



**A SOCIO-ECOLOGICAL APPROACH TO COMBAT  
DESERTIFICATION FOR SUSTAINABLE FUTURE**

# **EcoFuture**

**Work Package 6**

**D6.5.1 Biannual Electronic Newsletter**

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## Executive Summary

This deliverable contains information regarding the first biannual electronic newsletter of the EcoFuture project. The newsletter will be distributed to project stakeholders, every 6 months, via email. The objective of the newsletter is to inform stakeholders of project news and to direct them to EcoFuture social media and website for further information.

## 1. Introduction

### 1.1 Process

The first newsletter 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 newsletter will be presented in further detail in the following sections.

### 1.2 Use & Accessibility

The newsletter for M6 is available via email.

## 2. Biannual Electronic Newsletter

The first newsletter that is delivered in month 6 of the EcoFuture project follows the project's brand identity and shares to the public news, events and more details pertaining to the project.

### 2.1 Newsletter 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 sent to each mailing list

Figure 1 is the final newsletter that is delivered in month 6. Each newsletter will have the same layout, however different content in regards to news & events of the project.



### FIRST BIENNIAL NEWSLETTER

The EcoFuture project, funded by the PRIMA program, supported by the European Union started the 1st of April 2023 and has a duration of 3 years. Using the Jordan Valley as a test case, the overall project objective is to develop a climate-change adaptation program oriented towards improving the socio-economic welfare for people in the Mediterranean region. EcoFuture research activities are centered around three pilot sites across the Jordan Valley.

EcoFuture will create a better understanding of the interdependence of water, food, energy and environmental resources. It will catalyze an informed and transparent framework for determining trade-offs and synergies that meet demand without compromising sustainability. Through engaging communication activities EcoFuture will aid in increasing the awareness of citizens, stakeholders and policymakers towards a sustainable future.

#### EcoFuture Partners

9 Partners create EcoFuture's Consortium and participate in the projects development.

#### Living Labs

3 pilots will be constructed in existing demonstration sites in the Jordan Valley.

#### EcoFuture News

EcoFuture will develop a climate change adaptation strategic plan oriented towards improving the socio-economic welfare for the people in Jordan Valley.

##### Kickoff Meeting

The kickoff meeting of the EcoFuture project took place in the Dead Sea in Jordan between the 2nd and 4th of May 2023.

[Click Here](#)

##### EcoFuture Presentation at IEES

EcoFuture will be featured in the upcoming IEES conference on October 1 – 5, 2023.

[Click Here](#)

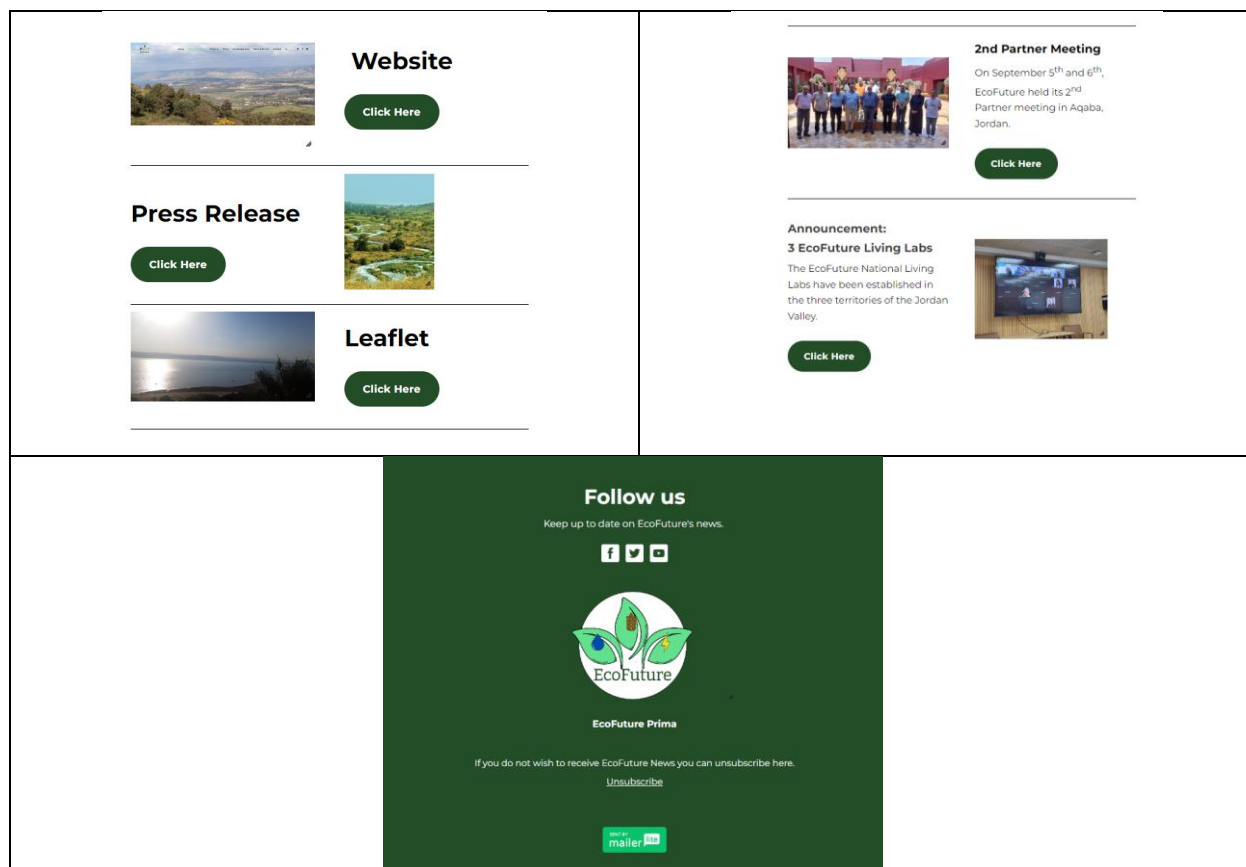


Figure 1 Biannual Electronic Newsletter – EcoFuture M6

The content of the newsletter is described below:

EcoFuture News!

A Socio-Ecological Approach to Combat Desertification for a Sustainable Future

### FIRST BIENNIAL NEWSLETTER

The EcoFuture project, funded by the PRIMA program, supported by the European Union started the 1st of April 2023 and has a duration of 3 years. Using the Jordan Valley as a test case, the overall project objective is to develop a climate-change adaptation program oriented towards improving the socio-economic welfare for people in the Mediterranean region. EcoFuture research activities are centered around three pilot sites across the Jordan Valley.

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communication activities EcoFuture will aid in increasing the awareness of citizens, stakeholders and policymakers towards a sustainable future.

### **EcoFuture Partners**

9 Partners create EcoFuture's Consortium and participate in the projects development.

link: <https://ecofuture-prima.eu/partners/>

### **Living Labs**

3 pilots will be constructed in existing demonstration sites in the Jordan Valley.

Link: <https://ecofuture-prima.eu/pilots/>

To learn more about the EcoFuture Project, check out the following:

Website: <https://ecofuture-prima.eu/>

Press Release: [https://ecofuture-prima.eu/news\\_and\\_events/press-release-ecofuture-project-announcement/](https://ecofuture-prima.eu/news_and_events/press-release-ecofuture-project-announcement/)

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

### **EcoFuture News**

EcoFuture will develop a climate change adaptation strategic plan oriented towards improving the socio-economic welfare for the people in Jordan Valley

### **Kickoff Meeting**

The kickoff meeting of the EcoFuture project took place in the Dead Sea in Jordan between the 2nd and 4th of May 2023.

Link: [https://ecofuture-prima.eu/news\\_and\\_events/kickoff-meeting/](https://ecofuture-prima.eu/news_and_events/kickoff-meeting/)

### **EcoFuture Presentation at IEES**

EcoFuture will be featured in the upcoming IEES conference on October 1 – 5, 2023.

Link: [https://ecofuture-prima.eu/news\\_and\\_events/conference/](https://ecofuture-prima.eu/news_and_events/conference/)

### **2nd Partner Meeting**

On September 5th and 6th, EcoFuture held its 2<sup>nd</sup> Partner meeting in Aqaba, Jordan.

Link: [https://ecofuture-prima.eu/news\\_and\\_events/2nd-ecofuture-partner-meeting/](https://ecofuture-prima.eu/news_and_events/2nd-ecofuture-partner-meeting/)

### **Announcement:**

#### **3 EcoFuture Living Labs**

The EcoFuture National Living Labs have been established in the three territories of the Jordan Valley.

Link: [https://ecofuture-prima.eu/news\\_and\\_events/announcement-establishing-the-first-3-ecofuture-living-labs/](https://ecofuture-prima.eu/news_and_events/announcement-establishing-the-first-3-ecofuture-living-labs/)

Follow us

Keep up to date on EcoFuture's news.

If you do not wish to receive EcoFuture News you can unsubscribe here. - Unsubscribe

### 3. Mailing Lists

Four mailing lists were created to enhance the newsletters outreach.

- i. TUC Mailing List
- ii. AIES Mailing List
- iii. NARC Mailing List
- iv. HWE & Damour Mailing List

#### 3.1 Mailing List Process

To protect the privacy of the contacts, each partner sends the newsletter to their mailing list separately. There is also a 'subscribe to our newsletter' option on the EcoFuture website.

The development of the EcoFuture mailing list follows a two-step process:

- Step 1: Each partner collects stakeholder contacts of their region and creates an EcoFuture Mailing list
- Step 2: Stakeholders can request to be added to the newsletter emailing list.

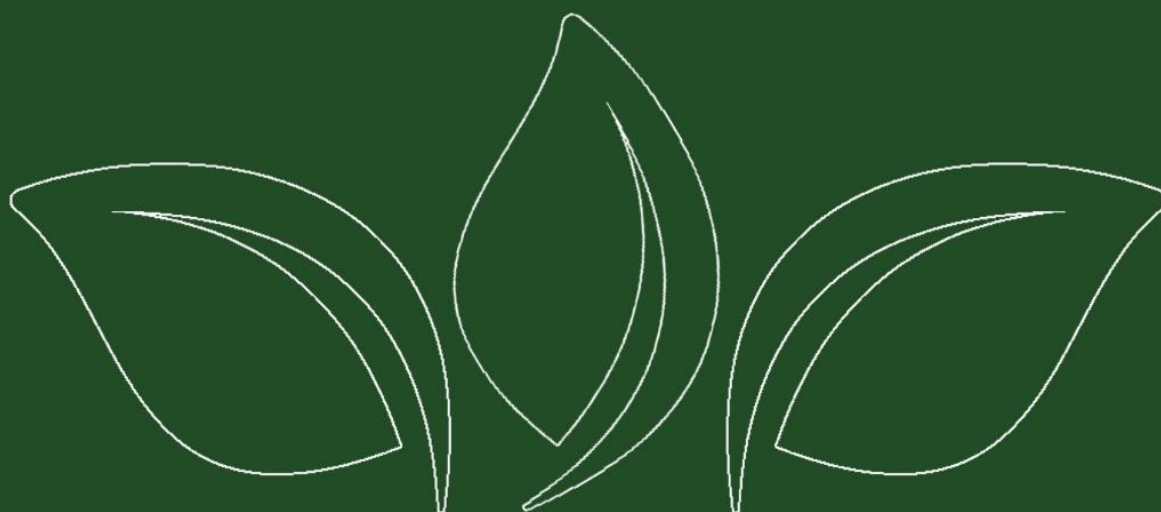
## Project Coordinator



## Project Partners



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THE HEBREW UNIVERSITY OF JERUSALEM



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