



PROWATER Communication Strategy

PROWATER stands for 'protecting and restoring raw water sources through actions at the landscape scale. The overall objective is to build resilience against droughts and extreme precipitation events through Ecosystem-Based Adaptation (EbA), i.e. restore sufficient natural diversity of ecosystems and create (semi-)natural opportunities for ecosystem service development that can compensate for climate change and anthropogenic impact. To set up effective dialogues leading to successful participatory long-term vision building exercises (i.e. long-term spatial planning, design and delivery) on EbA measures, we need an effective Communication Strategy. Communication actions should be targeted at specific key stakeholder groups, including buyer, sellers and brokers.



**CONSULT THE
COMMUNICATION
STRATEGY**



Guiding participatory vision building for Ecosystem-based Adaptation measures

A comprehensive Communication Strategy has been developed by PROWATER that will:

- 1) guide and support readers as they seek to build a participatory long term vision for EbA measures in their regions
- 2) allow the readers to monitor and evaluate the participatory processes being undertaken and deduce the lessons-learnt

A cross-border cooperation

From November 2017 to February 2023, 10 partners from Flanders, the Netherlands and the United Kingdom work together on PROWATER. The project has a budget of more than 5.5 million euros. In each country, water production companies, governments and research institutes as well as land managers are involved in order to achieve a supported vision for Ecosystem-based Adaptation.

The project PROWATER receives 3.315.974 € through the Interreg 2 Seas fund, co-funded by the European Regional Development Fund (ERDF), to work on climate change adaptation and to increase resilience against droughts and extreme precipitation based on ecosystem services. Interreg 2 Seas is a European territorial cooperation programme for the United Kingdom, France, the Netherlands and Belgium (Flanders).