



SUWANU EUROPE

Deliverable 2.5

Italian Regional Working Group Report

Contents

Executive summary.....	2
1 Introduction	3
2 Strategy for the engagement of the RWG.....	5
2.1 Functioning of the RWGs	5
2.2 Role and responsibilities of the project partner facilitator	5
2.3 Stakeholders engagement support tools.....	6
2.4 Engagement of stakeholders during RWGs	7
2.5 Communication with stakeholders after RWGs.....	7
2.6 Main themes raised in RWG activities	7
3 Discussion and participants in the RWG meetings/events.....	9
3.1 Italian Working Groups meetings	9
4 Conclusions for PO river (Italy)	12

Executive summary

In recent years, water scarcity has become a serious problem in Southern Europe and in some other EU Countries. In several EU Regions and territories are suffering from water shortage; even in some of them there is still a regime of drinking water use in the respective mayor cities.

In the light of these circumstances, finding alternatives is crucial for agriculture, agrifood industrial sites, daily life and the economy as a whole. In our SUWANU EUROPE view, the creation of a Regional Working Group is crucial to overcome the problems and to generate a Regional Action Plan to promote the use of reclaimed water in agriculture and in other uses.

The results and the experiences gained by the Regions here involved from the 8 Countries - France, Italy, Spain, Portugal, Germany, Greece, Bulgaria, Flanders. Belgium – have been proven to be useful to spread in other sites of their countries.

But still there are also local peculiarities in the functioning of the administration, economy and interconnections with stakeholders, in particular farmers, authorities, NGOs and citizens, in different regions/countries.

The specifics of the organization of the relationships, the flow of information in the field of water reuse, as well as the main players, were clarified in WP 2 . Tasks 2.2, 2.3, 2.4 and AKIS analysis.

In this regard, the establishment of a RWG for the different regions as in our task 2.5. was consistent with the involvement of a wide range of actors who play a key role in the design and coordination of the regional action plan.

Stakeholders from the administration, local authorities, universities and research institutes, farmers, NGOs and others were involved. Each group of these actors has an important contribution to play in drawing up the regional action plan, in task 2.6.

On the other hand, all of the selected representatives in the RWG are settled and located in the territories, which will ensure a very good coordination, too. The engaging of relevant stakeholders started since the beginning of the project.

This aim resulted in 18 meetings in various regional organizations and relevant institutions with the idea of involving competent organizations to participate in SuWaNu Europe project and goals, explaining the approach and objectives of the EU project and the role of each internal partnership and external organization into.

The 2.5. Report elaborated by Confagricoltura tries to identify the main activities and conclusions that RWGs offered to our partnership and our European stakeholders, with the strategy to contribute for the common interest of water reclamation and sustainable water use.

1 Introduction

The Regional Working Groups (RWGs) are the result of an intense contact with actors of the water and agriculture sectors in order to engage them in the SUWANU EUROPE project activities. These contacts started from the very beginning of the project in each region/country.

In the first stage the engagement consisted in sharing the information of the project objectives and foreseen activities. The organization of the participatory workshops in different regions pushed the consortium for a more intense contact. Several activities were organized to engage the stakeholders, such as sending the invitation letters, telephone calls, in some countries drafting a newsletter to disseminate the workshops, to extend the audience and to multiply the dissemination of the information.

The purpose of the work was to ensure a participatory process in the development of action plans and to guarantee an effective transfer of knowledge in the next project steps by the active participation of stakeholders.

Therefore, relevant actors have been involved in the process and engaged as RWG members in each region: farmers using or interested in reused water, regional and national authorities, wastewater treatment operators, rural development groups, researchers, agri-food industries, consumers associations, NGOs and private companies, engineers, advisory groups.

In terms of definition, Regional Working Groups are precisely groups of actors *out of the consortium* that have been engaged to participate and to provide feedbacks to the SUWANU EUROPE project and that have been involved in some relevant project activities such as the development of the Regional Action Plans of the task 2.6. The role of the Regional Working Group (RWG) in different regions is fundamental *to build the participatory actions and the Regional Action Plans*.

In different Regions, the Partners have defined a strategy and an implementation plan to involve the main actors, including the following activities:

- Initial contact with stakeholders
- Regional revision of key documents by key stakeholders
- Invitation of stakeholders through news/letter/phone call
- Regional meetings with RWG members
- Materials dissemination, documents, leaflets, summaries, power points
- Draft versions of the regional action plan to get feedback from RWG members
- Final version of the regional action plan for validation
- Presentation in a regional/national event/fair/conference, workshop etc.

In particular every Regional Working Group, following the Agreement and the WP 2 task 2.5, *in the first beginning*, had to:

- Involve actively all the partners of the Consortium
- Ensure a stakeholders engagement through a deep analysis of the key actors and the accession to other relevant organizations to be involved
- Disseminate intensively at local and regional level using appropriate channels to reach the identified stakeholders
- Ensure a multi actor and a participatory approach that make regional actors feel part of the Suwanu Europe project, and the Suwanu Europe project activities.

The RWG *second step* had to:

- Contact the regional, national and european relevant associations such as Copa Cogeca, the farmers and agrocooperatives Umbrella confederation in Bruxelles and in each region/country, EURAU and ANECOOP with their wide regional/national networks:
 - ✓ to better align the Suwanu Europe project with their national and european objectives and cooperation actions and
 - ✓ to better identify national / regional memberships and reference organizations;
- Identify at least five members out of the Consortium
- Organize frequent meetings during the running of the Suwanu Europe project, at least five

The RWG *third last step* will:

- Elaborate together with the Consortium Partners the preparation and implementation of the Regional Action Plans, under task 2.6
- Facilitate the Implementation of water reuse solutions
- Seek new opportunities to perform collaborative/cooperative projects
- Seek also new opportunities to build operational groups in the framework of EIP Agri
- Consolidate the Regional Working Groups after the project ends
- Create therefore a permanent cluster in each region to adopt and disseminate water reuse solutions.

2 Strategy for the engagement of the RWG

The aim of this strategy at this stage of the project is to present a strategy for the engagement of the Regional Working Groups (RWGs) which will be applied throughout the second period of the project. Experiences and lessons learned emerging from first period RWGs has been taking into consideration keeping this a dynamic process that can be updated during the project.

This collection of information will be used to engage identified stakeholders in the RWGs and will be used to stimulate discussions within the RWGs. It will serve to promote the joint development of strategic thinking, the two-way exchange of ideas between the different stakeholders and will also feed with practical recommendations for the formulation of the Regional Action Plans (task 2.6).

2.1 Functioning of the RWGs

The facilitator from each RWG will enroll the stakeholders in the active participation in the meetings, preparing a set of topics to be discussed and the activities to be implemented following a multi-actor approach and a participatory approach. This can be done with the prior discussion with the members, so that there is a consensus on the topics to discuss during the meeting so to actively engage the stakeholders from the beginning.

It is vital that the objectives and the expected outcomes of the RWGs are perfectly clear to all members that take part in the meetings and that the roles of engagement are also clear. The members of the Regional Working Groups, following the Agreement and the WP 2 task 2.5, must among others to:

- Propose practical recommendations for the formulation of the Regional Action Plans (task 2.6)
- Disseminate intensively at local and regional level the SuWaNu Europe project results and outcomes, through their own communication channels;
- Be engaged in the implementation of reclaimed water use solutions;
- Seek new opportunities to perform cooperative projects and to build operational groups in the framework of EIP Agri.
- Create permanent clusters in each target region of the project, to adopt and disseminate reclaimed water use solutions.

2.2 Role and responsibilities of the project partner facilitator

The facilitator will be a project partner of each region and their main responsibilities are collected in the following table:

Table 1: Role of the project partner facilitator

Responsibility	Expected Contributions	Outputs
Setting-up of the RWG	<ul style="list-style-type: none"> ▪ Invite and enroll active members (multi-actor approach) ▪ Prepare topics for discussion ▪ Plan activities (participatory approach) 	<ul style="list-style-type: none"> ▪ Invitation letter/email to potential members ▪ Prepare program of the meeting
Running the RWG	<ul style="list-style-type: none"> ▪ Explain the objectives and expected outcomes of the RWGs and members expected responsibilities ▪ Oversee the meeting runs as planned ▪ Ensure that all members actively participate in the discussion 	<ul style="list-style-type: none"> ▪ Report with practical recommendations for the formulation of the Regional Action Plans (task 2.6)
Communication and outreach	<ul style="list-style-type: none"> ▪ Organize and contribute to communication and dissemination activities 	<ul style="list-style-type: none"> ▪ Send inputs for the SuWaNu Europe website (brief description of the RWGs, members, calendar of events, scientific articles, news, etc.) ▪ Publish at least 1 social media post per RWG meeting (before, during or immediately after) ▪ Register RWGs members as followers of the SuWaNu Europe social media accounts and relay social media posts published by the central communication team to increase outreach

2.3 Stakeholders engagement support tools

In order to actively engage stakeholders during the meetings, there are several tools that follow a participatory methodology, and that facilitate effective engagement of target stakeholders. The activities aim at promoting the engagement of stakeholders, collaboration and in a participatory approach.

Such an example is the World Café method, that can be found in the <http://actioncatalogue.eu/method/7402>, which is a method for engaging groups, both within organizations and in the public sphere. This method is founded on the assumption that people have the capacity to work together, no matter who they are.

A World Café follows seven core design principles: (1) Set the Context; (2) Create Hospitable Space; (3) Explore Questions That Matter; (4) Encourage Everyone’s Contribution; (5) Cross-Pollinate and Connect Diverse Perspectives; (6) Listen Together for Patterns, Insights, and Deeper Questions; and (7) Harvest and Share Collective Discoveries.

World Cafés can create results to generate new ideas, to enable joint decision-making on key strategic issues, to discover new ways for collaboration, to reflect on the implications of a complex issue and in identifying specific step(s) for further exploration and implementation.

The recent events related with COVID-19, called for the need to use of online tools in the organization of initially predicted physical events. There are several online platforms that can be use, and that still allow the planning of dynamics as described before.

Tools such Zoom, Microsoft Teams, Cisco Webex meetings are just some examples.

2.4 Engagement of stakeholders during RWGs

Besides the different tools that can be used during the RWGs to promote participatory process and engagement of stakeholders, there are several methodologies that creates more interactive and collaborative formats.

- Initiate the meeting with an icebreaker to get things started in a good way. This is particularly important if the participants don't know each other or come from a different background. This can be achieved by asking participants to bring an object or to pick a word that can in some ways define them and, in this way, they can make a brief presentation of themselves.
- Promote participatory discussions, where tools like pinup.com can be a powerful tool promoting debate and discussion.
- Questionnaires using tools like *Mentimeter* or *Sli.do*, which are live interactive applications to get feedback from the participants, that allow to create polls and Q&As, among others experiences with the participants.
- Networking is a powerful tool for having during breaks for participants to get to know each other and to exchange ideas and experiences.

2.5 Communication with stakeholders after RWGs

After each RWGs it is important to make a follow up communication with the participants to keep them involved with the project and to get them to participate in the next RWGs.

This can be accomplished simply by:

- Send an email right after the meeting thanking the participants for attending the event;
- Send an email to participants who did not show or attended and share some of the outcomes of the meeting. This might compel them to participate next time;
- Once the major outcomes of the meeting are prepared, send an email with the major conclusions and results and if possible, an indication for the next RWG agenda.

2.6 Main themes raised in RWG activities

During RWGs meetings, the critical discussion points and the axes towards which the RWG activities that the RWG Groups should be focused on were the following:

- a) In terms of regional informations/data policies:
 - Incomplete or updated soil map
 - Irrigation water quality data monitoring systems and swap crops for irrigation water
 - Reference to indicators of consumption & quality. Quantities lost/quantities consumed
 - Measurable water saving elements.
 - Regional problems in water supply, water transport issues - open ducts
 - Basin Management Plans, how they were developed and how reliable they are
 - Reference to different water supply and irrigation networks
- b) In terms of harmonized methodologies/EU critical issues:
 - Reflections on difficulties in water volume management and services
 - Integration with main issues and subjects of the Regional Policy
 - Reference to the AKIS method, (and networking) what it is and how it works
 - EU guidelines/directive approved on reuse of treated water, costs and fines for non-compliance.

- The new Agricultural Policy has strict restrictions and measurable terms, with constant and strict scrutiny of residues.
- c) In terms of the farming systems/stakeholders/users:
- Information, behavior and irrigation systems
 - Farming systems/ habits of farmers.
 - Policing and controlling in agriculture.
 - Use of treated water in non-edible crops-concerns- difficulties
 - Industrial food processors water use/reuse
 - Environment-friendly policy.
 - Some proposals to facilitate farming/industrial reuse waters
- d) In terms of local/regional rules:
- Licenses and re-use licenses
 - Secondary treatment, effluent quality, and reuse of treated waste.
- e) In terms of the economy:
- Design and problems in water transportation and unit costs
 - Reliability of the processes of reuse.
 - Water recycling from drainage canals-advantages and disadvantages.
 - Water treatments costs/efficiency/piloting plants
- f) In terms of management/new skills/gaps:
- Competencies, development planning
 - key management issues, best practices to share
 - Reference to remote management and its importance
 - Cross-compliance of operators and consumers with irrigation processes.
 - Consumer/citizenship analysis/acceptance/willingness to buy

3 Discussion and participants in the RWG meetings/events

3.1 Italian Working Groups meetings

In Italy, RWG Members had three meetings, the first one in Bologna the 24th of June 2019, during the General Assembly of the Agrifood Cluster c/o ART – Emilia Romagna (Via Gobetti 101 – Bologna), the second one in Rimini, Ecomondo Fair, the 7th of November 2019 c/o Confagricoltura Stand (Hall 030 Pavillon D3 Bioeconomy Area) and the third one the 12th of December 2019 in Palazzo della Valle, Rome, during the AgroNetwork 5th Seminar on Water management c/o Confagricoltura (Corso Vittorio Emanuele II, 101 00186 Rome – Italy).

Looking to the different actors participating in the meetings, events and activities of the regional working group in Italy, RWG was very attentive to the stakeholders profiles and the motivations to attend meetings and to be an active actor to define the regional plans.

Regarding water management and Water Reuse, RWG saw protagonists (30 people) of different sectors, from the water Authorities to the farmers and the agricultural advisors, from the industry to the research Agencies, from the public sectors to the Universities, actors that are very relevant for SUWANU EUROPE goals.

To the multi actors Suwanu Europe leaflet, slides and contents were presented during the 3 meetings in Bologna, Rimini and Rome. The Agenda was set, and the attendees were registered. The topics of water management and water reuse were deeply analyzed and discussed. Highlight the specific regional aspects that were presented and discussed: in particular the regulation barriers on reuse water and the acceptance of Agrifood products manufactured or treated by reuse water by the consumers.

The results of these discussions are still very promising and the continuous pressure on reuse water issues is consisting in a raising awareness of the regional working Group in Italy. The planned future collaboration between RWG and SUWANU EUROPE consortium is well established also because the defined organization of the next SUWANU EUROPE general meeting of the European project in Rome the 23rd and 24th of January 2020.

The RWG meetings were open events, and many stakeholders attended these events with open questions arena and platea microphone speeches and interventions (120 people).

Table 2: RIMINI - list of steering committee members & moderators.

Workshops steering Committee's members		
Name	Organization that represents	Position to the organization
Mr Adriano Battilani	CER Regional Water Consortium	Director
Mrs Patrizia Busato	University of Turin	Logistics Professor
Mr Daniel Rossi	Confederation of farmers	Director R&I
Mr. Gioele Chiari	CER Regional Water Consortium	Responsible R&I
Workshops working teams and moderators		
THEMATISES	Name	Member of the partners working team
Team thematic 1 Farmers	Daniel Rossi	Rotundo
Team thematic 2 Authorities	Gioele Chiari	Rotundo
Team thematic 3 Industries	Remigio Berruto	Busato
Team thematic 4 Research.	Patrizia Busato	Berruto

See below the list of participants attending the Roma workshop and the list of the Core Group's Membership:

Table 3: Participants of the RWG meetings/event/activity

Name	Organization that represents	Position to the organization	Description of the Organisation
Mr Carlo Carli	Farmers of Rimini-Cesena	Director	Producers
Mr Ezio Veggia	Azienda Agricola Veggia	Owner/CEO	Renewable Energies
Mr Alberto Mazzoni	Società Agricola Agri Alma SS	Owner/CEO	Cereals
Mr. Guido Zama	Azienda Agricola Zama	Owner/CEO	HortiCultures
Mr Eugenio Zedda	Farmers of Parma	Director	Producers
Mr Raffaele Cirone	Bees Farmers	Chairman	Bees and Honey
Ms Letizia Gori	Agri Advisor	Owner/CEO	Crops
Ms Aurora Audino	Politecnico di Torino	technologist	Water Management
Ms Sophie Meilo	University of Bologna	Professor	Water Engineering
Mr Daniel Jonas	Bee Farmers	Owner/CEO	Bees and Honey/ Climate changes
Mr Alessandro Brandon	Consultant	Owner/CEO	Water Engineering
Mr Alessandro Paterno	School Teacher	Professor	Education on water Cycles
Ms Cristina Cesellati	Advisor	Owner /CEO	Water Management
Mr Marco Marcatili	Nomisma	Water Director	Water Mangement – Researches and Studies
Mr Giorgio Martini	Agenzia per la Coesione Territoriale	Director on Infrastructures	Presidence of the Council of Ministers – Italian Government
Ms Giovanna Parmigiani	Azienda Agricola Parmigiani Srl	Owner/ CEO	Feeds and Livestocks water management
Ms Cristina Broch	Coca Cola Italy	Public Affairs Director	Soft Drink Industry
Mr Giangiacomo Pierini	HBC Italia	Communication and PA Director	Bottling Industry
Mr Alfredo Pratolongo	Heineken Italy	Public Affairs & Communication Corporate Director	Beer Industry
Mr Denis Pantini	NOMISMA	Director General Agrifood	Agri Food Industry Rersearch and Innovation Studies
Ms Luisa Todini	AgroNetwork	President	Agrifood industrial Projects
Ms Federica Argentati	Distretto Produttivo Agrumi Sicilia	President	Citrus Fruits Production
Mr Gianpaolo Cassese	Chamber of Deputies	Hon. Deputy	Agri Food Laws

Mr Francesco Mollame	Senatus Hall	Hon. Senator	Infrastructure Laws
Mr Pasquale Maglione	Chamber of Deputies	Hon. Deputy	Agriculture Commission
Mr Luigi Scordamaglia	Cluster Agrifood	Chairman	Research & Innovation Food Technology Platform
Ms Cristina Di Domizio	Cluster Agrifood	Secretary General	Research & Innovation Food Technology Platform
Mr Annibale Pancrazio	Federalimentare	V. President/ Board Member	Food and Drink Industry Federation
Mr Guido Folonari	Azienda Vitivinicola Folonari Srl	Owner/CEO	Wine Sector
Mr Maurizio Notarfonso	Federalimentare Srl	R&I Director	Food R&Innovation

Table 4: Core group of SUWANU EUROPE Regional Working Group for Italy

Name of main contact person	Organization that represents	Position to the organization	Role of RWG member during SUWANU EUROPE
Mr Adriano Battilani	CER	Director general	Coordinator RAP
Ms Cristina Di Domizio	Cluster Agrifood	Secretary General	Water Management in the food industry Research & Innovation – The The Food industry R&D point of view. And RAP Revision/feedbacks
Mrs Maurizio Notarfonso	Federalimentare Srl	R&I and Envi Director	Environment in the Agrifood Industry The Food Industry point of view. And RAP Revision /feedbacks
Mr Ezio Veggia	Veggia Azienda Agricola	Owner/CEO	Renewavbles Energies and Natural resources – The Technical point of view – RAP Revision and feedbacks
Mr. Guido Folonari	Folonari Srl	Owner/ CEO	Wine sector – End users point of view/Feedbacks
Mr Marco Marcatili	Nomisma	Water Director	Water reuse and Water management – Fields analysis and collaborative action plan
Ms Federica Argentati	Distretto Produttivo Agrumi Sicilia	President	Citrus fruits Production and water management in Sicily/ Water scarcity area – Territory importance and concrete needs and feedbacks

The Italian RWG selected a core group of 6 organizations (see table above) within the participants of the RWG meetings/events and from the participatory workshops, under the CER Coordination (Ing. Adriano Battilani): Cluster Agrifood , giving R&D of the AgriFood chains positions

- Federalimentare , representing the Food Industry point of view
- Veggia Azienda Agricola , the Technical support to the Core Group
- Folonari , the End User very important point of view/Clients/consumers
- Nomisma, the database and field analysis to help dss
- Distretto Produttivo Agrumi Sicilia. The Territory needs to be concrete.

4 Conclusions for PO river (Italy)

In **the Italian** experiences, the RWG meetings/event/activities' conclusions included:

- the support to disseminate intensively at local and regional level using appropriate channels to reach stakeholders;
- to ensure a concrete stakeholder's engagement through a deep analysis of the key actors and the accession to other relevant organizations to be involved;
- to ensure a real multi actor and a participatory approach that make regional actors feel part of the Suwanu Europe project;
- to Involve actively all the partners of the Regional Working Group, not only the more interested ones;
- to facilitate the Implementation of water reuse solutions, facilitating acceptancy by the producers and by the consumers.