



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

# **EcoFuture**

## **Work Package 6**

### **D6.5 Biannual Electronic Newsletter**

Kleoniki Nikolaidi TUC, Suleiman Halasah i.GREENs, David Lehrer AIES,

March 2024



**Project no.** 2243

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**Project title:** A socio-ecological approach to combat desertification for a sustainable future

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**Deliverable title:** D6.4 Project Leaflet

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**Project Coordinator:** Nikolaos Nikolaidis, TUC

**Organisation name of lead contractor for this deliverable:** i.GREENs

**Lead Authors** Kleoniki Nikolaidi TUC, Suleiman Halasah i.GREENs, David Lehrer AIES

**Email** [knikolaidis89@gmail.com](mailto:knikolaidis89@gmail.com) [suleiman.halasah@gmail.com](mailto:suleiman.halasah@gmail.com)  
[david.lehrer@arava.org](mailto:david.lehrer@arava.org)

**Contributions from** **All Partners**

**Internal Reviewer 1** Nikolaos Nikolaidis

**Internal Reviewer 2** Maria Lilli

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04			
05			

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## Executive Summary

This deliverable contains information regarding the first 3 biannual electronic newsletters of the EcoFuture project. The newsletter is distributed to project stakeholders, every 6 months, via email to inform the EcoFuture mailing list regarding news and events of the project and to direct them to EcoFuture social media and website for further information.

## 1. Introduction

### 1.1 Process

The newsletters 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 section.

4 mailing lists were created to enhance the newsletters reach.

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

However, due to the war in Gaza and political conflict in the region, only the TUC mailing list is being used for the dissemination of the results of the project.

To protect the privacy of the contacts, each partners sends the newsletter to their mailing list separately. There is also a 'subscribe to our newsletter' option on the EcoFuture website. The EcoFuture mailing list was developed by each partner by collecting stakeholders from each region.

### 1.2 Use & Accessibility

This report contains the first 3 newsletters published in M6, M12 and M18 of the project.

The newsletters are available via email and on the EcoFuture website <https://ecofuture-prima.eu/knowledge-hub/>

## 2. First Biannual Electronic Newsletter – M6

The first newsletter of M6 for EcoFuture follows the projects brand identity and shares to the public news, events and more details pertaining to the project.

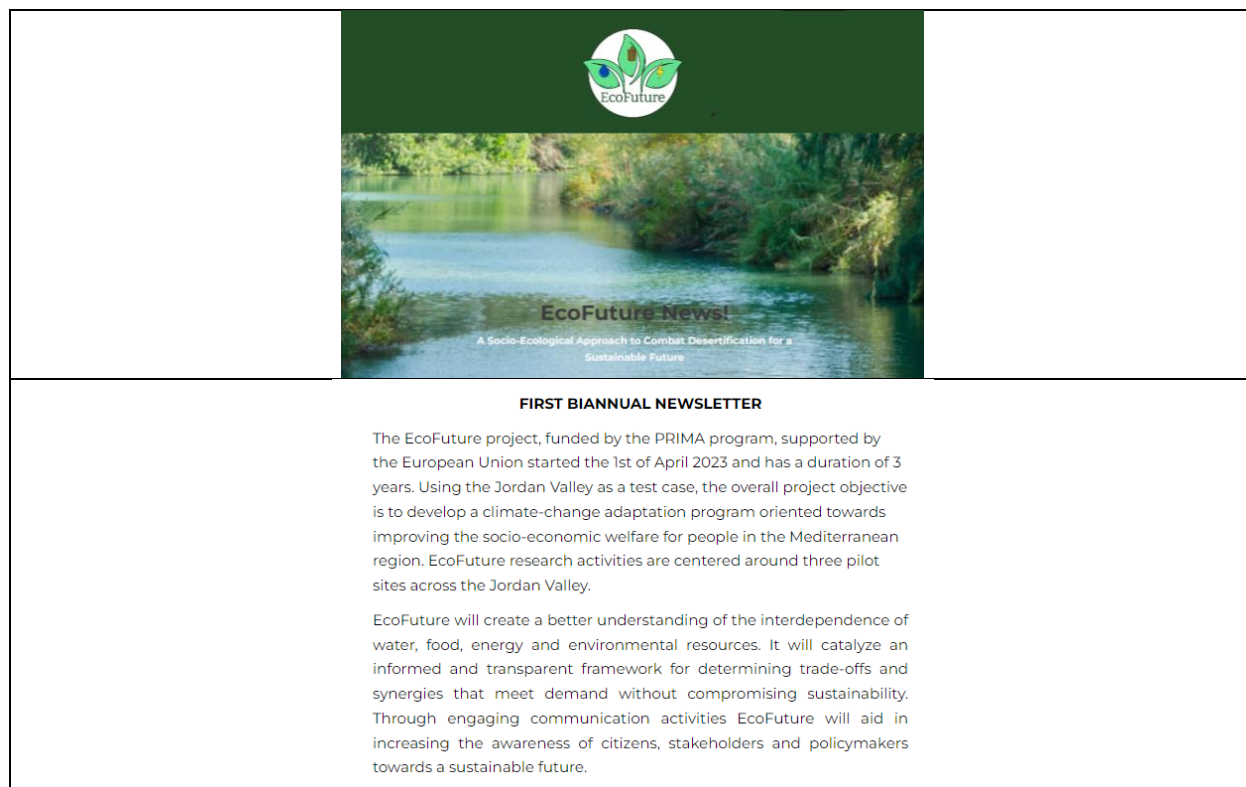
### 2.1 Newsletter Process – M6

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 of M6. Each newsletter will have the same layout, however different content in regards to news & events of the project.













<h3>EcoFuture Partners</h3>  <p>9 Partners create EcoFuture's Consortium and participate in the projects development.</p> <p><b>To learn more about the EcoFuture Project, check out the following:</b></p>	<h3>Living Labs</h3>  <p>3 pilots will be constructed in existing demonstration sites in the Jordan Valley.</p>	<h3>EcoFuture News</h3> <p>EcoFuture will develop a climate change adaptation strategic plan oriented towards improving the socio-economic welfare for the people in Jordan Valley.</p> <div>  <p><b>Kickoff Meeting</b> The kickoff meeting of the EcoFuture project took place in the Dead Sea in Jordan between the 2nd and 4th of May 2023.</p> <p><a href="#">Click Here</a></p> </div> <div>  <p><b>EcoFuture Presentation at IEES</b> EcoFuture will be featured in the upcoming IEES conference on October 1 – 5, 2023.</p> <p><a href="#">Click Here</a></p> </div>
 <p><b>Website</b></p> <p><a href="#">Click Here</a></p> <hr/> <p><b>Press Release</b></p> <p><a href="#">Click Here</a></p>  <hr/>  <p><b>Leaflet</b></p> <p><a href="#">Click Here</a></p>		<div>  <p><b>2nd Partner Meeting</b> On September 5<sup>th</sup> and 6<sup>th</sup>, EcoFuture held its 2<sup>nd</sup> Partner meeting in Aqaba, Jordan.</p> <p><a href="#">Click Here</a></p> </div> <div> <p><b>Announcement:</b> <b>3 EcoFuture Living Labs</b> The EcoFuture National Living Labs have been established in the three territories of the Jordan Valley.</p> <p><a href="#">Click Here</a></p>  </div>
<div style="background-color: #2e5d3e; color: white; padding: 20px; text-align: center;"> <h2>Follow us</h2> <p>Keep up to date on EcoFuture's news.</p> <p><a href="#">f</a> <a href="#">t</a> <a href="#">v</a></p>  <p><b>EcoFuture</b> EcoFuture Prima</p> <p>If you do not wish to receive EcoFuture News you can unsubscribe here. <a href="#">Unsubscribe</a></p> <p><a href="#">mail</a> <a href="#">mailer</a> <a href="#">pro</a></p> </div>		

Figure 2.1 Biannual Electronic Newsletter – EcoFuture M6





Below the content of the newsletter:

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.

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.

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

## 2.2 Results of First Newsletter – M6

The first EcoFuture newsletter was sent to 222 from the TUC mailing list and 506 emails from the Arava mailing list. In figure 2 the results of the TUC mailing list can be found.

From the 222 recipients, 83 opened the newsletter. In total the newsletter received 49 unique clicks and 55 total clicks.

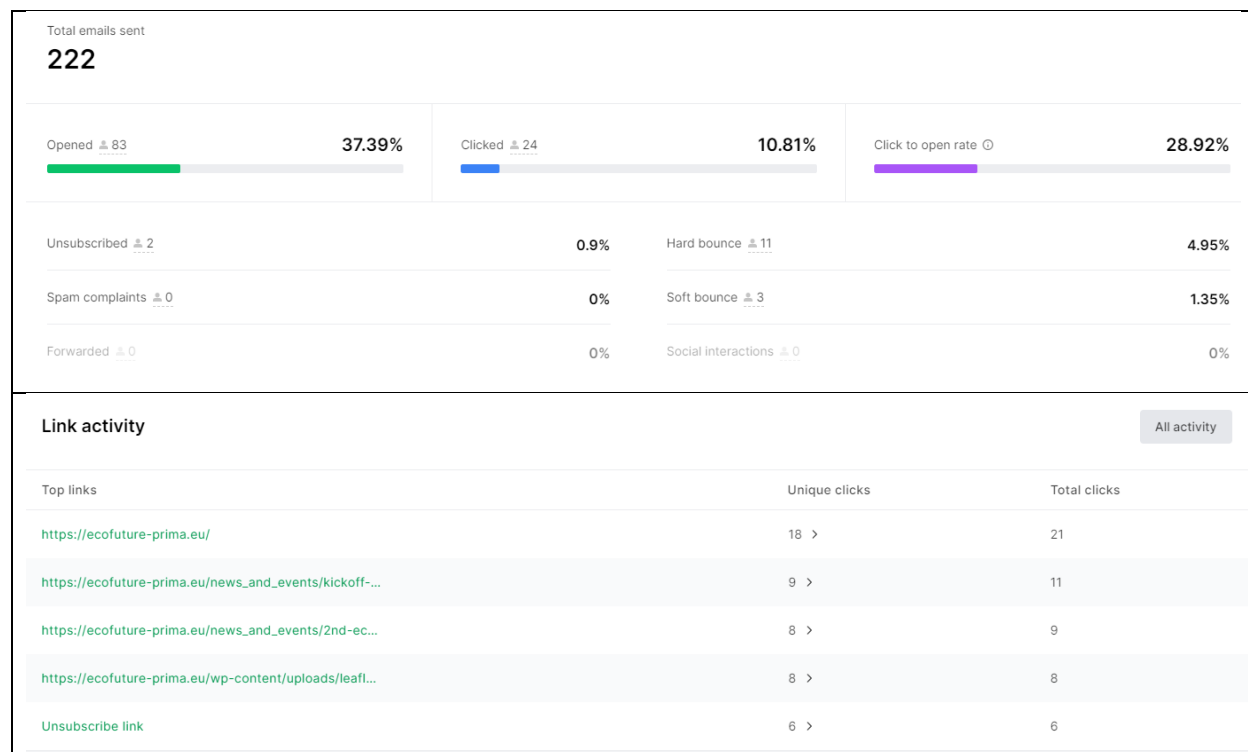


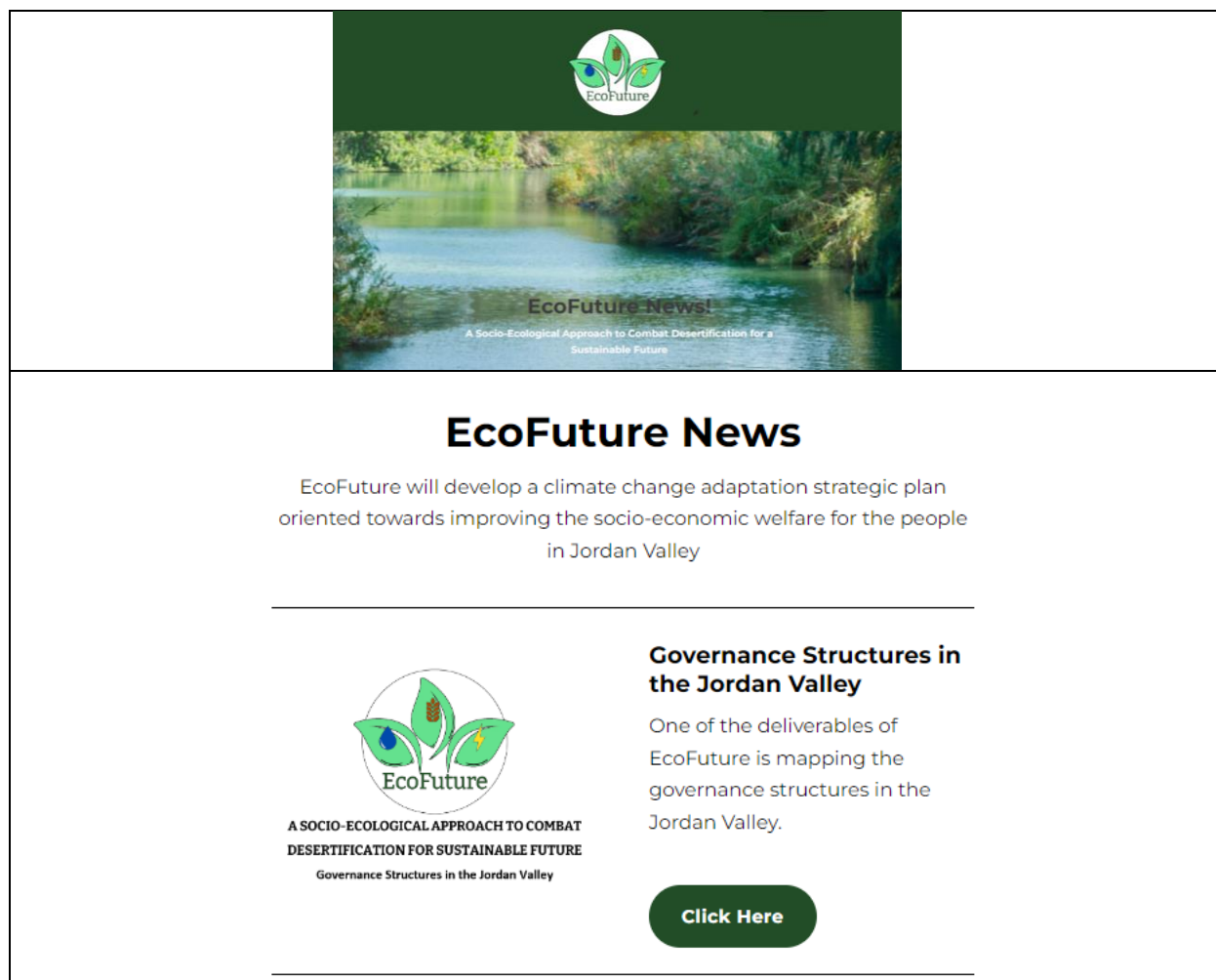
Figure 2.2 Results of Newsletter M6 - TUC Mailing List

### 3. Second Biannual Electronic Newsletter – M12

The second newsletter of M12 for EcoFuture follows the projects brand identity and shares to the public news, events and more details pertaining to the project.

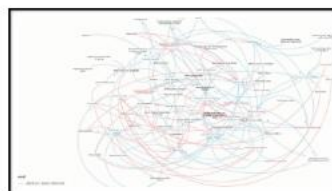
#### 3.1 Newsletter Process – M12

Figure 3 is the final newsletter of M12. Each newsletter will have the same layout, however different content in regards to news & events of the project.



### The CLD Model

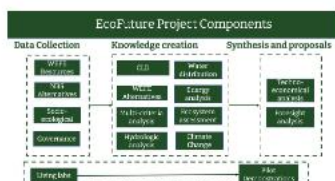
Using the CLD Model to assess the priorities of the WEFE Nexus Challenges.



[Click Here](#)

### EcoFuture and the WEFE Nexus

The main objective of EcoFuture is to develop a climate-change adaptation plan based on the WEFE nexus methodologies.



[Click Here](#)

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



### Find us on Facebook

[Click Here](#)

### Download our Leaflet

[Click Here](#)



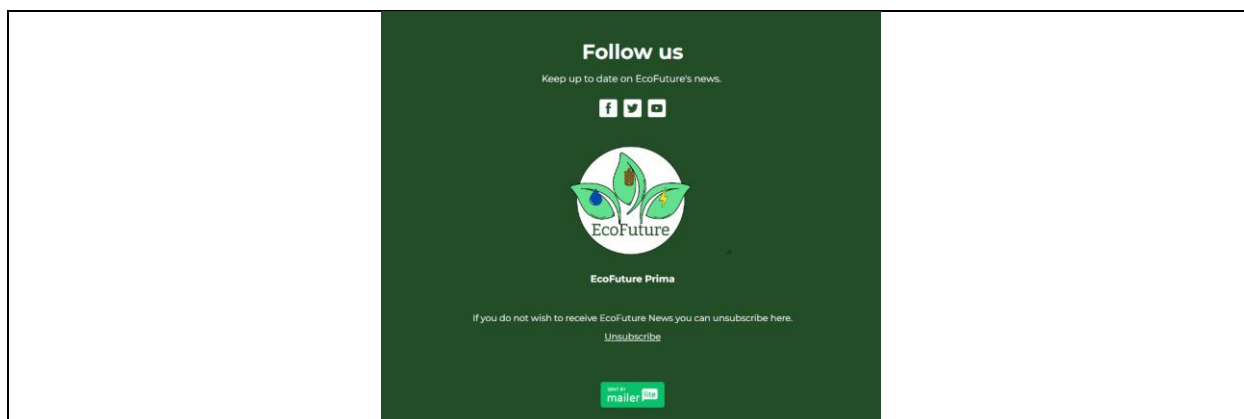


Figure 3.1 Biannual Electronic Newsletter – EcoFuture M12

Below the content of the newsletter:

EcoFuture News!

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

### **EcoFuture News**

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

### **Governance Structures in the Jordan Valley**

One of the deliverables of EcoFuture is mapping the governance structures in the Jordan Valley.

link: [https://ecofuture-prima.eu/news\\_and\\_events/governance-structures-in-the-jordan-valley/](https://ecofuture-prima.eu/news_and_events/governance-structures-in-the-jordan-valley/)

### **The CLD Model**

Using the CLD Model to assess the priorities of the WEFE Nexus Challenges.

Link: [https://ecofuture-prima.eu/news\\_and\\_events/using-the-cld-model-to-assess-the-priorities-of-the-wefe-nexus-challenges/](https://ecofuture-prima.eu/news_and_events/using-the-cld-model-to-assess-the-priorities-of-the-wefe-nexus-challenges/)

### **EcoFuture and the WEFE Nexus**

The main objective of EcoFuture is to develop a climate-change adaptation plan based on the WEFE nexus methodologies.

Link: [https://ecofuture-prima.eu/news\\_and\\_events/ecofuture-and-the-wefe-nexus/](https://ecofuture-prima.eu/news_and_events/ecofuture-and-the-wefe-nexus/)

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

Find Us on Facebook: <https://www.facebook.com/EcoFuturePrima>

Download Our Leaflet: <https://ecofuture-prima.eu/knowledge-hub/>

Follow us

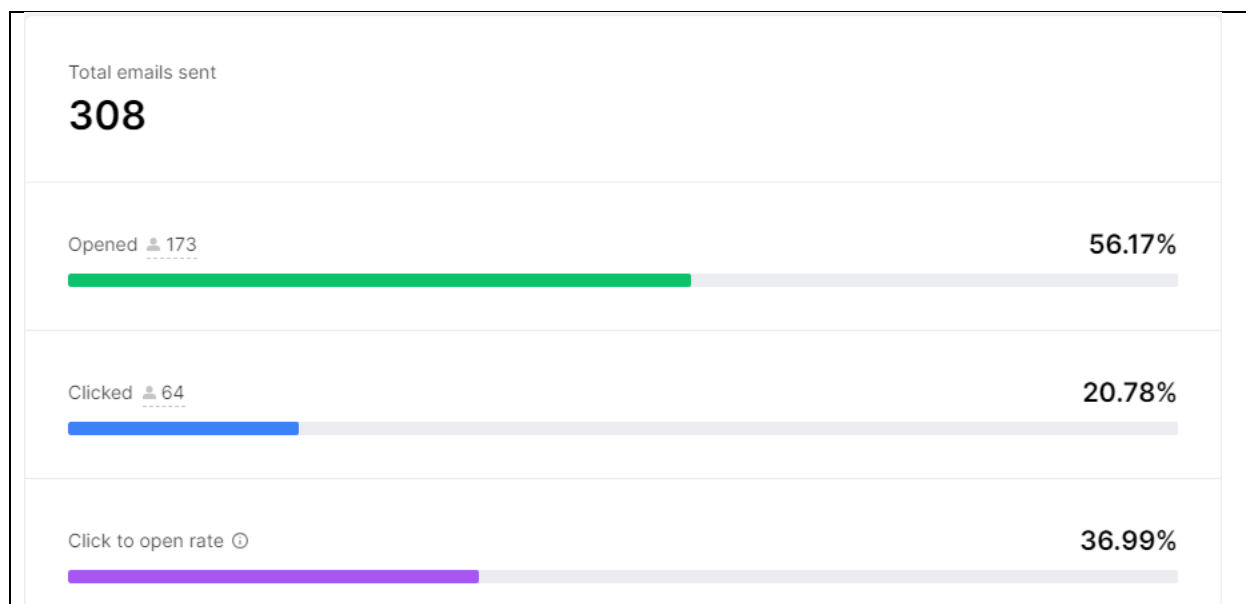
Keep up to date on EcoFuture's news.

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

### 3.2 Results of Second Newsletter – M12

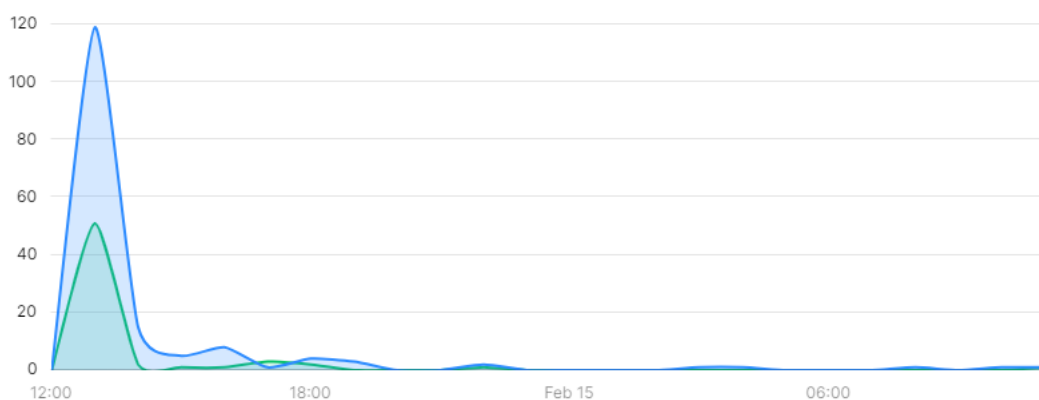
The second newsletter was sent to 308 emails from the TUC Mailing list.

In Figure 4 the results of the TUC mailing list can be found. Here the mailing list increased from 222 to 308 recipients, as well as the open rate increased to 173 opened the newsletter. The unique clicks increased to 340 clicks and the total clicks to 463 total clicks. The newsletter was sent out on Wednesday, 14/2/2024 at 10:58am. The majority of the recipients who opened the newsletter did so from 12:00pm to 3:00pm, after the newsletter was sent. This will help us in scheduling future newsletters and when they will be sent out.



### Opens and clicks for the first 24 hours

Export ▾



### Reading environment



Desktop	34.68%
Mobile	10.98%
Webmail	54.34%

Link activity		All activity
Top links	Unique clicks	Total clicks
<a href="https://ecofuture-prima.eu/news_and_events/govern...">https://ecofuture-prima.eu/news_and_events/govern...</a>	89 >	130
<a href="https://ecofuture-prima.eu/news_and_events/using-t...">https://ecofuture-prima.eu/news_and_events/using-t...</a>	81 >	105
<a href="https://preview.mailerlite.io/preview/531576/emails/1...">https://preview.mailerlite.io/preview/531576/emails/1...</a>	79 >	112
<a href="https://ecofuture-prima.eu/news_and_events/ecofutu...">https://ecofuture-prima.eu/news_and_events/ecofutu...</a>	46 >	63
Unsubscribe link	45 >	53

Figure 3.2 Results of Newsletter M12 – TUC Mailing List

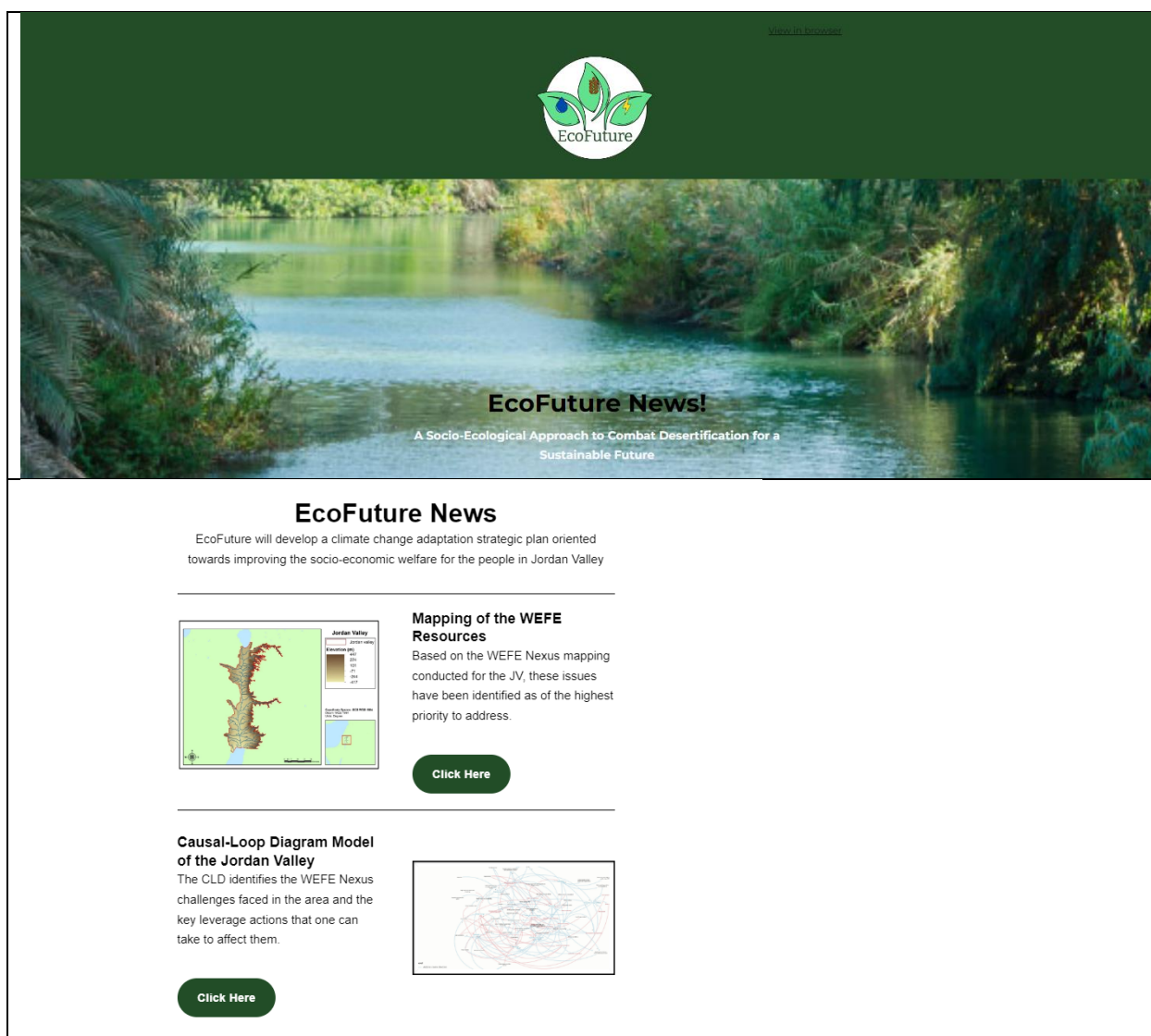


## 4. Third Biannual Electronic Newsletter – M18

The third newsletter of M18 for EcoFuture follows the projects brand identity and shares to the public news, events and more details pertaining to the project.

### 4.1 Newsletter Process – M18

Figure 4 is the final newsletter of M18. Each newsletter will have the same layout, however different content in regards to news & events of the project.





#### EcoFuture Pilot Demonstration in Jordan

The Jordanian pilot focuses on two main objectives: restoring degraded agricultural land and enhancing water supply for irrigation.

[Click Here](#)

#### EcoFuture Pilot Demonstration in Palestine

The Palestinian pilot focuses on the reuse of wastewater for irrigation.

[Click Here](#)


#### EcoFuture Pilot Demonstration in Israel

The Israeli pilot focuses on fishpond farming because the area called Valley of the Springs is economically dependent on aquaculture with 60% of Israel's fishpond farms located in the region.

[Click Here](#)

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



Find us  
on Facebook

[Click Here](#)

Download our  
Leaflet

[Click Here](#)

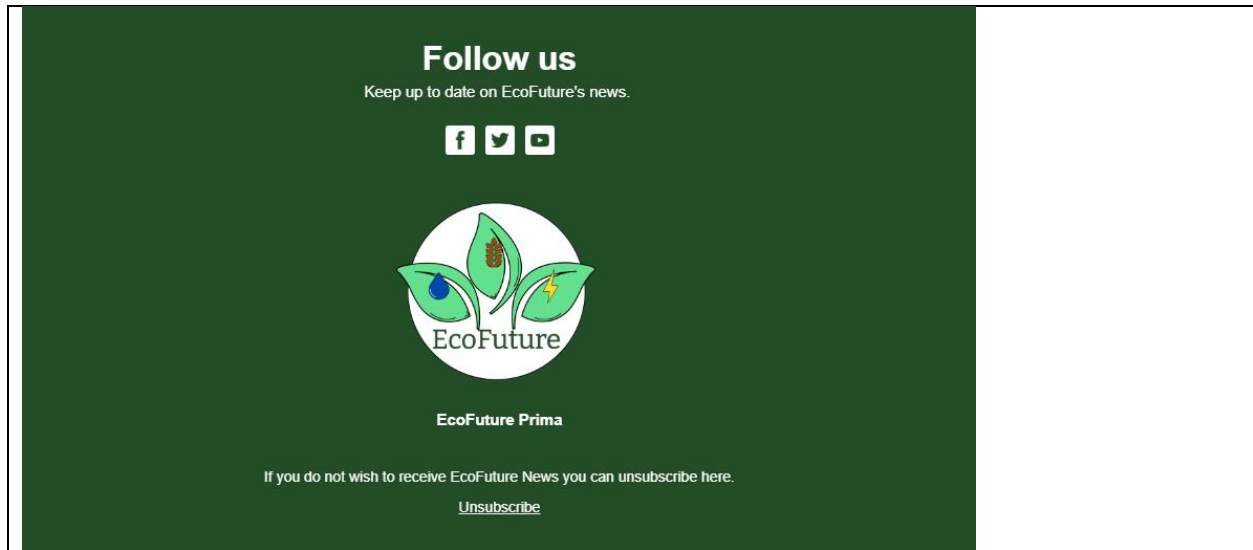



Figure 4.1 Biannual Electronic Newsletter – EcoFuture M18

Below the content of the newsletter:

EcoFuture News!

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

### **EcoFuture News**

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

### **Mapping of the WEFE Resources**

Based on the WEFE Nexus mapping conducted for the JV, these issues have been identified as of the highest priority to address.

[https://ecofuture-prima.eu/news\\_and\\_events/ecofuture-and-the-wefe-nexus-2/?utm\\_source=newsletter&utm\\_medium=email&utm\\_term=2024-09-25&utm\\_campaign=EcoFuture+Newsletter+PRIMA+Project](https://ecofuture-prima.eu/news_and_events/ecofuture-and-the-wefe-nexus-2/?utm_source=newsletter&utm_medium=email&utm_term=2024-09-25&utm_campaign=EcoFuture+Newsletter+PRIMA+Project)

### **Causal-Loop Diagram Model of the Jordan Valley**

The CLD identifies the WEFE Nexus challenges faced in the area and the key leverage actions that one can take to affect them.

[https://ecofuture-prima.eu/news\\_and\\_events/causal-loop-diagram-model-of-the-jordan-valley/](https://ecofuture-prima.eu/news_and_events/causal-loop-diagram-model-of-the-jordan-valley/)

### **EcoFuture Pilot Demonstration in Jordan**

The Jordanian pilot focuses on two main objectives: restoring degraded agricultural land and enhancing water supply for irrigation.

[https://ecofuture-prima.eu/news\\_and\\_events/ecofuture-pilot-demonstration-in-jordan-a-step-towards-sustainable-agriculture/?utm\\_source=newsletter&utm\\_medium=email&utm\\_term=2024-09-25&utm\\_campaign=EcoFuture+Newsletter+PRIMA+Project](https://ecofuture-prima.eu/news_and_events/ecofuture-pilot-demonstration-in-jordan-a-step-towards-sustainable-agriculture/?utm_source=newsletter&utm_medium=email&utm_term=2024-09-25&utm_campaign=EcoFuture+Newsletter+PRIMA+Project)

### EcoFuture Pilot Demonstration in Palestine

The Palestinian pilot focuses on the reuse of wastewater for irrigation.

[https://ecofuture-prima.eu/news\\_and\\_events/ecofuture-pilot-demonstration-in-palestine-advancements-for-a-sustainable-future/?utm\\_source=newsletter&utm\\_medium=email&utm\\_term=2024-09-25&utm\\_campaign=EcoFuture+Newsletter+PRIMA+Project](https://ecofuture-prima.eu/news_and_events/ecofuture-pilot-demonstration-in-palestine-advancements-for-a-sustainable-future/?utm_source=newsletter&utm_medium=email&utm_term=2024-09-25&utm_campaign=EcoFuture+Newsletter+PRIMA+Project)

### EcoFuture Pilot Demonstration in Israel

The Israeli pilot focuses on fishpond farming because the area called Valley of the Springs is economically dependent on aquaculture with 60% of Israel's fishpond farms located in the region.

[https://ecofuture-prima.eu/news\\_and\\_events/ecofuture-pilot-demonstration-in-israel-innovative-solutions-for-a-sustainable-ecosystem/?utm\\_source=newsletter&utm\\_medium=email&utm\\_term=2024-09-25&utm\\_campaign=EcoFuture+Newsletter+PRIMA+Project](https://ecofuture-prima.eu/news_and_events/ecofuture-pilot-demonstration-in-israel-innovative-solutions-for-a-sustainable-ecosystem/?utm_source=newsletter&utm_medium=email&utm_term=2024-09-25&utm_campaign=EcoFuture+Newsletter+PRIMA+Project)

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

Find Us on Facebook: <https://www.facebook.com/EcoFuturePrima>

Download Our Leaflet: <https://ecofuture-prima.eu/knowledge-hub/>

Follow us

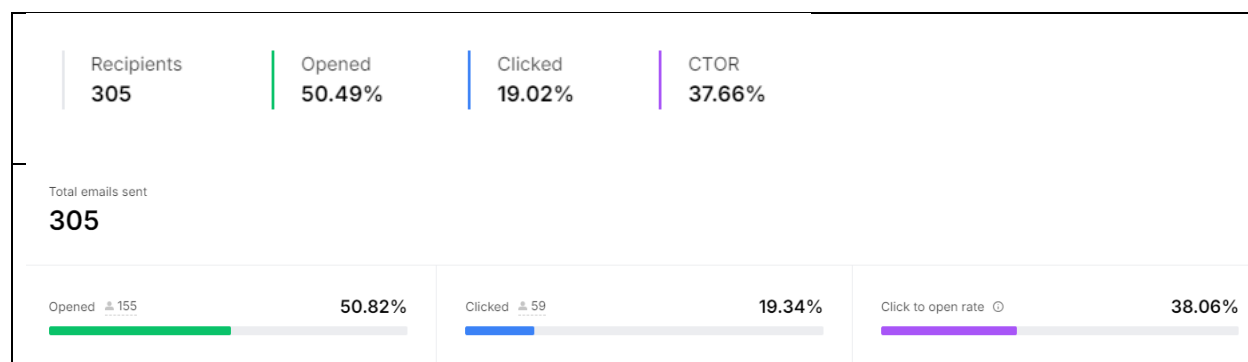
Keep up to date on EcoFuture's news.

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

## 4.2 Results of Third Newsletter – M18

The third newsletter was sent to 305 emails from the TUC Mailing list.

In Figure 4.2 the results of the TUC mailing list can be found. Here the mailing list was sent to 305 recipients, as well as the open rate is 50.82%, with 155 recipients opening the newsletter. The unique clicks are to 314 clicks and the total clicks to 496 total clicks. The newsletter was sent out on Monday, 23/9/2024 at 15:57pm. The majority of the recipients who opened the newsletter did so from 16:00pm to 18:00pm, after the newsletter was sent. This will help us in scheduling future newsletters and when they will be sent out.



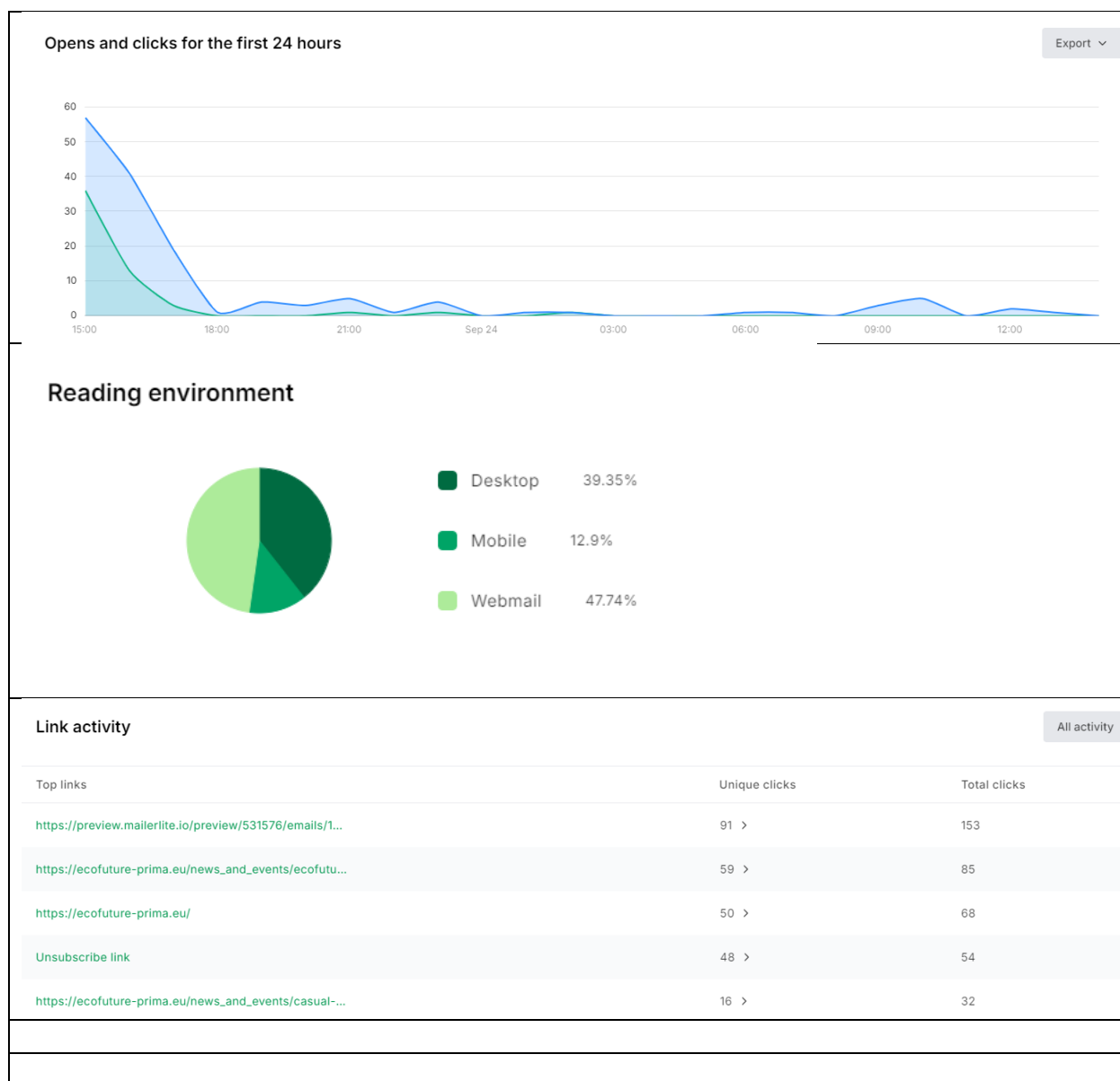
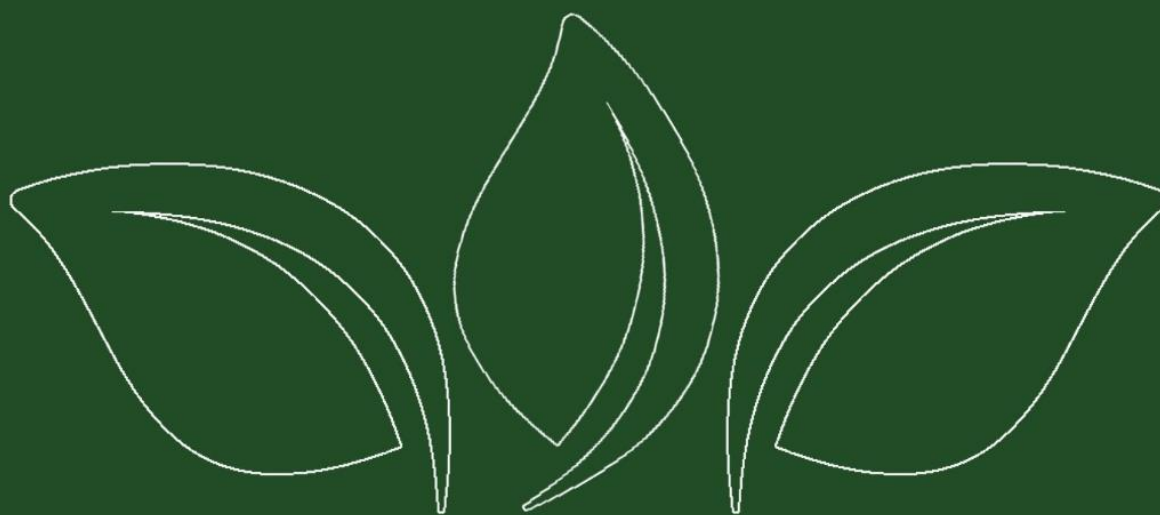


Figure 4.2 Results of Newsletter M18 – TUC Mailing List

## Project Coordinator



## Project Partners



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