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Water Innovation through Dissemination Exploitation of Smart Technologies

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WP 5: Dissemination and communication channels

D5.2: Communication and dissemination plan

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Executive Summary

This report is part of WIDEST (www.widest.eu), a H2020 funded project – Coordination and Support Action (Ref. Number 642423). It details the communication and dissemination activities planned by the project partners and the project as a whole, for the duration of the project, stating the strategy, the type of audiences to be targeted and the communication and dissemination tools to be used. It also lists the events in which WIDEST has already participated during the first six months of the project and future events that are being considered.

To understand this document the following deliverables have to be read.

Number	Title	Description
D5.1	Project Website	Details about the design and implementation of the project website

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1. Introduction - Purpose of the communication and dissemination plan

WIDEST (www.widest.eu) is a H2020 funded project (Coordination and Support Action - CSA– Ref. Number 642423), entitled "Water Innovation through Dissemination Exploitation of Smart Technologies". This report is part of the project (WP5-Deliverable 5.2). It describes the planning and scheduling of communication and dissemination activities, as of July 2015 (Month 6). Promoting public awareness, communicating and disseminating the results of a Horizon 2020 Coordination and Support Action, such as the WIDEST project, is one of its key objectives. Consequently the communication and dissemination activities play a major role for the project.

The purpose of this document is to set out a plan and schedule of the communication and dissemination activities for WIDEST that support the following overall communication and dissemination objectives, i.e. to:

- Provide visibility to the Project and its scientific outcomes, within the research community working in related fields. Material from all the other Work Packages will be gradually added to the website, as the project matures and they become available.
- Raise awareness for WIDEST and for other websites and projects (e.g. the ICT4WATER cluster (<http://ict4water.eu>), of which WIDEST is a member), within different potential user groups.
- Promote Smart Technologies, related to ICT for Water Management, in accordance to the scope and aims of EIP for Water (EC).
- Establish common frameworks, such as logos, website, videos etc.
- Develop dissemination and training materials (e.g. The Massive Open Online Courses, the dedicated YouTube channel, etc.).
- Provide direct access to the ICT for Water Observatory through its website.
- Develop links with WSSTP and its activities and audience.
- Establish and develop links with an EIP on water action group, in order to share knowledge of ICT for water to a connected community.
- Organise events and link with existing events, such as the SWAN conference, the WSSTP annual conference etc.
- Encourage interaction with stakeholders and the public, by participating in panel discussions, organising lectures, organising a competition on a video clip and share this information with the public.

This document also serves as a reference document for all Project Partners, to show the various different tools, activities and channels available to them to take advantage of.

This document is addressed to the following:

- a. The Project Partners, in particular, those identified as work package leaders and dissemination contacts, so that they know what they are responsible for delivering, how and when, and as a reference document.
- b. The Project Coordinator (for monitoring purposes).
- c. The EC Project Advisor (to understand what dissemination activities we plan to undertake, to help support and advise on communication and dissemination across the EC where appropriate and to monitor progress).

This document will feed into the two annual dissemination reports (Deliverables D5.3 / D5.4), due to be delivered in month 12 and 24 respectively.

2. Roles and Responsibilities

2.1 Project partner responsibilities

This WIDEST Communication and Dissemination plan and schedule will be managed and monitored by UNEXE (as Work Package 5 Leader). However, the various activities detailed will be carried out by different Project Partners. Each Project Partner has a responsibility to undertake some level of project communication and dissemination (with their budget allocated) and this plan will guide the Project Partners in this work.

As the project progresses, the plan and schedule documents will be updated to ensure they remain relevant, topical and in line with the project's objectives.

Each work package has specific objectives and deliverables (refer to the WIDEST Grant Agreement document for details). As the work packages progress, the dissemination requirements will change and it is up to the work package leader to refer back to the dissemination plan and schedule to use as a guide and ensure that this progress can be disseminated effectively. Requirements can be fed into the plan/schedule for updating.

Any dissemination requirements can be raised directly with the WP5 leader (UNEXE) or the Project Coordinator (EURECAT).

All communication about the WIDEST project, no matter which stage of the project, should aim to demonstrate the ways in which the project is contributing to a 'European Innovation Union' and account for public spending by helping provide evidence that the collaborative WIDEST project is adding value by:

- a. Showing how the collaboration of all the European WIDEST partners has and will achieve more than any one partner on its own.
- b. Showing how the outputs of the WIDEST project are relevant to people's everyday lives relating to water use.
- c. Ensuring that the results from the WIDEST project are taken up by decision makers to influence policy making, and by investors, industry and the scientific community to ensure the research related to smart water by all the 15 projects in the ICT4WATER cluster is exploited to its full potential.

Throughout the WIDEST project, partners must continually ask themselves "How do we demonstrate the added value and positive impact of the WIDEST project to the European Union?"

2.2 Communication and Dissemination Commitment from Project Partners

During the WIDEST kick-off, held in February 2015 in Barcelona, it was agreed that all the project partners will contribute to the project communication and dissemination activities. The plans and general

commitments are detailed in the tables below. Obviously these tables will be updated as the project progresses with more details, but the general plans are here.

Table 2.1: EURECAT (coordinator) commitment to communicate and disseminate

Activity	Target audience
Press releases (initiate)	All
WIDEST Website news- Administration and contribution	Water industry
EURECAT website (links/news to WIDEST)	Water Industry/Academic/Scientific
Use of Social Media (Twitter/LinkedIn) to spread the word	Academic-Scientific
Event/Conference participation and presentation	Water Industry/Academic/Scientific
EIP Action group active participation	Water Industry/Academic/Scientific
Video material	Water Industry/Academic/Scientific
Open house event	All/Local community
Workshop at International Conference	Water Industry/Academic/Scientific
Personnel Exchange/Knowledge Transfer	Academic
Scientific papers for the academic/scientific community	Academic/Scientific
Video competition - Assistance	All

Table 2.2: UNEXE (Work Package Leader) commitment to communicate and disseminate

Activity	Target audience
WIDEST Website news-Administration and contribution	Water industry
UNEXE website (links/news to WIDEST)	Water Industry/Academic/Scientific
Use of Social Media (Twitter/LinkedIn) to spread the word	Academic-Scientific
Event/Conference participation and presentation	Water Industry/Academic/Scientific
EIP Action group active participation	Water Industry/Academic/Scientific
MOOC lecture	All
Video material	Water Industry/Academic/Scientific
Open house event	All/Local community
Workshop at International Conference	Water Industry/Academic/Scientific
Personnel Exchange/Knowledge Transfer	Academic
Scientific papers for the academic/scientific community	Academic/Scientific
Video competition - Leading	All

Table 2.3: CETAQUA commitment to communicate and disseminate

Activity	Target audience
WIDEST Website news-Contribution	Water industry
CETAQUA website (links/news to WIDEST)	Water Industry/Academic/Scientific
Use of Social Media (Twitter/LinkedIn) to spread the word	Academic-Scientific
Event/Conference participation and presentation	Water Industry/Academic/Scientific
Video material	Water Industry/Academic/Scientific
Open house event	All/Local community
Personnel Exchange/Knowledge Transfer	Academic
Scientific papers for the academic/scientific community	Academic/Scientific
Video competition - Assistance	All

Table 2.4: IWA commitment to communicate and disseminate

Activity	Target audience
WIDEST Website news-Contribution	Water industry
IWA website (links/news to WIDEST)	Water Industry/Academic/Scientific
Use of Social Media (Twitter/LinkedIn) to spread the word	Academic-Scientific
Video material	Water Industry/Academic/Scientific
Workshop on ICT Implementation LAMIC	Academic/Scientific
Wiki with terms and definitions	Water Industry/Academic/Scientific
Video competition - Assistance	All

Table 2.5: WSSTP commitment to communicate and disseminate

Activity	Target audience
WIDEST logo	All
WIDEST Website news-Contribution	Water industry
WSSTP website (links/news to WIDEST)	Water Industry/Academic/Scientific
Use of Social Media (Twitter/LinkedIn) to spread the word	Academic-Scientific
WIDEST news in WSSTP newsletter	Water Industry/Academic/Scientific
Video channel - Leading	Water Industry/Academic/Scientific
Hosting WIDEST presentations at WSSTP events	Water Industry/Academic/Scientific
Video competition - Assistance	All

Table 2.6: UNS commitment to communicate and disseminate

Activity	Target audience
WIDEST website hosting	Water industry
WIDEST Website news-Contribution	Water industry
UNS website (links/news to WIDEST)	Water Industry/Academic/Scientific
Use of Social Media (Twitter/LinkedIn) to spread the word	Academic-Scientific
Event/Conference participation and presentation	Water Industry/Academic/Scientific
Video material	Water Industry/Academic/Scientific
Open house event	All/Local community
Personnel Exchange/Knowledge Transfer	Academic
Scientific papers for the academic/scientific community	Academic/Scientific
Video competition - Assistance	All

2.3 Communication/Dissemination contacts

Given that WIDEST is a project with only six partners, four of which are work package leaders and the remaining two (WSSTP, IWA) are mainly specializing in dissemination, there is only main contact for dissemination for each partner and work package, as follows:

Each partner has identified one individual as main contact, who will be responsible for the agreed dissemination activities for the specific partner. This same person will also be responsible for the dissemination activities to be carried out within the work package lead by his/her organization.

This individual will also be responsible for:

- Updating their specific work package pages on the project website
- Uploading news items to the project website when relevant
- Uploading news about WIDEST to their organisation's respective website
- Contributing and assisting to common dissemination activities (e.g. the video channel)

Ensuring specific work package activities in the work package lead by their organisation that need to be disseminated (e.g. a partner specific event or work package specific presentation) are communicated back to WP5, for inclusion in project collateral where relevant and for updating the dissemination plan/schedule.

Work Package Dissemination Contacts are as follows:

Table 2.7: Project dissemination contacts

Partner	Dissemination contacts (main contact in bold)	Main responsibilities related to communication/dissemination
EURECAT	Xavier Domingo	WP1, WP2
	Gabriel Anzaldi	Coordinator-Overall supervision
UNEXE	Lydia Vamvakeridou-Lyroudia	WP5
	Dragan Savic	WP5/Events/Twitter
	David Walker	Website
CETAQUA	Javier Haro	WP4
IWA	Joao Grilo	IWA activities within WP5
WSSTP	Maria Mirachtsi	WSSTP activities within WP5
UNS	Philippe Gourbesville	WP3

2.4 Contractual obligations regarding formal project references for all partners

There are a number of contractual obligations that all Partners have signed up to (via the Grant Agreement) with respect to communication relating to the WIDEST project. These are:

1. In any communication, Partners must state that the WIDEST project has received funding from the European Union. Suggested sentence “The WIDEST Project is a two year ICT coordination and support action project, funded under the European Union’s Horizon 2020 Framework Programme (total fund €1M, grant agreement number 642423)”.
2. The above sentence must be used alongside high resolution logos of the EU Flag emblem – <http://europa.eu/about-eu/basic-information/symbols/flag/>.
3. As Horizon 2020 has no official visual identity and/or logo (<http://ec.europa.eu/programmes/horizon2020/en/content/will-horizon-2020-have-logo-and-or-visual-identity-which-easy-reproduce>), in accordance to the instructions by the EU, when Horizon 2020 is promoted by the WIDEST beneficiaries, the European flag can be used in conjunction with the words "Horizon 2020".
4. Any publicity made by project partners, including at a conference or workshop, or any type of promotional material (brochures, posters, presentations etc.) must include the reference to H2020 and the flag logo, and they should be given appropriate prominence.
5. Any publicity made by project partners, must specify that it reflects only the author’s views and that the European Union is not liable for any use that may be made of the information contained therein.
6. Any publications (reports, presentations, journal articles, news items, press releases etc.) relating to any results from the WIDEST project must include the following sentence “The research leading to these results has received funding from the European Union Horizon 2020 programme, under grant agreement no. 642423”.

2.5 Communicating project news

All partners have a responsibility to play an active role in spreading the news about the WIDEST project in their own areas of industry/expertise and in their own countries, or within their own network (e.g. WSSTP). This partner involvement produces a multiplier effect. Each partner can use their existing lines of communication (e.g. own websites, email news, newsletters) and their own reputation to raise awareness – this should also stimulate new and perhaps unexpected contacts with potential investors/end users/commercial partners.

Media ‘hooks’

Public relations activities include writing and distribution of press releases/packs, placing of articles in relevant trade journals, etc. Items must be newsworthy to receive unpaid-for publicity – it is worth remembering that the press has no duty to publish press releases, whole or in part, so there needs to be a ‘media hook’ to entice the press to publish WIDEST news. This ‘hook’ may be within the story itself or linked to the story, to make it stand out. This ‘hook’ could be:

- a national, international or global event (such as World Water Day), a highly topical news item that is currently commanding significant press coverage in one or more countries (e.g. severe droughts across a particular region, legislation about smart meters),
- a 'first' in the industry or a 'first' in science (e.g. the first smart meter technology to process near real time data...),
- an exciting development that will change the way we, as a society, do things.

Just to have some project news that we think is exciting, is not necessarily enough to get the press interested and run a story on WIDEST and/or ICT for Water Management projects, related to smart water technologies.

Timing is critical!

If we are responding to topical news that is currently in the local, national or international press (e.g. severe droughts across a particular region with water scarcity problems) then we have very little time to get a press release out. So timing is critical and we need to work on a 2 to 3 day turnaround to ensure we can take advantage of the topical 'media hook'.

If our press release is linked to an event or new development, then timing is not so critical, but still the press release must be planned well in advance. If, for example, we want to link a WIDEST project development with the expected annual summer droughts, then we should be planning the content well in advance (at least 2 months) so that editors can plan content in advance.

Website

The WIDEST website can be updated by any of the dissemination contacts, with project or work package specific news, within 24hrs of any news item being approved. Therefore, the WIDEST website will be serving as an effective mechanism for rapid and straightforward knowledge-sharing, in a disciplined and controlled manner, in order to promote the project's results and material, as they become available, to the widest possible audience, throughout the duration of the project, with an emphasis on accessibility and usability by non-experts. Also social services (Twitter, LinkedIn) are linked to the website.

Social media

The other method of fast communication is related to the social media, i.e. Twitter and LinkedIn. A Twitter and a LinkedIn account have been created and all the partners have the responsibility to communicate project news and events using them.






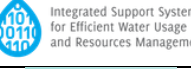









For LinkedIn a group address has been created: <https://www.linkedin.com/grp/home?gid=8350127> by UNEXE (Dragan Savic) and all the partners were invited to join the group.

The Twitter account is @widest_eu (https://Twitter.com/widest_eu) and, again all the partners are invited to communicate project news.

Communicating news of the ICT4WATER cluster

It is important to point out that WIDEST needs also to promote, communicate and spread news and events from the ICT4WATER cluster, i.e., the cluster of 15 “sister” projects (including WIDEST) who are funded by the EU under ICT for Water Management. Thus any communication news from the cluster should also appear within the communication activities of WIDEST, as a Coordination and Support Action that supports the cluster.

Table 2.8 Projects present in the ICT4WATER cluster

Project	URL	Logo
BlueSCities	http://www.bluescities.eu/	
DAIAD	http://daiad.eu/	
EFFINET	http://effinet.eu/	
FREEWAT	http://www.freewat.eu/	
ICeWATER	http://www.icewater-project.eu/	
ISS-EWATUS	http://issewatus.eu/	
iWIDGET	http://www.i-widget.eu/	
KINDRA	http://www.kindraproject.eu/	
Smarth2O	http://www.smarth2o-fp7.eu/	
UrbanWater	http://urbanwater-ict.eu/	
WaterInnEU	http://www.waterinneu.org/	
WATERNOMICS	http://aternomics.eu/	
WatERP	http://www.waterp-fp7.eu/	
WIDEST	http://www.widest.eu/	
WISDOM	http://www.wisdom-project.eu/	

2.6 Press Release Process

All partners should follow the process detailed below to issue a press release:

- 1) Identify news item.
- 2) Discuss with relevant work packages and partners, the key messages to disseminate and linkages with other parts of the project.
- 3) Identify, if possible, the 'media hook' (suggested examples above).
- 4) Write these key messages in an email (can be in bullet point format if preferred) and send to UNEXE and EURECAT, with 'WIDEST PRESS RELEASE' in the title. This email gets sent to the University of Exeter for dissemination purposes and to EURECAT for project management.
- 5) UNEXE will review the content and liaise with the Public Relations Department at the University of Exeter to draw up a press release for approval by EURECAT. If the content / message does suit a press release, then trade press news headlines or feature articles will be considered.
- 6) Once the press release is approved, it should be distributed by email as a word document, in the correct template, to all partners with a note to confirm that it is being sent out using the WIDEST distribution list and the distribution list of specialised partners (i.e. WSSTP).
- 7) Once it has been distributed, it should be added to the news webpage at the project website by UNEXE or EURECAT.

2.7 News Item Process

All partners should follow the process detailed below to issue a news item:

- 1) Identify news item.
- 2) Discuss with relevant work packages and partners, the key messages to disseminate and linkages with other parts of the project.
- 3) Write up the news item in draft format on an email (can be in bullet point format if preferred) and send to UNEXE and EURECAT with 'WIDEST NEWS' in the title. This email gets sent to the University of Exeter for dissemination purposes and to EURECAT for project management.
- 4) UNEXE and EURECAT will review the content and assess the channels for dissemination available. Significant news/developments may lend themselves to a feature article and or interview with a project partner. The likely action will be for UNEXE to identify, with the relevant project partners, the most appropriate trade press to target (e.g. Utilities Weekly) and to contact them to see whether they wish to do an article.
- 5) Whatever the outcome of the above process, the news item will be added to the WIDEST website by UNEXE.

3. WIDEST project communication and dissemination strategy

3.1 WIDEST project communication and dissemination stages.

In order to ensure the project partners are communicating with the right audiences and disseminating the project results at the right time, WIDEST dissemination will be split into two categories/stages:

- Stage 1: VISIBILITY and AWARENESS
- Stage 2: REACHING WIDER AUDIENCES, ACHIEVEMENTS, RESULTS

Each stage roughly coincides with one project reporting period (12 months). Consequently the first stage refers to the first year of the project and the second stage to the second year of the project, although they are not strictly separated and discrete, but designed in order to support the overall project progress. A more accurate description of the strategy would be to say that Stage 1 activities will be more prevalent during the 1st year, while Stage 2 activities will be more prevalent during the 2nd year. On the other hand preparations for Stage 2 will start during the first year (e.g. the video competition, collection of video material, MOOCs).

3.2 WIDEST communication and dissemination target audiences

There are a number of specific audiences that must be targeted for each dissemination activity. These target audiences have an interest in the project from an individual or group level. Each Project Partner has contacts and relationships with people or groups of people within these target audiences, and will be able to take advantage of this when undertaking dissemination activity.

Overall dissemination targets are listed below, but each stage in the dissemination process will target a select number of these, as detailed in section 4.

- Domestic water users / households
- Commercial water users (e.g. businesses, schools)
- Utility companies (water, energy)
- Policy makers
- Government
- Academic / scientific groups, including students
- Environmental groups
- Local communities
- Potential investors in smart water meters and ICT for water technologies
- Smart water technology developers
- Potential commercial / business partners
- Industry Regulators

3.3 Underlying communication tools to support communication and dissemination stages

Each stage of the communication and dissemination plan is supported by a set of underlying specific communication tools, already set up and listed below:

Table 3.1: Communication and Dissemination Tools

Tools	Comments
Project website www.widest.eu	Set up from April 2015 and updated as needed. It contains all the links relevant to the project. Its design and implementation is detailed in D5.1.
Twitter account @widest_eu	Set up and in use from June 2015
LinkedIn group: https://www.linkedin.com/grp/home?gid=8350127	Set up and in use from June 2015
Project branding (logo)	Set up from April 2015, already in use. Files available to all partners to ensure consistent project branding (by WSSTP).
Document templates	Available for project reports, presentations, meeting minutes etc., prepared by EURECAT and available to all partners, to allow the project outputs to be communicated using consistent project branding.
Project Poster	Under preparation, to be available from September 2015
Project contacts list	Available as individual list, but also enhanced by the contacts list of WSSTP for newsletter dissemination etc.
Video competition	To start at the beginning of the academic year 2015-2016, with the results to be announced at the end of the 1st year of the Project.
MOOC	The MOOC platform will start in M9 (October 2015) with the first MOOC targeting a wider audience, to be enhanced during the 2nd year.
Video channel/You Tube channel	Material collection for the video channel (e.g. video clips on Smart water are already being collected and a video Tube account has been set up since June 2015. The material will increase as the Project progresses.

The Project Partners are advised to make use of these tools when undertaking any communication and dissemination activity.

4. WIDEST Communication and Dissemination Stages: objectives and target audiences

4.1 Stage 1: Visibility and Awareness

The objectives of Stage 1 Communication and Dissemination activities are to:

- Raise awareness and communicate project vision across relevant audiences listed below.
- Communicate the project vision in supporting the relevant national and international targets.
- Raise awareness for the 15 EU funded projects under the ICT4WATER cluster.
- Communicate the expected benefits of smart water technologies to relevant audiences.
- Provide an opportunity for people to 'find out more' and 'get involved' through the video competition, the open events and the lectures.
- Market the WIDEST project as an H2020 funded project with an underlying objective of supporting the use of ICT for Water Management and smart water technologies for reducing water consumption and hence reducing energy consumption across the EU.
- Direct people to relevant contact details, partner details and other sources of information regarding WIDEST and the ICT4WATER cluster.
- Reach other EIP groups and get involved.

During Stage 1 the main target audiences are:

- Utility companies (water, energy)
- Policy makers
- Government/EU officers and Water EIP groups
- Academic / scientific groups, including students
- Local communities through the open events
- Potential investors in smart water meters and ICT for water technologies
- Potential commercial / business partners for further smart water technology development

4.2 Stage 2: Reaching wider audiences, Achievements, Results

The objectives of Stage 2 Communication and Dissemination activities are to:

- Keep relevant audiences up to date with WIDEST progress,
- Disseminate new knowledge gained through the project, e.g. the ICT for Water Observatory, the portfolio for smart water technologies etc.
- Promote the exchange of knowledge between the project partners through the exchange of personnel.
- Publicise results targeting the involvement of wider audiences (e.g. the video competition)

- Publicise project achievements and knowledge to academic/student audiences (e.g. through the lectures and video clips)
- Help wider audiences understand about smart water technologies and water efficiency at home (e.g. through the MOOCs).
- Continue reaching local communities and environmental groups, informing them about water efficiency and the use of smart water technology.
- Re-iterate the future vision of WIDEST on smart water technologies, the expected benefits and links with national and international targets on energy / water / environment.
- Support the development of new partnerships between partners of the ICT4WATER cluster and the water industry.
- Set the basis for future partnerships between project partners, ICT4WATER partners, EIP action groups, smart water technology developers and the water industry.
- Gain support for future smart water technologies/activities from relevant audiences:
 - EC / National Government / Regulators (e.g. EUREAU, DEFRA)
 - Industry - Water and ICT Companies
 - Public / Domestic water users/Wider audiences

The main Stage 2 target audiences are:

- Trade and industry audiences – specifically utility companies (water, energy) and ICT companies
- Government and policy makers
- Academic/Scientific groups including students
- Policy makers, Environmental groups
- Domestic water users / households (e.g. through the MOOCs)-wider audience
- Commercial water users (e.g. businesses, schools)
- Smart water technology developers

At present, there is no mandate for water companies to install smart water meters in the EU in general– therefore the only way to influence companies to take up smart metering and adopt smart technologies in the future, is to put across a strong case to Water Ministers, to regulators (e.g. OFWAT), to the Water Directorate at DEFRA and to the individual water companies, as well as increasing social awareness on the benefits of smart technologies (i.e., the grass root approach). This will make up part of the second stage of the project dissemination.

5. Communication tools, dissemination channels and related activities

The following sections detail the types of dissemination tools, activities and channels that are relevant and available to the WIDEST project.

5.1 Networks, online forums and knowledge sharing opportunities

One of the most important channels for disseminating WIDEST, the project progress, results and future options for smart water technologies is the project's involvement in relevant networking channels, forums and special interest groups/workshops. The following is a list of relevant channels that should be considered for dissemination purposes. Contacts with some has already been made (as of July 2015).

Water supply and sanitation Technology Platform (WssTP)

<http://www.wsstp.eu/site/online/home>

WSSTP are already partners of WIDEST with a special task on project branding and the collection of material for the video channel. They also provide increased contacts for dissemination through their newsletter contacts lists. Apart from these, they organise a number of events (conferences, workshops), which offer an excellent opportunity for dissemination. WIDEST has already been represented by UNEXE at the Water Innovation Europe Conference 2015 (23-25 June 2015), where the ICT4WATER cluster has been presented, as well as the links of smart technologies to the Juncker directive (L.S.Vamvakeridou-Lyroudia-UNEXE) to a scientific/academic audience and water industry representatives. Participation to the next similar event for 2016 is being planned.

International Water Association (IWA)

<http://www.iwahq.org/1nb/home.html>

IWA is another partner of WIDEST, responsible mainly for dissemination activities related to the wiki and the international workshop on ICT Implementation Promotion in Low and Middle Income Countries (LAMIC). However, apart from these activities IWA is an excellent dissemination channel for reaching scientific and academic audiences, and it is in this capacity that they are included in this list.

SWAN UK Smart Water Network Forum

<http://www.swan-forum.com/>

WIDEST has already made contact with this forum and participated with a presentation on the ICT4WATER cluster and on WIDEST at the annual SWAN Conference (29-30 April, 2015-UNEXE). This forum is also in contact with WIDEST and the ICT4WATER cluster for a common paper on standardisation about smart water.

Ctrl+SWAN Action group

http://www.eip-water.eu/CTRL_SWAN

CTRL+SWAN - Cloud Technologies & Real time monitoring + Smart Water Network (AG126). This is the EIP Water action group directly linked to WIDEST (T5.6). UNEXE and EURECAT have already joined the group as active members of the steering committee, organising dissemination activities in common (e.g. during the IAHR International Conference on July 2nd-Special session of EU funded research on ICT and Water).

Other possible networks and groups are:

Intelligent Metering Initiative

<http://a0768b4a8a31e106d8b0-50dc802554eb38a24458b98ff72d550b.r19.cf3.rackcdn.com/scho0508bobg-e-e.pdf>

Environmental Sustainability Knowledge Transfer Network

www.innovateuk.org/sustainabilityktn

This organisation is already linked to some WIDEST partners (e.g. UNEXE) through a previous project on ICT for Water Management (iWIDGET)

Future Cities Catapult Special Interest Group

<https://connect.innovateuk.org/web/future-cities-special-interest-group>

Water Security Knowledge Exchange Programme

<http://www.wskep.net/>

European Federation of National Associations of Water and Wastewater Services

<http://eureau.org/aboutus>

Chartered Institution of Water and Environmental Management (CIWEM)

<http://www.ciwem.org/policy-and-international/about.aspx#>

Typical outputs include responses to public consultations and parliamentary committee inquiries, CIWEM Policy Position Statements and more detailed reports, as well as organised events at which policy makers will be present. The CIWEM Parliamentary Function/Reception is held annually and provides the opportunity for high level Water Resources panel <http://www.ciwem.org/knowledge-networks/panels/water-resources.aspx>.

European Water Association (EWA)

<http://www.ewaonline.de/portale/ewa/ewa.nsf/home?readform>

The European Water Association (EWA) is an independent non-governmental and non-profit making organisation dealing with the management and improvement of the water environment. It is one of the major professional associations in Europe that covers the whole water sector, wastewater as well as drinking water and water and wastewater treatment related wastes.

EWA Newsletter: EWA activities and initiatives, new events organised by EWA, news directly from the European Commission and the European institutions, news about EWA member associations, into their activities and aims.

[http://www.ewaonline.de/portale/ewa/ewa.nsf/home?readform&submenu= 1 6 7&objectid=8E0EF7936DED6628C12574E400538F54](http://www.ewaonline.de/portale/ewa/ewa.nsf/home?readform&submenu=167&objectid=8E0EF7936DED6628C12574E400538F54)

UK Water Research and Innovation Partnership Water Use Action Group

<http://lwec.centraldesktop.com/ukwrip/doc/17049245/w-2aWaterUseActionGroup>

WISE-RTD Water Knowledge Portal

<http://www.wise-rtd.info/en>

This organisation is already linked to some WIDEST partners (e.g. UNEXE) through a previous project on ICT for Water Management (iWIDGET).

STEP_WISE Science Policy Interfacing in Water Management

<http://www.spi-water.eu/index.cgi>

STEP-WISE Policy Briefings and Newsletters

http://www.spi-water.eu/index.cgi?s_id=67

The Water Management Society

<http://www.wmsoc.org.uk/index.html>

UK Water Network

<http://www.bond.org.uk/pages/uk-water-network.html>

World Economic Forum - Water

<http://www.weforum.org/issues/water>

<http://www.weforum.org/reports/thirsty-energy-water-and-energy-21st-century>

European Water Resources Association

<http://www.ewra.net/>

European Committee for Standardization

<http://www.cen.eu/cen/Pages/default.aspx>

Water Framework Directive Common Implementation Strategy - Working Groups

http://ec.europa.eu/environment/water/water-framework/objectives/implementation_en.htm

5.2 Online news channels

Project website – www.widest.eu

The main online communication channel for the project.

The ICT4WATER cluster website

<http://ict4water.eu>

The main website for the 15 EU funded sister projects on ICT and Water Management, which WIDEST has joined.

Project Partner Websites (various)

European Commission's Research & Innovation Online News Channels CORDIS

CORDIS is the EC's Research & Innovation website with various forms of online news/press channels:

CORDIS News – EC project news

http://ec.europa.eu/research/infocentre/index_en.cfm#gsc.tab=0

Submit news items via: <http://tiny.cc/gk1pf>

CORDIS Wire – online EC project press releases

<http://cordis.europa.eu/wire/index.cfm>

<https://cordis.europa.eu/wire/index.cfm?fuseaction=main.Login&returnFuseaction=article.EnterRelease>

Submit approved press releases via: <https://cordis.europa.eu/wire/index.cfm?fuseaction=main.login>

<https://cordis.europa.eu/wire/index.cfm?fuseaction=main.Login&returnFuseaction=article.EnterRelease>

EC Online Magazines:

research*eu results - http://cordis.europa.eu/research-eu/magazine_en.html

research*eu results features highlights from the most exciting EU-funded research and development projects. It is published 10 times per year in English.

research*eu focus - http://cordis.europa.eu/research-eu/research-focus_en.html

research*eu focus is a magazine where each issue covers a specific topic of research interest. It features articles on EU policies, initiatives, programmes and projects related to research and technological

development and their exploitation. It is published by CORDIS at irregular intervals up to six times a year in English. Occasionally, it may be available in other European languages as well.

5.3 Audio visual channels

WIDEST Video Channel

It is the WIDEST intention and contractual obligation (T5.4) to create a YouTube video channel, where different types of video material produced during the project or collected from the other sister projects from the ICT4WATER cluster will be hosted. This video channel will be the central location where viewers from all types of audiences and from different backgrounds will be able to access them. All the partners, but also stakeholders will be encouraged to contribute to the material of this channel, which will also host all types of announcements and events (lead by WSSTP). It is the intention of WIDEST to publicise this web channel mainly during the 2nd dissemination stage (i.e. during the 2nd year of the project), when enough material will have been collected. Some of the material will be developed within WIDEST (T5.3) from the demonstration workshops and the special sessions of the open events, interviewing also stakeholders and providing web-lectures as introduction to Smart Water Management. The video channel will also host a Topical Video Series showing stakeholders' responses to interview questions. WSSTP will lead the collection of the material. It is expected that the video series will contain about ten or more videos lasting 5 to 15-minutes, although longer videos may also be included, if necessary (e.g. panel discussions). These will come mainly from the open events organised by the partners.

This Video channel will be the main audio-visual communication tool for WIDEST.

MOOCs (Massive Open Online Courses)

Massive Open Online Courses (MOOC) will be the main audio-visual channel for engaging and increasing awareness for the general public (households, schools, businesses). They will promote the learning and understanding of smart water management and the importance of water efficiency. The first MOOC, in the form of an e-learning platform will be uploaded and go live on Month 9 (i.e., in October 2015). Further MOOCs will be developed around a series of "themes" related to ICT and Water, which will be defined in Work Package 1, during Stage 2, i.e. the second year of the project. Access to MOOCs will take place through the project website.

5.4 Open house events and demonstration workshops

There are two types of events to be organised by WIDEST:

- a. Open house events
- b. Demonstration workshops.

The Open house events are friendly, local, informal events open to the public at large, which will last one day. They are addressed to and target as audience the local community, including students/schools, local

groups of citizens and businesses. Each event will include a brief introductory lecture aimed at the general public, videos, and (when possible) a demonstration of smart water management concepts, followed by a question and answer session. These Open House events will be reported through the annual dissemination report.

The Demonstration workshops are also open to the public, but addressed to the students. Consequently their agenda and content is more academically oriented.

Each partner will host one Open House event and a demonstration workshop. They will include an introductory lecture, keynote speaker, and a demonstration with attendees. Lectures at the demonstration workshops will be videoed and uploaded (whenever possible in real time as webinars) to the project website, forming part of the video material at the video channel.

Each partner will organize one open event and one demonstration workshop.

The schedule for each partner is as follows:

EURECAT:

Open event: September 22, 2015 in Barcelona, called ICT4WATER open day. Preparations are advanced, registrations are already open for the event.

Demonstration workshop: It will take place during the 2nd year of the project, at a summer school held in Switzerland, for postgraduate students by the ICT4WATER project SMARTH20 (July 2016). This event will host demonstration workshops from other partners (UNEXE), because it will last for a week.

UNEXE:

Open event: October 20-22, 2015 in Lisbon, during the ICT2015 exhibition. Applications for a booth and a networking session have been submitted and approved.

Demonstration workshop: It will take place during the 2nd year of the project, at a summer school held in Switzerland, for postgraduate students by the ICT4WATER project SMARTH20 (July 2016).

CETAQUA:

Open event: It will take place during the 2nd year of the project.

Demonstration workshop: It will take place during the 2nd year of the project.

IWA:

Due to the special status of IWA as an international dissemination organization, the events to be organized by IWA will be different and special. Accordingly, IWA will organize the following two events:

Open event: cutting edge application of ICT and Young Water Professionals event on how to get "from Academia to Implementation", to take place during the 2nd year of the project.

Demonstration workshop: Workshop on ICT Implementation Promotion in Low and Middle Income Countries (LAMIC) to take place in Jordan (October 2015).

WSSTP:

Due, again, to the special status of WSSTP as an international dissemination organization, the events to be organized by WSSTP will be different and special. Accordingly, WSSTP will organize the following two events:

Open event: A session and presentation on ICT and Water during Water Innovation Conference (June 2015)

Demonstration workshop: It will take place during the 2nd year of the project, during the Water Innovation Conference 2016, or other suitable event.

UNS:

Open event: It will take place during the 2nd year of the project

Demonstration workshop: It will take place during the 2nd year of the project

5.5 Exchange of personnel

Another type of activity that is indirectly related to the open events and the workshops, is the exchange of personnel. Two exchanges of personnel are planned. The goal of this activity is technical, aiming at discussing common standards, best practices, and guidelines, methods and stakeholders' needs and other supporting tasks. Each exchange will last 1-2 weeks and will entail exchanging knowledge and methods, web-lectures at the host institution, and developing material for the project. Whenever possible, the exchanges will be scheduled to coincide with open house events and demonstration workshops in the host institution, so as to maximize the exchange potential for dissemination. The exchange guests will give lectures/presentations (as appropriate per event) also to the people attending the events in the host institution. Exchanges of personnel have not yet taken place. They are planned to take place during the 2nd year of the project, because it is expected that they would be more productive, once the project is more advanced.

5.6 Conferences

Conferences (scientific, academic, or trade) are important dissemination channels for WIDEST both for networking and spreading the word about the WIDEST project and also for presenting project progress and results. Attendance at these events needs to be carefully planned for maximum impact and effective budget use. It is anticipated that delivering presentations at such events, once results from work packages are available, will be a good way of linking project results to future exploitation.

The project will also host two international workshops about WIDEST, as special sessions/side events at suitable international conferences of high esteem. They will follow the same format as a normal

conference session, but they will also introduce WIDEST and present some issues and analyses for discussion.

The first of these special sessions has already taken place. It was called “EU projects for ICT and Water”, and was organized as a special session during the IAHR World Congress by UNEXE on July 2, 2015 in The Hague, Netherlands.

The second will take place during the 2nd year of the project, alongside another relevant conference, to be decided in the coming months.

Other Conferences and events of relevance to WIDEST are listed below:

The SWAN Forum Conferences

Annual events, attracting mainly participants from the water industry. WIDEST has already participated at the annual 2015 Conference (London, 29-30 April, 2015), where it also held a special session with invited stakeholders about standardization.

The CCWI (Computing and Control in the Water Industry) Conferences

These Conferences are held every two years and attract academic and industrial participants from many countries. The next CCWI 2015 Conference will take place in September 2015 (Leicester, UK).

WIDEST will participate in this Conference and will also organize a special session on standards and standardization. The ICT4WATER cluster is also participating with another special session on ICT and Water Management.

The IWA events and conferences

<http://www.iwa-network.org/iwa-events.php>

Each year IWA organises and sponsors many specialised conferences and seminars on a wide variety of topics in water management in locations worldwide.

WIDEST will participate at the next Development Congress & Exhibition, which will be held in Jordan in October 2015 (Special workshop for IWA as a WIDEST partner, as detailed in the Open events section of this report).

The Hydroinformatics Conferences

These are conferences specializing in ICT applications for water systems of high academic prestige. They are held every two years in different locations worldwide. The next Hydroinformatics Conference will take place in 2016, in Korea, with a special theme on Smart Water (<http://www.hic2016.org/html/index.php>). WIDEST will be represented there by UNEXE.

The WDSA conferences

The Water Distribution System Analysis Conferences, are held every two years, sponsored by the American Society of Civil Engineers (ASCE). The next WDSA conference will take place in Cartagena, Columbia in 2016. WIDEST will be participating in this Conference, represented by UNEXE. It should be pointed out that the first special session of the ICT4WATER cluster, before WIDEST started, took place at WDSA in 2014 in Bari, Italy.

The Water Innovation Europe Conferences

These are annual events organized by WSSTP. WIDEST participated in the 2015 event (<http://www.waterinnovationeurope.eu/welcome-to-water-innovation-europe-2015/>) and is planning to participate also in the 2016 event.

International Water Week

This event will take place in Amsterdam in November 2015.

<http://internationalwaterweek.com/>

The IAHR Congresses

These Conferences take place every two years in different locations, attracting large numbers of participants, mainly from the academia and from research organisations. WIDEST participated in the latest IAHR congress (June 2015, The Hague, Netherlands), where it also organized a special session for the ICT4WATER cluster.

The Global Water Forum

The Global Water Forum is held every three years. The Global Water Forum in 2015 (<http://eng.worldwaterforum7.org/main/>) took place in Korea. WIDEST participated in this event, represented by UNEXE.

The European Utility Week

This Event and Exhibition will take place in Vienna (3-5 November 2015) (<http://www.european-utility-week.com/>). It is an event attracting mostly industrial partners specializing in smart applications (energy and water). This year they will have a dedicated session on smart water and WIDEST will be represented there with a presentation by UNEXE.

5.7 Academic and scientific publications

Below is a list of project relevant scientific and academic publications that project partners should consider for dissemination purposes. This list will also be distributed to the other projects of ICT4WATER cluster, in order to support their own publications.

Journal for Hydroinformatics

ISSN Print: 1464-7141



Published by IWA Publishing

<http://www.iwaponline.com/jh/default.htm>

Water Science & Technology

ISSN Print: 0273-1223

Published by IWA Publishing

<http://www.iwaponline.com/wst/default.htm>

Water Science and Technology: Water Supply

ISSN Print: 1606-9749

Published by IWA Publishing

<http://www.iwaponline.com/ws/default.htm>

Water Utility Management International

ISSN Print: 1747-7751

ISSN Online: 1747-776x

Published by IWA Publishing

<http://www.iwaponline.com/wumi/default.htm>

Journal of Water Supply: Research and Technology – Aqua

ISSN Print: 0003-7214

Published by IWA Publishing

<http://www.iwaponline.com/jws/default.htm>

Journal of Water and Climate Change

ISSN Print: 2040-2244

Published by IWA Publishing

<http://www.iwaponline.com/jwc/default.htm>

Water Resources and Industry

In association with the International Water Association

www.iwapublishing.com

<http://www.journals.elsevier.com/water-resources-and-industry/>

Water Research

A Journal of the International Water Association (IWA)

www.iwapublishing.com

<http://www.journals.elsevier.com/water-research/>

Water Resources and Economics

In association with International Water Association (IWA)

www.iwapublishing.com

<http://www.journals.elsevier.com/water-resources-and-economics/>

Water Resources Management

An International Journal - Published for the European Water Resources Association (EWRA)

ISSN: 0920-4741 (print version)

ISSN: 1573-1650 (electronic version)

Journal no. 11269

Springer: <http://www.springer.com/earth+sciences+and+geography/hydrogeology/journal/11269>

Water Resources

ISSN: 0097-8078 (print version)

ISSN: 1608-344X (electronic version)

Journal no. 11268

Springer: <http://www.springer.com/earth+sciences+and+geography/hydrogeology/journal/11268>

Mitigation and Adaptation Strategies for Global Change

An International Journal Devoted to Scientific, Engineering, Socio-Economic and Policy Responses to Environmental Change

ISSN Print: 1381-2386

ISSN Online: 1573-1596

Springer:

<http://www.springer.com/earth+sciences+and+geography/atmospheric+sciences/journal/11027>

Water Asset Management International

ISSN Print: 1814-5434 ISSN Online: 1814-5442

<http://www.iwaponline.com/wami/00901/9.1/default.htm>

Water Practice & Technology

ISSN Online: 1751-231X

<http://www.iwaponline.com/wpt/>

Energy Efficiency

ISSN: 1570-646X (print version)

ISSN: 1570-6478 (electronic version)

Journal no. 12053

Springer: <http://www.springer.com/engineering/energy+technology/journal/12053>

Advanced Engineering Informatics

<http://www.journals.elsevier.com/advanced-engineering-informatics/>

Environment and Behavior

<http://eab.sagepub.com>

Journal of Computing in Civil Engineering

<http://ascelibrary.org/journal/jccee5>

Urban Water Journal

<http://www.tandfonline.com/loi/nurw20>

Environmental Modelling and Software

<http://www.journals.elsevier.com/environmental-modelling-and-software/>

Openaire - EC Open Access Scientific Publishing

<http://www.openaire.eu/>

The Open Access Infrastructure for Research in Europe is an electronic gateway for peer reviewed articles and important scientific publications (e.g. conference publications). All scientific papers/publications from the WIDEST project are to be registered on Openaire (either through your own institution or through the University of Exeter/UNEXE). Submit publications will be shown here:

<http://www.openaire.eu/en/component/openaire/ingestion1/default/381>

5.8 Trade and specialised publications

As well as scientific and academic publications, it is important to promote the WIDEST project in trade publications, specifically the water utilities and ICT industry wide publications. Press releases will automatically be distributed to relevant trade publications, and in addition, the WIDEST team will target specific publications at certain points of the project to undertake Feature Articles.

Another proposed measure for increasing the expected impact of WIDEST, are dedicated specialized publications (in accordance with the GA, such as:

- Water Networks 2030: Vision and opportunities
- Survey on current European state of implementation of smart technologies,
- “Why Apply ICT in Networks”
- A Publication out of the Workshop on ICT Implementation Promotion in Low and Middle Income Countries (LAMIC) (please see next section) and publication of “Why apply ICT in Networks”

All these publications will take place towards the end of the project, in the 2nd year.

Other specific trade publication outlet that has been identified as important to target throughout the project are, which may be useful for publicising trade material is:

Utility Week

Magazine, online news, blogs, awards, podcasts, white papers (including several relating to smart metering)

<http://www.utilityweek.co.uk/>

This Magazine collects, online news, blogs, awards, podcasts, and white papers (including several relating to smart metering).

6. Events

6.1 List of dissemination events that WIDEST participated (February-July 2015)

However so far, WIDEST has participated in a number of conferences and dissemination events, as follows:

Event	Date	Location	Targeted audience	Attended by:
Water Eco-innovation meeting (EASME)	26 February 2015	Brussels		EURECAT
OGC Interoperability Day	13 March 2015	Barcelona		EURECAT
ICT for water – Working Workshop meeting	18 March 2015	Brussels		EURECAT, UNEXE, Cetaqua
ICT for water - Annual Cluster	19 March 2015	Brussels	Experts from the ICT4WATER cluster projects and EC officers	EURECAT, UNEXE, Cetaqua
Global Water Forum	13 April 2015	Korea	Academia, Industry, SMEs, Students, NGOs, Policy/Governance representatives	UNEXE
SWAN Forum 2015 Conference	29-30 April 2015	London	Academia, Industry, SMEs, Water Utilities, Water experts	UNEXE
Special session on standards and standardisation (closed event with invited stakeholders)	1 May 2015	London	Invited session for drafting the conclusions from the open session in the previous day. Representatives from the ICT4WATER cluster and industrial partners	UNEXE
Hydro DWG session	3 June	Boulder	Establishment of near-future steps in regards to the OGC standardization, OGC best practices and OGC-Test-Beds.	EURECAT
Water Innovation Europe 2015	24-26 June	Brussels	Academia, industry, SMEs, Students, EC	UNEXE, WSSTP

IAHR World Congress 2015	2 July	Delft	Academia, industry, SMEs, Students	UNEXE, EURECAT
CCWI 2015	1-3 September	Leicester	Academia, industry, SMEs, Students	UNEXE
ICT4water management projects closing event	September (Exact date TBC)	Barcelona	Academia, industry, SMEs, Students	EURECAT CETAQUA UNEXE
ICT2015 event	22-24 October	Lisbon	Academia, industry, SMEs, Students, EC	EURECAT UNEXE

6.2 List of future events that WIDEST plans to participate in 2015-2016

For the remaining months of 2015 and for 2016, the project is currently preparing an agenda which includes the following events:

Event	Date	Location	Targeted audience	Attended by:
CCWI 2015	1-3 September	Leicester	Academia, industry, SMEs, Students	UNEXE
ICT4water management projects closing event	23 September	Barcelona	Academia, industry, SMEs, Students	EURECAT CETaqua UNEXE
ICT2015 event	22-24 October	Lisbon	Academia, industry, SMEs, Students, EC	EURECAT UNEXE
IWA Development Congress and Exhibition	19-23 October 2015	Jordan	Academia, Students	IWA
European Utility Week	3-5 November 2015	Vienna	Industry, Utilities. Smart water and energy	UNEXE
International Water Week	2-6 November 2015	Amsterdam	Academia, Industry, Students	IWA
Water Innovation Europe 2016	April-June 2016	Brussels	Academia, industry, SMEs,	WssTP, UNEXE

			Students, EC	
Summer School organised by the project SMARTH20	July 2016	Locarno	Students	EURECAT, UNEXE
Hydroinformatics 2016	21-26 August 2016	Korea	Academia, Students, Industry	UNEXE
WDSA 2016	24-28 July 2016	Colombia	Academia, Students	UNEXE

This list is still preliminary for 2016. It will be updated and expanded in the following months.

7. Evaluation of dissemination activities

For every dissemination event, the WIDEST partners attending it and representing WIDEST will fill in a dissemination report, to be submitted at the annual Action Plan reports (D5.3 and D5.4). The template of this report is shown below:

WIDEST Project (GA 642423) Dissemination Report

DISSEMINATION ACTIVITY REPORT

General information			
Name:			
Type of activity:	<i>Congress, workshop...</i>		
Place:			
Start date:		End date:	<i>(if applicable)</i>
Participant data			
Name:	<i>(if applicable)</i>		
Partner:			
Objectives of the event/activity			
<i>Briefly describe the general aim of the event/activity and how it is related to the project activities and objectives.</i>			
Results of the dissemination activity			
<i>Meetings held (organization/entity/enterprise, names, charges, field), new contacts established (organization/entity/enterprise, names, charges, sector/field), activity carried out (congress, workshop...)</i>			
Pending and follow-up actions			
<i>When applicable, describe whether there are further actions to be taken derived from the activity carried out or the event attended.</i>			
Final assessment of the event (achievement of objectives, results, impact...)			
<i>Evaluation of the achievement of objectives compared to the expected results, target reached, impact...</i>			

8. Conclusions

WIDEST is a Coordination and Support Action, for which Communication and Dissemination are a main priority. This report presented the communication and dissemination tools that the project plans to use in order to increase visibility and awareness on smart water and smart water technologies, target different audiences, as well as help and support the dissemination actions of the ICT4WATER cluster. Various activities are being planned, including Massive Open Courses, a Video Competition, the creation of a video channel, where a collection of material related to smart water will be collected, as well as open events, demonstration workshops to students, and, moreover, active participation to steering committee of an EIP Water Action Group on Smart Water Technologies.

Also WIDEST will exploit the classic communication and dissemination channels (website, social media, conferences, publications) and support for the publications). During the first six months of the project it has already a strong presence in major international events, and is planning to participate in more events in the future.