



## Resilient Water Innovation for Smart Economy

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## VERSIONING & CONTRIBUTION HISTORY

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1.1	11/02/2021	Garbiñe González	We added some Partners' suggestions
1.2	24/02/2021	Antonio Menendez, Frank Rogalla	Final revision
<b>2.0</b>	26/02/2021	Garbiñe González	Final version



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## 1 EXECUTIVE SUMMARY

This document is the **Deliverable 1.4 Communication Plan** of the Work Package 1 – **Coordination, Management & Communication** of the project **REsilient Water Innovation for Smart Economy (REWAISE)**, funded by the European Commission under the call H2020-SC5-2019-2, Building a water-smart economy and society topic under the grant agreement no. 869496.

In accordance with the H2020 Online Manual<sup>1</sup>, REWAISE must communicate and promote the project and its results, “providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner”. Since REWAISE is a Research and Innovation Action, Communication activities will focus on giving visibility to the project for the general public, at the same time that works on keeping updated those stakeholders from the water industry to promote the future uptake and an efficient development of the industry.

### 1.1 DESCRIPTION OF TASK

The aim of Task 1.2 is to define and execute a Communication Plan in close cooperation with all partners that will ensure the design, implementation and follow-up of an efficient communication strategy, tailored to the needs of target audience with the aim to maximise the project visibility. This will entail the following subtasks:

- Mapping of Key Messages and targeted audiences.
- To develop a detailed Communication Plan.
- Development of corporate identity and corporate materials: project logo, project presentation and templates, visual guide.
- Design of the project web site in consistency with the layout produced. It will contain general project information, as well as information about project results, news on the project activities, information on the consortium members, etc., including all the public deliverables, and it will be updated on a regular basis during the project life and afterwards.
- Arrangement of the two-level access to the web site (public and internal).
- Design and produce a periodical newsletter. It will be linked to the project's website, where a newsletter subscription form will be included.
- A LinkedIn page together with other social media channels (Twitter and YouTube) will be created to disseminate the project development, outputs, and main findings.

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<sup>1</sup> [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm)



- Design and production of promotional material to present the objectives and expected results from REWAISE. This material will be in digital and printed format, to be distributed at conferences and other events, and will include brochures, leaflets and posters.
- Production of a promotional video explaining project objectives and goals, to illustrate the scientific and practical benefits resulting straight from the outcomes of the project.
- Preparation and update of media release, available at the project website, and articles to be published in non-scientific or specialised journals and blogs
- Presentation of results in conferences, fairs, workshops and events.
- To establish and execute communication monitoring actions.
- To establish common communication actions as well as synergies with other EU co-funded projects in the Call SC5-04-2019.

Some subtasks have been already completed and some others are ongoing according to the expected work plan.

Figure 1 Work Plan

TASK	2020	2021	2022	2023	2024	2025
Communication Plan Definition	█					
Visual Identity	█					
Website	█	█	█	█	█	█
Social Media Profiles	█	█	█	█	█	█
Material for Dissemination purposes*		█		█		█
Press Release*	█		█		█	█
Videos*		█		█	█	█
Newsletter		█	█	█	█	█
Monitoring Actions	█	█	█	█	█	█

\* Approximate dates: they have been defined based on the public deliverables but will be adapted to the project needs



## 2 OBJECTIVES

Since REWAISE project results are envisaged to be potentially exploited in the context of creating a new “smart water ecosystem”, **the general public awareness of the project and technologies used or developed within its scope shall be appropriately addressed in the project communication activities.**

To ensure the best visibility of the project and to ensure its communication objectives the REWAISE *Communication Plan* should undertake the following activities:

1. Create a visible and distinguishable **visual identity** of the project to make it easily recognisable in a way that all the communicative actions undertaken during the project are traceable.
2. Deploy a **media planning** to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience, having the expected impact.
3. Make an intense **follow-up** of the communication plan deployment, ensuring its correct functioning and making the necessary corrections when it is needed.
4. **Lay out the communication activities** among all the partners to ensure a correct deployment of the strategy.
5. **Coordinate with external stakeholders**, such as related projects, institutions, and media to ensure a high outreach of the communication activities.

### 2.1 STRATEGIC OBJECTIVES

The general objective of this *Communication Plan* is set up by three strategic objectives that will help the project to reach the main goal:

- Communicate the REWAISE project and its outcomes.
- Reach the target audiences and foster their interest in the project.
- Broadcast to the general public the future benefits of the consecution of this project.

These objectives will be connected to the obligation established by the European Commission in the Grant Agreement, article `38.1.1 *Obligation to promote the action and its results*' and the recommendations made by INEA for the communication activities as a purpose:

- Raise awareness & visibility
- Attract the best experts to the team
- Network with other funded projects
- Promote the activities
- Create market demand for the product/s
- Help raise funds for follow-up projects
- Exchange know-how and results
- Report to citizens on how their money is spent
- Prove to decision makers that investing in Horizon 2020 was a good idea
- Dialogue with policy makers, stakeholders, citizen's associations will be sought to demonstrate benefits for the society, industry and user community.



## 2.2 OPERATIONAL OBJECTIVES

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To reach the above-mentioned objectives, it will be necessary to set the following operational objectives that must be undertaken in this *Communication Plan*:

- Have a complete handbook to help the consortium members identify when an issue must be communicated, and which are the steps and responsibilities for that purpose. All project information is confidential and will have to be communicated to the Management Committee before being published.
- Identify the main communication activities and lines of action to be carried out throughout the course of the project, planning, and coordinating all the efforts.
- Set the targeted audiences, the main partners, the key messages, and the principal media on which REWAISE communication activities will focus.
- As stated in the Consortium Agreement, every scientific publication has to be announced and shared with the consortium **45 days before publication**, leaving **30 days** for possible replies.



### 3 METHODOLOGY

The methodology used for the development of the REWAISE *Communication Plan* reflects the purpose for which it was designed. Above all, this plan is a practical tool to be used by all partners to develop their individual and collective communication activities efficiently, and contribute to the global objective of the project. It has been made considering the "*Communicating EU research and innovation guidance for project participants*"<sup>2</sup> document.

The development of this Plan involves interaction among all the partners. Figure 2 presents the main steps for the development of the Communication Plan.

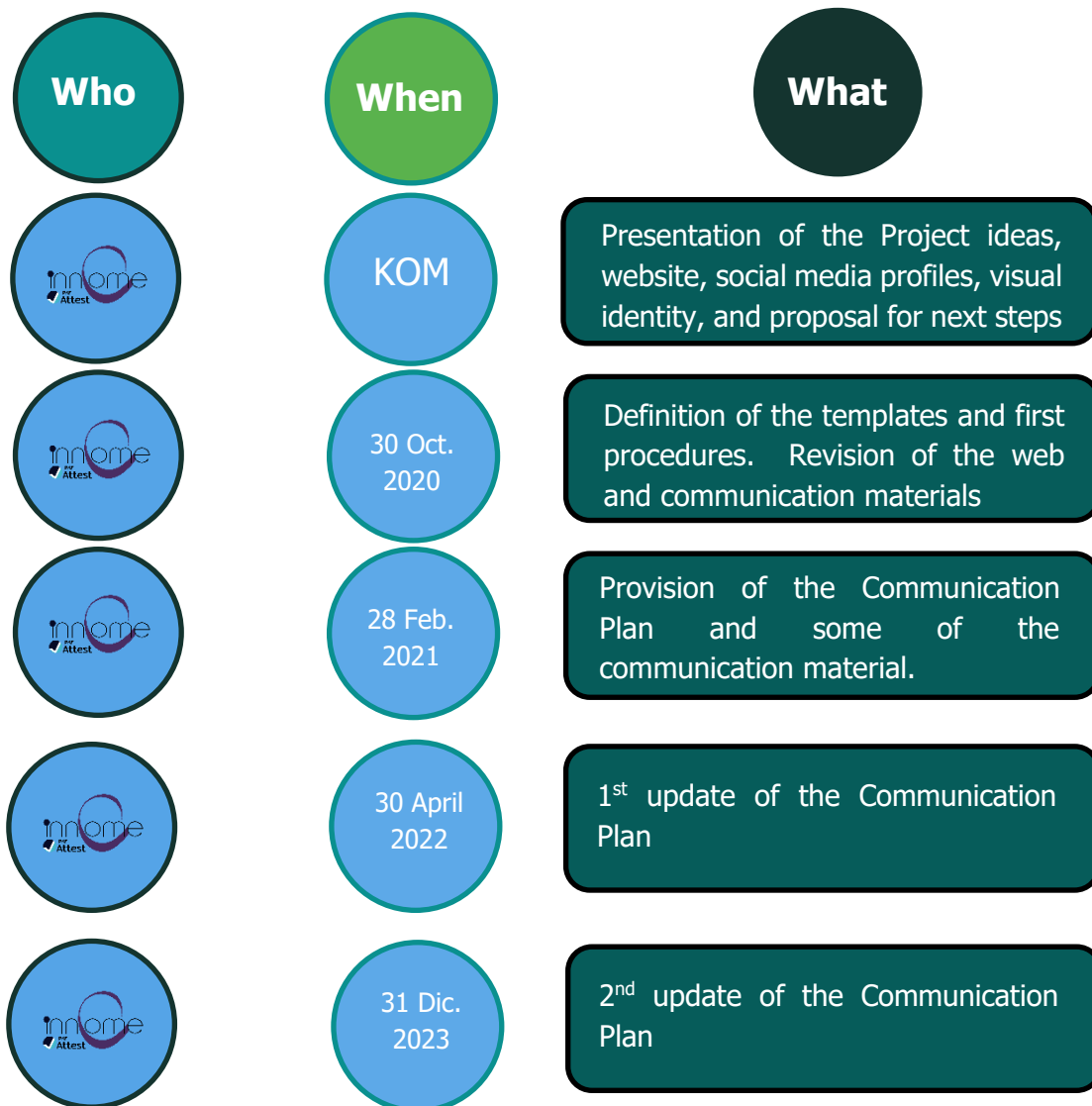


Figure 2 Steps for the development of REWAISE Communication Plan

<sup>2</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)



The *Communication Plan* attends to the potentialities and strengths of the project partners. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals and institutions that should be enrolled in the project and of the best way to do it. In addition, most of the partners have access to relevant networks that can be used to **reach different target audiences** and better communicate the project assets.

This plan will be reviewed two times, so partners will be requested to send their feedback and information about the next planned activities and results of the activities carried out. More detailed information on this process is included in Section 9 “Monitoring”. To be able to define and execute the Communication Plan, the following media available in relation with the project resources will be used:

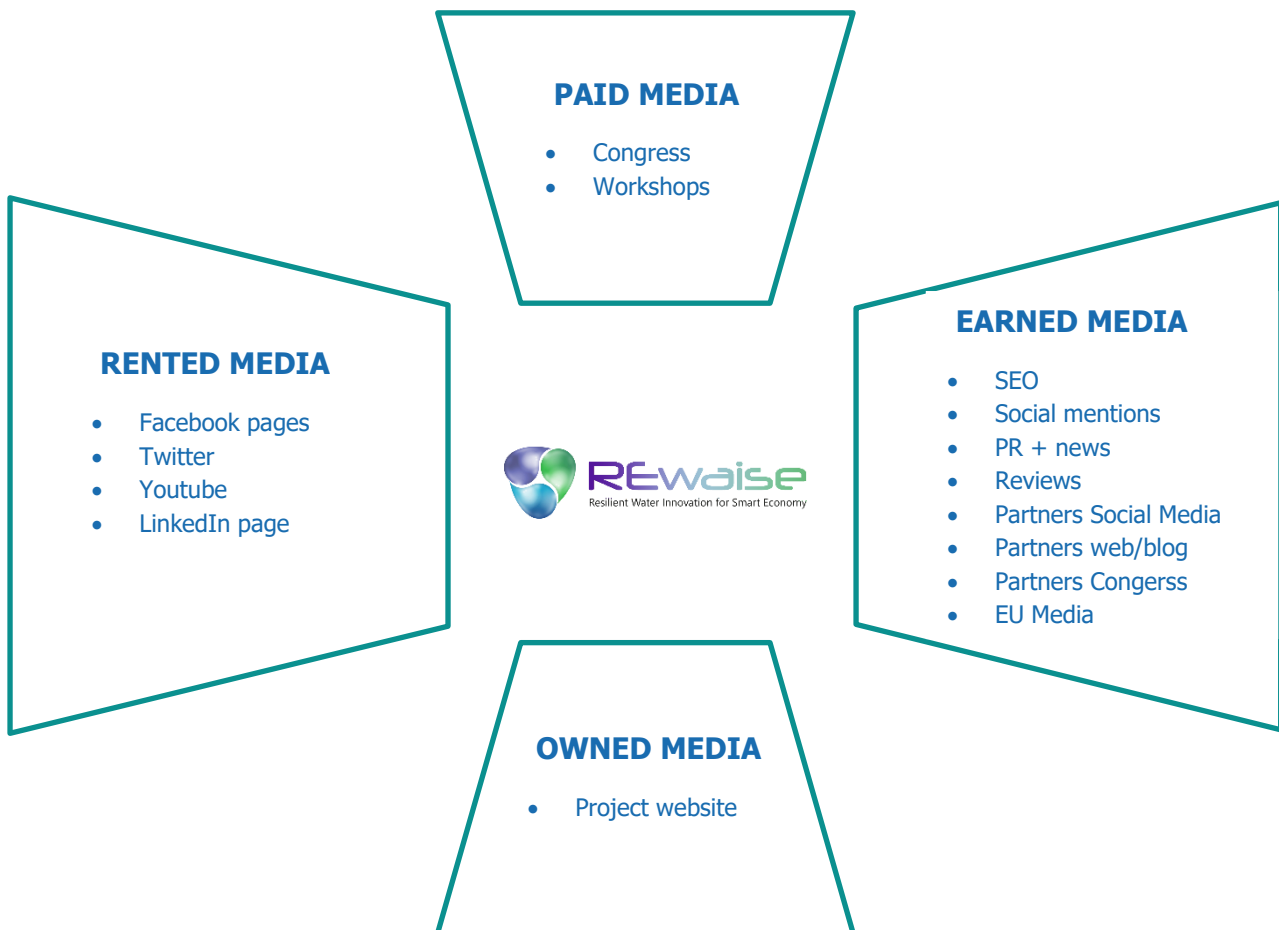


Figure 3 Project media distribution



## 4 WHAT TO COMMUNICATE

### 4.1 THE VALUE OF THIS PROJECT

The REWAISE project will create a new “**smart water ecosystem**”, integrating a **digital framework** for decentralized water services, involving all relevant **stakeholders** to achieve a **sustainable hydrological cycle, reducing freshwater use** and **recovering energy, nutrients and materials** from water.

A network of **nine living labs** distributed around Europe and lead by major water utilities, will provide **real and large-scale operational environments** to implement technological innovations and new water governance methods. REWAISE will boost **new business niches**, incentivising water-related **investments**, and accelerating **SME growth**.

REWAISE will reveal the **full Value of Water**, considering three key factors of the economic and societal value generated by integral water cycles:

- **Value in water**, accomplished by extracting and putting to beneficial use dissolved substances such as nutrients, minerals, chemicals and metals, as well as organic matter and energy, embedded in raw and used water streams.
- **Value from water** that expresses the importance of water for economic activities and related businesses of the water sector.
- **Value through water**, considering the societal, health and wellbeing functions of water, as it enables almost all our economic activities, and most products have a significant water footprint: energy and transportation depend on it.

### 4.2 KEY MESSAGES

REWAISE has some relevant messages to be shared from the very beginning of the project, and other ones will be added on the revision of this Communication Plan once the research is finished and there are some results and conclusions.

The nature of the messages will be targeted to a different audience and will have a different thematic adapting to each of the objectives settle in this Communication Plan.

The key messages are slightly revised to better reflect what the audience should remember of the project. From the very beginning, and until the first deliverables will be accessible and ready to disseminate, the key messages will be focused on four major assets of the project:

#### **Main message:**

***REWAISE proposes a smart water ecosystem to reveal the true value of water***



## **A. CITIZENS & USERS COMMUNITIES, AND GENERAL PUBLIC PILLAR KEY MESSAGES**

- The increase in population and our actual use of water will lead to intense water scarcity in the next 10 years. Only a sustainability scenario will have low water stress for Europe.
- Water scarcity is not only related to environmental and human issues, but also has consequences on many economic activities, whereby water scarcity directly affects economic growth.
- REWAISE proposes a holistic view of the water system, based on intelligent water management that delivers economic benefits while respecting the environment by matching the economic functions of water supply and demand.
- REWAISE will rely on a network of 9 living labs to test its innovative technologies and operational strategies. The concepts developed in these labs will be scalable and replicable in other municipalities and public services in Europe and worldwide.
- These 9 living labs are grouped in 3 main hubs according to hydro-logical resources and needs, depending on geography and climate:
  - Mediterranean Hub
  - Atlantic Hub
  - Continental Hub
- REWAISE will reduce freshwater consumption by >30%, making available alternative water sources.
- REWAISE will achieve a zero-carbon water cycle service, and generate value from nutrients and materials
- REWAISE aims to engage the community in new economic models, creating recurrent activities and employment.

## **B. SCIENTIFIC COMMUNITY PILLAR KEY MESSAGES**

- REWAISE will achieve zero carbon water services by optimised processes:
  - i. Biogas generation directly from industrial and urban WW with Anaerobic Membrane Bioreactor (AnMBR) and from food industry residuals (co-digestion of meat and fish wastes), initially set to be placed in Vigo, Spain.
  - ii. H<sub>2</sub> production by low-energy electrolysis from NH<sub>3</sub> in industrial and urban WW.
  - iii. Upgrading Biogas to Vehicle Biofuel.



- REWAISE will minimise energy consumption in water collection, treatment, transport and distribution through these three strategies:
  - i. Low energy solar desalination, reducing energy needs by a factor of 8 (from 3-4 kWh/m<sup>3</sup> for seawater desalination by Reverse Osmosis (RO) to 0.5 kWh/m<sup>3</sup>), enabling the exploitation of saline water sources.
  - ii. Up to 25% reduction of pumping energy by automatic and dynamic pressure allocation adjusted to demand.
  - iii. Advanced control of treatment plants with cognitive analytics, using economics-based coordination within the water cycle, reducing energy, and chemicals by 25%, leading to fit-for-purpose treatment.
- REWAISE will demonstrate innovative recovery of raw materials, minerals from desalination and nutrients by:
  - i. Extracting Critical Raw Materials (CRM) from brines by selective precipitation of Lithium (Li44) and Magnesium, producing iron-sulfates, calcium-carbonate, chloride and other salts (-90% recovery: Na<sub>2</sub>SO<sub>4</sub>, NaCl, gypsum, Fe-Ca salts, ettringite) for reuse in industry, agriculture, balneotherapy, etc.
  - ii. Efficient production of biopolymers from WW organic matter (~85% eff. per step, > 0.4 g PHA/g subst.).
  - iii. Production of fertilisers (> 90% NPK recovery) from Wastewater (WW) with concentrated NH<sub>3</sub> solutions and precipitation of Struvite (Magnesium-Ammonium-Phosphate) and Vivianite.
- REWAISE works towards a better society, applying all scientific advances in water use and management for a fairer, healthier and more sustainable society.

### **C. BUSINESS EXPERTISE PILLAR KEY MESSAGES**

- REWAISE will optimize service costs, efficient use of resources, create new markets and jobs integrated in new value chains and improve competitiveness by new business models, cost benefit analysis (CBA) and innovative replication.
- REWAISE will contribute to mobilize water-related investments to update infrastructures that ensure safety of water resources. Innovative concepts such as crowdfunding, funding cooperatives... will boost investment potential.
- REWAISE will connect innovations to users and clients, by large scale demonstration and verification with EU Environmental Technology Verification (ETV), to strengthen market position, growing companies and employment.



- REWAISE aims to create new market niches. To this end, it will implement the following strategies:
  - i. Improve market acceptance of new raw material production, handling and logistics of recycled products.
  - ii. Introduce innovative processes for water treatment, energy and product generation into the market.
  - iii. Identify bottlenecks in market uptake and implement strategies to overcome them (e.g. Innovation Deals).
- REWAISE will create a digital framework for distributed management of the water cycle and generate new opportunities for the IT-water industry. The solutions will be aligned with the interests and needs of the community and users.

#### **D. PUBLIC AUTHORITIES AND AGENCIES PILLAR KEY MESSAGES**

- REWAISE will develop a common digital framework for distributed management of the water cycle, adaptable to different users such as city planners, politicians & consumers.
- It will select the most appropriate regulatory platform to integrate the water sector to established IT standards and allow operation of modules for smart distributed, connecting data from different sources.
- REWAISE will develop new governance models that favour policy and regulatory changes.
- REWAISE aims to redefine regulatory frameworks and governance to remove legal barriers to innovations, improve policies for the implementation of the principles and objectives of the EU Water Framework Directive, the EIP Water and the WssTP Vision, as well as circular economy policies.
- REWAISE embraces the UN SDGs by achieving indicators for water and sanitation (SDG6), resilient infrastructure (SDG9), sustainable urban services (SDG11) and environmentally compatible production and consumption patterns (SDG12).



## 5 TARGET GROUPS

REWAISE project communications will extend from the most technical and experienced community working on water innovation and circular economy, to the general public, going through other fields directly concerned by the project results.

REWAISE project audiences will be segmented in 5 different groups:

- **Consortium partners:** to ensure an efficient communication among the consortium partners to achieve an effective and transparent project management, and among the internal staff to find possible synergies in other areas that support the dissemination of the project results.
- **Scientific professional community:** exchanges with other researchers working on related R&D domains will be of mutual benefit for all and will let to avoid duplicating efforts.
- **Advisory boards (AB):** The advisory boards will be composed by external members to the project already supporting the participant companies as advisors in different fields.
  - IP Advisory Group (IIPRE) to guide the team in IP activities
  - Scientific Advisory Board (SAB) to support the technical team of the project
  - Investors Partnership (I&F) to guide the team in making strategic decisions for an effective exploitation of the project.
  - Governance & Regulatory Ethical Advisory Board (GREAB)
- **General Public:** will be informed about ongoing activities and tasks, project concepts and objectives as well as benefits to society, at European and international level.
- **Public authorities:** to support EU water policies, harmonise current fragmented legislation and promote its implementation through the creation of guidelines, best practices, recommendations and standards.

These audiences will be primarily segmented in internal and external audiences

### 5.1 INTERNAL AUDIENCE

The internal communications will be carried out within the members of the consortium. These communications are essential to ensure a proper project execution, with communication messages formulated and targeted to the right person in the right moment. Therefore, internal communication includes both overt communication like face-to-face meetings or plenary conference calls and private calls in order to discuss technical or managerial issues, showing results or taking decisions. The main responsible for the definition of the communication procedures is INNCO in collaboration with the Coordinator, AQUA. Other consortium members will be required to contribute and follow the defined procedures when performing internal or external communication activities. The internal communications procedures are defined in the [Annex II: Communication procedure](#) and complemented with D1.1 Project Manual



## 5.2 EXTERNAL AUDIENCE

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Communication will take different tones according to the message that is being delivered and the target audience. REWAISE consortium has segmented the audience according to the objective to accomplish and the potential relationship pursued.

Regarding the target audience segmentation, REWAISE will focus on:

### Academia

- General scientific community
- Scientific community related to water

### Business/Industry

- Water Industry
- Business and financial industry

### Government

- Governmental & institutional entities (Standardization Entities and certification bodies)

### Society

- End users
- General public
- Mass Media

The main groups can be segmented in two categories, as depicted Table1 and Table2.



The primary target groups are those ones on which REWAISE will primarily focus for the definition of the communicative activities

*Table 1 Primary target groups*

<b>GROUP</b>	<b>COMPOSED OF*</b>	<b>OBJECTIVE of comm. strategy</b>	<b>KEY MESSAGE CATEGORIES (A-D <u>Section 4.2</u>) and reason to communicate</b>
<b>Scientific community</b>	Researchers from any related domain such as: <ul style="list-style-type: none"> <li>• Water Management</li> <li>• Computer Science</li> <li>• Renewal energy</li> <li>• Nutrients recovery from water</li> <li>• Future workers of the industry</li> </ul>	<ul style="list-style-type: none"> <li>• To spread REWAISE's research advances and engage scientific community working in the same area to participate with new advances.</li> <li>• To maximize stakeholders' engagement.</li> <li>• Set a new line or study for universities setting water management in an holistic way.</li> </ul>	(B) (C) This group is composed mainly by technical professionals. The REWAISE research will benefit a wider community of experts generating a win-win with professionals working on R&D by building synergies.
<b>Water Industry</b>	<ul style="list-style-type: none"> <li>• Water management companies</li> <li>• Water technology companies</li> <li>• Water Research industries</li> </ul>	<ul style="list-style-type: none"> <li>• To directly involve the water industry in the definition of priorities and solutions, therefore maximizing consensus and acceptance of the generated innovations in the project.</li> <li>• To maximize stakeholders' engagement</li> </ul>	(B), (C) They are potential customers and/or venture partners. (D) This group will contribute to ensure a legal framework, certification system and set new standards for the European Water Sistem.
<b>End users</b>	<ul style="list-style-type: none"> <li>• Water infrastructures operators and service providers</li> <li>• Public admin (tenders) and public water bodies</li> <li>• Utilities, desalination plants, DWT and WWT plants</li> <li>• Citizens</li> </ul>	<ul style="list-style-type: none"> <li>• To maximize stakeholders' engagement</li> <li>• To increase understanding and awareness of water related problems tackled by Rewaise and solutions</li> </ul>	(A), (C) They are potential customers and/or venture partners.



GROUP	COMPOSED OF*	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
<b>Governmental &amp; institutional entities</b>	<ul style="list-style-type: none"> <li>Standardization Entities</li> <li>Certification Regulatory</li> <li>Stakeholders</li> <li>Certification Bodies</li> </ul>	<ul style="list-style-type: none"> <li>To ensure their acceptance and possibly their contribution and advice.</li> <li>To maximize stakeholders' engagement</li> </ul>	(A) (D) For governance structure, policy recommendations and set new standards for the European Water System.
<b>Business and financial industry</b>	<ul style="list-style-type: none"> <li>Industries involved in water consume as food, pulp &amp; paper, brewery, ...</li> <li>Technology providers</li> <li>Public and private investors</li> </ul>	<ul style="list-style-type: none"> <li>To gain their trust and get financial help, also gain advice in new business models and niches.</li> <li>To maximize stakeholders' engagement</li> </ul>	(C) They are potential customers and/or venture partners. They can contribute to design new business scenarios.

\* Task 9.1 will contribute to adjust the target groups. It will be updated in the next Communication Plan revisions.

The secondary target groups are those that are important to reach and to consider when communicating the REWAISE project, But they are not so important for the consecution of the project objectives.

*Table 2 Secondary target groups*

GROUP	COMPOSED OF	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
<b>Mass media</b>	<p>Mass media includes a diversified collection of media focused in these topics (both online and offline):</p> <ul style="list-style-type: none"> <li>Water management</li> <li>Circular economy</li> <li>Renewal energy</li> <li>Sustainability</li> </ul>	<p>Inform about ongoing research, project concepts and objectives as well as benefits to society and industry, considering the innovative framework defined in the REWAISE project. This will help to make REWAISE know in all sectors and environments.</p>	<p>It will be necessary to create relevant content to attract the focus of the mass media to guarantee the presence of REWAISE into the Agenda Setting, being able to reach the targeted audiences.</p> <p>(A) (C) (D) This group is composed by technical and nontechnical professionals who must understand the purpose and benefits of</p>



GROUP	COMPOSED OF	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
	<ul style="list-style-type: none"><li>• technology development</li><li>• innovation</li><li>• water regulations</li></ul>		the project before being able to contribute to the communication of the other messages.
<b>General scientific community</b>	<ul style="list-style-type: none"><li>• Main researchers influenced by Water Management.</li><li>• Renewal energy researchers</li><li>• Schools and other educational institutions interested in Water Management and sustainability</li><li>• Students from areas related to Water and sustainability</li></ul>	Sharing knowledge to: <ul style="list-style-type: none"><li>• Know related studies and projects that can provide advice</li><li>• Enable synergies</li><li>• Promoting the study of engineering bachelors related to Water and sustainability</li></ul>	(B) The advances achieved in REWAISE have a direct benefit for the scientific community that is important for them to know
<b>General Public</b>	<ul style="list-style-type: none"><li>• Entrepreneurs, companies, and workforce</li><li>• General public (almost everyone is concerned about water scarcity and reuse)</li></ul>	General public awareness of the project and the technologies developed	(A) The advances achieved in REWAISE have a direct benefit for the citizen and general public, which is important for them to know.



## 6 COMMUNICATION CHANNELS, TOOLS AND ACTIVITIES

### 6.1 PROJECT WEBSITE

The REWAISE website (<http://rewaise.eu/>) is running since the first month of the project, serving as a primary source of information regarding REWAISE objectives, progress and outcomes with the aim of organizing the project information into a unified source of visitor's knowledge. According to the progress of the project, the content of the website will be continuously extended and updated.

The website is aimed to reach all primary and secondary audiences of the REWAISE project.

The main communication objectives of the REWAISE website are:

- To provide relevant and updated information to a wide audience.
- To ensure the information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation and deliverables.

The REWAISE website will be a tool for active promotion of project results, business opportunities, investment opportunities and public awareness. The website includes both a public and a private restricted area.

- The private area includes the project scheduling, deliverables with restricted access, reporting, other confidential documents, and management tools.
- The public section of the REWAISE website provides a project overview highlighting the motivation, background and objectives, the technical content and the structure of the project including the composition of the consortium. On the other hand, it will provide access to the project's public deliverables and to the media centre with all press releases generated during the project.

The maintenance of both areas is responsibility of the Task 1.2 leader (INNCO), whilst the procurer of the information/documentation might be other consortium members. These documents must be uploaded to the private area of the website by each WP leader as soon as they are validated to ensure that all the consortium members have access to the latest documentation generated.

### 6.2 PROJECT BROCHURES AND OTHER MATERIALS

To contribute to the communication and awareness of the REWAISE project, some promotional material like leaflets, brochures, posters, roll-ups, events information, promotional video etc., will be elaborated. This material will be of a high-quality standardized format and will be distributed in the regular marketing activities of all partners and REWAISE events.



### 6.2.1 BROCHURE

The brochure of the project will be used to inform about the existence of REWAISE in events, workshops, congresses, etc. It will be also available on the website to be downloaded.

This document will be also used to be printed as billboard or roll-up and make the project more visible in the project stands at Conferences, Forums, etc.

An initial brochure will be produced, to explain and disseminate the project. As the project evolves and relevant milestones are reached, new designs will be made.

Based on the main public deliverables of the project, it is planned to produce 5 brochures for the whole life of the project, but this may vary according to the communication and dissemination needs.

### 6.2.2 PROMOTIONAL VIDEO

With the aim of reaching a wider audience and a bigger impact as well as to inform about the existence of the REWAISE project, its goals and achievements, INNCO will produce some multimedia material that will remain hosted on YouTube.

Several videos will be produced, considering the communication needs of the project and budget. Initially, there will be one video at the beginning of the project, to present the main aspects of REWAISE and another one at the end, to disseminate results. In addition, depending on the needs of the project, other videos will be produced: for example, one for each hub and cluster.

All videos will be distributed and shared on social media, the project website, and other platforms. They will also be used on workshops and other events to help with the presentation of the project.

## 6.3 PROJECT RELEASES AND ARTICLES

The major achievements and milestones of the project will be released and published in the project website and delivered to mass media around Europe. These articles will be written by INNCO with the technical contribution of the REWAISE partners when needed and reviewed by the Project Coordinator, AQUALIA before their distribution.

The main European media companies identified as relevant contacts for the distribution of REWAISE news are shown in Table 3 below.

*Table 3 List of European media identified*

Media	Country	Type
<a href="#">Agencia EFE</a>	Spain	Press Agency
<a href="#">EFE verde</a>	Spain	Press Agency
<a href="#">RTVE</a>	Spain	Public radio & TV



<a href="#">Reuters</a>	Europe	Press Agency
<a href="#">ANSA</a>	Italy	Press Agency
<a href="#">Europa Press</a>	Spain	Press Agency
<a href="#">Deutsche Presse-Agentur</a>	Germany	Press Agency
<a href="#">TT Nyhetsbyrå</a>	Sweden	Press Agency
<a href="#">SVT Nyheter</a>	Sweden	Public radio & TV
<a href="#">EuropaWire</a>	Europe	Press-release distribution
<a href="#">ASSOCIATED PRESS PARIS</a>	France	Press Association
<a href="#">BFM BUSINESS</a>	France	Digital Magazine
<a href="#">INFO CHIMIE MAGAZINE</a>	France	Digital Magazine
<a href="#">INDUSTRIE ET ENVIRONNEMENT</a>	France	
<a href="#">INDUSTRIE ET TECHNOLOGIES</a>	France	Digital Magazine
<a href="#">L'USINE NOUVELLE</a>	France	Digital Magazine
<a href="#">ENVIRONNEMENT MAGAZINE</a>	France	Digital Magazine
<a href="#">L'EAU</a>	France	Printed Magazine
<a href="#">L'INDUSTRIE LES NUISANCES</a>	France	Digital Magazine
<a href="#">HYDROPLUS</a>	France	Digital Magazine



REWAISE will also use EC's media channels such as:

Media *	Description	Use to communicate KEY MESSAGE CATEGORIES (A-D Section 4.2)
<a href="#">Horizon Magazine</a>	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.	(A), (B), (C) Potential users, collaborators and/or venture partners of REWAISE are readers of this magazine.
<a href="#">Project stories</a>	Articles about selected EU-funded research projects, which led to breakthroughs, and that contribute to economic growth and creating jobs, and tackling societal challenges.	(A), (B), (C) Potential users, collaborators and/or venture partners of REWAISE are readers of this magazine.
<a href="#">Research EU magazine</a>	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.	(B), (C), (D) REWAISE will present its results at the end of the project through this media.
<a href="#">Events on the CORDIS website</a>	This website displays research related conferences and events.	This media will be used to promote the REWAISE events and workshops
<b>Conferences/ events organised by the EASME</b>	The European Commission co-organises a variety of conferences. These may include exhibition areas or sessions.	REWAISE will work to be part of EASME Conferences talking about the success that this project means and the benefits for Europe.

\*This is a list of possible media in which to publish REWAISE's research and advances, it will not be published in all of them.

### 6.3.1 PARTNERS WEBSITE

To increase the impact among the specialised audience, all the consortium members will be asked to include a mention to the project and their participation at this project on their organization website.

- [AQUA](#)
- [STW](#)
- [VASYD](#)
- [ANET](#)
- [ENOLL](#)
- [HIDRO](#)
- [MALM](#)
- [POLY](#)
- [RESA](#)
- [BLUE](#)
- [APOR](#)
- [WE&B](#)
- [EMS](#)
- [SOLWA](#)
- [IETU](#)
- [UVAL](#)
- [TOUS](#)
- [UNIZ](#)
- [CETIM](#)
- [COVU](#)
- [LUND](#)
- [PUT](#)
- [INNCO](#)
- [UNIPA](#)

### 6.3.2 PARTNERS BLOGS / MEDIA

After every relevant milestone of the project, every consortium member who took part in it will be asked to make a mention on their own media channels and/or profiles making proper reference to the project:

- Making reference to the project name
- Making reference to the UE funding status
- Describing their role in the project and/or in the specific event

Afterwards, REWAISE's media channels and profiles (website, newsletter, social media) will mention these publications to increase the impact of every communicative action.

### 6.3.3 PROJECT NEWSLETTERS

To increase the impact of the project there will be a newsletter containing the main news and information about the project. The responsible of managing and delivering this document is INNCO, as Task 1.2 leader. INNCO will ensure the existence of enough





materials to be included in the Newsletter and ask other consortium members for their contribution.

In this sense, an external newsletter will be issued every 6 months to present the latest results of the projects, success stories, news from the partners, upcoming events, events attended by project consortium members, etc.

The newsletter will be defined according to the European legislation in this sense, and it will be forwarded to all the subscribers who decide to do so through the website, e-mail or other media such as recommendation of the consortium members.

### 6.3.4 EUROPEAN PROJECTS RELATED TO REWAISE

There are numerous European projects with which REWAISE can collaborate and provide feedback. We will have contact with them and follow their progress.

Regarding communication, we will create a section on the web where we can inform about REWAISE sister projects, and link to their respective websites. We will also work closely with social networks.

Below the rest of the projects from the call "[CE-SC5-04-2019 - Building a water-smart economy and society](#)" is listed:

- [B - Water Smart](#)
- [Wider Uptake](#)
- [Ultimate](#)
- [Water Mining](#)

## 6.4 SOCIAL NETWORKING COMMUNICATION TOOLS

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REWAISE will own project profiles on social media to increase the impact and generate straight communication channels to allow interactions with the audience through different tools depending on the communicative objective. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, which is why the Project profiles will be constantly updated to show REWAISE as an active and interesting project.

The presence of the project on social media is fundamental to accomplish the objectives, it will be used as a relevant tool to reach third parties, the research community and to interact with the general public. The availability of new project results will be communicated, disseminating the project outcomes and creating a scientific hub interested in collaborating with the project. It will be crucial to reach a high level of followers to have a real impact.

The content will be generated by INNCO with the collaboration of other consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be rather efficient in communicating project evolvments and stabilising strong presence.



### 6.4.1 TWITTER

Twitter will be used for a big scale bidirectional communication, with all the audience present on this social media, but focusing on a technical audience from the water and circular economy field. This Social Media will be crucial on Events, Conferences or Workshops to broadcast the REWAISE role on these scenarios and attract followers through real time information.

- Objective: Increase awareness of the Project and its progress / create a network / Increase public awareness on water innovation and circular economy/ inform about its results.
- Audiences: General Public, scientific community, water management business experts
- Message: Information about Congress & Workshops, share documents, articles & reviews.
- Type of content: Infographics, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientists...

On twitter, REWAISE will use the following hashtags and tags recommended by the European Commission:

- Hashtags: #H2020 #SmartWater #CircularEconomy
- EU Profiles: @EU\_H2020 @EU\_EASME @H20EU

In addition, REWAISE will use the following hashtags and tag other profiles according to each communication:

- Hashtags: from events where REWAISE participates: #SmartWater #CircularEconomy #Waterrecycling #DigitalWater #WaterSolutions #WaterTechnology #Water
- Profiles:
  - The consortium members of the project (list available on Table 5 in this document)
  - Related projects and institutions when they participate in an event or contribute to REWAISE:
    - @WiderUptake
    - @ULTIMATEWaterEU
    - @watermining
    - @B\_WaterSmart



On twitter, REWAISE will also have accessible lists to generate more engagement and contribute to the creation of a wider network:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: including similar EU projects.
- Other lists with stakeholders or members of the industry sharing relevant contents on the same line that REWAISE.

#### 6.4.2 LINKEDIN

LinkedIn is a professional social network and will be used to reach a business and scientific audience. It will be the scenario to share news and articles about the progress and outcomes of the project.

- Objective: Communicate the progress of the project among the scientific community and professional stakeholders / attract knowledge and generate awareness.
- Audiences: Scientific community, professionals from related areas.
- Message: Achievements reached along the project to help end users understand the state of the water innovation ecosystem and keep them updated on the advances. Content related from stakeholders.
- Type of content: Infographics, pictures, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientists...

#### 6.4.3 YOUTUBE

YouTube will be used to share audio-visual contents that will be shared on other medias and platforms.

The partners will be asked to communicate the relevant milestones of the project, as well as their participation in project events on their social media profiles.

Table 5 shows the consortium members profiles on social media.

*Table 5 List of Consortium members social media profiles*

Partner	Twitter	LinkedIn	YouTube
<b>AQUA</b>	@aqualia	Aqualia	aqualia
<b>STW</b>	@stwater	No available	Severn Trent Water
<b>VASYD</b>	@VASYD	VA SYD	VASYD1
<b>ANET</b>	@AquanetSa	Aquanet SA	AquanetSA
<b>ENOLL</b>	@openlivinglabs	ENoLL (European Network of Living Labs	(Vimeo channel instead: <a href="https://vimeo.com/openlivinglabs">https://vimeo.com/openlivinglabs</a> )
<b>HIDRO</b>	No available	No available	No available
<b>MALM</b>	@malmostad	No available	No available
<b>POLY</b>	@polymem_fr	<a href="#">POLYMEM SA</a>	<a href="#">Polymem - YouTube</a>



<b>RESA</b>	No available	<a href="#">ResourSEAs srl</a>	No available
<b>BLUE</b>	@BlueTechR	BlueTech Research	BlueTechResearch
<b>APOR</b>	@AquaporinGroup	Aquaporin A/S	Aquaporin
<b>WE&amp;B</b>	@WEandB	<a href="#">Water Environment and Business</a>	No available
<b>EMS</b>	@EMSolutionsLtd	Environmental Monitoring Solutions	Environmental Monitoring Solutions Ltd
<b>SOLWA</b>	@SolarWaterPlc	Solar Water Plc	Solar Water PLC
<b>IETU</b>	No available	No available	No available
<b>UVAL</b>	@Grupo_CALAGUA	University of Valencia	No available
<b>TUOS</b>	@vsbtuostrava	Technical University of Ostrava	Vysoká škola báňská - Technická univerzita Ostrava
<b>UNIZ</b>	@fer_unizg	FER	Fakultet elektrotehnike i računarstva - FER
<b>CETIM</b>	No available	CETIM Technological Centre	No available
<b>COVU</b>	@CoventryCAWR	Coventry University	Coventry University
<b>LUND</b>	@lunduniversity	Lund University	Lund University
<b>PUT</b>	@PUT_Poznan	Poznan University of Technology	Politechnika Poznańska
<b>INNCO</b>	@PKF_INNCOME	innCome I+D+i	PKF ATTEST INNCOME
<b>UNIPA</b>	@unipa_it	Università degli Studi di Palermo	UniPa.it

## 6.5 PROJECT INTERNAL EVENTS

REWAISE will schedule different workshops, conferences, and other kind of events that are planned for the right performance and the success of the project, also to guarantee its communication. To increase the impact of these events, INNCO, as leader of task 1.2, will contribute to their diffusion working on the communication activities to inform about these events through the mentioned mass media.

## 6.6 EXTERNAL MEETINGS, SEMINARS AND CONFERENCES

Members of the consortium will attend different congresses, conferences and workshops related to water innovation and circularity where they will represent the consortium and, according to the event agenda, they should lead debates, carry out project-related speeches and/or workshops, contact with stakeholders and market leaders or assist to chats and debates to contribute or learn about the actual opinions and tendencies in the industry.

The main events in this sense identified are shown in Table 6.

*Table 6. List of External Events*

Event	Interval	When
The 17th IWA Leading Edge Conference on Water and Wastewater Technologies		March 27, April 2. 2022
IWA WWRR Conference		10-13 April 2022
The Malmö Summit		11-13 May 2022
Global Water Intelligence Summit	Yearly	16-18 May 2022
SWAN 12th Annual Conference	Yearly	24-26 May 2022
12th Micropol & Ecohazard Conference 2022		6-10 June 2022
BlueTech Forum 2022		7-8 June 2022
Water Innovation Europe 2022		14-15 June 2022
IWA AD 17 en Michigan		17 - 22 June 2022
WEF Process Innovation		20 - 23 June 2022
EDS Conference 2022: Desalination for the Environment. Clean Water and Energy	Yearly	20-23 June 2022
World H2 Energy Conferences	Biennial	26-30 June 2022
IFAT - World's Leading Trade Fair for Water, Sewage, Waste and Recovery	Biennial	May 30 - June 3, 2022
EU WW MC		12 - 13 July 2022
SIWI Stockholm Water Week 2022		23/08 to 01/09 2022
IWA World Water Congress "Water for smart liveable cities"	Biennial	11-15 Sept. 2022
WEFTEC: Water Environment Federation Technical Exhibition + Conference	Yearly	8-12 October 2022
IDA Desalination World Congress	Biennial	9 - 13 October 2022
EUROMEMBRANE 2022	Yearly	20-24 November 2022
<b>NEXT EVENTS 2023</b>		
IWA ecoSTP-23 6th International Conference on eco-technologies for Wastewater Treatment	Biennial	26th - 29th June 2023
10th International Water Association (IWA) Membrane Technology Conference & Exhibition for Water and Wastewater Treatment and Reuse		9 - 12 July 2023
IDA Water Reuse & Recycling Conference 2023	Biennial	11 - 13 October 2023
Aquatech Amsterdam		6-9 November 2023

## 6.7 MEASURES TO MAXIMISE IMPACT

REWAISE includes a significant set of actions to overcome the aforementioned barriers and maximise the impact, involving the stakeholders and main target audience. These actions are aimed at:

- Design and implement an outreach strategy to increase the effectiveness and timeliness of the project impacts.
- Ensure high participation rate, awareness and involvement of all pertinent target groups (academy, policy makers, users, end-users, general public, regulatory and



standardisation bodies and any other relevant stakeholder) using the adequate communication channels and messages.

- Facilitating the commercial exploitation of the project results and the business development.

To achieve these outcomes, the communication plan will work closely with the Plan for Exploitation and Dissemination of Results (PEDR).

As integral part of these Plans, in addition to activities of the EU, EIP and Water Europe/WSSTP, 3 key elements guarantee the mobilisation of the stakeholders, to create synergies and share resources:

1. The 3 local Competency Groups (Mediterranean, Atlantic and Continental Hub)
2. The 4 Advisory Boards of the project:
  - IP Advisory Group (IIPRE) to guide the team in IP activities
  - Scientific Advisory Board (SAB) to support the technical team of the project
  - Investors Partnership (I&F) to guide the team in making strategic decisions for an effective exploitation of the project.
  - Governance & Regulatory Ethical Advisory Board (GREAB)
3. To benchmark SoA, multiply the findings and provide orientation on priorities, 3 key industry vectors are used:
  - EurEau federates 32 associations of Water Service Providers from 29 countries, its members employ close to 500 000 people and supply almost 500 M people with 45 billion m<sup>3</sup> /yr of Drinking water and connect almost 450 million people are to over 18,000 WWTP (<http://www.eureau.org/about/our-sector>)
  - The European Benchmarking Cooperation EBC brings together, since 2007, about 40 leading water utilities from 20 countries, serving over 100 M people in Water and WW services with the REWAISE partners ANET, Vasyd, STW and Aqualia regular participants, among a total of 220 utilities (<https://www.waterbenchmark.org/>).
  - The Technology Approval Group (TAG) managed by Isle Utilities, associates more than 50 utilities in Europe. AQUA, STW and ANET are active members, as are WIN/VASYD. 3 times a year, new technologies in both DW and WW applications, including smart services, are jointly evaluated and coordinated pilot tests are launched. Similar TAG exists in Australia, with 30 water utilities, and in the US with 60 participants, and activities are deployed in Brazil, Singapore and the Philippines.



## 7 COMMUNICATION MEANS AND CONTENTS

Following the analysis of the above descriptions of the Communication plan, the present section aims to identify the content/possible content of the various project communication means. This information is included in the Table 7 below.

*Table 7 Communication means and contents*

	Website	Brouchures	Leaflets	Posters	Videos	Media Releases	Newsletter	LinkedIn	Titter	Events	Partners Media
<b>A. CITIZENS &amp; USERS COMMUNITIES, AND GENERAL PUBLIC PILLAR KEY MESSAGES</b>											
REWAISE proposes a holistic view of the water system, based on intelligent water management that delivers economic benefits while respecting the environment by matching the economic functions of water supply and demand.											
REWAISE will rely on a network of 9 living labs to test its innovative technologies and operational strategies. The concepts developed in these labs will be scalable and replicable in other municipalities and public services in Europe and worldwide.											
REWAISE will reduce freshwater consumption by >30%, making available alternative water sources.											
REWAISE will achieve a zero-carbon water cycle service, and generate value from nutrients and materials											
REWAISE aims to engage the community in new economic models, creating recurrent activities and employment.											
<b>B. SCIENTIFIC COMMUNITY PILLAR KEY MESSAGES</b>											
REWAISE will achieve zero carbon water services by optimised processes:											
i - Biogas generation directly from industrial and urban WW with Anaerobic Membrane Bioreactor (AnMBR) and from food industry residuals (co-digestion of meat and fish wastes).											
ii - H2 production by low-energy electrolysis from NH3 in industrial and urban WW.											
iii - Upgrading Biogas to Vehicle Biofuel.											
REWAISE will minimise energy consumption in water collection, treatment, transport and distribution											
REWAISE will demonstrate innovative recovery of raw materials, minerals from desalination and nutrients											
<b>C. BUSINESS EXPERTISE PILLAR KEY MESSAGES</b>											
REWAISE will optimize service costs, efficient use of resources and creation of new markets and jobs											
REWAISE will contribute to mobilize water-related investments to update infrastructures that ensure safety of water resources. Innovative concepts such as crowdfunding, funding cooperatives... will boost investment potential.											
REWAISE will connect innovations to users and clients, by large scale demonstration and verification with EU Environmental Technology Verification (ETV), to strengthen market position, growing companies and employment.											
REWAISE aims to create new market niches											
REWAISE will create a digital framework for distributed management of the water cycle and generate new opportunities for the IT-water industry.											
<b>D. PUBLIC AUTHORITIES AND INSTITUTIONS PILLAR KEY MESSAGES</b>											
REWAISE will develop a common digital framework for distributed management of the water cycle, adaptable to different users such us city planners, politicians & consumers.											
REWAISE will develop new governance models that favour policy and regulatory changes.											
REWAISE aims to redefine regulatory frameworks and governance to remove legal barriers to innovations, improve policies for the implementation of the principles and objectives of the EU Water Framework Directive, the EIP Water and the WssTP Vision, as well as circular economy policies.											
REWAISE embraces the UN SDGs by achieving indicators for SDG6, SDG9, SDG11 and SDG12.											





## 9 MONITORING

The main objective of monitoring and evaluation is to ensure a high-quality communication strategy execution.

The project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring focused on communication activities is vital as the impact of these activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- The quality of the communication activities carried out.

Monitoring can be broken down into sub-sections:

- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

### 9.1 PERFORMANCE MEASUREMENT

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The success of these Communication Plan will be assessed based on indicators or KPIs listed below:

- Number of communities or associations reached including UE projects and networks
- Number of media appearances
- Number of visits to the REWAISE website
- Number of Newsletter subscriptions
- Number of Social Media Followers (Twitter, LinkedIn)
- Number of YouTube views
- Number of conferences, meetings or exhibitions held

### 9.2 IMPACT

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Impact is a tool to ensure that the project objectives are being accomplished through a selection of tailored activities. Impact with regard to communication activities can help the consortium to understand the reach and sustainability of the project results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality, and promotion channel.

Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action. Task 1.2 indicators are included in the table below:

*Table 9 Goals for Impact Indicators*

Indicator	Nov. 2021	Nov. 2022	Nov. 2023	Nov. 2024	Jly. 2025	Source & Metodology
Number of visits to the REWAISE website	2.000	3.500	4.500	6.000	7.000	Google analytics
Accumulated no. Newsletter Subscribers	50	150	300	500	650	AcumaMail
Accumulated no. brochures designed	1	2	3	4	5	Report dissemination activities
Accumulated no. video views	150	300	450	600	800	YouTube Analytics
Accumulated no. Twitter Followers	70	150	300	400	500	Twitter Analytics
Accumulated no. LinkedIn Followers	70	200	350	450	550	LinkedIn Analytics
Accumulated no. Press Release distributed	2	3	4	5	6	Report communication activities
Accumulated no. Articles/Repotrs published on REWAISE web	2	6	10	16	22	Report dissemination activities
Accumulated no. Events on which REWAISE has participated	2	4	6	8	10	Report dissemination activities

### 9.3 REPORTING

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, in the private area of the website a section will be available named "[Report of Communication and Dissemination Activities](#)" to report every communication activity or publication (articles, publications on blog, etc.) made by each consortium member.

These activities include both the previewed and the ad-hoc activities.

Therefore:

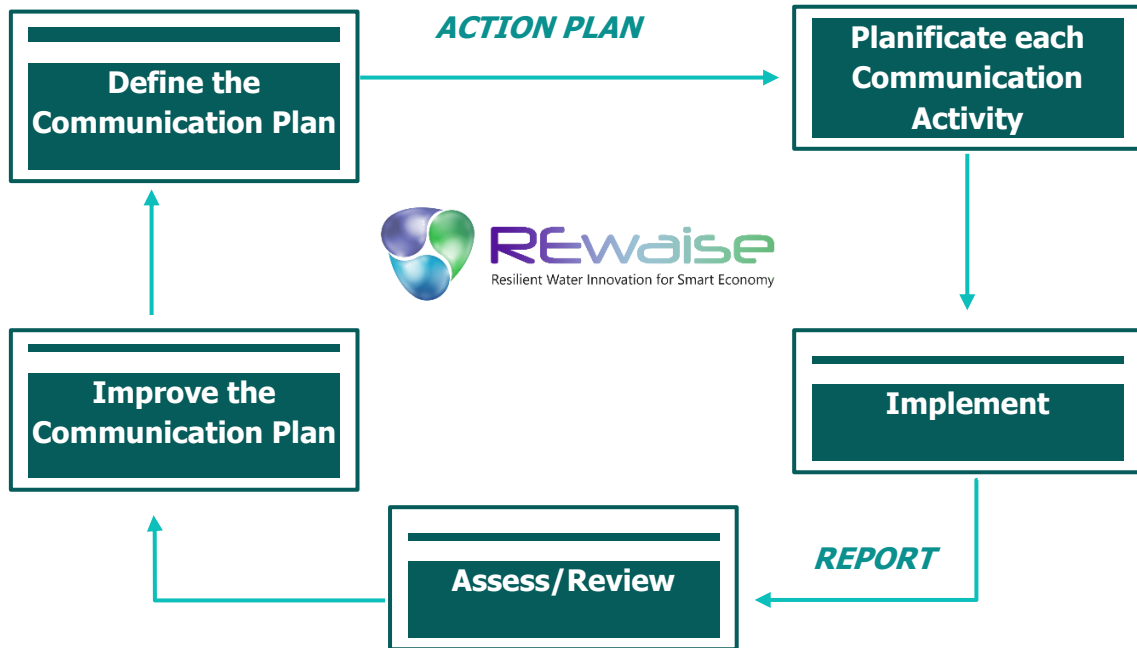
- All partners must consider the communication procedures settled in this document.
- All partners should register the activities in the communication reporting document available in the private area of the website.
- All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan annual updates.

## 9.4 MONITORING AND ASSESSMENT

The process of monitoring of communication activities are outlined in Figure 4

*Figure 4 Monitoring Process*



As the figure shows, the monitoring is a continuous process that will assess the overall Task 1.2 activities/results, but also evaluate each individual activity and its impact on the project as a whole. It is most likely that the Communication Plan will be updated according to the results of such evaluations.



## 10 (ANNEXES)

### ANNEX I: VISUAL IDENTITY

To be recognisable and identifiable we have developed a visual identity for the project to make every document and actuation identifiable and have a bigger impact and make traceable the storyteller and the evolution of the project.

#### A. LOGO

We have developed a trademark especially for this project where we assembly the project name, its purpose or slogan and an iconic representation that refers to circular water, this icon represents the purpose of the project.



This logo must be used on every dissemination or communication activity that any member of the consortium unfolds during the length of the project. It can be used on both-top sides and in the left bottom side, leaving top-right and the bottom space available to include the EU-flag logo accompanied by the legal text.



For the identification of the project on social media, we have created a combination of the project logo with the mandatory requirement to announce the public funding nature of this project with EU funds:



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 869496

### B. EU LOGO



All the documents referring to the project must include the eu-flag logo accompanied with the text "This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 869496", according to the European Commission guidelines.

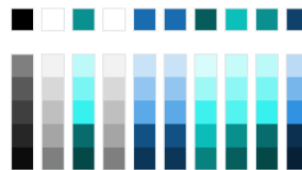
### C. TYPOGRAPHY

The selected typography for this project is 'Tahoma', a much extended typography that is easily legible, mostly on computers, an important benefit for a project where there will be a lot of large documents that we intend to be read by many people.

### C. COLOURS

We have selected a frame of pastel colours that goes from light green to black. The reason why we have chosen these pastel colours is because they are more delicate and softer. The selected colours are:

	#0A908F	R 10 ; G 144 ; B 143
	#196CB0	R 25 ; G 108 ; B 176
	#525595	R 82 ; G 85 ; B 149





## ANNEX II: COMMUNICATION PROCEDURE

### INTERNAL COMMUNICATION

The Communication and dissemination Leader (T1.2 and T8.5 Leader – INNCO) will work with all partners for an effective communication and dissemination strategy under the following responsibilities:

- Inform all the consortium members about the progress and results of the project.
- Coordinate all the communication and dissemination activities among the consortium members.
- Define the communication and dissemination strategy and execute it.

As stated in the Consortium Agreement, every publication has to be announced and shared with the consortium **45 days before publication**, leaving **30 days** for possible replies.

#### "8.4.1

*Dissemination of own Results For the avoidance of doubt, nothing in this Section 8.4 has impact on the confidentiality obligations set out in Section 10.*

##### 8.4.1.1

*During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.*

*Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted."*

To these aims, the main communication tool used for internal communications among the consortium members will be the e-mail. To better target every communication, a mailing list in the private area of the project website ([www.rewaise.eu](http://www.rewaise.eu)) was created including detailed information about the role of partner's main contacts that should be contacted depending on the purpose of the communication: technical/project organizational issues, administrative and financial issues, and dissemination issues.

*Figure 5 REWAISE Mailing List (project contacts)*



A	B	C	D	E	F	G	AA
Nº	ORGANISATION NAME	ACRONYM	TYPE	COUNTY	CONTACT NAME	E-MAIL	Role
1	AQUALIA	AQUA	LE	ES	Frank Rogalla	<a href="mailto:frrogalla@fcc.es">frrogalla@fcc.es</a>	Main Project Contact
1	AQUALIA	AQUA	LE	ES	Eva Martínez	<a href="mailto:emartinez@fcc.es">emartinez@fcc.es</a>	Main Project Contact
1	AQUALIA	AQUA	LE	ES	Juan Arevalo Vilches	<a href="mailto:juan.arevalo@fcc.es">juan.arevalo@fcc.es</a>	Technical / Team Member
1	AQUALIA	AQUA	LE	ES	Marcos Sainz	<a href="mailto:MSainzM@fcc.es">MSainzM@fcc.es</a>	Communication contact
1	AQUALIA	AQUA	LE	ES	Antonio Menéndez	<a href="mailto:antonio.menendez@fcc.es">antonio.menendez@fcc.es</a>	Main Project Contact
1	AQUALIA	AQUA	LE	ES	Jose Vazquez	<a href="mailto:jvazquezp@fcc.es">jvazquezp@fcc.es</a>	
1	AQUALIA	AQUA	LE	ES	Nicolas Morales	<a href="mailto:nicolas.morales.pereira@fcc.es">nicolas.morales.pereira@fcc.es</a>	
1	AQUALIA	AQUA	LE	ES	Victor Monsalvo	<a href="mailto:victor.monsalvo@fcc.es">victor.monsalvo@fcc.es</a>	
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T1.2 Leader (INNCO) will keep this document up to date during the progress of the project, being in charge of the communication contact list.

## WITH STAKEHOLDERS

REWAISE project will work hard on establishing close interactions with international associations, working groups and committees involved in similar or related activities in Europe including:

- Current European initiatives focused on water and circular economy,
- Other European funded projects working on similar perspectives,
- The industrial and academic community
- Standardisation bodies and policy maker

These communications will follow the following procedure:

- Mass media communications, usually will come from a WP necessity, the Project Coordinator or from the Communication Leader; on these situations, INNCO, will receive the instructions on the type and content for the communication, will validate the communication with the proposer of the communication and disseminate it.
- One to one communication, this kind of communications will follow the Visual Identity rules indicated in Annex I. Whenever a consortium member will require a more developed content, he must ask the Task 1.2 Leader (INNCO) for its production.

## WITH COMMUNICATION AGENCIES/PLAYERS

The T1.2 leader (INNCO) will be in charge of coordinating and managing the communication activities with third parties such as the EU communication agencies, press media, suppliers, etc. The communication departments of each consortium member will also contribute in these activities, in order to improve the communication strategy and get more impact on local media.



## ANNEX III: SOCIAL MEDIA MANAGEMENT

INNCO, as task 1.2 leader, will be responsible of social media management: creation and maintenance of the profiles, programming, executing and making the follow up of all the publications.

INNCO will elaborate a publications calendar feed with information from all the consortium partners such as attendance to workshops or conferences, the main milestones of the project and the broadcast of the project on mass media.

There are three kinds of possible scenarios:

- Programmed posts inside the project: INNCO will be in charge of carrying out the post on the whole.
- Assistance to conferences, workshops or events where INNCO does not attend: on this situation, as long as it will be possible, INNCO will keep in contact with the consortium members attending to the event to keep informed and make publications in real time and interacting with other users. In the case that this situation cannot be carried out, INNCO will give access to an elected consortium member attending the event to publish and inform about the REWAISE implication in such event; in these cases, the person publishing on REWAISE social media profiles must have in mind all the procedures and meet the project tone and public image.
- Answer to technical issues out of the scope of INNCO: in the situations where a comment from a user in social media brings INNCO out of its scope, INNCO might ask the collaboration of other consortium members to give the best answer.