# HYDROUSA

H2020-CIRC-2-2017

Water in the context of circular economy

## Full project title:

Demonstration of water loops with innovative regenerative business models for the Mediterranean region

## Deliverable: D54

***Relative Number in WP D9.1***

# Dissemination and Communication Plan

Submission date: 22 May 2020



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 776643

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# DOCUMENT INFORMATION

| | | | | |
|---|---|---|---|---|
| **Deliverable** | **Number** | D9.1 | **Title:** | **Dissemination and Communication plan** |
| **Work Package** | **Number** | WP9 | **Title:** | **Communication, community building, dissemination** |

| | | | | |
|---|---|---|---|---|
| **Due date of deliverable** | **Contractual** | M6 | **Actual** | M6 |
| **Version number** | 1.1 | | | |
| **Format** | MS Office Word document | | | |
| **Creation date** | 03 December 2018 | | | |
| **Version date** | 22 May 2020 | | | |
| **Type** | ☒ **R** | ☐ DEM | ☐ DEC | ☐ OTHER ☐ ETHICS |
| **Dissemination Level** | ☒ **PU Public** | | ☐ CO Confidential | |
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|---|---|
| **Brief Description** | This document provides detailed information on the Dissemination and Communication Plan (DCP), including the objectives, the target audiences, the key message, the channels and the strategic activities for a coherent and impactful communication. |
| **Keywords** | communication plan; dissemination activities; community engagement; target audience; key message; |

| **Version log** | | | |
|---|---|---|---|
| **Rev. No.** | **Issue Date** | **Modified by** | **Comments** |
| 1 | 24/12/2018 | Simos Malamis<br>Stavroula Kappa | Internal Evaluation |
| 1.1 | 04/05/2020 | Simos Malamis<br>Stavroula Kappa | Internal Evaluation after Review Meeting |

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# ABBREVIATIONS

| | |
|---|---|
| **DCP** | Dissemination and Communication Plan |
| **DCM** | Dissemination and Communication Manager |
| **CO** | Coordinator of the Project |
| **GDPR** | General Data Protection Regulation |
| **PSC** | Project Steering Committee |
| **SP** | Stakeholders Panel |
| **SM** | Social Media |
| **ExC** | Executive Committee |

# EXECUTIVE SUMMARY

This document provides a description of the **Dissemination and Communication Plan (DCP)** for the project entitled *'Demonstration of water loops with innovative regenerative business models for the Mediterranean region '* **HYDROUSA**.

The vision for the activities undertaken as part of dissemination and communication is to **effectively engage a wide range of stakeholders**, from senior levels in industry, regulation and government, to local people, researchers, artists and schoolchildren through a **community engagement approach**. To achieve the above we ensure that all the connected stakeholders communicate a focused, coordinated but also customised message about the project's objectives and the HYDROUSA technologies, services and solutions developed.

The communication and dissemination activities have been designed in order to address the key target audiences and stakeholders in order to maximize awareness of HYDROUSA objectives, means and results.

Different communication and dissemination channels are foreseen that include traditional methods, such as printed and electronic promotional material, press releases, website, scientific journals and more innovative and interactive approaches such as animated films, online communication tools and hackathons.

The above will be supplemented by events directly related to the project (demonstration events, seminars, HYDROUSA Conference), events of wider scope (liaison activities with other ongoing EC projects, participation to exhibitions, etc.) and community engagement activities (Summer Camps, Artistic Residencies, participatory Workshops, Info Kiosks etc.).

A stakeholder panel will be developed by interested stakeholders, providing feedback to the consortium with respect to the effectiveness and the impact of dissemination, communication and exploitation activities. The stakeholder panel will be supervised by the Dissemination and Communication Manager (DCM).

All communication and dissemination actions will be monitored by the DCM, frequent feedback from the consortium will be requested and specific key progress indicators shall be monitored at frequent intervals.

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# 1. INTRODUCTION

This document contains the detailed Dissemination and Communication Plan (DCP) for the HYDROUSA project. The HYDROUSA DCP (Deliverable 9.1) constitutes one of the key outputs of WP9. The present deliverable is prepared at an early project stage, in order for HYDROUSA to commence on a clear dissemination strategy from the onset and follows, the guidance of the Horizon2020 "Communicating EU research and innovation guidance for project participants", version 1, 25/9/2014 and the pdf presentation on "Communication and Dissemination in HORIZON2020" of the EC (Brussels, 23/10/17).

As it is stated in Article 38 of the Grant Agreement "*The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.*"

The aim of HYDROUSA's communication and dissemination activities is to effectively disseminate the activities of the project and to communicate its outcomes to relevant target groups. The objectives of the DCP are the following:

- To create an overall and concrete dissemination and communication strategy for all partners
- To ensure that the vision, objectives, activities and results of the project become as widely known and understood as possible both from a scientific and a technical point of view
- To identify the Key Stakeholders and Target Audiences
- To form the key messages and taglines of our value proposition
- To analyse the respective communication means
- To create a map of Local and International Actors at private and public level
- To decide on the Main Communication Channels
- To identify and monitor the community engagement and their involvement
- To specify quantitative indicators that will be used to evaluate how successful each dissemination/communication activity is
- To set and monitor the timeline of the execution of the comms and dissemination strategy for all partners

The DCP explains how each activity will be implemented, how each target group will be engaged and the specific intended benefits from each activity. The plan sets specific quantifiable targets to be met throughout the project's lifetime and afterwards. The plan specifies quantitative indicators that will be used to evaluate how successful each dissemination/communication activity is.

A Dissemination & Communication Manager (DCM) is foreseen at the organisation chart of HYDROUSA who is responsible for the development of the DCP and for coordinating the communication and dissemination activities of the project. Based on the strategy level of the project, the Steering Committee (SC) will support the DCM and the stakeholder panel, which will include representatives from various target groups. The stakeholder panel will be chaired by the

DCM in collaboration with the Coordinator of the Project (CO) and will be responsible for communicating HYDROUSA concept and outputs to stakeholders. More importantly, this panel will evaluate the effectiveness of the communication actions and will propose corrective measures, if required, to increase the involvement of stakeholders.

The DCP consists of seven chapters, which apart from the present introductory chapter (chapter 1), present the dissemination and communication strategy and the community engagement activities as well as the key target groups (Chapter 2), the analysis of the communication, dissemination and community building activities (Chapter 3), the stakeholders analysis and the relevant actions (Chapter 4), the information flow and the responsibilities amongst the partners (Chapter 5), an indicative plan of the activities foreseen (Chapter 6) and the already performed activities (Chapter 7).

DCP activities are in agreement with the Data Protection, Collection and Storage to ensure careful handling of IP related according to the deliverable D1.3: Data Management Plan. The HYDROUSA dissemination activities take into account the General Data Protection Regulation (GDPR) 2016/679. The HYDROUSA consortium shall take all necessary measures to protect the personal data of the participants involved in the dissemination activities.

# 2. DISSEMINATION AND COMMUNICATION STRATEGY

The dissemination and communication strategy plays an important role in collaborative research projects and particularly in Innovation Actions determining the effectiveness of communication among different groups. Six key elements (Figure 2.1) will be taken into account in order to build a successful and effective dissemination strategy. Firstly, the **objectives** of the dissemination and communication strategy should be determined. Secondly, **target groups** are to be identified, including organizations that are ultimately affected or potentially interested in the results of the HYDROUSA project. Thirdly, the **key message** of the HYDROUSA project, which will be spread to the various target groups, is indicated. Then, **communication and dissemination activities** are identified and specific activities for **Community Engagement** are described. The final element of the dissemination and communication strategy is the **evaluation of efforts** and the monitoring of the activities, which is analysed in Section 2.6.


**Figure 2.1. HYDROUSA's strategy Map**

## 2.1 Objectives of the dissemination and communication strategy

The overall aim of the dissemination and communication strategy is to secure and maximize the impact of HYDROUSA project.

**Disseminate:** inform and spread the message around water circular economy to a wide range of stakeholders including citizens, public and private institutions, local and international enterprises. To ensure that the vision, objectives, activities and results of the project become as widely known and understood as possible, both from a scientific and a technical point of view.

**Build Community:** activate and engage the target audience to be active participants online and offline in the project's milestones and being the ambassadors of its mission. We disseminate the project's outputs at local level, strengthening end user participation, expanding to other local and regional water authorities and businesses.

**Advocate:** deliver clear, concise messages to high-level stakeholders (European Commission, European agencies, Water boards/Water Authorities, Ministries/National agencies) and decision-makers in order to facilitate change.

**Raise Awareness:** provide clear, non-technical messages in an effective way to the public.

**Ensure relevance and efficiency:** ensure that the project keeps its focus on the actual needs of stakeholders by establishing a live mechanism of interactions between the project and interested parties in the field. We secure a successful run-time and final dissemination of project results to all relevant stakeholders.

**Catalyse connections:** provide platforms (physical and web-based) for networking and cooperation among the partners and the stakeholders.

## 2.2 Target groups

Identifying and addressing the right audiences of an innovation action project is crucial for its success as well as the uptake and use of the research results. It is important to target the right audiences with the right dissemination means and communications tools in order to succeed on the dissemination and communication strategy that is set. Therefore, we defined bigger clusters and broke these down by more specific target groups that we wish to approach. For the HYDROUSA project, fifteen (15) target groups have been identified (Table 2.1).

Each target group can be classified in one or more of the five classes according to the interest and influence of the stakeholders. The five classes are the following: (i) local community, (ii) investors, (iii) Academic community and NGOs, (iv) policy makers and (v) public. In addition, every target group can be categorised in one or more categories according to the level of its geographic influence, i.e. European, global, nationwide or local.

## Table 2.1. Audience analysis

| | | EUROPEAN | GLOBAL | NATIONWIDE | LOCAL |
|---|---|---|---|---|---|
| LOCAL COMMUNITY | Farmers associations, farmer cooperatives | | | | * |
| | Municipalities | | | | * |
| | Business Owners | | | | * |
| | Water Users | | | | * |
| INVESTORS | Private Investors | * | * | * | * |
| | Banks | * | * | * | |
| ACADEMIC COMMUNITY and NGOs | Scientific community | * | * | * | * |
| | Environmental / water related NGOs | * | * | * | * |
| | Educational institutions (schools & universities) | * | * | * | * |
| | Other H2020 and FP7 related projects | * | | * | |
| POLICY MAKERS | European Commission | * | | | |
| | Water utilities and water regulators | * | * | * | * |
| | Ministries | | | * | |
| PUBLIC | Wide Public | * | * | * | * |
| | Supporters | * | * | * | * |

## 2.3 Tone of voice and key message

### 2.3.1 Local Community

The communication goal for the local communities is both to raise awareness for the project and at the same time to engage them to participate actively and become the project's ambassadors.

The key message though has to be simple, positive and persuasive and to contain a call to action. The language should be non-technical with an emotional flavour aiming to the specific target group's engagement. Through the message they would be able to identify themselves as part of the solution in their local communities and beyond.

**Key Message**

***We are on a mission! Let's work together to reverse the limited water reserves, helping solve the water supply issue. The community will participate in a worldwide scale prototype and be a reference point in the Aegean and in the Mediterranean region. Be part of the community of water allies***

Special Recommendations:

- Use the above key message in combination with HYDROUSA Manifesto (short version)
- Provide practical examples of HYDROUSA's impact on everyday life
- Explain using a simple language how the project's innovations will affect different aspects of community life, from tourism to agriculture etc.
- Explain that the project is partly funded by the EU and partly from the partners involved and there are no costs enrolled to the citizens
- Use visuals in your presentations and infographics
- Use practical examples on all the levels
- Put the local application to global scale. Showcase the importance in perspective.
- Showcase what will happen to other demo islands
- **Don't use** the word experimenting or testing, focus on piloting or prototyping

### 2.3.2 Investors

Investors groups, including impact investors, business angels and bank representatives, is one of the main target group that we would like to actively engage since the beginning of the implementation in order to raise awareness and foster possible future collaborations. In our communication strategy we outline a triple-bottom line approach of economic - environmental and social impact.

The key message has to be dynamic, positive and persuasive with a focus on the long term vision that HYDROUSA is bringing forward.

**Key Message**

*HYDROUSA is an innovative approach of turning a problem into a solution. We revolutionise the water value chains and lower our energy footprint by developing and applying innovative, nature-based and nature-inspired water management technologies. Be part of the community of water allies!*

Special Recommendations:

- Use the above key message in combination with HYDROUSA Manifesto (short version)
- Explain more the innovations of the project and give some examples on how they will be implemented
- Present the scaling possibility of the project with the transferability sites
- Give more information about the academic and business profile of the HYDROUSA partners
- Elaborate on the future steps of the exploitation activities and the business model that will be created

### 2.3.3 Academic Community, NGOs, Institutions

The communication goal for the wider relevant communities is to engage the target audience to be active participants online and offline in the project's milestones and being the ambassadors of its mission.

The key message has to be again positive and persuasive with an additional call to action. The language could be more technical.

**Key Message**

*Let's revolutionise the water value chains and lower our energy footprint by adopting innovative, nature-based and nature-inspired water management solutions. Be part of the community of water allies!*

Special Recommendations:

- Use the above key message in combination with HYDROUSA Manifesto (short version)
- Explain more the innovations of the project and give some examples on how they will be implemented
- Give some extra information on the scientific consortium

### 2.3.4 Policy Makers

The communication goal for the policy makers is to engage them to deliver clear, concise messages to high-level stakeholders and decision-makers in order to facilitate changes in terms of the management of non-conventional water resources and related legislative issues.

The key message has to be persuasive with a more political tone and again with a clear call to action.

**Key Message**

***Let's co-create a win-win situation for the economy, the environment and the community by reimagining a water resilient economy, mitigating climate change and reforming the agro-food system. Be part of the community of water allies!***

Special Recommendations:

- Use the above key message in combination with HYDROUSA Manifesto (short and long version)
- Explain more the innovations of the project and give some examples on how they will be implemented
- Explain how the project will impact the overall environmental and circular economy policy at national and global level
- Give some extra information on the scientific consortium

### 2.3.5 Public

The communication goal for the public is to inform them around water circular economy and to ensure that the vision, objectives, activities and results of the project become as widely known and understood as possible.

The key message should be simple, informative given in a non technical and in a more explanatory language in order to be understood.

**Key Message**

***We are on a mission! Learn more on regenerative and nature-based water solutions. Be part of the community of water allies!!***

Special Recommendations:

- Use the above key message in combination with HYDROUSA Manifesto (short version)
- Provide practical examples of HYDROUSA's impact on everyday life
- Explain, using a simple language, how the project's innovations will affect different aspects of community life, from tourism to agriculture etc.
- Explain, using a simple language, how the project's innovation concerns everyone, giving a special focus on the transferability of the deliverables.

## 2.4 Identification of the Dissemination and Communication activities

HYDROUSA will implement a series of communication, dissemination and community building activities in order to maximise the impact of the project (Table 2.2).

**Dissemination activities** include specific actions targeted to inform and mobilise particular target groups. They are a compilation of activities, related to specific events which will allow for diffusion of the project outputs and its scientific results to the scientific and research community.

**Communication activities** make results and deliverables of a project available to a wider audience and particularly the public.

Both Dissemination and Communication activities are vital for the successful uptake of the project and for the sustainability of the outputs in the long term. In Table 2.3 we outline the Dissemination and Communication Activities per target audience.

### Table 2.2. Outline of communication and dissemination activities

| Communication Activities | Dissemination Activities |
|---|---|
| HYDROUSA website | HYDROUSA Inauguration Event |
| Facebook Page | Publications in Scientific Papers |
| Twitter | Conference Presentations |
| YouTube | Dissemination Demo Site Events |
| LinkedIn | Water related alliances - Networks |
| Animation Video | Notice Boards |
| Printed Materials | Short Videos per Demo Site |
| Newsletters | HYDROUSA Conference |
| Press Releases | Liaison and clustering workshops |
| | Training Activities |

## Table 2.3. Communication and dissemination activities per audience

| | LOCAL COMMUNITY | | | | INVESTORS | | ACADEMIC COMMUNITY, NGOs | | | | POLICY MAKERS | | | PUBLIC | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Farmers | Municipalities | Business Owners | Water Users | Private Investors | Banks | Scientific Community | Water related NGOs | Educational Institutions | Other H2020 and FP7 projects | European Commission | Water Utilities-Regulators | Ministries | Wide Public | Supporters Followers |
| **Communication Activities** | | | | | | | | | | | | | | | |
| Website | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Social Media (Facebook, Twitter, YouTube, LinkedIn) | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Animation Video | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Printed Materials | * | * | * | * | * | | * | | | | | | | * | * |
| Newsletters | * | * | * | * | * | | * | * | * | * | * | * | * | | * |
| Press Releases | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| **Dissemination Activities** | | | | | | | | | | | | | | | |
| Inauguration Event | | | | | * | * | * | * | * | * | * | * | * | | * |
| Publications in Scientific Papers | | | | | | | * | * | | * | | | | | |
| Conference Presentations | | | | | * | * | * | * | * | * | | | | | |
| Dissemination Demo Site Events | * | * | * | * | | | | | | | | | | | |
| Water related alliances - Networks | | | | | * | | | | | * | * | * | | | |
| Notice Boards | * | * | * | * | | | | | | | | | | | |
| Short Videos per Demo Site | | | | | * | * | * | * | * | | * | * | * | | * |
| HYDROUSA Conference | * | * | * | * | * | * | * | * | * | * | * | * | * | | * |
| Liaison and clustering workshops | | | | | * | | | | | | * | * | * | | |
| Training Activities | * | * | * | * | | | | | | | | | | | * |

## 2.5 Community Engagement Activities

**Community Building - Citizens Science Activities** create connections, deep understanding, engagement and ownership among the relevant stakeholders and the suggested solutions and principles of HYDROUSA. Table 2.4 lists these activities which are described in Section 3.3, while Table 2.5 presents the activities designed per target audience.

### Table 2.4. Community building and engagement activities

| **Community Building & Engagement** |
|---|
| Info Point |
| Summer Schools |
| Hackathon on Water Circular Economy |
| Artists & Researchers Residencies |
| Co-creation Workshops |
| On Site Interviews |

### Table 2.5. Community building and engagement activities per audience

| | LOCAL COMMUNITY | | | | INVESTORS | | ACADEMIC COMMUNITY, NGOs | | | | POLICY MAKERS | | | PUBLIC | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Farmers | Municipalities | Business Owners | Water Users | Private Investors | Banks | Scientific Community | Water related NGOs | Educational Institutions | Other H2020 and FP7 projects | European Commission | Water Utilities-Regulators | Ministries | Wide Public | Supporters Followers |
| Community Building Activities | | | | | | | | | | | | | | | |
| Info Point | * | * | * | * | | | | * | * | * | | | | * | * |
| Summer Schools | | | | | | | * | * | * | | | | | * | * |
| Hackathon on Water Circular Economy | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Artists & Researchers Residencies | * | * | * | * | | | * | | | | | | | * | * |
| Co-creation Workshops | * | * | * | * | | | * | | | | | | | | * |
| On Site Interviews | * | * | * | * | | | | | | | | | | | |

**Enabling communication through the community:** This is one of our principal dissemination strategies. We are building a dynamic "community of Water Allies" who deeply care, act and prototype nature based solutions and technologies for water management and water/wastewater treatment. This community is composed not only from local people, farmers, young students and researchers but also representatives from the local authorities, international experts, EU regulations specialists. We create these physical, virtual and physical spaces to enable dialogue, raise awareness, test and advocate. On the making but especially when we will be launching the Demo Sites, we will animate water related activities and discussions, stimulating active participation of the community.

In order to deliver the above we connect with certain individuals to map the local dynamics.

**Ambassadors:** We will be linking up to existing relevant projects to foster interaction with existing initiatives by identifying the individual ambassadors. These partnerships with individuals who represent networks, NGOs, activist groups, social innovation supporting organisations will be tapped to promote HYDROUSA to other projects, creating a wide base of multipliers of our invitation for participatory change;

**Local Opinion Makers:** Local opinion makers and community leaders will be essential partners to the project. Suggested stakeholders (i) mayors, (ii) "leaders" of local vibrant communities, (iii) Hotel and tourism industry professionals & experts from local economy;

**Stakeholder mapping**

In order to facilitate the communication and dissemination actions among the members of the consortium, stakeholder lists have already started to be developed. These include the name and surname of the stakeholder, the organisation that each person belongs to or their role, their persona type (e.g. impactful position in local authorities, opinion maker, local public servant, etc.), the communication status and the target group they belong to.
A non-exhaustive contact list will be compiled by each partner, to be integrated in the database. The stakeholders mapping is compatible with the relevant Directive on personal data according to with the Data Protection, Collection and Storage, ensure careful handling of personal or sensitive information (deliverable D10_3 Data Management Plan).

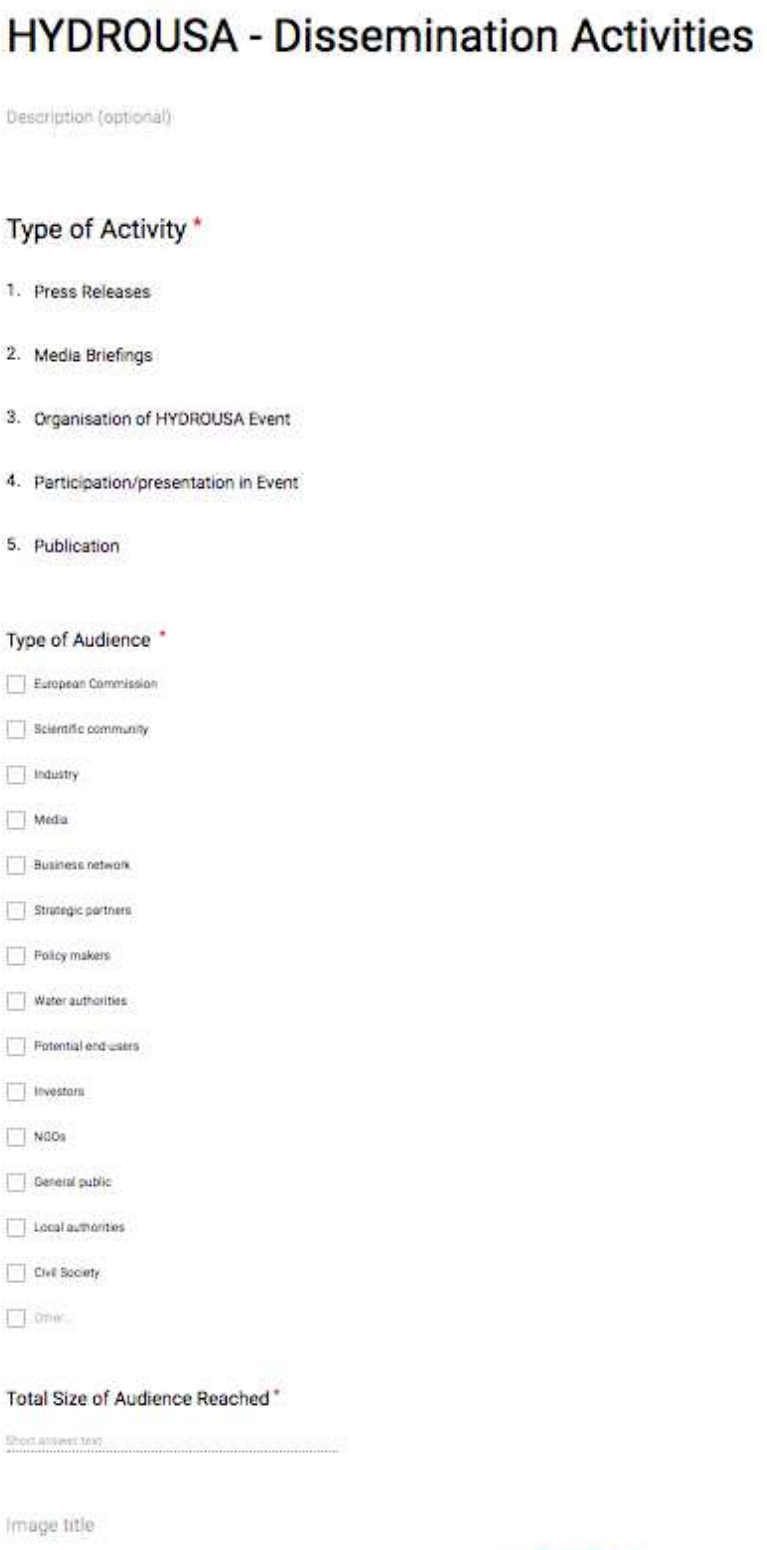
## 2.6 Reporting - Evaluation Efforts

Reporting on dissemination activities (such as publications, presentations, articles etc.) is critical for the efficient monitoring of dissemination and communication activities. Hence, reporting dissemination activities will be performed by all HYDROUSA partners and will be coordinated by IHA. Reporting information will include all relevant information - the name and the location of an event or a conference or a workshop, the type and the number of the attending audience, the date of activity, the type of the presentation (print, online), the type of the media reached (TV, radio, print, online), the type of the publication (Scientific Journals, Conference Proceedings, Magazines) the type of audience (European Commission, Scientific community, Industry, Media, Business network, Strategic partners, Policy makers, Water authorities, Potential end-users, Investors, NGOs, General public, Local authorities, Civil society).

In addition, reporting information on the publications will have to contain the title of the publication, its authors, the title of the journal or conference proceedings or periodical or series to be published, the publisher, the place of publication, the relevant pages and date. A google form (Figure 2.2, Figure 2.3) has been created (https://docs.google.com/forms/d/e/1FAIpQLSeh2--Toliq84BPzgJYubAGcmrTCa5BQ0pVWKNHsLIWRhKaKA/viewform) for all the dissemination activities in order to guard against inconsistency of the information gathered and to make sure that all the dissemination information is collected. This form will be distributed quarterly and filled by the partners and will be submitted to the DCM.



**Figure 2.2. HYDROUSA dissemination activities reporting I**



HYDROUSA - Dissemination Activities

Description (optional)

Type of Activity *

1. Press Releases
2. Media Briefings
3. Organisation of HYDROUSA Event
4. Participation/presentation in Event
5. Publication

Type of Audience *

- [ ] European Commission
- [ ] Scientific community
- [ ] Industry
- [ ] Media
- [ ] Business network
- [ ] Strategic partners
- [ ] Policy makers
- [ ] Water authorities
- [ ] Potential end users
- [ ] Investors
- [ ] NGOs
- [ ] General public
- [ ] Local authorities
- [ ] Civil Society
- [ ] Other...

Total Size of Audience Reached *

Short answer text

Image title

**Figure 2.3. HYDROUSA Dissemination activities reporting II**

Apart from the regular monitoring of the Dissemination and Communication activities through the quarterly reports, all partners will need to communicate to the DCM concerning a prospective event-workshop or activity at least 2 months before the event. After that it will be communicated through all relevant channels (website blog post, Facebook post, twitter, etc.). The partner will keep track of all the relevant details which have been included in the Google form for the event registration.

The DCM will advise the partner if enrichment of the dissemination event is needed to be done by the partner (leaflets, social media posts in owned channels, banners, etc.).

### 2.6.1 Indicators of Progress

In order to adequately track the progress of the dissemination and the communication activities, measurable key performance indicators have been identified which allow monitoring and evaluation (Table 2.6). These have been spread across the timeline but sufficient flexibility is required to allow activities to adapt to project developments. Potential challenges will be identified as soon as possible in order to create effective adaptation measures.

**Table 2.6. Key performance indicators for DCP**

| Key performance indicators for Dissemination and Communication | Phase 1 M1-M12 | Phase 2 M13- M33 | Phase 3 M34- M54 | Overall |
|---|---|---|---|---|
| Visitors to the Website (based on Google Analytics) | 3000 | 10000 | 15000 | 28000 |
| References to the project in other websites | 20 | 30 | 50 | 100 |
| Followers on social networks Twitter; Facebook; LinkedIn | 200 | 400 | 600 | 1200 |
| Posts on social networks relevant to project | 200 | 400 | 600 | 1200 |
| Online and offline press releases | 10 | 10 | 20 | 40 |
| Scientific publications in peer-reviewed journals | - | 5 | 10 | 15 |
| Presentations at International Conferences | 3 | 10 | 15 | 27 |
| Co-creation workshops implemented | 3 | 0 | 0 | 3 |
| Participants in co-creation workshop | >200 | 0 | 0 | >200 |
| Seminars/Workshops organised | 4 | 4 | 4 | 12 |
| Experts/social innovators/researchers involved | 10 | 15 | 15 | 40 |

| | | | | |
|---|---|---|---|---|
| Participant citizens in educational activities | 100 | 200 | 200 | 500 |
| People informed by the info stand & citizens science activities | 1500 | 1500 | 2000 | 6000 |
| Participants in launching event | 50 | 0 | 0 | 50 |
| Participants in each demonstration event of HYDROUSA demo | 0 | 0 | 40 | 40 |
| Participants in final HYDROUSA conference | 0 | 0 | >200 | >200 |
| Notice board displayed | 0 | 6 | 0 | 6 |
| Recipients of project e-newsletters | 5000 | 10000 | 10000 | 25000 |
| Leaflets and brochures distributed | 1000 | 1000 | 1000 | 3000 |
| Animation video of project views in YouTube | 100 | 200 | 300 | 600 |
| HYDROUSA technology videos | 0 | 0 | 4 | 4 |
| Participants in Summer Schools | 0 | 40 | 40 | 80 |
| Participants in Hackathon on Water Circular Economy | 80 | 0 | 0 | 8- |
| Number of local and International Ambassadors | 5 | 5 | 5 | 15 |
| Participants in liaison/clustering workshops | 0 | 50 | 50 | 100 |
| Viewers reached through 96 Impact Hubs operating across the world; | 2000 | 4000 | 4000 | 10000 |

# 3. ANALYSIS OF ACTIVITIES

## 3.1 Communication

### 3.1.1 Online Communication Tools

We are deep in the digital communication era and as a result the project needs to have a strong digital presence in terms of its communication activities. Nowadays most of the people are increasingly using digital means to be informed, to be educated and to communicate. There are different vehicles to use for effective online communication. The project will use Social Media, Newsletter and the dedicated project Website of HYDROUSA.

#### 3.1.1.2 Social Media

Social Media (SM) is one of the most common way of digital interaction between people. They can communicate, express opinions, be informed, be entertained, share files and consume content. For the scientific community, the SM are crucial for the societal value of research and specifically provide the ability to disseminate research results and outcomes within the non-academic community. In this context, the presence of the project on major social networking platforms has been established from the early stages: Facebook (Figure 3.1), Twitter (Figure 3.2), YouTube (Figure 3.3) and LinkedIn (Figure 3.4). In order the reach to be increased we need to ensure regular update of the social media content for HYDROUSA. SM will be one of the main means of communication and interaction with the growing community. The competitive advantage of SM is the personal and direct relationship that can be created with the community and as a result more efficiently disseminate the values of the project.

**Facebook**

Facebook is the most popular SM vehicle that is used by millions of people worldwide.

As a SM mean it has changed during the last years, mainly by increasing the publishing content. Still, it is widely used for peer to peer communication but also for communication of bigger groups to their community. An HYDROUSA Facebook page has been developed (https://www.facebook.com/Hydrousa - Figure 3.1).

At least 8 Facebook posts need to be created on a monthly basis. These posts will be:

- Relevant to the project with photos and descriptions of events, workshops, conferences, etc. that have taken place and will be shared from the partners to the DCM
- News and articles that have been published about HYDROUSA in magazines, newspapers, online media etc.
- Relevant to HYDROUSA's principles articles and news that have been written in magazines, newspapers, online media etc.

**Twitter**

Twitter is a very useful tool to use regarding news and articles sharing. This SM vehicle will be used in a similar way as Facebook. A twitter account for HYDROUSA has already been developed (@HydrousaProject - Figure 3.2) and has already more than 400 followers (https://twitter.com/HydrousaProject). Several Facebook posts will be duplicated in in the Twitter feed of HYDROUSA so that the reach is increased.

**YouTube**

YouTube will be used to upload the animated video that will be created for HYDROUSA as well as potential other videos that will be created in conferences, events, demo sites visits, interviews etc. An HYDROUSA YouTube channel has been developed (https://www.youtube.com/channel/UC9W6tSUWMUhLswdfTe0BVdA - Figure 3.3)

**LinkedIn**

LinkedIn is connecting people in the world of business. A project LinkedIn page has been developed (https://www.linkedin.com/company/hydrousa - Figure 3.4) Sharing updates of the project on the company page of the partners can be useful to spread contents through the relationship web of each company.

**Hashtags**

For the effective communication, reach, searching efficiency and branding of SM's campaigns, hashtags need to be used (and especially for Facebook and Twitter). The HYDROUSA hashtag which is already used is #HYDROUSA. Other important hashtags are: #CircularEconomy #WaterSolutions #WaterAllies, #H2020, #H2020EE2018, #EU, #Innovation, #WaterManagement #WaterWaste #WaterTreatment #WaterStress


**Figure 3.1. HYDROUSA Facebook page**

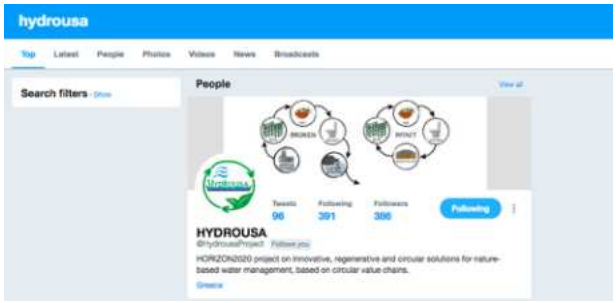



**Figure 3.2. HYDROUSA Twitter page**

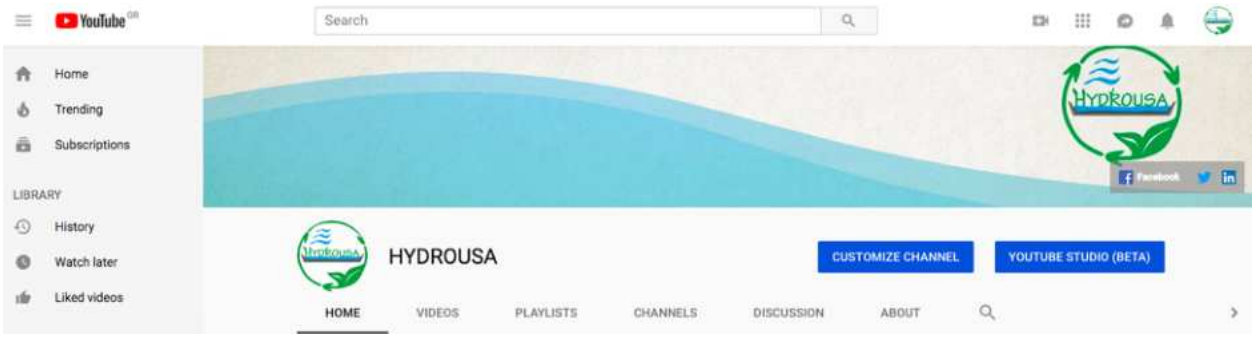



**Figure 3.3. HYDROUSA YouTube page**


**Figure 3.4. HYDROUSA LinkedIn page**

#### 3.1.1.3 Newsletter

Newsletters (e-newsletters) are publications that are regularly developed and distributed from the organisation to the list of people that have subscribed to receive the organisation's news. E - newsletters will be developed for HYDROUSA and will be sent in a regular basis to the subscribers. These will be subscribers through the website, the Facebook page, through events and more. All partners are responsible to collect e-newsletter lists of subscribers through their dissemination activities (e.g. participation in conferences) and provide them to the DCM. The DCM will provide the partners with the template of the e-newsletter registration.

The e-newsletters will include news about the project, events that will take place or have taken place, publications relevant to the project and more and will be accompanied by pictures and relevant links to the website or other websites when necessary. The e-newsletters will be short (2-3 pages) and will have a specific format and layout, containing the logos of the project and the EU. All e-newsletters will be produced in English.

The e-newsletters are excellent means of communicating information regarding the HYDROUSA project and facilitate communication with the target groups and stakeholders, both during and after the project's actions. The DCM will monitor the preparation and distribution of the e-newsletter. In all the e-newsletters that will be sent the recipients shall have the option to unsubscribe from the receiving notifications regarding the project

### 3.1.2 Website

The project's website https://www.HYDROUSA.org/ will serve as the main communication platform to introduce the project and its progress, the consortium and its innovative services. It will allow the public to consult information about the project.
MEMIRA is responsible to develop the website and to supervise its regular updates in collaboration with the DCM and the CO. The first version of the website has already been created and the website is now live. The website will remain active for at least 5 years after the project's completion. A login and password will be provided to each partner to access confidential information (mainly for confidential deliverables).

HYDROUSA's Website will include a project summary (Figure 3.5), the aim and objectives of the project, the impact that is being created by the project, the innovations that will be used and the work packages (Figure 3.6, Figure 3.7). In addition, there will be sections about the Demo Sites (Figure 3.8) and the application in each one of them, the transferability cases (Figure 3.9), sections with HYDROUSA's news and events (Figure 3.10) and of course the partners (Figure 3.11). Finally, there will be a form to subscribe to the e-newsletter and contact details information. The website will be "themed" according to the HYDROUSA brand and will ensure that the visitors will get adequate information about the project and actions.


**Figure 3.5. HYDROUSA website summary section**

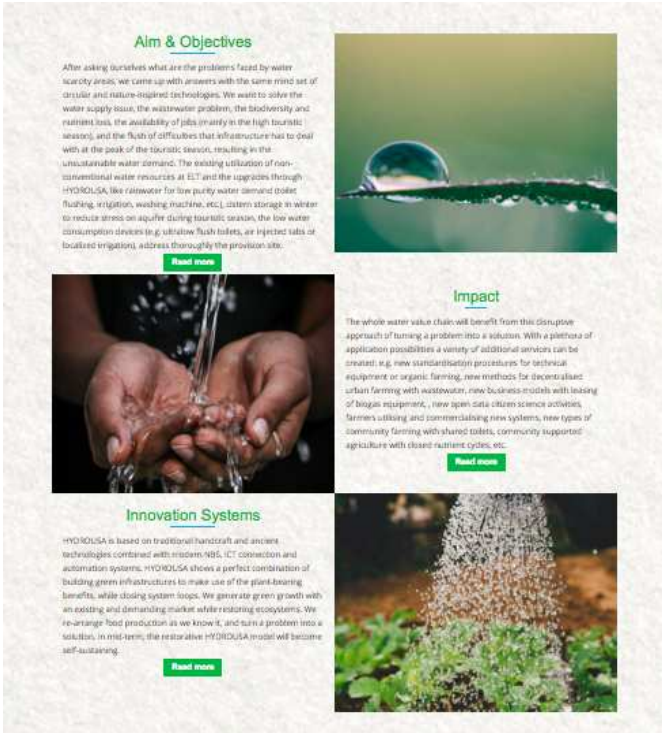



**Figure 3.6. HYDROUSA website "About"**

**Figure 3.7. HYDROUSA website WPs section**

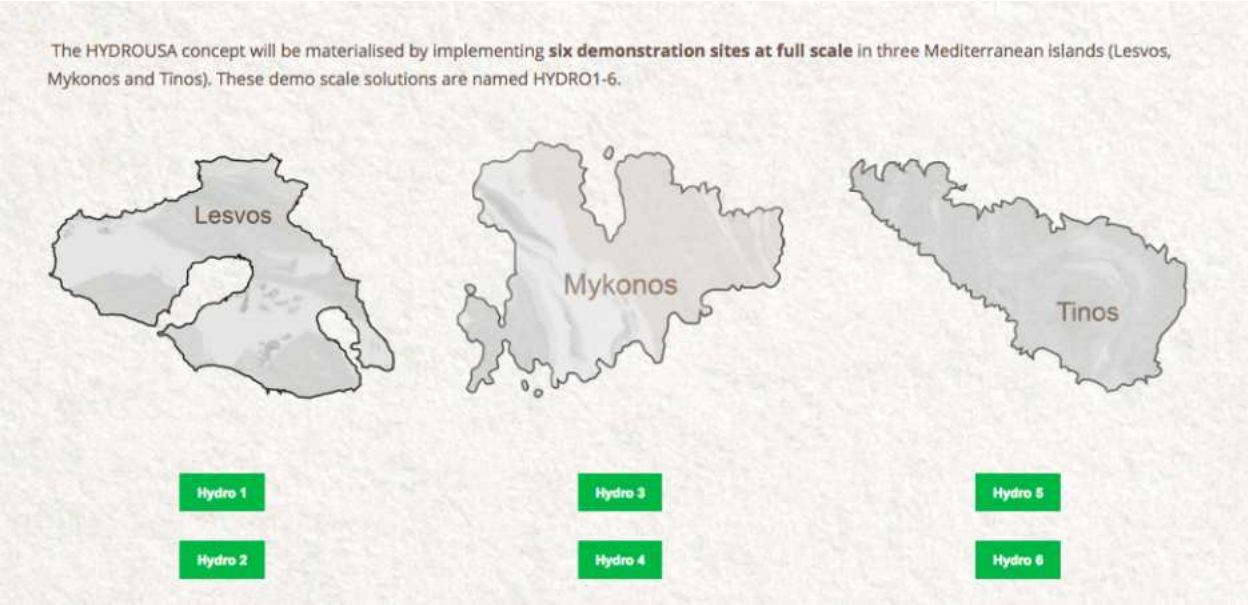



**Figure 3.8. HYDROUSA website Demo Sites section**


**Figure 3.9. HYDROUSA website Transferability cases section**

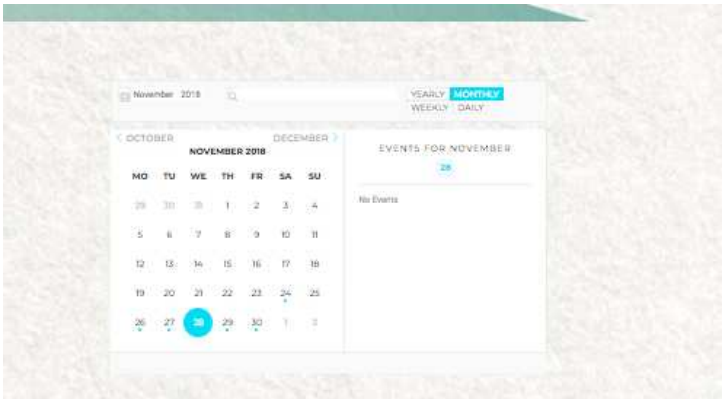



**Figure 3.10. HYDROUSA website News and Events**


**Figure 3.11. HYDROUSA website Partners section**

### 3.1.3 Animated Video

The main "storytelling" used in the campaign will be in the form of an animated video that will showcase and explain the project. It will include the following in a straightforward and “fun” way:

- An overview of the project and its vision
- The objectives of the project
- The impact that the project will have
- The innovations of the project
- Information about the Demo Sites and what will be applied in each one of them

An animated video is a very easy and interesting means to give relevant information about a project in just a few minutes to all stakeholders - from the scientific community and the European Commission to the local water users and the wider public.
This animation video will be uploaded on project’s YouTube channel, on the website and will be used as one of the main communication materials. Through the video it will be straightforward to understand the aim of the project, its vision, the objectives and the applications in the Demo Sites.

### 3.1.4 Printed material

Even though we are on the digital era printed material is still an effective way to communicate and disseminate the project. Leaflets, brochures, flyers and posters will be designed, produced and distributed, under the supervision of the DCM. The leaflets, the brochures and the flyers will be distributed to the target groups during the various communication and dissemination activities. They will also be uploaded to the website and will be distributed through other means (e.g. press releases).
Leaflets, flyers and posters have already been prepared by the DCM (examples in Figures 3.12, 3.13, 3.14).


**Figure 3.12. HYDROUSA Green Event Leaflet**

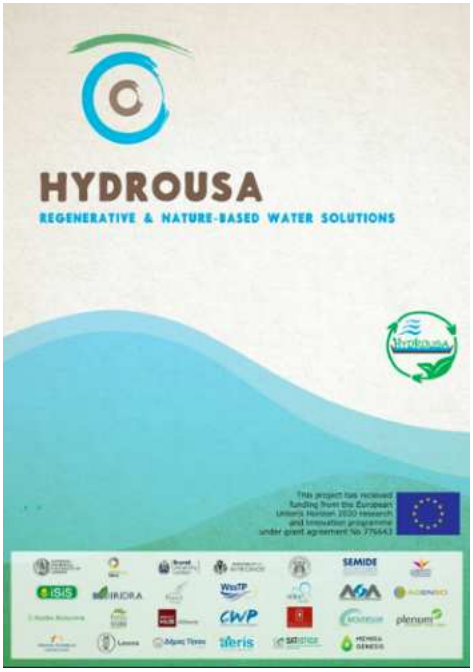
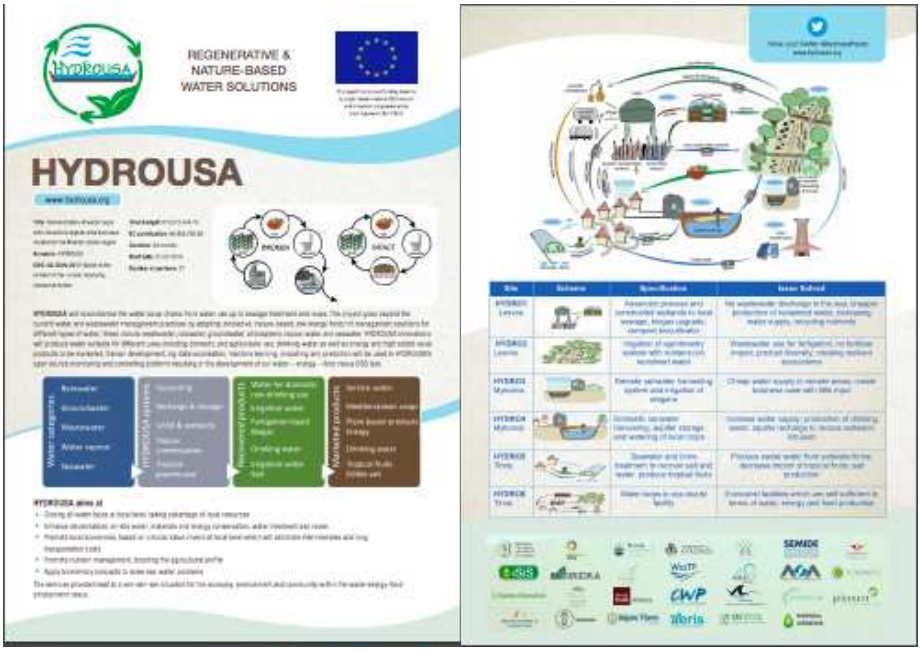



**Figure 3.13. HYDROUSA poster**

**Figure 3.14. HYDROUSA flyer**



### 3.1.5 Press Releases

Information about the project will be distributed in press releases and news will be sent to relevant media. Press Releases will be used to provide information about the project to targeted stakeholders including electronic and offline press releases. A list of major media partnerships will be established who will not only cover and disseminate the campaign's message but will also help with the creation of original content (i.e. documentaries, articles, stories), with a fresh and engaging outlook. Finally, press releases will be used to announce forthcoming events (e.g. seminars or conferences).

## 3.2 Dissemination

### 3.2.1 HYDROUSA Inauguration Event

An inauguration/launching event with guests from local and international media, stakeholders and selected participants will be held, raising awareness on HYDROUSA. The key questions that we want to address through this event are the following:

- What is the potential of the circular economy and the relevant innovative applications on nature based technologies, on sustainable food systems, on clean technology and on water and wastewater management?
- Why is it relevant today in local and international level?
- What will HYDROUSA's contribution be? What is the potential and the possible scale 5 years ahead?

The HYDROUSA Inauguration Event will be part of a larger format called "5 years of Impact" defining what's new and what is emerging.

"It is essential to explore, discuss and debate about the looming and pioneering themes, the leading-edge trends that will define the social impact and the environmental agenda and designate the following 5 years of this evolving ecosystem. In this conference we set the guidelines for the next steps of positive social impact, the steps that will further establish the market changes that have already occurred. In practice it's a 2 days impact festival, where experts, stakeholders, practitioners, curious & interested, young & older people can come together to explore, debate and design around core issues of the social economy and environmental sector.

We pioneer a just & sustainable world where business & profit are used in service of people and planet."

HYDROUSA will lead the agenda for Environment, addressing the vision and the concrete steps that we take towards more sustainable water circles.

### 3.2.2 Publications in scientific journals and presentations in scientific Conferences and in industry related events

The project's scientific achievements will be published at international peer reviewed journals with high impact factor. Presentations of the HYDROUSA achievements will take place at international Conferences and in exhibitions;
As an innovation action, it is important that HYDROUSA activities are shared within the academic community. The activities of HYDROUSA will result in the publication of high level scientific articles at international peer reviewed journals with high impact factor (Table 3.1). A list of potentially relevant Magazines and Journals for HYDROUSA research outputs to be published is presented on the Table 3.2.

**Table 3.1. High impact Journals to be targeted**

| Journal | Impact factor | SJR |
|---|---|---|
| Environmental Science and Technology | 5.330 | 2.46 |
| Water Research | 5.528 | 2.692 |
| Science of the Total Environment | 4.099 | 1.437 |
| Chemosphere | 3.340 | 1.409 |
| Desalination | 3.756 | 1.761 |
| Chemical Engineering Journal | 4.321 | 1.585 |
| Advances in Water Resources | 3.417 | 1.755 |
| Journal of Hazardous Materials | 4.529 | 1.787 |
| Water Science and Technology | 1.247 | 0.429 |

**Table 3.2. Magazines and Journals to be targeted by HYDROUSA**

| | | |
|---|---|---|
| **Magazines & Journals** | Water & Wastewater Treatment magazine | Journal of Water and Health |
| | WaterWorld | Waste Management World |
| | Water & Wastes Digest | Municipal Solid Waste magazine |
| | Treatment Plant Operator | Solid Waste & Recycling Magazine |
| | Water 21 - Magazine of the International Water Association | Water Utility Management International |
| | Water Policy - Official Journal of the World Water Council | Water Practice and Technology |
| | WaterLink Magazine | Water Asset Management International |
| | Water Online | Water Research |
| | Environmental Science: Processes & Impacts | Journal of Water, Sanitation and Hygiene for Development |
| | Environmental protection | Journal of Water and Climate Change |
| | Journal of Water Reuse and Desalination | Water Science & Technology: Water Supply |

All publications will include the following acknowledgment:
*"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776643".*

According to the Grant Agreement, the following procedure should be followed before any scientific publishing: the partner (author) will inform the DCM and the Project Steering Committee (PSC) on the upcoming submission of a relevant manuscript **at least one month before submission**. The DCM and the coordinator will receive the manuscript to check proper acknowledgment within the manuscript and avoidance of acknowledgement of other EC funding projects. The consortium will be devoted to identify and propose gold open access solutions for partners and the scientific papers that will be written. When it is not possible to have a gold open access standard, the consortium will define with the authors of the paper a good scientific journal that will allow the highest visibility possible. Furthermore, the consortium will be engaged to use the green open access standard, in order to have an online repository of the manuscripts. If the already existing academic repository for green open access will not be sufficient, the consortium will decide to create a specific repository following the green open access standards.

### 3.2.3 Conference Presentations

The members of the Consortium will take up public relation activities promoting the project, through dialogue, face-to-face conversations, round tables, group discussions; HYDROUSA products and results will be disseminated through presentations in trade shows and at relevant International and National Conferences. The Scientific publications and Conference presentations will be mainly carried out by the academic partners. Conference presentations are an opportunity to interact with academic stakeholders and to receive feedback on results. Selected international conferences are included in the Table 3.3. Presentations at the trade shows will also be implemented in order to attract potential investors and customers.

**Table 3.3. Potential Conferences and Trade shows**

| Name of conferences/ trade shows | Information about Conferences and Trade Shows | Place |
|---|---|---|
| **ABWASSER.PRAXIS,EXPO & CONGRESS** | Congress with trade fair dedicated exclusively to the topic of wastewater | Offenburg (Germany) |
| **ECOMONDO** | International Fair for Matter and Energy Recovery and Sustainable Development s. The S | Italy |
| **SIBAQUA** | International exhibition of advanced products and technologies in water and wastewater treatment industry | Novosibirsk (Russia) |
| **ECWATECH** | Water Technology Exhibition | Moscow (Russia) |
| **WATERWORLD MIDDLE EAST** | Water & Wastewater Expo & Conference | Abu Dhabi (UAE - United Arab Emirates) |
| **IFAT** | International Trade Fair for Environment , Waste Water and Waste Disposal | Munich (Germany) |
| **RESOURCE & RECOVER - WATER WASTE & ENVIRONMENT SHOW** | Forum for Environmental Solutions -Water Waste & Environment Show - Water Waste & Environment Show | Dublin (Ireland) |
| **INDO WATER** | Indonesia's No.1 Water, Solutions -Water Waste & Environment Show | Jakarta (Indonesia) |
| **PRO EKO** | Exhibition of Recycling and Waste Management | Banskition of Recycling an |

| | | |
|---|---|---|
| **WATER MED** | The first trade exhibition and conference entirely dedicated to process, drinking and waste water technology in the Mediterranean area | Italy (Italy) |
| **ACQUALIVE EXPO** | Water, Energy, Waste and Environment Expo | Lisbon (Portugal) |
| **RWM** | International Expo for Resource Efficiency and Waste Management Industry | Birmingham (UK) |
| **WATER SOFIA** | Conference on water procurement waste waters purifying and treatment, pollution control of fluent and underground waters and environment protection | Sofia (Bulgaria) |
| **VERDE-TEC** | Exhibition on water and wastewater treatment technologies, energy production, sustainable transportation etc. | Athens (Greece) |

### 3.2.4 Dissemination Demo Site Events

An opening event will be held for each of the demo site, where the technologies will be demonstrated; in total six demonstration events will be carried out during the implementation of HYDROUSA. We will ensure that extensive activities around the demo sites will involve local people, visitors-tourists and followers of the project. The events will be targeted both to the citizens and to organisations/institutions involved in water-related public authorities as well as environmental companies. The flow of each event will include users-centered workshops but also round table discussions with the direct stakeholders and possible future collaborators of each respective island (Figure 3.15).


**Figure 3.15. HYDROUSA demo islands**

### 3.2.5 Water related alliance Networks ICT4WATER, ESPP

The ICT4Water cluster is a hub for EU-funded research and innovation projects on ICT applied to water management. Currently, around 40 projects are members of the cluster. These are both ongoing projects and projects that were members of the cluster before their completion. In the latter case, the ICT4Water site continues to display links to the projects' webpages and to selected project outcomes (e.g. videos, IT tools open to the public). This permanent link between the cluster and the projects, even after their completion, helps showcasing project results and supports their dissemination and exploitation.

As shown in the link https://www.ict4water.eu/index.php/projects-partners/, HYDROUSA is already a member of this cluster, which has been proven since the beginning of the project as a very powerful dissemination tool. More specifically, through this the project will benefit on issues such as the following:

- Support in **exchanging information and best practices** with other projects
- Support in **disseminating and exploiting project outputs**
- Opportunity to **make our voice heard** by advising the European Commission (EC) on roadmaps, action plans, and new policies in the ICT and water domain
- Possibility to **contribute** to the development of guidelines, strategies, procedures, and standards in the domain of digital technologies for the water sector
- **Joint activities** among other projects, including participation in conferences, fairs, and events
- Special sessions at conferences and special issues in journals, ensuring **higher impact and visibility** of HYDROUSA research outcomes

HYDROUSA will also subscribe to the European Sustainable Phosphorus Platform (ESPP) SCOPE Newsletter and eNews.

### 3.2.6 Notice Boards

Notice boards will be displaced at each demo site. They will provide basic information of the project. Large, highly visible boards will be situated on or by the project's pilot and demonstration sites and will provide key information about the project, including the beneficiaries. The notice boards will explain the purpose of the project and the HYDROUSA technologies which are implemented at the site, highlighting the relevance and the benefits deriving from the HYDROUSA solutions. The notice boards may refer to different demonstration sites of the project's work, but typically they will have to include a presentation of the situation that the project deals with, a description of the work being carried out, and a report of its aims and its anticipated results.
In the HYDROUSA project 5 notice boards will be created for the demonstration sites (Constructed by DELAROS*2, MINAVRA*1, ELT*1, TINOS*1). The DCM will be responsible for the design of the notice boards, which will be placed at each demonstration site. The print will be clear, while the size of the boards would attract attention and be visible from a certain distance.

### 3.2.7 Short Videos per Demo Site

The short-films will demonstrate the demo solution and will be channeled through YouTube, Facebook, Twitter and HYDROUSA website; Six short movie clips will be developed by NTUA(*2), PLANET(*1), ELT(*1) and DELAROS(*2) illustrating the technologies applied in each demo site with the coordination and direction of the DCM and according to the brand identity of HYDROUSA.
These videos will include technical details of the technologies and innovations that will be used in each Demo Site. They will be conducted as a combination of a narrator explaining the technologies and innovations along with interviews with the different stakeholders in each Demo Site.

### 3.2.8 HYDROUSA conference

An International project conference will be organised by NTUA, in Greece, where the outcomes of HYDROUSA will be disseminated to stakeholders (academic community, water utilities, municipalities, companies, other). There will be also interactive sections allowing target users to give feedback for their specific needs. The conference will take place towards the end of the project. The Conference provides the opportunity to bring together national and EU policy makers, regulators, and NGO's in order to present and discuss the outcomes of the project. In the Conference, the results of the HYDROUSA will be presented. Keynote speakers will be invited to participate and there will be a call for papers. The final conference is an opportunity to take stock, to review the project's achievements, and pose questions that merit further exploration. The outcomes of HYDROUSA will be communicated to the key target groups in a broad audience of more than 150 participants.

### 3.2.9 Liaison and clustering workshops

Two liaison and clustering with other EC projects workshops will be organised by WssTP in Brussels to enhance the visibility of the project at the European Commission level and explore potential common activities and complementarities with other projects. The workshops will be organised by WssTP. The Liaison activities with other Horizon2020 WATER related projects can benefit the project by avoiding overlaps, exploiting already existing information, bringing together experts in the field and sharing information. In addition, informal liaisons and information sharing through the existing contacts and other projects of the consortium partners will support wider diffusion of HYDROUSA. The HYDROUSA project has been also affiliated to the ICT4WATER cluster, which ensures connection with other projects on ICT and Water Management.

### 3.2.10 Training Activities

In total 12 seminars will take place, 3 in the demo islands (organised by MYKONOS, LESVOS, TINOS - see also Co-Creation Workshops), 6 will be organised by CWP, PLEN, ALCN, SEMIDE, MEMIRA and NTUA and another 3 by IHA. The seminars will explain the benefits arising by HYDROUSA technologies bringing together diverse actors in two sections:

Decision makers (water authorities, regional authorities, municipalities) bringing their perspective on the current status quo, and other stakeholders (industries, environmental companies, water and wastewater treatment plant operators, water utilities). To ensure the expertise of facilitation and the quality of outcomes and results the national/regional

HYDROUSA teams will be trained and guided by mindfulness and hosting transformation trainers (PLEN).

During the second part of the workshop we will host a participatory process e.g. in form of a "World Cafe", Open Space or equal methods that will be facilitated by IHA and PLENUM to answer key questions on how each partner can bring value to the continuation of HYDROUSA project. PLENUM will facilitate/adjust teams in their regional/national stakeholder meetings through pre-trainings ("train the trainers").

## 3.3 Community Building Activities

### 3.3.1 Info Point

HYDROUSA kiosks will operate during summer to share information with citizens, tourists and visitors on the cycle of water. The kiosk will be designed and operated by volunteers and students who will be participating at the HYDROUSA summer school/workshops. The info stand operation - hosting and activities will be collectively designed during the summer- camp in order to include, info sessions, leaflets, interactive games, possible projections. The info kiosk will be built with open designs and we will use upcycled materials aligned with HYDROUSA's principles and values with industrial designers from collectives. The Info stand will also be run with the involvement of locals who are interested to be more actively involved in the project. Examples of Info Points installations with up cycled materials on Figure 3.16.

**Figure 3.16. HYDROUSA Info Point Examples**

### 3.3.2 Summer Schools

***Workshops & Summer School:*** Will be organised around the themes suggested by HYDROUSA. The themes will arise from each demo site and according to the needs of the Workshops (i.e participatory seminars, open space methodology Figure 3.17). These can be attended by students, scholars, researchers and professionals from the creative industries. The summer schools will be designed with the objective to bring the "Community of Water Allies" closer together in order to:

- Disseminate HYDROUSA's goals and milestones
- Co design HYDROUSA's goals (Info stands concept, community activities)
- Explore different natural based solutions beyond HYDROUSA's technologies
- Explore sustainable practices for water management and water treatment

**Figure 3.17. HYDROUSA examples of Summer Schools**

### 3.3.3 Hackathon on Water Circular Economy

Workshops in the form of a hackathon will take place, around a theme/question raised through a twitter campaign. The experts on board will work in mixed groups trying to "hack" (find solutions) to the challenges that emerge out of cycle of water. The program will run in total for 6 months and will mobilise a group of experts, stakeholders, water activists, social entrepreneurs that will work collectively for solutions. The three best suggested ideas will be incubated at the Impact Hub to get their solutions into action.

In order to unfold new solutions and ideas, we have used the hackathon methodology- a design methodology built on the framework of collaboration and co-creation, combining the best qualities, skills and knowledge of people from different backgrounds. The hackathon uses the innovation, mind-set, speed and fast prototyping principles of the start-up culture, together with the solid, deep knowledge and experience of a pool of mentors and speakers who are active in relevant to the challenge fields, industries and roles. (Examples of Hackathon "Hack the Camp" 2017, Figure 3.18).

We work closely with a variety of organisations and professionals in order to inject game changing results into their projects. The team of Impact Hub has the expertise to design and apply the appropriate methodologies, providing innovative solutions to challenges and questions raised on small or big scale.

**Figure 3.18. Hackathon "Hack the Camp"**

### 3.3.4 Artists & Researcher Residencies

Three artists and researchers will be invited to stay for two weeks up to one month on the islands and work on site-specific projects around the HYDROUSA theme. Their work will engage locals and the outcomes of their work can be displayed in exhibitions or be donated to local communities as public art. The residencies will be in collaboration with art and science organisations or artistic institutions like Athens School of Fine Arts (Mykonos artistic residency), Marina Abramovic Foundation (attraction and expansion), Angewandte (Vienna School of Fine Arts - Art and Science Department) (Figure 3.19).

**Figure 3.19. HYDROUSA examples of art installations**

### 3.3.5 Co-Creation Workshops

One co-creation workshop will take place in each demo island and will be organised by the local partners and facilitated by the team of Impact Hub in order to explain the benefits arising by HYDROUSA technologies (Example of Co-creation workshop at Lesvos, Figure 3.20). In each island there will be a different calling to local stakeholders according to the technologies-solutions that will be implemented.

After the introduction from the participants we go through a brief HYDROUSA presentation focusing on the benefits of the project from local to international level - communicating the innovations applied and the potential scale of the project. After this we go to a round table discussion in groups or in plenary session to ask questions based on an appreciative inquiry for the history, agroforestry and the rainwater usage system. Probably, elderly generations still have some knowledge about regional medicinal plants, well-adapted species and old water catchment techniques. Our goal is to create a bond with the local community enabling them to feel part of the new system and increase its level of acceptance. Co-creation will evolve around the concept of agroforestry and fertigation (Task 4.1) and in terms of the online monitoring and control of irrigation systems (Task 5.2).

**Figure 3.20. HYDROUSA Co-creation workshop in Antissa**

### 3.3.6 On-Site Interviews

Apart from the co-creation activities we will work with the local partners ( DELAROS, TINOS, MYKONOS, LESVOS, MINAVRA, ELT) to identify the stakeholders and the target groups and "download" all the relevant information that are essential to understand the local dynamics and politics, the sociocultural environment, the economic state and potential opportunities and barriers that might arise. The questionnaire is developed by ALCN with the collaboration of the IHA Team.

Indicative questions

**General**

- *How would you describe the island regarding its landscape?*
- *What would you share about topography, geography, history, climate conditions on the island and site?*
- *What are the main land related activities - for what purposes is the land used for (Surrounding environment (swimming places, ship constructions, etc.))?*
- *Which are the waste management practices on the island and our site? (Recycling, Composting)?*
- *What type of tourist activity is taking place on the island and our site (Alternative tourism (eco -tourism etc.))?*
- *Which are the high season periods? What are the numbers of tourists visiting during the touristic period for the island?*
- *What are the main characteristics of the Natural environment (landscapes, monuments, etc.)?*
- *Are you aware of other environmental - research related programmes on the island and on our site?*

**Water related**

- *What is the average monthly/annual demand on water per sector-industry on the island and on the demo site?*
- *How is the above demand distributed in each seasons?*
- *Are there any particular water treatment methods on the island and on the demo site?*
- *What are the main sources of water for the households (e.g. wells, desalination plants, mountain's sources)? What is the contribution of each source on the island in general and on the demo site specifically?*
- *What are the main sources of water for agriculture (e.g. wells, desalination plants, mountain's sources)? What is the contribution of each source on the island in general and on the demo site specifically?*
- *What is the water demand for other activities (e.g. tourism, swimming pools, etc.)?*
- *Are you using desalination? If yes, what methods of treatment of residuals are you using (e.g. brine)?*

**Waste water**

- *What wastewater treatment systems are you using on the island and on the demo site in particular?*
- *What is the percentage contribution of each system?*

- *Is there currently any treated wastewater reuse? If yes where is the treated wastewater used for?*

# 4. STAKEHOLDERS ANALYSIS AND RELEVANT ACTIONS

## 4.1 Development, operation and meetings

The stakeholder panel (SP) will support the dissemination and communication activities of the project. It will be an evolving panel that will consist of targeted stakeholders from the consortium. The SP will provide feedback concerning the effectiveness and impact of the dissemination and communication activities and potentially the exploitation activities of the project. The SP will consist of one representative from each partner as well as important stakeholders. Resources are not envisaged for the meetings and activities of the SP. This means that the meetings will have to take place when other activities are also planned, such as the management meetings, workshops, trade fares, seminars etc. As it is practically impossible to engage all the envisaged stakeholders in each meeting, the local and regional stakeholders shall be invited to participate in the meeting of their country. Therefore, the composition of the stakeholder panel in terms of its physical presence will vary from one meeting to the other. However, all stakeholder members will be informed about the meeting outcomes and will be able to provide suggestions. The SP will regularly meet (approximately once every six months) to discuss the progress of the dissemination and communication and to suggest corrective actions to improve efficiency. The SP will be chaired by the DCM together with the coordinator. The CO in consultation with the DCM may call for more or less frequent meetings depending on the needs of the project.

## 4.2 Activities

The SP shall not have any decision power. It will act simply as a consulting service of the project. The panel will make recommendations on the following issues: (i) which stakeholders to involve throughout the project (ii) the messages to be transmitted to the key audience, (iii) the communication means and how they can become more effective, (iv) address key barriers to dissemination and propose effective solutions to be implemented, (v) link between dissemination and exploitation activities. Based on the suggestions provided by the panel, the Executive Committee (ExC) will decide which of the stakeholder panel's suggestions to implement. During a typical meeting of the SP, the project and its ongoing activities will be briefly described and then the impact of the project and the up to date dissemination and communication activities will be explained. The stakeholders will also explain to the HYDROUSA partners their activities and how they envisage the HYDROUSA solutions would be of benefit for them. Discussions and brainstorming events shall follow among the members of the panel on how to improve the visibility and impact of the project and how to better combine dissemination with exploitation.

## 4.3 Synthesis of stakeholder panel

The SP will consist of one member from each partner of the consortium plus representatives of targeted groups which will be selected by the consortium partners. The SP shall consist of:

- Environmental companies involved in water resources management, water regulators/authorities NGOs and even the public involved in water management activities.
- Farmers associations and cooperatives involved in agricultural activities
- Potential customers of the envisaged HYDROUSA services and products: several of the stakeholder panel members will be organizations which are interested to buy the HYDROUSA products and/or services. This includes water utilities/authorities, NGOs, environmental companies, municipalities, farmers etc.

  The stakeholder should cover a sufficiently wide geographical area in Europe with emphasis on stakeholders from the places of the demonstration sites.

## 4.4 Output and first activities

The aim is to build a strong network which will promote the concept, technologies and services of HYDROUSA towards solutions on circular water loops. The main benefit resulting from the SP is related to the feedback it will provide to the Dissemination and Communication activities. The partners have agreed that for each country there will be one (or two) individuals responsible for mobilising the SP within their country. Each individual will develop a list of organisations which are believed to be important and should be invited to participate in the stakeholder panel. This list will be inserted within the stakeholder list available at HYDROUSA Google drive. Then the stakeholders shall be contacted to participate in the activities of the SP. A SP email list will be developed; the individuals in the list will be regularly informed on the activities of the project. As first steps of their involvement, the dissemination and communication plan will be sent to them for potential comments and feedback. They will be informed about the upcoming HYDROUSA events and will be invited to participate in the stakeholders meeting. Throughout the project questionnaires shall be developed and sent to them via email to assess the dissemination and communication activities of the project and to provide suggestions for their improvement.

# 5. INFORMATION FLOW AND RESPONSIBILITIES AMONG PARTNERS

For the success of the communication and dissemination strategy of the project, input from all partners is crucial.
Especially, for the HYDROUSA project this is even more important as the partners are from different countries and different backgrounds. The different relationships, necessary information flow, and responsibilities of the different partners and actors are shown in Figure 5.1.

The DCM has the following tasks:

i. To provide all communication materials (website, Facebook, twitter, animated video, etc.)
ii. To provide the communication and dissemination strategy
iii. To provide templates and concepts for dissemination and communication materials such as:
    i. the notice boards
    ii. Intro for short videos for each demo site
    iii. Roll up banner
    iv. Posters
    v. Leaflets / brochures
iv. To define and formulates the message to the different target groups
v. To Monitor activities

The input, contributions and regular dissemination by all consortium partners are necessary to ensure that dissemination activities will realise in their full potential. The members of the consortium need to:

i. Provide with information on their dissemination activities
ii. Provide content (news, information, pictures, etc.) for website and social media updates
iii. Provide lists of subscribers for the e-newsletter that they have gathered in their dissemination activities
iv. Inform the DCM on their upcoming HYDROUSA activities
v. Report on their dissemination activities
vi. Use their own communication channels (Facebook, website, journalists and media, etc.) to disseminate the project to ensure that existing resources, relationships, and networks are taken advantage of and that the contact to the target groups is strengthened.

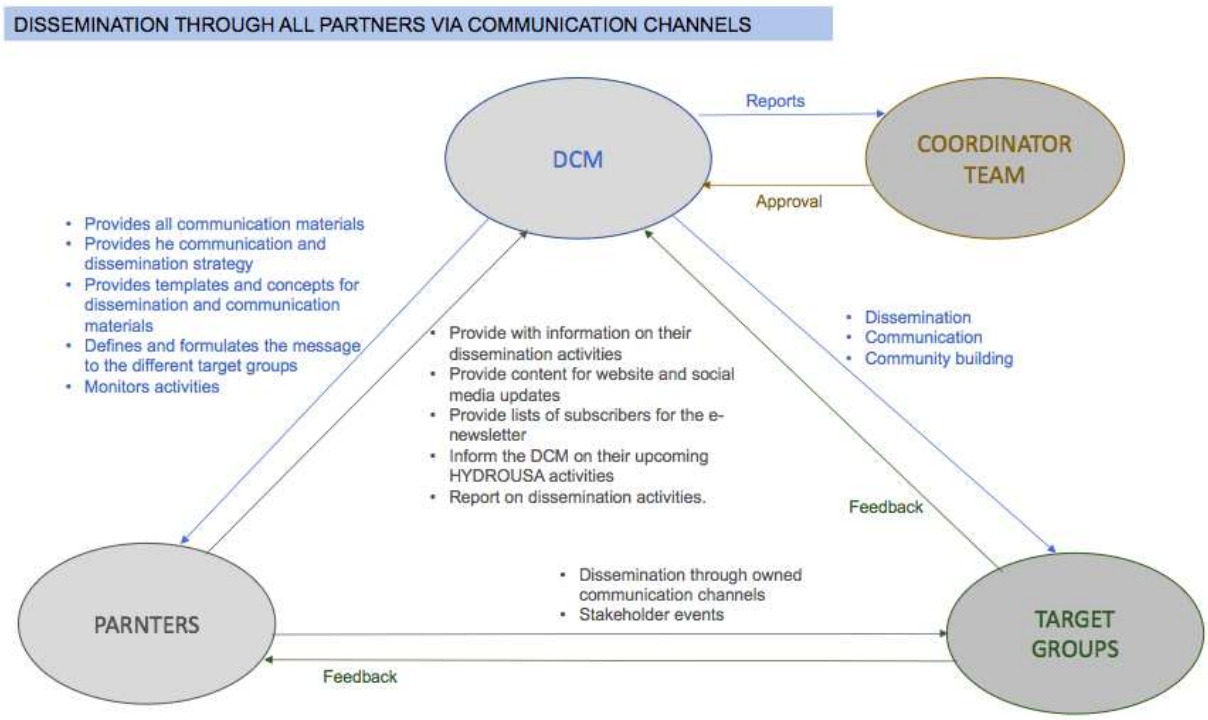



**Figure 5.1. DCP Information flow for Consortium Partners**

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 776643

# 6. INDICATIVE PLAN OF ACTIVITIES

**Table 6.1. Indicative plan of DCP activities**

| | 2018 | | 2019 | | | | 2020 | | | | 2021 | | | | 2022 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| **Communication Activities** | | | | | | | | | | | | | | | | | | |
| HYDROUSA website | | launch | | | | | | | | | | | | | | | | |
| Social Media | launch | | | | | | | | | | | | | | | | | |
| Animation Video | | | | launch | | | | | | | | | | | | | | |
| Printed Materials | | launch | | | | | | | | | | | | | | | | |
| Newsletters | | | | launch | | | | | | | | | | | | | | |
| Press Releases | | final key message | | | | | | | | | | | | | | | | |
| **Community Building Activities** | | | | | | | | | | | | | | | | | | |
| Info Point | | | | | | | | | | | | launch | launch | | | | launch | |
| Summer Camps | | | | | | | | | launch | | | | launch | | | | launch | |
| Hackathon on Water Circular Economy | | | | | | launch | | | | | | | | | | | | |
| Artists & Researchers Residencies | | | | | | | | | | | | launch | launch | | | | | |
| Co-creation Workshops | | launch | | | | | | | launch | | | | launch | | | | | |
| On Site Interviews | | launch | | | | | | | launch | | | | launch | | | | | |

| | 2018 | | 2019 | | | | 2020 | | | | 2021 | | | | 2022 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| **Dissemination Activities** | | | | | | | | | | | | | | | | | | |
| HYDROUSA Inauguration Event | | | launch | | | | | | | | | | | | | | | |
| Publications in Scientific Papers | | | | | | | | | | | | | | | | | | |
| Conference Presentations | | | | | | | | | | | | | | | | | | |
| Dissemination Demo Site Events | | | | | | | | | launch | | | | | | | | | |
| Water related alliances - Networks | | | | | | | | | | | | | | | | | | |
| Notice Boards | | | | | | | | launch | | | | | | | | | | |
| Short Videos per Demo Site | | | | | | | | launch | | | | | | | | | | |
| HYDROUSA Conference | | | | | | | | | | | | | | | | | launch | launch |
| Liaison and clustering workshops | | | | | | launch | | | | | | launch | | | | | | |
| Training Activities | | launch | | | | | | | launch | | | | launch | | launch | launch | | launch |

create — Preparation Period

launch — Launching Period

Ongoing Actions