# Final Communication Report

## *Aqua-Med – Women of the Medjerda*

BRIDGE Programme Gender Grants – Gender Mainstreaming and Women Leadership

## 1. Introduction

The Aqua-Med – Women of the Medjerda project strengthened the role of rural women in water governance in the Medjerda region through awareness-raising, capacity-building, and multi-stakeholder dialogue. Implemented by Green Compass with the support of the IUCN Water and Wetlands Team through the BRIDGE Programme Gender Grants, the project ran from x to x.

Communication was a core pillar of the project throughout its duration, used to:

- Raise awareness about pollution of the Medjerda River
- Highlight the role and voices of rural women in water governance
- Promote project activities and partners
- Engage local communities and the wider public
- Document and capitalize on project outcomes for the funder and the public




## 2. Communication Objectives

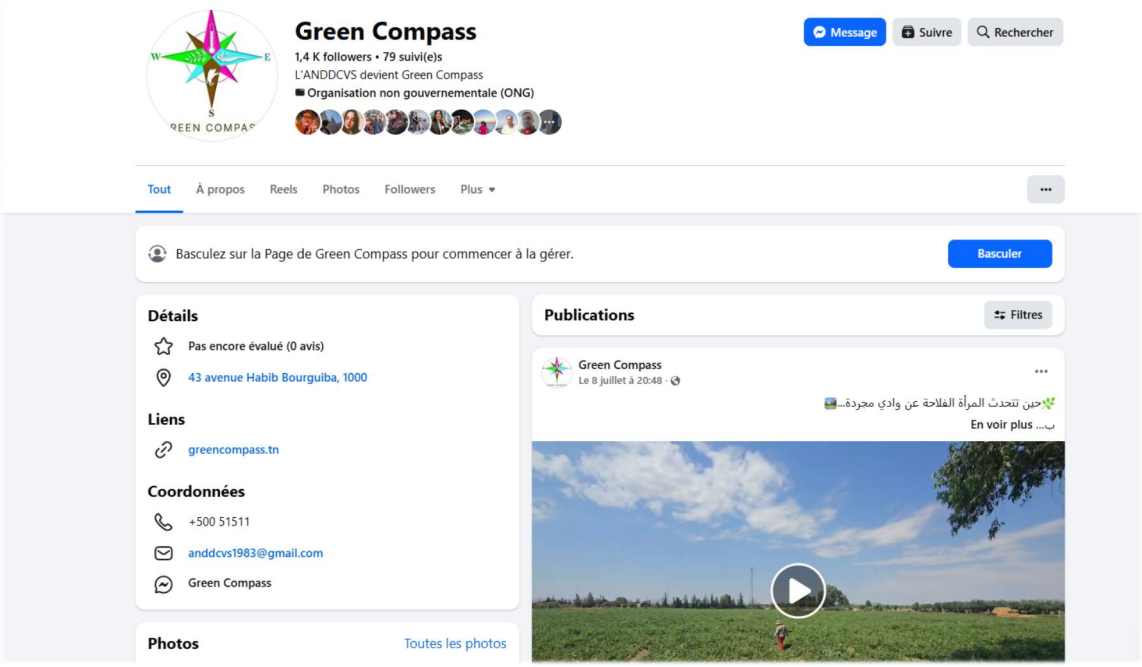
Across the full project cycle, the communication strategy focused on:

- Raising awareness about the pollution of the Medjerda River
- Showcasing the voices and lived experiences of rural women
- Promoting project activities and partnerships (Green Compass, IUCN, BRIDGE)
- Encouraging sustainable water management practices

# 3. Communication Channels

## Social Media (Main Channel)

**Platform used: Facebook (Green Compass page)**




- Activity coverage (field visits, workshops)
- Testimonials from beneficiaries
- Awareness posts on environment and water issues
- Photos





## Visual Content Production

- Field photography
- Short video and interview : https://www.facebook.com/share/v/19WJ3TRKvr/ https://www.facebook.com/share/r/18Nac7kzss/
- Educational visuals (e.g. pollution figures, infographics)

## Direct Communication

- Local workshops and meetings
- Community discussions with women in the Medjerda/Béja region
- Stakeholder engagement sessions with local authorities and partners




## 4. Communication Activities Implemented

### Field Activity Coverage

- Documentation of field visits across the Béja region
- Visual storytelling of environmental conditions along the Medjerda River

### Testimonials Collection & Sharing

Key messages highlighted throughout the project included:

- “We used to drink from the river, now we cannot.”
- “Household waste pollution has become a major issue.”

Testimonials from rural women consistently drove the highest audience engagement across the project.

### Digital Awareness Campaign

- Posts about water pollution and environmental risks
- Human-centered storytelling approach
- Educational and awareness-driven content, including pollution statistics (e.g. organic pollution load of the Medjerda)

### Project Visibility

- Presentation of project objectives and approach
- Highlighting women's role in water governance
- Promotion of the participatory and inclusive approach

### BRIDGE / IUCN Visibility (final phase)

- Inclusion of the IUCN logo alongside Aqua-Med and Green Compass branding on x posts
- Use of required hashtags: #BRIDGE #BRIDGEGrants #IUCN
- Tagging of @IUCN and @IUCN Water and Wetlands, and the relevant regional office, on x posts

## 5. Communication Metrics & Performance

**Overall performance, full project period (December 2025 – x):**

| | |
|---|---|
| **Number of posts published** | 22 |
| **Total reach** | 9935 |
| **Engagement (likes, comments, shares)** | 229 |
| **Posts featuring BRIDGE/IUCN** | 22 |

### Audience Insights

Strong engagement was observed from:

- Local community members
- Environmental activists
- Youth and civil society actors

## 6. Key Results

### Increased Visibility

- Improved online presence of the project over the full implementation period
- Greater public awareness of Medjerda water issues

### Strong Engagement

- High interaction on human-centered content throughout the project
- Consistently positive audience response to real-life stories from rural women

### Community Mobilization

- Active, sustained participation of rural women across project activities
- Strengthened connections with local stakeholders and authorities

## 7. Compliance with BRIDGE Communication Guidelines

In line with the BRIDGE Programme's grantee communication guidelines, the following requirements were applied to communication materials produced under this project:

- The IUCN logo was used on materials carrying the logo, in line with BRIDGE branding standards
- Required hashtags #BRIDGE, #BRIDGEGrants and #IUCN were used on relevant posts
- @IUCN and the applicable regional office was tagged on relevant posts
- An acknowledgment of BRIDGE Gender Grants support was included where applicable

## 8. Conclusion

Over the course of the project, communication efforts played a crucial role in amplifying the voices of rural women and raising awareness about water-related challenges in the Medjerda region.

By combining field-based storytelling with digital outreach and alignment with BRIDGE's branding and messaging requirements, the Aqua-Med – Women of the Medjerda project engaged communities, strengthened partnerships, and contributed to a broader dialogue on inclusive, sustainable water governance.