LIFE19 GIE/EN/001013

WAT'SAVEREUSE project

Tourism Sector awareness raising on water saving and reuse legislation

ACTION B.6 – B6. Replication and capitalization activities

Deliverable Nº of Deliverable: 1

Replication and Transferability Plan

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1. Introduction

Once this project has obtained the first results, replication and capitalization activities are the next steps that WAT'SAVEREUSE have to implement. A part of the 3 EU regions that are already part of the project: Catalonia, Balearic Islands and Occitania, 3 additional EU regions have committed to participating in the project replication: Canary Islands, Corsica and Sardinia. Later Malta became interested in the WAT'SAVEREUSE Project and was integrated in the replication. In totally 7 countries have to be part of the replication. At the moment France, Spain and Italy are the main countries that are part of the replication, and as indicated in the full application, Corsica and Sardinia have to provide us with a letter of support until they know that the project is successful.

Replication participated in the first project meetings as part of the Steering Group where they explained their experiences in their different fields.

Through this methodology that we will explain throughout the document, you will be able to observe the main steps to follow with these countries and the organization of replication and capitalization.

2. GENERAL METHODOLOGY

As mentioned in the Application Form The replication plan should follow a concrete methodology. In this action we want to use some of the engagement plans principles as we think the engagement is essential to persuade the replication territories.

1.1 Methodological basis

o Organization:

- Identification of potential discussion group members
- Promote the convening of a first meeting.
- First meeting: consolidate the members of this group and gather proposals to invite other members.

o Dynamization: to activate the agents and people invited to organize themselves and make decisions.

o Relational processes:

- Establish meeting spaces.
- Establish topics for discussion and people in charge of the topics for discussion.
- Ordering the group's priorities
- Define a first participatory diagnosis of the territory in question based on the themes and priorities.

1.2 Phases and moments of the process

Phase 1: Project:

- Institutional and methodological framework
- Overture to discourses and opinion groups

Phase 2: Diagnosis

 Diagnosis of the environment: A diagnosis of the territory and the range of realities that need to be improved and transformed is drawn up, with the active participation of the whole range of agents (political representatives, social organizations and movements, technical staff and professionals from public services, commerce and other economic agents and non-organized residents). The aim of this SWOT diagnosis is to highlight the strengths and weaknesses of the territory and of the themes that will be the subject of the public debate.

 Diagnosis of the WSR project: critical analysis of the awareness-raising campaigns promoted by the project and proposals for improvement to increase its impact. That is to stablish a debate on key issues (drafting).

o Action plan:

 Presentation of the group's conclusions to the municipal government (municipal council?) and public opinion (press release).

 Local political debate

- It is positive to have a conceptual map of the problems, opportunities and resources available, even if all the elements overlap in practical application.

- It is essential to be able to count on a figure who energizes the group and who is capable of accompanying it with empathy, creativity and communication skills.

The deliverable Replication and Transferability Plan include actions aimed at:

- Establish a transnational cooperation program (networking) of shared territorial strategies in the field of water, by common economic sectors, and in coherence with the principles of the circular economy.
- Promotion and dissemination of existing and future regional actions.
- Transnational actions to promote the reduction of water consumption through communication and awareness campaigns (related to the actions B.2-B.3-B.4)
- Design joint strategies to ensure the continuity of the lessons learned on the basis of the EU new priorities for 21-27 multiannual framework in the field.

To achieve these objectives, the WAT'SAVEREUSE project will offer different tools and activities:

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- ✓ Guidance on how European Regions and cities could implement their own campaigns.
- ✓ Facilitate replication into this Regions with guidance, capacity building support and the interactive multi-stakeholder "Resource Bank" that you can find in WAT'SAVEREUSE website. As self-assessment tool for interested region/stakeholders/industry that will allow them understanding the most suitable communication strategies, as well as the specific impact of the adoption of some policy making measures.
- ✓ Evidence guidance and communication materials and products to be adapted and used in the regions (as flyers, posters, roll-ups, drafts of documents to do presentations…).

3. REPLICATION AND TRANSFERABILITY PLAN



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Welcome! If you are reading this document, it is probably because you are committed to the problem of water scarcity and interested in knowing about initiatives that, in one way or another, attempt to deal with the difficulties it creates. In fact, you may already have heard about the WAT'SAVEREUSE project and now want to know how it has been applied and the results. It could even be that you are linked to public institutions or private organisations that seek to lead a project aimed at water saving in the tourism sector of your country. Well, whatever your situation, thank you very much for coming here!

We would like to explain why the WAT'SAVEREUSE Replication Plan and the fact that you are now reading this manual is so important for us.

When the Euroregion Pyrenees Mediterranean decided to lead the WAT'SAVEREUSE project, it was convinced of the benefits that such an initiative could bring to the field of saving, reuse and reduction of water consumption in the territories of the Euroregion and in the field of tourism. Now, three years later, we are aware of the changes that the initiative has brought about in our local industry, but also in municipal and regional governments, and in the behaviour of our tourists. And that is why we would like the positive effects of the project to be extended beyond our geographical limits.

We firmly believe in the importance of capitalising on the knowledge we have acquired during this 2020-2023 implementation period and the need to transfer it with the aim of motivating other territories with a similar situation to replicate our project as a way of attempting to mitigate the problems derived from water scarcity.

We are aware that each place is unique and diverse, but with this Manual to replicate the WAT'SAVEREUSE project we wish to provide you with a tool with which you can adapt our experience to your situation. To do so, we have prepared this guide that we have called a manual and that compiles the main lessons learnt during the WAT'SAVEREUSE experience so that you can replicate it yourself.

Read on and find all the information you will need to understand the operation of the WAT'SAVEREUSE project and apply its objectives of saving, reuse and reduction of water consumption in your territories as well.

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and get to know us in
minutes!

4. CONTEXT

1.3 The issue of water scarcity

Water is an increasingly scarce essential resource. The effects of climate change and the poor management of water resources by societies around the world accelerate a phenomenon that threatens to lead to serious problems in the near future both for the preservation of the environment and the survival of human beings (water is an essential asset to ensure proper food, hygiene, food production, energy production, and so on). So much so that experts say that, by 2050, more than half of the world's population (57%) will live in places with water shortages for at least one month a year; and that, in Europe, 17% of the population will be affected by water scarcity. This is a key issue for the sustainability of the planet, as reflected in the Sustainable Development Goals of the UN 2030 Agenda, with goal number 6 dedicated to ensuring availability and sustainable management of water and sanitation for all.

1.4 Water scarcity in the Mediterranean

If water scarcity is a global problem, it manifests itself in various ways and intensities according to geographical areas, with the Mediterranean Sea basin being one of the most affected. In fact, the shortage of rain during the warm part of the year is one of the essential characteristics of the Mediterranean climate, which has been aggravated in recent years by the effects of climate change. Currently, the Mediterranean region is one of the areas of the world with the highest water stress, with a great demand for fresh water and low annual precipitation. Phenomena such as rising temperatures, reduced rainfall and prolonged droughts are making the situation even more complicated, and it seems that this trend will worsen. In fact, experts say that by the end of this century there will have been a 20% reduction in rainfall in Mediterranean countries.

Aware of this issue and of the need to seek solutions, the Euroregion Pyrenees Mediterranean, which brings together the governments of Catalonia, the Balearic Islands and the Occitanie region, is implementing the WAT'SAVEREUSE project. This project has the support and funding of the European Union through the LIFE programme and started operating in 2020.

1.5 The influence of tourism in the issue of water scarcity in the Mediterranean

Tourism is an economic activity relevant to the territories that make up the Euroregion Pyrenees Mediterranean. In fact, it is one of the most visited tourist destinations worldwide, which annually receives millions of tourists with a great economic impact. For Spain, the importance of tourism for its gross domestic product reaches 15%, while for France it is 10%. In addition, within these countries, the territories that are part of the Euroregion are among the most visited destinations.

But tourism also creates certain issues in these territories, including the fact that the sector is a great water consumer, due, among other factors, to the following:

- the water needed to maintain good conservation of landscapes and ecosystems for tourist destinations to remain attractive;
- the high water consumption of the hotel sector (pools, laundry, cleaning, etc.);
- the behaviour of tourists who are less responsible while on holiday and often come from countries where the availability of this resource is much more abundant, and therefore are not aware of the issue.

1.6 A project focused on awareness-raising

Having defined the WAT'SAVEREUSE framework of action, focused on initiatives to save, reuse and reduce water consumption in the specific geographical framework of the Mediterranean and in the economic sector of tourism activity, the project target group has been selected and divided into four: tourists, tourism supply, municipal political authorities, and regional governments. With the aim of explaining the objectives of the project to these groups, it has been decided to design WAT'SAVEREUSE as an awareness-raising project, which, through campaigns aimed at the four target groups, seeks to promote responsible consumption habits, report on the benefits of water legislation, and explain national initiatives to promote the circular economy, particularly in terms of consumption and reuse.

1.7 The partners of WAT'SAVEREUSE

The WAT'SAVEREUSE project consists of 9 partners. On the one hand, the Euroregion Pyrenees Mediterranean, as a cooperative body that involves the regions of Catalonia, the Balearic Islands and Occitanie. The partners from the public sector are responsible for water management in the three territories: the Agència Catalana de l'Aigua (Catalan Water Agency, ACA), the Agència Balear per a la Qualitat de l'Aigua i el Medi Ambient (Balearic Agency for Water and Environmental Quality, ABAQUA) and the Agence de développement économique de la Région Occitanie (Agency for Economic Development of the Occitanie Region, AD'OCC). These three agents bring to the project their skills in public water management, consumption data and the agents involved in water management in their territories. In addition, also from the public sector, and in this case from the field of tourism, the project also encompasses l'Agència d'Estratègia Turística de les Illes Balears (Agency for Tourism Strategy of the Balearic Islands, AETIB).

The partners from the private field come from the different clusters in each of the territories and bring together business and academic agents linked to water management. These are the Catalan Water Partnership (CWP), the Cluster of the Chemical Industry of the Balearic Islands (Balearic Agency for Water and Environmental Quality, CLIQIB) and the Pôle de l'Eau en Régions Occitanie et Sud (Aqua-Valley). Finally, from the territorial scope of Catalonia but with a role that affects the global territories, the project is complemented by the EURECAT Scientific Research organisation.

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#WSR2

Together for water

Sensibilitzar el sector turístic sobre la legislació sobre estalvi i reutilització de l'aigua



Encoratjar la indústria turística a implementar almenys 5 solucions de reutilització de l'aigua.

Reduir el consum global d'aigua dels turistes durant la seva estada en hotels, càmpings i altres.

Enfortir la governança de l'aigua mitjançant la col·laboració entre les administracions públiques i els operadors de la cadena de valor.

Reduir el consum mundial d'aigua dolça.

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LIFE WAT'SAVEREUSE

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5. OBJECTIVES

1.8 General objectives of WAT'SAVEREUSE

1. Explain the benefits of water legislation and national initiatives to promote the circular economy in water consumption, especially in the tourism sector, and with the aim of saving and reusing water, with special emphasis on the Mediterranean environment.
2. Palliate the identified environmental problem (water scarcity and drought) by conducting awareness-raising campaigns aimed at four target groups and defining good policies with a clear impact.

1.9 Specific objectives of WAT'SAVEREUSE

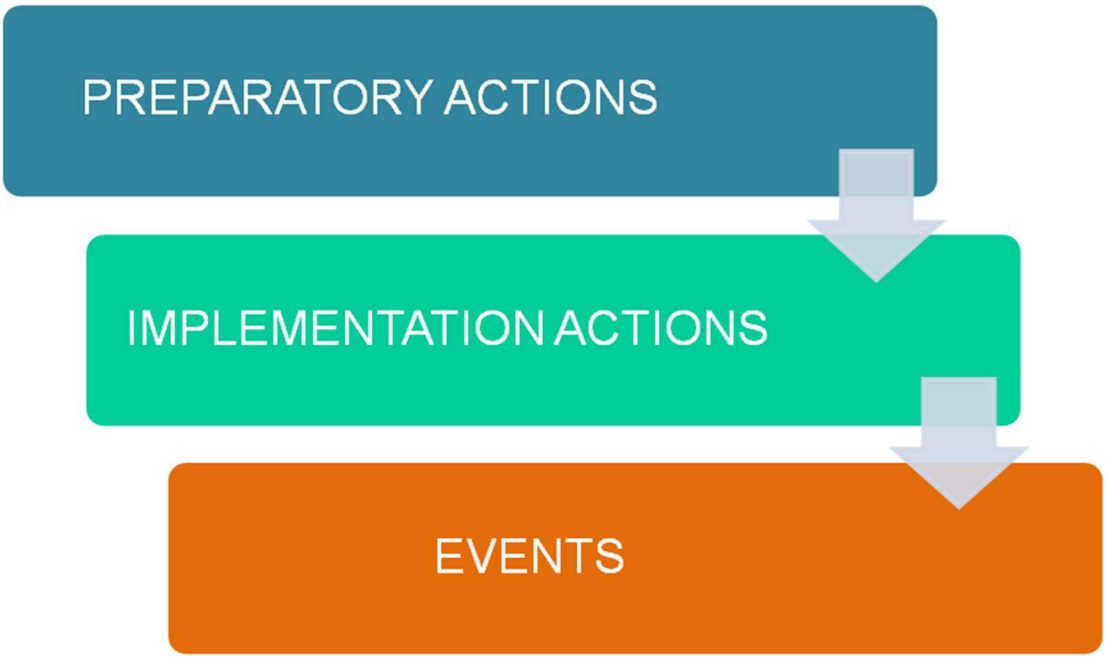
- Reduce overall water consumption of tourists during their stay in hotels, campsites and other places.
- Promote and raise awareness among stakeholders in the tourism industry of the reuse of water in order to explain the benefits of implementing legislation on reuse and improve the tourists' perception of recovered water.
- Encourage the tourism industry to implement at least 5 water reuse solutions.
- Strengthen water governance through collaboration between public authorities and operators of the value chain.

1.10 Objectives of the Replication Plan

1. To make available to the public the knowledge and learning acquired during the implementation of the WAT'SAVEREUSE project.
2. Maximise the positive effects of the WAT'SAVEREUSE experience, extending it to other territories.
3. Capitalise on the knowledge acquired and disseminate it through various information actions that explain, in other territories with the same issue, the WAT'SAVEREUSE experience and the keys to its success.
4. Make the most of the economic investment that the project has received, so that its benefits extend beyond its geographical limits.
5. Be inspired by other territories that want to work on saving, reusing and reducing water consumption.
6. Create material that becomes a specific and useful tool to extend the knowledge acquired through the WAT'SAVEREUSE experience.
7. Publish this material in a way that is public and free of charge.

6. SUMMARY OF THE ACTIONS CARRIED OUT

During the 3 years of development of WAT'SAVEREUSE, a great deal of work has been done by the Euroregion and its partners. The main phases of work and their lines of fundamental actions are explained below, and can be grouped into the following



1.11 Preparatory actions

1.11.1 Analysis of previous information and documentation

An exhaustive analysis is conducted of data and information that contribute to outlining the real state of the water issue in the territorial and economic sector in which the project is developed.

1. Review and analysis of more than 40 effective and non-effective communications campaigns on water saving at local, regional, national and European levels.
2. Review and analysis of 6 certification labels related to sustainable water reuse.
3. Review and analysis of 48 certifications related to sustainable tourism.
4. Search for and collecting information related to the management and reuse of water in the tourism sector, segmented by the specific target groups.

5. Search for information on current policies and legislation on drinking water and its reuse, with information at local, regional, national and European levels.
6. Preparation of a list of available technologies, methodologies and practices with a clear impact on water saving and reuse.

1.11.2 Consult stakeholders

Through face-to-face and telephone surveys and online questionnaires, these are divided into the following types:

1.11.2.1 TOURIST SURVEYS

In-person surveys are carried out in locations frequented by tourists such as hotels, shopping centres, water parks and/or attractions, and leisure establishments. Each interview lasts for approximately 7 minutes and the interviewers are dressed in WAT'SAVEREUSE corporate clothing. When the interview ends, interviewees are offered the possibility of finding out more about the project by scanning a QR code that interviewers have printed on a card. This code is linked to the WAT'SAVEREUSE website.

The questions focus on socio-demographic issues, water consumption behaviour (both at home and during holidays), awareness of water scarcity, and awareness of the concept of recycled water.

The results of the surveys show, among other issues, that tourists relax their good water consumption habits when they travel.

1.11.2.2 HOTELIER SURVEYS

These are conducted by telephone after having made an online call to search for volunteers. Each interview lasts an average of 13 minutes and focuses on the characteristics of the accommodation, raising awareness about water scarcity and drought, consumption and the technology they use to save and reuse water, and recycled water.

Notable among the results of the survey is the fact that most of the technologies used in the sector for water saving and reuse are for health and safety, and not to increase the sustainability of the establishment. However, a segment of a few tourist establishments is identified that have made investments in this field, are very aware of the problem, and also use their actions towards sustainability as a marketing tool.

Moreover, the results also show that it is crucial for a region/country to identify, understand and accurately measure tourism's water demand, as well as the scope of its impact, in order to define clear areas of intervention.

1.11.2.3 SURVEYS OF LOCAL AND REGIONAL PUBLIC ORGANISATIONS

These are conducted through an online questionnaire. It is difficult to get public organisations to answer the questions asked, either because they do not have the data requested (it has not been measured) or because they do not want to share it.

1. Consult the complete results of the surveys conducted in by clicking here.

1.11.3 Definition of the framework and teams

The Euroregion Pyrenees Mediterranean is responsible for the LIFE WAT'SAVEREUSE project and acts as its coordinator. The other partners are grouped by geographical areas and each territorial group is responsible for the implementation actions in its area. In order to act in a coordinated and networked way, two working bodies are established:

2. **Steering Group:** brings together the technical managers of the project every two months to monitor the actions carried out and plan the future.

3. **The Management Board:** brings together the project managers every four months to monitor the work that has been done so far.

4. The meetings of the two groups are usually online, but the Steering Group holds at least one face-to-face meeting per year that contributes to improving the relations between the network of partners and their feeling of belonging to the project.

1.11.4 Definition of the objectives of the project and its key performance indicators (KPIs)

The project's objectives are defined once the research and analysis phase of information has ended, when it has been possible to obtain a panoramic picture of the state of play. All project members participate in this phase.

1.11.5 Definition of the work methodology

To facilitate working procedures, common methodologies are agreed that allow the procedures and the measurement of the results of the actions to be unified. Specifically, there will be an adaptation of the DIPSIR methodology, of American origin and specific for environmental issues. This adapts to the needs of WAT'SAVEREUSE and is used to unify the working procedures of all those involved. At the same time, various work elements such as corporate Word and PowerPoint templates and designs are also prepared, as well as other graphic materials that facilitate the development of the day-to-day of the project and enable a global aesthetic of the actions undertaken by each partner to be obtained.

1.12 Implementation actions

1.12.1 Development of a communications framework

1. The WAT'SAVEREUSE Communications Plan is a tool that seeks to provide coherence to the various regional communications plans, establishing a common vision and strategy for all of them.

2. A communications strategy is defined based on the R2 message: the need to reduce water consumption and reuse this resource.

3. Commitments to developing communications campaigns based on the 4E behaviour change model: Enable, Engage, Encourage and Exemplify.

4. 5 general communications objectives are defined, accompanied by the results of their objectives, process and KPIs

5. The messages to be used must be brief, easy to understand, socially and culturally acceptable, technically correct, and be expressed in positive terms.

1.12.2 Development of communications strategies and campaigns aimed at the demand

Each territory prepares an awareness campaign on the need to reduce water consumption, aimed at tourists who visit them. To carry out these campaigns, the following directives are followed:

6. Definition of the communications strategy, public, objective and message.

7. Identification of tourism and regional agents to work with for the implementation of the communications strategy.

8. Analysis of the economic availability of each territory to adapt its campaign to the available resources (onsite and/or online support, duration of the campaign, etc.).

9. Definition of the communications campaign. Each territory contacts an advertising and/or communications agency that helps them in this field: message definition, slogans, leitmotiv, image design, distribution, etc.

10. Each territory adapts the message and objectives to the specific challenges of its reality.

11. Messages are published in several languages, so that they are understandable for as much of the demand as possible.

12. As a result of the action, each territory develops its own communications campaign aimed at tourists and adapted to their reality.

1.12.2.1 CATALONIA

1. Catalonia's approach, developed by the ACA, takes the form of the campaign "Together for Water".
2. Since the activation of the campaign website, in March 2022, it has been visited over 87,400 times. This website is available in Catalan, Spanish, English and French, and collects basic, relevant and very visual information about water in Catalonia and the impact of tourist activity on this resource.







Examples of sections of the website Together for water

3. At the same time, the website also presents a space dedicated to explaining what the LIFE WAT'SAVEREUSE project is (which links to the official WAT'SAVEREUSE website) and makes available to users a calculator to make an approximate estimation of their water footprint. On the other hand, the same website dedicates a space to feature the logos of all the entities, organisations and companies that have collaborated in the dissemination of the campaign.

4. Moreover, the ACA website provides a section where those responsible for tourist accommodation can download a series of materials for the dissemination of best practices in water consumption designed so that they can display them on their premises. These materials can be customised with the logos of the establishments themselves.



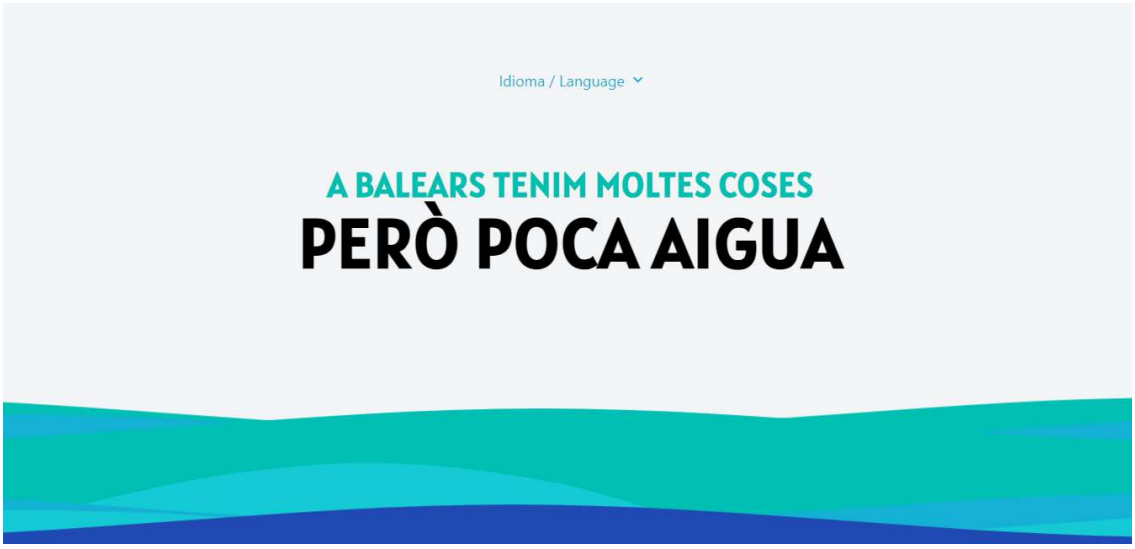
Samples of some of the customisable gadgets of the campaign

5. In total, more than 50 tourist establishments have distributed the campaign posters and gadgets.

6. In addition, between the ACA and the General Directorate for Tourism of the Catalan Government (in 2022 and 2023) a total of 113,000 materials have been printed for distribution in tourist accommodation and tourist offices.

1.12.2.2 BALERIC ISLANDS

- Developed by the AETIB, The Balearic Islands has run the campaign "A les Illes Balears, tenim moltes coses, però ".
- The campaign has its own website that sets out the state of water in the Balearic Islands and a series of best practices aimed at promoting water saving among tourists.





Example of some sections from the website abaqua.cat/ca/water-use-campaign/



- The key element of the Balearic Islands strategy are animated videos. During July and August (from 2022 and 2023), when tourists of different nationalities arrived on the islands, were impacted with the videos of the campaign through their mobile devices and the advertising on Google, YouTube, Instagram, X and Facebook.
- The videos have been made in Catalan, Spanish, French, Italian, German and English and feature a friendly drop of water providing awareness-raising and water consumption best practices messages.
- Just in summer 2023, the campaign reached a total of 56.2 million impressions, almost half of them on Facebook.



Watch the campaign videos here or above

1.12.2.3 OCCITANIE

- The strategy of Occitanie, developed by Aqua-Valley and the Agence de développement économique de la Région d'Occitanie, is the campaign "Laissez-nous de l'eau!" (Let us have some water).
- Unlike the campaigns of the other regions, it has combined messages aimed at tourists with others directed at the tourism sector. In total, four videos have been created, two for each target group.
- Although the messages have been different, the communications strategy has been exactly the same: the creation of short videos (15 seconds), with messages that present the water scarcity in the region and water consumption best practices, and featuring children (seeking public empathy and appealing to the need to take care of water resources for future generations).

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Watch the campaign videos here or in the previous images

- The campaign has been complemented by the creation of posters with the slogan, which has been distributed in tourist establishments (especially campsites).
- Consult the campaign conception document here.

1.12.3 Development of communications strategies and campaigns aimed at the supply

Three fundamental tools have been used to establish dialogue with the tourism supply. These are:

1.12.3.1 INFORMATION WEBINARS

Aimed at tourism agents to promote the WAT'SAVEREUSE initiative, the communications campaigns developed by each of the partners and the materials created and available for the tourist supply. Each partner has created and organised a webinar aimed at agents in their territory. You can consult them by clicking on the item below:

- Webinar Catalonia
- Webinar Balearic Islands

- Webinar Occitanie

1.12.3.2 WORKSHOPS

Aimed at the tourist supply, they seek the direct involvement of the attendees to develop the WAT'SAVEREUSE project and its benefits for the territory.

- Workshop Balearic Islands

1.12.3.3 TECHNICAL MANUALS

In total, 3 manuals have been prepared that aim to present examples of best practices in the sector and technologies for water saving and reuse available in the territories. Technologies are presented with specific examples of devices and models, and suppliers to purchase them. The manuals are available in 4 languages: Catalan, Spanish, French and English.

- Sustainable water management plan for public tourist establishments
- Sustainable water management plan for private tourist establishments
- Repository of saving, reuse and sustainable water technologies for the tourism sector
    - Later, this technology repository also becomes a web space to facilitate online consultation through filters and help make this a living tool where technologies and supplier companies can be added and updated.
    - In order to promote the existence of this repository, a poster summary of its content has been designed that is distributed and exhibited in several events. This design includes a QR code that links directly to the online version of the repository.

1.12.4 Development of communications strategies and campaigns aimed at local/regional authorities

Communications actions aimed at policy-makers in the three regions, especially those responsible for the areas of tourism, sustainability and the environment, and water. They follow two main lines:

1.12.4.1 ORGANISATION OF EVENTS

With the aim of raising awareness and involving public institutions in the search for solutions to water problems. For example:

- The Balearic Islands Water Forum is held annually in Palma de Mallorca and brings together public authorities of various levels to debate and reflect on efficient public water management.

1.12.4.2 INSTITUTIONAL CONTACTS

Actions held behind closed doors and in various formats to explain both the project and the issues derived from water scarcity and its possible solutions. These meetings serve to diagnose the situation, raise awareness among the public authorities, seek joint forms of collaboration, work together in the creation of awareness-raising campaigns, and, in some cases, they have even led to the announcement of new ways of funding for the installation of technologies to save and reuse water in the tourism sector.

1.12.5 Development of communications strategies and campaigns aimed at local communities

The recipients of this type of actions are the local institutions, governments, associations and civil society of a municipality. These actions are distributed in 3 main lines.

1.12.5.1 WORK SESSIONS (ONLINE AND ONSITE)

Held in different municipalities with a high concentration of tourism and aimed at promoting the saving and reuse of water both in the field of private supply and from the municipality itself. Work

sessions have been carried out in 7 different municipalities in Catalonia, 5 in the Balearic Islands and 3 in Occitanie.

1.12.5.2 CREATION OF THE WATER ACTION GROUPS

These are ongoing action groups linked to a specific municipality and which bring together the main stakeholders of that territory linked to the world of tourism and water, such as entrepreneurs, federations and groups, public organisations, town councils, neighbours, associations and NGOs.

1.12.5.3 PARTICIPATION IN EVENTS AIMED AT THE LOCAL COMMUNITY

With the aim of taking the project to the places/events that bring together the local population. They can be specific environmental events, but also popular celebrations or sporting events, among others.

1.13 Events

With the aim of sending WAT'SAVEREUSE's message to as many people as possible, we have participated in events of various types, especially fairs and congresses in the tourism sector and water sectors. Moreover, the Euroregion Pyrenees Mediterranean (as the body responsible for the project) has also been in charge of organising its own events, such as the Accelerating changes through alliances and cooperation talk on the occasion of World Water Day, presenting the WAT'SAVEREUSE project in other areas interested in the problem or the online meeting on the occasion of the Day of the Mediterranean 2023.

7. RESULTS

Results expectations:

1. The design of a new communications methodology to reduce water consumption and raise awareness about the benefits of water reuse in the tourism sector.
2. Achieve a 9% increase in water reuse in the tourism sector, through stakeholder awareness, of the advantages of implementing legislation on water reuse, strategies and reuse of water in the tourism sector.
3. Reduction of 20% of water consumption in hotels.
4. 9% increase in the reuse of water golf courses.
5. A 12% increase in water saving by public authorities.
6. Greater cooperation between public authorities.
7. Reducing the environmental impact of tourism on the Mediterranean coast

See final results if available: https://lifewatsavereuse.eu/results/.

8. BEST PRACTICES TO REPLICATE THE WAT'SAVEREUSE EXPERIENCE

The following is a compilation of 16 best practices that can be useful for territories that want to implement a programme aimed at promoting water saving and its reuse in the tourism industry, such as WAT'SAVEREUSE.

1. **Focus the project on a real issue in the area:** In the case of WAT'SAVEREUSE, the project has been developed at a time when climate change is accentuating prolonged droughts in the geographical area of the Mediterranean region, with the water scarcity issues this entails. Therefore, the project works on a topical issue, which directly affects the population and the natural environment of the territory, which the media reports on and that leads to a context favourable to saving and improving the use of water, the fundamental objective of the project.

2. **Focus on awareness-raising:** In the case of WAT'SAVEREUSE, the issue of water scarcity is addressed from the perspective of awareness-raising, considered a fundamental tool to increase understanding and involvement of the various agents in the sector. WAT'SAVEREUSE is committed to concrete solutions and the transfer of knowledge, data and best practices that already exist, with the ultimate objective that these lead to responsible decision-making on water (in the case of tourists, improvement of water consumption habits; in the case of the tourism supply, in taking measures to save and reuse water; and in the case of new authorities, local groups and the creation of new regulations, working groups and communications actions to save water reuse).

3. **Ensure a specialised and diverse work group:** In the case of WAT'SAVEREUSE, the project partners are mainly specialists in the field of water. This level of knowledge of the field to be addressed by the partners is one of the strengths of the project, which is enhanced by the fact that the working group brings together partners from different areas: public sector, private sector and academia. This has allowed different visions on the same

subject to be brought together, achieving a 360 degree approach. Having a partner from the field of public tourism management has been another advantage of the working group.

4. **Have a clear leader:** In the case of WAT'SAVEREUSE, this figure falls to the Euroregion Pyrenees Mediterranean. region Although it is the only member of the non-specialised working group in the field of water or tourism, its extensive experience in inter-territorial networking and European projects has made it an effective leader responsible for showing the way to the rest of the team and dealing with the main tasks of monitoring the project, and transferring its evolution to those responsible for the LIFE Programme (which finances this initiative).

5. **Define a framework that enables the relationship between the project partners and carrying out the tasks:** In the case of WAT'SAVEREUSE, the definition of this framework from the outset has been basic to enable the fine execution of the project. It involves agreeing, from the beginning, on issues that may seem as simple as the design of communication materials (templates for the presentation of communications and reports, corporate colours of the project, a PowerPoint base for presentations to be made, etc.), defining common work and measurement methodologies, establishing the operation of the work teams (the function, members, how they will communicate, and how often, etc.), and create a schedule with the work phases to be developed.

6. **Prioritise the definition of the real state of the issue in hand before designing the implementation actions:** In the case of WAT'SAVEREUSE, intense work has been carried out prior to the design of the implementation actions, which has resulted in an accurate and complete diagnosis of the water issues in the territories analysed and the behaviour of the tourism sector in this field. Analysis before starting to plan is essential. Thus, WAT'SAVEREUSE decided to analyse the available information and collect new data of interest, both from the search for existing sources and the conversation with the main stakeholders. The surveys carried out in the first phase of the project and aimed at measuring the knowledge and actions in the field of water saving and reuse of tourism supply and demand stand out.

7. **Specify the overall objectives of the project:** in the case of WAT'SAVEREUSE, the process of communication between all those involved in the project has been fundamental in order to define the overall objectives of the programme. It is essential that these objectives are agreed, understood and shared by all those involved, since it is with a view to these objectives that each territory will design the implementation actions it considers most appropriate.

8. **Define the public objectives of the actions to be implemented:** in the case of WAT'SAVEREUSE, a definition has been made, considered very appropriate, of 4 differentiated target groups, from which specific communications actions have been specified for each one. They are as follows:
    - Tourists (on behalf of the demands).
    - Tourism supply (such as hotels, tourist operators, attractions, public facilities, etc.).
    - Local communities (residents, associations and federations, etc.).
    - Public authorities represented by regional and local authorities.

9. **Design a communications plan for each territory:** In the case of WAT'SAVEREUSE, these plans have been designed based on the Global Communications Plan. Each of the regional plans defines how the task of communications and awareness-raising should be in each of the destinations involved, adapting it to their needs, issues and specific realities. For example, the Occitanie Communications Plan focused on the field of campsites; in the case of the Balearic Islands, it committed to a digital campaign; and in Catalonia it was decided that collaborating establishments might be able to customise the campaign.

10. **Address tourism demand through an advertising campaign:** in the case of WAT'SAVEREUSE, a campaign for each territory. Below are some of the main successes of the three campaigns.
    - Campaigns with clear and specific slogans on the water issue.
    - Design of very visual campaigns, focused on the provision of information and the acquisition of good habits.

- All campaigns have shared the same objective: to raise awareness among tourists of the hydrological stress suffered by the regions they visit and the actions they can carry out to minimise their impact while visiting the region. In this respect, it is considered a good thing to have chosen to focus efforts on helping the public understand the water scarcity of the territory, (often) compared with their countries of origin, and what this means for the environment and the local community of their holiday destination.
- The campaign materials have been published in the main languages of the tourism demand of the territory with the aim of reaching the widest possible public.
- Inclusion, on paper formats, of QR codes that link with the websites of each of the campaigns or WAT'SAVEREUSE.
- Collaboration of the tourist accommodation establishment as contributors to the campaign, ceding their venues to shed light on it .
- Preparation and distribution of materials such as toothbrushes and kits with information on how to use them more responsibly with water consumption.
- Create free download promotional materials on the campaign website, designed so that each hotel establishment can customise them by adding their logo.
- Use of audiovisual pieces mainly distributed through online channels

11. **Preparation of technical manuals:** in the case of WAT'SAVEREUSE, three technical manuals have been prepared that have been very well received by the tourism sector, which has found a useful consultation tool with real answers and examples applicable to their accommodation.
    - This experience has allowed us to understand the need to constantly inform tourism agents about water-related issues.
    - Talks with the sector have shown that most of the main stakeholders did not know the technologies, best practices and other proposals included in the manual.
    - Another success with these manuals has been to introduce them in workshops and communications events (face-to-face and online) where it has been possible to interact directly with the receivers. In addition, they have been uploaded to the project website so that they can be downloaded. Finally, seeing the interest in this

resource, a web space dedicated specifically to the Repository of Water Saving, Reuse and Sustainable Use Technologies for the tourism sector has been created that has turned this manual into a dynamic tool that enables constant updating and helps searching through filters.

- This manual has also proved to be a tool to raise awareness about water issues between tourism agents and public authorities, and at the same time, as an arena to promote the knowledge and proposals of local companies and best practices implemented at local/regional level.

12. **Organisation of workshops and webinars:** In the case of WAT'SAVEREUSE, they have been an excellent meeting place with the demand, the local community and the local and/or regional authorities, fundamental to identify the main challenges and difficulties they face. At the same time, they have enabled the project to be explained, solving doubts and seeing the feedback of those involved.
    - The regions have participated by implementing different strategies. Some have chosen to organise several small-format workshops at the municipal level and others have done fewer and bigger events. The experience of the project has shown that this second way has turned out to be the one that has obtained the best results in terms of participation. On the other hand, smaller events have allowed more direct talks to be developed.
    - Different strategies have been used for the call. Some of these events have been convened in collaboration with strategic partners such as hotel associations or tourism guilds, and others have been arranged at the municipal level. Once again, diverse strategies yield diverse results. The first way helps improve the capacity of attraction, while the second helps create direct dialogue with local authorities.

13. **Participation in events in the tourism and water management sectors**: In the case of WAT'SAVEREUSE, this has allowed us to reach a large critical mass of the target group and inform them about the project through entities and organisations with a credibility already established with the project's target.

14. **Search for alliances:** In the case of WAT'SAVEREUSE, these alliances have emerged in two different sectors. On the one hand, with associations, guilds and other organisations in the tourism sector, which have enabled dialogue with the sector. On the other hand, work has been done on the search for alliances with the public sector to enable municipal/regional policies and actions to be directed towards the achievement of the objectives of WAT'SAVEREUSE.
    - An example of alliances with the tourism sector is the one established between the project managers in the Balearic Islands and the Federació Hotelera de Mallorca (Mallorca Hotel Federation, FEHM) to organise a conference to introduce success cases in the implementation of water technologies for the hotel sector.
    - An example of partnerships with the public sector can also be found in that of the Balearic Islands, which, through the proposed activities and institutional meetings, has achieved a line of regional funding for municipalities to improve their water infrastructure and hotels to implement water technologies in their establishments.

15. **Measuring results:** In the case of WAT'SAVEREUSE, mechanisms have been established that allow the results obtained with the actions carried out to be measured. To make this possible, a good definition of the objectives of the project and of each action is essential, as well as defining KPIs for each one. To measure the result of the project as a whole, it has been very useful to carry out surveys aimed at the main stakeholders, both at the beginning of the project and at its completion, which have made it possible to evaluate knowledge, practices and perception in terms of water consumption/savings/reuse, and the effects of communications campaigns.

16. **Creation of a project website:** In the case of WAT'SAVEREUSE, it is a website dedicated to explaining this project, simply and clearly, bringing together in a single space the results of all actions, so that they become public and are free to consult. This space becomes essential for the promotion of the project and its subsequent replication, as well as the final deliverables of the project in the future.

9. ISSUES IDENTIFIED DURING THE WAT'SAVEREUSE EXPERIENCE

As on every journey, there are always stones that hinder the path. At WAT'SAVEREUSE we have also faced some issues that, internally or externally, have made our task a little more complicated. Below we identify the most relevant and the lessons we have learnt.

1. **The start of the project coincided with the height of COVID.** The project began in 2020, the year of the COVID-19 pandemic. Although WAT'SAVEREUSE was launched in September, at that time there were still many restrictions on people's mobility, in meetings and, in general, in the attendance to the public venues. In fact, tourism experienced an unprecedented crisis that kept tourist accommodation closed or functioning to a minimum. This caused the start of the project to fully coincide with the reactivation of hotel activity and with a time when the sector was mainly occupied with recovering its customers. All other issues became a non-priority.
    - Nevertheless, after some months and the good recovery of the sector, the pandemic brought about a boost in focusing on environmental and welfare issues, to which water management is closely linked. The climate emergency context we are experiencing is a topic of media conversation, which has contributed to placing sustainability solutions, including those related to water consumption and the tourism sector, at the centre of the debate.

2. **Complex water regulations designed at different admirative levels** Often, regulations and jurisdiction on water management are designed by and are the responsibility of various authorities. This creates a complex landscape, both for understanding and for the possibility of implementing solutions, since there is no single interlocutor and it is necessary to address different administrative levels and often help coordination between them.

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- Thus, it is essential to have a clear understanding of the existing regulations before starting to work, especially those related to the water consumption of hotel establishments.

3. **The existence of supply networks with significant water leaks.** This type of incident in municipal water supply networks that cause significant losses of this resource, together with the use of obsolete hydraulic facilities in some municipalities, is seen by the tourism sector as an incongruence. In some cases, the poor condition of these facilities can cause waste in water consumption of up to 60%.
   - The sector needs to be educated, clearly explaining that in order to advance in the responsible management of the use of water, everyone's involvement is essential. It is true that public authorities must make an effort to solve problems in their networks, but it is also true that the tourism sector has a long way to go in saving and reusing water, both improving its facilities and educating its customers

4. **Reticence of the sector and difficulties for investing in investments in water saving and reuse technologies.** Although the current climate situation causes more people, also those in the sector, to be aware that it is necessary to change habits to improve our behaviour towards natural resources, the truth is that there is no awareness about water management at the height of the risk of severe drought that we are experiencing. This factor, added to the low cost of water in some territories and the long period of amortisation of investments in efficient technologies, hinder decision-making in improving water management and saving.
   - In the case of WAT'SAVEREUSE, there are several strategies that have helped to improve this involvement of the hotel sector and its motivation to implement measures. The first is to involve stakeholders in working groups from the beginning of the project, increasing their commitment and making them feel part of the solution. The second is to enable easy and rapid access to the technologies available in the territory to improve water saving and reuse. In this case, this has been solved by creating technical manuals and presenting them, together with best practices, in meetings with the sector. And third, the project has been accompanied by institutional meetings between the various partners and political authorities of

the territories, which in some cases have resulted in lines of real economic aid aimed at the implementation of technologies for water saving and reuse in tourist establishments.

5. **Difficulty in obtaining significant data on water consumption.** In the territories where WAT'SAVEREUSE has been developed, it has been difficult to obtain significant data on water consumption in tourist accommodation facilities, and even more so, to obtain more specific data according to the different areas of each accommodation facility. While it is true that the existence of this information is scarce, it is data of great value that helps to design action strategies better aimed at solving identified real problems.
    - To try to solve this difficulty, it has been useful to establish solid and reliable data collection methodologies in cooperation with tourist accommodation facilities. This has also enjoyed the collaboration of companies and technology-based associations that work in the water sector and that contribute to promoting the promotion of technologies and solutions for water saving and reuse, bringing them to those responsible for tourist accommodation.

6. **Lack of training and high turnover of technical staff responsible for water management in tourist establishments**. Staff in this type of establishment often stay for short periods in their workplace and are also in charge of a wide variety of tasks, which hinders specialisation, awareness and commitment to issues related to water management.
    - For WAT'SAVEREUSE it has been useful to address not only technical staff, but also their direct managers and hotel managers. If those at the top are aware and understand the issue and its possible solutions, it will be easier for them to be committed.

10. LESSONS LEARNT AND KNOWLEDGE ACQUIRED

Over three years of work, many different issues have been analysed, tested and resolved. The list below is a summary of those acquired lessons that are considered to be of greater importance to transfer to the regions that want to replicate the programme so that they can start from a more advantageous knowledge base than the partners of the original project.

This collection has been organised around six areas of knowledge:

1.14 Policies and regulations

Actions and recommendations to review and update the current policies and regulations on water use.

- Review and update current water policies and strategies based on results and new evidence on the impacts of climate change, drought increase and water scarcity, both at European Union and global levels.
- Promote flexible use of water, especially in the use of grey and regenerated waters. For example, water from wastewater treatment plants is not currently allowed in the drinking water plant, nor is the use of grey or regenerated water for cleaning authorised.
- Establish stricter controls and regulations to ensure greater sustainability of tourist facilities, and provide economic and tax benefits and incentives for sustainable facilities. For example: reviewing the licensing system of new tourist establishments in a way that guarantees greater sustainability from the beginning, requiring technologies for saving, recovery, treatment and efficient and sustainable reuse of their waters, such as grey water recycling systems.
- Review water prices and incentives that are linked to them to promote the implementation of water saving plans and technologies and to promote the use of reclaimed water. It is recommended that tourist municipalities promote water saving ordinances to large consumers such as large hotels and their associated services (launderettes, discos, etc.),

but also in ports and marinas. Municipalities should also implement incentives to encourage the use of reclaimed water in these establishments. This would involve developing appropriate networks.

- Promote and support water conservation and efficiency practices to foster efficient use, not only in the tourism sector but in all sectors. For example, through public awareness-raising campaigns, incentives for water saving technologies, and regulations that encourage efficient practices in its use.
- Develop adaptive strategies to address the impacts of climate change on water resources, including the most frequent droughts, changing precipitation patterns and rising sea levels. This can involve the implementation of measures such as efficient irrigation techniques, water-sensitive urban design, and the development of alternative water sources.

1.15 Data collection and monitoring

Actions and recommendations to collect, share and use water-related data and implement evidence-based decision support systems.

- Promote the digitalisation of the sector, fostering the use of common standards and protocols for the collection and exchange of data on water.

- Promote the adoption of indicators and water monitoring systems so that public authorities and tourist establishments can make informed decisions, involving them in consumption-saving policies and greater responsibility for water.

- Increase the implementation of water control systems in tourist facilities to monitor its consumption, identify areas for improvement and measure the effectiveness of initiatives in its management.

- Most municipalities (especially rural/small ones) do not have the ability to efficiently control the use of water in their territories, and tourist establishments rarely have a water control system. Currently, the only way of control for public authorities is through the water bills of tourist establishments. Efficient monitoring requires accurate measurement and

communication of data on its consumption and use, and defining and implementing specific indicators for sustainable management.

- In order to work with the data collected efficiently, a standard procedure must be established within the tourism industry. Key indicators, measurement methods and report formats must be defined to ensure coherent data collection between different tourist establishments. This data should include water consumption, wastewater generation, and water quality parameters. These standards, guidelines and homogenisation processes are necessary to ensure consistency and comparability of data between different stakeholders, regions and countries.

- Make significant digitalisation efforts to improve monitoring systems to collect accurate and up-to-date information on water resources. Data exchange and cooperation between regions/countries and stakeholders must be improved to enable better decision-making and planning.

1.16 Funding and support

Actions and recommendations to support the deployment and implementation of mature and proven technologies, methodologies and solutions, which aim to improve water saving and reuse in the tourism sector.

- Implement feasible and realistic intervention policies on water use and saving in the tourism sector (both from an economic and technological perspective), combining the deployment of mature and contrasted technologies with the financial support of public authorities for private actors.

- Create technical and financial support lines aimed at the modernisation and improvement of public water infrastructures (especially municipal infrastructures such as the water distribution network).

- Make investments in the development and maintenance of public water infrastructures (especially municipal ones), including dams, reservoirs, pipes and treatment plants.

1.17 Innovation and knowledge

Actions and recommendations to promote the development and implementation of new technologies and information.

- Increase scientific research to obtain more knowledge and develop tools that can help tourism agents identify water-related technologies and solutions that best suit their needs and possibilities.
- Systematically carry out water audits and conservation plans for tourist facilities.
- Promote and implement efficient water infrastructure and recycling systems to reduce freshwater consumption.
- Water regeneration has great potential for fresh and drinking water saving, but requires the deployment and implementation of a specific infrastructure. A thorough case-by-case evaluation must be carried out to see whether the potential benefits of desalination plants are worth the energy, economic and environmental impacts associated with this type of infrastructure.
- More research and technological developments are needed to take advantage of the potential of artificial groundwater recharging and non-conventional water resources.
- Promote the use of wastewater treated for non-potable purposes, such as irrigation, business processes, washing, dumping and recharging of groundwater. The implementation of advanced treatment technologies and the establishment of appropriate guidelines for water reuse can help reduce pressure on freshwater resources.
- Promote the carrying out of water footprint assessments to understand the impact on water of tourist activities and identify areas where consumption can be reduced or managed more sustainably. This evaluation can help facilities prioritise efforts and allocate resources efficiently.

1.18 Training and awareness-raising

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Actions and recommendations to develop the skills of public and private workers and to raise awareness among tourists and residents about water problems.

- Communications campaigns are the first mechanisms to raise awareness among the population and tourists about water problems.
- Its effectiveness can increase by establishing clear target groups, expanding the range of actors involved in the co-creation process and implementing campaigns, not only in the receiving destinations but also in the issuing markets so that tourists are informed before their arrival.
- Communications campaigns aimed at tourists cannot be too harsh and they cannot blame tourists too much, otherwise they will no longer visit the destination.
- The promotion of eco-gestures (small sustainable actions) is not enough and must be combined with the education of the population to modify their social relationship with water. In other words, we must not only raise awareness about water saving, but also spread the notion that water is a scarce commodity and therefore has a price.
- More emphasis must be placed on raising awareness among tourists from regions without water problems. For example, tourists in northern Europe are less aware than tourists in southern Europe of the problems and impacts of water scarcity. The vast majority of tourists are unaware of the water problems of the region to which they travel. They must be systematically informed upon arrival, but, ideally, they must be informed at source, when booking their trip.
- The impact and effectiveness of communications campaigns is greater when they are planned in advance and when they have the collaboration and active participation of all agents (from the tourism and water sectors) in their definition and implementation.
- Ongoing training of workers in the tourism sector, currently with very weak knowledge on water-related issues, must be promoted. Sustainability training programmes provide stakeholders with tools, guidelines and best practices to integrate sustainability into their operations. It helps them to understand how to minimise negative impacts, preserve natural resources, protect cultural heritage, interact with local communities, and support economic development.
- Sustainability is becoming an increasingly important factor for travellers when choosing tourist destinations and services. Continuous training provides tourism stakeholders with

the knowledge and skills to meet the evolving demands of travellers with environmental and social awareness. It helps them develop and market sustainable tourism products, improve customer satisfaction, differentiate themselves from competitors, and take advantage of market niches that value sustainable practices.

- Promotional efforts are recommended to increase the impact and capitalisation of the resources and tools available in water issues.

1.19 Governance, cooperation and networking

Actions and recommendations to improve water management through cooperation, the development of strategic alliances, participation and communication between tourism and water agents.

- Cooperation and common frameworks between countries, regions and stakeholders, together with the implementation of integrated and inclusive approaches, and the exchange of transparent information, knowledge and best practices are necessary and will help strengthen water governance, leading to more sustainable and equitable water management practices.

- Improving water governance requires a multidimensional approach that includes legal, institutional, social and economic aspects. The recommendation is to promote the constitution of local Citizen Water Advocacy Groups, formed by the local population (neighbourhood associations, neighbourhood council...), representatives of local public authorities (mainly local councils) and other stakeholders (tourist stakeholders, water services, local advocacy groups, etc.).

- In order to promote digital skills, sustainability and the adoption of technology by tourism agents in terms of water management, they must be offered not only financial support but also technical support. The development of sustainable expert groups acting as technological evangelists in the tourism sector will accelerate the implementation of water saving/reuse solutions and provide the necessary technical support for the industry.

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Thanks for getting this far! We hope that this manual and the experiences and lessons included can contribute to the task of saving and reuse water also in your territory.

As you can see, this is free consultation material, which you can read and reread as many times as you need, and you can share with whoever you deem appropriate. But this is not the only resource WAT'SAVEREUSE puts at your disposal to help you replicate the project.

On the one hand, in the WAT'SAVEREUSE website you will find various materials (campaigns, results reports, etc.) from the actions carried out during the three years that the experience has lasted. And on the other, you will also find the links to our social networks, which have compiled the day-to-day communications and promotion of WAT'SAVEREUSE.

Moreover, if you are determined to take a step forward and believe that your territory, entity, association or organisation can lead a project similar to that of WAT'SAVEREUSE and you want to acquire a firm commitment to its replication, consult the Roadmap of the Replication Plan of WAT'SAVEREUSE (annex to this document) and discover how to choose to become an original Partner and to have the WREUT Replication Project Partner. As our motto says, now and always, we have to work TOGETHER FOR WATER.

11. ANNEX. Roadmap of the WAT'SAVEREUSE Replication Plan

Below you will find the four main axes on which the WAT'SAVEREUSE Replication Plan is built and the description of each of its phases.

1- Publication of the Manifest for the Replication of WAT'SAVEREUSE, the Roadmap for the Replication of WAT'SAVEREUSE and the WAT'SAVEREUSE Replication Manual on the project website

2- Presentation of the candidature to become an Associate Partner through a letter of introduction and acceptance process

3- Mentoring of the WAT'SAVEREUSE replication project

4- Presentation of final results to the WAT'SAVEREUSE community

1- Publication of the Manifest for the Replication of WAT'SAVEREUSE, the Roadmap for the Replication of WAT'SAVEREUSE and the WAT'SAVEREUSE Replication Manual on the project website

a. The website of the project LIFE WAT'SAVEREUSE has a tab on its menu for the Replication Plan. Here the user will find a section explaining the spirit of the LIFE WAT'SAVEREUSE project and its Replication Plan, and a presentation of the different information and documentation needed to access this replication.

b. A **manifest sets out the commitment of LIFE WAT'SAVEREUSE** to capitalise on the knowledge acquired during the development of the project and the desire to make it available to the other territories so that they can use it by developing other replication plans that help contribute to the main objective of saving, reducing and reusing water consumption in the tourism field of their territory.

c. The **Roadmap explains the 4 steps of the Replication Plan** and the requisites to be part of it (based on phase 3, phases 1 and 2 are of universal access).

d. With the **WAT'SAVEREUSE Replication Manual, the user has access to a public consultation document where the basic and essential information of the project** is collected, explains its development and actions carried out, and outlines best practices and learning obtained by the three regions involved in the LIFE WAT'SAVEREUSE development.

2- Presentation of the candidature for becoming an Associate Partner through a letter of introduction and acceptance process

a. In the same web section, applicants to become Associate Partners will find the requirements they must meet to be part of the project. The Associated Partners will be territories that will have the support of part of the original WAT'SAVEREUSE team during the deployment of the replication project.

b. If the applicant considers that he or she meets the requirements described, he or she may download the document Replication letter, a model of letter of presentation of his or her candidacy, which allows basic information about the applicant, the territory and the project to be developed.

c. The applicant must send the Replication letter to the email address provided, and must receive a notice of receipt. The email will be received by a member of the WAT'SAVEREUSE work team who will be in charge of organising a meeting with the group of project partners to assess whether or not the application is accepted. After the meeting, the person in charge of the WAT'SAVEREUSE Replication Plan will contact the person in charge of the candidacy to notify the acceptance or otherwise of the applicant as a replication territory. **If the resolution is positive, the procedures will begin to start the replication**: sending of email to confirm acceptance by the project, explaining the conditions of the monitoring proposed by the Replication and requesting the Associate Partner to sign a document setting out the joint work conditions.

3- Mentoring of the WAT'SAVEREUSE replication project

a. From the moment WAT'SAVEREUSE and the candidate for the Associate Partner accept the joint work conditions, the applicant acquires the status of Associate Partner and the collaboration begins.

b. The period of collaboration between WAT'SAVEREUSE and the Associate Partner is **a period of 2 years from the signing of the commitment document**.

c. During these two years, **4 meetings will be held between the Associate Partner and whoever we have appointed on the WAT'SAVEREUSE Advisory Council** (the spokespeople of the members of the original WAT'SAVEREUSE project). The objective of the meetings with this Advisory Council is to be able to resolve doubts, queries and concerns of the Associate Partner through their experience as members of the project. It must be made clear that this is an advisory and support body designed to guide you through your own experience. In no case will they be responsible for the conception, execution or search for funding of the project to be developed by the Associate Partner, with the latter being responsible for all the decisions taken.

    i. This council meets on three occasions:

        1. **A first meeting at the start of the collaboration:** the objective is that the Associate Partner has already been able to read all the available material of the Application Plan and can make their queries about the pre-design phase and the implementation of actions.

        2. **A second meeting after six months:** at this time, the Associate Partner should have started, or be about to start, the design and implementation of the actions of this project. The objective of the meeting is to be able to resolve the doubts and questions that have

arisen during this first six months of work and that refer to the new stage that now begins.

3. **A third meeting a year after the start of the collaboration:** At this moment the Associate Partner will already have spent a year working on his project and will probably present new concerns derived from the maturation of the work phase. It will be time to resolve them.

ii. The Advisory Council will meet again with the Associate Partner two years after the beginning of the collaboration, at a meeting whose purpose is explained in point 4 of this Road Map.

d. On the other hand, a person from the Euroregion Pyrenees Mediterranean will be designated as responsible for monitoring the replication plans. This person will be in charge of planning, coordinating and organising the meetings and at the same time will serve as a link between the Associate Partner and WAT'SAVEREUSE. Thus, if the Associate Partner needs to make a

e. consultation during the periods between meetings, he will have someone to address and who will answer them personally or address them to the most appropriate person to solve it.

f. The procedure detailed above will be carried out independently for each of the Associate Partners.

4- Presentation of final results to the WAT'SAVEREUSE community

a. Finally, the Associate Partner commits to capitalise on their knowledge acquired and collect it in a document/report that allows continuation of the transferred chain of knowledge initiated with the Replication Plan.

b. This document/report will be shared with all the members of the WAT'SAVEREUSE Project and will be presented at an online meeting that will be held two years after the collaboration has started and that will allow the first

partners of WAT'SAVEREUSE to also learn from the experience made by its Associate Partner.

c. On the other hand, this document/report will also be posted on the LIFE WAT'SAVEREUSE website so that it is made available to the public. In addition, the Associate Parten must also post this document on its own web space and disseminate it through the channels available to it.

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