



# HYDROUSA

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Water in the context of circular economy

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

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## HYDROUSA Brand Identity

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<b>Brief Description</b>	This document provides detailed information on the Branding Elements and the Common Narrative that we will use for the Communication and the Dissemination Activities of HYDROUSA.
<b>Keywords</b>	Branding; Branding Identity; HYDROUSA manifesto; Common narrative; key message;

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## ABBREVIATIONS

**DCP**                      Dissemination and Communication Plan



## EXECUTIVE SUMMARY

This document provides a description of the **Brand Identity** for the project entitled '*Demonstration of water loops with innovative regenerative business models for the Mediterranean region*' **HYDROUSA**.

We are building a unique identity by communicating commonly a dynamic storyline of our mission and objectives (HYDROUSA Manifesto), creating coherent communication material with a shared “look and feel” aesthetic and developing a website that will serve as the main communication platform to introduce the project and its progress, the consortium and its innovative services ([www.hydrousa.org](http://www.hydrousa.org)).

**HYDROUSA has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 776643.**



# 1. INTRODUCTION

## 1.1 Our Approach

Our Branding Identity is designed to communicate a clear message towards our diverse target audiences, getting our stakeholders to see HYDROUSA as the key provider of a solution to a common problem or need. In its essence, Branding will stand as a problem-solver by:

- Clearly delivering HYDROUSA's message
- Confirming HYDROUSA's credibility in the marketplace
- Emotionally connect target prospects with our services
- Motivating the target audience to get actively involved
- Creating loyalty

## 1.2 Branding and Understanding of our audience

HYDROUSA's brand is the source of our promise towards our target audience. In order to create a successful brand, we focus on the the needs and wants of our target audience. At Deliverable 9.1 - Dissemination and Communication Plan (DCP) we deeply analyse the different personas of the involved stakeholders. Through interviews and group discussions we gathered feedback on our initial communication materials and developed the relevant terminology and approach for each group. All the input from the D9.1 is illustrated and manifested in the materials below.

Since the beginning of the project we are integrating branding strategies and communication materials at every point of public contact and throughout our activities.

Our goal is the target audience and all the stakeholders involved to identify with our mission and objectives, for our brand to be vividly established in the minds of our stakeholders, our clients, and our prospects, both on a professional and emotional level.

HYDROUSA's brand identity will serve as a guide to understand the purpose of our key objectives and to enable us to constantly align the activities with those objectives. Through the implementation of the project we will invest time researching, defining, and building further our brand.



## 2. MANIFESTO - STORYLINE

### 2.1 Manifesto - short version

#### **We are on a mission! A community of Water Allies**

Water management in Mediterranean regions is currently fragmented and there are several barriers, which need to be overcome in order to close water loops and contribute towards the environmental and economic development of these areas.

**Mediterranean regions** face significant challenges in terms of water management and conservation. **Water reserves are scarce**, while the high **touristic activities** during the summer months **stress** the limited water reserves.

To overcome these challenges, HORIZON 2020 project, [HYDROUSA](#) is **creating innovative, nature-based and nature-inspired water management solutions** for different types of water characterised by **low energy footprint**. The whole water value chain will benefit from this innovative approach of turning a problem into a solution.

Clear water loops will be demonstrated, recovering added value products, while integrating and interacting with the local society and market. HYDROUSA will not only develop and demonstrate innovative water services, but will **revolutionise the water value chains** in Mediterranean areas from water use up to sewage treatment and reuse.

It will **change the human water cycle by valorising non-conventional water resources**, which are currently not being exploited.

HYDROUSA goes beyond the current water and wastewater management practices **reimagining a water resilient economy, mitigating climate change and reforming the agro-food system**.





## 2.2 Manifesto - long version

### We are on a mission! A community of Water Allies

Water management in Mediterranean regions is currently fragmented and there are several barriers, which need to be overcome in order to close water loops and contribute towards the environmental and economic development of these areas.

**Mediterranean regions** face significant challenges in terms of water management and conservation. **Water reserves are scarce**, while the high **touristic activities** during the summer months **stress** the limited water reserves.

To overcome these challenges, HORIZON 2020 project, [HYDROUSA](#) is **creating innovative, nature-based and nature-inspired water management solutions** for different types of water characterised by **low energy footprint**. Clear water loops will be demonstrated, recovering added value products, while integrating and interacting with the local market.

These technologies will be demonstrated at **six demonstration sites at full scale** in three Mediterranean islands (Lesvos, Mykonos and Tinos) whereas the **transferability of HYDROUSA solutions** will be assessed in **25 early adopter cases** in Mediterranean coastal areas and islands and at several **water-stressed rural or peri-urban non-Mediterranean areas**.

The additional services that will be provided with the innovative approaches will lead to a **win-win** situation for the **economy, the environment, and the community**.

Comprehensive **business models** will be developed to demonstrate the **economic viability** of the aforementioned technologies and services as well as the resulting economic benefits from the recovered water, materials and energy. HYDROUSA will not only develop and demonstrate innovative water services, but will **revolutionise the water value chains** in Mediterranean areas from water use up to sewage treatment and reuse. It will **change the human water cycle by valorising non-conventional water resources**, which are currently not being exploited. The involvement of affected population and stakeholder groups is a major focal point of HYDROUSA, which will ensure the successful implementation and continued innovation even after the end of the project.

After asking ourselves what are the problems faced by water scarce areas, we came up with answers with the same mind set of circular and nature-inspired technologies. We want to solve the water supply issue, the wastewater problem, the biodiversity and nutrient loss, the availability of jobs (mainly in the high touristic season) and the flush of difficulties that infrastructure has to deal with at the peak of the touristic season, resulting in the unsustainable water demand.

The existing utilisation of non-conventional water resources at Mediterranean countries is very limited and will be greatly enhanced by HYDROUSA through activities such as rainwater harvesting to be used for domestic purposes and for agricultural irrigation, cistern and aquifer storage of rainwater in winter to reduce stress on aquifer during the touristic season, reclaimed water use for agricultural irrigation. The main objective of



HYDROUSA is to offer a set of solutions for these problems that are easily adaptable and replicable to other possible circumstances around the world. This overall aim will be achieved by accomplishing the following project specific objectives:

- Demonstrate that circular, low cost, nature-based and nature-inspired technologies work for **supplying fresh water from non-conventional water sources**
- Demonstrate that circular, low cost, nature-based and nature-inspired technologies work for **wastewater treatment and nutrient recovery**, while creating further **environmental and societal benefits**
- Show that the applied technologies are feasible within existing (legal) constraints and **create economic return, hence create jobs and boost the local economy**
- **Make sure that the community and stakeholders are engaged in all parts of the value chain from the very beginning**
- Prove that skilled workmanship combined with modern ICT solutions create **resilient and attractive long-lasting systems**
- **Establish the water-energy-food-employment nexus** and work with true cost accounting as tool for circular economy assessment
- **Replicate this concept** to as many other places as possible with additional funding and spread the good news

The whole water value chain will benefit from this innovative approach of turning a problem into a solution.

With a plethora of application possibilities a variety of additional services can be created: e.g. new standardisation procedures for technical water/wastewater treatment and irrigation equipment, new methods for decentralised farming using treated wastewater (i.e. reclaimed water), new business models with leasing of HYDROUSA's developed equipment (e.g. UASB for biogas production), new open data citizen science activities, farmers utilising and commercialising new systems, new types of community farming with shared toilets, community supported agriculture with closed nutrient cycles, diversifying agricultural activities etc.

The consortium of the HYDROUSA project consists of **27 highly competent organisations** involved in water management, agricultural activities, ICT and, business/marketing, dissemination/ communication spanning throughout the whole water supply chain.

HYDROUSA goes beyond the current water and wastewater management practices **reimagining a water resilient economy, mitigating climate change and reforming the agro-food system**



## 2.3 Vision Pitch

*“We are in the year 2030, in the middle of the summer, on a Mediterranean island, again with new record temperatures reaching almost 45°C.*

*We seek shade and freshness in the lush greens of the biodiverse agricultural forest right next to the central village of the island. We feel as though we are in an oasis, we can hear the water gurgling, while we walk over beautifully handcrafted stone works and look at smaller waterfalls here and there. We wonder for a second, where this water comes from in this otherwise dry dusty island, when we remember the big sign at the entry of this green area, saying that all this water is actually our wastewater, which has been flushed down the toilets and the sinks of our showers and the fresh water is produced from the sea and the atmosphere just with the help of the sun.*

*Our thoughts turn back 10 years ago, when people were still using short-sighted solutions carrying sweet water from the mainland to flush it down the toilets and send it to the ocean. We realise that since then people moved back to their ancestors' villages.*

*There are jobs, there is water, products are being manufactured, skilled craftsmen are combining traditional workmanship with modern computer technologies. Tourists come all year round to visit these green sites, looking out for these famous recreational parks that have become biodiversity hotspots, even jumping from island to island to see all these different green places, as described in eco-tourist guides.*

*At the end of our holidays, we ask ourselves, why don't we have this kind of wastewater utilisation in Northern Europe, where we come from, and try to think about how we could generate new ecosystems with wastewater in our cities, parks, regions? We go back and can directly start implementing our case, as we find guidelines on the internet under the HYDROUSA name and logo, developed back in 2020 by a team of innovators that were able to adapt to future needs.”*

## 3. VISUAL IDENTITY AND COMMUNICATION MATERIAL

All the templates for the applications (presentations, banners, graphics, rollup banners, posters) with the “look & feel of HYDROUSA” are and will be uploaded in open formats on the shared forum of the consortium. The Dissemination and Communication Manager (Mr Kokkinakis) and the team will be responsible for the consistency of the HYDROUSA materials, for any adaptations and for development of new applications.

### 3.1 Proposed HYDROUSA slogans:

- *We are on a mission - “A community of Water Allies”*
- *“Regenerative and nature based water solutions”*

### 3.2 The visual identity

#### 3.2.1 HYDROUSA logo

The logo has already been developed and is included in all reports, dissemination and communication material (Figure 3.1).



Figure 3.1. HYDROUSA Logo

### 3.2.2 HYDROUSA fonts and colours

The font that must be used in all HYDROUSA related dissemination material (presentations, leaflets, banners, etc) is Arial Regular. The colours that need to be used in all communication material (website, banners, presentations, etc) are green, light blue and brown (Figure 3.2). This does not mean that only these colours need to be used in all text as well (e.g. in the website, a facebook post, etc) but a common branding identity and aesthetic needs to be kept through all the communication and dissemination activities.



Figure 3.2. HYDROUSA suggested colours



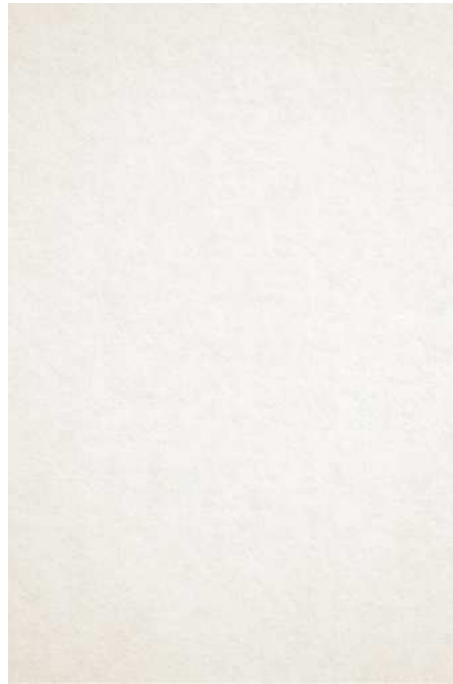




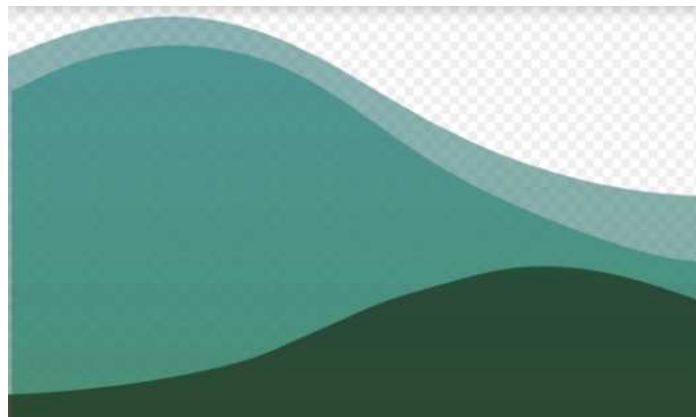
Figure 3.5. Booklet presentation



Figure 3.6. Online horizontal banner



**Figure 3.7. Background Base “look & feel”**



**Figure 3.8. Footer**

**Aim & Objectives**

**Figure 3.9. Ribbon for Titles**





### 3.2.4 HYDROUSA Communication Material

Specific applications have also been developed to secure consistency and efficiency in all the dissemination activities that HYDROUSA partners are organising, like graphic templates for HYDROUSA presentations in conferences, workshops and seminars (Figure 3.10), poster templates (Figure 3.11), flyers for the public (Figure 3.12-Figure 3.13), online banners (Figure 3.14) and conference communication materials, like roll-up banners (Figure 3.15).

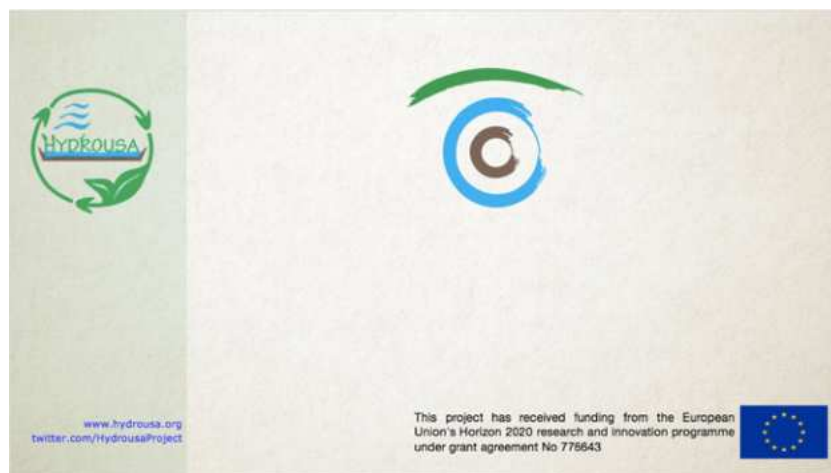


Figure 3.10. Template for presentations

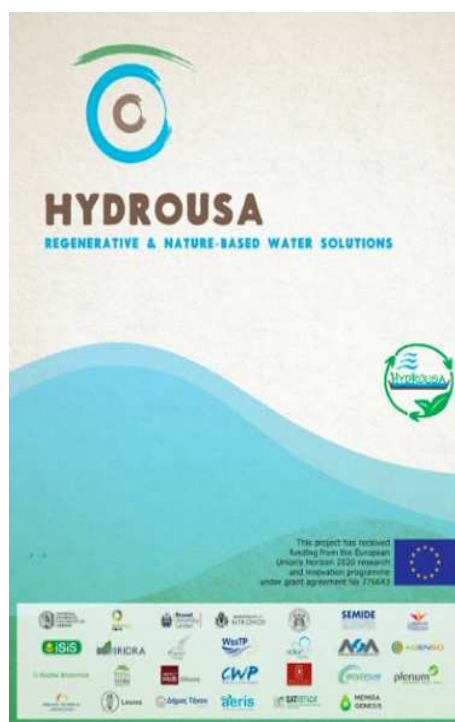


Figure 3.11. HYDROUSA Poster



Figure 3.12. Green event leaflet



Figure 3.13. Flyer



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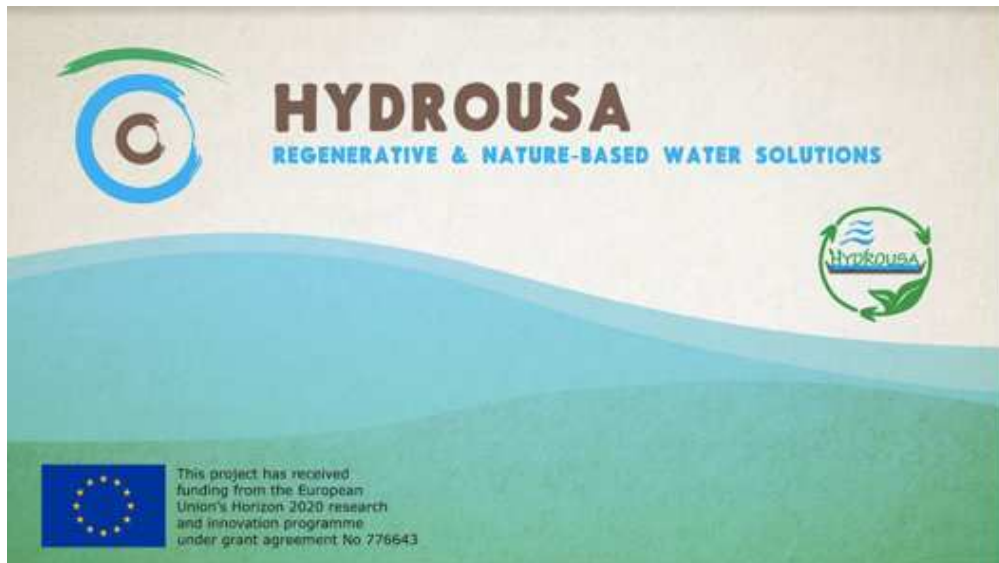


Figure 3.14. Online Banner

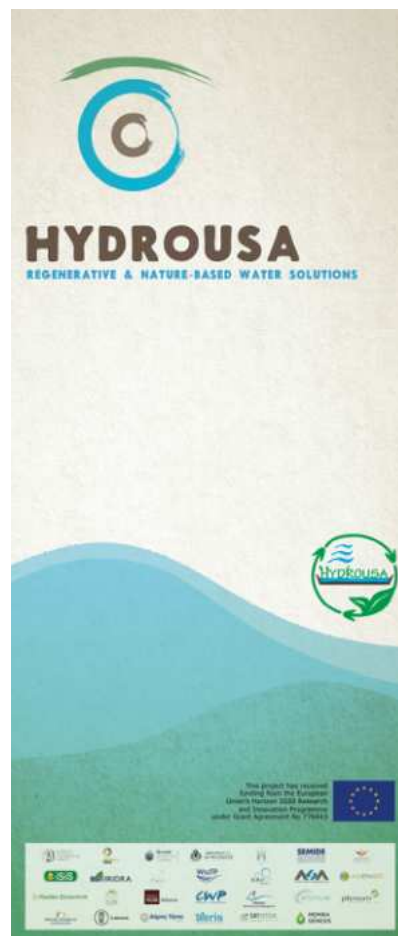


Figure 3.15. Roll up Banner

## 4. HYDROUSA WEBSITE

### 4.1 Objectives

The 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.

The website will act as the point of reference for the dissemination of the core values and objectives, for the dissemination of the progress - success stories and of plug-ins that citizens can act or participate. The website will remain active for at least 5 years after the project's completion to facilitate progress regarding the transferability cases.

The website will be “dressed” on the HYDROUSA brand and will ensure that the visitors will get adequate information about the project and actions.

HYDROUSA's Website will include the following sections:

1. A project summary section (Figure 4.1) in which all the visitors will be able to easily get a glimpse of the project and start their journey in the rest of the pages to find out more.
2. Page About us (Figure 4.2) of the project introducing three main pillars:
  - Aims and Objectives that present the relevance of HYDROUSA as well as the eight (8) main objectives of the project. In this section we are highlighting our approach: (i) Demonstrating that circular nature-based technologies work for supplying fresh water from non-conventional water sources, (ii) Proving that skilled workmanship combined with modern ICT solutions create resilient and attractive long-lasting systems and establishing the water-energy-food-employment nexus and (iii) working with true cost accounting as tool for circular economy assessment.
  - The impact section that explains how the whole water value chain will be benefited. This section will include several different ways that the project will create positive impact: (i) significant reduction of water and energy consumption at regional scale, (ii) closing the infrastructure and investment gap in the water service sector, (iii) creation of new markets in the short and medium term, (iv) replication of new business models in other areas, (v) replication of models for synergies between appropriate funding instruments at regional, national or European level.
  - The innovations section that will include all the innovation that will be used - from UASB combined with constructed wetland and from the compost cultivator to the storm water management through aquifer storage and to triangular scaled up performance modelling.
3. The work packages section (Figure 4.3) that will include all the ten (10) work packages, the leader of each one and their objective.



4. The Demo Sites Section (Figure 4.4) and the application in each one of them. This section will include information about all 6 HYDROs - a description of each one, information about the technologies and innovations that will be used, the targets and KPIs for each one and the problems that they will solve. This section will be updated and will include videos of each application when these are created as well as pictures of the demo sites when the project progresses.
5. The transferability cases (Figure 4.5) section which will be a map of potential sites to use HYDROUSA's technologies in the future. This section will include a picture of each transferability case, a description of the issue that HYDROUSA's applications can help with and potential local partners.
6. HYDROUSA's news and events section (Figure 4.6). The news section will be the part of the website where relevant to the project information will be added regularly - from an article regarding the applications in the demo sites to publications about the project and success stories. The events section will include all future and past events that are relevant to the project. There will also be a media section which will be a library of images, logos and other materials that can be used by interested media.
7. The partners section (Figure 4.7) in which all the members of the consortium will be demonstrated with their logos, with information about each one of them, with their role to the project and with links to their website.
8. Contact us section (Figure 4.8) where there will be a communication form that the visitors can fill to communicate with the dissemination and communication manager as well as the coordinator of the project.
9. The footer of the page (Figure 4.9) will include a live feed of the twitter handle (always showing the latest tweet), the contact email of the project, the social media links and the e- newsletter subscription form

The website will be dynamic and it will be updated based on the progress of the project.





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Figure 4.1. HYDROUSA website summary section

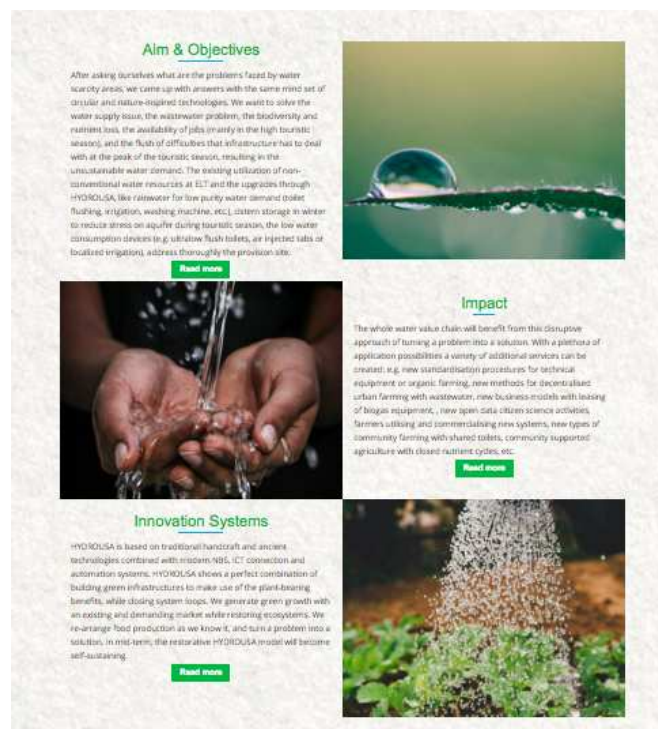


Figure 4.2. HYDROUSA website About section



Figure 4.3. HYDROUSA website WPs section

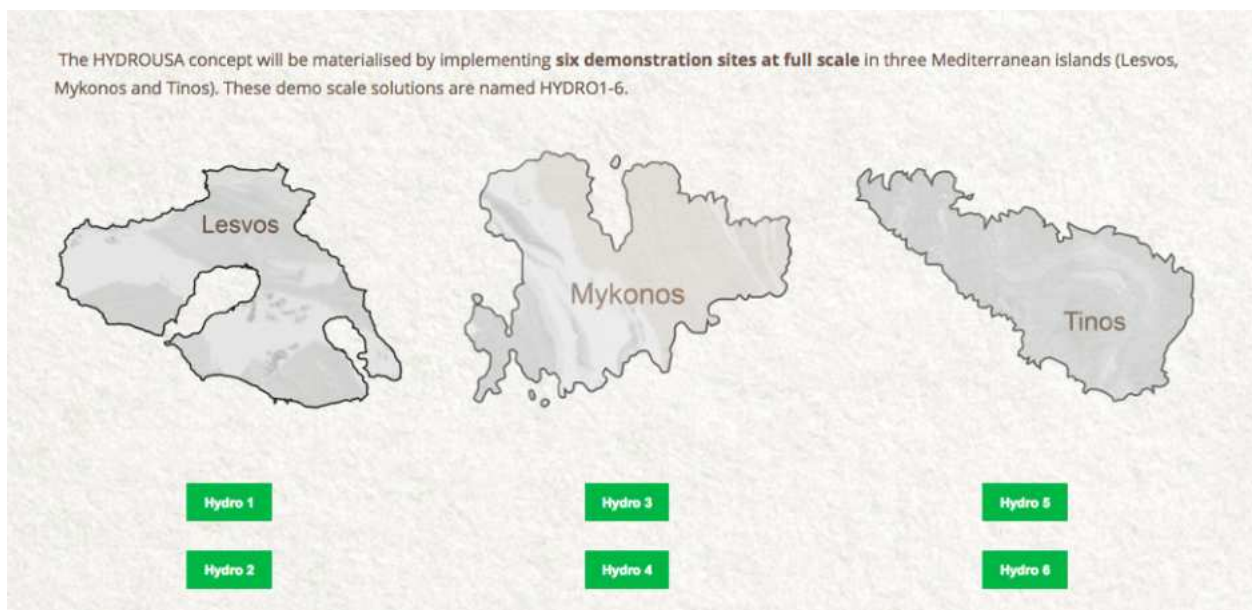


Figure 4.4. HYDROUSA website Demo Sites section



Figure 4.5. HYDROUSA website Transferability cases section

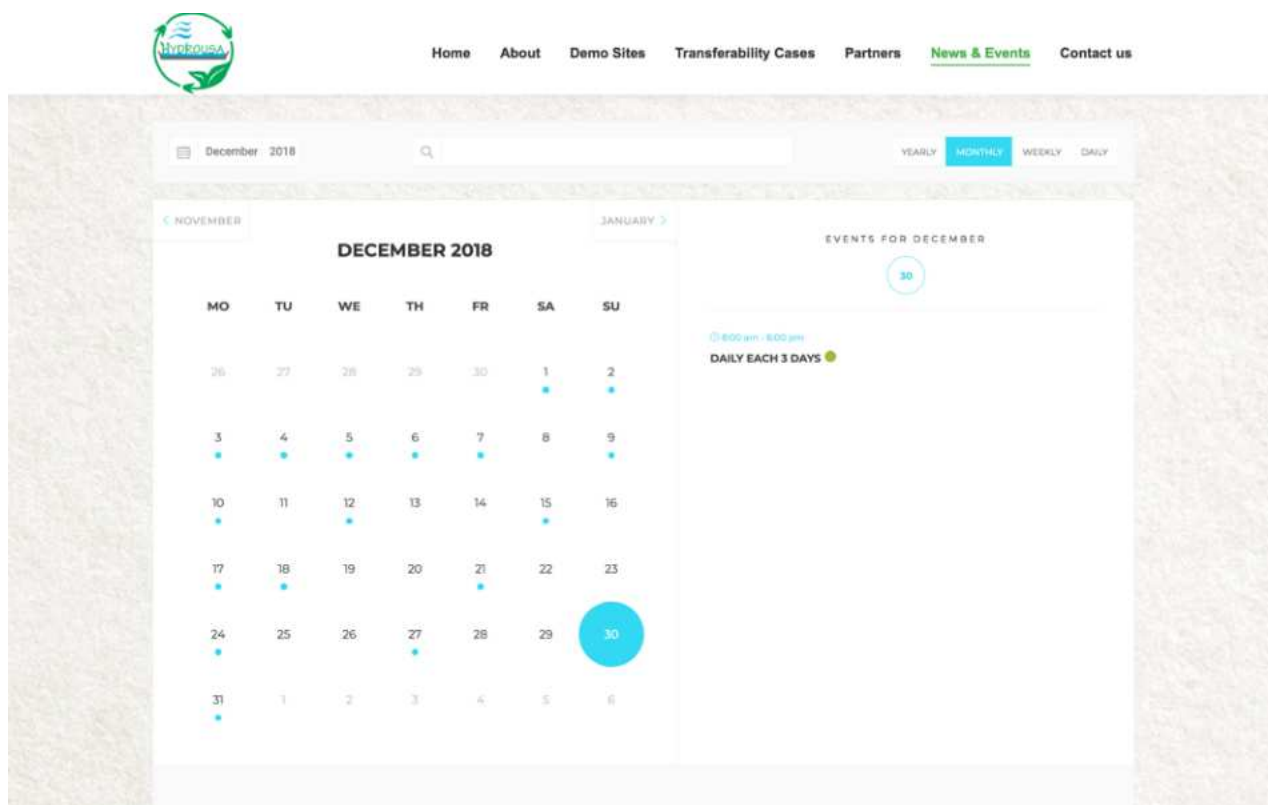


Figure 4.6. HYDROUSA website News and Events





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Figure 4.7. HYDROUSA website Partners section



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The screenshot shows the 'Contact Us' page of the HYDROUSA website. At the top, there is a navigation bar with links: Home, About, Demo Sites, Transferability Cases, Partners, News & Events, and Contact us. The main heading 'Contact Us' is prominently displayed. Below it, there is a contact form with fields for 'Your Name (required)', 'Your Email (required)', 'Subject', and 'Your Message'. A checkbox for 'I agree with the [privacy policy](#) of this website (required)' is present. A green 'Send' button is at the bottom of the form. Below the form, a small text block provides contact information for Prof. Simas Malamis and Dimitris Kokkinakis.

Figure 4.8. Contact Us form

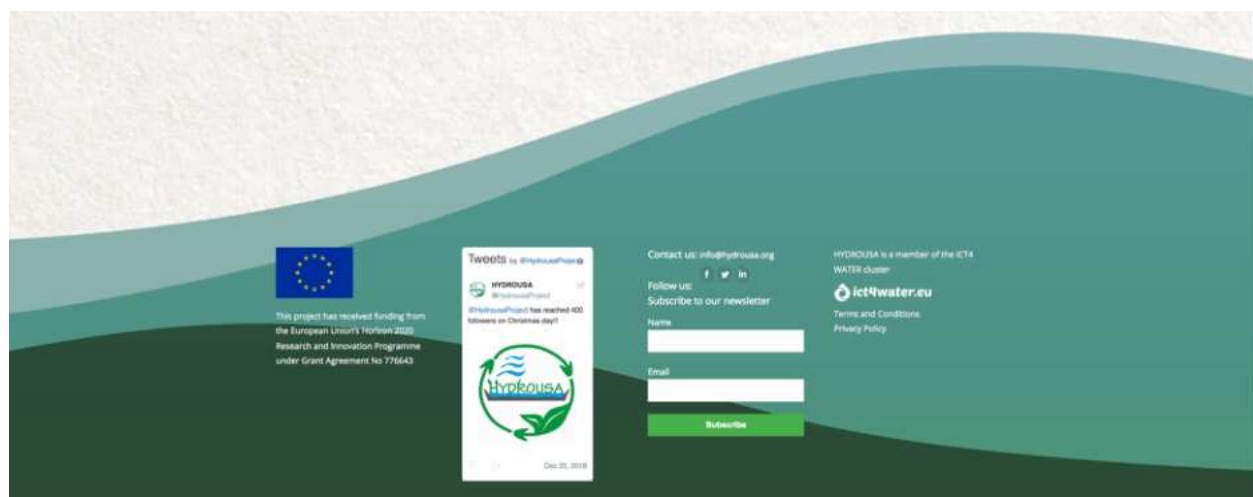


Figure 4.9. Website Footer