

D. 4.6.1, R3: 3rd Report on the Twin2Go Press Kit

Twin2Go Coordinating twinning partnerships towards more
Adaptive governance in river basins

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The Twin2Go Press Kit

The first elements of the Twin2Go Press Kit were the news published on the project website (<http://www.twin2go.eu/> and <http://www.twin2go.uos.de/>) in September 2009. The full kit gathers together the most important elements necessary for disseminating project information to members of the press. All elements were created in electronic format, easily sent in one compressed file upon request to interested parties. The Press Kit contains the following elements:

1. **Project Summary:** A very short, two paragraph, summary of Twin2Go
2. **Factsheet:** A two page summary of Twin2Go developed for the European Commission
3. **Presentation:** A more detailed introduction to the Twin2Go project, including the background, goals, objectives, partner projects, key messages and publications
4. **Leaflet:** A two page summary of Twin2Go developed for more general, public dissemination
5. **Newsletters:** The four issues of Twin2Go's semi-annual newsletter
6. **Partners:** An overview of the eight partner organisations involved in the project consortium
7. **Press Releases:** A summary of all the news released since the project's start
8. **Milestones:** A summary of all the activities carried out in the project, in the first and the second phase. A visual guide to completed milestones is included.
9. **GWSP Contribution:** These are the articles about Twin2Go, published in the Global Water System Project (GWSP) 2010 and 2011 Newsletters, as well as in a GWSP Policy Brief.
10. **Enhanced Project Presentation:** a ready to use communication kit, professionally prepared for the target audience of political decision-makers and high-level water managers
11. **Policy Briefs:** Policy recommendations that could be drawn from Twin2Go for a) increasing adaptiveness of water governance systems and b) introducing new practices in water resources management.

The components of the press kit are attached to this report.