

# **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

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# **Networking and Marketing Activities**

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HYDROUSA D9.5





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# **EXECUTIVE SUMMARY**

This document contains a detailed report of the networking and marketing activities that have been implemented in the total of 60 months of the HYDROUSA project. HYDROUSA project, by actively participating and contributing in clusters, networks, policy groups and other relevant stakeholders meetups has been established, awarded and recognised among the scientific community, the public sector and the industry (corporates).

The initial positioning and the strategy are extensively outlined and described in the Dissemination and Communication Plan (DCP) (D9.1). The extended outputs and outcomes of the communication, dissemination and community building activities that contribute to the establishment of the project, meeting the objectives of "Networking & Marketing" are described in D9.4 (Updated Report on Dissemination and Communication).

This report is showcasing the specific activities from the communication and dissemination perspective, focusing on stakeholders' engagement for high level networking and clustering, with specific outputs and summarizes the collective effort based on sub-activities delivered by the partners of the consortium.

As networking activities are also related to the "Go to Market" strategy of the project and the exploitation of HYDROUSA results, this report is closely linked to D8.4 (Marketing Activities), where there is the analysis of the Marketing results and outcomes.

The initial findings of this deliverable were outlined at the middle of the project, in order to evaluate the dissemination and communication strategy towards the specific formats.

The report is starting with an introduction of HYDROUSA, revisiting the mission, the approach and the solutions provided, that are directly linked with our communication and dissemination efforts. All HYDROUSA partners were contributing constantly with the organisation or with their participation in scientific, local meetings/conferences/workshops/trade-fairs/pitching events etc. in order to spread the message, raise awareness, spark new partnerships, and ensure transferability and replication of the HYDROUSA solutions.

With 28 partners in 10 countries, we have achieved an immense number of 632 reported dissemination activities and 420 related to networking and marketing, in total reaching more than 1,000,000 people, activities that directly contributed to the establishment of the project, building a strong brand within networks and clusters.

HYDROUSA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776643.





# ABBREVIATIONS

AERIS	Aeris Tecnologías Ambientales S.L
AGENSO	Agricultural and Environmental Solutions
ALCN	Alchemia-nova GmbH
CWA	Catalan Water Agency
CWP	Catalan Water Partnership
DCM	Dissemination and Communication Manager
DCP	Dissemination and Communication Plan
ELT	Tinos Ecolodge
ICRA	Fundacio Institut Catala de Recerca de L'Aigua
ICT	Information and Communications Technology
IHA	Impact Hub Athens
IRIDRA	Iridra SRL
IWA	International Water Association
MEMIRA	Memira Genesis Ltd
NBS	Nature-based solutions
NTUA	National Technical University of Athens
PWA	Palestinian Water Authority
PLENUM	Plenum - Gesellschaft Für Ganzheitlich Nachhaltige Entwicklung GmbH
RADKE	Radtke Manfred
SEMIDE	Unite Technique du Semide Geie
SMILO	Small Islands Organisation
UBRUN	Brunel University London
UfM	Union for the Mediterranean
UNIVPM	Marche Polytechnic University





# 1. INTRODUCTION: INNOVATIVE, REGENERATIVE AND CIRCULAR WATER SOLUTIONS

#### **ABOUT HYDROUSA**

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 water management solutions for different types of non-conventional water sources, characterised by low energy footprint. The whole water value chain benefits from this innovative approach of turning a problem into a solution.

Clear water loops are demonstrated, recovering added value products, while integrating and interacting with the local society and market. HYDROUSA not only develops and demonstrates innovative water services but revolutionises the water value chains in Mediterranean areas from water use up to sewage treatment and reuse. HYDROUSA changes the human water cycle by valorising non-conventional water resources, which are currently not being exploited.

The project goes beyond the current water and wastewater management practices reimagining a water resilient economy, mitigating climate change and reforming the agro-food system (Figure 1.1)



Figure 1.1 The HYDROUSA Practice

#### **HYDROUSA MISSION**

HYDROUSA aims to create a community of 'water allies', which believes and works on shifting the development paradigm of our world from an open market society based on economic profits to a world where local communities are empowered to develop tailor-made solutions to improve their wellbeing, while regenerating the local environmental ecosystems. This gives the opportunity to local operators to develop economic, social and environmental services based on closed water loops where decentralised, low-tech systems are favoured.





#### **HYDROUSA SOLUTIONS**

HYDROUSA solutions provide several services and integrated technologies which are based on traditional handcraft and traditional methods combined with modern nature-based solutions (NBS), information and communications technology (ICT) and automation systems. The proposed solutions show a perfect combination of building green infrastructures to make use of the plant-bearing benefits and generating green growth within an existing and demanding market while restoring ecosystems.

#### HYDROUSA COMMUNITY APPROACH

Hence, the HYDROUSA networking activities are focusing on the positioning of HYDROUSA among a diverse range of key stakeholders from policy makers to the scientific community and the industry. All of them constitute an active "community or water allies" that can create a more systemic change when it comes to water management towards more circular solutions.





# 2. HYDROUSA: STRATEGY FOR COMMUNICATION AND DISSEMINATION

### 2.1 Networking & Marketing Activities Objectives

- Inform/Influence: Ensure that the vision, objectives, activities and results of the project become as widely known and accessible as possible from a scientific, industrial and policy level of view
- Advocate: Identify the Key Stakeholders and Target Audiences and apply convening methods, mapping of Local and International Actors in private and public level.

### 2.2 Target Audience

When we identified the objectives of the Dissemination and Communication strategy, we implemented a thorough analysis of the potential stakeholders involved (Figure 2.1), customising the key messages and the *"tone of voice"*. The networking and marketing activities have been designed in order to address the specific segment of the target audiences and stakeholders, maximizing awareness of HYDROUSA objectives, the positive outreach and impact. For the Networking activities the relevant audience groups are:

		EUROPEAN	GLOBAL	NATIONWIDE	LOCAL
INVESTORS	Private Investors	•	•		*
	Banks	-	•	•	
ACADEMIC COMMUNITY and NGOs	Scientific community	•		•	*
	Environmental / water related NGOs	•	•	•	*
	Educational institutions (schools & universities)	•	٠	•	*
	Other H2020 and FP7 related projects	*		*	
POLICY MAKERS	European Commission				
	Water utilities and water regulators	•	*	•	•
	Ministries			*	

Figure 2.1 HYDROUSA Networking & Marketing Activities Target Audience





### 2.3 Reporting Process

Reporting on the networking and marketing activities was included in the overall tracking form for the dissemination activities (such as publications, presentations, articles etc.). Reporting information that contribute to this report are derived from: Participation in Conferences, Workshops, Trade Fairs, Pitching Sessions, Stakeholders Meetings, Activities organised jointly with other Horizon2020 (and other EU-funded) projects, including all relevant information - the name and the location of an event or a conference or a workshop, the number and type of the attending audience, the date of activity, the type of the presentation 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).

A google form has been developed (Figure 2.2) to report the dissemination activities to make sure that all the dissemination information is collected and recorded. This form was distributed quarterly and filled in by the partners and was submitted to the DCM. In total today 632 activities were reported throughout the project's implementation, out of which 420 have contributed directly to the objectives of networking and marketing. (https://docs.google.com/forms/d/e/1FAIpQLSeh2--

Toliq84BPzgJYubAGcmrTCa5BQ0pVWKNHsLIWRhKaKA/viewform).



Figure 2.2 HYDROUSA Reporting Activities Google Form





# **3. IMPLEMENTED ACTIVITIES**

### **3.1** Networks and Clusters

#### ICT4Water cluster (https://www.ict4water.eu/)

HYDROUSA is a member of the ICT4Water cluster since M1 of the project. Through the cluster the project has gained significant visibility through events organized by the cluster where HYDROUSA was presented (e.g., annual meetings in June 2018 and June 2019 in Brussels - Figure 3.1). HYDROUSA participated in the AQUATECH exhibition along with four other European Union projects of the cluster; NextGen, SIM4NEXUS, RESCCUE and STOP-IT, in the booth of the ICT4Water cluster. Members of the NTUA team welcomed visitors, explained about the cluster, the project and provided demonstrations of HYDROUSA's innovation solutions Figure 3.2.



Figure 3.1 HYDROUSA at the annual ICT4Water cluster (2019)







Figure 3.2 HYDROUSA at the ICT4Water booth of the Amsterdam Water Week

#### Small Islands Organisation (SMILO) sustainable islands network (<u>www.smilo-program.org</u>)

HYDROUSA has become a member of the Small Islands Organisation (SMILO) sustainable islands network. The SMILO's objective is to support small islands that want to structure and federate measures to better manage resources and biodiversity. The SMILO network is an excellent opportunity to promote HYDROUSA services to potential customers/end users.

HYDROUSA was presented by our partner SEMIDE at the annual meeting of SMILO which took place on the island of Porquerolles, France from 14 to 18 October 2019, on the annual meeting that was taking place in Kerkennah Island, Tunisia on November 2021 and on workshops like a high-level stakeholders meeting, directed to replication sites managers: Palestinian Water Authority (PWA), Malta Water and Energy Agency in January 2021 and a workshop on Solutions and good practices for Sanitation and water management in small islands in November 2022 Figure 3.3.







Figure 3.3 HYDROUSA with SMILO network

### 3.2 Conferences - Workshops - Seminars - Stakeholders events

In total by M60 the total activities related to the content of HYDROUSA were 420, including Presentations in Conferences [Joint events with other EU projects, Academics, Scientific, Public Conferences] - 185, Presentations in Workshops - 136 [Seminars, Webinars, Workshops], Participations to Events other than a conference or a workshop - 99 [Trade Fairs, Stakeholders Meetings, Pitch].

Some of the key insights:

Wide Geographic Reach: The activities of the project were widespread, covering numerous countries across different continents, including Europe, Asia, Africa, and the America. This global reach highlights the consortium's commitment to address water-related challenges with local prototypes but with an international possibility for scaling (revisit those results in WP7 Exploitation).





Tuble 0121 200 01 countries in miner the HTDROODA project was asserimated								
1	Argentina	16	France	31	Portugal			
2	Austria	17	Germany	32	Russia			
3	Australia	18	Greece	33	Senegal			
4	Belgium	19	India	34	Serbia			
5	Bangladesh	20	Israel	35	Slovakia			
6	Bosnia and Herzegovina	21	Italy	36	Slovenia			
7	Bulgaria	22	Japan	37	South Africa			
8	Chile	23	Kazakhstan	38	Spain			
9	China	24	Malaysia	39	Taiwan			
10	Colombia	25	Malta	40	The Netherlands			
11	Croatia	26	Mexico	41	Tunisia			
12	Cuba	27	Oman	42	Turkey			
13	Cyprus	28	Palestine	43	UAE			
14	Denmark	29	Peru	44	UK			
15	Egypt	30	Poland	45	USA			

The 45 countries that HYDROUSA was present as listed in the Table below:

**Collaboration and Networking:** The realised activities ensure the involvement and networking of various stakeholders from cities, universities, research institutions, and governmental bodies indicating that HYDROUSA has established rooted partnerships and collaborations that can lead to the sustainability and resiliency of the results. Building a strong network around HYDROUSA "the community of water allies" was crucial for promoting circular water management practices and knowledge exchange.

**Emphasis on Online Engagement:** The significant number of online activities, especially during the COVID-19 pandemic, reflects HYDROUSA's adaptability giving us the chance to promote further our results and efforts. We had to transition a lot of our communication efforts to virtual formats due to restrictions that we managed to exploit in order to increase our participation and outreach.

**Collaboration Beyond Europe:** HYDROUSA participation in conferences and formats across the globe, in countries like India, Argentina, Japan, China, South Africa gave us the opportunity to get a global outreach, while validating our assumptions on the urge of decentralised circular solutions starting from the Mediterranean and being a pioneer beyond Europe to address water challenges on a global scale.

- 13 Pitching Events, locally and internationally some examples:
  - Green Tech Symposium Athens-Greece
  - ECOMONDO Water reuse in agriculture, sustainable irrigation and nature managed water cycle in the new European framework, Rimini-Italy
  - EAWAG The Digital Transformation of the Water Sector: from Data to Circular Smart Water Systems Switzerland UNBRUN)
- 28 Trade Fairs, targeting Business networks, Industry Experts and Investors including:
  - ECOMONDO in Rimini, Italy within the framework of the 3<sup>rd</sup> European Nutrient Event and within the workshop of European research and innovation for the implementation of circular economy and bioeconomy (8-9 November 2018 & 10 November 2022)
  - Verdetec in Athens, Greece (15-17 February 2019) where HYDROUSA organized together with the Hellenic Water Association a workshop on water resources management.
  - the Aquatech in Netherlands (5-8 November 2019)





- UfM Women Business Forum Towards a Circular Economy -Barcelona, Spain (19 November 2019)
- Dubai Expo G-Stic Local solutions for water and climate challenges in the Mediterranean region UAE (24 October 2021)
- IFAT (Trade fair on Water, Sewage, Waste and Raw Materials Management) Clusters as a key-players in the promotion of circular economy and digital solutions in Catalonia (6 January 2022)
- Forward Green Expo- 1st International circular Economy expo Thessaloniki (8-10 June 2023)



Figure 3.4 Mix of Stakeholder Groups Reach





# Country



**Figure 3.5 International Conference Presentations** 





Some of the outstanding events where HYDROUSA was disseminated are described below:

#### **EXPOAGUA PERU, October 2018**

Expoagua PERU, the most important trade fair of the water sector in Perú, was held in Lima from 17 to 19 October 2018 (Figure 3.6). The trade fair counted with an exhibition area and three conference rooms and with a total number of visitors over 3500.



Figure 3.6 HYDROUSA at EXPOAGUA PERU 2018

The CWP gave a presentation about "*Circular Economy as a strategic axe to promote the competitiveness of the water sector entities*". Sara Gabarron, project Manager of the CWP, introduced some general trends about Circular Economy models and had the opportunity to present the HYDROUSA project to the audience.

#### **COP25 in Madrid, December 2019**

The Catalan Water Partnership (CWP) participated in the 25<sup>th</sup> edition of the World Climate Summit COP25, which took place from 2<sup>nd</sup>-13<sup>th</sup> December 2019 in the IFEMA fairgrounds in Madrid. The World Climate Summit COP25 is organized by the United Nations and it is one of the most important global events about climate change. The CWP participated in the Green Zone panel discussion to discuss the industrial ecosystems, cluster roles and innovation. In this session, Xavier Amores, cluster manager of the CWP, made a presentation focusing on circular economy in the water sector, highlighting the HYDROUSA project (Figure 3.7).



Figure 3.7 HYDROUSA at the COP25 in Madrid





#### Ellen McArthur – Foundation, Barcelona, May 2019

HYDROUSA project was also presented in the Ellen McArthur Circular Economy Acceleration workshop held on 7<sup>th</sup> May 2019 in Barcelona, Spain. The project received significant interest and the opportunity to promote HYDROUSA concept within the CE100 network.



Figure 3.8 HYDROUSA at Ellen McArthur

#### Dubai Expo G-Stic, October 2021

HYDROUSA experience on decentralised water management was presented at Dubai Expo by the Coordinator (Simos Malamis) of the project on the 26<sup>th</sup> of October 2021, explaining how nature-inspired innovations help closing the loops on three Greek islands (Figure 3.9).



Figure 3.9 HYDROUSA at Dubai Expo G-Stic Conference (2021)

In 2021, almost all international conferences were held online due to the COVID -19 pandemic. The HYDROUSA project was presented by many partners such as NTUA, UNIVPM, UBRUN, IRIDRA, ICRA, CWP, SEMIDE, RADKE, PLENUM and others in a considerable number of important conferences such as EcoSTP, CEST2021 and the 4<sup>th</sup> IWA RRC, which can be seen in Figure 3.10.







Figure 3.10 Some of the conferences that HYDROUSA solutions presented in 2021.

#### Presentation to TEDx Vasto, December 2021

Addressed to the general public, the event was held in Vasto (South Italy) on the 4<sup>th</sup> of December 2021. The main topic was sustainability and decarbonization. The people in presence were more than 100, while YouTube video has > 800 visualizations. Presentation was made by Francesco Fatone from the UNIVPM (Figure 3.11).



Figure 3.11 Some of the conferences that HYDROUSA solutions presented in 2021.

#### Verde.tec Trade fair, Athens, March 2022

Verde. tec is the most important environmental technology event in Greece. It covers a wide range of topics on energy, circular economy and smart cities. On March 2022, HYDROUSA participated in Verde.tec trade fair at the booth of the Sanitary Engineering Laboratory (SEL) of the NTUA. The visitors had the opportunity to learn about HYDROUSA's solutions and also to have a close look at some of the derived products (oregano, lavender, aronia liqueurs, etc.) (Figure 3.12).







Figure 3.12 HYDROUSA at Verde.tec trade fair in Athens

#### AGROTICA Trade fair, Thessaloniki, October 2022

The AGROTICA trade fair is the most central networking point for the agricultural sector and the agricultural economy of Greece. HYDROUSA's solutions were presented at the AGROTICA trade fair at the booth of the project partner AGENSO. In particular, the low-cost irrigation automation system was presented, which calculates the ideal amount of irrigation water based on crop needs (Figure 3.13).



Figure 3.13 HYDROUSA at AGROTICA trade fair in Thessaloniki

#### Agri travel and slow travel fair, Bergamo, April 2023

Focusing on rural tourism, eco-tourism, slow-tourism, and agro-tourism, this event attracted over 20.000 visitors. Particularly suitable for the marketing of the HYDRO6 solution, this has been a great opportunity to promote all solutions, since many public stakeholders and representatives from the rural agricultural field have been joining. Relevant contacts have been made. SEMIDE participated through a booth where the HYDROUSA project had a very high visibility (Figure 3.14).







Figure 3.14 HYDROUSA at the Agri Travel and Slow Travel Fair, in Bergamo

#### WATREX Expo, Cairo, May 2023

The WATREX Expo is being promoted by the organizers as "the biggest Exhibition and Conference for water and wastewater Technologies in the MENA Region". It took place in Cairo with in 2022 over 23.000 visitors primarily coming from water scarce region and this event seems to be an excellent opportunity to showcase the EU-funded research and innovation project (Figure 3.15). To showcase the project, a poster was presented by SEMIDE to illustrate the different demo sites as well as the replicability studies in the Mediterranean and MENA regions.



Figure 3.15 HYDROUSA at WATREX Expo 2023 in Cairo

#### IWA World Water Congress & Exhibition, Copenhagen, September 2022

The HYDROUSA consortium had a strong presence at the IWA World Water Congress in Copenhagen with four partners (NTUA, UNIVPM, ICRA and IRIDRA) and three platform presentations, one pitch and two posters. HYDROUSA participated in the IWA World Water Congress & Exhibition – a global event for water professionals covering the full water cycle with over 8,000 delegates from more than 100 countries. The World Water





Congress & Exhibition is designed to bring together water professionals and also engage the water-consuming industry, agriculture, architects and urban planners, hydrologists and soil and groundwater experts, social sciences, ICT-sector, the financial sector and others. HYDROUSA presented to a global audience it's vision, outcomes, achievements as well as the upcoming activities and conferences (Figure 3.16).



Figure 3.16 HYDROUSA at IWA WWCE 2022 in Copenhagen

#### 13<sup>th</sup> International Conference on Water Reclamation and Reuse, Chennai, India, January 2023

Fabio Masi from IRIDRA presented the HYDROUSA project at the 13<sup>th</sup> International Conference on Water Reclamation and Reuse, held in Chennai, India, from 15 to 19 January 2023. The HYDROUSA team was selected to present to the audience the results and outcomes of the HYDRO1 and HYDRO2 demonstration sites in Lesvos (Figure 3.17).







Figure 3.17 HYDROUSA at IWA Reuse Conference in Chennai, India

#### EcoSTP 2023, Girona, June 2023

The EcoSTP-23 aimed to discuss the latest cutting-edge ecological technologies for a sustainable transition to wastewater treatment, reuse and resource recovery on an urban and industrial scale, with a special focus on effective knowledge transfer into practise. HYDROUSA actively participated in the ecoSTP-23 conference held in Girona, Spain, from 26 to 29 June 2023. In particular, a workshop entitled "Water reuse and resource recovery at decentralized level in MED area" was co-organised by HYDROUSA's partners ICRA and NTUA. In Figure 3.18, the coordinator presented the HYDROUSA project, while the solutions of the project were presented from different perspectives by ICRA, CWP, UBRUN, UNIVPM and IRIDRA. In addition, HYDROUSA participated in the conference with 6 posters from ICRA and an oral presentation from NTUA (Figure 3.18Figure 3.15).







Figure 3.18 HYDROUSA at ecoSTP 2023

In addition to the engagement with various stakeholders achieved during the events mentioned above (trade fairs, conferences, etc.), further stakeholder events were organized by the HYDROUSA consortium some of them, during the physical meetings of HYDROUSA, or online during the COVID-19 period. Below, we provide some highlights and details of these events:

#### Nice, France, February 2019

On February 1<sup>st</sup>, 2019 in Nice, France, during the 2<sup>nd</sup> HYDROUSA Consortium Meeting, an exploration of interest for reproduction outside the project demonstration sites took place. The project coordinator presented the general framework of the project, while Francesco Fatone from UNIVPM presented the replication activities on islands and beyond and the status and expectations from the water utility of Elba Island. Domitille Le Huédé from SMILO network (Sustainable Islands) presented the current status and expectations for two SMILO members: Porquerolles (France) and Zlarin Island (Croatia) following the replication of HYDROUSA solutions.







Figure 3.19.Stakeholders' event in Nice, France.

#### Barcelona, July 2019

During the 3<sup>rd</sup> Consortium meeting in Barcelona, on 11<sup>th</sup> of July 2019, stakeholders from Gran Canaria and Balearic Islands, the Union for the Mediterranean (UfM) and the Catalan Water Agency (CWA) discussed with HYDROUSA consortium how the authorities could be actively responding to the environmental emergency by applying sustainability policies and the financing options available Specifically: Samuel Reyes represented CWA, Delia Caballero represented South East Gran Canaria Island, Caterina Amengual represented Observatori de I Aigua, Balearic Island University, presenting the case of Cabrera, Formentera and Camilla Leonori presented the work of UfM and explained to the partners the benefits of the potential labelling of HYDROUSA from UfM.



Figure 3.20 Stakeholders from Gran-Canaria, Balearic Islands, UfM and CWA discussing with HYDROUSA consortium during the 3<sup>rd</sup> Management meeting in Barcelona.

#### Berlin, Germany, January 2020

In 29<sup>th</sup> January 2020, HYDROUSA project was presented by Peyo Stanchev (UBRUN) and Simos Malamis (NTUA) at the <u>H2020</u> SMART-Plant stakeholders workshop in Berlin. The participation of the local stakeholders was high as representatives of ISLE Utilities, Veolia Germany, KWB etc. attended the event and discussed with the partners the possible applications.









#### Cairo, Egypt, February 2020

During the 4<sup>th</sup> HYDROUSA Management meeting that took place in Cairo, Egypt, the consortium devoted a day (February 5<sup>th</sup> 2020) to visit SEKEM farm and present to the local stakeholders HYDROUSA's solutions. This was followed by a detailed discussion on potential replicability of HYDROUSA's solutions on the sites.



Figure 3.22 Stakeholders' meeting in SEKEM farm, Cairo, Egypt.

#### Cyprus and Sifnos, June-July 2022

On July 2<sup>nd</sup>, 2022 an important stakeholder meeting took place in Fyni, Limassol, Cyprus, where HYDROUSA's Coordinator was invited to present the project's circularity concept. More than 100 representatives of the local communities participated as well as the *Commissioner of Environment of Cyprus* and the *Commissioner for the Development of Mountainous Communities*. A thorough discussion was conducted on the problems that the region is facing, proposing possible solutions and HYDROUSA replications. A similar event took place in Sifnos on 25<sup>th</sup> -26<sup>th</sup> of June 2022 where HYDROUSA project was invited by the mayor to discuss for potential replication there.



Figure 3.23. Simos Malamis (NTUA) discussing with local representatives on HYDROUSA solutions in Fyni, Cyprus (photo 1&2) and invitation for talk in Sifnos island (photo 3).





#### Lesvos, Greece, September 2022

During the 9<sup>th</sup> project management meeting in Lesvos, a day was devoted to visit the Demo site in Antissa with the local representatives (Water utilities of Lesvos, municipality of Western Lesvos) showing the effectiveness of the systems and discussing the implementation of further circularity chains within the region (Figure 3.24).



Figure 3.24.Stakeholder event in HYDRO1&2, Lesvos, Greece.

#### London, UK, March 2023

The second day of the 10<sup>th</sup> Consortium meeting of HYDROUSA in London, a workshop was organised dedicated to water utilities named "Implementing nature-based solutions to support climate resilience", exploring ways to scale decentralized solutions in more regions across the UK, with interested talks by a variety of experts and innovators. The topics, that were mentioned and analysed through the day, were innovative designs, constructed wetlands, and water reuse solutions. The experts discussed with our consortium about the transition to circular solution of water management and its importance. Specifically representative from Severn Trent, Thames21, UKWIR, Thames Water and Jacobs presented and talked with our consortium.



Figure 3.25. Stakeholders' meeting within Brunel campus in London

The last day of the 10<sup>th</sup> Consortium Meeting was devoted to an onsite visit to one of the community driven demo sites at Firs Farm. Thames21 and Firs Farm community hosted our partners in their wetlands' site, presenting their citizen science modelling and Community engagement for decentralised water solutions, discussing the problems that are facing and exploring new ways on how to enable our communities to take action for circularity.







Figure 3.26. Visit of HYDROUSA Consortium in FirsFarm wetlands in London.

#### HYDROUSA Webinar Series in Greek Islands Including #EU Green Week, online, May 2021

Our dissemination partner IHA organized three series of webinars, one targeted for each of the demonstration islands of Tinos, Mykonos and Lesvos. HYDROUSA 2021 webinar series were designed by a community of water allies to introduce the mission towards a viable scenario of a circular economy. We address the challenges of water supply, wastewater and biodiversity loss – by extracting water from unconventional sources utilising state-of-the-art and nature based technological innovations. The deep dive webinars brought together the project's partners, academics, engineers and interested stakeholders from the local community of the destinations. The webinars included an introduction to the project's mission, a discussion on the water challenges faced on each destination and the explanation of the innovative applications by the professionals in charge of the distinct technologies.

The first webinar revolved around HYDROUSA applications of the island of Mykonos, where a residential rainwater harvesting [HYDRO 4] and a subsurface rainwater harvesting system [HYDRO 3] are installed. The second webinar revolved around HYDROUSA applications on the island of Tinos, where two distinct applications are implemented: low-cost desalination systems adhering to the values of evaporation & condensation, mimicking the natural processes of the Mangrove tree for the harvesting of a tropical Greenhouse and the production of edible salt [HYDRO 5] and a combination of circular applications closing water loops in an eco-tourist unit [HYDRO 6]. The last webinar was integrated as part of the EU Green Week and revolved around HYDROUSA applications of the island of Lesvos, following a completely circular solution for wastewater management in the Antissa village in Lesvos Island [HYDRO1 and HYDRO2].

The webinars' agenda involved an informative quiz on each island's environmental condition, space for discussion and questions and a teaser for the project's next steps and potential transferability cases. Within these webinars, the speakers included academic organizations, municipalities, water utilities, hotel business, NGOs and SMEs (Figure 3.27).











#### WEBINAR III HYDROUSA works on Lesvos

"Exploring the circular applications on Lesvos"

6th of May 2021 - 10.30 - 12.00 EET (+2 GMT)

This webinar revolves around HYDROUSA applications on the island of Lesvos where two interconnected systems are implemented; in the village of Antissa, a Wastewater Treatment system and an Agroforestry system are installed in collaboration with the Municipality of Western Lesvos, the Water Utility of Lesvos & the University of the Aegean.

#### AGENDA

HYDROUSA: a circular economy paradigm Moderation: Dimitris Kokkinakis, Impact Hub Athens

Introduction to HYDROUSA Vision (Why?), Approach (How?), Actions (What?) Speaker: Dr Simos Malamis, National Technical University of Athens

Introduction to the Island of Lesvos Speaker: Despoina Bokou, Water Utility of Lesvos

HYDROUSA applications in Lesvos Discussion in Pecha Kucha style around challenges, solutions, the work progress and its outputs so far

HYDRO 1 - Wastewater Treatment system Speaker: Evangelos Statiris, National Technical University of Athens

HYDRO 2 - Agroforestry system Speaker: Omar Eldahan, Heliopolis University

Closing remarks What's still missing? What is coming up for HYDROUSA?







Figure 3.27 Agenda and photos from the HYDROUSA Webinar Series in Greek Islands

### 3.3 Events with other EU projects

During the project's implementation, HYDROUSA partners co-organised and participated in events together with other EU funded projects. These are outlined below:

#### World Circular Economy Forum 2018, 22-24 October, Yokohama, Japan, 2018

HYDROUSA was presented by the coordinator at the EASME side-event of the World Circular Economy Forum "EU going global: innovative solutions for circular services" which took place in Yokohama, Japan. The overall objective of the side event was to position Europe as a front-runner in moving to a circular economy society. This side event kick-started 10 new Horizon2020 projects (including HYDROUSA) dedicated to new services and systemic innovations for the circular economy. It aims to support European innovators with opportunities for global networking and scouting of international markets for their innovative solutions.

#### Interreg MED Green Growth community, 6 March 2019, Thessaloniki, Greece

HYDROUSA consortium was invited to participate in the Thematic Working Groups workshop organized by the Interreg MED Green Growth Project. HYDROUSA coordinator gave a presentation of HYDROUSA project as well as an interview (Figure 3.28).









Figure 3.28 HYDROUSA presented at the Interreg MED Green Growth community workshop

#### Cost Action CA17133 - Implementing nature-based solutions for creating a resourceful circular city (2019)

HYDROUSA was presented during through an oral presentation and a poster during the meetings of the Cost Action Project "Implementing nature-based solutions for creating a resourceful circular city" during the meetings of the Cost Action in Austria by our partners NTUA, Z-PRIME, UBRUN and ALCN (Figure 3.29).



Figure 3.29 HYDROUSA at Cost Action Meetings

#### INTCATCH Final Conference, 4-6 September, 2019, London, UK

HYDROUSA with Simos Malamis, chaired a session on Nature Based Solutions at the International Conference on "Smarter Catchment Monitoring, Cleaner Waters", organized in the framework of the Horizon2020 INTCATCH H2020 project in London. Furthermore, he presented the project in a talk with title "HYDROUSA project: Recovering water, materials and energy from nonconventional water sources using low-cost naturebased solutions" in the same Conference (Figure 3.30).







Figure 3.30 HYDROUSA at INCATCH

#### 3<sup>rd</sup> IWA Conference on Resource Recovery (IWARR), 8-12 September 2019, Venice, Italy

HYDROUSA co-organized together with EASME and the Horizon2020 projects of SMART-Plant, NextGen and Project-O a workshop on *"Horizon 2020 Water Innovations for sustainable impacts in industries and utilities"*. The workshop (Figure 3.31) aimed to showcase the results and progress which had been accomplished by advanced Horizon 2020 Innovation Action projects focusing on water related activities which were funded from the Societal Challenge *"Climate Action, Environment, Resource Efficiency, and Raw Materials"* (years 2015 to 2017). The workshop was implemented in two main sessions: a pitching session and a breakout session. During the pitching session 8 projects (INCOVER, SMART-Plant, HYDROUSA, SALTGAE, NextGen, Project-O, Water2return, DWC) performed pitches of their water circular economy solutions to a panel of stakeholders. In the breakout sessions SWOT analysis was developed and discussed for five themes including water reuse, carbon and energy footprint, resource recovery and water tariffing. The outcomes of the workshop were summarized in a report. The report aims to serve as a policy brief. It is an official EU publication and is available in the EU publication website: <u>https://op.europa.eu/en/publication-detail/-/publication/4cac17d6-49bb-11ea-8aa5-01aa75ed71a1/language-en/format-PDF/source-115839553</u>







Figure 3.31 HYDROUSA at 3<sup>rd</sup> IWA RRC

#### Knowledge Exchange Event on Water Reuse, 17 October 2019, Lille, France.

Water Reuse Europe (WRE) was launched in 2016 as the industry association for Europe's rapidly growing water reuse sector. One of WRE's aims is to facilitate improved links between the research base and knowledge / innovation users. As part of that mission a knowledge exchange event was organized on the 17<sup>th</sup> October 2019 in Lille (France) to showcase the outcomes of EC funded water reuse and resource recovery projects. The objective of this event was to provide a knowledge transfer opportunity for consortia that are working on H2020 funded projects through a joint event involving Water Reuse members. The event allowed water reuse professionals working in a range of organisations to learn about the status and contributions of EU funded R&D in this area (Figure 3.32).







Figure 3.32 HYDROUSA at Knowledge Exchange Event in Lille

#### LIFE Waste-Water Treatment Platform Meeting, January 2020, Barcelona, Spain

HYDROUSA had a very high visibility at the high-level event that was organized by Cetaqua and Neemo team. During the first day of the event, HYDROUSA was presented in a mini-presentation together with other EU projects. A poster of the project was also available during the entire event. On the second day, the coordinator of HYDROUSA, Simos Malamis together with Evdokia Achilleos from EU EASME co-organized a workshop with the theme "circular economy of water and sludge". During the opening of the workshop HYDROUSA was presented in detail to the participants and its presentation triggered interesting discussions on water reuse, water tariffing and sludge management. Finally, within the event Simos Malamis was interviewed by the organizers and briefly explained the importance of HYDROUSA in the water sector (Figure 3.33).



Figure 3.33 HYDROUSA at Waste-Water Treatment Platform Meeting

EU Water Innovation Conference, SUWANU Europe Workshop, 11 December 2019, Zaragoza, Spain





HYDROUSA project was presented at the Side Event (Workshop) of SUWANU Europe organized in the framework of the EU Water Innovation Conference which took place on the 11<sup>th</sup> of December 2019 at Zaragoza. Specifically, the workshop entitled "Use of reclaimed water in agriculture: building strategies" took place and HYDROUSA was presented together with other projects such as FIT4REUSE. Local and regional case studies were presented and discussed. The event opened a dialogue about the use reclaimed water, the potential of this resource and the barriers for broader implementation. The meeting was framed in the SUWANU EUROPE project, a thematic network funded by the EC to develop strategies for the transfer of knowledge and best practices to practitioners (Figure 3.34).



Figure 3.34 HYDROUSA at the SUWANU workshop in Zaragoza

#### LIFE Pure AgroH2O Conference, 17 January 2020, Athens, Greece

Together with other EU funded projects, HYDROUSA was presented at the 1<sup>st</sup> Conference of the LIFE Pure AgroH2O project with title "Innovative Technologies for Wastewater Treatment and Water Reuse in the Food Industry" (Figure 3.35)



Figure 3.35 HYDROUSA at the LIFE Pure AgroH2O Conference

#### Invitations by sister projects

Furthermore, HYDROUSA was presented at the kick-off and the final meeting of NextGen in the KWR premises in Utrecht, the Netherlands and in Athens, Greece respectively and at workshops organized back-to-back with the project meetings of AquaNes (





#### Figure 3.36) and SIM4NEXUS in Athens Greece.



Figure 3.36 HYDROUSA at the AquaNes project meeting (Athens) and at the NextGen kick-off meeting and final Consortium Meeting

#### Rethinking Water Event 2021, 2-3 December 2021, Lisbon, Portugal

The Rethinking Water event gathered researchers, innovators, entrepreneurs, experts and policy makers with a genuine interest in water-related issues to discuss the most pressing challenges in Europe. The Coordinator of the HYDROUSA project, Dr Simos Malamis, participated in the event and presented the Greek situation regarding water reuse and the HYDROUSA project as a tangible example of the valorisation of non-conventional water resources (Figure 3.28). The Rethinking Water event took place in the framework of the second Water Reuse Day, held in Lisbon on 2 December 2021, as the result of the collaboration of the EIT Water Scarcity and the FIT4REUSE project.







Figure 3.37 Rethinking Water Event 2021

#### World Water Forum 2022, 21-26 March 2022, Dakar, Senegal

The World Water Forum is the world's biggest water-related event, held every three years to bring together key political actors, business leaders, NGOs, donors, and international organizations to promote dialogue and facilitate access to water and sanitation. The 2022 Forum—under the theme, *Water Security for Peace and Development*—is jointly organized by the World Water Council (WWC) and the Government of Senegal and has been the first hosted in Sub-Saharan Africa. The Forum provided a unique platform for the water community and key decision makers to collaborate and make long-term progress on global water challenges. The 9<sup>th</sup> World Water Forum focused on four priorities: 1) water security and sanitation; 2) cooperation; 3) water for rural development; 4) means and tools for implementation of reforms in water and sanitation. Additionally, the Forum convened a Summit of Heads of States and major international institutions, to advance the political agenda on water and sanitation at the midpoint of the 2030 agenda on implementing the water and sanitation targets and Sustainable Development Goals (SDGs). The HYDROUSA project was presented during the "<u>Mediterranean</u> Solutions from the 4<sup>th</sup> Mediterranean Water Forum" session during the Water Forum (Figure 3.29). We showed the regenerative, <u>circular</u> and nature-based dimensions of the project.



Figure 3.38 HYDROUSA at World Water Forum in Dakar

#### New European Bauhaus, June 2022, Brussels, Belgium

The New European Bauhaus (NEB) is an environmental, economic, and cultural initiative that combines design, sustainability, accessibility, affordability and investment to make the European Green Deal a reality in Europe. The HYDROUSA project was part of the New European Bauhaus Festival as one of the best-case practices of





Horizon2020 (Figure 3.30). The NEB Festival was a great opportunity to bring citizens together to discover the New European Bauhaus values of beauty, sustainability and togetherness, and their power to address societal challenges. The participants of the Festival were from pluri-disciplinary backgrounds — from science to art, design to politics, architecture to technology.

HYDROUSA participated at the NEB Festival to demonstrate the value of innovative, regenerative and circular solutions for nature-based water management of Mediterranean coastal areas, closing water loops, nutrient management, boosting the agricultural and energy profile and local economies based on circular value chains. During the FESTIVAL representatives of the consortium NTUA, WE and IHA, were hosting an info stand, giving information about the project and hosting and interactive vlog on the question "For me water is...". Networking was realized with several other projects which also participated in the NEB.



Figure 3.39 HYDROUSA presentation New European BAUHAUS

#### ECOMONDO Trade Fair; 2018, 2021 and 2022, Rimini, Italy and in Mexico 2022

HYDROUSA was presented by its coordinator at the 3<sup>rd</sup> European Nutrient Event: Towards Circular Economy of Phosphorus and other nutrients, in Rimini, Italy, on 5-9<sup>th</sup> November 2018. On October 2021, experts from the HYDROUSA team presented the circular economy approach of HYDROS 1-6, invited to the event WATER





PROJECTS EUROPE – Water-smart industrial and utility-industry symbiosis within the Ecomondo exhibition in Rimini, Italy (Figure 3.31). In 2022, the HYDROUSA team had the opportunity to participate in Ecomondo exhibition and providing tangible results on decentralised water reuse. In 2022 the workshop with title "Water Project Europe – Challenges and eco-innovation actions addressing water scarcity and drought in Mediterranean countries" (Figured 3.32) was co-organized by NTUA and other project partners. In this workshop we discussed on climate change and its impacts on water scarcity and its political, economic and social implications. International collaboration and innovation actions are preferable mechanisms to tackle these challenges from a technical and socio-economic point of view. In addition, during ECOMONDO 2022 HYDROUSA was hosted at the booth of the European Union together with other EU-funded projects, presenting the circular solutions of the project as well as some of the derived products (Figure 3.33).Finally, HYDROUSA was also presented by UNIVPM team in Ecomondo trade fair in Mexico, in July 12-14 2022 (Figure (3.34).



Figure 3.40 HYDROUSA at ECOMONDO 2021 in Rimini



Figure 3.41 Photos from the workshop organized at ECOMONDO 2022 in Rimini



Figure 3.42 HYDROUSA's booth at ECOMONDO 2022, Rimini







Figure 3.43 Photo from the event organized in Mexico 2022

#### International Conference SABER UH 2023, July 2023, Havana.

Óscar Prado from AERIS presented HYDROUSA in Havana, Cuba, in the International Conference SABER UH 2023 (<u>https://convencion.uh.cu/en\_EN/</u>), organized by the University of Havana. Representatives of governments, scientific community and other relevant stakeholders were present (Figure 3.35).



Figure 3.44 HYDROUSA presented at the International Conference SABER UH 2023 in Cuba

### **3.4 Liaison workshops**

HYDROUSA project actively participated and was presented in a number of liaison workshops with other EU funded projects engaging with more than 1280 individuals. Below is a brief description of the liaison workshops. It should be stressed that three of these workshops where organized by HYDROUSA consortium (i.e., Water Europe and NTUA) within the Water Projects Europe (WPE) framework. Water Project Europe (WPE) is a series of events of Water Europe made to learn from and build on the experience of innovating projects working on converging topics. WPE aims at clustering water-related projects by thematic areas to allow them to interact, mutually build on the respective experience, support policy development, and stimulate the market uptake of innovations.

The liaison WPE workshops that HYDROUSA organized were the following (Figure 3.45):





- WPE "Inclusive Governance for a Water-Smart society", 16th June 2021, Online
- WPE "The role of Wetlands and other Nature-Based Solutions in tackling water scarcity in the Circular Economy era", November 2022, Lyon, France
- WPE "Circular Water Solutions for a Water-Smart Society", June 2023, Athens



Figure 3.45 Laison Workshops of HYDROUSA

#### WPE - Inclusive Governance for a Water-Smart society (16th June 2021, Online)

An online liaison and clustering event was organised by Water Europe with the support of NTUA and IHA and the participation of other EC projects and the Commission to enhance the visibility of the project at EC level among policy makers and explore potential common activities and complementarities with other projects (Figure 3.45). The event was part of Water Projects Europe on 16<sup>th</sup> June 2021 with title "with other EC projects and the Commission" and was focusing on how the participation of citizens in European projects can be fruitful for water smart management. To this end, HYDROUSA invited 6 relevant projects - and the respective POs of which 3 funded by Horizon2020 and 3 from different EU programs (one from Interreg, one from the Erasmus, and one from LIFE) to have different views and diversity in the contribution. The projects were the following: NextGen, Project Ô (both sister projects of HYDROUSA, WaVe, SMARTEN and CityRiver) (Figure 3.46). The event was aiming at providing thoughts on possible models for citizen involvement practices and wanted to stress the benefits of citizens involvement and inclusion, among policy makers, water utilities, municipality and government representatives. The event was opened with an introduction to the topic (Inclusive Governance for a Water Smart Society and Citizens Participation) from HYDROUSA's PO, Simos Malamis from NTUA and was followed by two tears, one part was including upfront presentations of the respective projects and one part was including clarification questions to the presenters and statements on inclusive water governance. More than 50 participants joined the online event and were informed on the alternative approaches of the different projects. The event was communicated to wide range of stakeholders





through newsletters, social media and press releases, while a dedicated landing page was outlining the workshop details. The event was also Livestreamed through Facebook to Water Europe channels to reach a wider audience.



Figure 3.46 WPE Workshop on "Inclusive Governance for a Water-Smart society"



Figure 3.47 Water Knowledge Europe Workshop on "Water in the Circular Economy Policy development"

#### Water Knowledge Europe - Water in the Circular Economy Policy development (26<sup>th</sup> March 2021, Online)

This workshop brought together water experts to discuss the challenges in the transition towards circular water solutions. The EU Circular Economy Action Plan provides the basis for a regulatory framework that is





streamlined and made fit for a sustainable future. In this session, based on real-life experience from water in the CE demonstration cases across Europe, we reflected on the policy implications for the implementation and transferability of initiatives to further close water cycles, reuse water, and recover energy and nutrients from wastewater. Experts from a number of EU H2020-projects on Water in the Context of the Circular Economy reviewed together with EU policy makers relevant regulations, such as the Urban Waste Water Treatment Directive and Sewage Sludge Directive. The workshop was organized by Water Europe and NextGen and HYDROUSA project provided a significant contribution (Figure 3.47).

#### WPE "Nature-based Solutions for Water Security and Ecological Quality in Cities" (2<sup>nd</sup> June 2022, Online)

The EU-funded projects, MULTISOURCE and Water Europe co-organised a clustering event involving four additional EU funded NBS focused projects (MULTISOURCE, NICE, HYDROUSA, UNALAB, CONNECTING NATURE) and were invited to discuss at WPE in this public, clustering event on the achievement, challenges, pressures and opportunities perspectives from their respective experiences from the NbS projects, with the support of the POs of the EC Executive Agencies (Figure 3.48). HYDROUSA project was thus presented by the coordinator and a Q&A session followed with constructive feedback and comments.



Figure 3.48 WPE Workshop on "Nature-based Solutions for Water Security and Ecological Quality in Cities"

# WPE "The role of Wetlands and other Nature-Based Solutions in tackling water scarcity in the Circular Economy era" (7<sup>th</sup> November 2022, Lyon, France)

The 17<sup>th</sup> International Conference on Wetland Systems for Water Pollution Control 2022 was part of the IWA Specialist Group "Wetland Systems for Water Pollution Control" conference series, which is a bi-annual conference series that serves as a global forum for discussion and knowledge sharing on the state of the art in scientific and practical development and implementation of natural and constructed wetlands and other Nature-based Solutions to provide improved water quality and other co-benefits and ecosystem services. Wetlands play an important role in protecting freshwater from pollutants, pathogens, excessive nutrients, metals, and sediments. They can also provide effective protection against storms and can contribute greatly to soil stabilization, preservation of biodiversity, and wildlife habitat. Within the framework of this IWA Conference, the HYDROUSA project, INRAE/INSA, Water Europe and NTUA co-organized a clustering WPE workshop, to address the above-mentioned issues by opening a discussion board composed of experts





bringing real-life experience from different projects and initiatives (Figure 3.49). This edition of WPE highlighted initiatives and projects on NBS, as well as the participation of local government and utility representatives.



Figure 3.49 HYDROUSA Liaison Workshop – WPE on "The role of Wetlands and other Nature-Based Solutions in tackling water scarcity in the Circular Economy era"

WPE and local Workshop organized within the framework of WICConference (8<sup>th</sup> June 2023, Athens, Greece) Within the WIC Conference two high-level workshops were taking place on clustering and networking:

The Water Projects Europe (WPE) workshop on "Circular Water Solutions for a Water-Smart Society" which was co-organized by the Water Europe with NTUA and HYDROUSA (Figure 3.50). The event's goal was to explore the transformative concepts of a Water-Smart Society and Water Oriented Living Labs. By discussing and sharing knowledge, the event fostered innovative water management practices aligned with the overarching goals of sustainability and circularity. The workshop had more than 80-100 participants, and more information can be found at <u>the agenda of the workshop</u>.







Figure 3.50 HYDROUSA Liaison Workshop – Circular Water Solutions for a Water - Smart Society

 Workshop on the challenges that the Revision of the Urban Wastewater Treatment Directive (91/271/EEC) brings to water utilities (Figure 3.51). The workshop was co-organized by the Hellenic Association of Municipal Water and Sewerage Utilities (EDEYA), the Athens Water Supply and Sewerage Company (EYDAP), the Thessaloniki Water Supply and Sewerage Company (EYATH) and the Sanitary Engineering Laboratory of the National Technical University of Athens (NTUA). The workshop gathered Greek water utility representatives (>80) to actively share the next steps that emerge from the new Directive the challenges and the opportunities that create a more sustainable water management. More information can be found at <u>the agenda of the workshop (in Greek)</u>.



#### ΠΡΟΣΚΛΗΣΗ ΣΕ ΗΜΕΡΙΔΑ

«Προκλήσεις που προκύπτουν στη διαχείριση των αστικών λυμάτων από την επικείμενη αναθεώρηση της Οδηγίας 91/271»



8 Ιουνίου 2023, 14:30-17:30 Τεχνόπολις Γκάζι, Αθήνα

Figure 3.51 HYDROUSA Liaison Workshop with the Greek Water Utilities





### 3.5 Ambassadors

Additionally, 17 Ambassadors were assigned to support the promotion of the HYDROUSA mission and its objectives in a variety of capacities.

The Ambassadors was an evolving assembly consisting of targeted stakeholders worldwide. Its primary purpose was to amplify the message of HYDROUSA through their networks while providing valuable feedback on the effectiveness and impact of our activities. Moreover, the Ambassadors were also contributing with insights on the project's exploitation activities and contribution to our joint efforts and mission towards a circular transition.

The Ambassadors, had access to a set of benefits:

- Opportunity to participate in HYDROUSA stakeholders' events or webinars
- Exclusive access to program updates and resources.
- Visibility of their projects and initiatives having synergies with HYDROUSA project or contributing to our joint efforts and mission for the activation of a community of water allies.
- Chance to connect with many other Water professionals worldwide.
- Opportunity to share own opportunities, ideas, and feedback on the program. Ambassadors' contributions were recognized publicly, further highlighting their involvement and expertise, in conferences or other formats.

The participation of the Ambassadors was instrumental in driving positive change and making a lasting impact on water treatment and circularity towards a sustainable future for our planet.

The HYDROUSA Ambassadors were the following:

- 1. Attilio Toscano, Professor at the University of Bologna, Italy. Coordinator of the PRIMA project FIT4REUSE
- 2. Abraham Esteve Núñez, Professor at the University of Alcalá, Madrid, Spain. Coordinator of the project iMETland and the developer of the electroactive wetlands
- 3. John Bryden from THAMES21, an NGO which is developing wetlands in England and promotes the project in the UK
- 4. Michael Skoullos, Member of the HYDROUSA Advisory Board; Emeritus Professor of the National and Kapodistrian University of Athens, Greece. Holder of the UNESCO Chair on Management and Education for Sustainable Development in the Mediterranean.
- 5. Michalis Stathakopoulos, journalist at the Environmental magazine of EcoTec who supports the dissemination of HYDROUSA in the media, Athens, Greece.
- 6. Irina Ribarova, Member of the HYDROUSA Advisory Board and Professor at the University of Architecture, Civil Engineering and Geodesy of Bulgaria who is focusing her research activities on resource recovery from wastewater.
- 7. Florent Chazarenc, Member of the HYDROUSA Advisory Board and Director of Research at INRAE, Lyon, France. Extensive research experience on constructed wetland systems
- 8. Fulvio Boano, Assistant Professor at Politecnico di Torino, Italy. Expert on the modelling of constructed wetlands
- 9. Nicola Frison, Assistant Professor at the University of Verona, Italy focusing his research on advanced biotechnological applications for resource recovery from wastewater
- 10. Jordi Morato, Professor at the Polytechnic University of Catalonia, Spain. Coordinator at UNESCO Chair on Sustainability and of the PRIMA project SURENEXUS
- 11. Maria Rosa Mosquera, Professor at the University of Santiago de Compostella, Spain. Agroforestry expert
- **12**. Amanda Lake, Head of Carbon and Circular Economy in Jacobs' Water Europe business, UK.





- 13. Steve Kay, CEO of the UK Water Industry Research (UKWIR)
- 14. Panagiotis Kougias, Senior Researcher at Hellenic Agricultural Organization DIMITRA and key expert on anaerobic processes, Thessaloniki, Greece.
- 15. Natasa Pantera, Professor at the Agricultural University of Athens and agroforestry expert, Karpenisi, Greece.
- **16**. Nikolaos Monokrousos, Assistant Professor at the International Hellenic University and biodiversity expert, Thessaloniki, Greece.
- 17. Andreas Andreadakis, Emeritus Professor, National Technical University of Athens, experienced in technology and policy issues related to water/wastewater

### 3.6 Awards | Recognition

HYDROUSA played an immense role to contribute and inform policy on circular practices for water management, but also got awarded and recognised by established institutions and networks for its contribution to the circular transition. It's worth mentioning that the project received the following awards:

#### PRIMA WEFE NEXUS AWARD

The Award was announced during the last day of WEFE4Med Conference (Figure 3.52) by the Director of DG Research and Innovation of the EC, Mr. John Bell. The award is given by the PRIMA FOUNDATION.



Figure 3.52 HYDROUSA – PRIMA WEFE NEXUS AWARDS

#### **Mediterranean Climate Change Adaptation Awards**

Delighted to receive the first prize of the "<u>Mediterranean Climate Change Adaptation Awards</u>" under the Category "Preservation of ecosystems and nature-based solutions" among 55 applications (Figure 3.53).







Figure 3.53 HYDROUSA – Mediterranean Climate Change Adaptation Awards

#### Green Tech Award for Best European Project for the environment

HYDROUSA also received the Green Tech Award for Best European Project for the environment (Figure 3.54) at the 2022 Verde-tec expo.



Figure 3.54 HYDROUSA – Best European Project for the environment – Green Tech Award

#### **OTA Awards**

HYDROUSA and the Municipality of Western Lesvos received in June 2023 the award in the category "Solid and liquid waste - Waste collection technologies, handling and transport" highlighting the benefits of the citizens from the use of the garbage truck driven by the biogas produced in the Antissa unit through HYDRO1. The Local Government Organization Awards 2019-2023 - OTA AWARDS 2023 (Figure 3.55), are the only awards in Greece addressing exclusively Primary & Secondary Local Government Organizations (municipalities and regions), highlighting and rewarding actions and projects for Innovation, Sustainability, Quality of Life of Cities but also Citizen Services. The award ceremony will take place in September 2023 in Athens.







Figure 3.55 HYDROUSA - OTA awards

Finally, the HYDROUSA project has been recognized by the European Commission as a key contributor to the EU climate adaptation strategy.



Figure 3.56 EU recognition of HYDROUSA contribution to the EU Climate Adaptation Strategy





## **4. KPI**

Below there is an extended analysis of the KPIs (Key Performance Indicators), as described in the Grant Agreement and in D9.1 Dissemination and Communication Plan. During the first 24 months, the majority of the goals were already met, as the HYDROUSA project has already received wide recognition among diverse networks and target audience, and by M60, all the goals were successfully met (Table 4.1).

#### Table 4.1 Key Performance Indicators (KPIs)

Performance Indicator	M1-M24	M1-M60	Total Goal	Achievement %
Presentations at International Conferences	39	185	27	685%
Number of local and International Ambassadors	6	17	15	113%
Participants in liaison/clustering workshops	715	1280	100	1280%





# **5. CONCLUSION**

The HYDROUSA project's networking and marketing endeavours, spanning 60 months, have solidified its position in scientific, public, and corporate circles, achieving substantial recognition and demonstrating its lasting impact, for the exploitation of the results and its replication in new locations, changing the narrative and providing tangible solutions.

Key Learnings:

- Over 632 reported dissemination activities (+ 1,000k people reached) with 420 related to networking and marketing events, across 45 countries(+123 k people reached). This extensive reach emphasizes the consortium's dedication to addressing water-related challenges on a local and international scale.
- The project has successfully engaged diverse stakeholders, including cities, universities, research institutions, companies, NGOs, end users, investors, governmental bodies and others. These collaborations underscore HYDROUSA's commitment to establishing lasting partnerships vital for the sustainability and resiliency of its results.
- The active participation in conferences worldwide (through presentations and posters) including India, Argentina, Japan, China, and South Africa, has broadened HYDROUSA's global outreach. This experience validates the importance of decentralizing circular solutions, starting in the Mediterranean and then expanding to address global water challenges.
- Contribution to active networks, was essential to amplify the results exchange best case practices and contribute to collective policy formations, through liaison and clustering workshops.
- Recognition through awards such as the PRIMA WEFE Nexus Award, Mediterranean Climate Change Adaptation Award, and Green Tech Award underscores HYDROUSA's substantial contribution to circular water management and climate adaptation.

The project's robust networking and marketing strategy aligns with HYDROUSA's goal to exploit its outcomes and expand into new markets, demonstrating the project's tangible impact and recognition within its target audience and stakeholder groups. In summary, HYDROUSA's networking and marketing efforts have established its brand globally, fostering a more sustainable and water-wise future while engaging stakeholders, spreading awareness, and leaving a remarkable mark on water treatment and circularity.