



## Resilient Water Innovation for Smart Economy

<b>Deliverable Title</b>	D8.6 #1 Dissemination and Exploitation Plan
Deliverable Lead:	PKF ATTEST INNCOME
Related Work Package:	WP8: New Business Models, Alternative Funding for Market Uptake and Dissemination
Related Task:	T8.5 Promotion of Market Uptake and Citizen Satisfaction through Dissemination and Exploitation activities
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Dissemination Level:	Public
Due Submission Date:	28/02/2022
Actual Submission:	22/03/2022
Project Number	869496
Instrument:	Innovation Action
Start Date of Project:	01.09.2020
Duration:	60 months
<b>Abstract</b>	Definition of the Dissemination and Exploitation Plan to be executed during the project lifetime. It includes main objectives, description of methodology, roles, target audiences, key messages, activities, tools, dissemination channels, measures to maximise impact and monitoring approach.



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



## VERSIONING & CONTRIBUTION HISTORY

Version	Date	Modified by	Modification reason
1.0	23/02/2022	Garbiñe González	First Version
1.1	23/03/2022	Sergio Muñoz	Format changes
2.0	24/02/2022	David Pedrero	Second version
2.1	25/02/2022	Antonio Menéndez (AQUA)	Comments & content review
3.0	28/03/2022	Garbiñe González	Final version



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## 1 EXECUTIVE SUMMARY

This document is the **Deliverable 8.6 Dissemination and Exploitation Plan** of the Work Package 8 – **New Business Models, Alternative Funding for Market Uptake and Dissemination** 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.

REWAISE works to create a new “**smart water ecosystem**” and result in a carbon free and sustainable hydrological cycle. In line with the concept of a resilient circular economy, REWAISE will **recover energy, nutrients, and materials from water** in real operational environments, implementing technological innovations and new water governance methods with **a network of living labs** in five countries.

For the REWAISE consortium it is necessary to **demonstrate the technical and economic viability of the technologies** that will be developed through the implementation of the project. Furthermore, it is crucial to create business opportunities, social awareness and acceptance through various dissemination and participation measures.

To achieve this, it is necessary to **develop an extensive dissemination and exploitation campaign** that highlights the benefits of this technology to overcome the lack of a clear understanding and communication between all the involved stakeholders.

REWAISE Dissemination and Exploitation Plan describes the activities to be performed, the channels to be used to promote and disseminate the project, its outputs, and to exploit the project results.

### 1.1 DESCRIPTION OF TASK

The aim of Task 8.5 is to define and execute a **Plan for Exploitation and Dissemination of Results (PEDR)** in close cooperation with all partners and adapted to stakeholder’s necessities, which will ensure the design, implementation, and follow-up of an efficient dissemination strategy, tailored to the needs of target audience with the aim to maximise the visibility of REWAISE results.

This task will entail the following subtasks:

- To develop a detailed Plan for Exploitation and Dissemination of Results (PEDR) to be updated as project progresses, defining dissemination objectives, activities, tools, and timetable.
- To establish target groups
- To measure the effectiveness of dissemination activities
- To create contents of project results for the project websites (public and private), social media and other dissemination actions (brochure, video, and newsletters)



for the media developed in the REWAISE Communication Plan (D1.4 #1 Communication Plan)

- To organise networking meetings, jointly with project meetings or other events, for end-users and other key stakeholders, in order to test the value propositions of REWAISE, and to present the Project products. These meetings connect the partners with citizens, suppliers, and decision makers, and they help to promote uptake and to optimize future development and replication. They will be also used to leverage project results, ensuring that new technology and concepts are being taken up by SMEs, allowing an easy replication in other geographical locations. Lessons learned in these meetings will be collected in a document for future replications.

PEDR is not a document with a fixed content. Indeed, it evolves and becomes more precise and substantial during the lifespan of the project, reflecting the steps undertaken to protect, exploit and disseminate the generated results. In this respect, the consortium must include in the periodic and final reports an updated or confirmed Plan for the Exploitation and Dissemination of Results, **explaining how the results obtained are exploited and disseminated.**

The actions to be taken by the Consortium under this dissemination strategy, in order to reach the goals, are the following:

- To coordinate overall dissemination efforts
- To define target groups
- To define dissemination channels
- To define the methodology for the maintenance and update of this Plan for Exploitation and Dissemination of Results
- To coordinate dissemination and communication activities for a higher impact



## 2 OBJECTIVES

Since REWAISE project results are envisaged to be potentially exploited in the context of creating a new “smart water ecosystem”, the dissemination activities will adequately address the awareness of the project and the technologies used or developed by the scientific and business community, as well as public authorities, citizens, and general public.

To ensure the visibility and exploitation of the project results, this PEDR sets out the strategy to achieve the following objectives:

- To raise awareness of target audiences, and get their support: to refine the objectives, benefits, and applicability
- To get the necessary feedback to investigate the needs of the market, refine them and adapt to new needs
- To identify end-users willing to validate the project outcomes and support the exploitation with potential clients
- To promote agreements with commercial partners and investors, and prepare the ground for product launching and market uptake

### 3 DESCRIPTION OF WORK & MAIN ACHIEVEMENTS

#### 3.1 METHODOLOGY

As no results will be available at the beginning of the project, during the first months the strategy will focus on raising awareness in the project among different stakeholders, in order to create a wide base of audience for future disseminative activities; thereupon, when the first results and deliverables will be available for its exploitation, the disseminative activities will include more developed and technical content.

The methodology used for the development of REWAISE Plan for Exploitation and Dissemination of Results (PEDR) 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 dissemination activities efficiently and contribute to the global objective of the project. It has been made taking into account the "[Guidelines for your dissemination and exploitation activities](#)"<sup>1</sup>.

Therefore, the development of this Plan involves interaction among all the partners. In Figure 1 it is possible to see the main steps for the development of the PEDR:

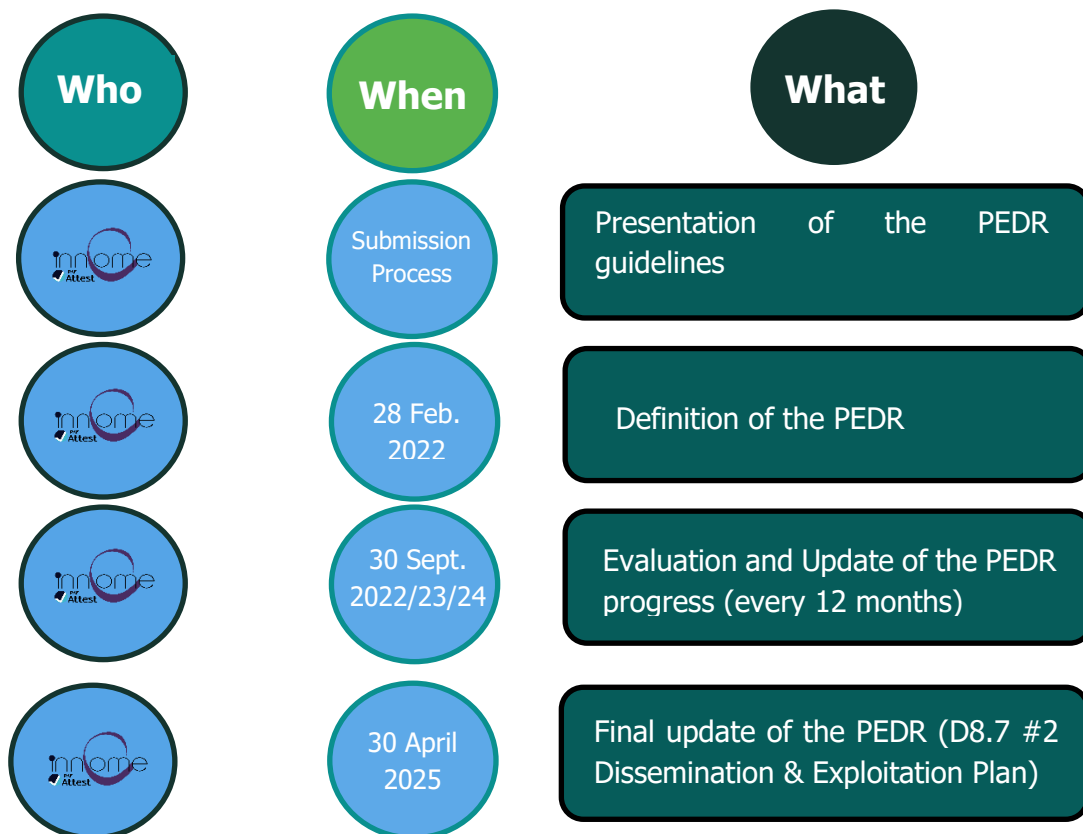


Figure 1: Steps for the development of REWAISE PEDR

<sup>1</sup>[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)





Each partner is integrated into a specific geographical and societal reality and has a deep understanding of the individuals and institutions that should be enrolled in the project and 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 dissemination of the project deliverables.**

This **plan will be annually updated**, so partners will be requested to send their feedback and information about the next planned activities and results of the activities carried out.

The Project Officer will be regularly informed about the project progress and achievements. A list of key stakeholders and policy makers, institutions, and organisations from EU, related to project scope, is being created, and information about project progress and achievements will be delivered directly to them.

A **final update of the PEDR will be drawn up and must be delivered in M55 (D8.7 #2 Dissemination & Exploitation Plan)**, which will detail all the results, as well as the actions both carried out and planned for their protection, exploitation, and dissemination.



## 3.2 ROLES AND RESPONSIBILITIES

**INNCO will lead the dissemination and exploitation of results activities** based on this PEDR, and they will encourage all partners to contribute, lead or suggest improvement in these disseminative activities.

The dissemination activities and the responsibilities of each partner are defined below:

*Table 1. Roles distribution (L: Leader, C: Contributor)*

	INNCO	AQUA	BLUE	STW, VASYD, ANET, ENOLL, HIDRO, MALM, POLY, RESA, APOR, WE&B, EMS, SOLWA, IETU, UVAL, TUOS, UNIZ, CETIM, COVU, LUND, PUT, UNIPA, ORGAN
<b>Dissemination Activities</b>				
<b>Website</b>				
Upgrade and management	L	C		
Contents and deliverables	L	C		ALL PARTNERS COMMITTED TO THE TASK
<b>Social networks</b>				
Project social networks	L			
Partners owned social networks	L			ALL PARTNERS COMMITTED TO THE TASK
<b>Videos, Printed &amp; Digital materials</b>				
Production of printed/digital materials in support of specific project activities	L	C		
Production of video to promote REWAISE	L	C		They will be asked to provide content and dinamize
<b>Publications</b>				
Publications in specialized journals, magazines or newsletters	L			ALL PARTNERS COMMITTED TO THE TASK
Publications in owned media	L			ALL PARTNERS COMMITTED TO THE TASK
<b>Owned Events</b>				
REWAISE summary and conclusions event	L	C	C	ALL PARTNERS COMMITTED TO THE TASK
Planning and organization of Workshops	L	C	C	ALL PARTNERS COMMITTED TO THE TASK
<b>External Events</b>				
Dissemination project result in especialized events	L	C	C	ALL PARTNERS COMMITTED TO THE TASK
Promote networking and cooperation with other on-going projects	L	C	C	ALL PARTNERS COMMITTED TO THE TASK
<b>Assesment and Strategy Revision</b>				
Monitoring of the project dissemination activities	L			
Revision of the project dissemination activities	L			



### 3.3 TARGETED AUDIENCES

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REWAISE project dissemination 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 external audiences will be segmented in different groups considering relevant stakeholders from scientific, market, governance, and social communities:

- **Citizens & User Community:** to increase understanding and awareness of water related problems tackled by Rewaise and solutions.
- **Public Authorities:** the Political community to support EU water policies, harmonise current fragmented legislation and promote its implementation through the creation of guidelines, best practices, recommendations, and standards.
- **Business Community:** to gain their trust and get financial help, also gaining advice in new business models and niches.
- **Scientific Community:** the Research and Innovation community from any related domain such as:
  - Water Management
  - Computer Science
  - Renewal energy
  - Nutrients recovery from water

Objective: to exchange with other researchers working on related R&D domains will be of mutual benefit for all and will let to avoid duplicating efforts.

- **Sectorial Platforms:** to directly involve the water industry in the definition of priorities and solutions, maximizing consensus and acceptance of the generated innovations in the project. With the aim of reaching:
  - Water infrastructures operators and service providers
  - Public admin (tenders) and public water bodies
  - Utilities, desalination plants, DWT and WWT plants
  - Citizens
- **General Public:** will be informed about ongoing activities and tasks, project concepts and objectives as well as benefits to society.

### 3.4 WHAT TO COMMUNICATE – KEY MESSAGES

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To increase the impacts of REWAISE, there is a number of main relevant messages identified to be shared from the very beginning of the project. Nevertheless, the main and more powerful messages of REWAISE project will be defined during its own development once Work Packages aims are achieved and deliverables are produced.

**The nature of the messages will be targeted to a different audience** and will have a different thematic adapting to each of the objectives set in this PEDR.

The **key messages** are slightly revised to better reflect what the audience should remember of the project. These messages will be supported with the technical



information developed along the project, as they are an introduction to the deliverables of the project and the results.

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

- The increase in population and the 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 in order 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 hydrological 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 will 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).
  - 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:



- iv. Low energy solar desalination, reducing energy needs, enabling the exploitation of saline water sources.
  - v. Up to 25% reduction of pumping energy by automatic and dynamic pressure allocation adjusted to demand.
  - vi. 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:
    - vii. Extracting Critical Raw Materials (CRM) from brines by selective precipitation of Lithium (Li44) and Magnesium, producing iron-sulphates, 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.
    - viii. Efficient production of biopolymers from WW organic matter.
    - ix. Production of fertilisers (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, etc., 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 with the aim of generating 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.
- REWAISE will select the most appropriate regulatory platform to integrate the water sector to established IT standards and to 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, to improve policies for the implementation of the principles and objectives of the EU Water Framework Directive, the EIP Water and the Water Supply and Sanitation Technology Platform (WssTP) Vision, as well as circular economy policies.
- REWAISE embraces the UN Sustainable Development Goals or SDGs by achieving indicators for water and sanitation (SDG6), resilient infrastructure (SDG9), sustainable urban services (SDG11) and environmentally compatible production and consumption patterns (SDG12).

### **3.5 EXPLOITATION ACTIVITIES**

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#### **3.5.1 STRATEGY FOR KNOWLEDGE MANAGEMENT AND EXPLOITATION RIGHTS**

The main objective of the management of IP and exploitation right is to analyse the Intellectual Property Rights (IPR) for all outcomes of the REWAISE project, in order to maximize their exploitation ensuring a sustainable service beyond project duration. This objective is covered by the **Task T1.5 IPR Methodology Policy and Data Management Plan (DPM)**, specified in the deliverable **D1.7 #1 IPR Methodology and Policy and Data Management Plan** that includes the following specific goals.

- Efficient management of the data produced by the partners involved in developing Work Packages
- Mapping of pre-existing knowledge of the project partners (Background) and existing patents and potentially overlapping IPR. The method of mapping will be via Project Partner declaration.



- Assessment of new knowledge generated in the project (outputs and other knowledge).
- Consideration of IPR protection options (e.g., patent, copyright, trademark, confidentiality), considering possible co-ownership.

### 3.5.2 NEW EXPLOITABLE OUTCOMES GENERATED BY CONSORTIUM

The table below describes the **potential types of exploitation** for the main outcomes foreseen so far. Of course, its content is a first approximation given the expectations and objectives the consortium has at the really beginning of the project. **It will be updated** during the execution of the project.

*Table 2. Potential exploitation agreements*

Partner	Exploitable Results/Interest	Routes to Exploitation	Potential Uses/Applications	Potential Users and Sectors
AQUA	Minerals extraction from brine	. Portfolio of AQUA solutions for existing and new DWTP,	Desalination Plants	Municipalities, Industries
	Refining of selected nutrients	WWTP and Desalination Plants	WWTP	Municipalities, Industries
	CH4 upgrade for fuel cell	. Improvements offered to existing clients (about 1000 municipalities) and new tenders (both DBO and O&M contracts),	WWTP and industries	Municipalities
	Demand, quality, control & optimization models	. Dissemination in EBC and TAG	DWTP	Municipalities, Industries
SMVAK	Co-digestion of Industrial Residue	. Inclusion in its portfolio of services . Deployment into other plant of Group	DWTP	Water Utilities, Municipalities
	Smart methods for leakage and network energy optimisation	. Inclusion in its portfolio . Transfer of technology to all networks in Group, Sharing in European Benchmarking EBC	DTWP	Water Utilities, Municipalities
VASYD	Technology for Rainwater Harvesting	. Inclusion in its portfolio; Internal Service . Dissemination to other Cities in Oresund	DWTP	Water Utilities, Municipalities



	Direct Membrane Filtration Technology	. Sales through established membrane supplier marketing channels	WWTP	Water Utilities, Municipalities
<b>STW</b>	Predictive models & Prescriptive models	. Internal Service . Collaborative transfer to other UK Water Companies (Isle TAG)	DW networks	Water Utilities, Municipalities
	Robotics for Network management	Internal product development, collaborative transfer via EBC and EurEau	DW networks	Water Utilities, Municipalities
<b>EMS</b>	WW network models	. Direct Sales to Other Water Companies via EBC and TAG . Commercial Agreements	WW networks	Water Utilities, Municipalities
<b>POLY</b>	PVDF membranes	. Collaborative Research . Internal product development . Agreements	Desalination Plants and Mining	Water Utilities, Municipalities, Mining
<b>SOLWA</b>	Evaporation Domes	. Selected Desalination Plants (IDA, EDS)	Desalination	Desal Operators
<b>APOR</b>	Biomimetic Membranes	. Sales through existing membrane supplier marketing channels		Mining
<b>VOLT</b>	CDI Tech.	. Internal product and Sales development . Distribution Agreements with Agents	Desalination Plants and Industrial Plants	Municipalities, Industry, Mining
<b>RESA</b>	Selective precipitation – Mg Recovery	. Joint ventures with brines producers (desalination plants and salt production facilities) . Commercial Agreements	Desalination Plants	Desalination
<b>ANET</b>	Struvite and Vivianite recovery	. Commercial Agreements with Technology Providers (Xylem, Evoqua, Danaher/Trojan)	Water Utilities and Industries	Water Utilities and industries
<b>WE&amp;B/ENOLL</b>	Social Engagement Methodology	. Dissemination to other water utilities through EurEau, TAG and EBC	Water Utilities and Industries	Water Utilities and industries





<b>UVAL</b>	AnMBR	. Internal Deployment for Sewer Mining in Group Networks, New industrial service creation . Commercial Agreements	WWTP	WWTP, Industries, Papermills, Breweries, Agrofood industries
<b>UNIZ</b>	Software tools for economics-based coordination on optimal and predictive control	. Collaborative research	Utilities, Water authorities, End consumers, SMEs for software engineering	Utilities, Governance, Industry, SME
<b>CETIM</b>	LCA	. Collaborative research . Internal service creation	WWTP and DWTP	Industrial & Municipal WWTP and DWTP
	RA	. Collaborative research . Internal service creation	WWTP and DWTP	Industrial & Municipal WWTP and DWTP

### 3.5.3 WINCUBATOR AND REPLICATION STRATEGY

To create business opportunities from REWAISE products, a specific mechanism developed by WIN Water in Sweden will be adapted to connect SMEs with the associated utilities market.

The aim is to advise SMEs to develop their growth potential and help them to seek funding. WIN (3er Party) is responsible for organising this WINcubator, with contributions from BLUE, to shape an open innovation marketplace for SMEs and an entrepreneurial network that is an integral part of the REWAISE ecosystem.

REWAISE partners' living labs will facilitate market access and provide testbeds, as well as personal and financial contributions. The REWAISE Investor Partnership will also advise SMEs to help them develop their new products and services as well as their business.

Below, there is a preliminary list of the new concepts proposed by the SMEs that will be examined in work packages 2 and 3 to be evaluated in the Hubs. More concepts will be identified as the project progresses.

*Table 3. Preliminary list of new concepts proposed by SMEs that will be examined in WP2 and WP3*

SME	Product
<b>Ecoclimate</b>	Energy savings by smart technologies
<b>Ekobalans</b>	Pellet fertilizer from waste water
<b>Graytec</b>	Greywater reuse in houses
<b>Hydraloop</b>	Water resource reuse in houses
<b>Impulser</b>	90% water saving toilet
<b>Orbital Systems</b>	Recirculating showers
<b>Sanitation 360</b>	Urine to fertilizer
<b>Watersrint</b>	Water disinfection and water reuse by UV-LEC

### 3.6 DISSEMINATION ACTIVITIES & TOOLS

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According to the needs and interests of the different target groups, including general public, REWAISE **will use different dissemination tools**. Each tool will have a dissemination objective and impact on the audience outlined above. To measure the effectiveness of dissemination on the target audience, three values will be fixed: H, for highly effective; M, for medium effective and L, for low effective.



Table 4. Dissemination Activities

Dissemination measures	objectives	Expected results	Tarfet Audience - Effectiveness impact					
			Citizens & User Communities	Public Authorities	Business Community	Scientific Community	Sectorial Platforms	General Public
<b>Replication measures</b>	<ul style="list-style-type: none"> <li>. Demonstrate in real environmental operation &amp; technical advantages of REWAISE</li> <li>. Open markets</li> <li>. Increase the future exploitation of project results</li> </ul>	<ul style="list-style-type: none"> <li>. Increase citizen satisfaction in water services</li> <li>. Increase citizens participation in water services</li> <li>. Interconnection between the water system &amp; social sectors</li> </ul>	H	M	H	M	L	M
<b>Info Day REWAISE &amp; brokerage events</b>	Engage technical policy making community and relevant stakeholders	Increase public involvement in water management, mobilize replication sites	M	M	M	L	H	H
<b>Conferences, exhibitions, meetings</b>	Achive awareness of the project results and find future collaborations	Promote project development and results and H2020 programme funding, increase co-financing	....	....	M	H	M	L
<b>Final Conference REWAISE</b>	<ul style="list-style-type: none"> <li>. Broaden dissemination of the project and its results</li> <li>. Increase market uptake and future exploitation of project results</li> </ul>	<ul style="list-style-type: none"> <li>. Increase public involvement in management</li> <li>. Increase the future exploitation of REWAISE approaches</li> </ul>	L	M	L	H	M	H
<b>Scientific and specialised Journals</b>	Promote and achieve awareness of the main project results to scientific and specialised journals	Increase awareness among the scientific community	....	M	M	H	L	....
<b>Networking with EU initiatives</b>	Promote technical project results and marjet uptake	Creation of networks to leverage projects results	....	....	....	M	M	....
<b>Press release &amp; newspapers &amp; magazines</b>	<ul style="list-style-type: none"> <li>. Disseminate the project and its main technical &amp; scientific results</li> </ul>	Increase public awareness and involvement in water management	M	M	L	L	M	H
<b>e-Newsletters</b>	<ul style="list-style-type: none"> <li>. Raising awareness of future water services and REWAISE benefits</li> </ul>		M	M	L	L	M	H
<b>Logo, graphical identity, posters &amp; brochures</b>	<ul style="list-style-type: none"> <li>. Convey the most remarkable information from the project and its results to a general audience</li> </ul>		M	M	L	L	M	H
<b>Project website</b>			M	M	L	L	M	H
<b>Social Networks</b>			M	M	L	L	M	H
<b>Project Video</b>			M	M	L	L	M	H

## 3.7 DISSEMINATION CHANNELS, TOOLS AND ACTIVITIES

### 3.7.1 PROJECT WEBSITE

REWAISE website (<http://rewise.eu/>) was launched the first month of the project, serving as a primary source of information regarding REWAISE objectives, progress, and outcomes. The aim of this website is to organize 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 public and private restricted areas.

- The private area includes the project scheduling, deliverables with restricted access, reporting, other confidential documents, and management tools. This private area works in Sharepoint, a team collaboration software tool.
- 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.

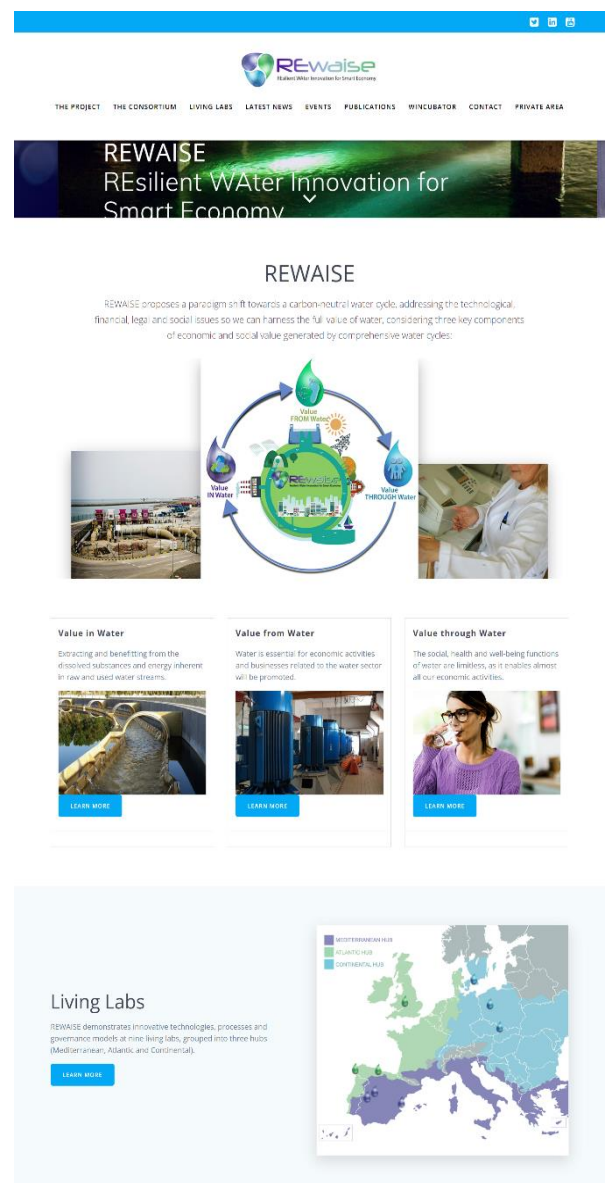


Figure 2. REWAISE website

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, in order to ensure that all the consortium members have access to the latest documentation generated.

### 3.7.2 PROJECT DELIVERABLES

During the duration of REWAISE, the project will produce a wide range of official and public deliverables. There will be 91 deliverables produced and 19 will be public. Those public deliverables will be published in the project website, and they are listed below.

*Table 5. REWAISE Public deliverables*

Deliverable (number)	Deliverable name	Leader	Dissemination level	Delivery date
D1.4	#1 Communication Plan	INNCO	Public	28/02/2021
D9.1	Stakeholder mapping and societal contexts in each Living Lab	WE&B	Public	31/01/2022
D1.9	#1 Internal Ethical and Gender Dimensions Guideline	ENOLL	Public	31/01/2022
D7.2	# 1 Life Cycle and environmental performance Methodology	CETIM	Public	28/02/2022
D8.6	#1 Dissemination & Exploitation Plan	INNCO	Public	28/02/2022
D1.5	#2 Communication Plan	INNCO	Public	30/04/2022
D9.5	# 2 Living lab methodology and online handbook	ENOLL	Public	30/11/2022
D1.10	#2 Internal Ethical and Gender Dimensions Guideline	ENOLL	Public	31/08/2023
D9.6	#1 Experimentation in the Living Lab assessment reports	ENOLL	Public	31/08/2023
D1.6	#3 Communication Plan	INNCO	Public	31/12/2023
D7.3	# 2 Life Cycle and environmental performance Evaluation	CETIM	Public	29/02/2024



D9.2	Activities and Outcomes from the Competency Groups	WE&B	Public	31/08/2024
D4.5	Local indicators on WW treatment and social awareness campaign	ANET	Public	31/10/2024
D8.5	Guidance for Replication Strategies	BLUE	Public	31/12/2024
D8.7	#2 Dissemination & Exploitation Plan	INNCO	Public	31/03/2025
D8.8	Innovation Deal and Reuse Risk Management	UVAL	Public	31/03/2025
D9.8	SROI report white paper	ENOLL	Public	30/04/2025
D3.7	Methodological Tool for socio-economic, environmental, and social evaluation of water supply and sanitation projects	AQUA	Public	31/07/2025
D9.7	# 2 Experimentation in the Living Lab assessment reports	ENOLL	Public	31/08/2025

### 3.7.3 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.

#### 3.7.3.1 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 has been produced, to explain and disseminate the project. As the project evolves and relevant milestones are reached, new designs will be made. This resource for REWAISE dissemination is shown below.



Figure 3. REWAISE brochure (part 1)

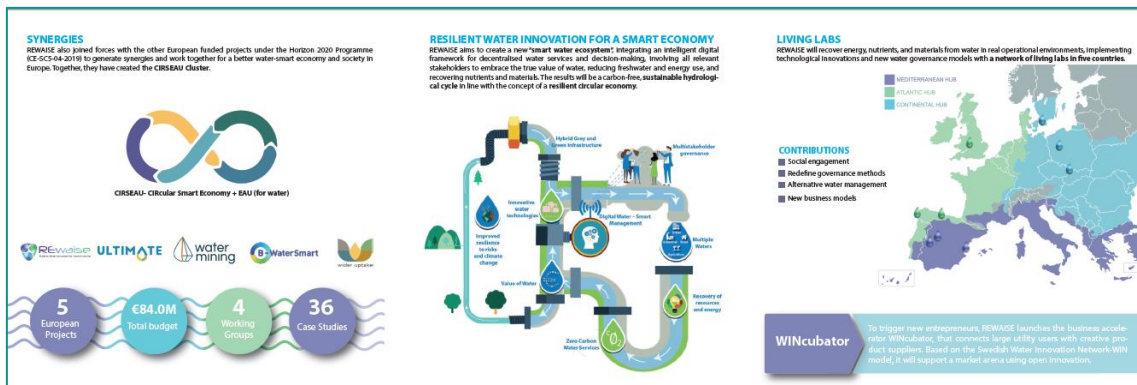


Figure 4. REWAISE brochure (part 2)

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

### 3.7.3.2 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, in order to present the main aspects of REWAISE, and another one at the end, in order 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.





### 3.7.4 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 will 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.

The first Newsletter of the project has already been sent to 145 contacts, getting an open rate of 46%. An overview of the first REWAISE newsletter is shown below.

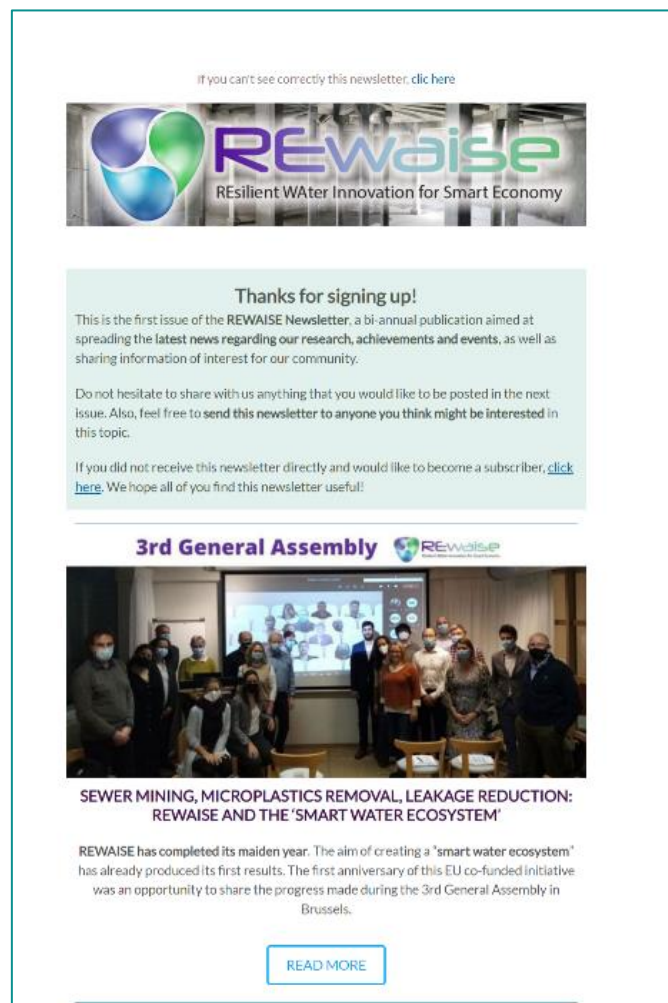


Figure 5. REWAISE first newsletter





### 3.7.5 SOCIAL NETWORKING COMMUNICATION TOOLS

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 the reason 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.

The Social Media channels will be:

- **Twitter:** this Social Media channel will be crucial on Events, Conferences or Workshops to broadcast REWASE role on these scenarios and attract followers through real time information.
- **LinkedIn:** will be the scenario to share news and articles about the progress and outcomes of the project.
- **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.

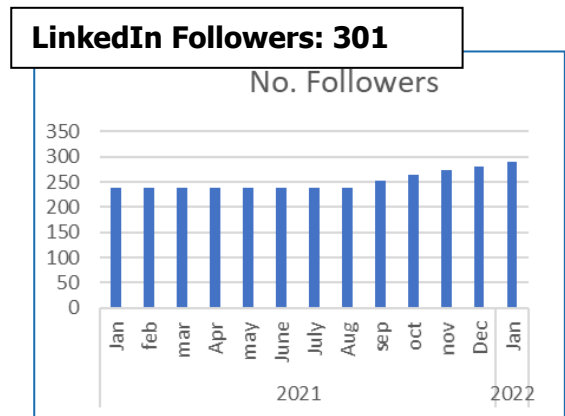
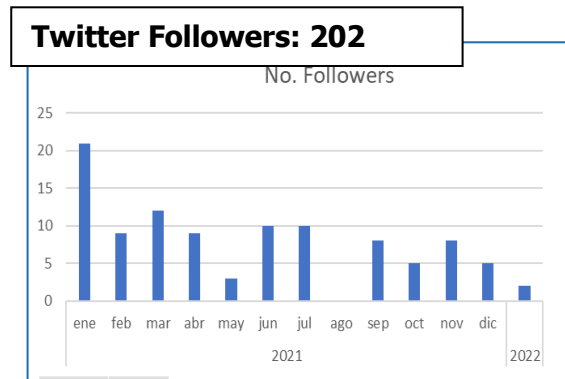
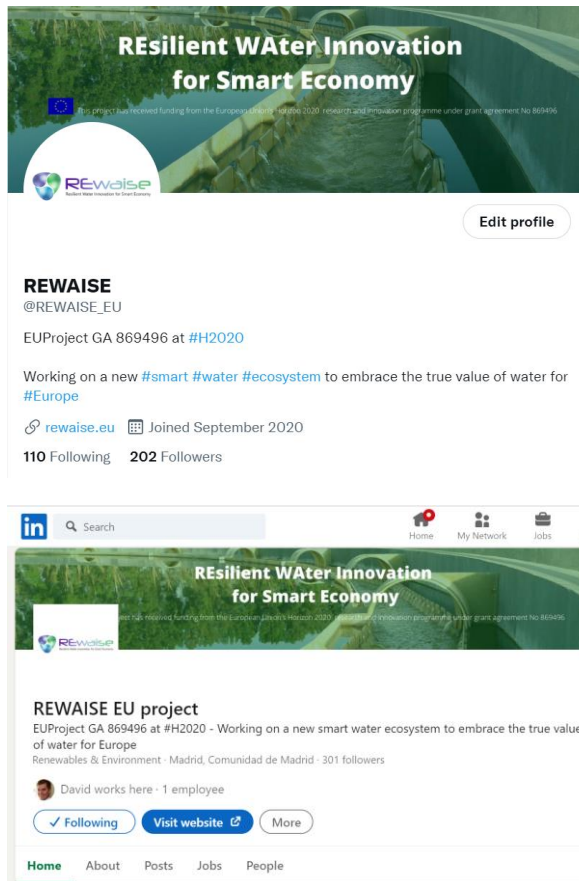


Figure 6. REWAISE social media profiles

### 3.7.6 PUBLICATIONS AND JOURNALISTIC ARTICLES

Project results will be also disseminated in the form of scientific publications targeted at peer-reviewed professional journals. The **main scientific journals** identified as potential disseminators of REWAISE results are listed below.

Table 6. REWAISE potential journals for dissemination purposes

Scientific Journal *	Description	Use to communicate KEY MESSAGE (A-D Section 3.4)
<a href="#">International Journal of Hydrogen Energy</a>	The <i>International Journal of Hydrogen Energy</i> aims to provide a central vehicle for the exchange and dissemination of new ideas, technology developments and research results in the field of Hydrogen Energy between scientists and engineers throughout the world.	(B), (C) Potential collaborators around the scientific community, also business experts in water industry
<a href="#">Journal of Cleaner Production</a>	The <i>Journal of Cleaner Production</i> is an international, transdisciplinary journal focusing on Cleaner Production, Environmental, and Sustainability research and practice.	(B), (C) Potential collaborators around the scientific community and business experts



Scientific Journal *	Description	Use to communicate KEY MESSAGE (A-D Section 3.4)
<a href="#"><u>Journal of Applied Electrochemistry</u></a>	The Journal of Applied Electrochemistry is the leading journal on technologically orientated aspects of electrochemistry.	(B) Potential collaborators around the scientific community
<a href="#"><u>Electrochimica Acta</u></a>	Electrochimica Acta is an international journal. It is intended for the publication of both original work and reviews in the field of electrochemistry.	(B), (C) Potential collaborators around the scientific community and business
<a href="#"><u>Bioresource Technology</u></a>	Bioresource Technology publishes original articles, review articles, case studies and short communications on the fundamentals, applications, and management of bioresource technology.	(B) Potential collaborators around the scientific community
<a href="#"><u>Nutrient Cycling in Agroecosystems</u></a>	Nutrient Cycling in Agroecosystems publishes peer-reviewed papers and rapid communications based on original research as well as reviews, perspectives, and commentaries of interest to an international readership.	(B) Potential collaborators around the scientific and technological professional community
<a href="#"><u>Water Research</u></a>	Water Research has an open access companion journal, sharing the same aims and scope, editorial team, submission system and rigorous peer review.	(B), (C) Potential collaborators around the scientific community and business
<a href="#"><u>Water Science and Technology</u></a>	Water Science and Technology is IWA Publishing's Flagship journal with a long history in publishing quality peer reviewed papers on all aspects of the science and technology of wastewater and stormwater management worldwide.	(B) Potential collaborators around the scientific community
<a href="#"><u>Science of the Total Environment</u></a>	Science of the Total Environment is an international multi-disciplinary journal for publication of novel, hypothesis-driven and high-impact research on the total environment, which interfaces the atmosphere, lithosphere, hydrosphere, biosphere, and anthroposphere.	(D) Public Authorities and Agencies
<a href="#"><u>Journal of Membrane Science and Research</u></a>	The Journal of Membrane Science and Research (JMSR) is an Open Access journal with Free of Charge publication policy, which provides a focal point for academic and industrial chemical and polymer engineers, chemists, materials scientists, and membranologists working on both membranes and membrane processes, particularly for four major sectors, including Energy, Water, Environment and Food.	(B), (C) Potential collaborators around the scientific community and business
<a href="#"><u>Desalination</u></a>	Desalination is an inter-disciplinary journal publishing high quality papers on desalination materials, processes, and related technologies.	(B) Potential collaborators around the scientific community
<a href="#"><u>Water Policy</u></a>	Water management and water infrastructure are preconditions for civilization and demands on our water resources are increasing. In some regions these demands are exceeding capacities to supply water. Our	(B) Potential collaborators around the scientific and technological



Scientific Journal *	Description	Use to communicate KEY MESSAGE (A-D Section 3.4)
	old water institutions, laws, regulations, treaties, and agreements are straining to meet the new demographic realities.	professional community
<a href="#">International Journal of Environmental Science and Technology</a>	International Journal of Environmental Science and Technology (IJEST) is an international scholarly refereed research journal which aims to promote the theory and practice of environmental science and technology, innovation, engineering, and management.	(B), (C) Potential collaborators around the scientific community and business

### 3.7.7 PROJECT 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 Dissemination Tools.

There will be both internal and external events. Internal events and workshops will be a fundamental tool for knowledge transfer between the different work packages, to enable joint work.

#### 3.7.7.1 Internal Meetings

Internal meetings are an essential part of the joint consolidation of the final exploitation strategy. They are key for the review and control of the processes carried out in the project, as well as for the formulation of new proposals, the sharing of ideas and solutions and a key point for the development of the exploitation and dissemination strategy.

The following table summarises the internal meeting plan, which is carried out in REWAISE:

*Table 7. Foreseen workshops planned for the project*

	Chair	Ordinary meeting	Extraordinary meeting
General Assembly	PC	At least once a year	At any time upon written request of the Project Coordinator, the Management Team or 1/3 of the Members of the General Assembly
Management Team	PC	At least every 6 months	At any time upon written request of the Project Coordinator or 1/3 of the Members of the Management Team



### 3.7.7.2 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.

A list of major industry events of interest to REWAISE has been compiled. This list is regularly updated and stored in [Sharepoint](#), to make it accessible to the whole consortium.

The main events identified in this sense are shown in below.

*Table 8. List of external events*

Event	When	Where
The 17th IWA Leading Edge Conference on Water and Wastewater Technologies	March 27, April 2022	Reno, Nevada, USA
IWA WWRR Conference	10-13 April 2022	Poznan, Poland
Singapore International Water Week 2022	17 to 21 April 2022	Singapore (online)
3rd Global Smart Water Summit	5-6 May 2022	Barcelona, Spain
The Malmö Summit	11-13 May 2022	Malmö, Sweden
Global Water Intelligence Summit	16-18 May 2022	Madrid, Spain
SWAN 12th Annual Conference	24-26 May 2022	Washington, DC, USA
IDA Desalination World Congress	29 May - 2 June 2022	Sydney, Australia
BlueTech Forum 2022	7-8 June 2022	Vancouver, Canada
EDS Conference 2022: Desalination for the Environment. Clean Water and Energy	20-23 June 2022	Canary Island, Spain
World H2 Energy Conferences	26-30 June 2022	Istanbul, Turkey
IFAT - World's Leading Trade Fair for Water, Sewage, Waste and Recovery	30 May- 3June, 2022	Munich, Germany
SIWI Stockholm Water Week 2022	29 Aug - 2 Sept 2022	SIWI Stockholm Water Week



IWA World Water Congress “Water for smart liveable cities”	11-15 Sept. 2022	Copenhagen, Denmark
WEFTEC: Water Environment Federation Technical Exhibition + Conference	8-12 Oct 2022	New Orleans, USA
EUROMEMBRANE 2022	20-24 Nov 2022	Naples, Italy
Aquatech Amsterdam	6-9 Nov 2023	Amsterdam, Netherlands

### 3.7.8 COLLABORATION WITH OTHER ENTITIES

REWAISE Consortium aims to create new opportunities and explore its developments through close collaboration with other European initiatives.

This action is currently ongoing. A Cluster has already been organised together with the five European projects approved under the Horizon 2020 Programme (CE-SC5-04-2019): [REWAISE](#), [ULTIMATE](#), [Water Mining](#), [B-Water Smart](#) and [Wider Uptake](#)

Together, they have created the CIRSEAU Cluster, which comes from the acronyms CIRcular Smart Economy + EAU (for water).

CIRSEAU has five working groups to establish synergies between the five projects and work together in these areas: Stakeholder Engagement, Communication, Young Professionals, Systemic Innovation, and Impact Assessments & LCA.



Figure 7. CIRSEAU Case Studies map



### 3.8 MEASURES TO MAXIMISE IMPACT

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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:

- Designing and implementing an outreach strategy to increase the effectiveness and timeliness of the project impacts.
- Ensuring high participation rate, awareness, and involvement of all pertinent target groups (academy, policy makers, users, end-users, general public, regulatory 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 State-of-the-Art (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, VA SYD, 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.





## 4 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

### 4.1 PERFORMANCE MEASUREMENT

The success of these PEDR will be assessed based on indicators or KPIs listed in the table below. These KPIs will be revised during the project. These KPIs will be reviewed throughout the project to adjust them to the needs of the PEDR for proper implementation and measurement. This implies the variation of the estimated target and even the addition of new KPIs.

*Table 9. KPIs for dissemination activities*

Quantification	Activity	KPI	Expected Results
Effectiveness	Dedicated website	No. of accesses per year	>3.500 accesses per year
		No. of downloads	>300 downloads per year
		No. of individuals/organisations signed up to receive mail updates on project achievements and results	>300 individual organisations each year
	Social Media Channels	No. of Twitter followers	>300 Twitter followers
		No. of Facebook followers	>500 Facebook followers
		No. of LinkedIn followers	>500 LinkedIn
		No. of project videos	>10 project videos
	No. of views on YouTube	>6.000 views on YouTube	
	No. of social media interactions from across the EU	>20 interactions	
Networking with communities, networks and associations		No. of communities or associations reached including EU projects and networks	>250communities/associations per year
Quality	Visual identity	Identifiable/recognisable visual identity, attaching fromat, eye-catching pictures, dynamic graphic	Project logo, templates



## 4.2 IMPACT

Impact is a tool used 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 10. Impact indicators*

Indicator	August 2021	August 2022	May 2023	Source & Methodology
<b>Accumulated no. Articles/Reports published on REWISE web</b>	2	4	6	Report dissemination activities
<b>Accumulated no. Articles/Reports published in scientific journals</b>	1	3	5	Report dissemination activities
<b>Accumulated no. Events/workshops on which REWAISE has participated</b>	2	4	6	Report dissemination activities

## 4.3 REPORTING

To facilitate an accurate monitoring and assessment of the dissemination 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](#)", which can be used to report every communication activity or publication (articles, publications on scientific journals, 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 PEDR annual updates.

#### **4.4 MONITORING AND ASSESSMENT**

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The monitoring is a continuous process that will assess the overall Task 8.5 activities/results, but also evaluate each individual activity and its impact on the project as a whole. It is most likely that the PEDR will be updated according to the results of such evaluations.



## 5 CONCLUSIONS

The deliverable includes the first approach of the Plan for the Exploitation and Dissemination of Results, explaining how the results obtained are exploited and disseminated.

The PEDR will be a living document. It will be updated during the whole implementation of REWAISE, involving all partners in the joint effort of developing the Exploitation and Dissemination strategy to ensure successful exploitation and dissemination of the results of the project. All partners have committed to contributing to and engaging in exploitation activities to achieve this objective.

Further versions will be included in the Intermediate and Final Reports to the EC and in the D8.7 Final Dissemination and Exploitation Plan. In addition, additional content will be included based on synergies within other PEDR's from other European indicatives such as the CIRSEAU cluster and feedback from European Commission.