



A SOCIO-ECOLOGICAL APPROACH TO COMBAT DESERTIFICATION FOR SUSTAINABLE FUTURE

EcoFuture

Work Package 6

D6.4 Project Leaflet

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Executive Summary

This deliverable contains information regarding the leaflet of the EcoFuture project.

The leaflet will be distributed to project stakeholders, at various events such as meetings and conferences and it will enhance the promotion of the project. The goal of the leaflet is to help the stakeholders further understand the project and to direct them to EcoFuture soil media and website for further information.

1. Introduction

1.1 Process

The leaflet for the EcoFuture project was developed by TUC and i.GREENs with the contribution of all the partners of EcoFuture. The concept, content and layout were discussed among all project partners. A draft was created and then sent to the partners for feedback. Once feedback was received, changes were made for the final version. The process for the development of the leaflet will be presented in further detail in the following sections section.

1.2 Use & Accessibility

The leaflet is available on the EcoFuture website and in printed version for physical distribution.

Link: <https://ecofuture-prima.eu/wp-content/uploads/leaflets/Ecofuture-leaflet-01.pdf>

2. Leaflet

The leaflet for EcoFuture follows the projects brand identity and identifies to the public further details pertaining to the project.

2.1 Leaflet Process

The development of the EcoFuture Leaflet followed a two-step process:

Step 1: The Draft Version of the Leaflet was reviewed by the TUC team for feedback.

Step 2: The Final Draft of the Leaflet was reviewed by partners and officially printed (Figure 1)

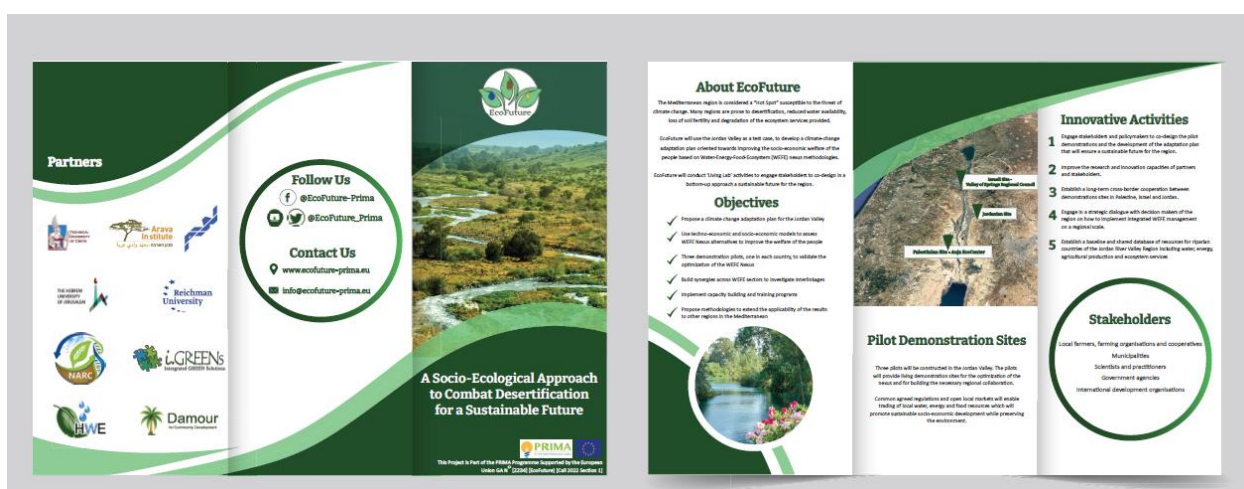


Figure 1 EcoFuture Leaflet

Figure 2 presents the outside section of the leaflet (pages 1,2 and 6). These pages include the name of the Project, Partner information and contact information.



Figure 2 Outside Pages of EcoFuture Leaflet

Figure 3 presents the inside section of the Leaflet (pages 3,4 & 5). In this section, there is further details explaining the essence of the project.

Below the content of each page:

Page 3:

ABOUT ECOFUTURE

The Mediterranean region is considered a “Hot Spot” susceptible to the threat of climate change. Many regions are prone to desertification, reduced water availability, loss of soil fertility and degradation of the ecosystem services provided.

EcoFuture will use the Jordan Valley as a test case, to develop a climate-change adaptation plan oriented towards improving the socio-economic welfare of the people based on Water-Energy-Food-Ecosystem (WEFE) nexus methodologies. EcoFuture will conduct 'Living Lab' activities to engage stakeholders to co-design in a bottom-up approach a sustainable future for the region.

OBJECTIVES

- ✓ Propose a climate change adaptation plan for the Jordan Valley
- ✓ Use techno-economic and socio-economic models to assess WEFE Nexus alternatives to improve the welfare of the people
- ✓ Three demonstration pilots, one in each country, to validate the optimization of the WEFE Nexus
- ✓ Build synergies across WEFE sectors to investigate interlinkages
- ✓ Implement capacity building and training programs
- ✓ Propose methodologies to extend the applicability of the results to other regions in the Mediterranean

Page 4:

PILOT DEMONSTRATION SITES

Three pilots will be constructed in the Jordan Valley. The pilots will provide living demonstration sites for the optimization of the nexus and for building the necessary regional collaboration. Common agreed regulations and open local markets will enable trading of local water, energy and food resources which will promote sustainable socio-economic development while preserving the environment.

Page 5:

INNOVATION ACTIONS

- ✓ Engage stakeholders and policymakers to co-design the pilot demonstrations and the development of the adaptation plan that will ensure a sustainable future for the region.
- ✓ Improve the research and innovation capacities of partners and stakeholders.
- ✓ Establish a long-term cross-border cooperation between demonstrations sites in Palestine, Israel and Jordan
- ✓ Engage in a strategic dialogue with decision makers of the region on how to implement integrated WEFE management on a regional scale
- ✓ Establish a baseline and shared database of resources for riparian countries of the Jordan River Valley Region including water, energy, agricultural production and ecosystem services

STAKEHOLDERS

- ✓ Local farmers and farming organisations and cooperatives
- ✓ Municipalities
- ✓ Scientists and practitioners
- ✓ Government agencies
- ✓ International development organisations



Figure 3 Inside pages of Leaflet

3. Banner

A Banner was also created to use during project events and participation in conferences. It follows the projects brand identity and identifies to the public further details pertaining to the project.

3.1 Banner

The development of the EcoFuture Banner followed a two-step process:

Step 1: The Draft Version of the Banner was reviewed by the TUC team for feedback

Step 2: The Final Draft of the Banner was printed and given to the partners (Figure 4)



Figure 4 EcoFuture Banner

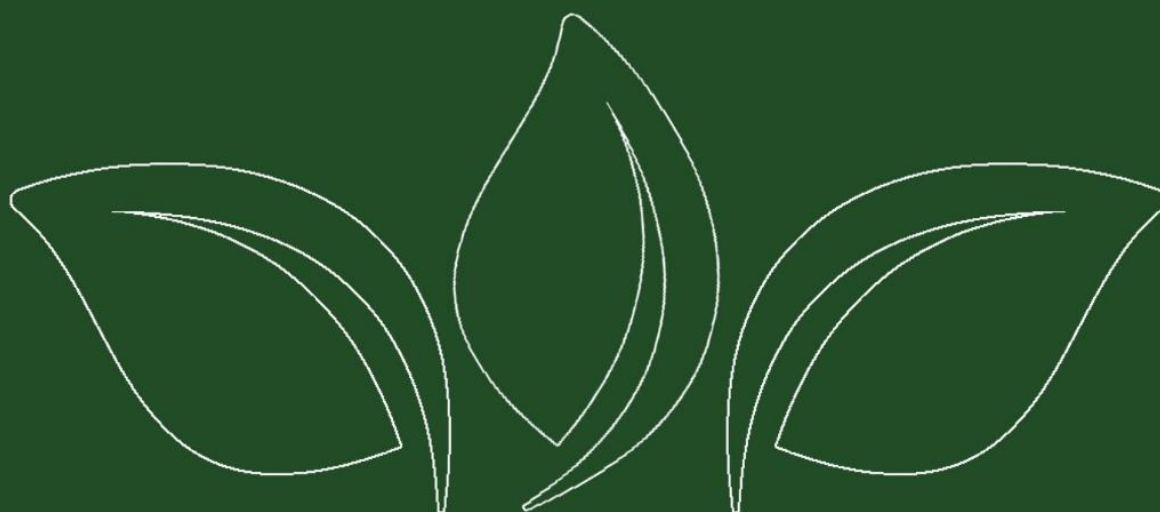
Project Coordinator



Project Partners



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