ADSWIM project is presented on PLATINUM (ilSole24 ore) with the July 2020 issue

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The ADSWIM project, one of the protagonists of the prestigious Platinum magazine “Aziende & Protagonisti”, attached to Il Sole 24ORE in July.

Udine, July 24. The AdSWiM project: managed use of treated urban wastewater for the quality of the Adriatic Sea is a biennial European cross-border cooperation project, coordinated by the University of Udine - Department of Environmental Agri-Food and Animals-Di4A Sciences and includes twelve partners between Italians and Croats who work to improve the quality of the sea by applying innovative technologies for monitoring, treatment and management of urban wastewater.

Among the project objectives there is the technological transfer of the results and innovative interventions to companies, regional environmental agencies and regional and local public authorities as well as the dissemination and awareness of the effects that the use managed used of the treated urban wastewater has for the quality of the Adriatic Sea.

For this reason, we have chosen to present the project with the July 2020 issue of the Platinum magazine “Aziende & Protagonisti” (Companies & Protagonists), attached to Il Sole 24ORE. The magazine is a point of reference in publishing for business and Research & Development made in Italy and across the border. An authoritative and qualified communication addressed to a targeted readers and professionals of the business, institutional and financial world. Our Adswim project has thus landed on page 135 of the July issue that, through prominent protagonists, tells success stories of entrepreneurship and research that have been able to innovate and become the driving force of development and growth even in such a delicate period as that of the emergency COVID-19.

"The project work of Adswim began in January 2019, with a survey of the existing chemical and microbiological control data to outline a starting point of reference for the quality of the waters of the Adriatic Sea. Urban and non-urban treated waste is discharged into it, which must not alter the aquatic ecosystem. The project wants to make a contribution for this aspect. The numerous activities are structured into 3 types of interventions, which can be schematized into experimental activities, training activities, dissemination and consolidation of results and harmonization of wastewater management protocols, cross-border", explains Dr. Sabina Susmel, researcher in analytical chemistry of the chemistry section of the Department of Environmental Agro-Food and Animal Sciences of the University of Udine as well as the AdSWiM project manager who took care of the publication.

The arch. Agnese Pressoto of the Municipality of Udine who has the task of dealing with the harmonization of the management protocols between the two countries but also that of developing and coordinating the awareness campaign and the numerous related activities, comments: “The strength of the project is the synergy between experimental activities and communication actions that take place in parallel and feed each other. Together with the agency that follows us for the communication activities, we have developed a plan that touches different targets and uses different means of communication to reach citizens, young people and in this case entrepreneurs and administrations. We want our project to become a promoter also for other companies along the Adriatic coast.”

The magazine of over 200 pages will be distributed these day in 265,000 copies in Italy in direct mailing and on newsstands with Il Sole 24 ORE, while in Europe, in English, through Assocamerestero reaching a qualified and demanding target in the business, institutional and economic sector. The magazine and also our project will be promoted on the portal of "Il Sole 24 ORE" and with commercials on "Radio 24" for a week.

The complete version in Italian and English is online.