



Udine, March 20, 2020

The AdSWiM project and the World Water Day

Press release

The new awareness campaign to link the partners' work with the commitment of citizens to improve the quality of the Adriatic Sea

"Do you sea - the Adriatic Sea is one, its care belongs to everyone" is the message of the awareness campaign of the Italy - Croatia Interregional project "AdSWiM" which debuts online with a creative videographic to celebrate an important anniversary - the 20th Anniversary of the World Water Day.

"Our [AdSWiM project](#) unites the world of research with the institutions dedicated to the study and monitoring of the Adriatic", explained prof. **Sabina Susmel**, Project Manager and professor of Analytical Chemistry at the University of Udine, and arch. **Agnese Presotto**, Communication Manager of the project and official of the Environmental Policy Agency of the Municipality of Udine, Department of Land Management, Infrastructure and Environment. "AdSWiM aims to evaluate and improve the quality of the sea through the management of urban waste water, reflecting on the role of depuration plants and thinking about how each citizen can participate in the protection of the environment. In this spirit, we have developed a proposal of activities for primary schools for both pupils and teachers, inserted in a national and cross-border diffusion and training campaign entitled **Vivi il Mare? /Do you Sea?/ Živiš li More?**"

The campaign involves several cities in the two countries involved (Udine, Trieste, Pescara, Fano, Ancona, Rome, Split, Zara, Ploče and Pola) and is intended for those interested in acquiring knowledge on human activities to protect the environment with anthropic activities themselves. "Given the current emergency situation, we had to postpone the workshops for the schools and the guided visits to the Udine depuration plant to June 8, when our "blue lungs", the seas and oceans will be celebrated all over the world," added the communication manager of CAFC SpA **Fiorenza Campion**: "We particularly want to make citizens, young people, aware of the role they can play in this process. That's why we thought of a videographic and social media such as [Youtube](#) and [Facebook](#). At the same time, we have built a group of experts on [LinkedIn](#) and [Twitter](#), in order to disseminate the results of the project and share good practices on the national and international territory. In September there will be the second appointment dedicated to climate change and finally in October there will be the week of Planet Earth and the celebration of the 22nd anniversary of the United Nations which will remind us of the commitments made and the 17 objectives that we have set with the Agenda for sustainable development 2030. The Adriatic Sea is one but its care belongs to everyone. Follow us numerous."





The cross-border cooperation project, coordinated by the University of Udine - Department of Environmental Agro-Food and Animals Sciences-Di4A includes twelve partners Italians and Croats who work to improve the quality of the sea, applying innovative monitoring and treatment technologies and work for a more efficient and optimized management of urban waste water and purification and treatment plants that involve the Adriatic. AdSWiM, aims to propose an innovative model of managed use of purified water with a high environmental sustainability impact, which, once tested, can be transferred and used also on the remaining depuration plants in the area, in order to standardize the measurement and improve the management of waste water treated throughout the territory along the Adriatic coast.

[Project in details](#)

Priority: 3.3 Environmental and Cultural Heritage

Duration: 01.01.2019- 01.01.2021

Coordination: University of Udine

Funding: € 2,035 million from the European Regional Development Fund, € 305,355 from national co-financing

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