



D10.5 – BROCHURE & INFOBOARD

WP10 – Impact Creation,
Dissemination and
Exploitation



aqua3s project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 832876.

Document Information

GRANT AGREEMENT NUMBER	832876	ACRONYM	aqua3S
FULL TITLE	Enhancing standardisation strategies to integrate innovative technologies for Safety and Security in existing water networks.		
START DATE	1 st September 2019	DURATION	36 months
PROJECT URL	www.aqua3s.eu		
DELIVERABLE	D10.5 – Brochure and Infoboard		
WORK PACKAGE	WP10 – Impact creation, dissemination and exploitation		
DATE OF DELIVERY	CONTRACTUAL	February 2020	ACTUAL February 2021
NATURE	Report	DISSEMINATION LEVEL	Public
LEAD BENEFICIARY	Water Europe		
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ABSTRACT	This deliverable presents a report on the aqua3S promotional materials created.		

Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
0.1	21-01-2021	ToC	ToC creating and sent for review	Maria Mirachtsi (WE)
0.2	15-02-2021	1 st draft	1 st draft created and sent to reviewers	Eleni Ntzioni (Draxis), Margita Aleksova (Sofiyska Voda)
0.3	23-02-2021	2 nd draft sent	2 nd draft created addressing the received comments and sent to CERTH	Maria Mirachtsi (WE)
1.0	26-02-2021	Final doc	Final quality check and issue of final document	Anastasios Karakostas (CERTH)

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ABBREVIATIONS/ACRONYMS

AAWA	AUTORITA' DI BACINO DISTRETTUALE DELLE ALPI ORIENTALI (aqua3S partner)
CBRN	Chemical, biological, radiological and nuclear
CCWI	Computing and Control for the Water Industry
ESA	European Space Agency
FZU	FYZIKALNI USTAV AV CR V.V.I (aqua3S partner)
HIC	Hydroinformatics
ICIP	International Conference in Image Processing
ICME	IEEE International Conference on Multimedia & Expo
ICT	Information and Communications Technology
IEEE	Institute of Electrical and Electronics Engineers
IJCAI	International Joint Conference on Artificial Intelligence
ISC	International Supercomputing Conference Series
ISCRAM	Information Systems for Crisis Response And Management.
IWA	International Water Association
MIR	Mid Infrared
MMM	International conference on Multimedia Modeling
NATO	North Atlantic Treaty Organization
NIR	Near Infrared
RR	Reasoning and Rule
RRI	Responsible Research and Innovation
SC	Supercomputing Series
SPIE	International society for optics and photonics
WP	Work package
WSDM	Web search and data mining

1. Executive summary

The deliverable D10.5 ‘Brochure and Infoboard’ is developed within Work Package WP10 ‘Impact Creation, Dissemination and Exploitation’ that is dedicated to communicating and disseminating widely the project results, connecting with influential stakeholders and facilitating the market uptake of aqua3S products and services. Within this framework, a range of communication tools have been put into use throughout the duration of the project, with the aqua3S brochures and posters being some of them.

This document aims to give an overview of the background for the development of these promotional materials, the project’s stakeholders and how through these materials, specific target audiences are engaged and involved into the project’s work, as presented in Section 2. In particular, Section 2 starts with a ‘scene setting’ section where it is presented how the print dissemination actions and the development of promotional materials are very crucial for all the stages of the project. The section continues with two sub-sections, ‘2.1 Stakeholders and Target Audience’ and ‘2.2 Stakeholders and Tools Matrix’. The former outlines the main stakeholder groups that aqua3S is interested in engaging into its work, while the latter one demonstrates how the production of promotional materials appears as a very efficient tool in reaching out to all the stakeholder groups identified as important from the project.

Section 3 gives a detailed overview of the materials developed so far in the project, the two different types of posters (academic and business), as well as the brochure created. The two sub-sections of Section 3, namely ‘3.1.1 Print Dissemination’ and ‘3.1.2 Digital Dissemination’ present the foreseen use of these materials through digital and physical means. A specific reference is also being made on the COVID-19 crisis and how this has played a role in the channels selected for the distribution and promotion of the materials created.

This deliverable closes with Section 4 that presents a summary of the report’s key conclusions.

2. Background

As defined in the aqua3S communication and dissemination strategy, one of project's main objectives has been to develop coherent branding and a set of communication and dissemination actions, tailored to the needs of aqua3S stakeholders with the aim to maximize the exposure of the project and ensure its long-lasting visibility.

In this context, all print dissemination actions for the project's promotion in the three main stages of the project: 'awareness-oriented' phase, the 'results-oriented' phase and the 'market oriented' phase of the project, are of high importance. Responding to the different needs of the project at each stage, the development of a series of attractive promotional materials (brochures, posters and infoboards) is key for the promotion of the project's innovations in a professional and engaging way.

Either in a traditional print format or in an electronic one, the promotional materials can be widely disseminated and shared in a range of occasions, from formal conferences and aqua3S workshops to social media posts and email campaigns.

In particular, as part of the subtask 10.1.5 (under WP10), it is foreseen that the aqua3S brochures and posters will be produced with the aim to present the benefits and impact of the project in an easily understandable and captivating way for the general public. So far, the project has produced three different types of promotional materials:

- Two types of posters: an academic and a business one
- A brochure

In all these materials, an introduction about the project, as well as brief information concerning the objectives, expected impacts and results of the project are featured. When it comes to the brochures, specific information and updates on the project's pilot cases are featured, along with relevant graphical contents. The promotional materials developed are based on which stakeholders and audiences the partners want to engage with, on every occasion.

2.1 Stakeholders and Target Audience

Whether the discussion is about digital, print or face to face dissemination, stakeholders and target audiences are always the starting point of how we can make the best of our dissemination efforts. The types of stakeholders the project needs to engage with, and their needs define the tools and the channels that will be selected from the project to reach out to them successfully and get them involved in the project's developments.

The aqua3S project, in particular, aims to reach out to a wide range of audiences, from end users and researchers to local authorities and citizens. The target audiences of aqua3S fall into the seven main categories described below:

- Water facilities & suppliers
- Civil Groups (citizen rights organizations, Environmental and water activist)
- Governmental Agencies
- Local and regional authorities
- Technology, environmental & innovation Media
- Researchers & big data analysts, designers in RRI
- Service Providers/ICT industry

2.2 Stakeholders and Tools Matrix

Given the seven main audience categories presented in the previous section, **Table 1** below gives an overview of all the tools used in the aqua3S project with the audiences they intend to reach. In this table, in particular, it is highlighted how the production and dissemination of promotional materials (brochures and posters) appear as an efficient tool in reaching out to all the seven audience categories the aqua3S project wants to engage with.

Tools	Water facilities & suppliers	Civil groups	Governmental agencies	Local & regional authorities	Media	Researchers	Service Providers
Website	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓
aqua3S video	✓	✓	✓	✓	✓	✓	✓
Online Publications	✓					✓	✓
Newsletters	✓	✓	✓	✓	✓	✓	✓
Training Workshops/Infodays	✓						✓
Conferences	✓	✓	✓	✓	✓	✓	✓
Brochures/Posters	✓	✓	✓	✓	✓	✓	✓

Table 1. Dissemination tool per stakeholder category

3. Dissemination and Communication Tools

3.1 Brochure & Posters

To cover the dissemination needs of the project for the first eighteen months of the project, the communications team of Work Package 10 has developed, so far, three different types of promotional materials featured below:

- Two different types of posters:

Academic poster



Figure 1. Academic poster

Business poster

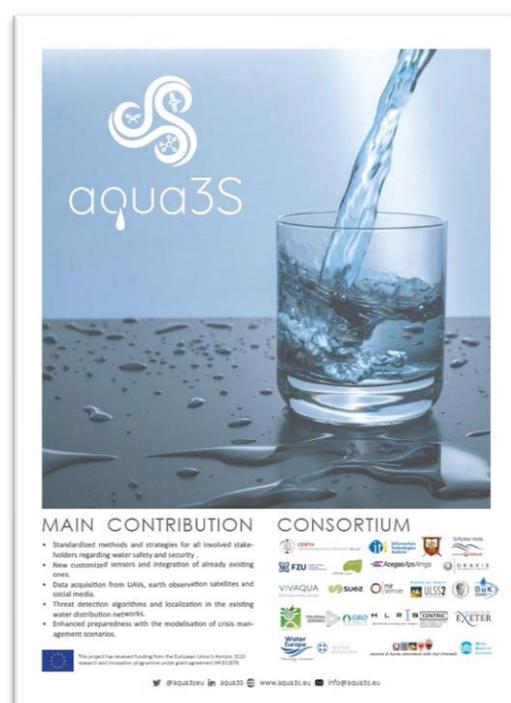


Figure 2. Business poster

The academic poster (Figure 1) provides a brief summary of what is the project about; its main objectives and expected results and impact, featuring also the locations of the pilot cases and the project’s consortium. The academic poster is considered to be more detailed and informative for all those who want to get a first good impression of aqua3S aims and work.

A simpler business-oriented version of the poster (Figure 2) was also created with the aim to respond to the needs of business-minded stakeholders. The business poster features the main contribution and impact that the aqua3S project will have, as well as all the partners who are working on the project.

➤ Brochure



Figure 3. Brochure

Following the aqua3S prototype testing, the aqua3S brochure (Figure 3) has been developed with the aim to present the objectives of the prototype testing, the pilot cases scenarios in Trieste, Sofia and Botevgrad and the outcomes of each pilot case.

3.1.1 Print dissemination

The developed materials will be used, displayed and shared in print format during formal conferences, aqua3S workshops, bilateral meetings with interested stakeholders and other occasions that aqua3S consortium considers as good and relevant opportunities for the project's promotion, outreach and impact.

Considering that each project partner needs to attend at least six conferences, the project's posters and brochures are estimated to be featured in several European and International conferences contributing significantly to the project's outreach. At the same time, aqua3S project will organise its own Infodays and workshops and more specifically, there will be six Infodays trainings organized by the partners who lead the pilots. The promotional materials will be used during these workshops and trainings but also in the promotion campaigns of these events.

Below, an indicative list of events, where the aqua3S project can be presented and its materials disseminated, follows:

Conferences
<ul style="list-style-type: none"> ➤ NATO Advanced Workshop - THz, Mid Infrared (MIR) and Near Infrared (NIR) technologies for Protection of Critical Infrastructure against Explosives and CBRN (organized by FZU) ➤ SPIE Security+Defence ➤ SPIE Security+Commercial Sensing, ➤ International Conference on Web Search and Data Mining (WSDM) ➤ ESA Living Planet Symposium, ➤ IEEE International Geoscience and Remote Sensing Symposium, ➤ International Conference in Image Processing (ICIP) ➤ International Conference in Pattern Recognition (ICPR) ➤ International Conference in Multimedia Retrieval (ICMR), ➤ IEEE International Conference on Multimedia & Expo (ICME) ➤ ISCRAM Conferences ➤ International Joint Conference on Artificial Intelligence (IJCAI) ➤ International Conference on Information Systems for Crisis Response and Management ➤ International Supercomputing Conference Series (ISC) ➤ Supercomputing Series (SC) ➤ International conference on Multimedia Modeling (MMM) ➤ International Conference on Information Fusion (FUSION) ➤ Semantic interoperability conference ➤ RR Web reasoning and rules systems
Conferences, Fairs and Exhibitions
<ul style="list-style-type: none"> ➤ CCWI and HIC Conferences ➤ IWA Conferences ➤ International Conference on Citizen Observatories for Water Management (organized by AAWA)
Conferences and Workshops
<ul style="list-style-type: none"> ➤ Mobile and Ubiquitous Systems: Networking and Services ➤ Cloud Forward Conference ➤ Connected Smart Cities Conference

Table 1. Indicative events where promotional materials can be disseminated

3.1.2 Digital dissemination

Beyond the traditional use of the promotional materials in physical meetings and events, the digital version of the posters and the brochures allows us to widely disseminate them and share them via the project's online channels as the website, social media (Twitter and LinkedIn page), newsletter, as well as other partners' online channels or external ones interested in the aqua3S project.

The aqua3S posters are already featured on the official project's website and can be found and downloaded under the Media tab, as shown below:

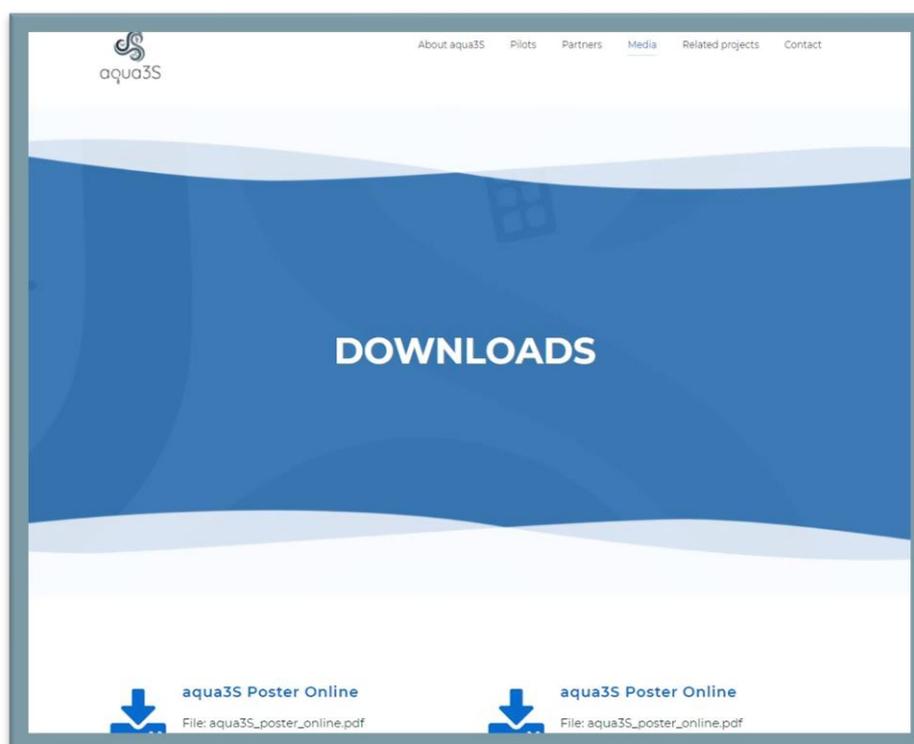


Figure 4. Downloadable area on aqua3S website

At the same time, the posters and the brochures can be used to promote the project's developments via social media campaigns where parts of the brochure/posters will be posted to attract followers' attention and direct them to our website or other sources of information related to the project. The aqua3S newsletter will also feature icons where recipients can click on and download the materials directly to their devices.

Prior to the events organised by aqua3S, the promotional materials can be also sent in digital format through emails or links from the aqua3S website in order to provide participants with a quick informative overview of the project's objectives, its activities and partners involved.

Given the COVID-19 crisis since the beginning of 2020, it is estimated that the promotion and dissemination of the project's materials will be done mainly through digital means as the physical events intended to be organised within this period had to be turned into digital events. Therefore, the online channels seem as best to share the promotional materials created, at the moment. Still though, the promotional materials will remain available in print format as it is expected to be used as such, too, in the future.

4. Conclusion

As demonstrated in the previous sections, the primary goal of task D1.5 ‘Brochures and infoboard’ is to create promotional materials that present the benefits and impact of the project in an easily understandable and captivating way for the general public, has been fully achieved.

Given the importance that print dissemination actions can have for the project’s promotion in all its stages, this deliverable has given a complete overview of the reasons why the development of promotional materials is key for the visibility of the project, of how these materials succeed in reaching out to all the targeted stakeholder groups identified by the project and the means that can be used for print or digital dissemination of these materials. Same time, a comprehensive presentation of all the types of promotional materials developed (poster and brochure) is featured, together with an explanation of their distinctive characteristics (academic vs business etc.).

Taking into consideration that the COVID-19 crisis has impacted the communication and dissemination actions of many EU-funded projects, aqua3S has taken measures to strengthen the online dissemination of its materials through any given opportunity (digital workshops, social media, newsletters, email campaigns etc.) and therefore it runs no risk to be negatively affected. Thanks to the online channels of the project but also of all the partners’ channels, the project is on a good track to disseminate its promotional materials as widely as possible throughout its whole duration, independently of whether it will be in digital or print format.

Annex 1: Academic Poster

ENHANCING STANDARDISATION STRATEGIES TO INTEGRATE INNOVATIVE TECHNOLOGIES FOR SAFETY AND SECURITY IN EXISTING WATER NETWORKS



WHAT IS aqua3S ABOUT?

aqua3S will create much-needed standards to support the safety and the security of drinking water by combining sensor technologies with state-of-the-art detection and analytics mechanisms.

WHAT ARE THE OBJECTIVES?

- Creation of new or update existing standards for the safety and security of drinking water.
- Creation of strategies and methods to be adopted by water facilities for easily integrated water safety solutions.
- Proposition of innovative water safety sensor technologies.
- Creation of early warning methods for water authorities.
- Creation of a problem-recording and new solutions collaborative system.
- Facilitation of authority involvement in water related crises.
- Creation of estimation methods for infrastructure resilience levels.
- Modelisation and classification of crisis events.

WHO ARE THE PARTNERS?



EXPECTED RESULTS & IMPACT

aqua3S aims at creating standardized methods and strategies for all relevant stakeholders by foreseeing the improvement of innovation capacity and integration of knowledge in 5 main areas of innovation:

- ⊙ Innovation in substance detection in water
- ⊙ Innovation in data acquisition from UAVs and earth observation
- ⊙ Innovation in social media monitoring
- ⊙ Innovation in algorithms for threat detection and localisation in the existing water distribution networks
- ⊙ Innovation in crisis management modelling for enhance preparedness

WHERE ARE THE PILOTS?



- 📍 Trieste (IT)
- 📍 Thessaloniki (GR)
- 📍 Paris (FR)
- 📍 Lemesos (CY)
- 📍 Brussels (BE)
- 📍 Sofia (BU)

ADDITIONAL INFO

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📅 01/09/2019 - 01/09/2022

💰 €5,997,067.88



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement № 832876

Annex 2: Business Poster



MAIN CONTRIBUTION

- Standardized methods and strategies for all involved stakeholders regarding water safety and security.
- New customized sensors and integration of already existing ones.
- Data acquisition from UAVs, earth observation satellites and social media.
- Threat detection algorithms and localization in the existing water distribution networks.
- Enhanced preparedness with the modelisation of crisis management scenarios.



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CONSORTIUM



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Annex 3: Brochure



Get In Touch

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1st Prototype Testing






















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Objectives

First aqua3S prototype testing

- Support the Water Authority for monitoring the status of the sensors
- Provide the flood forecast based on risk analysis
- Detect anomalies in the water network
- Become a promising tool for daily assistance
- Raise alerts to users
- Serve as a baseline to build upon for an even more advanced 2nd Prototype!

3 scenarios tested all with **successful** outcomes

3 Locations



TRIESTE



SOFIA



BOTEVGRAD

Pilot case in Trieste: Blackout in wells & transboundary pollution scenario outcomes

- Complete overview of the current situation of the sensors for better monitoring the aqueduct through the 3D map and the analytics tab.
- Comprehensive risk assessment through the flood risk maps.
- Visualization of alerts related to sensors both on the map and on the separate tab in order to immediately notify the involved partners. The alerts are triggered when either a sensor is broken or when a sensor produces values outside the normal range.
- Ability to set up alert thresholds for each sensor.

Pilot case in Sofia: Pollution event scenario outcomes

- Clear overview of the situation in the drinking water network and the dam through the 3D map and the analytics tab.
- Visualization of alerts related to sensors both on the map and on the separate tab in order to immediately notify the involved partners. The alerts are triggered when either a sensor is broken or when a sensor produces values outside the normal range.

Pilot case in Botevgrad: Leakage incident scenario outcomes

- Clear overview of the situation of the reservoir through the 3D map and the analytics tab.
- Visualization of alerts related to sensors both on the map and on the separate tab in order to immediately notify the involved partners. The alerts are triggered when either a sensor is broken or when a sensor produces values outside the normal range.