

Partner Universities

COMUNICare H₂O: COMMUNICATION AND DISSEMINATION APPROACH ON INTEGRATED WATER CYCLE PROPOSED BY THE UNIVERSITY OF UDINE

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The COMUNICare H₂O project was launched in 2018 by the University of Udine with the contribution of the Friuli Venezia Giulia region government. The project aims to create a more aware water resource culture and to introduce a new Integrated Water Cycle (IWC) paradigm. The goals of the project are to

- create a collaborative mentality among stakeholders,
- create links between entities operating in the water sector on different levels,
- coordinate a cultural network to improve communication and awareness on sustainability of water resources and IWC, in line with the 2030 Agenda sustainable development goals.

Within the COMUNICare H₂O project, a multi stakeholder plan is established among the main stakeholders on the territory of Friuli Venezia Giulia. The group actively collaborates in the creation of surveys, tools that allow to actively involve the citizen in the management of the water resource and to highlight the concrete needs of the population on the issue. The first questionnaire available online in early 2019 reached more than 800 respondents in the Friuli Venezia Giulia area.

The project proposes events and initiatives for citizens of different ages, educational levels and social backgrounds. The aim is to stimulate users to a greater awareness of the importance of the water resource and the need for its protection and safeguard. The opportunity to communicate issues related to such important topics is the first step to achieve such awareness.

Information and educational materials are produced to provide schools to deepen the study of Integrated Water Cycle and to educate new generations to a more conscious and therefore more sustainable approach to the use of water resources. A peer-to-peer educative project called "Filiara EDU ACQUA" has started to involve students in dissemination events on the theme of the Integrated Water Cycle. The project proposes an innovative educational approach in which knowledge and skills are conveyed both horizontally between students, and vertically by students at the peak of the training course (IWC-PhD experts and IWC-PhD students) towards students of the closely lower school order (high school – secondary school - primary



Students during educational activities on IWC.



Public engagement activity in Udine city.



Teachers and students visiting a wastewater treatment plant.

school). The initiative creates a virtuous cascade process of peer education, which has also the target to involve all the levels of community education.

The first feedback of the project received by people during COMUNICare H₂O activities in these years was: water and environmental issues cannot be left exclusively to the "greats of the Earth" decisions but are problems that each of us with small daily cares can help mitigate.

The COMUNICare H₂O project purposes to actively involve citizens, with the aim to inform and educate, by collecting their needs, in order to more effectively address the work of "primary" stakeholders in their different activities, such as integrated water service management, water infrastructures project, environmental and citizen protection, sustainable development, environmental research and applications, communication and language.

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A peer to peer activity of the Filiera EDU ACQUA project.



A conference with all stakeholder in a downtown pub.

