

Project Title: Best Water Use
Project acronym: Best-U

**Deliverable D 6.1.3: Capitalization Plan of “Best Water Use” project’s
Results**

**Work Package 6: Development of Capitalization Plan of project’s
Results**

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1. INTRODUCTION

According to the Interreg Programme¹, capitalization can be understood as an integrated building process that gathers valuable programme and project results within a specific field of regional development policy. It enables identifying and sharing knowledge, raising awareness about the achievements of Interreg in a particular field (capital).

Hence, 'capital' should be understood as the results/knowledge of programmes/projects used to generate new knowledge to support the development of future policies and programmes. Therefore, the term "Capitalization" refers to collection of data relevant with the implementation of programmes, projects results and their impact within a specific field, as well as the methods that were used, so to share the accumulated knowledge and experience usable for other programmes and projects.

The Capitalization Strategy Plan of the Best-U project has been designed in such a way to allow the exploitation of project's deliverables and results, to optimize their value, enhance their impact and influence their integration at multiple levels. The capitalization plan is focused on the sustainability of project's results and their impacts on local and regional level.

Prior proceeding with the capitalization strategy though, it is good to distinct the terms "dissemination" and "exploitation"².

Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available.

Exploitation is (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand.

Dissemination and exploitation are therefore distinct but closely related to one another.

The present capitalization Plan starts with a brief description of the project, its target groups and expected results as described in the project proposal, following by capitalization's plan aims and objectives, then it continues with the determination of capitalization's plan users, target group and project's results. Afterwards, it describes the tools to be utilized as well as the different activities to be performed. The capitalization plan concludes by describing the sustainability of project's results and post funding possibilities for future programmes.

2. PROJECT DESCRIPTION

The continuing deterioration of the environment, contributed to the realization that no measures of environmental protection and no legislation cannot contribute to the improvement and protection, nor sufficient to achieve sustainability, if not configured citizens with the appropriate responsible environmental behavior, through which they will proceed to actions in order to protect and preserve the environment. What is needed and the technical treatment of the problem is a new culture for water, another treatment that cannot exist except through consultations on local communities and when all realize the magnitude of the problem and seek common acceptable ways to solve it.

¹ [file:///C:/Users/User5/Downloads/Capitalisation%20plan%20SUMMARY%20\(1\).pdf](file:///C:/Users/User5/Downloads/Capitalisation%20plan%20SUMMARY%20(1).pdf)

² https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en

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The aim of the project is to record, collect and promote those information and data in political, scientific, technological and communication level, that will help local stakeholders of the participating areas through residents to optimize their possibilities for action in order to achieve sustainable management urban water, focusing on the need for further information-dissemination-education-awareness of citizens, students and stakeholders, both in saving level of available water resources and to upgrade its quality, and more generally in sustainable management level.

The Specific Objective of the project is to enhance water management, by promoting "green behavior" campaigns in the areas of water management, the implementation of pilot activities mainstreaming existing innovative methods/technologies and the formation of an overall educational policy of the local government.

More specifically BEST-U aims to:

- Build the capacity of stakeholders and decision makers in the management of water resources,
- Enhance the knowledge and raise awareness of water users, in order to participate in environmental actions more efficiently,
- Develop educational processes which will promote the comprehensive, systemic and interdisciplinary approach to environmental issues and optimum water management in particular,
- Create a sense of responsibility, among students and teachers, regarding the environmental protection and sustainable living conditions.

2.1 Target Group

During its implementation the project was orientated to the following target group:

1. Local schools and kindergarten.
2. Farmers and businesses Αγρότες και επιχειρήσεις.
3. Local Stakeholders.
4. The residents in the intervention area.

2.2 Expected results

The main results from the project implementation are listed below:

- **Citizens with responsible environmental behavior** to take action to protect and conserve water resources and the environment in general.
- **Children with responsible environmental behavior**, learn how to save water themselves, will sensitize parents and neighborhood about the importance of water and how to save it.
- **Establishment of a network on water management**, involving educational institutions, local authorities and citizens. The aim of the network is to exchange experiences and day-to-day practices on water management, and to transfer available technology and know-how.

An additional result of the project is the promotion of an integrated management framework for local authorities to effectively implement EU policies, strategies, legislation and commitments on sustainable water management in their areas.

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- **Promoting integrated sustainable water management**, focusing on urban waters and analyzing EU best practices.
- **Elimination of risks regarding to the public health** through better water management, increasing the sense of security of the local population.

2.3 Partnership

The partnership of the project "Best Water Use – Best-U" consists of the following partners:

No.	Partner Name	Logo
1	DEVELOPMENT AGENCY OF EASTERN THESSALONIKI'S LOCAL AUTHORITIES, ANATOLIKI S.A.	
2	SERRES DEVELOPMENT AGENCY - S.A.	
3	ECONOMIC DEVELOPMENT AGENCY BANSKO	
4	ASSOCIATION ECO NEVROKOP	
5	ECONOMIC DEVELOPMENT AGENCY HIGH WEST RODOPI	Economic Development Agency High West Rodhopi

Anatoliki s.a. acts as a Center for the Development of Human Resource and the Strengthening of the Local Economy in the wider area of Thessaloniki. The Local Authorities of the peripheral units of Thessaloniki and Halkidiki comprising the shareholders of Anatoliki s.a. have decided to implement a strategy aiming to transform the region into a green zone, with respect to other similar international initiatives. Anatoliki s.a. is the tool for a more rapid and comprehensive approach towards this goal. The basic operating strategy is to acquire knowledge and expertise through participation in EU-funded projects and to function as a multiplier of those in the national, regional and local context. Anatoliki s.a. has extensive experience in water management, as it has implemented relevant projects (e.g. LIFE WATER AGENDA, WATER in COREMED) as the Coordinating Beneficiary. Moreover, Anatoliki s.a. has long experience in developing educational material and also implementing educational programs offered to pupils of primary and secondary schools, targeting ages between 4-17 years old.

Aneser s.a. was founded in December 1994, aiming at the participation to the European Initiative LEADER II. Its main shareholders are the local administration organizations of Serres Prefecture, the Region of

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Central Macedonia, the Regional Association of Municipalities of Central Macedonia and some others. Its mission is the implementation of national and EU programs, as well as of every other initiative that enhances the local development of the Prefecture of Serres.

Economic Development Agency Bansko is a nongovernment organization which objectives through dialogue and implementation of joint activities between local governments, the private sector and NGOs to contribute to economic and social development of the region of Bansko. Our mission is to support local administration, private sector and other interested parties in the formulation and implementation of strategies, policies and programs for economic and social development of the region. To achieve its goals, EDA Bansko perform activities not only in the municipality of Bansko, but also in the Blagoevgrad region in search of partnership development in the region as a whole. EDA Bansko has a highly qualified team with expertise in the field of economic development, finance, social and educational activities, as well as experts in the field of project management. Experts of EDA Bansko (broadcast by the members) have a key part in the development of strategic municipal documents, analyzes and studies as: "Operational Program of Municipality of Bansko 2007 – 2013", "Marketing strategy for the region of Bansko as an European center for winter tourism", etc.

The **Association Eco Nevrokop** is a non-governmental organization, founded in 2009, aimed at developing projects for the protection of the environment, the education and integration of kids and young people, the combat of discrimination, the promotion of equality, the support of tourism, as also of the economic and environmental activities in the region. The association is addressed to the residents and the stakeholders, while undertake and implement projects, in order to enhance the natural landscape, manage the natural resources and organizing events and workshops to disseminate environmental awareness. One latest action of ECO Nevrokop was a campaign to improve the knowledge for healthy food in high schools' students.

The **Economic Development Agency High West Rodhopi** is a nongovernment organization with expertise in the field of water management, local SME support and education activities. The main goal of the organization is through development and implementation of specific EU projects to support local business development with specific focus in tourism and agriculture, environment protection and establishment of efficient and stable partnership between local public authorities, private sector and society.

3. CAPITALIZATION PLAN

The main goal of the present Capitalization Plan is to establish suitable actions in order the "Best-U" to be a successful and sustainable project. It is based on the communication and dissemination strategy elaborated by Anatoliki s.a for the adoption of the most appropriate dissemination tools and channels elaborated through the project's actions, in order to exploit the results achieved during its implementation. The deliverable provides an overview of the designed dissemination tools in order to exploit the accomplished results and outlines.

3.1 Responsibilities

Anatoliki S.A. as a leader partner, is responsible for the elaboration and implementation of the Best-U capitalization plan. Nevertheless, all project partners should contribute to further implement the proposed project sustainability actions.

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3.2 Capitalization Objectives

The aim of the capitalization plan is the development of a strategy to ensure the sustainability of project's results, which will constitute a useful tool for disseminating results in the intervention area and in other territories and/or sectors.

In particular, according to the proposal document of the BEST-U project the Capitalization plan is going to:

- Encourage sustainable synergies among the participated countries.
- Involve the final beneficiaries with the capitalization strategy (local and regional authorities, citizens, businesses).
- Utilize some useful tools and methodologies that have been developed from this project, such as educational e-tools on sustainable living, workshops on water-saving, Promotion and Awareness Campaigns on water saving, etc.

The partners are advised to use this plan not only as a reference base or a guide for their valorization actions, but mainly as a pool of ideas for streamlining BESTU impacts to potential beneficiaries by:

- **Optimizing the value and the impact of the project:** the partnership will capitalize its great experience not only in the implementation of relative projects (dealing with water management and educational environmental issues), but also in the implementation of cross-border cooperation actions.
- **Wide-spreading dissemination:** Creating awareness and attracting interest and involvement of all parties involved in the management of water resources and in the decision-making measures, will boost the quality and the usefulness of the project's results.
- **Transferring results and activities:** through the cooperation agreement signed among partners will set the operational framework for project's continuation and transferring the results in other territories and/or sectors.
- **Sustainable use of results:** The results are taken and adapted by users for responsible environmental attitudes and behaviors. The aim behind is the creative use of project's results from the target groups and stakeholders.

Capitalization requires a common guiding principle that must be applied to all types of capitalization actions proposed within the framework of this Plan. The different steps to be conducted are organized according to the following phases:

- 1) Identification of the experience to be capitalized on
- 2) Organization of a system
- 3) Capture of the experience to be reused
- 4) Valorization of the experience by transforming into usable information (definition of a common format for all types of capitalization)
- 5) Use/dissemination of experience gained.

Phases 4 and 5 are developed in relation to the Communication of the Programme.

In further detail, as long as the Best-U site, the educational material, the awareness workshops, etc. are designed and implemented in view of the needs of the final users of the Best-U project, the Capitalization prospects are ensured: the participants themselves will continue using the project's outputs and will also promote them to other citizens (children to their parents, neighborhood) and local actors respectively.

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In order to ensure the proper dissemination of project results after project's timetable completion the overall following actions are required:

- Regular updating of the Best-U website about educational programmes related with best water use, awareness events and workshops, educational material and activities on local, regional, national and EU level;
- Participation of partners in national and international conferences; Generation of new cooperation European programmes (projects) on issues relating with the project's objectives;
- Support of the application and of the monitoring of project results within the targeted area and other regions and of the incorporation of project's results in the future local /regional primarily and even national strategies;
- Identification of other funding and institutional opportunities in the area for continuation of support towards the utilization and integration of project's outcomes;
- Identification and cultivation of connections with other projects and organizations working in the same field for exchanging experiences and furthering concepts;
- Exploration of promotion of Best-U outcomes and results beyond the areas directly linked to the project;
- Exploration of the necessity of giving the Best-U group of participants a more 'formal' substance;
- assistance for networking of final users with other actors within or outside their country, etc.;
- Transformation of the experiences the local authorities and participants gained via the Seminars and Program actions into Case Studies to be presented in Best-U site;
- Elaboration of scientific papers and articles for publication in national and international journals related to the Best water use.

4. CAPITALIZATION STRATEGY

4.1 Indexing the Users

For the implementation of the capitalization strategy it is critical the definition of the users/ target group in an attempt to create a water resource management network with the participation of educational institutions, local authorities and citizens. The aim of the network is to exchange experiences and day-to-day practices on water management, to transfer available technology and know-how, as well as to promote relevant educational material that will enhance the aim for adopting responsible environmental behavior.

The creation of the network will allow partners to transfer project results more easily and conduct more focused dissemination and awareness-raising, training and knowledge-building activities on the ways of saving available water resources.

4.2 Definition of Target Groups

The capitalization plan is referring to:

- a) Local authorities/ bodies involved in the management of water resources and decision-making policies/ measures,

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Policy makers/ local actors are one of the most important target groups of the Best-U project due to their influence on their local, regional and national policies.

Local actors can take a number of measures to ensure a more optimum management of water resources. In practice, it is proven that local actors are better able than any other to implement relevant policies. As the closest power to the citizen, they can mobilize it better while being able to know local problems and peculiarities, which is often useful for managing water resources.

- b) Citizens, farmers and businesses for adapting responsible environmental attitudes and behaviors.
The users of water resources through their involvement in several environmental actions can enhance their knowledge and adopt a culture of optimum management of water resources while the same time can influence local and regional actors in the formulation of relevant policies.
- c) Educational institutions such as local schools and kindergartens for further information and development and for broadening teacher's role as designers of educational environmental projects and special learning environments.

4.3 Project Results

The project's deliverables were designed and developed according to Best-U project proposal and its objectives. Considering both: a) its main aim to record, collect and promote information regarding to best water use and data in political, scientific, technological and communication level, that will help local stakeholders of the participating areas through residents to optimize their possibilities for action, and b) its specific objective to enhance water management, by promoting "green behavior" campaigns in the areas of water management, were developed tools and implemented activities as:

1. Development of project web-site
2. Survey in general public
3. Manual of Best Practices
4. Handbook for Trainers
5. Pilot Action and Awards Event of "Best Water Use"
6. Promotional Material

The aforementioned tools and activities are described below:

4.3.1 Project web site

Each partner will incorporate a link on his/her organization's website to the project so that all possible visitors can access it. This tool is important as projects website can and should be reached by all target groups and could effectively offer a real support to the different actors involved. The project website will be constantly updated with information and news and will remain online also after the project end for a period of at least three years.

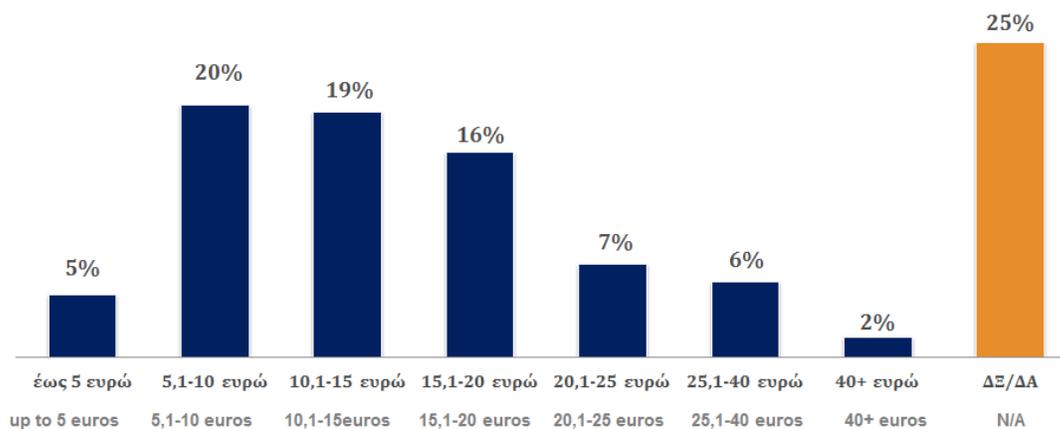
4.3.2 Results of the Survey in General Public

In the framework of the present project, a survey was conducted through questionnaires in an attempt to assess the relationship and the knowledge of water users with the management of water resources. The survey on the public was conducted on the target groups identified by the project - Households, Farmers and Businesses - and was directly related to the project's objectives concerning the way of using and managing water resources in the Region of Thessaloniki, taking into account the degree of urbanity, and industrial development.

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Results and Main Findings of the Survey in General Public

The quantitative survey carried out on a sample of 1722 households in the Thessaloniki Regional Unit reflects the attitudes and perceptions of the general public on using, saving and conserving water resources, highlighting the need for raising awareness on optimum water resources management. Almost 9 out of 10 respondents are unaware of / not reporting their monthly household water consumption, whereas 1 out of 4 is unaware of / not reporting the corresponding consumption costs.

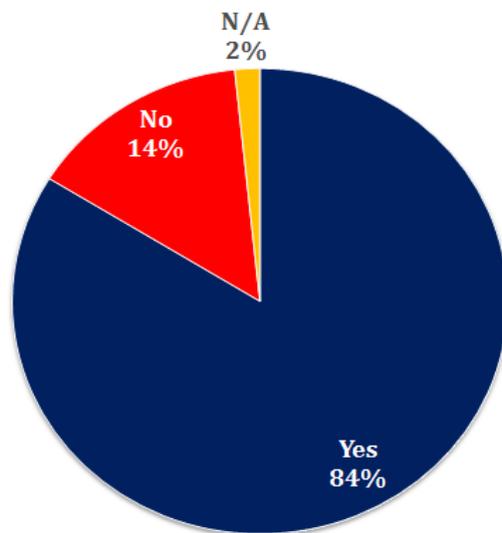
On average, the monthly water consumption among the surveyed households is 13 cubic meters and the corresponding average monthly cost is recorded as 16.6 euros. Particularly, 25% of the participants spend monthly 0-10 euros, 25% 10-20 euros and 25% 20-40 euros.



Monthly cost of households' water consumption

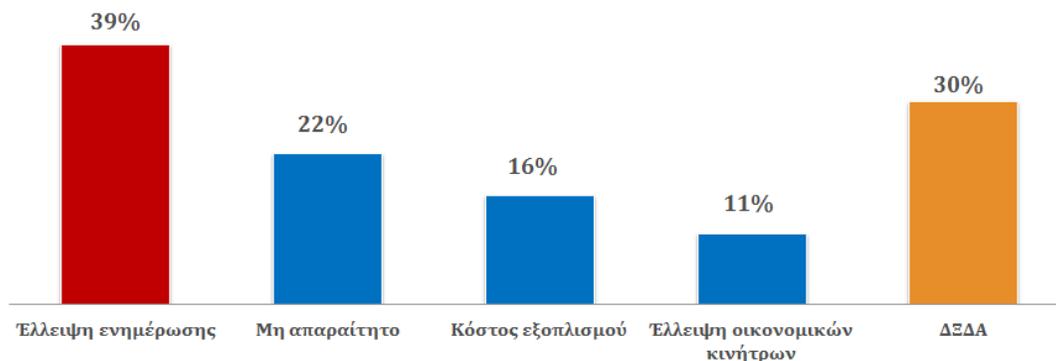
Regarding rational water management methods, the vast majority of the respondents (84%) stated apply water saving methods. The lowest rates are observed in the age group of 60+ (77%) and prii school graduates (65%).

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Water saving methods

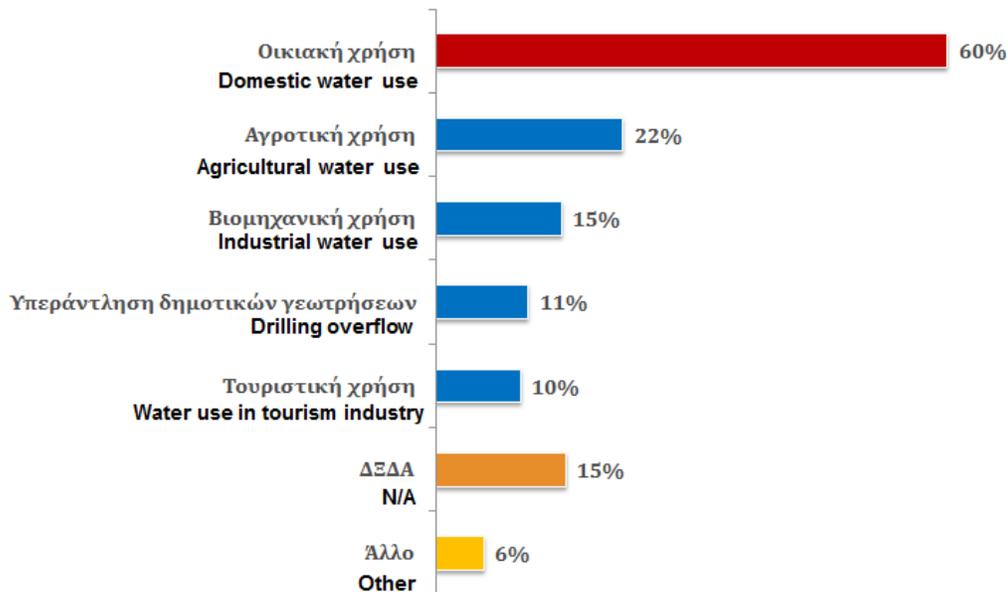
One of the most important research findings of this report is the analysis of the deterring factors towards the adoption of water saving methods. In particular, almost 4 out of 10 state that they are poorly informed about rational water management methods, while 22% do not consider it necessary to apply such measures. Significant lack of information is also reported with regard to the water quality and water management issues in the respondents' residence, as 2 out of 3 report that they are not well informed. The respondents in the Municipality of Thessaloniki reported greater lack of information on the local water quality (68%), while the corresponding percentage in the Municipality of Thermaikos stands at 59%.



Deterring factors towards the adoption of water saving methods

The majority of the participants (60%) consider that the quantity of the available water resources in their area is affected mainly by domestic water use, following water use in agriculture (22%), in industry (15%) and in tourism sector (10%).

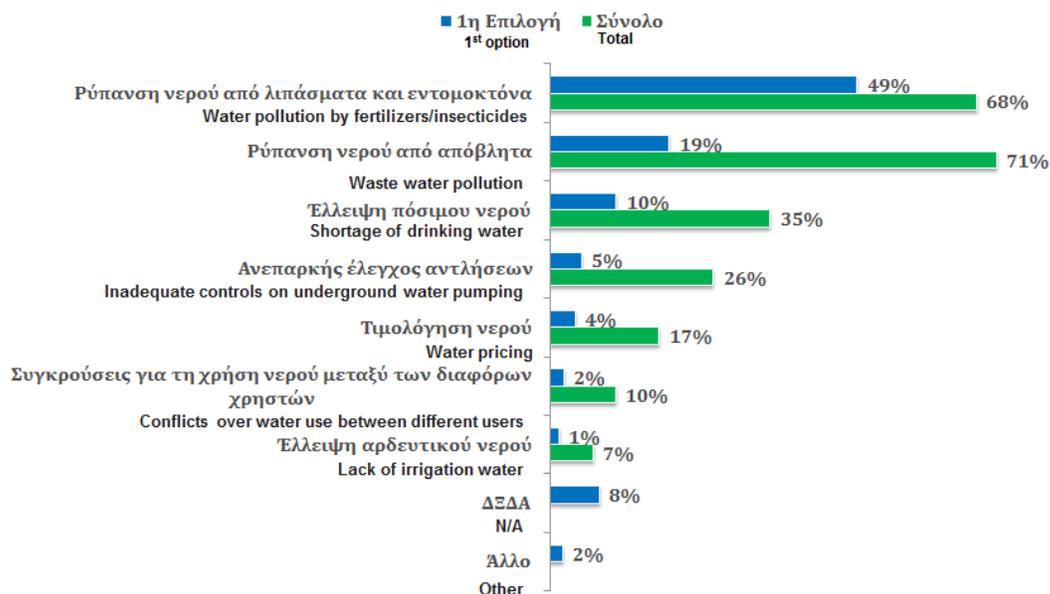
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Factors affecting the availability of water resources

Almost 3 out of 4 of the respondents believe that water is a natural resource in adequacy, while the highest relevant percentages are concentrated in the age group of 60+ years (80%) and in primary school graduates (82%). At the same time, the overwhelming majority (89%) considers that water is social good and should not be governed by market laws.

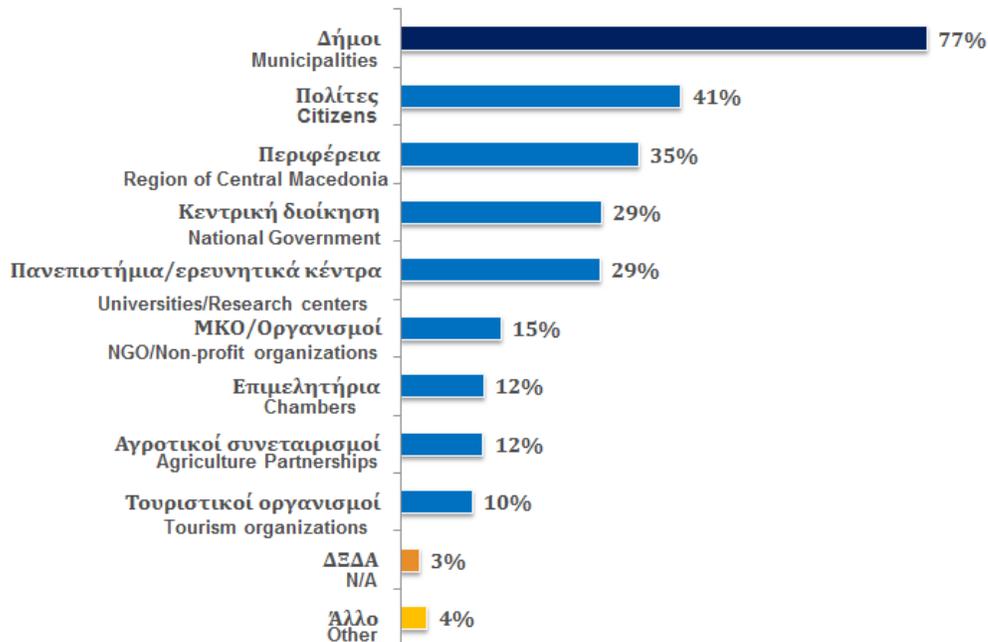
Water pollution by fertilizers and/or insecticides is considered the main problem (49%) as far as water management in the Regional Unit of Thessaloniki is concerned. Other important issues concerning water management in the area are waste water pollution (19%), and shortage of drinking water (10%).



Main problems of water pollution

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Municipalities are considered by the respondents as the most important bodies/organizations in the water management/saving decision making process (77%), followed by the citizens themselves (41%) and the administration of the Region of Central Macedonia (35%).



Bodies & organizations that should be involved in the water management/saving decision making process

4.3.3 Best Practices Manual

The best practices manual was implemented in the frames of the project “Best Water Use” (Interreg V-A, Greece Bulgaria 2014-2020) concerning the development of the Guidelines for Good Practice for water conservation and main usage categories.

The aim of the deliverable is to seek and demonstrate good management practices concerning the different uses of water in Greece and in other European countries and covering all categories of use so that they can be utilized in the context of other project actions, such as developing rational water management guidelines. In particular, best water saving practices for urban, irrigation, industrial, energy and tourism use are proposed.

According to the European Environment Committee, sustainability should strive to balance available water at any given point in time and space with the demand for water for various uses and the need for sufficient water to protect human health and the aquatic ecosystem. Available water must be of sufficient quality to satisfy the various users, including the protection of human life. The proposed measures / practices can be used to increase water availability and / or control and reduce water demand.

In this context, this deliverable has suggested best water saving practices for the main water uses, which could be the guidelines for local, regional or national programs aimed at the conservation and water savings actions in various sectors of water use, and is focusing on the main aspects and on issues related to the area under study.

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A well-designed conservation and efficiency plan, sets the stage for successful implementation of measures and practices to avoid water loss and to manage the demand for efficient water resource management. Developing such a plan and integrating it into infrastructure planning will help ensure that a service / business will optimize existing operations before considering developing additional resources for projected needs.

Also, utilities/general interest bodies should also recognize the relationship between water, sewage, storm water and energy when designing and assessing infrastructure needs and solutions, using close co-operation between all relevant services and organizations. The cost advantages of water conservation are even greater when considering the benefits of waste water costs.

Finally, the EPA (Environmental Protection Agency) recommends that all stakeholders should participate in the development of efficient maintenance programs and that services / businesses should develop public approaches and education programs as part of water saving plans, programs and policies. The involvement of water user encourages the introduction of water saving measures and will increase efficiency measurement rates.

4.3.4 Trainers' Handbook

The aim of the trainer's handbook is to be a tool for primary and secondary education teachers, who will benefit from its use in the design and implementation of relevant environmental educational interventions. The purpose of the training material is to provide useful knowledge, individual instructions, and additional material to enrich the teaching process.

The teaching material is appropriately designed to:

- ▶ Promote active learning by considering water as a central theme into a structured educational framework.
- ▶ Provides the ability to connect this manual/ handbook to many issues critical to water management.
- ▶ Facilitate educators to organize activities and introduce new water-related issues.

In general, it aims to develop children's ability to "learn how to learn" during their lives, through the continuous acquisition of knowledge and skills. This, moreover, is one of the main and long-term goals of Environmental Education.

The main objectives of the training material are to provide learners with knowledge and understanding and to help them develop the skills of assimilation and compliance. Assimilation is the process by which new information is incorporated into pre-existing knowledge structures. Compliance is the process by which, knowledge structures are modified to adapt to new situations.

At the same time, the educational material/ trainer's handbook attempts to contribute in the motivation of the children towards desirable environmental behaviors. We therefore expect trainees to embrace the principles of sustainable development and to take responsible and pro-active actions in favor of the environment throughout their lives.

This is attempted by helping them to develop skills in the following areas:

- Gnostic
- Socio-emotional
- Psychomotor and Aesthetics

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The proposed activities are related to the specific characteristics of water, focusing on management problems, while at the same time are giving the opportunity to develop a variety of environmental issues. Through the implementation of the activities, it is given to the children the opportunity to cooperate, develop and share their ideas, to be concerned about environmental protection issues and to propose, - as far as possible, taking into account their learning level,- solutions for water management issues that we all face on a daily basis. In a playful and safe context, children are encouraged to become aware and be informed, to express, create and activate.

The creation of an integrated environmental program in schools and kindergartens, including awareness raising and awareness raising activities for pupils, can be an important tool and mean for capitalizing the project's results. Through this program, children will attempt to prove that using simple ways of water use and more responsible environmental behavior the loss of water can be reduced.

Through the educational programs, the teachers can play a key role in the child's development and attitude towards the school environment, as well as in the development of a qualitative educational program.

The material that has been created constitutes the mean on which teachers and educators can implement their own ideas and thoughts, or engage in another educational package that will be within the limits of the educational goals that they have set.

4.3.5 Pilot Action and Awards Event of "Best Water Use"

In relation to the implementation of the pilot action, it was decided the development of educational modules in kindergartens parallel with the development of teachers' role as designers of educational environmental projects and special learning environments. The development of training packages contributed in educators' training. Such packages were the training seminars, trainee manuals, proposed activities for the classroom, mobile applications, etc.

The pilot actions in the kindergartens were launched in 2018 with the responsible Social Services Officers of the municipalities participated in the program. In particular, the following municipalities participated in the program:

- Municipality of Thermaikos
- Municipality of Thermi
- Municipality of Thessaloniki
- Municipality of Kalamaria
- Municipality of Pilaia – Chortiati

Twenty-four (24) trainers/ teachers participated in the Training Seminars of the project entitled "Sustainable Water Use". Following the training seminars, trainers/ teachers implemented awareness activities regarding to the water to the children.

Afterwards, kindergartens carried out a number of activities. In most kindergartens, were discussed issues relative with the water, its features and properties, the ways we protect and save water. For the aforementioned issues, were used educational tools, such as the observation, experiments, constructions, the painting and literature, etc.

Part of the pilot activities was and the "Best Water Use" awards event, attended by local actors/ stakeholders, organizations and institutions as well as local schools. For all target groups, manuals especially developed for the best water use, were distributed. The "Best Water Use" awards event

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referred to a number of activities implemented through the educational programmes and awarded the participated kindergartens.

The aim awards event was children, parents and teachers to get acquainted with the activities of other kindergartens' activities, so as to create an interaction between the participants of the pilot actions. Finally, all participants received a certificate of attendance and "Best-U" project's badge.

5. CAPITALIZATION TOOLS

The objectives of creating capitalization tools are to promote an integrated, systematic and interdisciplinary approach to environmental issues and, in particular, to optimal management of water resources.

Users from the Best-U partners will be the first to exploit project results and act themselves as communicators of best practices. During the project lifetime and beyond the following exploitation instruments will be deployed in order to maximize project exploitation.

The following tools are expected to be utilized for the promotion of project and its results after completion:

- ▶ [Website & social media](#)

The project website will contain all information regarding the project and will host all publicly available results. The project website available at will be online for 5 years after the project end and if the responsible partner cannot maintain it due to unavailable resources, a discussion can be done with the local authorities involved in the project so the website files to be transferred and hosted at their servers. In addition, the consortium will investigate the use of social media platforms such as Facebook, LinkedIn and twitter for general dissemination.

- ▶ [Creation of contact lists](#)

Contact details such as phone numbers/faxes/e-mails/etc. of local and regional policy makers, liaison offices of local universities, local and national media, contact persons at schools, farmers, managers/owners of enterprises, organizations, etc. are expected to be recorded in a Contact Database that has already being developed during the project. This Database will allow every member of target groups to be approached by e-mail, phone or any other available mean of communication.

- ▶ [Educational programs and trainers' handbook / educational](#)

The trainers' handbook/ educational material in combination with relative educational programs can constitute a useful tool for primary and secondary education teachers, who will benefit from its use in the design and implementation of relevant environmental educational interventions. Learning materials, individual instructions, and supplementary material can be provided through the training material to enrich the teaching process and develop the ability of children to "learn to adopt responsible environmental behavior" throughout their lives.

- ▶ [Educational material in mobile applications](#)

Creation of electronic educational material in the form of interactive electronic games on environmental issues (questions-answers-exercises and e-games) and their application to mobiles and tablets, addressed to the general public. At the same time, electronic applications can be useful means of a training program.

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▶ [Best Practices Manual](#)

The best practices manual highlights the good management practices concerning the different uses of water in Greece and in other European countries and covering all categories of use so that they can be utilized in the context of other project actions, such as developing rational water management guidelines. In particular, best water saving practices for urban, irrigation, industrial, energy and tourism use are proposed.

▶ [Network of Schools](#)

Developing a network of schools, which are specifically focused on the issue of water conservation. The participating schools will plan, elaborate and will implement educational activities in order to familiarize the children with the idea of saving and rational use of water. At the end of these activities, the schools of the network will have the opportunity to communicate the activities and achievements by organizing a joint event at the end of the school year along with an awards event.

▶ [Network of local actors/ stakeholders](#) from both participated countries, having as main goal the exchange of experiences in the field of urban water policy and communication.

▶ [Transnational training webinars](#)

Transnational training webinars to teachers of both participated countries. Through the webinars can be implemented presentations, lectures, workshops or seminars relative with the sustainable management of water resources to local or regional actors involved and to each interested party. Participants can share audio, documents and applications, receive and discuss information in real-time. The webinars can be recorded and publish to social media enhancing in this way the exploitation of project's results.

▶ [Annual Awards Event](#)

Implementation of pilot actions on an annual basis by older and more specialized children, with the help of teachers, such as the mapping of the water supply network of the school, the implementation of experiments such as water music, painting, photography, construction in water etc., visual inspection of water leaks and promotion of proposals for more rational use of water. These proposals and actions will be completed with a best-practice water award event.

▶ [Flyer & Promotional Material](#)

The project brochure together with the material already printed to be sent to partners local network in order to attract their interest and motivate them respectively.

▶ [Supplementary dissemination material](#)

The posters of the project together with the brochures, etc., could be put in partners institutions places of public view, such as the foyer or reception point. Partners could also provide posters and flyers to their network so as to put them in their own public view areas, if possible.

In addition to the above, the Best-U consortium identifies and categorizes the impact of the capitalization tools and project's results in short and long term, in the following table:

Table 1: Short term impact

Short term impact	Target Group	Quantitative Indicators	Qualitative Indicators
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Raise awareness of best water use to local actors	Local and regional authorities	More than 10 local, regional actors and to be reached	Improve the knowledge concerning the best water use
Build the capacity of stakeholders and decision makers in the management of water resources	Local and regional authorities	More than 10 local and regional actors to be involved	Activate all the parties involved in the management of water resources and in the decision-making measures
Enhance the knowledge and raise awareness of best water use to children	Schools, kindergartens, teachers	At least 50 actors from this target group to be involved	Improve the knowledge of better water use and adoption of environmental behavior and attitude
Promote educational processes relative with environmental issues and optimum water management	Local and regional authorities, Schools, kindergartens, teachers	More than 100 local, regional actors and schools, kindergartens, teachers to be reached	Create a sense of responsibility, among children and teachers, regarding the environmental protection and sustainable living conditions
Electronic information and material on sustainable water management	Local and regional authorities, Schools, kindergartens, teachers	More than 100 interested parties	Assure the dissemination of the project's objectives and activities
Exchange of experiences on best water use	Local and regional authorities, partnership	Project's web site, network	Create the basis for enhancing an environmental behavior

Table 2: Long term impact

Long term impact	Target Group	Quantitative Indicators	Qualitative Indicators
Raising awareness on rational management of water resources	Wide society in total	<ul style="list-style-type: none"> a. The websites of all involved actors to promote the best water use. b. Project web site – at least for 5 years c. Presentation of project's results to scientific 	Adoption of an environmental behavior

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		<p>conferences/ events on annual basis</p> <p>d. At least 1 newsletter on a quarterly basis.</p> <p>e. Awareness workshops- 2 per year</p> <p>f. Awards events – 1 per year</p>	
Policies and strategies favorable to best water use	Local and regional actors	Strategies and policies orientated to best water use	Implementation of policies and measures for the rational management of water resources
Involvement of more actors for dissemination of project's results by signing the MOU	Local and regional actors	At least 10% increase on actors' involvement	Wider dissemination of project results and awareness of best water management
Submission of new proposals to future programmes	Local and regional actors, partners	2 – 3 new proposals	Sustainability of project results and outcomes and development of other practices

6. GENERAL CAPITALIZATION ACTIVITIES PLAN

The optimum management of available water resources can be enhanced by a series of actions aiming to raise awareness and information to citizens and businesses as well as to local stakeholders by adopting relevant policies, actions and programs.

The coherence of the capitalization actions of this project can be described in the following table:

Table 3: General Capitalization Activities Plan

Objective	Project activity/result coherence	Comments
The project's continuation and dissemination of its results to other actors outside the consortium.	Memorandum of Understanding (MOU)	A Memorandum of Understanding (MOU), to be signed between the consortium bodies, setting out the operational framework for the continuation of the project and

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		describing how the project results can be disseminated to other organizations, regions and countries outside the consortium (APPENDIX I).
Familiarize local actors with the integrated sustainable water management concept	Trainers' handbook	The trainers' handbook is intended to provide a comprehensive governance and management framework for local authorities to effectively and efficiently implement EU policies. The handbook will be presented by local government teachers with the subject of "Better water use", and will promote an integrated sustainable water management, focused on municipal waters, based on the capitalization of EU best practices.
	Educational trainings – at least 2 times per year	Educational programs constitute a useful tool for primary and secondary education teachers, who will benefit from its use in the design and implementation of relevant environmental educational interventions
	Webinars through project's web site on an annual basis	Through the webinars can be implemented presentations, lectures, workshops or seminars relative with the sustainable management of water resources to local or regional actors involved and to each interested party.
Activate local actors towards the conservation and management of water resources	a) Establishment of local, regional or national funding schemes	Establishment of local, regional or national funding schemes for the conservation of water resources in the different sectors of water use, and for promoting awareness and

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		information activities to citizens and businesses.
	b) Design of favorable policies	Designing favorable policies for the proper management of water resources by local and / or regional authorities and motivating businesses and citizens to adopt them.
Raise awareness to other actors and society in total	<p>Awareness workshops and events,</p> <p>Presentation of project's results to scientific conferences/ events on annual basis</p> <p>Project website</p> <p>Newsletters – by email to project's contact list</p> <p>Dissemination material such as flyers</p> <p>Publication of articles on social media – on a quarterly basis</p>	Raise awareness and involve and other actors and businesses in the optimum management of water resources and the same time, to involve them in the development of a public approach and education as part of water saving plans, programs and policies.

7. SUSTAINABILITY OF PROJECT RESULTS

The sustainability of the project's results can be ensured through a series of activities, which will ultimately aim at enhancing the knowledge and awareness of water users in conjunction with relevant policies, funding programs and actions. In order to make the project sustainable, local and regional authorities should initially be strengthened and adopted by a good urban management philosophy, which in turn will undertake a series of supportive actions.

Local actors can take a number of measures to ensure a more rational management of water resources. In practice, it is proven that local actors are better able than any other to implement relevant policies. As the closest power to the citizen, they can mobilize it better while being able to know local problems and peculiarities, which is often useful for managing water resources.

An important tool for the sustainability of the project, is the financing of an awareness and information campaign by local and / or regional actors. Such a campaign would include information and awareness-raising events, integrated environmental programs in schools, kindergartens and adult citizens, mobile e-learning, e-games, poster postage, and television advertising spots and radio.

Another mean of sustainability could be the creation of a network of local actors from both participating countries, having as aim the exchange of experience in the field of urban water policy and communication.

Additionally, the establishment of a network regarding the water management with the participation of educational organizations, local authorities and citizens constitutes an important mean for adopting the philosophy of an optimum water management. Within the network, it will be possible to exchange

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experiences in the management of urban water policies and communication and to transfer the available technology and know-how to its members (institutional reinforcement). It will also be possible to promote an integrated governance and management framework for local authorities to effectively implement EU policies, strategies, legislation and commitments on sustainable water management in their areas.

The adoption and implementation of favorable policies and decision-making by local and regional bodies for the management of urban water resources.

8. POST FUNDING POSSIBILITIES

Addressing water quality, floods and drought management in a cost-efficient way is a serious challenge within the EU. Responding to the challenges and opportunities in the water sector requires a holistic approach across a number of actors. In line with the implementation of the Water Framework Directive (WFD), the Flood Directive and the priorities of the European Innovation Partnership on Water, projects should focus on developing and particularly implementing actions which can help Member States move to genuinely integrated water resource management, promoting ecosystem-based approaches where relevant. In the context of actions targeted at the implementation of the Marine Strategy Framework Directive (MSFD), particular emphasis should be placed on emerging pressures and impacts, as well as fostering better integrated coastal management and maritime spatial planning. With respect to the water industry, the technologies and processes used to ensure the provision of water services (production of drinking water or waste water treatment) are reaching maturity.

In line with the priority areas of the European Innovation Partnership on Water, the current challenge is twofold:

- (i) ensuring proper implementation in a way which yields cost-effective, resource efficient and legally compliant results, and
- (ii) ensuring an ability to deal with emerging issues in this field.³

Hence, one of the aims of this capitalization plan is to use the accumulated knowledge and the results derived from project's implementation in order to support the development of future policies and programmes linked with the gained new knowledge and outcomes. Such programmes orientated on the environment and on educational activities supporting an environmental behavior are the following:

7.1 LIFE 2014-2020⁴

According to Article 3 of Regulation (EU) No 1293/2013 (hereinafter 'LIFE Regulation'), the LIFE Programme pursues the following general objectives:

- to contribute to the shift towards a resource-efficient, low-carbon and climate-resilient economy, to the protection and improvement of the quality of the environment and to halting and reversing biodiversity loss, including the support of the Natura 2000 network and tackling the degradation of ecosystems;
- to improve the development, implementation and enforcement of Union environmental and climate policy and legislation, and to act as a catalyst for, and promote, the integration and

³ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014D0203&from=EN>

⁴ <https://ec.europa.eu/easme/en/section/life/life-environment-sub-programme#inline-nav-1>

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mainstreaming of environmental and climate objectives into other Union policies and public and private sector practice, including by increasing the public and private sector's capacity;

- to support better environmental and climate governance at all levels, including better involvement of civil society, NGOs and local actors; and — to support the implementation of the 7th Environment Action Programme.

The LIFE programme is divided into **two sub-programmes**, one for environment and one for climate action.

A) LIFE - ENVIRONMENT SUB-PROGRAMME

Traditional projects

The **sub-programme for Environment** covers the priority areas Environment and Resource Efficiency, Nature and Biodiversity, and Environmental Governance and Information (Articles 9 to 12 of the LIFE Regulation).

- **LIFE Environment and Resource Efficiency**: It co-finances projects in the environmental sector in particular in the areas of air, chemicals, green and circular economy, industrial accidents, marine and coastal management, noise, soil, waste, water, and the urban environment.

Thematic Priorities

a) **Thematic priorities for Water**, including the marine environment:

- Water, floods and drought
 - Marine and coastal management
 - Water Industry
- **LIFE Nature and Biodiversity**: It funds nature conservation projects in particular in the areas of biodiversity, habitats and species.
 - **LIFE Environmental Governance and Information**: The programme supports projects in the areas of awareness raising, environmental training and capacity building, legislative compliance and enforcement, knowledge development and public and stakeholder participation.

Integrated projects

Integrated projects combine LIFE funding with other sources of support to maximize their impact over a large area (regional, multi-regional, national or trans-national). Under the environment sub-programme, these large-scale projects implement environmental plans or strategies required by specific EU laws.

They primarily concern areas of nature (including Natura 2000 network management), water, waste, and air.

Preparatory projects

Preparatory projects address specific needs for the development and implementation of EU environmental policy and law. The specific topics are indicated in the annual call for proposals.

Technical assistance

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Technical assistance projects provide action grants and financial support to help applicants prepare integrated projects.

The climate action sub-programme supports projects in the areas of renewable energies, energy efficiency, farming, land use, and peatland management.

B) LIFE - CLIMATE ACTION SUB-PROGRAMME

It provides action grants for best practice, pilot and demonstration projects that contribute to the reduction of greenhouse gas emissions, the implementation and development of EU policy and law, best practices and solutions. The European Commission is particularly looking for technologies and solutions that are ready to be implemented in close-to-market conditions, at industrial or commercial scale, during the project duration.

The sub-programme also promotes knowledge sharing and integrated approaches, such as for climate change mitigation strategies and action plans at local, regional or national level.

Traditional projects

- **Climate change mitigation**
The climate action sub-programme supports projects in the areas of renewable energies, energy efficiency, farming, land use, and peatland management.
- **Climate change adaptation**
The LIFE programme co-finances projects in the areas of resilience to water scarcity, droughts, forest fires or floods, adaptive technologies for economic sectors, and safeguarding natural resources.
- **Climate governance and information**
The programme funds projects in the areas of awareness raising, training and capacity building, law compliance and enforcement, knowledge development and stakeholder participation.

Integrated projects

Integrated projects combine LIFE funding with other sources of support to maximise their impact over a large area (regional, multi-regional, national or trans-national).

Under the sub-programme for climate action, these large-scale projects implement climate action plans, strategies or roadmaps required by specific EU laws, primarily in the areas of climate change mitigation and adaptation.

Preparatory projects

Preparatory projects address specific needs for the development and implementation of EU environmental policy and law. The specific topics are indicated in the annual call for proposals.

Technical assistance

Technical assistance projects provide action grants and financial support to help applicants prepare integrated projects.

8.2 MED⁵ PROGRAMME

The MED Programme is a transnational Programme of European Territorial Cooperation. It is financed by the European Union as an instrument of its regional policy and of its new programming period. It continues the tradition of the European Programmes for cooperation (previously named Interreg). The Programme launches calls for projects to build transnational partnerships aiming at meeting the priority objectives of the Programme in the Mediterranean space.

Programme objectives

- To improve the area's competitiveness in a way that guarantees growth and employment for the next generations (Lisbon strategy).
- To promote territorial cohesion and environmental protection, according to the logic of sustainable development (Goteborg strategy).

PRIORITY AXES

Priority axis 1: Strengthening innovation capacities

Priority axis 2: Environmental protection and promotion of a sustainable territorial development

Richness and fragility of natural resources and heritage, pressure on fragile areas, regular water supply threats, concentration of major risks. The MED space is a space rich of assets with a high biodiversity that needs to be protected on different environmental levels through transnational coordinated activities.

The objectives of priority axis 2 are the following:

2.1: Protection and enhancement of natural resources and cultural heritage

2.2: Promotion of renewable energies and energy efficiency improvement

2.3: Prevention of maritime risks and strengthening of maritime safety

2.4: Prevention of and fight against natural risks

Examples of "Environment" oriented projects

- Promoting transnational partnerships to protect, enhance and increase the awareness of the fragile areas and their resources from the integrated territorial development and sustainable tourism point of view;
- Promoting biodiversity through protection and enhancement of natural resources;
- Creating and disseminating innovative materials and production processes that allow reducing energy consumption amongst public stakeholders and businesses.

Priority Axis 3: Improvement of mobility and of territorial accessibility

Priority axis 4: Promotion of a polycentric and integrated development of the MED space

To better manage the effects of urban development, to enhance potential competitiveness of rural areas while avoiding a widening of territorial disparities, it is essential to support synergies between the urban and rural spaces and improve territorial multilevel governance systems.

The objectives of priority axis 4 are the following:

4.1 : Coordination of development policies and improvement of territorial governance

⁵ <https://www.programmemed.eu/en/the-programme/programme-themes/balanced-regional-development.html>

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4.2 : Strengthening of identity and enhancement of cultural resources for a better integration of the Med space

Examples of "territorial development" oriented projects

- Promoting transnational collaboration between different multilevel territorial systems (towns, metropolis, islands, rural areas, isolated territories, ect.) to improve services networking and encourage the emergence of common strategies;
- Promoting transnational initiatives enhancing the role of historical heritage and cultural resources from the point of view of integrated territorial development.
- Projects co-financed by the programme

8.3 INTERREG 2014 – 2020⁶

Interreg is one of the key instruments of the European Union (EU) supporting cooperation across borders through project funding. Its aim is to jointly tackle common challenges and find shared solutions in fields such as health, environment, research, education, transport, sustainable energy and more.

The programmes, under INTERREG 2014-2020, are primarily based on the Europe 2020 strategy for smart, sustainable, inclusive growth. They are in some way the spatial specialization of this development strategy. They also rely on European strategies for social and territorial cohesion, macro-regional strategies and interregional policies.

What characterizes these programs is that they seek, in addition to specifics and technical details, to deal with issues such as Energy, Environment, Business, Employment, Better Living Conditions in the EU and with its neighbors.

From a practical point of view, they are characterized, among other things, by the strong demand for the development of dynamic transnational - cross - border - interregional partnerships and the synergy with the objectives pursued in the eligible regions, as well as the capitalization of experience from previous projects and the effective practices that have been implemented. Sustainability, innovation, interdisciplinarity, consultation and publicity are among the strong criteria for the selection of proposals.

An additional feature of particular interest is that programs under INTERREG 2014-2020 are directly and principally addressed by the national, regional, local authorities of the eligible countries - regions and their first and main municipalities.

INTERREG 2014-2020 is structured into two major program groups: cross-border and transnational

Cross-border

These kind of programmes promote Union's strategy for smart, sustainable growth for achieving economic, social and territorial cohesion between the eligible cross-border regions.

The programmes, among other things, provide solutions to problems faced by Municipalities in the eligible areas in Greece, and constitute part of the corresponding problems of Municipalities of the neighboring eligible area.

⁶ <https://interreg.gr/el/>

<https://www.interregeurope.eu/>, <https://www.citybranding.gr/2015/07/interreg-2014-2020.html>

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The **eligible areas** for 2014-2020 are the following:

- Greece – Cyprus: Cyprus/ all regions – From Greece: North Aegean (Lesvos, Samos, Chios), South Aegean (Dodecanese, Cyclades), Crete (Heraklion, Lasithi, Rethymno, Chania) .
- Greece - Italy: From Greece: Epirus (Arta, Thesprotia, Ioannina, Preveza), Ionian Islands (Zakynthos, Corfu, Kefalonia, Lefkada), Western Greece (Aitolokarnania, Achaia, Ilia), – From Italy: Puglia (Taranto, Brindisi, Lecce, Foggia, Bari, Barletta-Andria-Trani).
- Greece - Bulgaria: From Greece: Eastern Macedonia and Thrace Ανατολική Μακεδονία και Θράκη (Evros, Xanthi, Rodopi, Drama, Kavala, Thessaloniki, Serres) – From Bulgaria: Blagoevgrad, Haskovo, Smolyan, Kardzhali.
- Greece - Albania: From Greece: Grevena, Kastoria, Florina, Thesprotia, Ioannina, Zakynthos, Corfu, Kefalonia, Lefkada – From Albania: Berat, Gjirokaster, Korce, Vlore.
- Greece - Former Yugoslav Republic of Macedonia (FYROM): From Greece: Thessaloniki, Kilkis, Florina, Serres, Pella – From FYROM: Vardar, Pelagonia, Southwest, Southeast

Priority axes, as selected by the programmes with the necessary adjustments which were made due to the specificities and strategic objectives of each area, are moving around the following issues/ subjects:

- Preservation and protection of the environment, integrated environmental management
- Sustainability and adaptation to climate change - prevention of management risks
- Addressing social exclusion
- Efficient use and energy management
- Waste management
- Management of transboundary waters
- Combined sustainable transport in cross-border areas
- Better interconnection of a cross-border area
- Strengthening the local economy
- Enhance competitiveness and entrepreneurship, giving an emphasis on Small and Medium Enterprises (SMEs)
- Innovation and Competitiveness
- Tourism
- Exploitation of cultural and natural heritage.

Eligible partners, in each of the above programmes, are the National – Regional – Local Public Authorities, the Legal Entities governed by Public Law, the Private Non – Profit Bodies of the eligible, each time, regions.

Transnational

Transnational cooperation, known as Interreg B, involves regions from several countries of the EU forming bigger areas. It aims to promote better cooperation and regional development within the Union by a joint approach to tackle common issues. Interreg B supports a wide range of project investment related to innovation, environment, accessibility, telecommunications, urban development etc. The transnational programmes add an important extra European dimension to regional development, developed from analysis at a European level, leading to agreed priorities and a coordinated strategic response.

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The **eligible areas** for 2014-2020 are the following:

- **ADRION (Adriatic - Ionian):** The programme covers regions from four EU Member States: Croatia, Greece, Italy, Slovenia and regions from four third countries: Albania, Bosnia - Herzegovina, Montenegro, Serbia.
- **Balkan - Mediterranean:** The project includes regions from three EU member states: Greece, Cyprus, Bulgaria and regions from two candidate countries: Albania and the Former Yugoslav Republic of Macedonia.
- **Black Sea Basin:** Regions from three EU Member States: Bulgaria, Greece, Romania and regions from the countries: Armenia, Azerbaijan, Georgia, Moldova, Ukraine, Turkey, Russia.
- **INTERREG EUROPE:** The program covers 30 countries, 28 EU countries plus Switzerland and Sweden.
- **MED:** The program includes regions from the EU Member States: Cyprus, Spain, France, Greece, Italy, Malta, Portugal, United Kingdom-Gibraltar, Slovenia, as well as the candidate and potential candidate countries Croatia, Montenegro, Albania.
- **MED ENI:** Includes regions from countries affected by the EMI strategy in the Mediterranean, such as Spain, United Kingdom- Gibraltar, Portugal, France, Italy Malta, Greece, Cyprus, Turkey, Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, Palestine, Syria.

The **priority axes** in this group, as well as the content of the proposals, are strongly oriented towards supporting EU policies such as European integration and macro-regional strategies, summarized in the following areas:

- Environmental Protection - Climate Change Adaptation - Transition to Low Carbon Economies
- Research - Technology - Innovation - Smart Regions
- Resource efficiency - Sustainable regions - blue and green growth
- Territorial cooperation
- Entrepreneurship and Development of Small and Medium Enterprises (SMEs)
- EUSAIR Governance Support

Eligible partners are the National - Regional - Local Public Authorities, as well as the Legal Entities governed by Public Law, and the non - profit Private Entities of the eligible regions.

8.4 ESPA 2014-2010

❖ [Operational Program "Development of Human Resources, Education & Lifelong Learning"](#)⁷

The Operational Program "Human Resources Development, Education and Lifelong Learning 2014-2020", which is part of the new Programming Period for the implementation of programs is co-funded by Greece and the EU.

⁷ http://www.edulll.gr/?page_id=28228

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However, is one of the seven National Operational Programs of this period and aims to tackle unemployment, notably through the creation of opportunities for education, upgrading of skills and sustainable employment for all, while contributing to the strengthening of social cohesion.

Fundamental priority of the Operational Program "Human Resource Development, Education and Lifelong Learning" is to provide valid and immediate information to potential beneficiaries for all actions of the Operational Program on funding opportunities, while publicizing to EU citizens, the role and the achievements of the cohesion policy, as well as the work and achievements of the co-financed interventions.

In this direction and through a selected range of communication actions and means, publicity actions are implemented having as main goal to serve the "right of citizens to know".

The **aim** is to make the citizen "social" of the participatory efforts made with the cooperation of the National Authorities and the European Union. Through information and communication, the Operational Program projects are presented and evaluated, good practices are being exploited and increased participation in program interventions is achieved.

Specifically, the objectives of the program are:

- Development and utilization of human resources capacities and active social inclusion in all regions of the country
- Tackling unemployment and increasing sustainable employment for all
- Improving the quality and effectiveness of all levels of the education system
- Develop Lifelong Learning and improve the relevance of education and training to the labor market

Indicative Actions / Interventions

- Employment: Systemic interventions of work and providence institutions, Improving Employment Prospects and Developing Human Resource Skills, Youth Employment Initiative: Facilitating Access to Employment for Young People up to 29 years.
- Education: Improving the Quality and Efficiency of the Educational System, Training of teachers, Specialized educational support program for integration of pupils, etc.
- Technical Assistance: Complementary / specialized systems and tools for organizing management, Information and Communication, Evaluation, Studies, Expertise, Technical Consultants

❖ [ESPA 2014-2020 for the Environment](#)⁸

The Strategic Goals

The country's Environmental Strategy for the 2014-2020 Programming Period is included in the 3rd CSF Financial Priority 2014-2020 Environmental Protection - transition to an environmentally friendly economy (FP3) with the basic aim of moving to a resource-efficient and low-carbon environment-friendly economy alongside the protection of the natural, cultural and built environment and natural resources.

The funding priority 3 (FP3) is broken down into the Thematic Objectives 4, 5 and 6 and focuses on addressing climate change, with priority being given to the implementation of projects of high

⁸ https://www.espa.gr/elibrary/Metafores_Perivallon_2014GR16M1OP001_1_5_el.pdf

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environmental importance related to the European Environmental Acquis (EEA), mainly in the management of liquid and solid waste. This priority is directly reflected in the operational programme for the environment.

The priorities of the Environmental Strategy of the Transport infrastructure, environment and sustainable development operational programme are in line with the thematic objective 4: support for the transition towards a low carbon economy in all sectors, the thematic objective 5: promoting climate change adaptation, risk prevention and management, and the thematic objective 6: maintaining and protecting the environment and promoting resource efficiency, and all directly contribute to the promotion of the environmental strategy.

Particularly:

- Sustainable multimodal urban mobility, smart energy management in public infrastructures and buildings, the exploitation of high-efficiency and the wider use of district heating are being promoted under the thematic objective 4.
- The thematic objective 5 aims to support adaptation to climate change and tackle high-risk floods.
- Within the framework of the thematic objective 6, gradual satisfaction and specialization of the European Environmental requirements, is promoted in all sectors, especially in the waste and water sectors. There are flagship interventions to improve and revitalize the urban environment as well as targeted actions to reduce air pollution, reduce noise and protect biodiversity.

The **framework** of the strategic objectives

- Strategic Directions of Relevant Programs and Instructions
- Assessment of the current situation and needs of the Sector

This strategy has two objectives:

- the sustainable management of environmental resources, natural resources and urban centers.
- Improving the effectiveness of Public Administration in designing and implementing a coherent and effective environmental policy.

The interventions concern the development of environmental infrastructure, the provision of direct aids and the implementation of environmental policy development and implementation actions, in particular in the aquatic environment, climate change, natural environment and biodiversity, as well as civil protection and prevention of environmental hazards.

Some of the basic needs of the Sector of the Environment are summarized in the following:

- Improving the quality of life of the population and addressing climate change, especially in the urban environment, in particular through the use of energy efficiency methods / systems, bioclimatic design, renewable energy sources utilization, interventions in hospitals with a view to saving energy.
- Utilization of the waste heat of large power plants near cities, with the aim of reducing urban air pollution and greenhouse gas emissions, and energy saving (district heating).
- Address the negative impacts of climate change and adapt to the new dry-heat conditions and possible extreme weather events, such as floods.

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- Systematic application of efficient water use methods for increasing adequacy, preventing and controlling leakage and efficient use of water.
- Completion of sewerage and urban waste water infrastructures for covering priority B settlements and implementation of sewerage and urban waste water infrastructures for Priority C settlements.
- Adapt and mitigate the impacts of climate change on biodiversity and enhance the resilience of sensitive areas in order to mitigate the impact of climate change on biodiversity.
- Establishment, protection and more effective management of habitat types and species.

Hierarchy of Needs

The hierarchy of needs stems from the speed, completeness and quality of the country's adaptation to the European Environments Interests, as well as from the implementation of urban regeneration interventions in deprived areas with strong growth dynamics. Particularly:

1. Ensuring the quality of environmental strategy production, decision support and development of standards, tools, systems, etc.
2. The promotion of superior hierarchical methods and waste management infrastructures.
3. The gradual integration of the sewerage and urban waste water infrastructures, sewage treatment and inert waste, sanitary and hazardous waste, and the introduction of methods for the protection of soil and groundwater.
4. The implementation of efficient water use methods for increasing the adequacy, preventing and controlling leaks and efficient use of water.
5. Ensuring biodiversity
6. Actions contributing to energy saving in public infrastructures.

The **expected results** of the Operational Programme are summarized below:

- Substantial harmonization of the areas of the environmental sector.
- Improving the business framework in all subsectors such as environment, energy efficiency and green economy.
- Promote sustainable urban mobility and urban regeneration at environmental, economic and social levels in deprived areas and / or urban functional areas with dynamic developmental features.
- Improving prevention and responding to risk management.
- Reducing floods and their impacts on the natural and man-made environment.
- Protecting biodiversity and reducing habitat fragmentation, particularly in Natura 2000 areas, combined with rationalization of management, monitoring and management.
- Prevention of waste generation, promotion of recycling and waste recovery investments, integration of an appropriate network of waste disposal infrastructure, promotion of sludge treatment, and safe management of aggregates, hazardous industrial and sanitary waste.
- Increasing the served population and protecting the environment from urban waste water.

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- Integrated protection and management of water resources.
- Integration of spatial and urban planning into the development process and sustainable urban development.
- Reduction of air pollution and noise by further promoting targeted bioclimatic urban development actions.
- Integrating the environmental dimension into transport infrastructure.

9. APPENDIXES

9.1 APPENDIX I: Memorandum of Understanding

ΣΥΜΦΩΝΟ ΣΥΝΕΡΓΑΣΙΑΣ ΜΕΤΑΞΥ ΤΩΝ ΕΤΑΙΡΩΝ ΤΟΥ ΕΡΓΟΥ BEST-U

Οι εταίροι του έργου Best – U:

Η ΑΝΑΠΤΥΞΙΑΚΗ ΑΝΩΝΥΜΗ ΕΤΑΙΡΕΙΑ ΟΤΑ ΑΝΑΤΟΛΙΚΗΣ ΘΕΣΣΑΛΟΝΙΚΗΣ, εφεξής καλούμενη ΑΝΑΤΟΛΙΚΗ Α.Ε., νομίμως εκπροσωπούμενη από τον/την, με έδρα στη Θεσσαλονίκη, 1ο χλμ. Θέρμης - Τριαδίου, 57001 - Τ.Θ. 60497 Ελλάδα.

Η ΑΝΑΠΤΥΞΙΑΚΗ ΕΤΑΙΡΕΙΑ ΣΕΡΡΩΝ Α.Α.Ε. Ο.Τ.Α., εφεξής καλούμενη ΑΝ.Ε.ΣΕΡ. Α.Ε., νομίμως εκπροσωπούμενη από τον/την....., με έδρα στις Σέρρες, Β. Αλεξάνδρου 2, Ελλάδα.

Η ΑΝΑΠΤΥΞΙΑΚΗ ΕΤΑΙΡΕΙΑ ΕΔΑ BANSKO, εφεξής καλούμενη ΕΔΑ BANSKO, νομίμως εκπροσωπούμενη από τον/την, με έδρα στη Βουλγαρία, 24Α, TODORIN VRAH STR.

Ο ΣΥΝΔΕΣΜΟΣ ECO NEVROKOP εφεξής καλούμενος ECO Nevrokop, νομίμως εκπροσωπούμενος από τον/την, με έδρα

MEMORANDUM OF UNDERSTANDING BETWEEN THE MEMBERS OF BEST-U PROJECT

The members of Best-U project:

DEVELOPMENT AGENCY OF EASTERN THESSALONIKI'S, hereinafter referred to as ANATOLIKI S.A., represented by, with its head office in Thessaloniki, 1st Km Thermis-Triadiou, Gold Center, 57001 Thermi, Greece.

SERRES DEVELOPMENT AGENCY - S.A., hereinafter referred to as ANESER S.A., represented by, with its head office in Serres, 2, V. Alexandrou str., Greece.

ECONOMIC DEVELOPMENT AGENCY BANSKO, hereinafter referred to as ΕΔΑ BANSKO, represented by, with its head office in Bulgaria, 24A, TODORIN VRAH STR.

Association Eco Nevrokop, hereinafter referred to as ECO Nevrokop, represented by,

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στη Βουλγαρία, 2900 Gotse Delchev, 8 Iliya Pramatarski Str.

Η ΑΝΑΠΤΥΞΙΑΚΗ ΕΤΑΙΡΕΙΑ HIGH WEST RODHOPI, εφεξής καλούμενη EDA High West Rodopi, νομίμως εκπροσωπούμενη από τον/την, με έδρα στη Βουλγαρία, City Devin, St. "Yavor" №3, fl. 4 , Apt . 10.

with its head office in Bulgaria, 2900 Gotse Delchev, 8 Iliya Pramatarski Str.

ECONOMIC DEVELOPMENT AGENCY HIGH WEST RODOPI, hereinafter referred to as EDA High West Rodopi, represented by, with its head office in Bulgaria, City Devin, St. "Yavor" №3, fl. 4 , Apt . 10.

Ιστορικό

Στο πλαίσιο του Έργου " Best Water Use" Best – U, το οποίο υλοποιήθηκε στο πλαίσιο του Προγράμματος Συνεργασίας Interreg V-A «Ελλάδα-Βουλγαρία 2014-2020» κατά τη χρονική περίοδο 2017-2019, οι ανωτέρω εταίροι συμφωνούν στη διάδοση των αποτελεσμάτων του έργου και σε άλλους οργανισμούς, περιφέρειες και χώρες πέραν της κοινοπραξίας καθώς και στη συνέχιση παροχής υποστήριξης και προώθησης των πιλοτικών δράσεων του έργου στους ήδη εμπλεκόμενους φορείς.

Στόχοι Συμφώνου

Η υπογραφή του παρόντος συμφώνου συνεργασίας στοχεύει στην επίτευξη των κατωτέρω στόχων και δράσεων κεφαλαιοποίησης του έργου Best -U:

- Προώθηση εκπαιδευτικού εγχειριδίου σε τοπικούς φορείς πέραν των εμπλεκόμενων στην πιλοτική δράση, με θέμα τη «βέλτιστη χρήση» των υδάτων, επικεντρωμένη στα δημοτικά ύδατα, βάσει της κεφαλαιοποίησης των βέλτιστων πρακτικών της ΕΕ.
- Κινητοποίηση των τοπικών και περιφερειακών αρχών για προώθηση δράσεων ευαισθητοποίησης και ενημέρωσης των πολιτών και των επιχειρήσεων σχετικά με τη βέλτιστη διαχείριση υδατικών πόρων, όπως ενημερωτικές εκδηλώσεις, εκπαιδευτικά προγράμματα σε εκπαιδευτικούς, σχολεία και πολίτες, διαφημιστικά σποτ, εκπαιδευτικό υλικό, κ.α.
- Ευαισθητοποίηση και συμμετοχή και άλλων φορέων και επιχειρήσεων στην ορθή διαχείριση υδατικών πόρων, και συμμετοχή αυτών στην ανάπτυξη προγραμμάτων εκπαίδευσης.
- Διατήρηση και ενεργή υποστήριξη του δικτύου διασυνοριακών υπηρεσιών όπου συμμετέχουν τοπικοί φορείς και από τις δύο χώρες (Ελλάδα, Βουλγαρία), με σκοπό τη συνέχιση:

Background

Within the framework of the project " Best Water Use" Best – U", developed in the framework of the European Programme Interreg V-A "Greece – Bulgaria 2014-2020" during the period 2017-2019, the members mentioned above agree to disseminate the results of the project to other local organizations, regions and countries in addition to the consortium ,as well as to continue supporting and promoting the pilot actions of the project to the already involved actors.

Objectives

The signing of this Memorandum of Understanding is aimed at the objectives and capitalization actions of Best-U project, as are described below:

- Promotion of "best water use" training manual to local actors beyond those involved in the pilot actions of the project, based on the capitalization of EU best practices.
- Motivate local and regional authorities to promote awareness and information campaigns for citizens and businesses on the best use of water resources, such as informative events, educational programs for teachers, schools and citizens, advertising spots, educational material, etc.
- Raise awareness and involve other actors and businesses in the best water use project, while at the same time, to involve them in the development of relative educational programmes.
- Maintain and support the cross-border services network where are involved local actors from both countries (Greece, Bulgaria), in an attempt to:

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- ανταλλαγής εμπειριών στον τομέα της πολιτικής και της επικοινωνιακής διαχείρισης των αστικών υδάτων,
- ανταλλαγής πληροφοριών για ολοκληρωμένα περιβαλλοντικά προγράμματα και στις δύο χώρες,
- υλοποίησης διακρατικών on-line σεμιναρίων (webinars) στους εκπαιδευτικούς και τους παιδαγωγούς,
- προώθησης εφαρμογής πιλοτικών δράσεων σε ετήσια βάση και τελετές βράβευσης «Βέλτιστης Χρήσης Ύδατος»,
- προώθησης διαδραστικών ηλεκτρονικών παιχνιδιών σε περιβαλλοντικά ζητήματα στους πολίτες.

Μέσα επίτευξης στόχων

Για την επίτευξη των ανωτέρω στόχων, οι εταίροι δεσμεύονται να χρησιμοποιήσουν τα παραδοτέα/ εργαλεία που δημιουργήθηκαν και αναπτύχθηκαν κατά την υλοποίηση των δράσεων του Έργου Best -U:

- Εκπαιδευτικά προγράμματα και εγχειρίδιο εκπαιδευτών/ εκπαιδευτικό υλικό.
- Διαδραστικά ηλεκτρονικά παιχνίδια (e-games) σε περιβαλλοντικά ζητήματα και εφαρμογές σε κινητά/ tablets (mobile applications).
- Οδηγός Καλών Πρακτικών διαχείρισης υδατικών πόρων μεταξύ των διαφορετικών χρήσεων ύδατος στην Ελλάδα, αλλά και στις λοιπές χώρες της Ευρώπης.
- Δίκτυο τοπικών φορέων συμπεριλαμβανομένου των σχολείων.
- Συνέχιση πιλοτικών δράσεων του έργου και καθιέρωση ετήσιας τελετής βράβευσης.
- Ιστότοπος έργου
- Ενημερωτικές ημερίδες και διαφημιστικά.

Αξιολόγηση

- exchange experience in the field of urban water policy and communication,
- exchange information for integrated environmental programmes in both countries,
- implement cross-border educational webinars to teachers and educators,
- promote project's pilot actions along with the awards event for the "best water use" on an annual basis,
- promote interactive electronic games (e-games) relevant with environmental issues to citizens.

Means/ Tools for capitalization

In order the above goals to be achieved, partners are committed to use the deliverables and tools developed during Best-U project implementation:

- Educational programmes and material
- Interactive electronic games (e-games) on environmental issues and mobile applications.
- Best practices guide regarding the management of water resources between the different uses of water in Greece, and in other countries.
- Network of local actors including schools.
- Continuance of project's pilot actions and establishment of an annual awards event.
- Project's web -site.
- Awareness events and promotional material.

Evaluation

The partners are committed to provide information on (a) new actors who have been

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Οι εταίροι δεσμεύονται να παρέχουν πληροφορίες σχετικά α) με τους νέους φορείς που προσεγγίστηκαν, ενημερώθηκαν και ευαισθητοποιήθηκαν για την ορθή διαχείριση υδατικών πόρων, β) τους φορείς που συμμετείχαν στις δράσεις προώθησης μιας υπεύθυνης περιβαλλοντικά συμπεριφοράς, γ) τις δράσεις που υλοποιήθηκαν και το αποτέλεσμα αυτών, και δ) την επίδραση της στρατηγικής κεφαλαιοποίησης στην υιοθέτηση και εφαρμογή ευνοϊκών πολιτικών από τους τοπικούς και περιφερειακούς φορείς για τη διαχείριση των υδατικών πόρων σε αστικό επίπεδο.

Τα αποτελέσματα της στρατηγικής κεφαλαιοποίησης θα αξιολογηθούν από τον Επικεφαλής Εταίρο της κοινοπραξίας και θα μπορούν να προωθηθούν – κατόπιν συμφωνίας των εταίρων – για μελλοντικές χρηματοδοτήσεις.

Αυτό το μνημόνιο συμφωνίας δεν εμποδίζει τα συμβαλλόμενα μέρη από οποιαδήποτε συνεργασία με τρίτους στις συμφωνηθείσες δράσεις.

Διάρκεια

Είναι σημαντικό το παρόν σύμφωνο συνεργασίας να δημιουργεί μια συνεχή σχέση μεταξύ των μερών. Για το σκοπό αυτό, η διάρκεια της συμφωνίας θα συνεχιστεί μέχρις ότου τα μέρη αποφασίσουν να την καταργήσουν, μέσω γραπτής ειδοποίησης. Προκειμένου να διασφαλιστεί η εγκυρότητα και η καταλληλότητα της παρούσας συμφωνίας, το συμφωνητικό θα μπορεί να αναθεωρείται και να τροποποιείται σε οποιαδήποτε στιγμή αμοιβαίας συμφωνίας των μερών.

ΕΤΑΙΡΟΣ 1:

Όνομα, Υπογραφή, Σφραγίδα

Τόπος, Ημερ/νία

ΕΤΑΙΡΟΣ 2:

Όνομα, Υπογραφή, Σφραγίδα

Τόπος, Ημερ/νία

ΕΤΑΙΡΟΣ 3:

Όνομα, Υπογραφή, Σφραγίδα

approached and informed regarding the best management of water resources; (b) the actors involved in actions to promote responsible environmental behavior; (c) the implemented actions and their effect, and (d) the impact of the capitalization strategy on the adoption and implementation of favorable policies by local and regional bodies for the management of water resources at urban level.

The results of capitalization strategy will be evaluated from the lead Partner of the project and will be promoted – if necessary/ acceptable from the partnership – for future funding.

This memorandum of understanding will not impede the parties from being able to carry out cooperation with third parties in the areas agreed.

Duration:

It is essential that this Memorandum of Understanding creates a continuous relation between the parties. To this purpose the duration of this agreement will continue until the parties decide to end it up, via written form. In order to ensure the validity and pertinence of this agreement, the Memorandum will be able to be revised and modified in any moment of mutual agreement by the parties.

PARTNER 1:

Name, function, signature, stamp

Date and Place

PARTNER 2:

Name, function, signature, stamp

Date and Place

PARTNER 3:

Name, function, signature, stamp

Date and Place

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Τόπος, Ημερ/νία

PARTNER 4:

Name, function, signature, stamp

ΕΤΑΙΡΟΣ 4:

Όνομα, Υπογραφή, Σφραγίδα

Date and Place

Τόπος, Ημερ/νία

PARTNER 5:

Name, function, signature, stamp

ΕΤΑΙΡΟΣ 5:

Όνομα, Υπογραφή, Σφραγίδα

Date and Place

Τόπος, Ημερ/νία