

# **WG 6 Communication meeting**

## **February 24, 2023**



- 1. Update on Social medias**
- 2. Website statistics**
- 3. EIA Winter Irrigation Forum - January 26, 2023 -  
Feedback**
- 4. Next forums**
- 5. EIA face to face event in 2023**
- 6. New brochure for EIA**

**EIA  
website  
and social  
medias**



# LinkedIn and Facebook statistics



**February 10, 2023**

## LinkedIn Page :

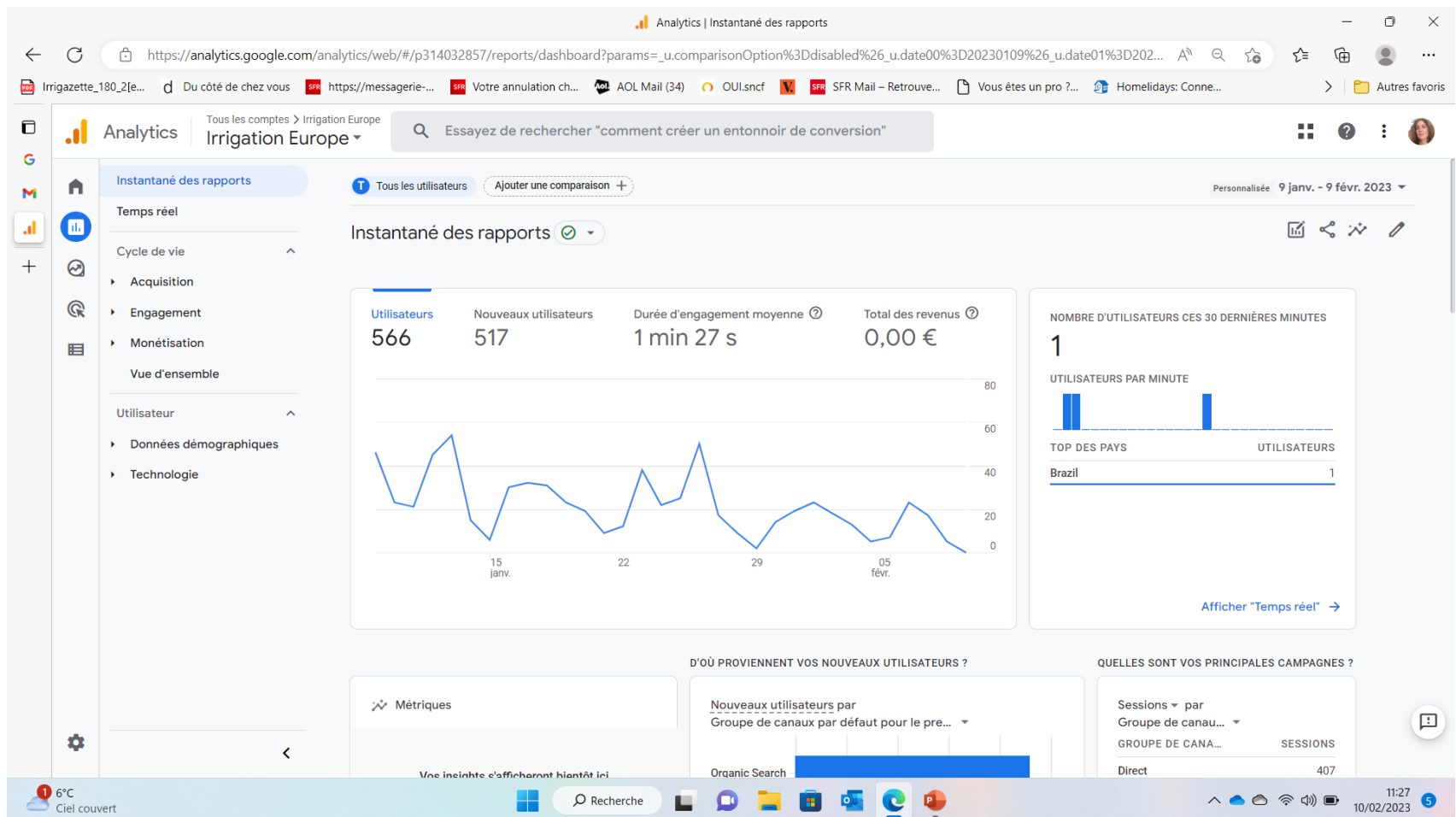
- **470** in February 2021
- **1465** in February 2022
- **2812 Followers in February 2023**

## Facebook Page :

- **29** in February 2021
- **492** in February 2022
- **532 Followers in February 2023**

# Website statistics

**566 unique visitors last month (9 January – 9 February 2023)**



# Website statistics per country

Pays ▾	+	↓ Utilisateurs	Nouveaux utilisateurs	Sessions avec engagement	Taux d'engagement	Sessions avec engagement par utilisateur	Durée d'engagement moyenne	Nombre de pages vues Tous les é
		566 100 % du total	517 100 % du total	548 100 % du total	58,74 % Égal à la moyenne	0,97 Égal à la moyenne	1 min 27 s Égal à la moyenne	
1	France	66	56	116	56,86 %	1,76	2 min 54 s	
2	United States	48	45	20	37,04 %	0,42	0 min 32 s	
3	Italy	42	37	38	63,33 %	0,90	1 min 13 s	
4	Spain	27	21	25	65,79 %	0,93	1 min 35 s	
5	Netherlands	23	22	15	53,57 %	0,65	0 min 25 s	
6	Germany	22	21	15	57,69 %	0,68	1 min 03 s	
7	Israel	21	19	18	60 %	0,86	1 min 34 s	
8	Belgium	17	13	19	65,52 %	1,12	1 min 01 s	
9	Portugal	15	15	15	41,67 %	1,00	1 min 14 s	
10	Switzerland	15	13	8	40 %	0,53	0 min 56 s	

# Website statistics : pages generating the most views

QUELLES PAGES ET QUELS ÉCRANS GÉNÈRENT LE PLUS DE VUES ?

## Vues par Titre de la page et classe de l'écran

TITRE DE LA PAGE ET CLASSE DE L'ÉC...	VUES
<a href="#">EIA - European Irrigation Association - EIA</a>	451
<a href="#">EIA IRRIGATION FORUM / WINTER 2023 - EIA</a>	268
<a href="#">Members EN - EIA</a>	188
<a href="#">Events EN - EIA</a>	129
<a href="#">News EN - EIA</a>	81
<a href="#">Agriculture Irrigation - EIA</a>	55
<a href="#">Working Groups - EIA</a>	55

[Afficher le rapport "Pages et écrans" →](#)

**EIA  
Irrigation  
Forums**



# EIA Winter Irrigation Forum

## 26 January, 2023 – 16:00 – 18:00



**65 people** from Europe and the United States attended to the meeting, 110 registered

This time, the forum ran smoothly - No technical problem – no timing problem

### **Invited speaker :**

Agreena's Chief Science Officer, Nathan Torbick, PhD – **“Advancing regenerative agriculture, carbon science, and ecosystem service markets: Opportunities for irrigation”**

### **Innovation technology session :**

**“Control watering in green city environment”** by Paul Van Breda, Irri-Spec.

**Your feedback ?**



# Next Forums 2023



**Spring Irrigation Forum : Thursday 30 March 2023 – 16:00 – 18:00**

## **1. Invited speaker :**

Martina Garcia de Cezar, Engineer in sanitation and environment (UFSC), PhD student (INRAE UMR G-Eau Montpellier and AgroParisTech) :

**“Irrigated urban vegetation to mitigate heat waves in cities: Concepts and methodology of analysis”.**

## **1. Innovation technology session :**

**Coralie Tavassoli, Urbasense :**

**« Agronomic reasoning of plants watering in the city to facilitate their cooling effects»**

# Next Forums 2023



## Forums are planned :

- **Summer Irrigation Forum** : Thursday 1 June, 2023 – 16:00 – 18:00
- **Autumn Irrigation forum** : Thursday 28 September, 2023 – 16:00 – 18:00

## ideas of topics :

- Green deal: what's that, what consequences for Irrigation professionals?
- WFD explained to children=Anne-Claire was supposed to help us find a presenter?
- Social Responsibility on Water = RSEau project?
- EU Taxonomy, How to integrate Sustainability in your marketing policy?
- **Others????**

**EIA  
events in  
2023**



# Event 2023



## Face to face event : General Assembly and Gatering

### 3 options :

- After Irrigazette annual Editorial Committee on June 15 in Aix-en-Provence.
- One day only for the association in a city of Spain or Italy (Barcelona, for exemple).
- During Paysalia exhibition – Lyon France in December 2023 or Agritechnica – Hanover, Germany in November 2023
- **Your ideas/proposals ?**

**EIA new  
catalog**



# EIA Brochure



We will rebuild the brochure of presentation of EIA in 4 languages (**French – Italian – Spanish – English**)

**I will now share the brochure (English) with you**

**Any ideas for a new version ?**