

# EU Framework Program for Research and Innovation (WATER-4a-2014 - H2020)



Project Nr: 641821

**Applying European market leadership to river basin networks and spreading of innovation on water ICT models, tools and data.**

## **Deliverable D4.1**

***Plan for disseminating and exploiting the project's results***

Version 1.4.1

Due date of deliverable: 31/05/2015  
Actual submission date: 16/06/2015

Document control page	
<b>Title</b>	D4.1 Plan for disseminating and exploiting the project's results
<b>Creator</b>	EP_ANTEA
<b>Editor</b>	EP_ANTEA, TD_ANTEA, EP_CREAF, LP_CREAF
<b>Description</b>	The Dissemination and Communication Plan will set out the details of the different types of dissemination activities to be undertaken during the project lifetime. In addition to the dissemination approach that will be applied, this deliverable also provides the necessary guidance for an efficient dissemination strategy. The Plan identifies communicating objectives and goals, the target audience, the message, medium and means and the timeline for communicating actions.
<b>Publisher</b>	WaterInnEU Consortium
<b>Contributors</b>	WaterInnEU Partners
<b>Type</b>	Text
<b>Format</b>	MS-Word
<b>Language</b>	EN-GB
<b>Creation date</b>	24/04/2015
<b>Version number</b>	1.4.1
<b>Version date</b>	16/06/2015
<b>Last modified by</b>	LP_CREAF
<b>Rights</b>	Copyright © 2015, WaterInnEU Consortium
<b>Dissemination level</b>	<input type="checkbox"/> CO (confidential, only for members of the consortium)
	<input checked="" type="checkbox"/> PU (public)
	<input type="checkbox"/> PP (restricted to other programme participants)
	<input type="checkbox"/> RE (restricted to a group specified by the consortium)
	When restricted, access granted to:
<b>Nature</b>	<input checked="" type="checkbox"/> R (report)
	<input type="checkbox"/> P (prototype)
	<input type="checkbox"/> D (demonstrator)
	<input type="checkbox"/> O (other)
<b>Review status</b>	<input type="checkbox"/> Draft <span style="float: right;"><i>Where applicable:</i></span>
	<input checked="" type="checkbox"/> WP leader accepted <span style="float: right;">Accepted by the PTB</span>
	<input type="checkbox"/> PMB quality controlled <span style="float: right;">Accepted by the PTB as public document</span>
	<input checked="" type="checkbox"/> Coordinator accepted
<b>Action requested</b>	to be revised by all WaterInnEU partners
	for approval of the WP leader
	for approval of the PMB
	for approval of the Project Coordinator
	for approval of the PTB
<b>Requested deadline</b>	

## Revision history

Version	Date	Modified by	Comments
1.1	24/04/2015	EP_ANTEA	Created the basic content of the deliverable
1.2	08/06/2015	EP_CREAF	Contributions to the Data Management Section and to the communication activities.
1.3	10/06/2015	EP_ANTEA	Incorporation of comments by TUD, GWP, Orion and Adelphi
1.4	11/06/2015	LP_CREAF	Minor contributions and final revision
1.4.1	16/06/2015	LP_CREAF	Last minor modification

Copyright © 2015, WaterInnEU Consortium

The WaterInnEU Consortium grants third parties the right to use and distribute all or parts of this document, provided that the WaterInnEU project and the document are properly referenced.

*THIS DOCUMENT IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT OWNER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS DOCUMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.*

## Table of Contents

<b>1. Introduction .....</b>	<b>1</b>
<b>2. Dissemination and exploitation plan .....</b>	<b>2</b>
2.1.1. Exploitation of results and sustainability – project afterlife.....	4
2.1.2. Contribution to the expected impacts .....	4
2.1.3. Data management .....	5
2.1.4. Strategy for knowledge management and protection.....	6
<b>3. Communication activities .....</b>	<b>8</b>

## 1. Introduction

Under the project, the following concepts have been agreed for dissemination and communication:

**Dissemination:** are all actions to promote the networking and market activities within the marketplace to relevant actors and stakeholders with the purpose of encouraging direct engagement.

**Communication:** are all actions where the project information and results are made available to a wider public.

In this deliverable the focus is on both dissemination and communication and developing an outline for the afterlife plan. Towards the end of the project these will be further elaborated in Deliverable 4.3 'Communication actions compendium' and Deliverable 4.4 'Exploitation plan for beyond the life of the project'.

In broad terms, WP 4 and the coordinators will be the main actors in both dissemination and communication, but all partners will contribute to these activities as much as possible both under the project and through their own networks.

Our **key stakeholders** on the Marketplace are;

- Those offering solutions '**offer side**' (identified in WP 2 – Task 2.2 'Identification of water companies'), who will benefit from communicating and disseminating about their offerings.
- Those in need of solutions '**demand side**' (identified in WP3 - Task 3.1 'Consultation of Water Managers in River Basins at various levels'), who should be targeted through dissemination and communication.



Figure 1 Market actor matrix

The **wider public** includes interested thirds parties such as academia, research, environmental organisations, media or even the general public.

## 2. Dissemination and exploitation plan

The proposed **framework for the dissemination and the exchange of information** between projects, SMEs, companies, water managers, policy makers and the other actors at basin level **is a Marketplace**: a place where a public market is held and/or a centre where ideas, opinions, etc., are exchanged.

The idea is to provide an attractive and user friendly Marketplace that creates the suitable conditions for the users to be encouraged to actively engage and potentially become integrated into a supply chain that transfers the developments of the research projects to the final users in a structure that best meets their needs. For example, this could include a service that encompasses assessment, setup, in field support and maintenance. In the Marketplace SMEs and companies are the ones who transform offerings into a service or good.. The Marketplace will also promote the interchange of this knowledge in order to foster improved management experiences.

The plan for the dissemination and exploitation of results during and after the project includes the following aspects:

- Actions to promote the networking and the market activities within the Marketplace and to help in catalysing and developing the relationships needed to achieve the project's objectives. Key participants include the stakeholders and other participants from the research, commercial, investment and policy making communities. Actions are likely to include:
  - a. Presentations of tools and project results in specific events designed to reach the potential users and to engage new participants in the Marketplace. The presentations will be targeted to companies, stakeholders and also policy

responsible persons that can be interested in generating or applying derived services for water management. The technical and commercial case for each will be made as appropriate for the target audience.

- b. Companies exhibitions for managers. Another type of events will deal with the dissemination of the potential roles of the companies and consultant's offices in the application of the resources available in the marketplace to help addressing the end users need, for example in the river basin management, the development of sustainability measures, the water treatment and reuse, etc. These events are thought as commercial exhibitions and will be also open to all kind of public.
  - c. Promotion of the marketplace between the research institutions to let them know its usefulness and functionalities and to ensure that the results of future research projects are added there and thus allowing its continuity and survival. This kind of promotion can be done mainly through one or various e-mail newsletters.
- Actions to disseminate the idea, the achievements and the innovation of the project to any interested organization and to the external public, including the social and environmental sectors:
- a. All the general communication activities related with the marketing of the project, described further on in this document.
  - b. Actions included in an exploitation plan after the project, regarding recommendations for a long term management strategy of the marketplace.

WaterInnEU will develop a diverse dissemination and exploitation strategy based on the multitude of links to relevant European and international communities and organizations that will be involved in the initiative. Exploitation of the results will be facilitated by the SMEs and the partnerships included in the consortium. They will further exploit the work beyond the end of the project. And several users and scientific developers who plan to further extend and utilise the results beyond the funded project period. A specific goal of the project is to generate new products derived from water research, and the SMEs will play a key role in exploiting these products.

The efforts made in these fields will be further described in two deliverables: Deliverable 4.3 'Communication actions compendium' and Deliverable 4.4 'Exploitation plan for beyond the life of the project', both due in month 24.

The transfer of skills and the educational training are addressed in the project through the activities concerning the WP7. These activities are designed to promote the practical knowledge of the tools, practices and solutions found in the marketplace and are targeted both to the internal actors in the marketplace and to any external user interested or searching for ideas and experiences related to water management. The actions include the creation of multimedia products and tutorials, the development of a program of skills exchange and mentoring and the organization of competitions and youth involvement activities.

The project includes in its main objectives the adoption of standards and harmonization measures that will facilitate the exchange and flow of information between the potential suppliers and users. The idea of making the information available from one platform giving access to all the projects and results related with water helps in the dissemination of these results and so in the accessibility to this information, allowing for the spread of required knowledge. One of the most common activities in a marketplace is the word of mouth so the communication flow and the update of information should work like a real marketplace in the project.

### 2.1.1. Exploitation of results and sustainability – project afterlife

The final results/products will be:

**A Marketplace as a service [MaaS]:** a forum formed by water research projects representatives, stakeholders in the water domain, and companies (in particular SMEs), who are capable of moving current products into the market and offer them to, for example, river basin managers, at different levels. The user segment will benefit strongly from the capability of the water partnerships (e.g. the Global Water Partnership), in bringing together a wide variety of water sector stakeholders and practitioners such as decision makers, public and private users, local, regional and international entities and multidisciplinary stakeholders in order to:

1. Foster knowledge sharing and understanding of market needs and barriers;
2. Disseminate product outcomes based on existing models, tools, standards, and data;
3. Communicate the added value of standard protocols, data, and processes;
4. Search for new market opportunities from the progress of newly developed ICT tools.

All this should be done always keeping in mind that the system should self-sustain by the end of the project.

**An open virtual marketplace** that includes a user feedback facility and a success stories portfolio. Additionally to the current tools and policies lists, it will also incorporate companies' (in particular SME's) practical capabilities and solutions. The virtual marketplace will facilitate solutions for the implementation of the promoted tools and also link to water data (and metadata).

To build this new marketplace, we need to be sure that the concept will be sustained after the end of the project and this is the reason that ***most of the interaction, information and links created in the MaaS are done by the companies and the users of the MaaS instead of the project participants***. As such it needs to engage all the key stakeholders that are able to influence, inform and participate in the sector. ***This idea of a self-sustained MaaS will be taken into account from the very beginning of the design of each component and will guide the whole process.***

### 2.1.2. Contribution to the expected impacts

As seen above, a big part of the dissemination plan is dedicated to promote the networking and the market activities within the marketplace to help in the arising of the relations between the participants in the project. With these actions and activities it is expected to get closer on one hand to the researchers developing tools and methodologies and on the other hand to the managers and policy makers in charge of decision making, contributing to enhance the science- and evidence-based decision making in the field of water.

The exhibitions and presentations included in the dissemination events are aimed at publishing the latest results of the research projects and the latest innovations both in the research area and in the business area, and so does the virtual marketplace, which in addition includes a user feedback system to evaluate and rank the tools and the practices by the final users. All these strategies will guarantee the application of the best management practices and new developments in addressing needs and opportunities in the water field.

Nowadays, there is no specific or close relation between the water research world and the policy making sector, meaning that the adoption of management policies in the field of water is not



always based on the knowledge generated by the scientific community or at least not on the immediate results of the research processes. A framework to make these results available and known by the policy developers and to move these two worlds closer is needed. This project will develop virtual and distributed tools of communication and dissemination (user feedback, e-learning) along with some traditional networking activities (exhibitions and workshops) to help creating an interchange work space and putting in contact the creators and the consumers of the water knowledge, enhancing the interface between water and the adoption of innovation policies.

Especially the virtual tools will allow the maintenance of a more integrated community of researchers and users extending across disciplines, countries, organisations and sectors. Additionally, the promotion of standardization will improve the interchange of the tools and the flow of experiences within this community.

The presentations and exhibitions mentioned in the dissemination and exploitation plan will act as commercial fairs where to present the outputs of the research and the services provided by the companies and consultancies based on this research. The presence at these events of the managers and policy makers involved in the marketplace will allow the rapid market uptake of research results, in addition to the contributions in this sense of the virtual marketplace.

### **2.1.3. Data management**

This project responds to the Societal Challenge: 'Climate Action, Environment, Resource Efficiency and Raw Materials' call of H2020 programme and so the project can and is willing to be included in the Open Research Data Pilot of this programme. This means that this project will actively participate and contribute to this initiative. The project will elaborate a Data Management Plan in WP 1 in collaboration with all WP. The data collected in the virtual marketplace will be made public.

In its initial activities, the project will generate mainly databases about the companies integrated in the marketplace and about the collection of tools, methodologies and solutions from the EU funded research projects. A review will also be carried out of the water data available in different sources, generating a research data infrastructure. The project will contemplate the possibility of linking this data, when this is possible, in the main registries and directories of research data repositories (OpenAIRE, Re3Data, DataBib, etc.).

Other research data generated during the project includes the dissemination and learning materials (multimedia products, tutorials, e-learning course materials) and the data generated in the pilot study cases.

The data collected in the first part of the project and its integration in the repository will follow the standards decided in WP 5, depending on the type of data and the use it will be given. This work package is dealing specifically with the standardization and harmonization of the base data of the marketplace: tools, methodologies, data, etc. Due to the potential complexity of the information collected and the lack of awareness of its nature and characteristics at the beginning of the project, the Data Management Plan (DMP) should be updated during the project and along with the development of WP 5, since it will define the standards to apply. In this way, at least one reviewed version of the initial DMP will be released at the end of this WP.

The public data generated in the project will be freely available through the web page of the project and also through the virtual marketplace, adopting the open access standards to distribute this kind of data, being linked to the Open Access Infrastructure for Research in Europe (OpenAIRE). This data will be given specific Creative Commons Licenses, ensuring they are distributed with free rights on access, exploitation and distribution for third parties.

All the publications produced within the project development, including peer-reviewed scientific publications and other possible types of scientific publications like monographs, books, conference proceedings and reports (grey literature) will be given open access by depositing publications into repositories and by publishing them through open access journals or editorials. In all cases, an electronic copy of the published version or final peer-reviewed manuscript accepted for publication will be deposited in both the TU Delft Repository and the UAB Digital Repository of Documents. This will be done as soon as possible and at the latest upon publication. As the thematic subject of the project is kind of heterogeneous and multidisciplinary, it will not be trivial to decide in which thematic or disciplinary repository its results and publications should fit better; the option to include them in an institutional repository seems more feasible.

Both the TU Delft Repository and the UAB Repository are included in the OpenAIRE infrastructure. TU Delft has agreed licences with BioMed, Springer and SAGE for their Gold program. We will use the Quality Open Access Market-QUAM in order to select a high quality open access journal to publish in. Currently TU Delft is affiliated with the following Open Access Journals:

- Hydrology and Earth System Sciences is an international two-stage open access journal for the publication of original research in hydrology, placed within a holistic Earth System Science context. Started in 1997.
- HESS-Discussions: papers in open discussion and peer-review of submitted papers are handled in the open access discussion journal HESSD. Started in 2011.
- Drinking Water Engineering and Science aims to be the leading scientific open access journal for the publication of original research in drinking water treatment. Started in 2008.

#### **2.1.4. Strategy for knowledge management and protection**

WaterInnEU will fully comply with Intellectual Property (IPR) management in H2020 projects, recognizing that in the Framework Program. The IPR provisions have two main objectives:

- to promote the successful execution of a project (e.g., by making appropriate access rights available to the participants to perform their R&D tasks);
- to promote the dissemination and in particular the exploitation of results (through specific provisions regarding the ownership of results and granting of licenses, etc.), not only during but also, in some cases, long after the end of a project.

To this end, the IPR provisions define minimum conditions regarding the knowledge put into and resulting from FP and H2020 projects (this is due to the fact that all knowledge falls within a category of intellectual property - be it copyright, a design, a patent or a trade mark). These provisions determine who owns a result; who can use it; who can publish it, and what access parties have to each others' background (i.e., what they all have to bring to the table at the beginning of a project).

All issues regarding confidentiality, IPR, Pre-Existing Know-How, agreement on exploitation rights, and clarification of each individual's rights and obligations in WaterInnEU have been included in the Consortium Agreement, a document signed by all partners before starting the project. The Project Management Board (PMB) will be responsible for the handling of IPR within the Consortium, according to the terms laid out in the Consortium Agreement.

The following lines summarize the basis of the treatment of IP that have been included in the Consortium Agreement:

- The Consortium Agreement has defined any "background" (i.e. pre-existing) IP that each partner contributes to the project. By default, this IP will be available royalty-free to project partners, unless specifically agreed (e.g. in the case of certain items of closed-source code).
- Foreground (i.e. resulting) IP will be jointly and equally held between WaterInnEU

participants, or between specific partners by agreement of the PMB. In special cases, IP may be held unequally between partners, by agreement of the PMB. Documentation and client source code developed during the project will be released under permissive open source licences (allowing wide reuse) unless circumstances do not allow this. Services source code developed during the project will be released following the usual pattern of the participant. Many participants follow open source licences as a usual pattern.

The project intends to follow a hybrid business model, including both open source and commercial software. The appropriate open source licence from the OSI will be used for each case. Apache Software License, Version 2.0 will be preferred if possible. For commercial software, a dual licensing model for those who would like to tightly integrate the software into their own products can be allowed.

License for databases published by the consortium is the Open Data Commons Public Domain Dedication and License (PDDL)<sup>14</sup> to allow widest possible re-use of the result data in both academic and commercial settings.

The protection of the knowledge resulting from WaterInnEU project will be managed in the following way:

<sup>14</sup> <http://opendatacommons.org/licenses/pddl/>

<b>Intellectual Property (IP) Identification</b>	Definition of procedures in order to recognize discoveries that may have potential Commercial value. Review process to identify IP that can be protected and/or exploited.
<b>IP Protection</b>	Definition of policies to clearly manage responsibilities in relation to IP protection including the maintenance of records and the prevention of premature public disclosure of research results prior to obtaining IP protection. Assistance to partners in fulfilling obligations and responsibilities as well as rewarding and encouraging participation in any subsequent commercialization process.
<b>IP Ownership</b>	Clear policy on whether partners will claim any ownership and/or associated rights for IP generated from their supported research. Policies and relevant procedures for determining the subsequent ownership and/or assignment of IP rights. Clear agreements with employees and grant holders registered through the consortium on ownership and/or associated rights of IP
<b>Existing IP Assessment</b>	Procedures to guide participants in assessing the existing IP in the field that is likely to affect their research in order to determine their freedom to operate
<b>IP Management</b>	Procedures for the regular review of IP and associated commercial activities and outcomes arising from publicly funded research. Procedures to provide advice to the creators of the IP on the options that are available for commercializing IP
<b>IP Annual Report</b>	Annual progress reports will include a section on Intellectual Property management
<b>IP Conflicts</b>	Policies and procedures that provide guidance in relation to potential conflicts of interest concerning ownership, management, protection and exploitation of IP

*Table 1: WaterInnEU protection of the knowledge management*

### 3. Communication activities

WaterInnEU is a project of high practical relevance involving SMEs, stakeholders (in the wider sense), scientists and policy makers as a whole. It is also recommended for the wider public in order to report on the new advances in research and its application in the daily management of the natural resources. With the communication activities we want to raise public awareness about the use of the latest research innovations in the field of water in management actions funded with public money. Therefore, WaterInnEU aims to address these complex dissemination needs by these general objectives:

- To make project information and results available to various audiences, including groups beyond the project’s community, by synthesizing the new scientific knowledge gained in the project and by using a non-technical language that could reach also general society.
- Overcome barriers to knowledge sharing the research, policy and SMES’s by a tailored publication strategy and communications that comprises face-to-face bidirectional exchange (workshops, seminars), target group specific dissemination material (policy briefs, operational guidelines), awareness campaigns, and social media.
- To use appropriate communication channels to ensure the interconnection between policy makers, media, society, SMEs and the stakeholders, by combining classical media approaches with modern social media techniques and participative web.

The coordinator of this project has a communication office with demonstrated experience in this kind of activities in previous projects where the coordinator was involved. The communication office will collaborate with the project team to guarantee the constant dissemination of the activities and the progress of the project as well as the conclusions. Dissemination will be done mainly in English but other local languages will also be used through facilities from the rest of the consortium.

Final dissemination of some of the project’s results in the Scheldt and Maritsa pilot basins could be done in the local languages if it is considered that this would help to facilitate the uptake by users. All the communication materials will include the European Commission logo and will follow the recommendations of the EU.

These are the proposed communication measures for promoting the project and its findings during the period of the grant:

- Project’s corporate image and leitmotiv development. A corporate design (logo, templates, newsletter) are being developed by a subcontracted designer to ensure that dissemination and outreach materials have a uniform and recognizable image. The WaterInnEU logo and templates incorporate the project values and their European dimension as can be seen in this same report.

Communication action	Messages or objectives of the action	Planned calendar	Details	Target public
Design of the logo	Visual and graphical identification of the project	Month 1	Developed by a subcontracted designer	All

Design templates of	Identify the project in the materials used	Month 2	Templates for the deliverables, reports and presentations developed by the CREAM communications office	All
Design of the newsletter	Identify the project in the regular communication messages to distribute	Month 4	Developed by the CREAM communications office	Newsletter subscribers

*Table 2: Corporate design*

- A WaterInnEU multimedia communication tool package. WaterInnEU will produce more formal appealing multimedia material to be used by the consortium and the EC in various events. This tool package will include a periodical newsletter, brochures, leaflets, posters, a set of reusable illustrations and a few short stand-alone videos, all developed by an external designer under the communication office supervision. This material will be a showcase of the project, so it will be downloadable from the project website and from other widely visited media portals. We will consider the viewings of the videos as an indicator of effectiveness, as well as the number of newsletter subscribers or the number of brochures distributed.

<b>Communication action</b>	<b>Messages or objectives of the action</b>	<b>Planned calendar</b>	<b>Details</b>	<b>Target public</b>
Periodical newsletters	Provide a regular communication and information about the project activities and development to the subscribers	Month 5 Month 12 Month 18 Month 24	Developed by the CREAM communications office and sent to subscribers by email. They will be written in English.	Newsletter subscribers
Brochures and leaflets	A series of brochures explaining the objectives, the developments and the achievements of the initiative will be developed through the life of the project.	Month 1 Month 4 Month 14 Month 24	The brochures will be designed by the CREAM communications office and their content will be adapted to the development stage of the project. They will be written in English in editions of about 150-200 copies.	This kind of material will be distributed in meetings, workshops, conferences and congresses.
Posters	To explain the objectives, the developments and the achievements of the initiative during the life of the project.	During the project	The posters will be developed by the different partners in their assistance to workshops or congresses and can be focused in specific parts of the methodologies or results achieved.	Mainly professional public assisting in professional congresses, workshops or exhibitions

Stickers	The function of the stickers will be to spread the logo of the project in any situation or scenario.	During the project	The stickers will be designed by the CREAM communications office and around 250 units will be made by an external specialised company at the beginning of the project. They will be distributed amongst the project partners in order to be distributed by each member.	All kind of public.
Videos	To give a multimedia overview of the purposes, activities and results of the project.	At the end of the project.	A video or a series of few short stand-alone videos will be created at the end of the project summarizing the achievements of the activities and the methodologies used. These videos will be distributed in the web page of the project and also in the marketplace platform. The language will be the English.	Users of the marketplace or people interested in the project and its results that would want to know about the project in a few minutes.

*Table 3: Multimedia materials*

- WaterInnEU website. We have registered the domain [www.WaterInnEU.org](http://www.WaterInnEU.org), where we host the project website. The domain name will be registered 2 years after closure of the project. This website is managed by CREAM and is clearly identified by the WaterInnEU logo and name. The website will be used as the key platform to explain and disseminate the project activities to the public, to provide information about the project, specific news, information and links to partners and provide access to all public deliverables. Videos will be used to convey the information to users in the most accessible way possible. It will also provide links to the other WaterInnEU communication mechanisms, shown below. Website visits will be monitored to assess its effectiveness.

Communication action	Messages or objectives of the action	Planned calendar	Details	Target public
Website of the project	To host all the public information about the project and serve as the core visible face of the initiative.	During the entire life of the project and after that.	The website will be hosted in the coordinator offices and will be developed and maintained in English by the communication staff of the coordinator team.	All the public.

*Table 4: Website properties*

- A WaterInnEU social media account. This will complement the website, and provide a forum for discussing the developments within the WaterInnEU project allowing anyone to comment and discuss the WaterInnEU developments. The public side will focus largely on issues to do with the requirements and usability aspects. It will act as both a dissemination tool and a venue for requirements capture. We will activate social media accounts and generate materials to keep them alive (including Twitter



and LinkedIn). Dynamic gadgets will be used to embed the social media in the project website. Followers on the social media profiles and Klout index will be considered to assess its effectiveness, especially those deeply interested in the progress and development of the WaterInnEU activities.

Communication action	Messages or objectives of the action	Planned calendar	Details	Target public
Twitter account	To instantly inform our followers about the news, events, activities or information regarding the project.	It will be created at the beginning of the project and maintained during its life.	A WaterInnEU account will be created at the beginning of the project and will be maintained and fed by the coordinator partner,	All the public that want to stay instantly informed about the activities or news of the project.
LinkedIn account	To allow the networking with other water related professionals and projects or initiatives and to create an interest group about the project.	It will be created at the beginning of the project and maintained during its life.	A WaterInnEU account will be created at the beginning of the project and will be maintained and fed by the coordinator partner,	Water professional and specialised public.

*Table 5: Social media accounts*

- A WaterInnEU wiki. A Wiki further complements the website, with both private and public areas. The private areas are being used for internal project communication, often summarising discussions on the forum that have reached a conclusion. The public wiki will allow WaterInnEU members only to edit live content, which will be publicly visible. This will be used for speedy discussion and interactive collaboration – the website will be used for static information and official communication.

Communication action	Messages or objectives of the action	Planned calendar	Details	Target public
Wiki site	To allow for the collaborative work, both internally between the partners and also with people interested in participate.	It will be created at the beginning of the project and maintained during its life.	A WaterInnEU wiki site will be created at the beginning of the project and will be maintained and fed by all the participants.	Especially the project partners, but also the external actors deeply implied with the project.

*Table 6: Wiki properties*

- A WaterInnEU training program. Workshops and electronic webinars (for example GoToWebinar) will run a series of specific dissemination events to promote the use of the virtual marketplace. In particular we will run specialised one day workshops, which will be widely advertised to user and water communities, to disseminate the current offering components and highlight their application in the pilot case studies. The workshops will be run in seminar style in the morning, explaining the developments and their usage, with hands-on practical sessions in the afternoon where attendees will be able to provide input to the project. The key aim of the training courses is to provide the attendees with both the concepts and practice of using WaterInnEU technology in real examples. We will consider the number of people attending the seminars and their feedback as an indicator of effectiveness.

Communication action	Messages or objectives of the action	Planned calendar	Details	Target public
Workshops and electronic webinars	To promote the use of the virtual marketplace and provide the attendees with the concepts and practice of using WaterInnEU technology in real examples.	They will be developed in the second part of the project, once the developments in the marketplace will be ready.	They will consist in specialised one day workshops, with seminar parts and hand-ons practical sessions. They will be online and in English.	People interested in the use of the marketplace, especially those from the pilot use cases river basins.

*Table 7: WaterInnEU training program*

- External communication actions. The consortium will take care of promoting the use and the uptake of the results via participation in relevant exhibitions, water thematic workshops (both European and international), and any other event deemed relevant according to project's achievements. The project will also contribute to new papers and magazines, and will generate regular press releases to communicate the main activities and results of the project to the mass media. CREAM communication office will prepare different articles to release to the media with project results that can be of interest for the general public. This action will be performed during the entire project. A continuous press clipping will be done to monitor the action effectiveness.

Communication action	Messages or objectives of the action	Planned calendar	Details	Target public
Press releases	Communicate the main activities and results of the project to the mass media.	Month1 Month 5 Month 12 Month 18 Month 24	The press releases will be elaborated by the coordinator communications office and will be sent to the partners to be distributed in selected media of different countries. They will be written in English, and then each media can translate it into its language.	The media can be specialised but also of general interest.

*Table 8: External communication actions*



- Collaboration in the communication of other activities. WaterInnEU will take care of promoting the WaterInnEU activities and achievements in general events such as the World Water Week in Stockholm, the World Water Forum or the Latin American and African Water Centres of Excellence Networks and any other event deemed relevant according to project's objectives. The table 9 collects the attended events and the next 6 months coming events that we've planned to attend.

<b>Communication action</b>	<b>Messages or objectives of the action</b>	<b>Planned calendar</b>	<b>Details</b>	<b>Target public</b>
Assistance to the Smart Water Networks Forum (London)	Promote the project and its objectives in a specialised water forum.	29-30 April 2015	CREAF attended the ICT4Water post conference standards session.	Specialised,
Assistance to the European Geosciences Union (EGU) General Assembly, Vienna	Promote the project and its objectives in a general interest congress.	12th - 17th April 2015	CREAF attended	Specialised,
Assistance to the 7th World Water Forum 2015 (Daegu and Gyeongju, Republic of Korea)	Promote the project and its objectives in a specialised water forum.	12-17 April 2015	GWP CEE attended	Specialised,
Assistance to the Water Data Summit at OGC TC, Boulder Colorado USA,	Promote the project and its objectives in a specialised water forum.	June 3, 2015	CREAF attended	Specialised,
Assistance to the Water Innovation Europe 2015, Brussels.	Promote the project and its objectives in a specialised water forum.	24 <sup>th</sup> -26th of June 2015	Antea will try to attend.	Specialised,
Assistance to the ICPDR Stakeholder Consultation Workshop, Zagreb, Croatia.	Promote the project and its objectives and advances in a specialised forum.	2-3 July 2015	GWP CEE will attend	Specialised,
Assistance to the Water Connect 2015, Peterborough UK	Promote the project and its objectives and advances in a specialised water forum.	July 8th 2015	Orion will attend to promote WaterInnEU and try to identify potential supply chain partners with interest in the market place.	Specialised,

Assistance to the DAIAD Open Water Day, Athens	Promote the project and its objectives and advances in a specialised water forum.	27th June 2015	Some partners of ICT4Water cluster will attend	Specialised,
Assistance to the World Water Week, Stockholm	Promote the project and its objectives and advances in a specialised water forum.	August 23-28 2015	Some partner of the project will try to attend	Specialised,
Assistance to the AQUA2015 42nd Congress International Association of Hydrogeologists, Rome	Promote the project and its objectives and advances in a specialised water forum.	September 13th-18th 2015	CREAF will attend it. We've been invited by the KINDRA project.	Specialised,
Assistance to the 3rd CUAHSI Conference on HydrolInformatics Model and Data Interoperability: From Theory to Practice, University of Alabama and the National Water Center, Tuscaloosa, AL	Promote the project and its objectives and advances in a specialised forum.	July 15-17, 2015,	Some partner of the project will attend	Specialised,
Assistance to the 3rd Space for Hydrology Workshop, ESA-ESRIN, Frascati, Italy	Promote the project and its objectives and advances in a specialised water forum.	15 to 17 September 2015	Some partner of the project will try to attend	Specialised,
Assistance to the ICT4Water open day. Barcelona	Promote the project and its objectives and advances in a specialised water forum.	22 September 2015	CREAF will attend it	Specialised,
Assistance to the Earth Observation for Water Cycle Science 2015 ESA-ESRIN (Frascati, Italy)	Promote the project and its objectives and advances in a specialised water forum.	20 - 23 October 2015	Some partner of the project will try to attend	Specialised,

Assistance to the ICT 2015 in Lisbon	Promote the project and its objectives and advances in a specialised forum.	20-22 October 2015	Some partner of the project will try to attend	Specialised,
--------------------------------------	---	--------------------	--	--------------

*Table 9: Probable WaterInnEU attending events*