



## D10.1 – PLAN FOR COMMUNICATION & DISSEMINATION

WP10 – Impact Creation,  
Dissemination and Exploitation

## Document Information

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## 1. Executive summary

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aqua3S is a project that aims to create strategies and methods, enabling water facilities to easily integrate solutions regarding water safety. The project will combine novel technologies in water safety and security, aiming to standardise existing sensor technologies complemented by state-of-the-art detection mechanisms. To attain its overall goal, aqua3S will need to address a number of multidisciplinary and interlinked innovation objectives and to achieve this, Communication & Dissemination activities play a pivotal role.

The Communication & Dissemination strategy aims to suggest a strategic and targeted dissemination plan on how we can promote the activities and results of the aqua3S project, ensuring their long-lasting visibility and impact. This plan aspires to define the goals and objectives of the communication and dissemination actions; the target audiences, stakeholders and interested parties we intend to focus our communication efforts on; the activities, tools and channels that will be used to showcase the aqua3S achievements and research results; the timeline of the communications and dissemination actions; the consortium's role in implementing the dissemination plan and the evaluation and monitoring process that will be put in place.

The Dissemination and Communication plan is a living document that evolves throughout the lifespan of the project. It will be used as a guideline & recommendation source to drive aqua3S communications and dissemination activities, and on this basis, the document will be reviewed and modified as appropriate throughout the project.

## 2. Dissemination & Communication Plan

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### 2.1 Introduction

aqua3S aims to enhance standardisation strategies to integrate innovative technologies for Safety and Security in existing water networks. Drinking water is one of the main risk sources when its safety and security are not ensured. aqua3S combines novel technologies in water safety and security, aiming to standardize existing sensor technologies complemented by state-of-the-art detection mechanisms.

To build up the success of the aqua3S project and ensure the sustainability of aqua3S results in the long run, effective communication and dissemination are crucial. In this regard, the communication and dissemination plan summarizes the actions that will be undertaken within the project to fulfil these objectives. The dissemination strategy comprises the project's three different phases: the first phase covering the first year when the aqua3S prototype will be under development; the second phase covering the second year, when the 1st pilots will start and the prototype will be tested with real users, as well as the third phase covering the 2nd pilot phase, when the prototype will be validated with business and the market.

The major aim of the aqua3S dissemination strategy is on ensuring that the project research and practical outcomes are widely communicated to each target community, at appropriate timing, via appropriate channels, and that those who can contribute to development, evaluation, uptake and exploitation of the aqua3S outcomes will be encouraged to participate. This is exactly what this plan aims to pave the way for. The Communication and Dissemination plan is outlined in detail in the following seven chapters:

Chapter 2: Why we communicate: Goals, objectives and target audiences

Chapter 3: What are the tools and channels to reach aqua3S dissemination objectives.

Chapter 4: How aqua3S tools correspond and reach the appropriate target audiences.

Chapter 5: How aqua3S partners' expertise and role contributes to the strategy's implementation.

Chapter 6: What is the suggested timeline of aqua3S dissemination & communications activities.

Chapter 7: How we monitor and evaluate aqua3S outreach.

### 2.2 Dissemination Goals

aqua3S plan for communication and dissemination revolves around three main goals:

- Ensure and maximise the visibility of the project results.
- Connect with influential stakeholders and develop an aqua3S loyal community of followers and actors.
- Facilitate the market uptake of aqua3S products and services by positioning them and promoting them in relevant forums during and beyond the project's lifetime.

### 2.3 Dissemination Objectives

The cornerstone of the aqua3S success is based on how the goals of the communication and dissemination plan are translated into specific objectives that are then successfully integrated into the daily communication and dissemination activities of the project.

The main objectives of aqua3S are briefly presented as follow:

1. Disseminate the project information on a targeted and customised manner, increasing the visibility of the project through a multichannel communicational approach at a regional, national and international level.
2. 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. (website, leaflets, posters, brochures, banners, social media accounts, newsletters, videos, etc.)
3. Empower targeted stakeholders to take up the project results tested and promoted.
4. Create and enhance the visibility of the project to relevant EU stakeholders.
5. Foster the market introduction of the aqua3S platform and innovative technologies during and beyond the project's lifetime.

## 2.4 aqua3S Framework of Action

Exposure of citizens to potential disasters has led to vulnerable societies that require risk reduction measures. Drinking water is one main source of risk when its safety and security is not ensured. So far, several technologies for the analysis of drinking water have been proposed, but there is a gap on how we could integrate them in the existing water safety networks. To fill this gap, this is where aqua3S project steps in by combining novel technologies in water safety and security, with the aim to standardise existing sensor technologies complemented by state-of the-art detection mechanisms. The project will be executed in three main phases that define the communication and dissemination activities undertaken in each period of time:

‘Awareness-oriented’ phase: This phase covers the first year when the aqua3S prototype will be under development and will be focused on creating visibility and raising awareness among all relevant stakeholders, addressing their needs and start recruiting users.

‘Results-oriented’ phase: This phase covers the second year, when the first pilots will start and the prototype will be tested with real users and will be focused on actively engaging user groups and training pilot users, sharing at the same time widely knowledge and results developed within the project.

‘Market oriented’ phase: This phase covers the 2nd pilot phase, when the prototype will be validated with business and the market, promoting the exploitation of the aqua3S product/service to potential customers and the project's findings to key influencers.

## 2.5 Stakeholders and target audience

The aqua3S project aims to reach out a wide range of audience, from end users and researchers to local authorities and citizens. A representative number from each category will be included in the aqua3S Network of Interest (NoI) and will be involved as described in WP10.

The target audience of aqua3S falls into the main categories described below:

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

### 3. Dissemination & Communication Tools

To ensure the efficiency of the project dissemination plan, a range of communication tools & channels will be used in the context of the three main dissemination actions that will be implemented throughout the duration of the project, namely Digital Dissemination; Face to Face Dissemination and Print Dissemination.

#### 3.1 Digital Dissemination

##### 3.1.1 Project Website (Public & Private)

The aqua3S's website will showcase information about the project's objectives and achievements including the latest news and upcoming activities. It will be a major dissemination channel for all target audiences, as it is the area where any person interested in the project can download documents about the project, such as public deliverables, presentations and any other available dissemination material. The website will be maintained and updated regularly by Water Europe with content and materials provided by all partners.

The website will also include a confidential, private area accessible only for project partners dedicated to managing the internal flow of information.

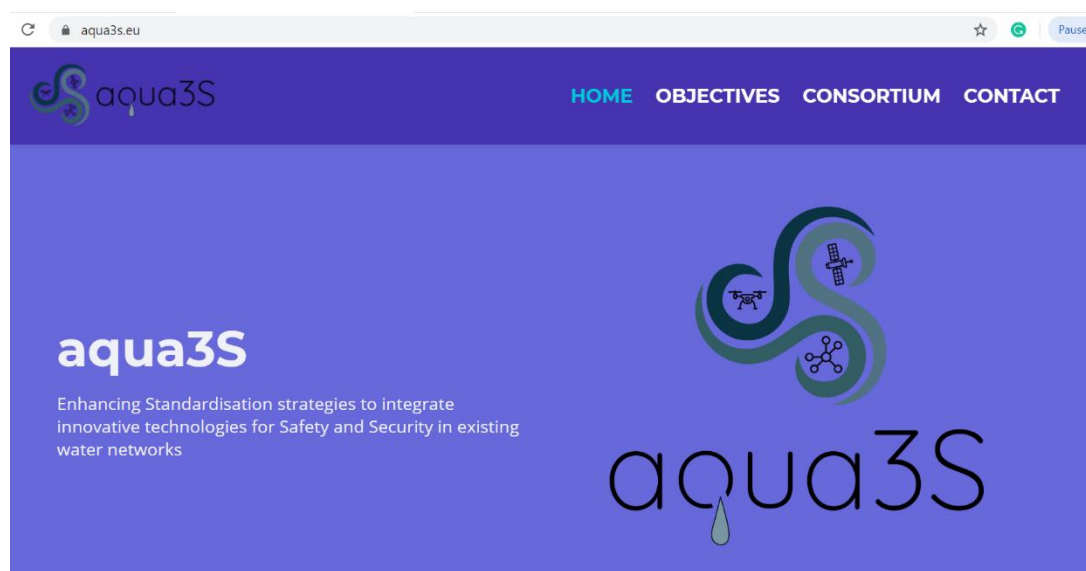


Figure 1. The current version of aqua3S landing page

The aqua3S website is currently under development but web users can already visit its [landing page](#) that contains a short introduction on the project, its objectives, as well as the consortium representatives and contact details.

##### 3.1.2 Social Networking

Social media presence is vital for the project to reach its target audiences and achieve its communication and dissemination objectives. In a social media landscape of ample media platforms available, aqua3S will make use of two powerful channels: Twitter and LinkedIn. The project aims to reach a wide range of audience, from end-users and researchers to local authorities and citizens, and, thus, Twitter and LinkedIn have been identified and selected as the best means to reach out to our target groups; to attract the relevant stakeholders for the project's progress; to increase and maintain our stakeholders' engagement and productivity throughout the whole duration of the project; and to give aqua3S exposure and visibility not only to a European but also a potential global audience of experts interested in aqua3S theme and developments. The aqua3S official channels have been created and can be found at:

Twitter: (@aqua3Seu) → <https://twitter.com/aqua3Seu>

LinkedIn: (aqua3S) → <https://www.linkedin.com/company/29327588/>



Social media will be widely used during the aqua3S project, with relevant information and updates from the project's activities posted on a regular basis, with the aim to create a strong online presence of aqua3S project and build an increasing number of followers.



Figure 2. aqua3S Twitter Page

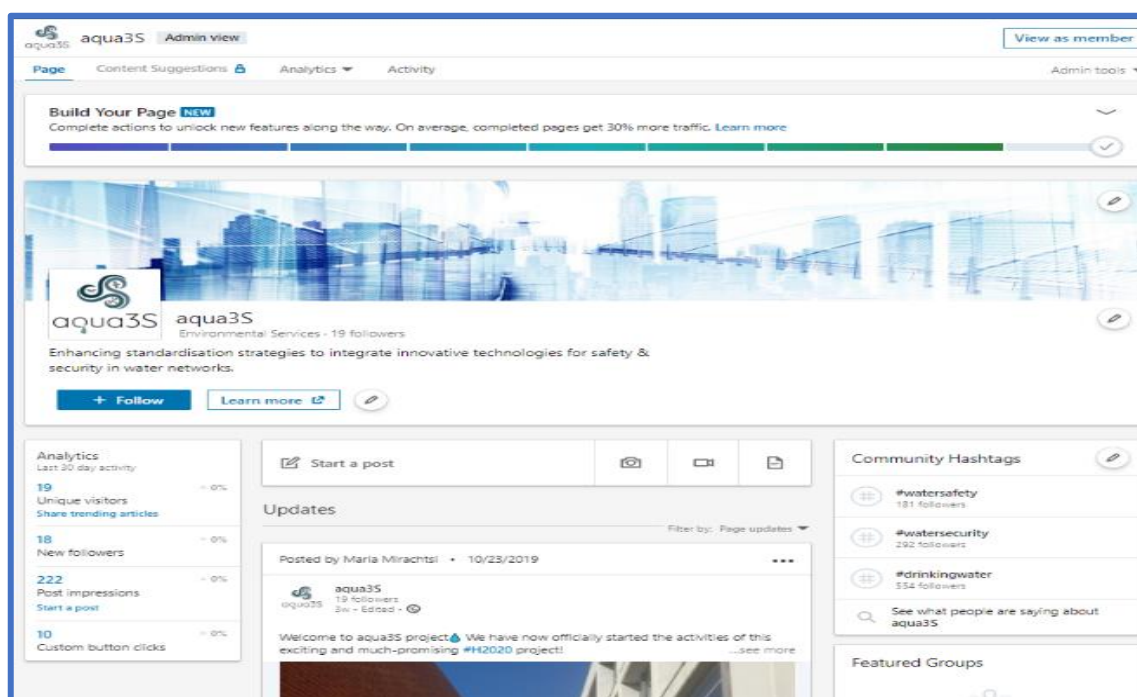


Figure 3. aqua3S LinkedIn page

### 3.1.3 aqua3S video

A video will be developed in the second period of the project to present aqua3S objectives and findings towards first responders and authorities related to civil protection and emergency management. A three minutes' video will summarize the problem targeted, the projects' objectives and expected results. This video will be displayed in events and will also be available online on the project's website and social media. The actual development of the video will be part of the WP10 activities, but partners will be invited to contribute to the project's promotional video by providing content or additional information.

### 3.1.4 Online Publications

To disseminate the project's findings and outcomes, a major effort needs to be placed towards publishing scientific and technical papers in renowned and high impact journals.

In addition, the project will also consider every opportunity to publish its findings and achievements through articles in related technical or other general public magazines, in order to approach an audience as wide as possible.

Here below, an indicative list of indicated journals and online magazines have been developed in order to assist aqua3S partners on sharing their publications.

Name of Journal	Publisher	Aim & Scope
Urban Water Journal	Taylor & Francis	Urban Water Journal provides a forum for the research and professional communities dealing with water systems in the urban environment, directly contributing to the furtherance of sustainable development. Particular emphasis is placed on the analysis of interrelationships and interactions between the individual water systems, urban water bodies and the wider environment. The Journal encourages the adoption of an integrated approach, and system's thinking to solve the numerous problems associated with sustainable urban water management <a href="http://www.tandfonline.com/loi/nurw20">www.tandfonline.com/loi/nurw20</a>
Water Science	Elsevier	Water Science Journal addresses both basic and applied water research, and policy issues of prime interest to the water resources community. The journal seeks to publish significant and novel research on: Irrigation and Drainage, Hydraulics, Hydraulic structures and Machinery, Surface and Groundwater Hydrology, Sediment Transport, Water Quality and Pollution Control, Coastal Protection and Lake/Shore Environment, Climate Change and Geo-Measurements Analysis and Water Socio-Economics <a href="https://www.journals.elsevier.com/water-science">https://www.journals.elsevier.com/water-science</a>
Journal of Water Resources Planning and Management	ASCE	The Journal of Water Resources Planning and Management reports on all phases of planning and management of water resources. The papers examine social, economic, environmental, and administrative concerns relating to the use and conservation of water. Social and environmental objectives in areas such as fish and wildlife management, water-based recreation, and wild and scenic river use are assessed. Developments in computer applications are discussed, as are ecological, cultural, and historical values <a href="https://ascelibrary.org/journal/jwrmd5">https://ascelibrary.org/journal/jwrmd5</a>
Water Security	Elsevier	Water Security aims to publish papers that contribute to a better understanding of the economic, social, biophysical, technological, and institutional influencers of current and future global water security. At the same time the journal intends to stimulate debate, backed by science, with strong interdisciplinary connections. The goal is to publish concise and timely reviews and synthesis articles about research covering the following elements of water security: Shortage, Flooding, Governance, Health and Sanitation. <a href="https://www.sciencedirect.com/journal/water-security">https://www.sciencedirect.com/journal/water-security</a>
City and Environment Interactions	Elsevier	City and Environment Interactions is an international and interdisciplinary rapid open access forum focusing on the interactions between cities and related environmental and climatic pressures. The outcome-related research we publish should tackle the challenges that densely-populated cities (and their wider regions) face in a changing world, as increasing populations live in conurbations. <a href="https://www.journals.elsevier.com/city-and-environment-interactions">https://www.journals.elsevier.com/city-and-environment-interactions</a>

Name of Journal	Publisher	Aim & Scope
Measurement: Sensors	Elsevier	The journal's aim is to provide rapid publication of topical papers featuring practical developments in the field, covering a wide range of application areas, and it will attract a readership from across the industrial and academic research spectrum. The journal seeks to publish progress in research with an emphasis both on the applied and the theoretical aspects, bringing greater recognition to this important area of engineering. Topics covered include: Sensors and sensor systems: Sensor design and evaluation; Sensor systems modelling and evaluation; and Specific applications of sensors and instrumentation. <a href="https://www.journals.elsevier.com/measurement-sensors">https://www.journals.elsevier.com/measurement-sensors</a>
The Journal of Social Media in Society	EJSM	The Journal of Social Media in Society is blind peer-reviewed, open-access, online journal that accepts scholarly articles and book reviews. The journal is devoted to scholarship and commentary on social media and its impact on society. The objective of JSMS is to advance the study of social media with current literature based on theory, research and practice from all methodological frameworks. The journal welcomes papers on all aspects of social media, such as interactive online platforms and mobile technologies used to connect, share, discuss, and collaborate. <a href="https://www.thejsms.org/">https://www.thejsms.org/</a>
Water — Open Access Journal	MDPI	Water (ISSN 2073-4441) is an international and interdisciplinary open-access journal covering all aspects of water, including water science, technology, management and governance. It publishes original research papers, critical reviews and short communications. There is no restriction on the length of the papers <a href="http://www.mdpi.com/journal/water">www.mdpi.com/journal/water</a>
International Journal of Disaster Risk Reduction	Elsevier	The International Journal of Disaster Risk Reduction (IJDRR) is the journal for researchers, policymakers and practitioners across diverse disciplines: Earth Sciences in its entirety; Environmental Sciences; Engineering; Urban Studies; Geography; and Social sciences. IJDRR publishes fundamental and applied research, critical reviews, policy papers and case studies focusing on multidisciplinary research aiming to reduce the impact of natural and technological disasters. IJDRR stimulates exchange of ideas and knowledge transfer on disaster research, mitigation, adaptation, prevention and risk reduction at all geographical scales: local, national and international. <a href="https://www.journals.elsevier.com/international-journal-of-disaster-risk-reduction/">https://www.journals.elsevier.com/international-journal-of-disaster-risk-reduction/</a>

**Table 1. Indicative list of potential Journals**

### 3.1.5 Newsletters

An electronic newsletter will be published on an annual basis, covering all the developments and news of the project, to inform and reach out to all the aqua3S targeted audiences. The newsletter will cover issues from aqua3S technical advancements, results, achievements to workshops, events and new publications. aqua3S WP10 Leadership team will be collecting inputs from partners on a regular basis in order to release a subscription-based newsletter to the interested audiences. The website will give the option to interested parties to subscribe to aqua3S news updates.

In parallel with this, media contacts will be used to widely circulate the important news or results of the project to important stakeholders interested in the project's theme. An indicative list of potential media/forums to approach with targeted information is featured on Appendix.

## 3.2 Face to Face Dissemination

To effectively ensure visibility of the project and establish important connections throughout the lifespan of the project, as well as to turn the project's results into concrete value and impact after its end, the aqua3S consortium's partners will be strongly engaged in face to face dissemination activities. They will organise and attend several events, ranging from conferences and exhibitions to infodays, workshops and meetings, contributing this way to the project's wide outreach and impact.

### 3.2.1 aqua3S Workshop and events

This task involves the participation and the setting up of project meetings and technical forum/workshops as well as conferences. Aiming at raising awareness and support the dissemination of the project activities, aqua3S partners will organize six events. There will be six Infodays training organized by the partners who lead the pilots. Each pilot will have to organize at least two Infodays in a purpose of training stakeholders on using the aqua3S platform. These info days will take place at the respective partner headquarters. Invitations and mailing campaign will be sent out at least three months before the infoday to maximize participation of key stakeholders and research bodies that are not directly involved in the project or in the external stakeholder consortium.

aqua3S Official Infoday: Nearly at the end of the project, an infoday will be organized in Brussels, Belgium in order to share experiences and lessons learned from stakeholders and disseminate the project's results and success stories to all the target audiences.

### 3.2.2 Participation in European and International Conference

Exposure in European and International conferences contributes significantly to the project's outreach. During the project, each partner will need participate in at least 6 conferences. An indicative list of events and occasions that can be of interest for aqua3S consortium are detailed in the following table:

WP	Event
3	<b>Conferences:</b> 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)
4	<b>Conferences:</b> 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
5,6	<b>Conferences, Fairs and Exhibitions:</b> CCWI and HIC Conferences, IWA Conferences, International Conference on Citizen Observatories for Water Management (organized by AAWA)
7	<b>Conferences and Workshops:</b> Mobile and Ubiquitous Systems: Networking and Services, Cloud Forward Conference, Connected Smart Cities Conference

**Table 2. Indicative list of relevant events**

## 3.3 Print Dissemination

aqua3S acknowledges the importance of print dissemination actions to promote the projects' results to stakeholders in a professional and engaging way. A series of attractive promotional materials both in traditional and in electronic format (brochures, posters and infoboards) will be prepared to promote the project's innovations. There will be displayed and shared during conferences and aqua3S workshops.

### 3.3.1 Brochure & posters

aqua3S brochures and posters will be produced to present the benefits and impact of the project in an easily-understandable and captivating way for the general public. An introduction about the project, as well as brief

information concerning every technology involved in the project, along with tasks in progress will be featured in the brochures.

A different set of brochures, including graphical content and infographics, with an overall presentation of the project will be also developed for potential pilot users.

## 4. Dissemination Tools & Stakeholders' Matrix

The following table aims to outline all the tools and channels of the project mentioned in Chapter 3, matched with the target audiences that are intended to reach.

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 3. Dissemination Tools for aqua3S target audiences

## 5. Division of Responsibilities

Effective communication can only be ensured if based on a joint effort across the board; all partners are therefore expected to be actively involved in realising the dissemination plan. The suggested division of responsibilities for these activities are shown below.

aqua3S partners	Main Dissemination activities for the upcoming years	Target audience
CERTH	<ul style="list-style-type: none"> <li>Publications in scientific journals and conferences;</li> <li>Organization and Participation in workshops and conferences;</li> <li>Contribution to dissemination material content</li> </ul>	Scientific community/ICT community/Users of EO-related products/Local authorities, agencies/Public and private sector/SMEs
VVQ	<ul style="list-style-type: none"> <li>Participation in international conferences, organization of workshops for water companies and homeland security, contribution to dissemination material content</li> </ul>	Water companies/Homeland security
WBL	<ul style="list-style-type: none"> <li>Contribution to dissemination material content, distribute information about the project through the internal newsletter and external communication channels (web, social media).</li> </ul>	Local and Regional Stakeholders
DRAXIS	<ul style="list-style-type: none"> <li>Social networks, Publications in conferences/journals, Networking and clustering activities, Communication with potential clients.</li> </ul>	Governmental Agencies/Local and Regional Authorities/ Local and Regional Stakeholders/ Researchers and big data analysts/ Service providers/ICT industry
CENTRIC	<ul style="list-style-type: none"> <li>Publications in scientific journals and conferences,</li> <li>Participation and organisation of workshops and conferences,</li> <li>Contribution to dissemination material content</li> <li>Incorporation of findings and practice in taught undergraduate and postgraduate courses via CENTRIC at security and policing events, publications and activities.</li> </ul>	Scientific and technological community
FZU	<ul style="list-style-type: none"> <li>Publications in scientific journals and conferences</li> <li>Organisation and Participation in workshops and conferences</li> <li>Contribution to dissemination material content.</li> </ul>	End users of sensor technology.
MIRS	<ul style="list-style-type: none"> <li>Disseminate project information at MIRS's website;</li> <li>Participation in workshops and conferences.</li> </ul>	Commercial and scientific clients/ SMEs/ National authorities and agencies/LEAs/Defence stakeholders
AAWA	<ul style="list-style-type: none"> <li>Publications in scientific journals and conferences;</li> <li>Organisation and Participation in workshops and conferences;</li> <li>Contribution to dissemination material content.</li> </ul>	Science and technology group/Stakeholders involved in water resources planning/Homeland security

EYATH	<ul style="list-style-type: none"> <li>• Participation in workshops, international conferences (such as International Conference on Water Loss Reduction in Water Supply Systems, the Danube Water Conference), fairs and exhibitions,</li> <li>• Contribution to dissemination material content,</li> <li>• Distribute information about the project through the internal newsletter and external communication channels (web, social media).</li> </ul>	Municipalities/ WSS operators/ Stakeholders involved in homeland security/ Respective ministries
UNEXE	<ul style="list-style-type: none"> <li>• UNEXE will organize special sessions in International Conferences (e.g. HIC, WDSA, CCWI, IAHR, IWA specialized conferences) and special issues in journals (e.g. Hydro informatics, Urban Water, ASCE journals and STOTEN). Also, they will act as links with the ICT4WATER [8] cluster (leading) and Water Europe [9], and will engage with the most closely related EIP Working Group.</li> </ul>	Scientific and technological community
AAA	<ul style="list-style-type: none"> <li>• Implementation of water safety plan and dissemination with other water companies that manage the water cycle.</li> </ul>	Multiutilities (e.g. Municipalities Health Minister)/ All the stakeholders involved in the water cycle.
BDI	<ul style="list-style-type: none"> <li>• BDI will exploit its links to many EDA and NATO STO activities and international projects to disseminate aqua3S and will organize a number of special sessions/tracks focused on aqua3S data and findings under the Military Technology and System (MT&amp;S) conference, organized and hosted by BDI, and the defense, antiterrorism and security exhibition HEMUS organized under the auspices of the Defense Ministry of Bulgaria. EDA captech member and experts, Military S&amp;T groups, NATO STO panels and research task groups, subject matter experts in Bulgarian Armed Forces.</li> </ul>	EDA captech member and experts/ Military S&T groups (NATO STO panels and research task groups, subject matter experts in Bulgarian Armed Forces).
3S	<ul style="list-style-type: none"> <li>• 3S Implementation of water safety plan and dissemination with other water companies that manage the water cycle (SUEZ) Social networks, Publications in conferences/journals, Networking and clustering activities, Communication with potential clients (3S).</li> </ul>	Public agencies/ Municipalities/Health Minister All the stakeholders involved in the water cycle
ICCS	<ul style="list-style-type: none"> <li>• Publications in scientific journals and conferences;</li> <li>• Participation in workshops and conferences</li> <li>• Contribution to dissemination material content</li> <li>• Discussions in fora, committees &amp; organizations.</li> </ul>	End users of sensor technology/ Science and technology group, stakeholders involved in water resources planning and homeland security.
SOFYISK	<ul style="list-style-type: none"> <li>• Implementation of water safety plan and dissemination with other water companies that manage the water cycle.</li> </ul>	Public agencies, Municipalities, Health Minister All the stakeholders involved in the water cycle.



EVERIS	<ul style="list-style-type: none"> <li>• Publications in international conferences;</li> <li>• Presence in conferences related to the IoT and Security</li> <li>• Organisation of demos and workshops;</li> <li>• Participation in high impact industrial events and fairs. Liaison with the European Commission to include the outcomes of the project in the catalogue of open source solutions (ISA).</li> </ul>	All stakeholders at international, european, national and local levels.
Water Europe	<ul style="list-style-type: none"> <li>• Implementation of the communication, dissemination and networking actions by: 1) producing a communication and dissemination plan; 2) defining the project's corporate branding; 3) developing the project website; 4) producing different dissemination materials and 5) participating and organizing different different networking activities.</li> </ul>	All stakeholders
TRI	<ul style="list-style-type: none"> <li>• Presenting at conferences and working groups, such as Ecocity Forum or the European Environmental Board Annual Conference. 1 publication in stakeholder journals, such as Environmental Justice, or Water Resources Management 1 peer-reviewed publication in a journal such as Orbit Journal or the Journal of Responsible Innovation.</li> </ul>	Environmental and water activists, citizen rights organisations/ researchers and designers engaged in RRI around water challenges
SVK	<ul style="list-style-type: none"> <li>• Implementation of water safety plan and dissemination with other water companies that manage the water cycle.</li> </ul>	Public agencies, Municipalities, Health Minister/ All the stakeholders involved in the water cycle
RCM	<ul style="list-style-type: none"> <li>• Implementation of water safety plan and dissemination with other water companies that manage the water cycle.</li> </ul>	Public agencies, Municipalities, Health Minister All the stakeholders involved in the water cycle
LHA2	<ul style="list-style-type: none"> <li>• Contribution to dissemination material content, distribute information about the project through the internal newsletter and external communication channels (web, social media).</li> </ul>	Local and Regional Stakeholders
USTUTT	<ul style="list-style-type: none"> <li>• Contributions to national and international conferences, journal papers and the InSiDE magazine (released by the German Gauss Centre for Supercomputing and distributed world-wide);</li> <li>• Presentation of aqua3S information material (e.g. flyers, posters, electronic slide sets, etc.), by means of dedicated booths in major conferences, e.g. the SuperComputing and the International SuperComputing conferences.</li> </ul>	Scientific community/ICT community/National and international conferences
EGM	<ul style="list-style-type: none"> <li>• Standardisation bodies, Social networks, Publications in conferences/journals, Networking and clustering activities, Communication with potential clients.</li> </ul>	Governmental Agencies/Local and Regional Authorities/Local and Regional Stakeholders

**Table 4. Division of Dissemination Responsibilities across the whole consortium**

## 6. Dissemination Timeline

In correspondence to the aqua3S three stages, the suggested timeline below schedules the implementation of the main communications and dissemination actions over the period of three years. Some actions are ongoing from the beginning until the end of the project (e.g. the website development and maintenance, networking events), some others are initiated into a specific timeframe but then last until the project's closure (e.g. video development, brochures), while others will be executed within a given period, as the realisation of the final project's infoday. The first activity outlined below is the communication and dissemination plan which will be ready by month 3 but will be reviewed on an annual basis.

	Y1												Y2												Y3											
Activities	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Comm & Dissem. Plan																																				
Corporate Identity & Logo																																				
Website																																				
Social Media																																				
Brochure & Infoboard																																				
Newsletters																																				
Online Publications																																				
Project’s Video																																				
Training Infodays/Workshops																																				
Conferences/Networking Events																																				
Final aqua3S Infoday																																				

Table 5. Dissemination Timeline

## 7. Assessment Strategy

The table below presents the performance of the dissemination tools through the KPIs, and the WP10 leader will be constantly monitoring the execution of the following objectives through updating the respective KPI as the project progresses.

Tools	Parameter	KPIs
Website	Number of visits	Google Analytics: 20% of visits for each year counting the average of downloads rate.
Workshop	Number of workshops, participants/workshops by target group	4 workshops: 1 scientific workshop collocated with a well-reputed conference with at least 20 participants and 3 workshops (roadshow events) focusing on aqua3S demonstration to security authorities
Publications on open access scientific Journals	Number of publications	At least 15 scientific or academic open access
Newsletters	Issues/subscribers	TBD
Leaflets, brochures, presentations	Leaflets/brochures/presentations/videos	TBD
Social media (Twitter, LinkedIn)	Followers/retweets/comments/Number of Groups/active discussions forum/tags/likes/etc.	Two to four posts per month across all social media platforms.
Communities of Practice	Number of meetings	TBD
Final Stakeholder Forum	Number of participants	50 participants

Table 6. Tools and Proposed Performance Indicators

## 8. Appendix I

Organization Name	Website Link
Revolve Water	<a href="https://revolve.media/">https://revolve.media/</a>
Circle of Blue	<a href="https://www.circleofblue.org/">https://www.circleofblue.org/</a>
IAGua/Smartwatermagazine	<a href="https://www.iagua.es/">https://www.iagua.es/</a>
European energy innovation magazine	<a href="http://www.europeanenergyinnovation.eu/">http://www.europeanenergyinnovation.eu/</a>
Global Water Forum	<a href="http://www.globalwaterforum.org/">http://www.globalwaterforum.org/</a>
Global Water Intel	<a href="https://www.globalwaterintel.com/">https://www.globalwaterintel.com/</a>
The Water Network	<a href="https://thewaternetwork.com/">https://thewaternetwork.com/</a>
Climate Alliance	<a href="https://www.climatealliance.org/home.html">https://www.climatealliance.org/home.html</a>
SWAN	<a href="https://www.swan-forum.com/">https://www.swan-forum.com/</a>
GWP	<a href="https://www.gwp.org/">https://www.gwp.org/</a>

Table 7. Indicative list of media organizations

## 9. Annex

### Annex 1 – aqua3S visual identity

Simple, easily-recognizable and self-explanatory are the three core elements of a good brand identity. Among five options, the project's consortium selected the logo that best defines and symbolizes the project's nature and objectives, and on this basis, Water Europe has developed all project's templates and a detailed Visual Identity Style Guide. To ensure that the project has a coordinated visual identity and a consistent 'look and feel' across all channels, all partners will have to make use of the guidelines and templates provided. On the same note, all project's materials whether printed or digital, should be produced according these guidelines that best reflect the project's identity.



Figure 4. aqua3S logo



Figure 5. aqua3S templates

## Annex 2: WP10 Communication & Dissemination- related Deliverables

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (in months)
D10.1	Plan for communication and dissemination.	17 – Water Europe	Report	Public	3
D10.2	Corporate identity and logo	17 – Water Europe	Other	Public	3
D10.3	Project Website	17 – Water Europe	Websites, patents filling, etc.	Public	6
D10.5	Brochure and Infoboard	17 – Water Europe	Other	Public	18
D10.9	Video	17 – Water Europe	Other	Public	24
D10.10	Final networking report, communication and dissemination activities	17 – Water Europe	Report	Public	36