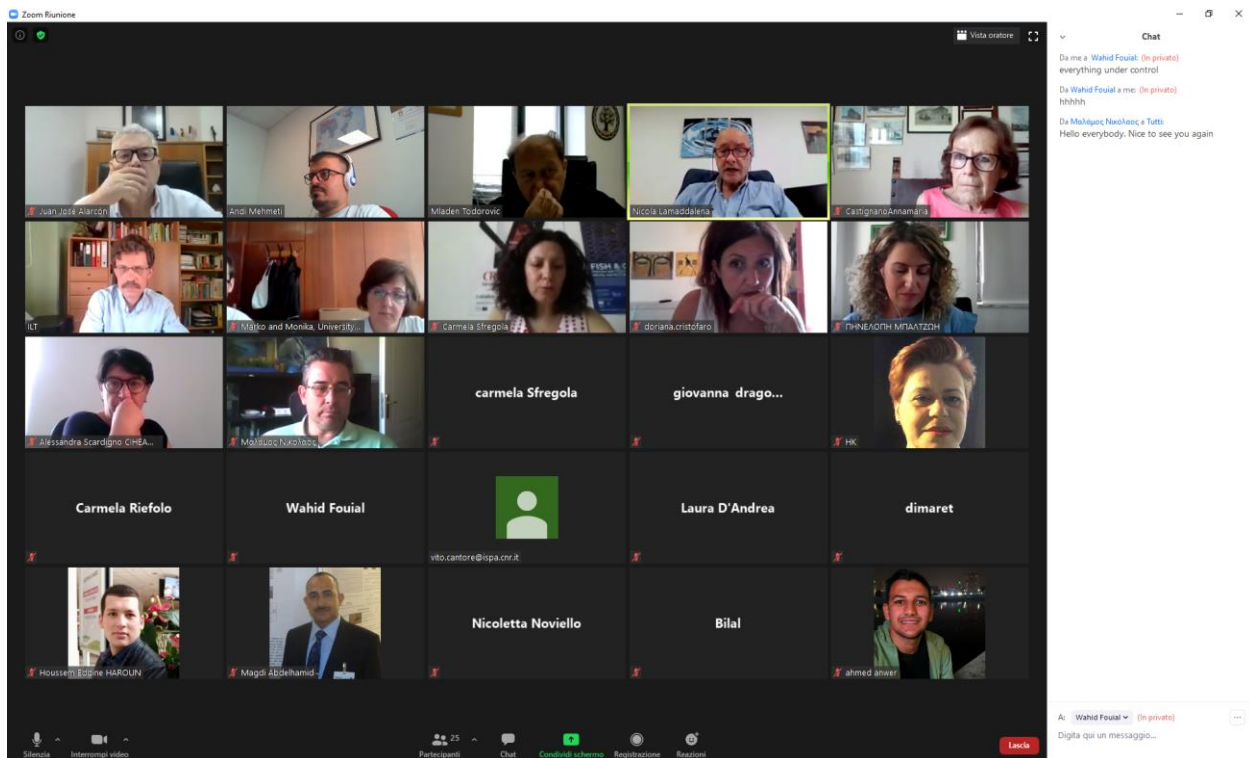
2.6 Final Workshop “Sustainable irrigation management in Southern Mediterranean agriculture”

At the end of the project, the final IR2MA workshop (Sustainable irrigation management in Southern Mediterranean agriculture) was organized in a web-based event format on 24th June 2021 to show the achieved results and to allow the meeting of potentially interested researchers (either in the public or private field). The workshop was organized by PB4 - Mediterranean Agronomic Institute of Bari in a web-based event format. Personalized invitations to more than 30 relevant stakeholders in Italy were made, and a targeted invitation to more than 50 participants was sent as well. All partners disseminated the invitation and agenda of the workshop through their networks. The workshop was also promoted through the social media web pages of the project and partners (Figure 6).



Figure 6. Promotion of the IR2MA final workshop via social media.

The workshop was attended by 47 stakeholders from different countries representing a diverse range of backgrounds from research institutions (Figure 7). The agenda is found in Figure 8. Information about individual presentations can be found at <https://www.interregir2ma.eu/communication-ir2ma>.



3) Demonstrative activity: test in commercial greenhouse

**38% water saving compared
with farmer's practice**



<http://80.241.136.71/legacy/pages/login.html>

<https://web.bluleaf.it>

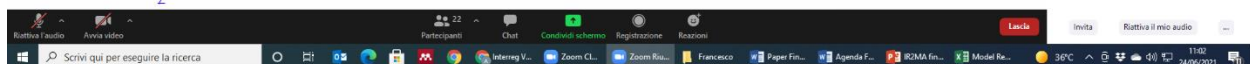


Figure 7. Pictures of the IR2MA final workshop organized by PB4.



JUNE 24, 2021 | 10.00-13.30 CET | ONLINE EVENT (ZOOM PLATFORM) | FREE PARTICIPATION

<p>Welcome addresses by the representatives of the Interreg authorities, hosting institution and project coordinator. (10.00-10.20)</p>	<ul style="list-style-type: none"> Nicola Lamaddalena, Deputy Director, CIHEAM Bari, Italy Ioannis Tsirogiannis, IR2MA coordinator, University of Ioannina, Greece Gianfranco Gadaleta and Carmela Sfregola Interreg V-A Greece-Italy Joint Secretariat, Italy
SCIENTIFIC PROGRAMME (Moderator: Mladen Todorovic)	
<p>The Decision Support System (DSS) for Irrigation Management that operates at the Plain of Arta, Greece. (10.20-10.35)</p>	<ul style="list-style-type: none"> Ioannis Tsirogiannis (University of Ioannina, Greece) and Nikolaos Malamos, (University of Patras, Greece)
<p>Non-Conventional Water Re-use in Agriculture in Mediterranean countries – MENAWARA experience. (10.35-10.50)</p>	<ul style="list-style-type: none"> Roula Khadra (CIHEAM Bari, Italy)
<p>Application experiences of technological approaches for irrigation rationale of greenhouse horticultural crops. (10.50-11.05)</p>	<ul style="list-style-type: none"> Francesco F. Montesano (Istituto di Scienze delle Produzioni Alimentari, CNR-ISPA, Italy).
<p>AGRITAGs: the decision support system (DSS) of TAGs Project for irrigation management. (11.05-11.20)</p>	<ul style="list-style-type: none"> Laura D'Andrea (Council for Agricultural Research and Economics, CREA, Italy) and Doriana Cristofaro (European Research Center for Technologies Design and Materials, CETMA, Italy)
<p>Precision agriculture and precision irrigation: opportunities and challenges. (11.20-11.35)</p>	<ul style="list-style-type: none"> Annamaria Castrignanò (University "G. d'Annunzio" of Chieti-Pescara, Italy)
Break (11.35-11.45)	
<p>Assessment of remote-based vegetation indices to face agriculture challenges in the North Mediterranean. (11.45-12.00)</p>	<ul style="list-style-type: none"> Nada Mzid (University of Tuscia, Italy)
<p>Effect of regulated deficit irrigation and reclaimed water use on mandarin trees. (12.00-12.15)</p>	<ul style="list-style-type: none"> Juan José Alarcón Cabañero (Spanish National Research Council, CSIC, Spain)
<p>Irrigation of Young Olive Trees with Treated Waste Water. (12.15-12.30)</p>	<ul style="list-style-type: none"> Konstantina Fotia (University of Ioannina, Greece)
<p>Calibrating procedures for the electrical conductivity in soil of the dried lake (peatland) Agoulinitza using electromagnetic induction (EMI) services. (12.30-12.45)</p>	<ul style="list-style-type: none"> Pantelis E. Barouchas (University of Patras, Greece) and Dr. Elena Kakaridi (Region of Western Greece, Greece)
<p>Eco-efficiency of agricultural systems in developing countries: Evidence from Consorzio per la Bonifica della Capitanata (Southern Italy). (12.45-13.00)</p>	<ul style="list-style-type: none"> Andi Mehmeti (CIHEAM Bari, Italy)
<p>Discussion and concluding remarks (13.00-13.15)</p>	<ul style="list-style-type: none"> Mladen Todorovic (CIHEAM Bari, Italy)

Figure 8. Agenda of the IR2MA final workshop organized by PB4.

2.7 Other events

The research team of PB4 participated and present in third-party events in which presented and communicated the results. The respective dissemination forms with all detailed information of these activities are presented in Deliverable 2.4.3.

Table 1. Third-party events attended by PB4.

No.	Title	Date	Place	Type
1	Medforum 2018	18 - 20 September 2018	Bari, Italy	Workshop
2	IRRITECH workshop	22 November 2018	Bari, Italy	Workshop
3	Webinar via Mediterranean Youth for Water	7 June 2019	Bari, Italy	Webinar
4	Technical workshop Naples	8-10 July 2019	Naples, Italy	Workshop
5	INNONETS: Zero Food Waste	19 September 2019	Bari, Italy	Workshop
6	Scientific Seminar & technical visit	11-15 November 2019	Arta, Greece	Seminar
7	TAGs project workshop	05 November 2020	Online	Workshop

4. Conclusions

A series of dissemination events have been undertaken to inform the audience about the IR2MA project. The Deliverable 2.4.2 “Dissemination Events” presented the tools and material used for internal and external communication and the broad dissemination of the project results to the potential end-users, relevant stakeholder groups, and the general public. The project will still be promoted after its end to ensure the sustainability of the deliverables and outputs.