(Projects funded under the Call 2014 onwards must use this format)

LIFE Project Number

< LIFE19 GIE/FR/001013>

Final Report
Covering the project activities from 01/09/2020[1] to 31/03/2024

Reporting Date[2]

<30/06/2024>

LIFE PROJECT NAME or Acronym

< LIFE WAT'SAVEREUSE >

Data Project

Project location:	Occitania (France), Catalonia and Balearic Islands (Spain)
Project start date:	<01/09/2020>
Project end date:	<30/09/2023> **Extension date:** <31/03/2024>
Total budget:	1.587.985,00 €
EU contribution:	873.391,00 €
(%) of eligible costs:	55%

Data Beneficiary

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[1] Project start date

[2] Include the reporting date as foreseen in part C2 of Annex II of the Grant Agreement

Package completeness and correctness check	
Obligatory elements	**✓ or N/A**
Technical report	
The correct latest template for the type of project (e.g. traditional) has been followed and all sections have been filled in, in English. *In electronic version only*	✓
Index of deliverables with short description annexed, in English. *In electronic version only*	✓
Mid-term report: Deliverables due in the reporting period (from project start) annexed Final report: Deliverables not already submitted with the MTR annexed including the Layman's report and after-LIFE plan Deliverables in language(s) other than English include a summary in English. *In electronic version only*	✓
Financial report	
The reporting period in the financial report (consolidated financial statement **and** financial statement of each Individual Beneficiary) is the same as in the technical report with the exception of any terminated beneficiary for which the end period should be the date of the termination.	✓
Consolidated Financial Statement with all 5 forms duly filled in and signed and dated. *Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets + full Excel file)*	✓
Financial Statement(s) of the Coordinating Beneficiary, of each Associated Beneficiary and of each affiliate (if involved), with all forms duly filled in (signed and dated). The Financial Statement(s) of Beneficiaries with affiliate(s) include the total cost of each affiliate in 1 line per cost category. *In electronic version (pdfs of signed sheets + full Excel files) + in the case of the Final report the overall summary forms of each beneficiary electronically Q-signed or if paper submission, signed and dated originals**	N/A
Amounts, names and other data (e.g. bank account) are correct and consistent with the Grant Agreement / across the different forms (e.g. figures from the individual statements are the same as those reported in the consolidated statement)	✓
Mid-term report (for all projects except IPs): the threshold for the second pre-financing payment has been reached	N/A
Beneficiary's certificate for Durable Goods included (if required, i.e. beneficiaries claiming 100% cost for durable goods). *Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets)*	N/A
Certificate on financial statements (if required, i.e. for beneficiaries with EU contribution ≥750,000 € in the budget). *Electronically Q-signed or if paper submission signed original and in electronic version (pdf)*	N/A
Other checks	
Additional information / clarifications and supporting documents requested in previous letters from the Agency (unless already submitted or not yet due) *In electronic version only*	✓
This table, page 2 of the Mid-term / Final report, is completed - each tick box is filled in *In electronic version only*	✓

**signature by a legal or statutory representative of the beneficiary / affiliate concerned*

1. Table of contents

2. List of key-words and abbreviations

ABAQUA: Agencia Balear de l'aigua i la qualitat ambiental (Balearic water agency)

ACA: Agencia Catalana de l'aigua (Catalan water agency)

AD'OCC: Agence de développement économique d'Occitania

AETIB: Agencia d'estrategia turistica de les Illes balears

Aquavalley: pole mondial de compétitivité eau

CLIQIB: cluster de la industria química de les illes balears

CWP: Catalan Water Partnership

DPSIR: Driver-Pressure-State-Impact-Response

EPM: Euroregion Pyrénées-Méditerranée

Eurecat: Fundació Eurecat

HFIM: Hybrid Fulfilment-Importance Matrix

KPIs: Key Performance Indicators

MTR: mid-term report

MB: Management board

R2: Reduce and Reuse

SG: steering group

WSR: WAT'SAVEREUSE

3. Executive Summary

Objectives

WAT'SAVEREUSE's overall objective was to explain the advantages of water-related legislation and national initiatives to promote a circular economy focussing specifically on efficient water use in the tourism industry, targeting both water savings and reuse, with particular emphasis on the Mediterranean environment. The project aimed to alleviate the environmental problem identified (water shortage and drought) through informed awareness-raising campaigns aimed at 4 target groups and by defining impactful policies.

The specific objectives were: To reduce the overall water consumption of tourists during their stay in the hotels/resorts, etc; To promote and raise awareness on water reuse among tourism industry stakeholders in order to explain the benefits of implementing the legislation/strategy on water reuse (offer side) and improve the perception of the tourists; To encourage the tourism industry to implement a minimum of 5 water reuse solutions; To strengthen water governance through the collaboration between public administrations and value chain operators, and, finally, Reduce the overall consumption of freshwater.

All deliverables of the project have been successfully completed and submitted.

Key activities

Actions

This project has navigated through several crises that have affected it both negatively and positively.

The socio-health crisis resulting from COVID-19 and the prolonged drought dramatically affected the tourism sector and other public activities, while, at the same time, favouring a scenario with a greater social awareness of the central issues of our project. It has to be said that, during COVID-19 crisis, tourism was deeply affected by social and health measures taken to contain the pandemic crisis, entailing severe economic difficulties. They almost had to reinvent themselves as a sector.

In the frame of this context, the project already began with uncertainties regarding the planned schedule for our action plan (as outlined in the application form of 2019, before the social, health and economic crisis).

The preparatory actions related to the project set-up were completed in March 2021. However, the general situation and the differentcapacities for adaptation to the new situation made the communication between partners challenging.

Implementation actions also faced delays: The communication plan and the KPIs were defined 2 months later than scheduled. The uncertain situation of the tourism sector caused this delay, as well as the difficulty in finding a company that would respond to the tender. Despite these challenges, the general communication plan was created and validated by all partners in April 2021.

On the other hand, in relation to the actions (B.2 to B.5) which are the communication campaigns dedicated to raise awareness among the 4 target audiences, the delay was

even higher. As the sector was “more concerned with survival than with saving water” as they repeatedly told us, we were forced to postpone these actions to spring 2022.

All those contingencies affected all related actions causing a domino effect. That was the case of the capitalization actions and support to policymaking (B.6 and B.7). We had to wait, longer than expected, to have the first results of the communication campaigns to proceed with B.6 and B.7.

Within that and many other uncertain particulars, partners had to confront many challenges before finally launching the campaigns and public activities and obtaining a meaningful impact.

Besides, beyond B.2 and B.3 actions, focused on tourists and the tourism supply side, within the framework of actions B.4 and B.5, an important task of analysis was carried out to identify key stakeholders that could promote the dissemination of this project at local and regional level.

The actions on monitoring and impact (C) also experienced some delays. However, unlike the campaigns, the online experience did not yield the expected results so all the action had to be postponed until face-to-face workshops could be held in the first quarter of 2022. It was only after this that the DPSIR methodology began to be created/developed.

Nevertheless, those actions that weren’t so affected by the general situation, were carried out normally, such as dissemination and communication actions including the presentation video, website, partner or external events where the ideas of the project were presented.

Throughout the project, the management and coordination team of the project tried to normalize the new situation , organizing as planned all management board and steering group meetings, trying to adapt the project to the new reality and coaching the partners through all challenges they had to confront. The first face-to-face meeting took place in December 2021.

4. Introduction

Baseline situation

The **environmental problem targeted** by the project was water scarcity and drought.

WAT'SAVEREUSE Project focused on 3 Mediterranean Regions of France and Spain (Catalonia, Occitania, Balearic Islands). In this context, a population of around 15 million received more than 68 million tourists in 2029. In addition, they concentrate in the coast, a fragile landscape, where water resources are scarce, particularly on islands and with strong seasonal peaks of consumption. Not only do tourists enhance pressure on the public water supply through using water for food, drink and personal hygiene; leisure facilities such as swimming pools, water parks, golf courses and gardens all exacerbate the problem. Therefore, if no action is taken, the environmental problem identified will grow in the short-term.

In the EU context available data on water consumption is not segmented in the tourism sector and the few campaigns that had been implemented so far had not been effective. A higher uptake of water saving and reuse is hindered by insufficiently integrated water management policies mainly due to the fragmentation of responsibilities for and authority over different parts of the water cycle, leading to a lack of communication and cooperation between stakeholders involved in the whole water cycle. Furthermore, the lack of an EU legislation obliges regional authorities to develop their own strategies and policies on water reuse with the sole guidance of the EU Water Framework Directive and without national support for water regulation.

Information/communication strategy implemented

Due to the environmental problem of water scarcity, WAT'SAVEREUSE project implemented a communication strategy focused on the reduction and reuse of water in the tourism sector.

In May 2021, we established a project communication plan to develop tailored communication strategies for each region involved. These plans are available in English, French and Catalan. Common criteria and guidelines were set to ensure that all communication materials aligned with a common vision and coherence.

The overall objectives of the communication strategy:

- Raise awareness on water reuse and reduction.
- Foster behavioural changes.
- Enhance tourists' perception of reused water.
- Encourage the adoption of technological solutions for water reuse.
- Reinforce water governance through collaboration between public administrations and value chain operators.

To this end, in the communication strategy, we plan an essence of every message we transmit, based on the R2 that mean: Reducing water consumption + Increasing water Reuse. These two messages had to be delivered in any of the communication plans and actions that had been implemented within the framework of the LIFE WAT'SAVEREUSE

project. In addition, all the campaigns were based on the "4 E's" behaviour change model: ENABLE, ENGAGE, ENCOURAGE and EXEMPLIFY.

The pandemic made us reflect on how to reach the expected objectives of the full application, which is why we implemented several scenarios in our communication plan tailored to different target audiences, considering the context, resources, and specific drivers-senders involved).

Stakeholders involved in the project

A significant number of stakeholders were identified in relation to our four targeted audiences of the communication and awareness raising campaigns: demand and supply sides, local communities and regional authorities. Without their active participation, the influence and thus impact of the project would have been limited. Thus, once the new post-pandemic situation was accepted and while everybody was changing their behaviour as well as their way to interact, the project also managed to adapt to the new reality.

Stakeholders' level of involvement in the project were different depending on the type of entity, their capability and their relevance to the project's objectives. We had meetings with key stakeholders and identified a longer list of entities of the water and/or tourism sectors whose involvement and support was essential for the project's success. Relevant SMEs were included in the project implementation level. They were considered as target audiences of communication campaigns: as private sector suppliers (for instance, small hotels); as participants of Community Water Action Groups (Action B.4), or as relevant stakeholders. SMEs were also consulted in action B.3 as technologies and solutions providers for hotels and other relevant tourist premises. The participant clusters (CWP, CliqIB and AquaValley) had acted as focal contact points between SMEs and relevant project initiatives such as the elaboration of the 3 technical documents (action B.3) and the organization of workshops with the tourist supply side.

During the stakeholders' consultation (action A.1) we completed the list for each region and identified the relevant persons who should be kept informed in each area.

Monitoring of the project impact

In the Wat'saveReuse project, the achievement of the objectives obtained by the proposed communication campaigns through behavioural measures and technological improvements were carried out using the DPSIR methodology developed by Eurecat.

In this report you will find details of the activities and their impact following the structure of the Ap Form structured on the basis of the targets. However, following a logic of communication and informative coherence, the regions drew up a general project that links all the targets of the proposed actions, as everything is related, and all the actors are part of the same ecosystem.

For this reason, some information in this report may be repeated on occasion.

Socio-economic context

According to the European Parliament (factsheet), European tourism is the largest service industry in the EU, generating more than 13 % of GDP (direct and indirect), 11,7 % of employment and 30 % of external trade the tourism sector's figures increase significantly (10.3% of GDP) and 11.7% of total employment, which equates to 27.3 million workers). Again, according to EU Parliament, Tourism policy is also a means by which the EU shall pursue broader employment and growth objectives. However, it recommends considering "the environmental dimension of tourism, which will gain in significance over time, and is already reflected in projects involving sustainable, responsible and ethical tourism".

The socio-economic impact assessment aims to determine and quantify the social insights of WAT'SAVEREUSE and the social adaptation of the different actions proposed to the regional communities. The assessment follows the own methodology developed by EUT, which relies on a hybrid fulfilment-importance matrix (HFIM).

This method follows 4 steps: (1) Socio-economic impact categories definition (2) Selection of sustainability and performance indicators (3) Framing the importance correlation matrix between indicators and impact categories (4): Assessment of fulfilment scores.

Results have been based on the comparative evaluation between the objectives and the initial scores (some already defined in the KPIs). Thus, the matrix is able to compare the results of the beginning of the project and the final achievement reached, as will be presented below.

At this final stage of the project, we can state that the main anticipated socio-economic impacts and their associated key mechanisms, are starting to emerge.

However, the three main elements that profoundly affected the implementation of the project as originally planned have played a disruptive role in the socio-economic impact originally established:

- The socio-economic situation resulting from the COVID-19 health crisis.
- the drought in the Mediterranean costal area.
- the progressive increase of tourist pressure in all territories which provoked a change in public opinion, becoming more critical.

These disruptive phenomena transformed, at least during the central moment of the project, the socio-economic impacts with the key associated key mechanisms as they had been observed at the time of project design.

1. Economic:
    a. Sustainability of tourism as an economic activity
    b. Reduction of costs and increased competitiveness of the sector.
        i. Costs savings to business.
        ii. Costs savings to public purse, as service providers
        iii. Costs savings to customers (tourists),
    c. Fostering innovation.
2. Social:
    a. Reducing conflicts of use

b. Social responsibility
c. Social jobs creation

Expected longer term results

The expected longer-term results of the WAT'SAVEREUSE project are:

1) A new communication methodology for reducing water consumption and raising awareness on the benefits of water reuse in the tourism sector is designed.

2) Stakeholders of the tourism sector are aware of the benefits of implementing water reuse legislation and strategies and water reuse in the tourism sector is increased by 9%.

3) Water consumption in hotels is reduced by 20%.

4) Water reuse in golfs is increased by 9%.

5) Water saving by Public Administrations is increased by 12%.

6) Cooperation between public administrations is enhanced.

7) Reducing the environmental impact of tourism in the Mediterranean Coast.

It's evident from various actions taken that effective communication goes beyond merely issuing a message; understanding how the recipient perceives it is crucial. Effective communication goes beyond simply delivering messages; it involves understanding how recipients perceive them, particularly in awareness campaigns where impact is difficult to measure. This project has demonstrated this by fostering new alliances and increasing stakeholder feedback, highlighting the need for adequate tools, resources, and improved inter-administrative coordination to implement sustainable measures, regardless of political changes.

While the tourism sector has begun to adopt green policies, there's a need for specific measures that go beyond mere recommendations or a code of good practices. Addressing water scarcity requires collective efforts and societal consensus on prioritizing the measures to be implemented.

A fundamental factor that ensured and will ensure the project's sustainability and transfer of results during and after the project's end, was that the WAT'SAVEREUSE partners and the proposed dissemination network were already linked within existing collaborating frameworks: This included connections among the partners, within the EPM structure, and through the Environment Working Group; as well as via the replication/dissemination regions, through long term collaboration agreements in both Mediterranean Euroregions. This will enormously facilitate the communication channels, the use of project products and the maintenance of project's tools after the project's end (continuation) because the EPM receives funding from the three regions precisely to strengthen interregional collaboration. Additionally, the promotion of the circular economy concerning water consumption by the tourism sector is a top priority for the years to come by all of them. A specific strategy for continuation has been outlined in the Afterlife Plan.

5. Administrative part

The project coordinator, EPM, was in charge of carrying out a management plan for the WSR project. Validated by all the partners, it was agreed that it would be an open and modifiable document according to the evolution of the project. The Management plan defined the work methodology for the project.

Two project institutions were created: the Management Board (MB), made up of the directors of the different structures and which met every two months to monitor the project, and the Steering Group (SG), made up of technicians from each partner and which met every 6 months.

There was a change of responsibilities between the Catalan partners (ACA, EURECAT, CWP) with their corresponding redistribution of the budget (within the limit of 20%), actions B). This was also due to the health crisis, since the leader of the communication actions was a public entity (ACA), to the competencies of each partner in relation to the different target audiences. Eurecat and CWP had more to do with companies and tourists, while the ACA had more to do with authorities and tourists.

ACA, as the Catalan public body with full powers in the integral water cycle in Catalonia, was in charge of implementation actions. ACA was responsible for designing and implementing the four communication campaigns (one per target group) in Catalonia (actions B.2 to B.5). They were also involved in dissemination activities, especially general dissemination, as they are normally used to work with key stakeholders of the region and are aware of dissemination routes and techniques. Following a redistribution of competences and workloads, ACA transferred some of their allocated person/days to Eurecat and CWP in actions B.2, B.3, B.4, B.6, C.1, D.1.

As a scientific research body, EURECAT was responsible for developing action A.1 (stakeholders' consultation) as they are in possession of relevant knowledge in the topic, regarding, for instance, water management and reuse methodologies. They also have access to relevant verification sources and have wide experience in organizing data. For this same reason, they also contributed to the definition of the project's KPIs (actions B.1) and were in charge of the monitoring and evaluation of the project actions C. In addition, they participated in all actions.

AETIB, as the Balearic public body in charge of strategic and sustainable tourism management, were especially responsible for implementation actions (B). They were responsible for designing and implementing, alongside ABAQUA, the communication campaigns targeting tourists and suppliers in the Balearic Islands (actions B.2 and B.3). They were also involved in dissemination activities, especially general dissemination, as they are used to working with key stakeholders of the region and have knowledge in dissemination routes and techniques. They participated in all actions.

CliQIB is the chemical industry cluster of the Balearic Islands, with a special focus on recreational water management. In this project, CliQIB took care of technical dissemination activities to promote the sustainable use of water in the tourism industry, especially in the application of partner companies' products, services or technologies in tourist facilities. CliQIB strongly supported and actively participated in the preparation of all dissemination materials proposed in the project. They were also responsible for collecting data for the

project's monitoring actions (C.1) and participated in all activities related to promoting technologies, like the technology forum in B.3.

CWP is the Catalan cluster for the sustainable use of water. It is a non-profit strategic association, formed by companies and research centres that work in the water sector. Due to their contact with key stakeholders and wide experience in dissemination activities, CWP took care of dissemination activities, especially in technical dissemination andwere also in charge for collecting projects results for action c. They also contributed to the rest of actions. Following the reallocation of tasks and staff effort from ACA, CWP took on more responsibilities in B actions, especially B.3, which they led.

Ad'Occ, as the OCCITANIA public body with posers in the water, energy and eco-industries sector, was especially in charge of implementation actions (B). Ad'occ was responsible for designing and implementing the four communication campaigns (one per target group) in OCCITANIA (actions B.2-B.5). They were also involved in dissemination activities, especially general dissemination, as they are used to work with key stakeholders of the region and have knowledge in dissemination routes and techniques.

Aqua-valley, as a French Competitiveness Water Cluster, promotes partnerships through collaborative projects between businesses and academics to support innovation and international development in the water sector. As a specialized cluster, they were responsible for the collection of data in OCCITANIA for monitoring purposes (action C). They also took care of dissemination activities, especially in technical dissemination. They participated in all actions.

EPM, as the cooperative political body involving the three regions of the project, have been the coordinating beneficiary of the project. EPM was in charge of the project set-up (action A.2) as well as of the project management (actions E.1 and E.2), as they have experience in coordinating EU projects at a supra-regional level. Also, because EPM is already coordinating strategic projects within the three regions involving a supra-regional body, they were the most suited partner to develop a common communication strategy (action B.1). EPM were also in charge of replication and capitalization activities (B.6) and of mobilising national and EU institution to obtain support in policy making (B.7), since they are part of EU networks of regions and cities and are used to deal with national and EU institutions. they also contributed to all actions.

Communication with the Monitor was quite fluid. At least every quarter there was a mail exchange or meeting. While communication with the Agency was less frequent, it was also very smooth when it occurred. Both, monitor and Agency always listened to us and facilitated things.

6. Technical part

PREPARATORY ACTIONS

ACTION A.1: STAKEHOLDERS CONSULTATION

Foreseen start date: 01/09/2020	Actual start date: 01/12/2020
Foreseen end date: 20/11/2020	Actual end date: 31/03/2021

Activities

This short first action, led by Eurecat, was mainly devoted to elaborating research in depth identifying the actions in which the project would work on procure minimizing the carbon and water footprint to achieve environmental goals relating to climate change, resource use and sustainable consumption and production, both in public and private bodies, considering all activities developed throughout the WAT'SAVEREUSE project.

Simultaneously, a deeply review to create the project framework was done. That review included examples of effective and non-effective communication campaigns on saving water at local, regional, national, and European levels. More than 40 campaigns were found and described. This review also included a list of all eco-certified labels related to sustainable water management and reuse (6 eco-labels found) and sustainable tourism (48 eco-labels found).

Besides that, a list of available technologies, methodologies, and practices with a clear impact on water reuse and management was added to that review. The most critical water treatment processes were grouped into 5 technological groups described, and their advantages and disadvantages were defined. Online monitoring was also defined as a comprehensive water quality tool for integral management.

Eurecat has extensive expertise in implementing successful EU projects related to water consumption reduction and technological development of water treatment solutions. This was crucial to gather all that information jointly with the knowledge/background of the consortium. CliQIB provided bibliographic material and examples of similar of other European projects. CWP contributed with bibliography regarding water and tourism, public deliverables of the tourism-related project in which it was previously involved, and data, studies and other information elaborated for events organized by CWP on the topic. Overall, more than 65 projects were compiled and described. One of the essential information sources was a project database from Water Reuse Europe, of which Eurecat and CWP are members.

Results

Green Public Procurement (Deliverable 1) compiled the main criteria adopted in the EU, and identified the activities in which Green Procurement principles have been applied during the project, and those already applied for the partners of the consortium of WAT'SAVEREUSE project.

Besides this, State-of-the-Art (Deliverable 2) work gathered all the necessary information as practices and technological solutions for water use reduction and water reuse increase in past R+D Projects, as well as good practices and policies implemented in other cities or regions, also a review of similar initiatives on water reuse in Spain and France.

Finally, the Water Blueprint report (Deliverable 3) compiled all policies at international, European, national and local levels to highlight water reuse policies at the time of the study. This Blueprint included detailed legislation information regarding water management and reuse at the European, national, and regional levels and the global level. The global nature of this deliverable allowed the project partners to observe the lack of extensive common legislation on water management and reuse, not only at the regional level but also at the European level. The main legislations and policies were identified and inserted in a document shared with all partners.

The review of all research completion, led by Eurecat with the participation of all partners, started with an unavoidable delay and, consequently, finished three months later than expected (see Table 1). The exhaustive gathering of all the required information for the three deliverables generated in this action A1 took much longer than initially expected. The final revision of the deliverables also increased this delay. Still, in general, the A.1 action was developed without significant changes, and this delay had no consequences on the development of the subsequent actions.

Implications for other actions and the project as a whole

Among all the information gathered in this action, the first months of the WAT'SAVEREUSE project, all necessary information to set the boundaries regarding tourism impact and general legislation was also collected.

Firstly, to acquire comprehensive knowledge, it was considered to cover the sectors/expertise of interest (water suppliers, local communities, local, regional authorities, and tourists). This information gave a clear and exhaustive understanding of information related to water management and water reuse in the tourism sector segmented by the target audiences determined. That proved very useful for actions B.1 to B.5.

Besides that, additional stakeholders were identified to have replication regions similar to Catalonia, the Balearic Islands, and Occitania (action B.6). The selected areas to replicate the WAT'SAVEREUSE project were Corsica, Sardinia, Malta, and the Canary Islands. The consultation allowed us to obtain valuable information on the current policies and legislation on drinking water and its reuse.

Milestones and deliverables

Table 1 and table 2 show the completion of the proposed milestones and deliverables.

Table 1 – Action A.1 milestones and their final status (from 01/09/2020 to 31/12/2021)

Milestone name	Foreseen deadline	Real deadline
Review of all research completed	10/2020	01/2021

Table 2 – Action A.1 deliverables and their final status (from 01/09/2020 to 31/12/2021)

Number and name of the deliverable		Foreseen deadline	Status
A1	Guidelines on Green Procurement	11/2020	03/2021
A2	State-of-the-art report	11/2020	03/2021
A3	WAT'SAVEREUSE Blueprint	11/2020	03/2021

ACTION A.2: PROJECT SET-UP

Foreseen start date: 09/2020	Actual start date: 09/2020
Foreseen end date: 11/2020	Actual end date: 11/2020

Activities

In order to ensure adequate methods of monitoring and control of the project throughout its life and the implementation of appropriate reporting structures, the implementation of the project was tackled from the outset.

EPM published a tender to select a consultant to write this document.

Results

The LIFE WAT'SAVEREUSE Project Management Guidelines (Deliverable DA.4) describe the management procedures of the project, which meant to facilitate cooperation within the consortium and assure the quality of the work carried out. Therefore, this document had the purpose to provide a set of practical guidelines to the consortium of the LIFE WAT'SAVEREUSE project.

All partners validated the Management Plan at the kick-off meeting (11th November 2020). This document was an open document, however, it was not modified at any moment during the project progress.

No delays or major problems occurred in this action.

Implications for other actions and the project as a whole

This document was a complement to all other key documents that the coordination team provided access to while the project was running: the Grant Agreement (GA) and its annexes including the General Conditions, the Partnership Agreement and the various guidelines (Guidance for financial management and reporting, etc.)

The recommendations contained in the Management Plan, helped reduce the overhead costs of the project and facilitated the cooperative work of the partners, and were therefore considered crucial for the overall success of the LIFE WAT'SAVEREUSE project. In addition, these rules were to ensure that the consortium fulfilled all obligations related to the contract with the European Commission.

Milestones and deliverables

Table 4 and table 5 show the completion of the proposed milestones and deliverables.

Table 4 – Action A.2 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Project Manager Appointed	30/11/2020	30/11/2020
Project kick-off meeting with all partners	11/2020	30/11/2020

Table 5 – Action A.2 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Status
DA.4	Management Plan	30/11/2020	30/11/2020

CORE ACTIONS

ACTION B.1: COMMUNICATIONS DEVELOPMENT: COMMUNICATIONS STRATEGY AND KPIs

Foreseen start date: 12/2020	Actual start date: 01/2021
Foreseen end date: 01/2021	Actual end date: 04/2021

Activities

Within the framework of the LIFE WAT'SAVEREUSE project, communication is a fundamental pillar in achieving the set objectives, which primarily focus on resolving the identified problems.

This sub-action consisted in setting up a common methodology to implement an effective communication strategy in all three regions and for all targets and to work with influential stakeholders and service providers of the sector, already listed or to be identified before and during the project's implementation. In addition, as part of this sub-action, a list of KPIs was elaborated.

For the drafting of the communication strategy, the EPM organized a tender to obtain the company that helped us define the common communication plan for the three regions. A common message was created, and communication channels (basically telematics) were defined.

Results

The strategic communication plan of the LIFE WAT'SAVEREUSE (deliverable DB2) project established criteria and guidelines so that all communication plans of the LIFE WAT'SAVEREUSE project were consistent and shared a common vision. It aimed to clarify and provide a joint response to a shared problem, with the flexibility to adapt to the individual needs and specific aspects of each region involved.

The KPI list (deliverable DB1) was the common reference that guided all project actions. However, it also has to be said that, when working with communication strategies, harmonization between quantitative expectations and qualitative results is very complicated.

The partners participated together in several communication plan online meetings and in setting up a common methodology to implement an effective communication strategy. They all also participated in the analysis and validation of KPIs list on May, 21th. 2021.

Travelling was not possible due to the health crisis and so bilateral and general meetings were planned by videoconference, telephone calls and e-mail communication.

It's important to note that there was a small delay in the action as a result of the tender process.

Implications for other actions and the project as a whole

This strategic approach defined in action B.1 was the basis on which the involved regions (Occitania, Balearic Islands and Catalonia) drew up their communication plans to implement their own communication campaigns adapted to their own territories and different targets (actions B.2 to B.5).

Moreover, KPIs were used for the continuous monitoring and evaluation of the project described in Action C.1, allowing to measure the effectiveness of the project and its contribution to the specific objectives set. The initially chosen KPIs were quite ambitious, which presented challenges in monitoring and evaluating the project's progress.

Milestones and deliverables

Table 6 and table 7 show the completion of the proposed milestones and deliverables.

Table 6 – Action B.1 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Meeting in Montpellier for the definition of common methodology and KPIs	12/2020	21/05/2021
Meeting in Palma de Mallorca for the definition of the communication strategy	01/2021	

Table 7 – Action B.1 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Status
DB.1	List of KPIs	01/2021	12/2021
DB.2	Project communication strategy	01/2021	04/2021

ACTION B.2: COMMUNICATIONS DEVELOPMENT: DEMAND SIDE

Foreseen start date: 02/2021	Actual start date: 02/2022
Foreseen end date: 06/2023	Actual end date: 31/03/2024

Activities

Activities developed in the framework of B2 have included both the definition of regional communication strategies targeting the demand side and the implementation of such campaigns, always aligned with the general strategy. The following public regional agencies have deployed the campaign in each region: Agència Catalana de l'Aigua (ACA) in Catalonia, Agence de Développement Économique (AD'OCC) in Occitania, and both Agència Balear de l'Aigua i la Qualitat Ambiental (ABAQUA) and Agència d'Estratègia Turística de les Illes Balears (AETIB) for the campaign in the Balearic Islands.

Project beneficiaries identified several stakeholders to work with for the implementation of the communication campaigns targeting the demand side. These have contributed to the dissemination of communication materials targeting tourists to reduce their water consumption and raise their awareness on water scarcity.

Communication campaigns targeting the demand side have resulted in two types of outputs: 1. Communication materials, and 2. Communication activities.

Results

As it's announced in the general communication strategy, considering the range of resources and specific features of each region, every territory has planned, developed, designed and implemented each of their communication plans.

Catalonia

In Catalonia, firstly, a general framework document was prepared and translated into English by the end of 2021, with the compilation of technical contents of the dissemination tools, for the purpose of analysing the situation in Catalonia and thus having the contents necessary to elaborate the different dissemination material and campaigns.

Due to budget availability for the project, this campaign consisted of a website https://togetherforwater.com, with direct, clear and concise information, with the design of graphic pieces and gadgets. The website is complemented with a "Water footprint calculator", where visitors can calculate the water footprint at a daily basis.

The claim of the campaign was the following: "Take back memories, not water".

Moreover, different communication materials were designed and printed in order to place them in tourist establishments such as hotels, hostels and campings, and touristic offices. These communication materials consisted of brochures, flyers, and gadgets for being placed inside the hotel bedrooms, specifically in the bathrooms, with the possibility to be customized with each hotel's logo.

The design of the campaign aimed at the demand side (tourists) (web page and other graphic communication supports) was presented during the first week of March 2022 to the Catalan members of the project consortium. In order to launch the campaign, two

workshops were organized by ACA, Eurecat and CWP, with the support of the General Directorate of Tourism, during May 2022.

Impact • 40 attendees to the online workshop addressed to the tourist supply side on 25/5/2022, with near 40 attendees • We informed to hotels and resorts the possibility to send these material supports beginning of the summer season 2022, though an email with a form, asking for the name of the hotel, its location and for which materials they were interested in. We received nearly 50 requests for these dissemination materials. • ACA printed these materials and send them to the hotels, campsites and more than 200 tourism offices (May-June 2022) • ACA printed and distributed more than 106.000 communication materials to tourism offices and to the hotels and campsites which were supporting the campaign • Due to the drought situation, the General Directorate for Tourism of Catalan Government sent the online printable versions of all dissemination materials to 8,000 hotels and touristic establishments, for printing at their own expenses for 2023 summer season. • ACA also have published (Spanish, French and English subtitles) a video in ACA Youtube channel, about the effect of the campaign in some hotels that have shown interest in the Wat'Savereuse project: https://www.youtube.com/watch?v=TRpDuadSs9U&t=201s (1,156 views on 22 sept. 2022).

Balearic Islands

The communication campaign aimed to address the hydrological challenges in the Balearic Islands and encourage residents and tourists to adopt water-saving habits. By raising awareness of water conservation and offering practical tips, the Balearic partners sought to foster a culture of sustainability. Through targeted messaging and strategic outreach, tourists were motivated to make informed choices for responsible water use. Additionally, through the "Regional Communication Plan of the Balearic Islands," we created a detailed roadmap for each action, aligning with our objectives and facilitating monitoring. This structured approach allowed to define specific communication objectives and measurable indicators.

The campaign to tourists was primarily conducted online, featuring a microsite available in 6 languages (IT/FR/GER/SPA/EN/CAT), with direct, visual, and engaging messages to encourage tourists to save water during their stay in the Balearic Islands.

The online campaign with the claim "In the Balearic Islands, every drop counts, please save water" was launched for the first time during the peak tourist months in 2022 (June to October) to raise awareness of responsible water use in the Balearic Island.

To ensure broad reach and inclusivity, the campaign content was produced in six languages: English, French, German, Catalan, Spanish, and Italian. Six generic videos, each lasting 1 minute and 15 seconds, were created in each language, offering practical water-saving tips and encouraging responsible water use:

https://youtu.be/38ej4x12HSI?si=A5HSBxzEvg89cXga (FR)

https://youtu.be/bGagvix1kQE?si=E3ISNf8HRnAYuisa (IT)

https://youtu.be/FcEDHjZeddw?si=rakBMjlKNCIn5TYL (DE)

https://youtu.be/f4QpyYZXu2Y?si=pqDCNyUaDabXqQOR (CAT)

https://youtu.be/LsrjTlAybs8?si=3hwmHKUf6dqclLez (ES)

https://youtu.be/z5oVXWSKtwI?si=qiGZrohsWQjq8uDR (EN)

During the high tourist season, the campaign effectively reached visitors of diverse nationalities via mobile devices across popular platforms like Google, YouTube, Instagram, X, and Facebook advertising networks. The campaign garnered nearly 20 million impressions, with the most viewed videos in English, German, and Spanish. The peak engagement was observed during the peak tourist months of July and August, highlighting the campaign's timely relevance.

Given the good results and with the aim of continuing to raise awareness of water conservation, AETIB re-launched the campaign in 2023 . In summer 2023 the results of the campaign reached a total of 56.2 million impressions, broken down by network as follows: 25.2 million impressions on Facebook; 1 million impressions on X (Twitter), 4.9 million impressions on Instagram, 4.3 million impressions on Youtube and 20.8 million on Google.

As part of the dissemination to tourists, AETIB also edited printed material like brochures and stickers:

- Campaign stickers with QR codes linking to the microsite in 6 languages under the claim: "Water is scarce. Please save water"
- Brochures that visualize the problem of water scarcity in the Balearic Islands and suggest a change in consumption habits.

These brochures and stickers were used in all the workshops organised with the hotel sector, the municipalities and at regional level.

As part of the participative actions linking tourism municipalities and local communities with tourists, AETIB and CliQIB presented the project on June 30th 2023 through an info stand at the III ECOUC Environment Fair in Santa Eulària des Riu (Ibiza Island), in collaboration with the Santa Eulària City Council. . The fair received around 5000 visitors (most of them tourists) and counted with more than 50 stands.

On September 30th and October 1st, 2023 in collaboration with Alcudia Hotel Association and Alcudia city council Tourism department AETIB and CLiQIB shared a stand at the XXXV October Fair Alcúdia (Mallorca Island) with 160 stands and 20.000 visitors.

By participating in the Challenge Paguera event in Calvià on October 14, 2023, Balearic partners aimed to raise awareness about sustainable water use by strategically distributing stickers and brochures to athletes and spectators at this internationally recognized event.

At all events, participation played an important role in connecting with tourists through local tourism municipalities, enabling direct interaction with visitors and promoting awareness of the water-saving initiatives.

Occitania

In Occitania, a framework document with technical documents has been prepared with the situation in Occitania through an in-depth analysis of the situation. That work is available in pages 33 to 37 annexes of deliverable DB3). Here, the objective here was to have the necessary content for the development of the different campaigns for each of the project's targets.

In Occitania, the design of the campaign aimed at the segment of tourist demand (videos only) was completed in June 2022 and was presented to the partners of Occitania (Aqua Valley). During the first week of June, a workshop was done to present it to all the board members of AD'OCC and to the WAT'SAVEREUSE members in Perpignan in May the 12th. At the same time, the AD'OCC Communication Department also made a specific WSR page on the AD'OCC website.

A short slogan easily understandable in French, English and Spanish, with emblematic images of the territory and limited water resources was chosen for the production of short awareness-raising films.

Two videos were aimed at tourists, with the message of saving water (shower, tap). The third video was aimed at tourism professionals and deals with watering with reclaimed and treated water. Final slogan: "Leave us water!" Chosen approach for the Communication campaign in terms of design and contents:

1. Use of filmed images to raise the voice of children in Occitania.

2. Choice of prominent graphic elements to create a clear visual identity related to water.

The creativity and graphic pieces, key messages worked by AD'OCC and the contents of the campaign were implemented by the Communication Agency Wonderful selected by public procurement by AD'OCC (GIE – AD'OCC). Once it had been agreed upon with the rest of the partners, its dissemination was planned jointly with Aqua Valley and the CRTL involved in the project and by the Sustainable development department of the Occitania Region. The dissemination actions by AD'OCC began at the end of July, because the Communication department took the decision to start the campaign during this period.

This 2023 video campaign was complementary to the posters/awareness-raising carried out by tourism professionals, by the French state, Ademe, Water Agency (Ecogestes campaign), Water Information Centre (CI Eau Paris), Departmental Councils, and by local authorities following the sites.

The impacts of the communication campaigns were as follows: · The 2022 campaign reached 1,029,167 impressions and 583,777 video reviews with a 56% of profit rate in X/Twitter. In Youtube had 3,007,700 impressions and 1,358,000 video reproductions with a 45,16% of profit rate. Finally, LinkedIn reached 67,968 impressions and 28,929 video reproductions. On the other side, 2023 campaign reached 2,020,265 impressions and 859,892 video reviews with a 42.56% of profit rate in X/Twitter. In Youtube had 2,748,033 impressions and 874,383 video reproductions with a 38.81% of profit rate. Finally, LinkedIn reached 193,622 impressions and 78,852 video reproductions with a 40.72% of profit rate.

The socio-sanitary crisis led to delays in the launch of the campaigns, as well as differences between regions in their implementation. Each region and country had different rules for managing the health crisis, one territory might have been less constrained than another in reaching the campaign milestones, which explains the imbalance both in terms of the implementation of the planned actions and between the different territories.

In the Balearic Islands, the strategy had to be changed due to the restriction on the distribution of printed materials in tourist accommodation imposed by the hotel trade.

In Occitania, the first slogan ("Leave us water!") was revised and replaced by "In Occitania, water is precious. Let's save it! ». This new slogan was necessary given the tensions over water resources, municipalities with supply failures during the winter of 2022-23 and spring 2023, and conflicts of use. The videos were released in August 2023 by tender Wonderful.

Implications for other actions and the project as a whole

Many of that communications materials have been used in other communication activities with other targets (public authorities, local communities and professionals) as they represent the best synthesis of the project in terms of message and corporative personality.

All partners have done some actions to explain the WAT'SAVEREUSE project through different channels. The objective was to involve the entire ecosystem, this meant that the actions, as well as the materials, were used in essentially all actions of the project. This concept makes it possible to reach out to private tourism stakeholders (campsites, hotels, cottages, etc.), local authorities (municipal campsites, swimming pools), water professionals, and local authorities in their role of information and awareness (tourist offices, etc.), were demand side is.

Thus, the reader can see how actors and events are interwoven throughout this final report.

Milestones and deliverables

The deliverable linked to this action (DB3) has had several versions reporting on the current situation. All campaign impact reports are available in the document.

Table 8 and table 9 show the completion of the proposed milestones and deliverables.

Table 8 – Action B.2 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Communication campaign design targeting the demand side for each region implemented	06/2023	30/03/2024

Table 9 – Action B.2 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DB.3	Communication campaign design targeting the demand side for each region (3)	02/2021	03/2022, 04/2023 (3rd control visit), 30/03/2024

ACTION B.3: COMMUNICATIONS DEVELOPMENT: SUPPLY SIDE

Foreseen start date: 02/2021	Actual start date: 02/2022
Foreseen end date: 09/2021	Actual end date: 30/03/2024

Activities

Considering that even if citizens are made aware, public awareness campaigns will be ineffective if they encounter tourist destinations that are not equally conscious.

In the general strategy, the project established that the supply side is considered to be composed of both private enterprises and public authorities. It is also relevant to clarify that the term "water supplier" as stated in the grant agreement did not refer to water utilities, but rather to public or private entities managing premises where tourist consume water. Water utilities were sometimes targeted in workshops and events but were not the main target audience of these communication campaigns.

The importance of targeting tourism industry representatives in this communication campaign was crucial because of their key role. Thus, there were two main routes to foster water savings by targeting the supply side:

1. By promoting a behavioural change in guests: providing information on water scarcity as well as tips for guests in the form of videos or leaflets
2. By implementing technology: spanning from simple water saving devices such as flow reductors to advanced water reclamation technologies.

Catalonia

In Catalonia, the general framework document elaborated by the Catalan Water Agency, also contained the compilation of technical contents of the dissemination tools, for the purpose of analysing the situation in Catalonia and thus having the contents necessary to elaborate the different campaigns for each of the project's targets.

The content served as the basis for the messages to be conveyed in the campaign, such as: Peculiarities of the Catalan territory from the point of view of water, awareness in society, information about planning and ongoing initiatives by the administration Water demand, the increase in consumption during the summer, how the water cycle is articulated, among others, were the main topics included in this technical document.

Balearic Islands

In Balearic Islands, CLIQIB partnered with CWP to compile a repository of water technologies and best practices in the hotel sector, an action, led by CWP and the externally contracted consultancy firm Albirem. This action was vital, as the robust tourism industry, particularly the hotel sector of the Balearic Islands, is confronting significant challenges related to water resource sustainability. These challenges, exacerbated by broader issues like over-tourism and competition for natural resources between residents and visitors, fostered negative perceptions, resulting in social tensions towards tourists on the one hand, and between local communities and the tourism industry on the other hand.

In response to these challenges, the Balearic consortium partners organized a technical forum on water and tourism. By bringing together various stakeholders, including hotel owners, managers, and sustainability experts, the forum aimed at highlighting successful case studies and data on water-saving technologies that were implemented effectively in the hospitality industry. Through engaging content, a well-structured program and follow-up actions, the forum aimed to inspire hotel operators on the importance of adopting sustainable water practices through knowledge and practical solutions.

The project also involved several key actions beyond the primary initiatives. One significant step was the launch of a dedicated online platform for water technologies and providers on the CliQIB website, facilitating easier access to essential resources. Additionally, publications in the magazine Hosteltur helped raise awareness within the industry about sustainable practices and innovations. The project further engaged in the regenerative movement, actively contributing to efforts aimed at securing a sustainable future for the Balearic Islands by promoting environmentally responsible tourism and resource management initiatives. These actions collectively reinforced the project's commitment to sustainability and collaboration within the tourism sector.

Occitania

AD'OCC Innovation's prior knowledge of tourism establishments and their water issues facilitated the definition of key messages and information. A framework document with technical documents has been prepared, through an in-depth analysis of the situation in Occitania.

At the same time, numerous interventions were carried out for tourism professionals, local authorities, through workshops, trade shows (water, coastal), specific events. A Collection of integrated solutions (technological bricks, innovative services) benefiting from Feedback was also created by AD'OCC Innovation Department in 2022, and was used during events, as an information support for these tourism professionals and local authorities. It was updated in 2023, and a final enriched version should be published in 2024.

For tourism professionals, a web page architecture in three successive choices: Understand (context, regulation, etc.), Act (water metering, REX solutions sheet, etc.), Go further (training, certification) has been preferred, in line with the needs identified among professionals. These messages were worked on in the second half of 2021 and the first quarter of 2022 and then in 2023, with the Occitania Region Environment Department, with the Occitania Regional Tourism and Leisure Committee (CRTL) and the communication agency Wonderful.

To meet regional commitments, waste reduction campaigns (plastics, paper) in tourism establishments and coastal cities in particular, digital media has been favoured for communication. At the same time, numerous interventions were carried out for tourism professionals, local authorities and local authorities, through workshops, trade shows (water, coastal), specific events.

Results

Besides the communication campaigns (deliverable DB6 in tree versions), three more technical resources were developed to be made available to the target of this action as well as to disseminate those solutions encountered: a repository of water technologies and best practices (deliverable DB5), as already stated above, a Water management plan for hotels (deliverable DB4), and a Water management plan for public suppliers (DB7). All those materials are available on the project's website and were used to carry out actions geared towards the supply side demand sector (hotels, camping sites, resorts, etc.).

Catalonia

From the Catalonia case, once the main messages to be delivered to the target audience established, a strategy was elaborated among the Catalan partners to maximize the project's outreach. Given that the three partners' areas of expertise lie in the water sector rather than in the tourism sector, the strategy encompassed liaising with associations, administrations and other organisations (such as event's organisers) to join forces and be able to reach a maximum number of experts from the supply side. The Catalan Water Partnership coordinated the activities, though most of them were carried out jointly by the three Catalan partners:

Participation in HOSTELCO (04/04/2022): impact: 25 people.

Organisation of an online workshop aimed at the tourism supply side (25/05/2022). The event was organised with the support of Patronat de Turisme Costa Brava Girona (the tourism board from Girona province), the municipality of Lloret de Mar (Girona), the tourism office from Salou (Tarragona), Patronat de turisme Terres de l'Ebre (Tarragona), Federació Empresarial d'Hostaleria I Turisme and Associació Càmpings de Girona. Impact: an audience of 46 people at its busiest moment.

Participation in GirocampingPRO (29/09/2022).

Informative session about drought and the tourism industry organised by the Catalan Water Agency (19/04/2024). Due to the drought affecting Catalonia, the Catalan Water Agency organized a session to inform the tourism industry on how water scarcity can impact the sector. Impact: 500 people attending the informative session + 219 views of the YouTube video.

Participation in the General Assembly of the Girona Camping Association (13/06/2023). Impact: 52 people.

Organisation of an event in collaboration with Patronat de Turisme Girona Costa Brava (07/03/2024). CWP liaised with the Tourism Board of Girona province (Patronat de Turisme Girona Costa Brava) to organise an informative session in March 2024. The Catalan Water Partnership introduced the current water scarcity problems in Catalonia, gave an overview of water consumptions in the tourism sector and presented the LIFE Wat'savereuse project. Then, companies offering technological solutions for the water sector were invited to pitch their solutions. Impact: 100 people at the event.

Organisation of a webinar in collaboration with Gremi Hotels Barcelona (14/03/2024). The Catalan Water Partnership liaised with Gremi d'Hotels de Barcelona for the organisation of a webinar aimed at their members (470 hotels from Barcelona). Impact: 70 people in the online webinar .

Participation in an event organised by Consell Comarcal del Vallès Oriental (21/05/2024). Impact: 35 people in the event.

Balearic Islands

In Balearic Islands, The Water and Tourism Forum, held on February 8th 2023, under the initiative of the LIFE Wat'Savereuse project, served as an important platform for discussing innovative water management solutions in the tourism sector. Hosted at the Parc Bit auditorium and organized by the three project partners from the Balearic Islands in collaboration with the Hotel Federation of Mallorca (FEHM), which currently represents 854

tourism establishments, the event aimed to extensively engage the hospitality sector. It attracted over 150 participants, including governmental leaders, hotel industry representatives, sustainability experts, technology providers, and academics. The following link provides insights into the specific presentations and topics (in Spanish). The event was well attended, with 128 people attending in person and a further 32 joining via streaming.

In June 2023 AETIB published the project results in the professional magazine Hosteltur, achieving significant reach with 102.461 newsletter sends and a total of 1.927 views.

The consortium partner CliQIB actively participates in the recently launched Regenerative Movement for the Future of the Balearic Islands, which aims to transform the tourism sector into a circular system - a new developmental challenge for the region. This initiative involves participating in common action groups or workshops within its multi-stakeholder framework with six priority areas (PAs) for action, including water. As a partner of the LIFE Wat'Savereuse consortium, CliQIB has registered as a change agent and published the challenges and results of the Wat'Savereuse project through the reN · Regenerative Movement for the Future of the Balearic Islands platform.

In recognition of the World Water Day and to celebrate the conclusion of our European project on March 22nd, a campaign was launched in the Balearic Islands aimed at promoting responsible water usage. This initiative sought to mitigate the negative perception of swimming pools during drought periods by emphasizing the importance of innovative water management technologies. Under the theme "CLIQIB advocates for innovative technologies to improve the water cycle", a series of infographics to inform and counteract public misconceptions have been developed.

Balearic Islands, shared in CliqIB site a page for water technologies, including success stories and contact information for manufacturers and distributors, which would increase the visibility of regional suppliers and make it easier to manage and upload new technologies and suppliers.

Occitania

In Occitania, several public actions took place, in the frame of diverse events with mixed targets after a framework document with technical documents that has been prepared with the situation in Occitanie through an in-depth analysis of the situation and that is available in deliverable DB6 (pages 33 to 37).

In April, 19th, 2022, in Montpellier, a Territorial workshop on the LIFE19 project GIE/FR/001013 WATSAVEREUSE was organised by AD'OCC with partner Aqua Valley in Montpellier. It was conducted with various stakeholders represented by doamine experts, and sees the implementation of the DPSIR causal framework: Drivers (driving forces) - Pressures - State - Impacts - Responses developed by Spanish partner Eurecat. Assistance: 6 participants.

The Importance of standardization of water products and certification (Qualité Tourisme Occitania Sud de France) were highlighted during the territorial workshop « Eaux et tourisme, les bonnes solutions face aux enjeux » dedicated to the project LIFE19 GIE/FR/001013 Wat'SaveReuse and organized with AFNOR and CRTL, in Nimes (17/03/ 2022). Assistance:: 58 participants.

In September, 29th, 2022, in co-organization with ASTEE Occitania (Association scientifique et technique pour l'eau et l'environnement), the event "La réutilisation des eaux usées, une source d'avenir » was held in Narbonne Plage and Gruissan.

In October, 6th, 2022, the Conference « la ressource en Eau va t-elle limiter le tourisme « was held in co-organization with ATD, Université Tourisme Durable in Montpellier. During that event a collection of integrated solutions (technological bricks, innovative services) and web pages architecture for tourism professionals were presented. Assistance:: 130 participants.

In June, 22th., 2023, in Canet en Roussillon, took place the event « Présentation de solutions eau Wat'SaveReuse » during « Forum des solutions Eau ». organizated by the Préfecture des Pyrénées Orientales with local authorities, communities and consular chambers. The use of collection of integrated solutions (technological bricks, innovative services) and web pages architecture for tourism professionals was presented.

In November, 3rth., 2023, at Port Camargue, in co-organization beteen Région Occitania and Parlement de la mer, the event/Conference « Quelles innovations et évolutions réglementaires pour assurer les usages eau sur notre littoral » in « Troisième Rendez-vous du Parlement de la Mer 2023 « Sécurisation de la ressource en eau sur les territoires littoraux ». The use of collection of integrated solutions (technological bricks, innovative services) has been presented.

In January, 23rth., 2024, in Canet en Roussillon, the Chamber of commerce and industry Pyrénées Orientales, organized the event/Conference: « EAU: « Solutions de réutilisation et de recyclage de l'eau. Contexte, nouvelle réglementation, intérêt de la normalisation. Exemples de solutions identifiées dans le cadre du programme Wat'SaveReuse. Exemples de dispositifs de financement » in the frame of « Les enjeux et défis de la TRANSITION ECOLOGIQUE » The use of collection of integrated solutions (technological bricks, innovative services) was presented. Assistance: 104 particpants.

Finally, in March, 28th., 2024, in Aussonne, the conference « SOLUTIONS D'ECONOMIE D'EAU POUR UN TOURISME DURABLE » organized by Région Occitania with technical support AD'OCC, in Salon Cycl'Eau 2024 (27-28.03.2024) was also a good opportunity to present the use of collection of integrated solutions (technological bricks, innovative services). Assistance: 64 particiants.

Dissemination actions in Occitania, in terms of interventions on events, workshops and meetings have made it possible to reach at least 1200 professionals in tourism, local authorities, local authorities, and water companies.

Implications for other actions and the project as a whole

As mentioned throughout this report, the majority of dissemination actions were implemented simultaneously to different target audiences. In all three regions, the professional sector collaborated closely with public administrations, as the two sectors are closely intertwined and often share common interests. As a result, readers of this document will notice that different target audiences from the strategies of the three regions often participated in the same activities. Besides, this coexistence also helped the different targets to exchange impressions and to enrich the value of the project and increase its usefulness.

As an example, 5 technical sessions were organised in the following Catalan municipalities: Salou (13/03/2023), Llançà & Port de la Selva (20/04/2023), Roses (27/04/2023), Blanes (2/05/2023) and Lloret de Mar (17/05/2023). These were organised in collaboration with municipalities and therefore aimed at local communities (that corresponds to B.4 Action milestones), but the municipalities were also in charge of inviting local representatives of hotels, other types of accommodations, water utilities and other businesses related to tourism. Thus, it was an efficient way to reach the supply side.

Every region analysed its own context and adapted the strategy to their supply sector reality. For instance, as it's been said in Action B.2, while Catalonia suffered from scarcity, Occitania was less impacted, except in Pyrénées Orientales where the situation was critical.

Milestones and deliverables

The deliverable linked to this action (DB6) has had several versions reporting on the current situation.

Table 10 and table 11 show the completion of the proposed milestones and deliverables.

Table 10 – Action B.3 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Communication campaign design targeting the supply side for each region implemented	06/2023	30/03/2024

Table 11 – Action B.3 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DB.4	Water management plan for Hotels	03/2021	05/2022
DB.5	Repository of water technologies and best practices	03/2021	05/2022
DB.6	Communication campaign design targeting the supply side for each region	03/2021	05/2022, 04/2023 (3rd control visit), 30/03/2024
DB.7	Water management plan for public suppliers	03/2021	05/2022

ACTION B.4: COMMUNICATIONS DEVELOPMENT: LOCAL COMMUNITIES

Foreseen start date: 02/2021	Actual start date: 02/2022
Foreseen end date: 09/2021	Actual end date: 31/03/2024

Action B4 was intended to define regional communication strategies targeting local communities and the implementation of such campaigns.

Activities

Following the WAT'SAVEREUSE Community Engagement Plan, The Community Water Action Groups were composed of local people (through neighbour associations, neighbourhood council, etc.), local public authorities' representatives (mainly from city councils) and other interested parties (tourism stakeholders, local pressure groups, etc.). The city councils were responsible for opening the activities to the public and creating their own Action Group.

In Catalonia, the plan focused initially on 7 municipalities. ACA chose 7 municipalities with a high influx of tourists, these were: Llançà, Port de la Selva, Lloret de Mar, Tossa de Mar, Pineda de Mar, Vilaseca i Salou, i l'Ametlla de Mar. Later on, the municipalities of la Escala i Torroella de Montgrí (Girona) also joined, adapting the campaign and disseminating it to hotels, campings and other touristic spots, as shown in this link.

These 7 municipalities were proposed to have a sufficiently representative sample of the different stretches of coastline and tourist models of the Catalan coast (5 + 2 reserve). The criterion of having the participation of municipalities + local entities + water managers + users was applied.

In Balearic Islands, the selection of the tourism municipalities of Calvià, Alcudia, Formentera, Santa Eulalia des Riu, and Sant Lluis for the workshops in the Balearic Islands was strategic and based on several factors:

Firstly, Abaqua's existing relationships with these municipalities facilitated coordination. Secondly, these municipalities are key tourism hubs within the Balearic Islands, attracting significant numbers of visitors each year. By including municipalities from Mallorca (Calvià, Alcudia), Menorca (Sant Lluis), Ibiza (Santa Eulalia des Riu), and Formentera, a broad spectrum of local contexts and challenges across different islands was captured. Each island has unique environmental and socio-economic factors affecting water management. Some of these municipalities had already implemented innovative water management practices or faced specific challenges that served as valuable case studies for sharing experiences and best practices during action B4.

During 2020-2021 and the first half of 2022, AD'OCC developed a communication plan with all the actions that can be carried out. A framework document was prepared and with technical files, with the compilation of technical contents of the dissemination tools, for the purpose of analysing the situation in Occitania and thus having the contents necessary to elaborate the different campaigns for each of the project's targets.

In Occitania, a communication plan was developed and sets out actions for the local community (mainly local councils and entities), with the purpose of encouraging water saving and reuse for municipal uses.

In the case of Occitania, there are certain particularities. The global strategy that has been determined to be followed has always had a holistic vision and actions that were too specific were avoided because they were not considered effective for the territory, which is considered to live in a reality in which there is not yet a "drought culture", so it was considered more appropriate to group the actions together.

Results

Catalonia

In Catalunya, likewise, directly from the ACA, the materials requested by about 40 operators in the tourism sector, who agreed to be collaborators in the dissemination of the "Togetherforwater.com" campaign were sent. These collaborating entities can be checked in the campaign's website.

The shipments were made in two batches, since due to the high volume of requests, it was necessary to contract the reprinting of the communication media of the campaign. Once the materials had been distributed, a video was made and produced to show some of the operators evaluating the campaign: https://www.youtube.com/watch?v=TRpDuadSs9U. Since September 2022, this report has been watched nearly 1,100 times.

In Catalunya, A total of 5 sessions were organized in the following municipalities during spring 2023: 13/03/2023 Salou (Assistance:: 20 people), 20/04/2023 Llançà and El Port de la Selva, held online (Assistance:: 15 people), 27/04/2023 Roses (Assistance:: 7 people), 2/05/2023 Blanes (Assistance:: 6 people), 17/05/2023 Lloret de Mar (Assistance:: 30 people).

Balearic islands

On September 14th, 2022, a technical workshop organized jointly with the Balearic Islands Local Entities Federation (FELIB) focused on promoting water management measures at the local level. This initiative, aligned with actions B4 and B5, aimed to advance sustainable water practices across municipalities in the Balearic Islands. Participating municipalities included Calviá, Sant Lluis, Formentera Island, Alcudia, and Santa Eulalia. Overall, the workshop provided a platform for technical staff and decision-makers to exchange knowledge and experiences, aiming to enhance local water management strategies and contribute to sustainable development goals in the Balearic Islands.

On June 30, 2023, in collaboration with the Santa Eulària City Council on Ibiza Island, the Balearic partners of the project presented its objectives and results at the III ECOUC Environment Fair, which was attended by approximately 5.000 individuals, particularly tourists.

Further engagement occurred on September 30 and October 1, 2023, during the 35th October Fair Alcúdia on Mallorca Island. Collaborating with the Alcudia Hotel Association and Alcudia City Council Tourism Department, the project's stand was featured alongside 160 others, attracting around 20.000 visitors.

Additionally, the project participated in the Challenge Paguera event in Calvià, Mallorca, on October 14, 2023. This event, known worlwide for its athletic and tourism significance, rovided a strategic platform to promote sustainable water practices in the Balearic Islands. Stickers and brochures were distributed directly in the participant's sport bags, leveraging the event's international reach.

CliQIB took the initiative in preparing the agenda and identifying municipal key initiatives for the five workshops in the Balearic Islands. The preliminary program was then refined and implemented together with the organizing entity and Water Action Group partner "Alianza por el Agua" to ensure a successful implementation in the tourist municipalities of Alcúdia and Calvià (Mallorca), Sant Lluis (Menorca), Santa Eulària (Ibiza) and Formentera. Each conference consisted of a first session in which the current water management situation on the respective islands was presented, followed by an in-depth discussion of water-related challenges in the tourism sector. In the second session, experts presented best

practices and experiences in water management in tourism facilities. The final panel discussion allowed participants to address obstacles encountered and share valuable insights, all aimed at improving water management practices in the tourism sector. With approximately 180 participants overall from diverse backgrounds including political representatives, municipal technicians, water sector companies, and tourism stakeholders, the workshops fostered crucial knowledge exchange and collaboration

Occitania

In Occitania, some of the general activities that took place had the related purpose of passing on the message to the local communities that had also attended.

In the frame of the Conference organised by the CRTL (Comité regional du Tourisme et des Loisirs) « Attractivité et aléas climatiques. Comment y faire face ? » at the « Secondes Assises Régionales du Cadre de Vie & Remise prix 2022 du label Villes et Villages Fleuris Occitania, Thème : « J'embellis, donc je participe à l'attractivité de l'Occitania » that took place in Carcassonne, on December, 12th, 2022, the project was presentated. Assistance: 125 participants.

Organised by the Comité Régional du Tourisme et des Loisirs Occitania (Occitania Regional Tourism and Leisure Committee), the conference combined feedback in the morning with the presentation of awards to the 2022 winners of the Villes et Villages Fleuris (Towns and Villages in Bloom) competition in the afternoon. The attractiveness of a region cannot be decreed. Demonstrating continuous improvement and setting an example for its residents and tourists are the collective challenges that more than 220 communes involved in the Villes & Villages Fleuris label in Occitania. But how can we deal with the successive climatic hazards and crises that are increasingly challenging local authorities and their ability to maintain their appeal? Examples of solutions and solutions and best practices were presented to help.

Other actions, already presented in Acion B.3, that had added value for local communities:

- 17/03/2022, Nimes with the PPT presentation, press release, and the kakemono of the project.
- 23 – 24/03/2022, Toulouse Salon CyCl'Eau, PPT presentation and Kakemono
- 29/09/2022: Narbonne Plage and Gruissan: " La reutilisation des eaux usées, une source d'avenir », PPT presentation, and kakemono.
- 29/09/22 – Université Tourisme Durable Montpellier Conférence « la ressource en Eau va t-elle limiter le tourisme « PPT presentation, PPT presentation, press release in TSM, and kakemono.

Implications for other actions and the project as a whole

Local communities are a key target audience for several reasons. Their constant interaction with the other three target audiences makes them a key group, as public opinion can influence positively or negatively the campaigns targeting other audiences.

The feedback from the activities carried out under this action had an effect on the impact of the activities addressed to public administrations (B.5) and, consequently, on the contents of the public policy recommendations drafted under Action B.7.

Milestones and deliverables

The deliverable linked to this action (DB10) has had several versions reporting on the current situation.

Table 12 and table 13 show the completion of the proposed milestones and deliverables.

Table 12 – Action B.4 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
15 public participatory events	06/2023	28/02/2024
15 community workshops delivered	06/2023	28/02/2024
15 Community Groups created	01/2021	30/03/2024
15 meetings with local public authorities	06/2023	28/02/2024
Communication campaign targeting local communities in each region implemented (3)	06/2023	28/02/2024

Table 13 – Action B.4 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DB.9	Community Engagement plans	02/2021	04/2023 (3rd control visit)
DB.10	Communication campaign design targeting local/regional authorities for each region (3)	03/2021	05/2022, 04/2023 (3rd control visit), 30/03/2024

ACTION B.5: COMMUNICATIONS DEVELOPMENT: REGIONAL/LOCAL AUTHORITIES

Foreseen start date: 02/2021	Actual start date: 02/2022
Foreseen end date: 09/2021	Actual end date: 30/03/2024

Activities

The general goal of Action B5 was raising administration knowledge about efficient policies regarding water management. A wide range of tools were analysed, such as supporting

tools, impact of labels, increasing taxes, setting penalties, setting incentives for acquisition of water reuse technologies: e.g. removing or reducing taxes on these technologies, financing part of it (public prices) or promoting public-private partnership schemes for bigger investments.

Generating open information as a key element in decision-making. In accordance with the set methodology and KPIs and taking into account all partners' contributions, the public water agencies of each region designed a more concrete strategy for communication campaigns targeting regional and local authorities as main policy makers on water issues: ACA was responsible for designing and implementing the campaign in Catalonia, AD'OCC responsible for designing and implementing the campaign in Occitania and ABAQUA responsible for designing and implementing the campaign in the Balearic Islands.

Results

Implications for other actions and the project as a whole

Public authorities were targeted through two types of communication campaigns: firstly, as supply side (B3), where they were targeted to reduce their own water consumption and implement water reuse technologies for public parks, gardens, swimming pools, buildings, etc. And secondly, as policy makers (in this Action B5), where local and regional authorities are targeted to raise awareness in the administration about efficient policies and supporting tools to reduce water consumption and enhance water reuse.

Several communication activities, workshops, meetings and public events were organized and were interconnected with other actions:

- Organization of workshops for local representatives of different municipalities at a regional level. Local representatives were able to identify legal and practical obstacles regarding water saving and reuse and to share good practices among them
- Participation in the "Community Water Action Group" together with neighbour associations, neighbourhood council, tourism stakeholders, local pressure groups, etc. as defined in action B.4.
- Workshops for improving the incentives schema for the acquisition/renting of water reuse technologies: financing part of the costs, setting tax incentives, etc. (interaction with action B.3)
- Organization of meetings of local and regional representatives of the three regions to exchange good practices and share learnt lessons at a higher level
- Gaining access to specific contents of the Resource Bank (created in the framework of actions B2, B3 and B4) and contributing with valuable information: repository of good practices, water reuse technologies, policy recommendations, case studies, etc.

Finally, this action was expected to have its logical consequences in B7 action (support to policy making) as all the experiences gathered contributed to developing policy and legislation recommendations for EU institutions.

Catalunya

In Catalunya, on September 20th, 2022, the general manager of the ACA, Samuel Reyes, explained the actions being carried out from Catalonia within the framework of the Wat'Savereuse project, at the event of the Water Reuse Europe's Conference on Innovation, which took place in Girona.

In addition to the actions described in the campaign carried out within action B4 (mainly sessions with local communities in 5 different municipalities), Catalonia organized a high-level meeting in Barcelona on 20th March 2023.

Coinciding with the transfer of the presidency of the Euroregion to the Government of Catalonia (February 2023), the Government of Catalonia decided to link the celebration of the World Water Day 2023 event to one of the key actions of the LIFE Wat'savereuse project. In this sense, from December 2022 to February 2023, the Catalan Water Agency and the Euroregion prepared the organization of the event described below: a field visit to the Llobregat Reclamation Plant in the morning, and a high-level meeting in Palau de Pedralbes in Barcelona in the afternoon of 20th March 2023, with all the project partners and the representative authorities of the 3 regions.

Balearic Islands

The *Forum on urban water cycle facing global challenges in tourist areas* was the first event within Action B5 in Balearic Islands, and held on October 20-21, 2022, adopting a hybrid format to include both in-person participation in Mallorca and online attendance from Ibiza, Menorca, and Formentera. This forum primarily targeted stakeholders in the tourism sector, however, regional authorities played an important role in this forum, highlighting the importance of institutional support for effective water management. Their participation provided important regulatory insights and highlighted regional initiatives, thereby fostering a comprehensive understanding of water management challenges and solutions.

The workshop on water management at the Federation of Local Entities of the Balearic Islands (FELIB) was originally planned under Action B5 for local and regional authorities. However, given its overlap with Action B4, a detailed description can be found in the action B4.

Coinciding with World Water Day initiatives, the final Wat'Savereuse project conference and workshops were held over three days in March 2024 in Palma, Balearic Islands. The final event gathered high-ranking political representatives, tourism sector stakeholders, and project partners to discuss the progress and recommendations on water circularity and sustainability. Local and regional elected officials, along with economic actors from the tourism sector, assessed the progress and practical applications of water management legislation.

The event provided a thorough examination of sustainable water management practices, emphasizing the integration of innovative technologies and collaborative policymaking. The impact of the final Wat'Savereuse event was significant, reflecting its importance and reach. A total of 54 people attended the event in person, with a further 32 attending via streaming, demonstrating the interest and commitment to the project's outcomes.

Occitania

In Occitania, as it's being said in Actions B2 and B3, the objective sought here is to mobilize the entire ecosystem, to encourage exchanges between stakeholders (local authorities, municipalities, water companies, tourism establishments) involved in the sobriety procedures, controlled reuse.

Montpellier, 30.09.2021, Webinar "Launch of the Wat'Save Reuse Project in the premises of the Espace Capdeville Région Occitania", co-organized with Région Occitania, Occitania Regional Tourism and Leisure Committee, Aqua Valley. With PPT presentation, Flyer. From the start of the project, the objective was to involve and discuss with the competent authorities at the scale of the Europe, Occitania Region, a Water Agency (Rhône Méditerranée), a Pyrenees Agency, a metropolis (Montpellier Méditerranée Métropôle), a large tourist site (Port Camargue) and transport companies Water specialty. Their representatives took part in two round tables, through interventions and concrete examples.

Nimes, 17.03.2022, co-organization Nimes Métropole, Territorial workshop « Eaux et tourisme, les bonnes solutions face aux enjeux » dedicated to the project LIFE19 GIE/FR/001013 Wat'SaveReuse with PPT presentation, press release, Kakemono of the project. Importance of standardization of water products and certification (Qualité Tourisme Occitania Sud de France) were highlighted during this event, with AFNOR and CRTL Occitania.

Montpellier, 19.04.2022, co-organization Aqua-Valley, Workshop "DPSIR" with PPT Presentation, press Release, Kakemono. Driving forces, Pressures, Impacts, Responses adapted to the complex problem Drought, water shortage and Tourism are discussed with representatives of the Occitania Region, Hérault Departmental Council, Montpellier Méditerranée Métropôle, tourism establishments and water specialty companies.

Narbonne Plage and Gruissan, 29.09.2022, co-organization ASTEE Occitania, Event "La réutilisation des eaux usées, une source d'avenir », with PPT presentation, and Kakemono, and national press release in TSM. Focus on the reuse of treated urban wastewater in coastal areas, with a visit to a demonstrator and prototype water treatment units.

Montpellier, 08.02.2023, organisation Région Occitania, Webinar. Intervention with regional elected officials, on the uses of water in tourism, as part of the development of the Regional Water Plan Project, focused on the quantitative management of water, with PPT presentation.

Montpellier, 19.04.2023, Event "Occitania's WAT'SAVEREUSE experience" during 3th MONITORING VISIT & STEERING GROUP MEETING –WATSAVEREUSE, co-organization Aqua Valley, with PPT presentation, Kakemono, Flyer, Press release.

This event was an opportunity to present the actions, new Water plans, management strategies, testimonials from professionals at different scales: Europe, State, Occitania Region, Rhône Méditerranée Water Agency, Regional Committee of Tourism and Leisure Occitania, Tarn Departmental Tourism Committee, a Montpellier Méditerranée Métropole community and communities of stakeholders. The "Water Policy – Innovation – Actions – Communication" continuum was thus useful presented.

Canet en Roussillon, 07.06.2023, co-organized Préfecture des Pyrénées Orientales with local authorities, communities and consular chambers, Event « Présentation de solutions eau Wat'SaveReuse » dans le cadre du « Forum des solutions Eau », with Kakemono and Flyer,

collection of integrated solutions (technological bricks, innovative services). See Activity Sheet 2023. This Forum was initiated and set up by the Prefecture of the Pyrénées Orientales in conjunction with communities and consular chambers, following recurring drought episodes in this territory. This was an opportunity to present proven and innovative water solutions (technological building blocks, innovative services), and to address regulatory developments in terms of reuse of treated water and use of Water Unfit for Human Consumption.

Le Boulou, 05.10.2023, Territorial workshop. "To rethink water management in territories in transition, rely on value chains". Round table "Water, Energy and Local Production Sector Development" organized by the Collectivité du Boulou, Communauté Communes Valespir, with PPT Presentation. This tourist and spa community will replace (2025) the drinking water used in particular for watering the sports field, with treated urban waste water. In this territory in transition, industrial value chains (with the involvement of local companies) constitute a point of support for rethinking water management, with the example of watering green spaces, sports in treated urban wastewater.

Port Camargue, 03.11.2023, co-organization Région Occitania and Parlement de la mer, Event/Conference « Quelles innovations et évolutions réglementaires pour assurer les usages eau sur notre littoral » in « Troisième Rendez-vous du Parlement de la Mer 2023 « Sécurisation de la ressource en eau sur les territoires littoraux », with PPT presentation, Kakemono, collection of integrated solutions (technological bricks, innovative services).

The Parliament of the Sea is an original body created in 2013, bringing together the main players in the regional maritime community in a space for exchange and consultation. This event makes it possible to reach port communities (marinas) impacted by measures restricting the use of drinking water, particularly for refit activities and boat washing.

Perpignan, 14.03.2024, Event. Conference "WATER: integrated solutions (technological building blocks, innovative services). Context, new regulations. Examples of solutions identified as part of the LIFE Wat'Save Reuse project. Examples of financing schemes as part of the "WATER SOLUTIONS" day organized by the Perpignan Chamber of Commerce and Industry, with French Tech and Préfecture Pyrénées Orientales, with PPT presentation, Kakemono, Flyer, collection of integrated solutions (technological bricks, innovative services). Intervention of Aqua Valley member companies and specialty companies from the Pyrénées Orientales. This event (Figure 8) makes it possible to explain the new French regulatory corpus regarding the reuse of treated urban waste water, the use of Water Unfit for Human Consumption, in conjunction with the Prefecture (which issues Prefectural Authorizations), the offices of studies and providers of Water solutions, terminal users (communities, tourism establishments). 25 pitches from specialty companies are made on this occasion.

The deliverable linked to this action (DB10) has had several versions reporting on the current situation.

Table 14 and table 15 show the completion of the proposed milestones and deliverables.

Table 14 – Action B.5 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Meeting in Barcelona for exchange of good practices among authorities	03/2021	20/03/2023 (Barcelona)
Communication campaign targeting local/regional authorities in each region implemented (3)	06/2023	03/2024
- 6 workshops delivered	06/2023	03/2024
2 meetings between local and regional representatives	06/2023	20/03/2023 (Barcelona) 03/2024 (Palma de Mallorca)

Table 15 – Action B.5 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DB.10	Communication campaign design targeting local/regional authorities for each region (3)	01/2021	05/2022, 04/2023 (3rd control visit), 30/03/2024

ACTION B.6: REPLICATION AND CAPITALIZATION ACTIVITIES

Foreseen start date: 09/2021	Actual start date: 06/2022
Foreseen end date: 01/2022	Actual end date: 03/2024

Once this project had obtained the first results, replication and capitalization activities were the next steps that WAT'SAVEREUSE had to implement. A part of the 3 EU regions that were already part of the project: Catalonia, Balearic Islands and Occitania, 3 additional EU regions committed to participating in the project replication: Canary Islands, Corsica and Sardinia. Later Malta became also interested in the WAT'SAVEREUSE project and was integrated in the replication. In totally 7 countries were expected to be part of the replication.

Activities

Replication regions participated in the first project meetings as part of the Steering Group where they explained their experiences in their different fields. They were also invited to follow online the high-level meeting that took place in Barcelona on March 21th, 2023, as it was a moment when first results could be better understood by other regions.

During the same meeting EPM asked the partners to provide data related to the implementation of programs, projects, impacts or others related to reuse and reduction that could be used for those target regions, which were the purpose of the resource bank of the project's website. Communication and awareness campaigns would be adapted,

and lessons learned included to ensure effective replication in other regions (Sardinia, Corsica, Canary Islands and Malta …).

Some of the project partners had the opportunity to present the project and their experience at international meetings.

Results

In the frame of this action, two technical materials have been produced and are able for consultation on the website.

A final resource bank compiled at the end of the project to be offered to other European Regions interested in implementing outputs developed by WAT'SAVEREUSE project.

On the other hand, the Replication and transferability plan, available on the website for any other region interested in replicating the project.

It's important to note that the challenging circumstances we faced in the early stages of the project significantly impacted the alliances we initially established, resulting in the loss of some connections. For example, our contact in the Canary Islands was unable to continue before formalizing any commitments, and since then, it has been difficult to reestablish that connection.

All the research and creation of resources for anyone interested in the project were elaborated following the initial plan and were made available on the project's website. Nevertheless, the project had also the opportunity to be presented in several international meetings.

The Islands Commission from the Conference of Peripheral Maritime Regions Secretariat, other Geographical Commissions as well as external partners, organised a knowledge & practice sharing online workshop on 5 July 2023, to exchange around interregional cooperation to respond to key insular challenges. The event addressed the issues of promoting healthier seas and sustainable management of natural resources and finding innovative pathways to clean energy and climate resilience. AETIB, as a member of CPMR, invited EPM director, Xavier-Berbard Sans, to introduce the WAT'SAVEREUSE project.

On May 26th 2023, Lucia Gusmaroli, European Projects Area Manager from CWP, participated in an event organised by EGAS (Sardininian Government) titled "Il cambiamento climatico e le ripercussioni nella tutela della risorsa idrica: quali soluzioni? Esperienze a confronto e nuove strategie di intervento" ("Climate change and its repercussions on water resource protection: what solutions? Comparing experiences and new intervention strategies") that took place in Cagliari, Sardinia, Italy. The event was organised in the framework of Festival dello sviluppo sostenibile 2023 ("Sustainable development festival 2023"), a nation-wide event, and was open to regional and local authorities, water professionals, journalists and secondary school students. Attendance was also considered valid as part of the continuous training for the Order of Journalists and the Order of Engineers.

On October 20th, 2023, Xavier Bernard-Sans presented the project to the European Groupings of territorial Cooperation platform representatives in Lefkara, Cyprus, in the frame the 13th annual meeting of the EGTC Platform.

The three clusters involved in WSR, Aquavalley, CliqIb and CWP, presented the project in the Pollutec meeting in Lyon, o October, 12th, 2023.

Finally, thanks to an invitation from the Morrocan government, AD'OCC had the opportunity to present the project in the frame of a working meeting with representatives of the Béni Mellal-Khénifra Region on the theme of water. In relation to the characteristics and problems of this Moroccan region, the region's water infrastructure and the water-saving and reuse solutions adapted to tourism identified as part of the Life WatSaveReuse project.

Implications for other actions and the project as a whole

Essentially all of the project's actions, as well as their implementation by the three regions, contributed to the replicability plan. The impact of every action represented a lesson learned that contributed to this replication leading to an "improvement" on the initial project.

On the other hand, it's important to note that while the actions faced many challenges, the real impact of this project, as a whole, is now becoming evident. This is especially relevant as we prepare for a new project that aims to capitalize on the results in an Interreg EuroMED project. Regions like Malta or Corsica, along with Sardinia, have joined us in the follow-up efforts outlined in action E.2, the After-Life Plan.

Milestones and deliverables

Table 16 and table 17 show the completion of the proposed milestones and deliverables.

Table 16 – Action B.6 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Initial Resource Bank on Project website e-portal	03/2021	21/03/2023
Meetings in the replication regions (**3**)	01/2022	05/07/2023, 26/05/2023,

Table 17 – Action B.6 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DB.11	First Resource bank produced for on-going updating	01/2021	30/03/2024
DB.12	Replication and transferability plan	01/2022	30/03/2024
DB.13	Final Resource Bank	09/2023	30/03/2024

ACTION B.7: SUPPORT TO POLICY MAKING

Foreseen start date: 06/2021	Actual start date: 06/2022
Foreseen end date: 12/2021	Actual end date: 12/2023

Activities

A report compiling the lessons learned in the framework of the project was requested to AnySolution Company after a public tender.

EPM and AnySolution developed a methodology based on the identification and pull of financial resources for developing water reuse and water optimisation technologies, the drawing of a common understanding on water reuse policy, the pooling of legislation for water reuse in tourism facilities in the tree regions and, finally, the policy recommendations elaboration for European Institutions on water management and reuse.

Results

The WAT'SAVEREUSE Lessons Learned and Policy Recommendations (deliverable DB14) that the project can present has achieved the following conclusions:

- Water conservation and efficiency practices must be encouraged and supported to promote the efficient use of water, not only in the tourism sector but across all sectors.
- Investments in the development and maintenance of public water infrastructure (especially municipal infrastructure), including dams, reservoirs, pipelines, and treatment plants must be carried out.
- The use of treated wastewater for non-potable purposes, such as irrigation, business processes, flushing, discharge and groundwater recharge must be promoted.
- The development of adaptive strategies to address the impacts of climate change on water resources, including more frequent droughts, changing precipitation patterns, and rising sea levels must be carried out.
- Important digitalization efforts are required to enhance monitoring systems to collect accurate and up-to-date information on water resources.
- Further efforts are required to raise awareness among tourists and residents about the importance of water conservation and encourage them to participate in water-saving practices and in the co-definition of water plans, actions and strategies.
- Collaboration must be fostered between tourism businesses, local water authorities, NGOs, and relevant stakeholders to share best practices and develop joint water management initiatives.
- Evidence-based decision-making should be emphasised by integrating scientific research and data into policy formulation and revision.

Implementing these recommendations requires a collaborative effort from governments, water management agencies, stakeholders of the tourism industry, technology providers and civil society organizations.

In the Application Form, three meetings in Toulouse for elaborations of policy recommendations were planned for the first year of the project. Given the exceptional circumstances of the first part of the project, those meetings took place online and took advantage of other events organised by the partners with authorities, such as the Management Boards. Specific events also have been contributed to this action, like the presentation of the project to the French Consulate and the Regional elected that took place in the Euregion headquarters during their visit on December 3ht, 2021, the launch of the project in Occitania on September 30th, 2021, the World Water Day celebrated in Balearic Islands, on March 22th, 2022, the CYCL'EAU event in Toulouse on March 24th, 2022, the Balearic Water Forum, on February, 8th, in 2023

To guarantee the effective impact of this action, at the end of the project, two high level meetings were planned. The idea was to present the project experience to a selection of policy makers at all levels (regional, national and European).

On the other side, in order to elaborate a more participatory policy and legislation recommendations document, in the frame of the first high level meeting, a workspace for reflection was built for the elaboration of the final recommendations centred in the definition of the needs and priorities and the presentations of a good practices selection. In addition, we invited some representatives of the target audiences of the project's campaigns: suppliers, local communities and public authorities. This first event took place in Barcelona, in the frame of the World Water Day on March the 20th 2023 and it was organized by ACA and EPM.

From December 2022 to February 2023, the Catalan Water Agency and the Euroregion prepared the organization of the event described below: a field visit to the Llobregat Reclamation Plant in the morning, and a high-level meeting in Palau de Pedralbes in Barcelona in the afternoon of 20th March 2023. Up to 1,200 contacts, including all levels of the Administration - National, General Government, Provincial Councils, Metropolitan Area of Barcelona, County Councils and City Councils - as well as the rest of the agents, operators and entities linked to the water sector, were invited to the event.

The second one, was celebrated during the final WAT'SAVEREUSE event celebrated in Palma de Mallorca on March 21th, 2024. The closing conference took place on Thursday, March 21, 2024, at the at the Arxiu del Regne de Mallorca, starting with opening remarks from key regional leaders, including Mr. Jaume Bauzà, Minister of Tourism for the Balearic Islands Government, and Mrs. Maria Mercè Escrichs Saez, Head of Tourism Knowledge, Quality, and Competitiveness for the Generalitat of Catalonia.

Right afterwards, Mrs. Ramune Genzbigelyte-Venturi from the European Commission presented the EU Transition Pathway for Tourism. This was followed by Mr. Xavier Bernard-Sans, General Secretary of the Euroregion Pyrenees Mediterranean, who detailed the Life Wat'SaveReuse project's results, supplemented by a project video.

The conference concluded with remarks from Mr. Juan Manuel Lafuente, Minister for the Sea and Water Cycle, and closing words by Mrs. Margalida Prohens, President of the Balearic Islands Government.

In all these events, and in others where high political representation was detected, the project team took the opportunity to present and contrast the proposals with the political

representatives at all levels: regional presidents, ministers or presenters of some Directorates General of the European Commission.

Implications for other actions and the project as a whole

To achieve these recommendations, the project built upon the learnings gained through the implementation of the Actions B.3 "supply side", B.4 "Local Communities" and B.5. "Regional/Local authorities", offering scaled solutions to real scenarios. In fact, in many of the public events that took place in the frame of B.4 and B.5 actions, we could establish new alliances.

At the same time, everyone from the project had to carry out a critical review of the project results and KPI to meet impact expectations and collect the necessary information for the final document, an activity linked to the C2 action.

Milestones and deliverables

Table 18 and table 19 show the completion of the proposed milestones and deliverables.

Table 18 – Action B.7 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
2 high level meetings	04/2022	21/03/2023, 21/04/2024
Meetings in Toulouse for elaboration of policy recommendations (**3**)	09/2021	06/2023

Table 19 – Action B.7 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DB.14	Policy and legislation recommendations for EU institutions	12/2021	06/2023

MONITORING OF PROJECT IMPACT

ACTION C.1: MONITORING AND EVALUATION OF THE PROJECT

Foreseen start date: 01/09/2021	Actual start date: 06/2022
Foreseen end date: 12/2021	Actual end date: 30/03/2024

By measuring the project impact and verifying the KPI, ction C.1 is tackled to spread the benefits of water legislation and national initiatives to promote the Circular Economy in water consumption and water reclaimed use, particularly in the tourism industry of the Mediterranean environment, more especially in Catalonia, Balearic Islands and Occitania.

Activities

A serial of workshops with identified stakeholders of the sector were designed to identify and analyse the distinct factors affecting the demand and supply management sides of water in the three regions and understand, by the data recruited, the existing connections between them.

The results of this work were used for evaluating the effectiveness of the measures proposed and for the development of informed awareness raising campaigns addressing four target groups and defining better policies with a clear impact. This and the rest of the workshops were divided into 2 activities framed in the environmental problem of drought and water scarcity and around the tourist sector of the Mediterranean region:

- A dynamic based on brainstorming about the barriers and potential benefits of the environmental problem
- The application of the conceptual model based on the DPSIR methodology within the framework of the study

On the other side, Action C1 also was focused on the development, launching and obtaining of results concerning the campaign of surveys, as part of the source of verification, for until 4 groups of stakeholders, local communities and regional/local authorities. These surveys aim to first assess the perception and practices of both tourist's and tourists' accommodations regarding the consumption, saving, and reuse of water. Regarding the local communities and local and regional authorities, the surveys have been conducted by email by the partner's contacts in charge (ACA, AD'OCC, ABAQUA and AETIB).

EURECAT, as the C1 action leader, designed such questionnaires with the collaboration of the rest of the partners. Surveys account for different aspects concerning the knowledge, practices, and perception of different targets regarding water consumption and saving/reuse. Results at the beginning of the project and after the implementation of the campaigns were evaluated comparatively to determine the success of planned actions.

Results

After an internal work held by EURECAT and subsequently, with the whole consortium in the workshop held in March 2021, it was set the framework definition of the DPSIR model, as well as it is reflected in the deliverable C1: Report on workshops needs and practical methodology. Thus, EURECAT produced a specific deliverable describing the workshops' requirements planned that were linked to the methodology used in them, the DSPIR framework.

Surveys campaigns were launched in two distinct "waves", the first at the beginning of the project, (depicted in the first deliverable DC.1) and the second near the end, once campaign were close to completion, trying to determine their impact in the three regions (depicted in the second deliverable DC.6).

It is worth mentioning that the surveys underwent necessary adaptations of the content to regional particularities and specific aspects during the second wave, necessary to measure the efficiency of the communication campaigns. The core content remained largely the same in both, the first and the second wave, with minor modifications for that purpose. Additionally, they were translated to the regional languages (Catalan, Spanish, French).

However, the core content remained largely the same in both the first and second phases, with only minor modifications for this purpose. Additionally, the surveys were translated into regional languages (Catalan, Spanish, and French).

The target group of these surveys were tourists, the supply side (tourism accommodation and infrastructures), the local communities and the regional/local authorities.

Among the tourist responses in Catalonia, there was some awareness regarding water consumption, although most reported that they did not actively participate in sustainable practices and recognise that when travelling, they were less committed than when in their home countries. They reported that during their holiday, they had not been informed regarding water consumption environmental issues and acknowledged that following the interview they were more aware of the topic.

Regarding tourist accommodation in Catalonia, they were aware of the shortage of water and recognised that tourists consumed more than residents. Virtually all of them indicated savings measures in their establishments and believed in the reuse of non-drinkable water. However, for the implementation of water saving technology, they felt they would require support by way of financing or discounts.

Most of the tourist surveyed in Balearic Islands were from Spain, due the surveyed campaign was carried out between December and May. there was some awareness with regards to water consumption, although the majority stated they did not carry out sustainable practices. This awareness decreased slightly the older they were, as in Catalonia. They were less committed than win their home country. The 61% reported not having been informed about environmental issues related to water consumption during their holiday. The vast majority, about 75%, acknowledged, after the interview, that they were then more aware of these issues.

Regarding tourist's accommodation in Balearic Islands, the 60% of respondents were aware of the shortage of water and recognised that tourists consumed more than residents, and the majority of them indicated they had implemented saving measures in their establishments. However, only 32% believed in the reuse of non-drinkable water. However, for the implementation of water saving technology, they felt they would require support in the form of financing, or discounts.

In Occitania, the majority of the tourist was environmentally aware. However, the practice of reducing our pollution was still not widespread, especially when people were on holiday. People relax and become more lax than usual. The relevant organisations must show that they are committed to the region and increase visibility so that the population feels that the effort is shared first and individual second. Accommodation owners must also make holidaymakers aware of the need to protect the area and set an example for them. The vast majority of respondents were ready to step up their actions, which may be due to the fact that answering these questions triggered an awareness among the respondents.

Regarding the tourist accommodation in Occitania, the 50% answered no longer water the vegetation/green spaces, or to increased awareness of staff and tourists to the proper use of water when asked about the measures they would adopt for restricting the use of water. Half of the surveyors said they monitor the consumption of the water in their tourist accommodation, and mainly of them do it by manual readings.

Regarding local communities (197 responses), they believed that measures envisaged to prevent, reduce and, as far as possible, offset any significant negative effect on the environment regarding water scarcity and droughts from the application of the plan emergency, more than half said it was not sufficient. The 71% (131 respondents) of the respondents said that their local community didn't differentiate the use of domestic water and the use for touristic purpose. Following their answers about the most effective ways of tackling water problems (scarcity, droughts, high demand, etc) related to tourism, the results were: implementing a fair pricing policy, introducing heavier fines for offenders and providing more information on the environmental consequences of water use to tourists and residents, among others. The 64% responded non-potable water reuse should always be generalized, the 20% said yes, but only if there were no additional costs for the consumer, and the 6% said also yes, but only if additional costs were limited to a one-off investment. To the question if their local community use reclaimed water, the 68% said no.

The responses from local and regional authorities were not representative as they were only 4, and 3 of them were municipalities, which not really represents local and regional authorities.

Workshops have been planned in 2 phases in the project:

A first preparatory workshop already held with the project consortium (March, 3th., 2021) and a prior tentative in Balearic Island (July 21) online.

When the health and safety standards permitted face to face meetings by the healthcare authorities, 3 workshops planned took place face to face with the main stakeholders. In Balearic Islands, the 4 of March of 2022, in Catalonia on March, 28th, and on April, 19th, 2022, in Occitania.

The follow-up on the progress of the indicators and the Monitoring and evaluation of the project was carried out in the framework of various events as the meeting in Barcelona on 10 October 2022, the third visit of the monitor in Montpellier, as well as during the Management Board of the World Water Day event on 20 March 2023.

Hence, the general approach of needs and practical methodology was changed trying to adapt the situation to COVID's pandemic.

Implications for other actions and the project as a whole

The surveys had the objective of clearly establishing the impact of campaigns developed in Actions B.

It is worth mentioning that the first DPSIR approach was set before the campaigns took place. Thus, the main results of these workshops served to lay the foundations for the communication and dissemination campaigns (actions B.2 to B.5) developed throughout the project.

WATSAVEREUSE defined a series of sources of verification trying to determine the success of the awareness campaigns as well as the impact of the project itself. Thus, framed in the C actions of monitoring project received feedback from the communication campaigns and pilots implemented in the three regions targeted to feed up the Key Performance indicators defined in Action B.1.

Globally, this action was at the core of the project, as it validated the initial hypothesis. The results of the analyses and surveys provided the basis for defining the project's future direction

Milestones and deliverables

Table 20 and table 21 show the completion of the proposed milestones and deliverables.

Table 20 – Action C.1 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Given inputs in the KPI Webtool (Final reporting)	08/2023	30/03/2024
Meeting in Barcelona for monitoring	01/2022	10/10/2022, 20/04/2023 (Bcn), 19/04/2023 (Montpellier)
Team works definition in the three regions: members, representative roles and responsibilities (C1.1)	11/2020	3/03/2021
Given inputs in the KPI Webtool (Mid-term reporting)	01/2022	
DPSIR framework definition in the three regions	01/2021	04/05/2022, 28/03/2022, 19/04/2022

Table 21 – Action C.1 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DC.1	Initial surveys with target audiences	12/2020	07/04/2023
DC.2	Report on workshops needs and practical methodology	11/2020	20/12/2021
DC.3	LIFE KPI Webtool update (Mid-term):	06/2021	
DC.4	Final report on the impact of the project	09/2023	30/03/2024
DC.5	LIFE KPI Webtool update (Final)	09/2023	30/03/2024
DC.6	Final surveys with target audiences	08/2023	30/03/2024
DC.7	Report on results achieved and workshops minutes	09/2022	20/12/2021

ACTION C.2: MONITORING OF THE SOCIO-ECONOMIC IMPACT

Foreseen start date: 01/09/2020	Actual start date: 01/12/2020
Foreseen end date: 30/09/2023	Actual end date: 30/03/2024

Activities

The three water clusters (CWP, Aquavalley and CliQIB) participated in the definition of the HFIM matrix for the socioeconomic assessment study, led by EURECAT.

The methodology for conducting the socioeconomic impact assessment within the WAT'SAVEREUSE project was designed to systematically evaluate the effectiveness of the project's initiatives in addressing water scarcity and promoting water reuse within the Pyrénées-Méditerranée Euro-region. By employing the structured approach this methodology aimed to provide the results required to draw conclusions on the indicators.

Results

A final set of indicators were designed to capture the diverse facets of the project's socio-economic impact. Drawing upon extensive literature review and stakeholder engagement, the indicators reflected the project's objectives and evaluated its outcomes.

This analysis not only provided a detailed overview of the indicators but also delineated the methodology to be employed for their quantification and final definition. The document outlined the sources utilized for determining indicator values and underscored the collaborative nature of the process, where feedback and validation from project partners was sought.

The matrix of importance (https://www.dropbox.com/scl/fi/nkfcitboft8qxd042qh6z/WATSAVEREUSE_Socioeconomic_Matrix_final-version.xlsx?rlkey=k06ylgvlyuz5trpkdm7wfv30r&dl=0) served as a tool to measure the fulfilment of the sustainability and performance indicators' goals established in the initial phase of the project, based the final outcomes of the project. In addition, it systematically assessed each indicator across determined socio-economic impact categories, including "Sustainability of tourism as an economic activity", "Water-related cost savings on water management", "Water and tourism sector competitiveness", "Conflictivity about water use" and "Social responsibility and increased quality of life". The assessment of the socio-economic impact of each indicator entailed that the project

partners (AETIB, EPM, EureCat, the CWP, ABAQUA, CliQib, AquaValley, Ad'Occ, and ACA), assigned values ranging from 0 (minimal importance) to 3 (high importance) to socio-economic impact categories for each indicator within the matrix framework. These importance levels, coupled with indicator results, are cross-referenced in the matrix to measure the magnitude of the indicators' impact achieved throughout WAT'SAVEREUSE.

Implications for other actions and the project as a whole

This action provided the basis for the final conclusions of the project.

Milestones

Table 22 and table 23 show the completion of the proposed milestones and deliverables.

Table 22 – Action C.2 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Socioeconomic matrix definition	12/2020	28/02/2024

Table 23 – Action C.2 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DC.8	Socioeconomic assessment of WATESAVERUSE project	09/2023	30/03/2024

COMMUNICATION AND DISSEMINATION OF THE PROJECT AND ITS RESULTS

ACTION D.1: DISSEMINTION ACTIVITIES

Foreseen start date: 1st Trimester 2021	Actual start date: 1st Trimester 2021
Foreseen end date: 30/09/2023	Actual end date: 30/03/2024

Obligatory dissemination

The LIFE WAT'SAVEREUSE project website contains information on the WAT'SAVEREUSE project, such as a resource bank, case studies, links to other websites, mainly to those of our partners, and press releases, among others.

Regarding the Reports on recommendations and best practices, EPM, as the action leader, carried out a monthly communication meeting with the partners involved in the communication of each territory to have a follow-up of the events in order to see the communication tools that the partners require in the project without forgetting the general

communication strategy which was therefore the basis for everyone and for the progress of the project.

Regarding the Mandatory Dissemination Material, EPM created a PowerPoint presentation document of the WAT'SAVEREUSE project so that the partners could use and adapt it (according to the territory and the regional audiences) in certain events, meetings and workshops.

6 Technical dissemination materials: Roll-Up, Video Motion Design, website, poster, Flyer, were created and made available to the partners.

The project website was launched at the beginning of March 2021, within the deadlines set by the LIFE program. We started working on this milestone since the launch of the site by adding information with all the support we receive from partners and those we have.

In March 2021 a meeting was going to be held in Palma de Mallorca for the exchange of good practices, however due to the Covid19 pandemic the EPM could not achieve this milestone, but we had virtual meetings in order to exchange good practices in certain communication points of the WAT'SAVEREUSE project, such as the media and ways to communicate with each target audience.

Finally, the milestone meeting was held online on Tuesday, 27th of February among the cluster partners, enabling us to achieve the outlined objectives efficiently and ensuring better integration of the results obtained.

Additional general broadcast

EPM added to the website the communication campaigns (Action B) that partners carried out during the project, at the same time that were also disseminated on the respective social networks.

All those providers that were in charge of several externalized works were provided of communication corporative material, such as the logos and models to follow.

In parallel with the website, EPM created the social networks of the project such as Twitter and Facebook, and later incorporated LinkedIn as it was constated that it could be a good tool to monopolize another type of target audience related to industries in the water sector.

EPM created a YouTube account to promote the WSR videos that was linked to the main page of the website. EPM hired an external company, Mimético to produce the presentation video of the LIFE WAT'SAVEREUSE project, which was worked in collaboration with the WAT'SAVEREUSE project communication manager Ariadna Anton. All the broadcasts concerning the communication of the project were carried out in 3 or 4 languages English, French, Catalan and some in Spanish. EPM created all visual supports for the project between 2021 and 2022 (roll up, flyers and posters).

In parallel and in view of upcoming technical dissemination workshops in the project, CliQIB commissioned a design for a Photo call and a Roll up, with a separate claim for the technological approaches. The files obtained were fully editable and could be modified by all consortium partners according to their own preferences or requirements.

In addition to the general project video, EPM edited a video parallel to the recordings in order to disseminate the project within and outside the cluster. The video, roll up and photo call can be found on the Cloud.

EPM implemented a digital strategy, as well as a following of hashtags so that all partners could implement it at the time of dissemination of events, workshops, meetings and information related to the project. A list was also created on Twitter to generate a group among partners and integrated the @LIFEprogramme list on Twitter.

EPM set up meetings with the communication managers of each partner every month, with the communication managers that each partner has, in order to share a brief summary of the events they have carried out, and how the general communication of the project was going, despite this, we always keep in touch to have all the information to update the website and above all to keep up to date with the social networks of the project. Partners have an active presence on social networks, as well as the EPM.

In parallel, all partners have received proposals from several media outlets such as Radio Eureka21, a French radio station in which we were invited to make a podcast explaining the purpose of our project to make it known.

They also wrote about our project in different communication media such as El Pais, Europapress, La Semaine du Roussillon, El Diario de Mallorca, El DBaleares, Majorca Daily Bulletin, MonPlaneta, Menorca Al Día, Diario Turismo, TV Costa Brava, among many others. A clipping of the project is available in deliverable *DB3 Communication Campaign Design Targeting Demand Side* (p. 125).

Technical dissemination activities

The gained knowledge by the three clusters involved in the LIFE WAT'SAVEREUSE consortium, CliQIB (Balearic Islands), the Catalan Water Partnership (Catalonia) and AquaValley (Occitania), later applied in successful strategies. By intertwining the dissemination of technical expertise with awareness-raising campaigns, particularly targeting both the demand and supply sectors, alongside active engagement with local and regional authorities, Clusters have unveiled a potent strategy that surpasses the efficacy of traditional awareness campaigns alone.

In the project's website, technical materials from the partners on the results of the surveys and the workshops held in the different territories are able to consult.

Results

Statistics:

X:

The total number of impressions for the period February 2021 - February 2024 is 14627.

Engagement statistics for the same period of time: 2333

252: number of publications over the same period

EPM facebook account: Facebook coverage (couverture in French) between 10 december 2020 and 10 January 2024:

1001

Wat'savereuse LinkedIn account: between 9 January 2023 and 8 January 2024:

217 views

104 visitors

Total number of followers: 132

Wat'savereuse website: between 1st September 2020 and 1st January 2024:

8,7 K users

31 K views

144 K event count

Implications for other actions and the project as a whole

All dissemination materials have been used by all partners in every action they developed. All partners have been able to use all communication materials when attending various events to publicize the project.

In Catalunya, many dissemination activities were held linked to actions B4 and B5: June 30, 2022: Presentation of the campaign to the responsible of the Tourist Offices; September 2022 (8/9/2022): Carrying out a dissemination action through hypersegmentation with the subscribers of the newspaper ARA. Sending to 6,000 subscribers of the newspaper ARA of content elaborated specifically about the project; November 2022: Dissemination of the project in a report on the drought in the magazine El Temps; December 2022: Dissemination of the project in a report in the magazine Descobrir Catalunya.

60,000 communication materials have been printed in two batches, of which a total of 57,738 units distributed. ACA printed dissemination materials and send them to the hotels, campsites and more than 200 tourism offices (May-June 2022). During most sessions in municipalities, dissemination materials were shared among participants.

Milestones

Table 24 and table 25 show the completion of the proposed milestones and deliverables.

Table 24 – Action D.1 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline
Creation of project website	03/2021	29/03/2021
Meeting in Palma de Mallorca for exchange of good practices	03/2021	27/02/2022 (on line)

Table 25 – Action D.1 deliverables and their final status

Number and name of the deliverable	Foreseen deadline	Versions

DD.1	Reports on recommendations and best practices	02/2023	30/03/2024
DD.2	Obligatory dissemination materials	09/2023	30/03/2024
DD.3	Additional general dissemination materials	09/2023	30/03/2024
DD.4	Technical dissemination materials	09/2023	30/03/2024

PROJECT MANAGEMENT

ACTION E.1: PROJECT COORDINATION BY EPM

Foreseen start date: 01/09/2020	Actual start date: 01/09/2020
Foreseen end date: 30/09/2023	Actual end date: 30/03/2024

Activities

The Wat'saveReuse project is manage through two mains bodies: Steering Group and Management Board. The overall project is coordinate by EPM.

The milestones are being held as scheduled, bi-monthly and semi-an//nual meetings. In addition to additional meetings to improve communication. Workshops to fill in administrative and financial documents (excels).

In terms of management, no action has been modified.

We held the kick-off meeting a little late, in November. The health crisis caused us delays and prevented us from meeting in person. We held the meeting via videoconference, but the fact that we did not meet in person made communication a bit difficult. Our first meeting face to face, took place on December 13, 2021.

As an evolution of the management plan, it was also planned that each work package leader to hold monthly meetings with the participating partners to ensure the monitoring and progress of the project.

The management plan provided a system for sharing, classifying and naming documents and information. All members had access to the CLOUD (our sharing system) through an ID and password.

The communication channels recommended by the consortium were mail, telephone and Starleaf/Zoom (videoconference system).

Table 26 and table 27 show the completion of the proposed milestones and deliverables.

Table 26 – Action E.1 milestones and their final status (from 01/09/2020 to 30/03/2024)

Milestone name	Foreseen deadline	Real deadline

Steering group meetings: six-monthly basis starting 01/11/2020 until 01/05/2023	05/2023	30/03/2024
Project manager appointed	10/2020	30/03/2024
Project manager appointed	10/2020	30/03/2024
Steering group and Management board appointed	10/2020	30/03/2024
First Steering group meeting	11/2020	08/09/2021
First Management board meeting	11/2020	08/04/2021
Management board meetings (through videoconference): bi-monthly basis starting 01/11/2020 until 01/09/2023	09/2023	30/03/2024

Table 27 – Action E.1 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DE.1	Six-monthly follow-up reports after Steering group meetings starting	05/2023	30/03/2024
DE.2	Bi-monthly meeting minutes after Management board meetings starting	09/2023	30/03/2024
DE.3	Steering group and Management board appointed	10/2020	30/03/2024

ACTION E.2: AFTER-LIFE PLAN

Foreseen start date: 01/09/2020	Actual start date: 20/04/2023
Foreseen end date: 06/2023	Actual end date: 30/03/2024

Activities

Not only for the communication side but also in terms of technical awareness, throughout the project (and in its documentary production) the reader is alerted to the needs identified for the future development of the project.

The services of aQa Consulting were subcontracted to collect some of these data, thus obtaining the essence of the project, which would also serve as a seed for its capitalisation.

Results

The After-LIFE plan sets out the actions initiated in the project and that will be continued and developed after its end based on the results achieved. The action plan has been designed according to the focus areas into which the project is organised. An additional one has been added concerning scientific-technical improvements to be developed derived from the project implementation. A general description of the typology of actions and concrete examples are provided followed by a summary table indicating the partners

committed to implement the different actions, the calendar, the expected results, an indicative budget with the sources of financing.

This plan is available annexed to this report.

Implications for other actions and the project as a whole

As it's been already said, during all actions concerning dissemination and replication among authorities and other institutions and regions, WSR has been building the future's project.

Table 28 show the completion of the proposed deliverables.

Table 28 – Action E.2 deliverables and their final status

Number and name of the deliverable		Foreseen deadline	Versions
DE.4	Comprehensive exploitation Plan	06/2023	30/03/2024
DE.5	After-Life Plan	06/2023	30/03/2024

6.2. Main deviations, problems and corrective actions implemented

There has been no substantial modification of the convention. The ACA partner has requested a modification of competences between them and the partners from the same territory (Eurecat and CWP) with its corresponding budget adjustment within 20%.

Despite, given the delay of the project, due to the health crisis, the partners requested several modifications of the project calendar from the Agency.

We also found some problems in relation to data protection and in relation to financial justification documents (payroll, etc...). To solve this, the coordinator (EPM) set up an internal classification system, where only the project leader had access.

Despite the difficulties encountered, the added value of each partner to the project was important, both technically and institutionally.

Due to the health crisis, our project had a delay of 1 year.

However, after the crisis hit, the sector also experienced a very rapid recovery. The speed of this recovery was probably one of the causes of the increasingly hostile sentiment that the local population began to develop against the tourism sector. The increasing "tourist pressure" on destinations (a phenomenon that had already started before the pandemic, anyway) is the third challenge that the project had to face.

The results of the communication campaigns and the collection of data from the 3 project areas were very important to complete the follow-up of this actions. The difficulty we have encountered is the measurement of water consumption before and after the project, as

stakeholders do not have accurate data on water consumption, so the project had to assume published data as base line.

The adaptation to all these difficulties had an enormous impact in the project's development -change of responsibilities between partners with the logical resulting confusion, less monitoring of the project by the institutions, difficulties in contacting our target audiences, among others. Nevertheless, the team had been able to recover and obtain the expected results.

6.3. Evaluation of Project Implementation

From the technical side of the project, the collaborative efforts of the LIFE WAT'SAVEREUSE consortium have led to significant advancements in water conservation strategies across the Balearic Islands, Catalonia, and Occitania. Regular communication between clusters to discuss methodologies, challenges and best practices has allowed us to benefit from each other's strengths and perspectives. In addition, these exchanges have allowed us to understand and learn about the particularities of different regions and to understand the underlying variety of targeted initiatives. As we reflect on the experiences and outcomes of our actions, several key lessons have emerged:

- Collaborative approach for effective water management.
- Investment in training and capacity building.
- Supporting technical material and targeted workshops for knowledge sharing
- Leading by example: The accommodation sector and local communities were likely to ignore awareness-raising campaigns if they felt that the authorities responsible for water were not equally committed to improving their own performance. Gaining political commitment, demonstrated through strategic plans and public funds, has therefore been key.
- Data challenges: Despite significant progress, the lack of data on water consumption in the tourism industry remains a challenge. This hampers efforts to manage water resources effectively and sustainably as without reliable consumption data, identifying water-saving opportunities and measuring the effectiveness of water management efforts becomes difficult.

6.4. Analysis of benefits

Environmental benefits

The analysis of water consumption trends in Catalonia indicates a significant reduction from 1,444 litres per person in 2016 to 776 litres per person in 2022, showcasing a clear decrease of 35% over time. Moreover, findings from surveys conducted among tourist accommodations in Catalonia reveal a notable shift towards lower water consumption levels between the first and second survey rounds.

Similarly, in the Balearic Islands, a 12% reduction in water consumption between 2021 and 2023 was observed, attributed to the implementation of various water-saving techniques such the installation of infrared taps and reduced flow shower heads, planting of drought-resistant plants, recycling greywater for toilet flushing, installation of water meters for consumption monitoring, and the utilization of reclaimed water for irrigation.

In Occitania, the PI6, reduction of water consumption of tourist stays (liters consumed before and after the implementation of the communication campaign), value has been calculated based on two specific examples of coastal campsites targeted by the project campaigns, where the average reduction of water consumption has been 21.6% between 2019 and 2023, taking into account the summer season. During the project timeframe, Campsite A implemented various measures to reduce water consumption, including the installation of sectorial meters for individual usage, conducting awareness-raising activities among tourists, and enhancing leak identification procedures. Additionally, they optimised equipment such as installing filtration systems in their swimming pools. Similarly, Campsite B successfully decreased water usage significantly by optimising their filtration processes, installing smart meters, and conducting awareness campaigns among tourists.

Throughout the life of the project, water reuse and water saving solutions have been implemented in the 3 regions (with a combined total of 14). Within the hotels and camp sites in Catalonia, there has been an increase in the installation of flow restrictors and infrared taps, dual-flush toilets, reduced flow shower heads, and the use of greywater for flushing toilets. Additionally, swimming pools in these instillations are utilising seawater, contributing to water conservation efforts.

In the Balearic Islands, successful water saving installations have enhanced water treatment and reduced backwashing intervals in swimming pools, resulting in significant water savings.

Occitania reports approximately 40 ongoing projects focused on water-saving initiatives, spurred on by regional programs like AAP Ec'EAU2021 and Plan Littoral 21. Although not directly linked to the WAT'SAVEREUSE project, they do contribute to the same objective. While water reuse is not prominent due to regulatory constraints, efforts have been made to implement water-saving solutions. In the 2 examples of the camp sites mentioned in the analysis of PI6, the water-efficient solutions implemented involve the installation of sectorial meters, the strengthening of leak identification, swimming pool filtration, the optimisation of a filtration process and the installation of smart meters. Legislative changes brought in, in December 2023 may pave the way for future water reuse initiatives in the Occitania region.

Qualitative environmental benefits

One of the key measures of the project was to reach out to tourists to understand their water consumption behaviours and to inform them of the current water challenges in the regions. And we can state that a big amount of tourists were reached by the project, weather directly following the number of surveys filled out and leaflets handed out, or through social media.

Further to engaging with tourists, the project was successful in its engagement of stakeholders across the regions, totalling 303 institutions, underscoring the collaborative approach and widespread participation of the project stakeholders. Campaigns targeting

various sectors, including private suppliers and hotels, have yielded promising results. Notably, the outreach to water suppliers (tourist establishments and public and private water suppliers combined) across the regions demonstrates significant progress in promoting water-saving measures within the tourism sector. Moreover, the implementation of water action plans and the creation of Community Water Action Groups reflects the tangible advancements of the project.

Economic benefits

Calculating the amount of people employed because of an intervention is inherently difficult as the impact of the actions can be far reaching or indeed surpass the timeframe of the project. However, considering the estimated full-time employment of approximately 1,322,480 in these regions, the projected increase represents a minimal but significant contribution, equating to a 0.001% rise in overall employment opportunities.

The analysis of job creation within the project's partner regions indicates varying levels of direct employment attributable to the WAT'SAVEREUSE initiative. While Catalonia's contribution remains inconclusive due to shared roles across multiple projects, the Balearic Islands and Occitania demonstrate concrete instances of direct job creation through documentation from CliQib (and Aquavalley (see the link to the Indicator Master Excel including all data sources and supporting documents). Additionally, each of the 3 regions contracted a consultancy to conduct the surveys. 2 positions have been created within EPM in direct relation with the kick-off of WAT'SAVEREUSE. However, assessing the indirect employment impacts related to the project presents challenges, particularly concerning employees hired by tourist establishments, water companies, and technology providers. While these entities have hired new employees during the project period, it is not necessarily directly attributable to the implementation of the WAT'SAVEREUSE project. Thus, discerning the precise extent of indirect job creation related to the project is more complex and requires careful consideration of various contributing factors beyond direct project engagement.

At the Spanish level, the environmental economy grew by 22.2% in 2021 and accounted for 3.05% of Gross Domestic Product (GDP), compared to 2.70% in 2020. Employment generated by environmental activities accounted for 2.95% of the total (in 2021), 0.20 points higher than in the previous year. The "Plan for the modernisation and competitiveness of the tourism sector" also involved an investment of 3.4 billion euros until 2023 and the generation of an estimated employment for the coming years of 40,800 jobs in the sustainable tourism sector. In Catalonia, they were already 93 660 green jobs in 2010, among which 14 503 jobs were related to the wastewater treatment and purification sector. From this data, we can infer that WAT'SAVEREUSE falls within this context, although we cannot attribute a precise value associated with the creation of jobs beyond the context of the project partners. In the Balearic Islands, according to IBESTAT, the number of people employed in the region equates to 134,370 (on average over the year), with 1% of these jobs related to green jobs were created over the course of the WAT'SAVEREUSE project. We could therefore assume that there have been 1340 green jobs created in the Balearic Islands. In Occitania, the percentage of green and greening jobs increased by 5,9% between 2008 and 2018. In 2019, green jobs accounted for 0.5% of all jobs and greening jobs encompassed 14% of the total job market . It is essential to highlight this data, which provides information about the

context in which the project was taking place and the impact that can be associated with WAT'SAVEREUSE in terms of job creation.

Replicability, transferability, cooperation

Continuous engagement with stakeholders has proven to be essential for water conservation efforts in tourism regions. Facilitating further networking opportunities and knowledge-sharing events will enable stakeholders to connect, learn from each other's experiences, and showcase successful water management projects, thereby fostering collaboration, open dialogue and collective learning. In future initiatives, more focus should be set on public-private collaboration.

Building on the successful foundation laid by the technical workshops of the LIFE WAT'SAVEREUSE project, there's a clear opportunity and need to improve and extend these initiatives.

This project has a high probability of replication, because, unfortunately, the alert situation is neither diminishing nor receding. In fact, the three regions continue to replicate the campaigns because it is considered essential to maintain a vigilant attitude towards water consumption.

In their contacts with the other regions, this emergency has been shared.

Moreover, this situation has made the three territories impacted by the project become a kind of ambassador of a certain euroregional awareness regarding the promotion of responsible practices and consumption.

The project extended its impact to various dissemination regions across several Mediterranean countries, including Italy (Sardinia), France (Corsica), Malta, Cyprus, Morocco, while forthcoming replications are also planned in Galicia, Spain and Northern Portugal as soon as the identified projects kick-off, thereby encompassing a total of nine EU countries.

Some of these regions will join the next project, which aims to capitalise on the results of WATSAVEREUSE at a more strategic and Mediterranean level.

Best Practice lessons

A forward-thinking strategy for the future involves crafting tailored educational programs that address the unique needs and challenges of the tourism sector. These specialized programs should prioritize water conservation practices, ensuring that employees across all levels—from hotel staff to management—are well-informed and skilled in sustainable practices.

To broaden the reach of water conservation education, collaboration with educational institutions and local organizations is crucial. Integrating water conservation topics into community events can foster a culture of sustainability fand promote awareness within the broader community.

Additionally, strengthening partnerships with industry stakeholders such as hotels, restaurants, and tourism businesses can facilitate the integration of water conservation messages into guest communications and on-site signage. By implementing robust

monitoring systems to track changes in water consumption patterns and behaviors, we can gain valuable insights into the effectiveness of these communication efforts.

Furthermore, forging alliances with environmental NGOs and organizations specializing in water conservation can offer invaluable expertise, resources, and networking opportunities. Together, these collaborations can amplify efforts to promote water education and raise awareness, fostering a more sustainable and conscientious tourism industry.

Innovation and demonstration value

Building on the successful foundation laid by the technical workshops of the LIFE WAT'SAVEREUSE project, there's a clear opportunity and need to improve and extend these initiatives. One of the main areas for improvement is the diversification of workshop topics. Including sessions on emerging technologies, such as AI-driven water management systems and IoT-based monitoring, can provide participants with insights into the latest advances in water conservation. To broaden the impact and create a more inclusive dialogue, involving local communities and residents can enrich discussions and bring different perspectives to the table.

Interactive and hands-on sessions, for example, using existing test facilities, are also essential to encourage engagement and practical learning. Including hands-on activities where participants can interact with the technologies and solutions presented, can help participants better understand real-world challenges and practice problem-solving skills.

The LIFE WAT'SAVEREUSE project has opened new avenues for public funding in research and innovation focused on water technologies for tourism. These funding opportunities present a valuable chance for clusters to collaborate actively, leveraging the collective expertise and resources of cluster members and partners. By doing so, we can showcase the significance and potential of these projects in fostering sustainable tourism practices and establishing robust impact measurement mechanisms.

In this context, the work of the clusters has been a valuable step forward. By interpreting the concerns and needs of the interest groups and community, the clusters have implemented small, targeted actions that address specific challenges. Beyond tackling immediate issues, the clusters have also built new networks and partnerships that pave the way for tailored strategies aimed at long-term water conservation in the tourism sector.

Policy implications

The project activities have taken place in places where, in the same period of time, regulatory initiatives were being developed. Across the three regions substantial progress was made towards the adoption of water action plans and the creation of Community Water Action Groups.

In the Balearic Islands, Santa Eularia's sustainable water management plan was approved in February 2024, while Formentera has successfully implemented its plan. Sant Lluis has an initially approved the plan pending improvements, and Calvia has integrated its plan into the Emergency Drought Plan.

Meanwhile, in Occitania, municipal action plans vary widely and are often embedded within larger entities, with content tailored to local contexts rather than driven by specific initiatives like WAT'SAVEREUSE. These plans include Nîmes metropolis' Water Plan, Toulouse

metropolis' development plan (including a drinking water supply master plan with an investment of €307 million excluding VAT for 2017-2035, and a sanitation master plan with an investment of €366.1 million excluding VAT for the same period), Montpellier metropolis' development plan (incorporating both water supply and sanitation master plans to address the region's water management needs), Grand Narbonne's Territorial coherence plan (encompassing urban stormwater management) and the creation of a "water-saving municipality" label, an initiative to recognize and promote municipalities that implement effective water-saving measures.

In Catalonia, Lloret de Mar City Council took a significant step forward by presenting its work plan for sustainable water management at the end of 2023. Other Catalan municipalities targeted by the project communication campaigns and actively involved in activities geared towards awareness raising, such as Tossa de Mar, Roses, Llançà and Blanes, adopted plans strictly related to the drought.

In Catalonia, significant progress has been made with the publication of the Internal Basin Management Plan and its Program of Measures for the period from 2022 to 2027 by the Catalan Water Agency, indicating a strategic approach to water resource management. At regional level, the General Directorate of Tourism of the Catalan Government launched a 12,7 M€ funding that has been directly aimed at fostering the adoption of water-saving and water-reuse technologies in the tourism sector. The call was published in late 2023 and opened in March 2024, with the possibility, pending on budget requests, to increase the available budget. The Catalan Water Partnership advised the General Directorate of Tourism in defining the solutions to be funded.

Meanwhile, in the Balearic Islands, the government has allocated 13,6 million euros through AETIB for the acquisition of innovative technologies and to foster research projects within the tourism sector.

In Occitania, efforts span both basin and regional levels, with interventions such as the 2023 Regional Action Plan, the Water Agency Rhône Méditerranée's Basin Plan for Adaptation to Climate Change in the Water Sector in the period 2024 - 2030 and the Water Agency Adour Garonne's Complement to the Climate Change Adaptation Plan for the Adour-Garonne basin (October 2023) addressing water management comprehensively. Additionally, the implementation of schemes like the Water Planning and Management Scheme (SAGE - 2023) in collaboration with local water commissions shows localised initiatives, while regional plans and emergency action strategies underscore a proactive approach to drought mitigation and management of the current water crisis across various departments. Specifically, the Emergency Action and Responsibility Plan for Drought was adopted in 2023 in the departments of Hérault and Pyrénées orientales. The same year, Hérault also adopted the water departmental charter. On a national scale, the National Plan for Sustainable Stormwater Management (November 2021) was developed through a partnership between the French Ministry for Territorial Cohesion, local authorities, associations of elected representatives, federations of private companies and other operational stakeholders.

Finally, this project has also been intended as a contribution to the consolidation of a Mediterranean awareness of water management, in organic connection with the available

water resources, their contingencies and their particularities. In the future, we want to promote a voice that is understandable and contributes to the optimal development, implementation and acceptance of public policies and their regulations by the citizens concerned.

7. Key Project-level Indicators

CODE KPI WEBTOOL	MATRIX CODE	INITIAL INDICATOR	UNIT	GOAL KPI WEBTOOL (if applicable)	GOAL	Combined result for the 3 regions	Goal Achieved
1.6 People (to be) influenced by the project:	**PI1**	Number of entities/individuals reached/ made aware by surveys, communication campaigns, leaflet, etc.	N	- (300 at the end / 600 bey 5 years) - 7000000 (end value / 14000000 bey 5 years value)	14,100,000	33,846,133	
				13	15 municipalities 31 institutions	303	
				-	250 x 3 private & 20 x 3 public water suppliers	5,629	
-	**PI2**	Number of municipalities that adopt action plans (5 each region)	N	-	15 municipalities	16	
-	**PI3**	Number of action plans (normative changes, incentives, etc.) by local or regional authorities	N	-	3	15	
-	**PI4**	Perceived conflictivity about water reclaimed in perception surveys among general population and tourists in the targeted area	%	-	20	9	
-	**PI5**	Acceptance of reclaimed water for various uses by tourists	%	-	9	18,56	
-	**PI6**	Reduction of water consumption of tourist stays (liters consumed before and after the implementation of the communication campaigns)	%	-	10	23%	

-	**PI7**	Implementation of water reuse solutions	N	-	5	14	
-	**PI8**	Reduction of the water consumption by implementing water reuse solutions	%	-	30%	36%	
2.3.5.2. Water abstraction/diversion (reduced water consumption)	**PI9**	Reduce the overall consumption of freshwater (- demand, + offer)	%	48,84 / 34,18 / 31,74 million m3/year	30%	0,9%	
-	**PI10**	Number of technical dissemination materials (a performance indicators)	N	-	6 technical dissemination materials	6	
8.1.1. CO2	**ENVI1**	Reduction of greenhouse gas emissions	tons/year	0 / 9291,95 / 109296,71 tons of CO2/year	9292	1,538.7 Tons/year	
4.1.1. Consumption (electric)	**ENVI2**	Reduced energy consumption	kWh/year	1 / 74000000 / 74000000	7,43E+07 kwh / year	-	-
-	**ECO1**	Jobs created	FTE (Full Time Employers)	0 / 13 / 15	13	1347	
-	**SI1**	Replication/Transfer	countries	-	7	8	
12.1 Networking (seminars for public authorities and professionals)	**SI2**	Social networking (entities/individuals reached)	N	(public authorities 300 (at the end) 500 (bey. 5 yrs) (proffesionals : 300 / 600)	600	204	No goal set
11.1	**SI3**	Visits to the website and the project social media	visits	10000 (at he end) 15000 (beyond 5 years)	300 visits	202234	
10.2 Involvement of non-governmental organisations (NGOs) and other stakeholders in project activities	**SI4**	Stakeholders that are aware of the benefits of reducing water consumption (the total number of stakeholders involved in the project), Assistance: webinars, conferences, etc.	TDB	4 / 810 / 1125 (private for profit) 5 / 46 / 116 (public bodies)	TDB	5,650	No goal set

8. Comments on the financial report

a. Summary of Costs Incurred

PROJECT COSTS INCURRED				
	Cost category	Budget according to the grant agreement in €*	Costs incurred within the reporting period in €	%**
1.	Personnel	868 129	926 911,69	106,77
2.	Travel and subsistence	69 054	25 732,78	37,26
3.	External assistance	407 606	427 869,27	104,97
4.	Durables goods: total non-depreciated cost	0	0	0
	- *Infrastructure sub-tot.*	0	0	0
	- *Equipment sub-tot.*	0	0	0
	- *Prototype sub-tot.*	0	0	0
5.	Consumables	0	0	0
6.	Other costs	139 315	56 522,79	40,57
7.	Overheads	103 881	96 132,90	92,54
	TOTAL	**1 587 985**	**1 533 169,43**	**96,55**

b. Accounting system

Include among other aspects:

- Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system
- Brief presentation of the procedure of approving costs
- Type of time recording system used, i.e. electronic or manually completed timesheets
- Brief presentation of the registration, submission and approval procedure/routines of the time registration system
- Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project

Stakeholder Name	EPM
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	The analytical accounting system for LIFE Wat'savereuse is marked with code FA 22221. All WSR expenses of the EPM are coded FA 22221
Brief presentation of the procedure of approving costs	All the expenses incurred on the project are approved by the General Secretary of the EPM
Type of time recording system used, i.e. electronic or manually completed timesheets	Manual report by the EPM staff into Excel timesheets.
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	The time dedicated by each person of the Project time is noted into the timesheets and signed by the Administrative and Financial Officer of the EPM
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Name and code of LIFE project is defined at the title of invoices. Invoices are validates and certifies that the work has been correctly carried out.

Partner Name	ABAQUA
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	The hours attributable to the staff and the invoices for contracted technical assistance in matters of communication are recorded in account 00064006.
Brief presentation of the procedure of approving costs	An approval procedure is attached depending on the type of expense.
Type of time recording system used, i.e. electronic or manually completed timesheets	Daily excel timesheet.
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	Daily excel timesheet of LIFE project work is supervised and validated by General Director weekly.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Name and code of LIFE project is defined at the title of invoices. Attached invoice.

Partner Name	ACA
Brief presentation of the accounting system(s) employed and the code(s)	The economic monitoring of the project is done through the SAP R/3 computer application. Certifications and invoices are introduced in this media. The administrative

identifying the project costs in the analytical accounting system	processing of the different contracts, such as their amount, their budget, the start date or the expected date of completion of the work are entered in the computer application SIEBEL. Each contract is assigned a code, which is the same for both management systems, SAP R/3 and SIEBEL. SAP R/3 application allows to distinguish the costs of the LIFE WATSEVEREUSE project by creating the cost orders DIG_WATSAVER and AAA_WATSAVER, corresponding to the Department of Communication and Institutional Relations and the Department of Infrastructure, respectively.
Brief presentation of the procedure of approving costs	The procedure for approving the costs of a minor contract (which are the only ones provided for in this project) with direct awarding procedure can be summarized as follow: -1. Credit reserve subjected to budgetary availability in the budgetary allocation specifically designated for this project. The specific budget allocations to which we charge the expenses of the actions we develop associated with the Life Watsavereuse project are: **DIG_WATSAVER- LIFE WATSAVEREUSE-LIFE19** and **AAA_WATSAVER - LIFE WATSAVEREUSE-LIFE19**. 2. Supporting report by expressly referring to article 118.3 LCSP. 3. Budgetary authorisation signed by the contracting body with express reference to the authorized amount, budget allocation, ledger account and no provision of internal own resources to execute the contract. 4. Certification of the contract (economic validation in accordance with the work carried out in accordance with the initial budget) validated by the unit promoting the contract prior presentation of the corresponding electronic invoice.
Type of time recording system used, i.e. electronic or manually completed timesheets	Electronic RESPONSE OF THE AOC CONSORTIUM OF THE GENERALITAT DE CATALUNYA ON THE AUTHENTICATION OF THE DIGITAL SIGNATURE. Regarding the request for detailed information by the monitor of the Life Wat'savereuse project regarding the pdf documents with the timesheets digitally signed by the ACA participants in this project, last Friday, May 13, we requested information from the Consortium of the Open Administration of Catalonia. RESPONSE from the Sub directorate General for Technology and Services of the Consorci Administració

	Oberta de Catalunya (Xavier Llebaria Seoane, deputy director). The digital signature is a document that is obtained three times, an operation in three steps: 1. A mathematical algorithm is applied to the document that creates a digital fingerprint, called a 'hash'. This 'hash' is a number that uniquely identifies the document. 2. The hash is encrypted using the private key of the person signing the document. 3. The encrypted hash and the signer's public key are combined into a digital signature that is added to the document. To verify the authenticity of the document, the recipient must have a digital signature support program. The program uses the public key to decrypt the hash key. It then calculates a new hash for the document. This way you can compare the computed hash with the decrypted hash; if both hashes match, the document has not been modified. Likewise, the program validates that the public key used in the signature belongs to the name that has signed it. In addition to the response by email, an official request (or ticket) has been opened Petition 3168: Sol·licitud official report of the AOC on the certification system of the digital signature in LIFE project (WATSAVEREUSE), through the contact application of the AOC Consortium website to request detailed information and we are awaiting an official response (the regulations on transparency and access to information establish a period of 1 month to respond to this type of procedure (information request).
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	The HR services sends daily to each Head of Unit / Head of Department the information from the previous day's time records as well as the forms, in case of detection of specific incidents that have to be validated / justified.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Our department expressly mentions the project in the model of the document that validates and certifies that the work has been correctly carried out.

Partner Name	AD'OCC
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	Systematically mentioned for each type of contract agreement or invoices:

	-reference of an European Life project: LIFE19 GIE/FR/001013/ WARSAVEREUSE -analytical code reference for 2021 : DOEC112 LIF000
Brief presentation of the procedure of approving costs	In line with the total available budget of the project LIFE and the budget lines, each invoice is submitted under the financial commitment board with the references of the project LIFE and the analytical code of the year . Then in addition each contract or invoice are submitted under Ixbus software for acceptation from responsible : Under 5 keuros : Bénédicte BEJM, Head of European strategic Programs Up to 25 Keuros : Jean Marc Dessapt , International Affairs department Director Over 25 Keuros : Nicolas Schaeffer , General Director
Type of time recording system used, i.e. electronic or manually completed timesheets	This process consists in integrating time dedicated to the project Life for each person of the team into the timesheets of the project LIFE WAT'SAVE REUSE (x hours dedicated to the project)
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	The time dedicated by each person of the Project time is noted into the timesheets and signed by the direct Manager.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Each invoice is submitted under the financial commitment board with the references of the project LIFE and the analytical code of the year. Then in addition each contract or invoice are submitted under Ixbus software for acceptation from responsible.

Partner Name	AETIB
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	AETIB uses an accounting programme in accordance with the general accounting Plan. We have assigned a code for WATSAVEREUSE in the accounting system, which is: 60751022
Brief presentation of the procedure of approving costs	AETIB's contracting files follow a contracting instruction approved by the AETIB's Board of Directors for contracts not exceeding €2,000,000 (not subject to SARA) when dealing with service contracts. The procedure is as follows: 1) The area that wishes to initiate a contracting procedure must make a brief proposal to Management, which is discussed at the (RDC) (coordination meeting) where Management, the legal area, the economic area, the requesting technician and the planning department are present. The proposal must contain: subject of the

	contract, description, duration, budget and annual payments. With the RDC, the bidder starts and is given a number. 2) Next, the technician responsible for this contract must draw up 2 justification reports: a market price report and a report justifying the need for this contract. With these 2 reports an ® is created (reservation of credit). 3) The technician contacts at least 3 companies, launches a call for tenders, receives the bids and, after analysing them, draws up a technical report on the award proposal. 4) The contracting body, with the technical report and a legal report of conformity, proceeds to award the contract. 5) Once the contract has been awarded, planning dep. prepares (AD) authorisation of expenditure. 6) When the invoice arrives, dep. Planning registers it, gives it to the responsible technician who issues a conformity report and Planning issues an (OP) (payment order). All this documentation is kept in the corresponding file.
Type of time recording system used, i.e. electronic or manually completed timesheets	Manually and electronic As for the authenticity of digital signatures, the Government of the Balearic Islands, as public administration, identifies its Internet portal of the e-Office (www.caib.es) using a digital certificate of electronic headquarters of the Certification Authority AC Camerfirma, S.A. Any citizen can check the validity of this certificate using the VALIDe tool, from the option "Validate E-mail Sede", by entering the URL www.caib.es. In the exercise of competence in automated administrative action, the Government of the Balearic Islands uses, as electronic signature systems, the following: - Electronic seal of the competent body in the matter relating to each procedure. - Secure verification code (CSV) linked to the public administration, which must allow access to the document within the electronic file. The CSV is a term that designates the unique code that identifies an electronic document of the Administration. This alphanumeric code usually appears in all electronic documents issued by telematics means and guarantees the authenticity and integrity of the document.

	Likewise, the actions of the staff of the Government of the Balearic Islands and its bodies and entities of public law are carried out by electronic signatures with electronic certificates as public employees. Any citizen can check the validity of the certificates used for automated administrative actions and electronically signed documents with the VALIDe tool. To verify a CSV of the Government of the Balearic Islands, you can access the "CONSULTATION SERVICE OF CSV CAIB" Consultation CSV-CAIB.
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	Every month Marga Picornell, Manager project WATSAVEREUSE during the first week of the following month, prepares the corresponding “Timesheet” with the dedication of her hours to all European projects. Then this Timesheet is delivered to the approval of the Deputy Director, who signs and seals the Timesheet. She is the only public servant/staff assigned to this project.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Name and code of LIFE project is defined at the title of invoices and at the quotation requested.

Partner Name	AQUAVALLEY
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	Used the same analytical codification for staff timesheets and expenditures (invoices). Internal code : “E2WSR”
Brief presentation of the procedure of approving costs	Terms of references clearly including selection criteria are sent to the short-listed companies (minimum of 3 companies). Companies' offers received are registered on time reception bases, and analyzed and noted by the project Team (Project managers and Director) based on the selection criteria. The identified best offer is proposed to the validation of Aqua-Valley Board or bureau Upon validation by the Board or Bureau members, Aqua-Valley President signs the best proposal, notification being done by the project manager to the company.
Type of time recording system used, i.e. electronic or manually completed timesheets	Manual report by the Aqua-Valley staff into Excel timesheets.
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	Aqua-Valley Staff members are monthly filling monthly timesheets according to the internal registration system. At the end of each month, after some signatures and verification from the director, the deposit on the Watsavereuse platform can be done.

Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Each Terms of references, order of expenses and invoices related to the Life Watsavereuse Project are Clearly mentioning that the good or service related to the order or invoice relates to "Life Watsavereuse project" with an adequate mention. On reception and after internal checking, each invoice is given an internal invoice number (Ex F21-098 ALTEREO project life watSavereuse, acompte 30 %), and the E2WSR code is opposed on the invoice before transmission to Aqua-Valley Accountant (Cazes-Goddyn) who is annual reporting by account codification.

Partner Name	CLIQIB
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	We use a separate accounting system with the cost code LIFE GIE/FR/001013. Costs are broken down into the categories: personal costs and other costs.
Brief presentation of the procedure of approving costs	For the approval of external costs, we rely on the principle of best value for money; for the other types of costs, the cluster manager approves the claim and sends it to the accounting team.
Type of time recording system used, i.e. electronic or manually completed timesheets	Manually issued timesheets.
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	Updated regularly, ideally every day. The timesheets are printed out and signed by the responsible person and the cluster manager within the first week of the following month.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Invoices are provided with a reference to the LIFE Wat'savereuse project, either by indicating the project name or project reference number or both.

Partner Name	CWP
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	The separate accounting system for LIFE Wat'savereuse is marked with code 30 (LIFE19 GIE/FR/001013 Watersavereuse).
Brief presentation of the procedure of approving costs	CWP only has a budget for one external assistance item (3.000€) and it has not been spent yet.
Type of time recording system used, i.e. electronic or manually completed timesheets	Manually issued timesheets

Brief presentation of the registration, submission and approval procedure/routines of the time registration system	Consolidated excel model including all UE projects in CWP is a partner. Each employee fills in the sheets and the CWP director reviews and signs them.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	No invoices for the moment, but future invoices will be duly marked with a reference to the LIFE Wat'savereuse project.

Partner Name	EURECAT
Brief presentation of the accounting system(s) employed and the code(s) identifying the project costs in the analytical accounting system	Document "Extract from the Accounting System": LIFE WAT'SAVEREUSE code : S000618.
Brief presentation of the procedure of approving costs	All the expenses incurred on the project are approved by the project director.
Type of time recording system used, i.e. electronic or manually completed timesheets	Electronic in a LIFE timesheet.
Brief presentation of the registration, submission and approval procedure/routines of the time registration system	All hours in which the organisation participated are noted on the timesheets. All the timesheets are signed for the employee and for the supervisor with the signature date.
Brief explanation on how it is ensured that invoices contain a clear reference to the LIFE project showing how invoices are marked in order to show the link to the LIFE project	Eurecat doesn't request the providers to include the project reference in the invoices. However, they have a stamp for every LIFE project of EURECAT. Which indicates the name of the project, total amount and percentage of imputation to every invoice of the LIFE project.

c. Partnership arrangements (if relevant)

Every trimester the project partners had to update the financial statement in the cloud. All related documents (invoices…) had also to be classified in the cloud. A specific folder was created for each partner.

Due to the COVID situation, ACA internal procedures does not consider in this moment to contract new additional personnel to perform the project. On the other hand, internal workloads of the permanent employees do not permit to execute the project with permanent staff.

In order to accomplish the technical objectives, set for WATSAVEREUSE, we consider the best solution is to transfer part of ACA's tasks, and related budget, to CWP and EURECAT, who has the technical expertise needed to carry them out, as shown below.

Person/days per action and participant

	ACA	CWP	EURECAT	TOTAL
Grant Agreement	407			407
A1	10			10
A2	10			10
B1	26			26
B2	26			26
B3	26			26
B4	28			28
B5	26			26
B6	26			26
B7	29			29
C1	60			60
D1	90			90
E1	50			50
Amendment	215	104	88	407
A1	10			10
A2	10			10
B1	14		12	26
B2	2	4	20	26
B3	4	18	4	26
B4	2	4	22	28
B5	26			26
B6	8	18		26
B7	29			29
C1	20	20	20	60
D1	40	40	10	90
E1	50			50

The change will only affect personnel costs and overheads distribution. Other cost categories of ACA's budget remain unchanged.

Moreover, the overall budget and funding of the project is maintained, as it is in the Grant Agreement. Next table shows how ACA's budget results distributed between the partners:

Described changes are needed to ensure the successful execution of the project and do not affect the scope of it. All partners involved are informed and agree with the changes described.

ACA's budget new allocation by partners and category

	Grant Agreement	Amendment
Direct Personnel Costs	81.400,00 €	81.536,00 €
ACA	81.400,00 €	43.000,00 €
CWP		21.016,00 €
EURECAT		17.520,00 €
External assistance costs	65.500,00 €	65.500,00 €
ACA	65.500,00 €	65.500,00 €
Other costs	21.800,00 €	21.800,00 €
ACA	21.800,00 €	21.800,00 €
Overheads	12.292,00 €	12.156,00 €
ACA	12.292,00 €	9.604,00 €
CWP		1.325,60 €
EURECAT		1.226,40 €
Travel and subsistance costs	6.900,00 €	6.900,00 €
ACA	6.900,00 €	6.900,00 €
Total	**187.892,00 €**	**187.892,00 €**

d. Certificate on the financial statement

The auditor's report (to be included with the final financial report) must follow the format of the 'Terms of reference for the certificate on the financial statements' available on the LIFE website under the LIFE Reporting / Templates section.

e. Estimation of person-days used per action

In order to have an overview of the use of budgeted person-days by group of actions, it is **recommended to fill in the following additional table**. Please provide estimates of % of person-days spent compared to the budgeted numbers[3]. This table will allow you and the Agency to monitor the actual absorption of budgeted time and will highlight any major deviations that should then be explained. When compiling the information, you may refer to the number of days referred to in Form R2 of the proposal:

Action type	Budgeted person-days	Estimated % of person-days spent
All projects when applicable Action A: Preparatory actions	53 994	100
NAT and CLIMA projects Action B: Purchase/lease of land and/or compensation payment for payment rights	270 406	110,87
ENV projects Action B: Implementation actions		
GIE projects Action B: Core actions		
NAT projects Action C – Concrete conservation actions		
CLIMA projects Action C: Implementation actions	204 885	100
ENV and GIE projects		

[3] As we are only requesting estimations, those figures are not meant to be used for the financial reporting.

Action C: Monitoring of the impact of the project action		
NAT and CLIMA projects Action D: Monitoring and impact assessment	146 789	100
ENV and GIE projects Action D: Public awareness/ommunication and dissemination of results		
NAT and CLIMA projects Action E: Communication and Dissemination of results	192 055	115,3
ENV and GIE projects Action E: Project management		
NAT and CLIMA projects Action F: Project management (and progress)		
TOTAL	868 129	106,77

9. annexes

To this report we annex Layman's Report, the After-Life and a compilation of responses to amendments to letters received.