



Info-package 6

Authorities and Policy Makers

Fact Sheet 6.4 – Strategic planning for the use of reclaimed water in agricultural irrigation (the planning process to develop SUWANU EUROPE action plans.



SUWANU EUROPE is a H2020 project aiming to promote the effective exchange of knowledge, experience and skills among practitioners and relevant actors on the use of reclaimed water in agriculture. This factsheet is part of a total of 5 factsheets in Info-package 6 aimed at authorities and policy makers, that describe ...

1. Introduction:

A strategic plan can be defined as a coordinated and systematic way to approach the achievement of a specific goal. It involves the identification of concrete results, activities and actions required to reach it and allows driving an in-depth analysis of the current situation. In this fact-sheet, it is explained how SUWANU EUROPE project's partners conducted their strategic plan with the aim of developing a General and Regional Action Plans to promote the use of reclaimed water in agricultural irrigation.

2. Methodological approach:

The methodological approach selected was the Logical Framework Approach (LFA), which is an analytical process that provides a set of tools for the support of goals and objective-oriented planning and management (European Integration Office, 2011). This approach consists of two phases, begins with the gathering, revision and systematization of the information available about the issue, which is called the analysis. Afterwards comes the planning, where all this knowledge is used to design an operational plan to be implemented.



The definition of the common goal or general objective was the next step, defined as follows *“to increase the*

use of reclaimed water in agriculture, resulting in a more resilient agricultural sector to cope with water scarcity and climate change effects.”

3. Analysis stage:

Once the objective is defined, the analysis step provides a state of the art of the situation. In this case, a state of art about reclaimed water use in agricultural irrigation to better understand the circumstances, the current implementation degree and the replicability potential for water reuse solutions. The state of art will provide a multi-actor approach including the expertise and experiences of actors involved in the process of implementing reclaimed water.

The information should face the actual infrastructure situation, institutions involved, supply-demand and socioeconomic characteristics including future plans, e.g. new research. There exist different methodologies that can be used in the analysis process, in this fact sheet we explain those used in SUWANU-EUROPE project: SWOT, PEST, AKIS and AHP.



However, once the key factors influencing the foster of reclaimed water in agricultural irrigation are identified, it is needed to evaluate its relevance. Aspects' relevance identification is fundamental to know which aspects need more or less attention. For that reason, we conducted a survey among key actors identified in the project with the aim to evaluate which aspects of the different categories from SWOT analysis were more relevant. The results were presented using a spider diagram (see [SUWANU D2.1](#)).

4. Planning stage:

With the information produced in the analysis the planning consists of the translation of the strategy into an empirical plan that can be implemented by the public authorities and the stakeholders involved. An action plan has to contemplate every single step required to achieve its goal and consider the resources and timeframe needed to have a successful implementation. The goal and its specific objectives have been selected; however a Plan might require rephrasing each of them to express very clearly an expected outcome.

The development of an Action Plan can be understood as a pyramid, where the goal is located at the pick and refers to a mid to long term vision. The specific objectives are a high-level achievement that expresses the project's direct impact and can be more than one.



The results are all the outputs that have to be reached in order to achieve a specific objective, thus there can be a number of them for every specific objective. Finally the lowest level of the pyramid is formed by every single action that has to be taken in order to accomplish a result. To evaluate if an Action Plan is coherently design it is useful to read it from the bottom up of the pyramid, to see if the fulfilment of every level will allow the achievement of the next.

The table below shows an Action Plan outline and presents some of the worked done in SuWaNu's General Action Plan.

5. Evaluation:

The evaluation is the final step of strategic planning. Its aim is to determine the real application of the objectives established in the previous steps. Different

methodologies can be followed for this purpose, key performance indicators or objective matrix are some examples.

Level	Objective hierarchy	Purpose	How to express it	SUWANU EUROPE (Example)
1	Goal	The main goal of the Project, regarding the "longer vision" of the topic.	Written as a clear statement	To increase the use of reclaimed water in agriculture, resulting in a more resilient agricultural sector to cope with water scarcity and climate change effects
2	Specific objective	What we want to achieve, the intended effect of the project.	Written to express the future situation.	6. The communities involved accept the agricultural products irrigated with reclaimed water
3	Results	Expresses what we need to do in order to achieve each specific objective.	Written like tangible results.	6.1 The regional public opinion is aware of the benefits of water reuse to face water scarcity and protect the environment
4	Steps to implementation	How we carry out the project. Actions needed to achieve the results.	Written in the present tense with an active verb.	6.1.1. Develop awareness campaigns directed to local schools and universities. 6.1.2. Promote educational workshops for civil society (NGOs, consumer organizations, neighbourhood associations, etc.). 6.1.3. Create digital formative contents to disseminate on the internet and social media. 6.1.4. Build alliances with stakeholders to unify the efforts towards an environmentally aware local society.

The most common evaluation tool is the use of indicators, that inform about the project's progress in comparison with the objective established before. They measure the project's impacts and outcomes during and after the project is developed. Indicators also help to reduce the time employed in the development of the report, making easier the information gathering process. In the case of SUWANU-EUROPE, we developed specific "indicators for successful implementation of SUWANU Action Plans" (see [SUWANU D2.7](#)).

Reference/further readings

Borrego-Marín, M. M., Riesgo, L., and Berbel, J. (2018). Methodology and Criteria for the Allocation of Reused Water in Agriculture. In *Multicriteria Analysis in Agriculture*, p. 185-198. Springer.

Michailidis, A., Papadaki-Klavdianou, A., Apostolidou, I., Lorite, I. J., Pereira, F. A., Mirko, H., Buhagiar, J., Shilev, S., Michaelidis, E., Loizou, E., Chatzitheodoridis, F., Restoy, R. C., and Lopez, A. L. (2015). Exploring Treated Wastewater Issues Related to Agriculture in Europe, Employing a Quantitative SWOT Analysis. *Procedia Economics and Finance* **33**, 367-375.

European Integration Office (2011). *Guide to the logical framework approach* Republic of Serbia, Belgrade.

CONTACTS:

Coordinator

Rafael Casielles (BIOAZUL SL)
Avenida Manuel Agustin Heredia nº18 1ª4 Málaga (SPAIN)
Mail | info@suwanu-europe.eu Website | www.suwanu-europe.eu

CONTACTS:

Responsible for Factsheet

Xana Rodríguez (CECU)
Mail | Website |
Enrique Mesa Pérez (UCO)
Mail | emesa@ubu.es
Website | <http://www.uco.es/investiga/grupos/weare/>



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION' HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 818088



UNIVERSIDAD DE CÓRDOBA