



POST-LIFE COMMUNICATION PLAN

CREAMAgua
LIFE09 ENV/ES/000431

Objective: To ensure dissemination of the Project approach and results, at least during the next 5 years after the end of it.

The CREAMAgua Post LIFE Communication Plan has as a general objective to continue with dissemination of the Project and its results once it has been performed (2011-2014), with the aim of extending the environmental benefits and methods to as many persons as possible, with special interest in the Project target group, which are people of the agricultural sectors and local and regional inhabitants. Once the major ideas and results of the Project have been explained in the area of interest, it is expected that it will progress in both space and time involving more and more people in the región and all around.

So, this Plan is specifically addressed to the Project stakeholders, both to those participating in the Project and to those collaborating or related in some way with the Project (local population, public administrations, involved entities and associations, media, scientific community, other LIFE projects,...) but also to other target groups to disseminate the know-how, actions and the approaches developed with the Project. It is also planned to establish a network of synergies among different environmental and educational projects developed by the CREAMAgua Coordinator and to continue awareness activities addressed to children and youth people. All these objectives will be achieved through continuing and implementing the next actions:

INTERNET

- Maintaining and updating the Project web page www.creamagua.com and the links with the webs of partners and collaborators.
- Updating the profiles at Facebook www.facebook.com/creamagua and Twitter [@lifecreamagua](https://twitter.com/lifecreamagua).
- Disseminating the video CREAMAgua, as well as the videos presented in the TV about the Project, particularly those presented in the Canal Youtube of Comarca de Los Monegros.
- Facilitating information and connections to the Life oficial web.

DISSEMINATION OF DIVULGATIVE MATERIALS

- Spreading the “Manual de Mantenimiento de las infraestructuras de los humedales”. (Action C5). Working days with agricultural Unions.
- Spreading the “Manual de Restauración de Humedales en Cuencas Agrícolas” and the Layman’s Report (Action C8).
- Using the itinerant exhibition LIFE CREAMAgua in meetings at regional scale (nature centres, exhibition galleries, associations, educative centres).
- Disseminating the educative materials of the Project: educational units in teaching centers, comics with the Project pet symbol, puppet shows designed and elaborated by the Project for children and youth people.

MEDIA

- Generating news about these activities, and sending informative news through the Press office. These will be distributed to the local, national and international media, both general and specialized media will be approached with digital, written and audiovisual materials. .

CONMEMORATING

- Environmental awareness workshops. They will be developed to commemorate the World Wetland Day. The Project Exhibition will be presented in the Secondary Institute "Gaspar Lax" in Sariñena, Monegros, the capital site of the Project during the cultural week (already developed 2-18 February 2015) and also with theoretical and practical workshops with monitors of one of the Project partners (FJDM).
- Visits to the CREAMAgua restored and created wetlands: Commemorating the World Wetlands Day (2nd February 2015). Día Mundial de los Humedales. Reception of 28 students and 2 professors of the "International Land and Water Management" del Departamento de Water Resources Management de la Universidad de Wageningen (Holanda). It took place on the 4th February 2015.
- Commemorating the World Water (22 March) and the World Environmental Day (5 June).

PARTICIPATION IN CONGRESSES, SEMINAIRES AND FAIRS

- Participation in the divulgative day of the LIFE Project Eutromed: presenting the Life Project CREAMAgua as a talk in a sesión presenting Life Projects dealing with "*Prevention of nitrate pollutions and recovering the wáter quality of Surface waters*", organized by Diputación Provincial de Granada-LIFE Project Eutromed (4 March 2015, Granada, Spain).
- Participation after invitation in the next meeting of the LIFE Project Nitratos. A meeting day to exchange experiences between project dealing with improvement of water quality (May 2015). .
- Participation in the II Iberian Congress of River RESTAURA RIOS 2015 organized by (CIREF) together Wetlands International European Association, Navarra Government and Ministry of Agricultura, Alimentación and Environment (9-11 June 2015, Pamplona Spain).
www.restaurarios.es
- Participation in the 6^a World Conference of Ecological REstoration SER2015 organized by the Society for Ecological Restoration (25-29 August 2015, Manchester (UK)).www.ser2015.org
- Promotion of the Project in Fairs through the Rourism Office of Comarca de Los Monegros at least during five years: Pamplona (February, Tarbes (March), Barcelona (Aprill), ARATUR Zaragoza (May), Femoga Sariñena-Los Monegros(September), INTUR Valladolid (November).