

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 D4.3 ***Communication actions compendium***

Version 1.0

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H2020 Project Nr: 641821. Project start date: 01 Mar 2015

Acronym: **WaterInnEU**

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

Theme: WATER-4a-2014. Water Innovation: Boosting its value for Europe

Communication actions compendium

This deliverable gathers the communication actions carried out throughout the project in order to disseminate the different main milestones and outcomes. It includes the communication materials developed, the conferences and seminars attended by WaterInnEU partners and other important activities carried out through the webpage, the platform, the stakeholders meetings, the e-pitching events, the surveys or different communication channels.

1.1. Communication materials

An overview of communication material developed throughout the project is available at the WaterInnEU website¹ and is presented in the table below. It comprises press releases, brochures, newsletters and briefings:

 <p>WaterInnEU initial press release - March 2015</p>	 <p>WaterInnEU initial presentation brochure - April 2015</p>
 <p>WaterInnEU presentation brochure - June 2015</p>	 <p>WaterInnEU First Newsletter - July 2015</p>

¹ <http://waterinneu.org/materials.html>



WaterInnEU Second Newsletter

December 2015

On the eve of the year-end, we have a look at the progress of the WaterInnEU project. The project has been successful in its first year, with the first newsletter, the first market briefing, and the first market briefing. The project has been successful in its first year, with the first newsletter, the first market briefing, and the first market briefing.

By subscribing to the newsletter, you can be kept up to date on the latest news, projects, and events. You can also be kept up to date on the latest news, projects, and events.

Subscribe to the newsletter



OGC off-shoot for European Interoperability Partnership in Water Communities

WaterInnEU will support the OGC off-shoot for European Interoperability Partnership in Water Communities. The project will support the OGC off-shoot for European Interoperability Partnership in Water Communities.

WaterInnEU Second Newsletter - January 2016



RIBASE OGC Interoperability Experiment Brochure - October 2015



WaterInnEU Third Newsletter - September 2016



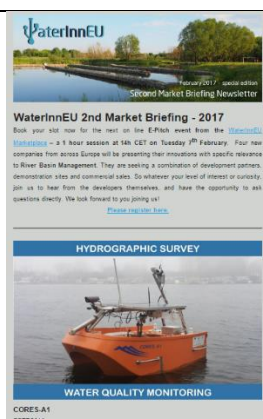
Market Briefing Brochure - September 2016



WaterInnEU Second Press Release - October 2016



WaterInnEU Market Briefing Newsflash – October 2016



2nd Market Briefing Newsletter - February 2017

Table 1: Communication and dissemination materials developed throughout the project

1.2. Conferences, seminars and presentations

WaterInnEU partners have been active in presenting and disseminating the project to different relevant audiences. Following is the list of events where WaterInnEU partners were present:

- WISDOM Final Event. January 19th 2017. <http://www.wisdom-project.eu/final-event>. CREAMF attended.



- START Final Event, 13 December 2016 – leaflets at GWP stand.



- Budapest Water Summit, 28-30 November 2016 – leaflets at GWP stand.



- Stakeholder Conference of the EU Strategy for the Danube Region Water Quality and Environmental Risks, 19-20 November 2016 at the Ministry of Foreign Affairs and Trade in Budapest, Hungary – WaterInnEU presentation by GWP CEE.
- European Utility Week. Smart Water Session, November 17th 2016, Barcelona. CREAMF attended.
- 5th Annual Forum of the EU Strategy for the Danube Region, 3-4 November 2016 in Bratislava – leaflets at GWP stand.
- Fostering inclusive and sustainable economic growth, employment and decent work (SDG#8) through ICT job creation tools for ensuring water security (SDG#6). September 30th 2016, UNESCO, Paris.
http://www.freewat.eu/sites/default/files/FREEWAT_open_workshop_agenda_30_09_2016.pdf. CREAMF attended.



- World Water Week September 2016 <http://www.worldwaterweek.org/>. Adelphi attended.
- Geospatial Sensor Webs Conference. August 29-30th 2016, Munster.
<http://52north.org/about/other-activities/geospatial-sensor-webs-conference>. 52North and CREAMF attended.
- FOSS4G Free and Open Source Software for Geospatial 24th - 26th August 2016, Bonn
<http://2016.foss4g.org/home.html>. 52North attended.
- WSSTP: Water Innovation Europe 2016, 21-23 June 2016: http://www.icontact-archive.com/PX0U1-9kSYO_Vmbseb2Uyl_vv1UOLssd?w=4. Antea attended.



- 13th IWA Leading Edge Conference on Water and Wastewater Technologies: 17th, June 2016, Jerez. <http://www.let2016.org/en/conference-programme/additional-events>. CREAMF attended. Presentations on <http://www.ict4water.eu/wp-content/uploads/2016/06>.
- European Geosciences Union (EGU) General Assembly, Vienna 17th - 22th April 2016 <http://meetingorganizer.copernicus.org/EGU2016/EGU2016-2835.pdf>. CREAMF and 52North attended
- [European River Symposium 2016](#) | Best Practices in River Basin Management | Building sustainable partnerships on 2-3 March 2016 in Vienna, Austria. GWP CEE attended.



- EIP Water conference on 10 February 2016 in Leeuwarden: <http://www.eip-water.eu/save-date-next-eip-water-conference-10-february-2016-leeuwarden>, CREAM, 52North and TUDelft attended.
- WATER SUM Project Training on IWRM & links to WATER PORT actions, 19-28 January 2016 in Szentendre, Hungary – GWP CEE attended. WaterInnEU mentioned among IWRM Tools.



- [WATER SUM Project](#): Training on IWRM & links to WATER PORT actions on 19-28 January 2016 in Szentendre, Hungary. GWP CEE attended.
- WssTP Brokerage & Working Groups' Event. 23rd - 24th November 2015, Brussels. <http://wsstp.eu/wp-content/uploads/sites/102/2015/11/Final-Programme.pdf>. CREAM and Antea attended.
- [Stakeholder Conference](#) of the EU Strategy for the Danube Region Water Quality and Environmental Risks, 19-20 November 2015 at the Ministry of Foreign Affairs and Trade in Budapest, Hungary. GWP CEE presented WaterInnEU
- Seventh session of the [Meeting of the Parties](#) to the UNECE Water Convention on 17-19 November 2015 in Budapest. GWP CEE attended.
- [EUROPE-INBO 2015](#), 22-24 October 2015 in Thessaloniki, Greece. GWP CEE presented Maritsa and WaterInnEU
- ICT 2015 in Lisbon, 20-22 October 2015; <http://ec.europa.eu/digital-agenda/en/news/call-exhibition-ict-2015-innovate-connect-transform>. Antea attended.
- [SRIA 2.0 Workshop](#), 8-9 October 2015 in Orleans, France. [WaterInnEU](#) presented among GWP CEE programming during a roundtable Opportunities for international collaboration
- [ICT4Water](#) open day. Barcelona, 22 September; CREAM attended. More info: [ICT4Water v3.html](#)
- [Horizon 2020 Information Day](#) Climate Action, Environment, Resource Efficiency and Raw Materials, 21 September 2015 in Brussels. GWP CEE attended.
- AQUA2015 42nd Congress International Association of Hydrogeologists, Rome, September 13th-18th 2015; <http://www.iah2015.org>. Invited by KINDRA project. CREAM attended. More info: [Workshop H2020 at IAH Rome congress - preliminary programme.docx](#)
- World Water Week, Stockholm August 23-28, 2015; <http://www.worldwaterweek.org>. Adelphi and GWP CEE attended. Project leaflets disseminated at GWP stand.
- [ICPDR Stakeholder Consultation Workshop](#), 2-3 July 2015 in Zagreb, Croatia. GWP CEE attended.



- Water Connect 2015, July 8th 2015, Peterborough UK
<https://www.b2match.eu/waterconnect2015> Orion attended to promote [WaterInnEU](http://www.waterinn.eu) and try to identify potential supply chain partners with interest in the market place.
- Water Innovation Europe 2015, 24th to the 26th of June at Brussels. CREAM attended.
<http://www.waterinnovationeurope.eu/welcome-to-water-innovation-europe-2015/>



- Water Data Summit at OGC TC, Boulder Colorado USA, June 3, 2015
<http://www.opengeospatial.org/pressroom/pressreleases/2228> . CREAMF attended. See more info in: [WaterDataSummitProgram](#) .
- Smart Water Networks Forum, London 29-30 April 2015 <http://www.swan-forum.com> . CREAMF attended the [ICT4Water post conference standards Session](#) .
- European Geosciences Union (EGU) General Assembly, Vienna 12th - 17th April 2015; <http://meetingorganizer.copernicus.org/EGU2015/EGU2015-4011.pdf> CREAMF, 52North and TUDelft attended
- [7th World Water Forum 2015](#), 12-17 April 2015 in Daegu and Gyeongju, Republic of Korea. GWP CEE attended
- ICT for water - Working Workshop meeting, March 18th-19th 2015 in Brussels.
<https://ec.europa.eu/digital-single-market/en/news/ict-water-resources-annual-cluster-2015-brussels>. CREAMF and Antea attended

1.3. WaterInnEU webpage

The webpage of the project has been online since the beginning of 2015 from the www.waterinneu.org address. It offers information on the project and its components, the partners, the communication materials and the different outputs (results and documents). Additionally it provides links to other water related initiatives and relevant events. Traffic in the webpage has increased throughout the project lifetime.

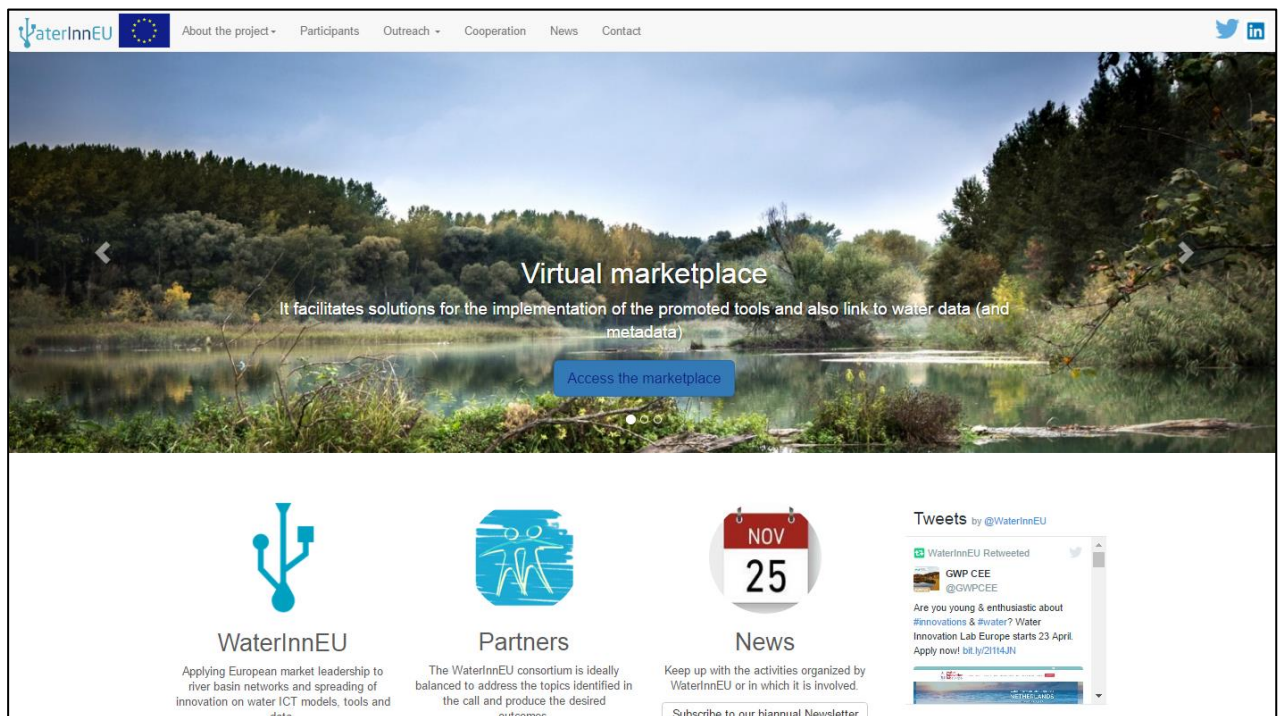


Figure 1: WaterInnEU webpage

1.4. WaterInnEU marketplace

The WaterInnEU marketplace has been released 6 months before the end of the project. Partners have been testing the different functionalities before putting it online as a prototype. Since then, feedback from product owners, stakeholders and other users has been collected and taken into account in order to improve the functionality of the different components. The URL for the marketplace is www.marketplace.waterinneu.org.

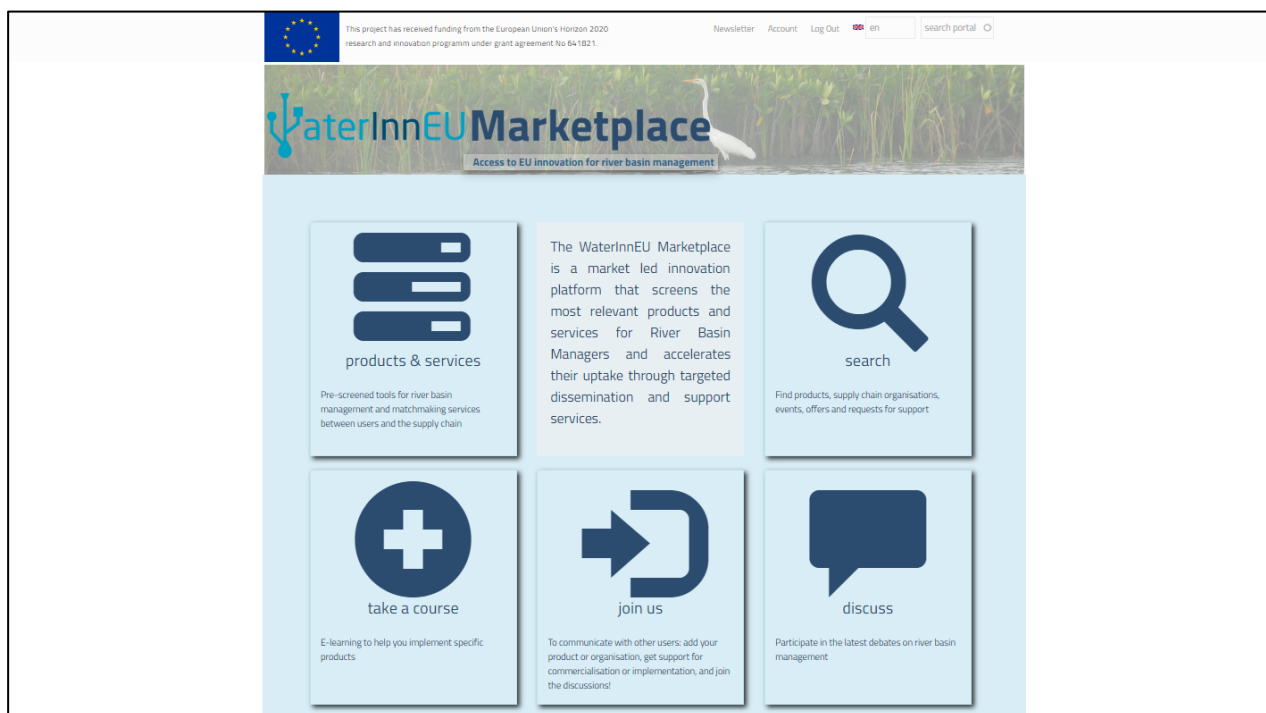


Figure 2: WaterInnEU Marketplace homepage.

The marketplace includes the functionalities developed during the project which were designed taking into account the stakeholders requirements collected at the beginning, under WP3. It offers access to the different products and services available and to the e-learning courses and materials developed. Additionally it provides links to other water related initiatives and relevant events, information about the partners and a space for discussion in the form of a forum. A search tool helps users in finding what they need. More information on the functionality of the platform can be found in D 6.3. Traffic in the platform has also increased since it was published online.

1.5. Stakeholders workshops

The case studies were developed to test and guide a number of different actions during the course of the project, specifically from WP 5, 6 and 7: the interoperability experiment, the Marketplace itself and the e-learning.

The stakeholder workshops have provided links between policy and practice and have served to test the different functionalities of the marketplace as well as disseminating the project and its outputs.

Scheldt stakeholders' workshop

The Scheldt stakeholders meeting was held in Antwerp, Belgium on the 1st of July 2015. In it, the two case studies were presented and their challenges discussed. Splitter sessions helped to inform the selection and screening of potentially relevant products for the Marketplace as well as input to the development of the functionality and desired content of the Marketplace.



Photo 1: Stakeholders in the splinter sessions of the WaterInnEU First Stakeholders Meeting held in Antwerp, Belgium on the 1st of July 2015

Other input from Scheldt stakeholders includes attendance to the stakeholders meeting in Bulgaria, interviews at different points of the project and participation at e-pitch events which have resulted in:

- Expressions of interest in a number of tools from the first cohort identified and disseminated during the project
- Input to the style and nature of the e-learning materials
- Input to the interoperability experiment
- Initiation of dialogue between Scheldt and Maritsa basin stakeholders, sharing of knowledge and generation of insights for both parties.
- As 'first users', provision of a review of Marketplace prototype, and provision of feedback on usability and content.

Maritsa: e-learning workshop

GWP Bulgaria organized an e-learning workshop at the University of Architecture, Civil Engineering and Geodesy on 19 September in Sofia, Bulgaria. The event brought together experts from Bulgaria (GWP Bulgaria), the Netherlands (Young Water Solutions), Slovakia (GWP CEE), Spain (Randbee Consultants), and professors, students and young researchers from the University of Architecture, Civil Engineering and Geodesy.

Young Water Solutions, a network of young people from over 80 countries who are advocating for universal access to water and sanitation, presented its mission and activities. The participants of the meeting were especially interested in the e-learning product Aquasurvey, presented by Randbee Consultants. The aim of the product, which covers different areas of water use, is to enable its users to carry out own surveys connected with water. Randbee Consultants also presented other e-learning modules of the WaterInnEU project.



Photos 2 and 3: Brokering workshop on 19 September 2016 in Sofia, Bulgaria

Maritsa: international seminar

The international seminar took place on 20 September 2016 in Plovdiv, Bulgaria. This international event also involved stakeholders from the Scheldt River basin. In total 15 WaterInnEU project participants, 19 stakeholders from the Maritsa and 2 stakeholders from the Scheldt River basin attended. The seminar started with presentation of the WaterInnEU project by the coordinator (CREAF), followed by results of consultation process by adelphi.

The following products were presented:

- ADESBA Real Time Control – adelphi
- Aquasurvey tool - desktop and mobile applications – GoodPlanet Belgium
- REFRAN CV – Randbee Consultants
- WEISS – Antea Group

Presentation of the products was followed by live discussion. Zenith Hydro Ltd. was interested in ADESBA and REFRAN. Representative of Zenith Hydro Ltd. Data mentioned that data, necessary for monitoring of the river flow in Bulgaria are geographical data, rainfall, precipitation, land use, land relief and long term monitoring of river flow and water level. The first type of data can be collected; however, the second type of data is surveyed by national organizations and not provided for free.

In the next part of the seminar, 52 North demonstrated online functionalities of the marketplace prototype. Stakeholders from the Scheldt, Ghent University and Brussels Environment, presented the main challenges relating to water in Scheldt river basin. World Youth Parliament for Water presented youth involvement within the World Youth Parliament for Water and the Young Water Solutions and Randbee Consultants the WaterInnEU e-learning platform.




Photo 4: International seminar on 20 September 2016 in Plovdiv, Bulgaria

1.6. E-pitch events

The WaterInnEU team has hosted 2 online e-pitching events, the first one in November 2016 and the second one in February 2017, for which 8 product owners were selected on the basis of their interest in market promotion and potential interest to stakeholders as gathered from WP3: ADESBA, ASR-Coastal, Aquasurvey and WEISS for the first one and CORES A1, REFRAN CV, DPR 25 & DPR 60 and SmartWater for the second one. These events were published in both the webpage and the platform but also in partners' webpages and their social media and emailed to contacts, reaching to a wide audience.

It can be pointed out that there has been an increase in the number of attendees on the second event, and that questions have been more interactive than in the first edition.



Join the Marketplace E-Pitch Event – November 2nd 2016!

In a 1 hour E-pitch, the developers of **WEISS**, **ASR**, **AquaSurvey** and **ADESBA** will be giving concise presentations on their products and services and outlining the potential for collaboration with partners and early customers. If you are interested in these innovations, please join us on **November 2nd 2016 at 14h CET** to learn more. There will be the opportunity to ask questions in real time, which will be answered directly by the presenters. If you would like to attend, please register now at <https://goo.gl/Forms/Gk9N8Bewl7IKpH3W2>, and feel free to distribute this invitation amongst your colleagues.

Figure 3: Screenshot of the promotion of the 1st e-pitch event

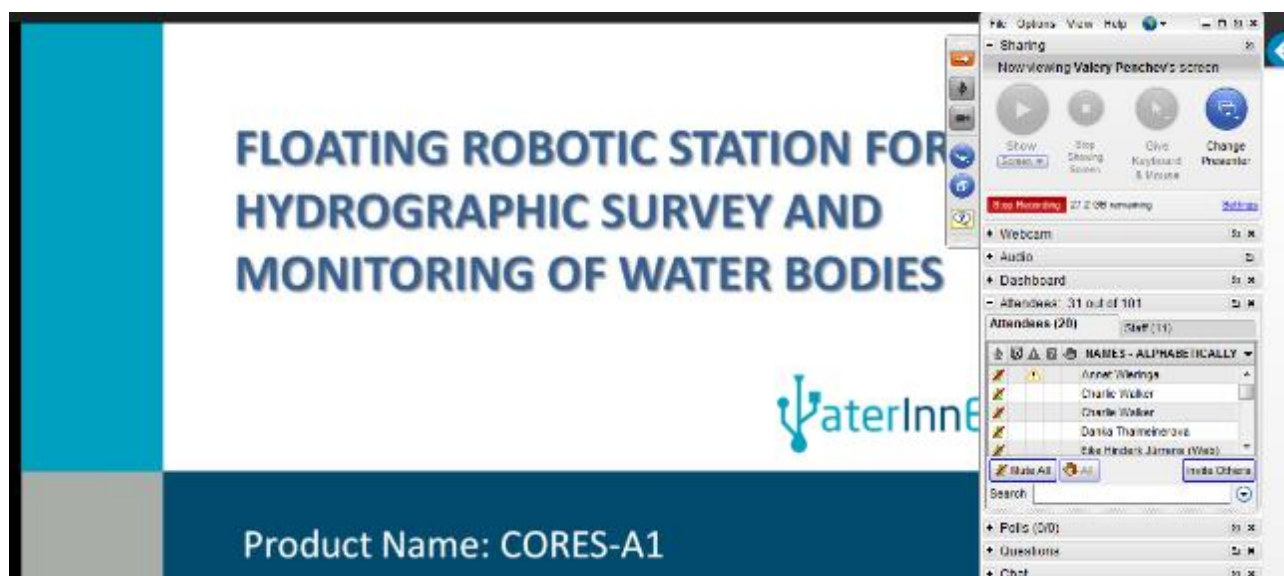


Figure 4: Screenshot of a presentation during the 2nd e*-pitch event

1.7. Surveys

Three main sets of surveys have taken place throughout the project:

The first set, carried out by adelphi under WP3, was aimed at gathering information from water managers in different river basis in order to identify market requirements.

Identification of market requirements
 – Stakeholder Consultation: Questionnaire

[Internal Information]		
Guiding Questions		Respective Objectives WP3
1	How is the state of knowledge regarding existence and use of tools and projects for the work on River Basin Management Plans within the stakeholder landscape in the European Union?	What are preferences and information needs of the stakeholders?
2	Which tools are used for the work on River Basin Management Plans (direct or indirect)?	
3	Which additional tools and services are required?	
4	What are possible reasons for non-use of available tools and failure of dissemination initiatives?	Assessment of challenges in selecting and applying existing tools
5	What is required to improve knowledge and use of tools?	

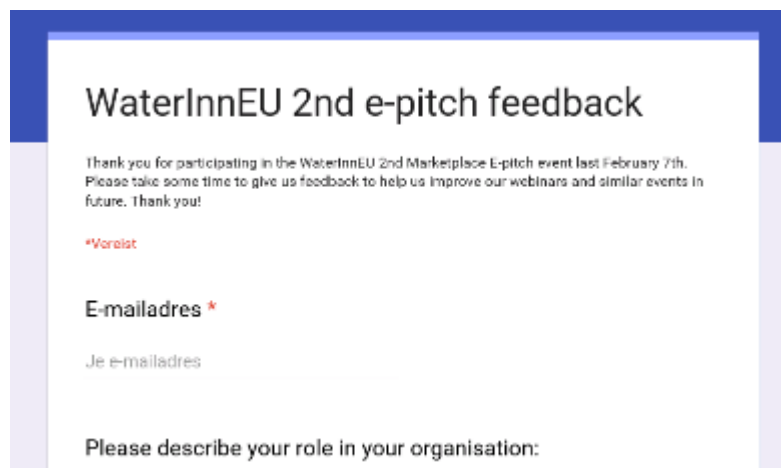
Description: This is an online survey aimed at identifying requirements of tools, and information platforms related to river basin management for actors involved in implementing the EU WFD.

A newly designed compilation of relevant tools will be offered on an online-market place, available for all interested parties. Therefore this questionnaire aims at identifying tools and services to meet gaps in supply and capability.

Please forward this survey to further persons working in relation to River Basin Management Plans in order to receive the best results possible to improve use and availability of information and services.

Figure 5: Sample of survey for stakeholder consultation

The second set, carried out under WP4, was aimed at gathering feedback from the e-pitching events both from product owners and attendees.



WaterInnEU 2nd e-pitch feedback

Thank you for participating in the WaterInnEU 2nd Marketplace E-pitch event last February 7th. Please take some time to give us feedback to help us improve our webinars and similar events in future. Thank you!

*Vorelist

E-mailadres *

Je e-mailadres

Please describe your role in your organisation:

Figure 6: Sample of survey to gather feedback from e-pitching events

Finally, under WP8, GWP CEE organized online stakeholder consultations to collect feedback on the use of the marketplace with a special focus on drought and floods risks and mitigation.



WaterInnEU Seminar Evaluation Survey

WaterInnEU stakeholders meeting in Plovdiv, 20-22 September 2016

1. What is your gender?

☐ Female

☐ Male

2. Name of your Organisation:

3. Is this organisation a registered Partner of GWP?

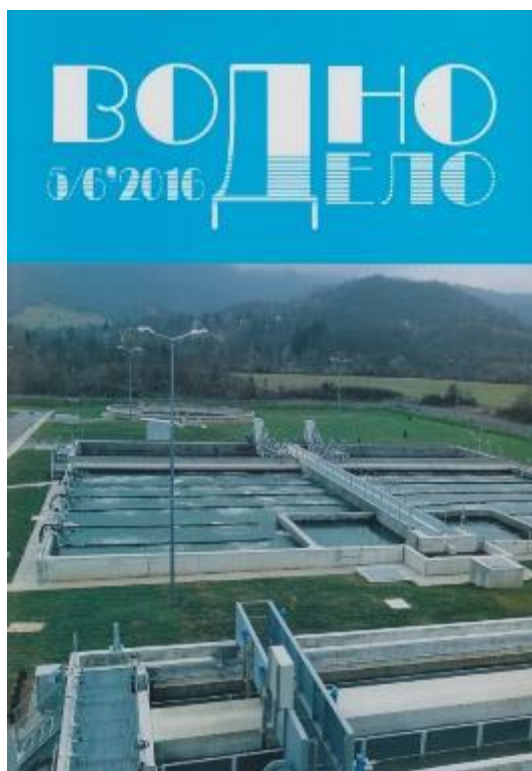
☐ Yes

Figure 7: Sample of survey to gather feedback on the use of the marketplace

1.8. Social media, mailings and one to one conversations

Partners have been active in disseminating the different milestones and events of the project. These include:

- Press

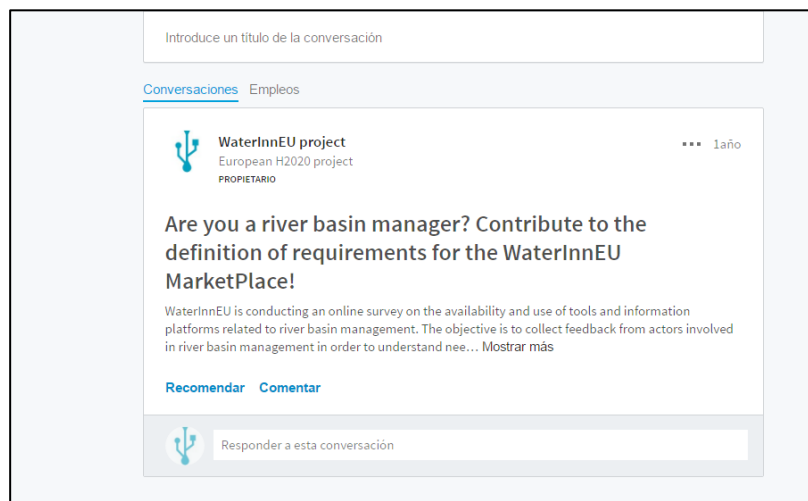


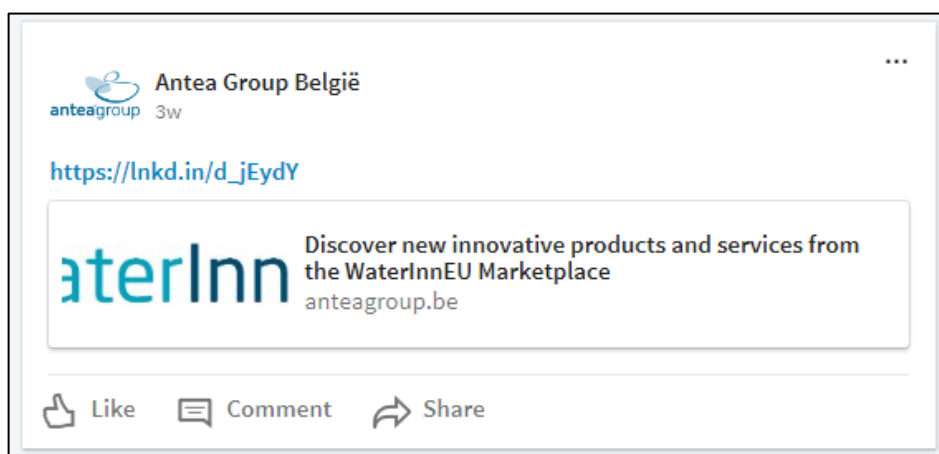
Water Affairs magazine, 1/2 2015
http://www.stuwa.org/magazine_562016.html



Water Affairs magazine, 5/6 2016
http://www.stuwa.org/magazine_562016.html

- LinkedIn





- Twitter





- Facebook



- Publication on different webpages



NEWS

WaterInnEU

DISCOVER NEW INNOVATIVE PRODUCTS AND SERVICES FROM THE WATERINNEU MARKET-PLACE

14 January 2017

The WaterInnEU Marketplace was launched at the end of October and since then it has been providing information, access and training for innovative products and services of specific relevance to River Basin Management. It facilitates the market translation of innovations coming from previously EU funded initiatives and offers support services to [...]

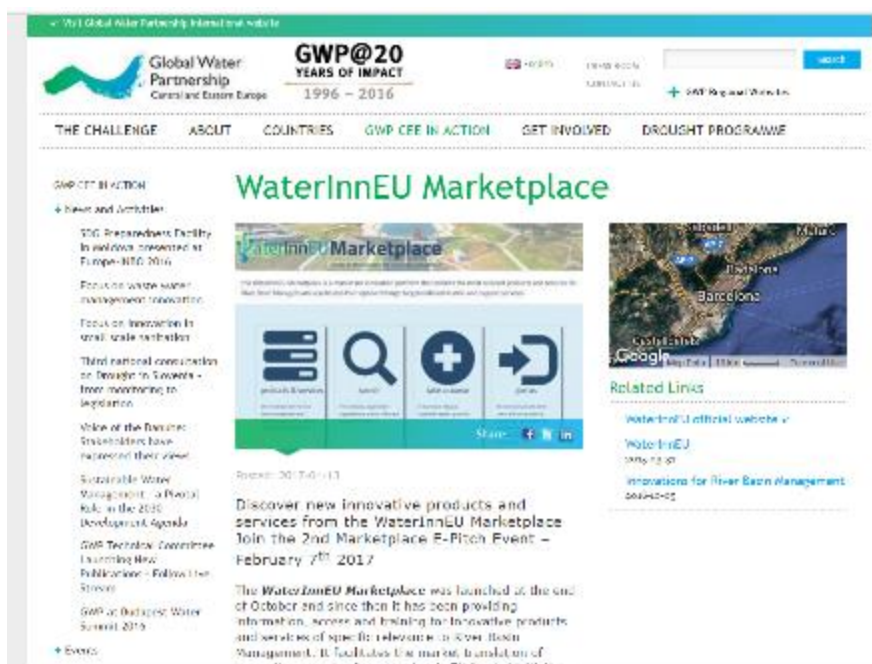
[More information >](#)

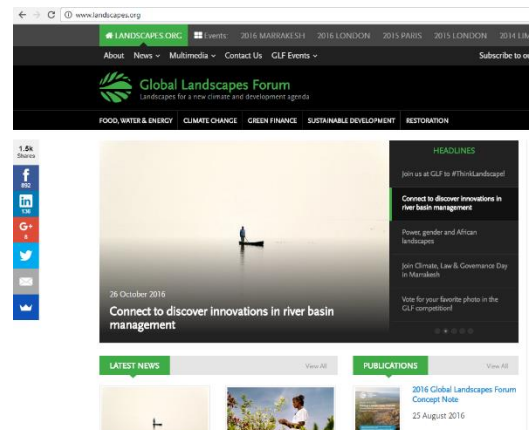
WaterInnEU


MARKETPLACE E-PITCH EVENT – NEW INNOVATIONS TO SUPPORT RIVER BASIN MANAGEMENT

11 October 2016



WaterInnEU Marketplace is a match making platform to accelerate the market translation of products and services of specific relevance to River Basin Management. The platform's main purpose is to support innovations that have previously been EU funded and have yet to achieve market adoption. The Marketplace also wants to raise awareness amongst [...]







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WaterInnEU 2nd Marketplace E-pitch event

WaterInnEU is promoting its 2nd Marketplace E-pitch event on February 7th

The WaterInnEU Marketplace was launched at the end of October and since then it has been providing information, access and training for innovative products and services of specific relevance to River Basin Management. It facilitates the market translation of innovations coming from previously EU funded initiatives and offers support services to raise awareness amongst River Basin Managers, their supply chains and stakeholders. It's a match making hub where you can find commercially available products and services, developers seeking collaborators for market deployment, and open source models.

Are you interested in new innovations and would like to hear from the product owners themselves? Then join the next 2nd Marketplace E-Pitch Event on February 7th 2017 at 14h CET. In a 1 hour session, short presentations will be made by product developers who have newly joined our platform in a web based event which gives you the opportunity to ask questions and receive answers directly from the product developers themselves:

CORES-A1 – A solar driven unmanned survey vessel, equipped with navigation & measurement equipment; managed remotely from the shore and transmitting data in real time. The station provides cost-effective sampling and direct measurement of coastal zone and inland aquatic environments.

EVENT INFORMATION


Date of event:
Tuesday, February 7, 2017

Website:
<http://waterinn.eu/events.html?month=february-2017>

Other event information:
☒ Event includes lunch
☒ Event includes dinner

Cluster Activities


WaterInnEU's 2nd Marketplace E-Pitch event



Discover new innovative products and services from the WaterInnEU Marketplace. Book your slot now for the next online E-Pitch event from the WaterInnEU Marketplace – a 1 hour session at 14h CET on Tuesday 7th February. Four new companies from across Europe will be presenting their innovations with specific relevance to River Basin Management. They are seeking a combination of development partners, demonstration sites and commercial sales. So whatever your level of interest or curiosity join us to hear from the developers themselves, and have the opportunity to ask questions directly.


Registration is free and can be done at the event website

Cluster Tweets



WaterInnEU
@WaterInnEU

Don't forget to register for next @WaterInnEU e-pitch on Feb 7th 1 hour to know new innovations in our marketplace. go to [go to E27th](#)



WaterInnEU
@WaterInnEU

Don't forget to register for next @WaterInnEU e-pitch on Feb 7th 1 hour to know new innovations in our marketplace. go to [go to E27th](#)

- Mailings



Global Water Partnership Central and Eastern Europe

WaterInnEU Marketplace

The WaterInnEU Marketplace is a market-led innovation platform that screens the most relevant products and services for River Basin Managers and connects their uptake through targeted dissemination and support activities.

products & services
The marketplace is a one-stop management and innovation platform for River Basin Managers and supply chain.

search
Find solutions, experts, innovation, and services for your needs.

take a course
If you're looking for a course, you'll find it here.

join us
If you're looking for a course, you'll find it here.

WaterInnEU Marketplace invitation

Dear Partner,

We would like to invite you to join the **2nd Marketplace E-Pitch Event on 7 February 2017** to discover new innovative products and services from the WaterInnEU Marketplace. Read more on our regional website.

Register now to secure your place through the WaterInnEU 2nd E-pitch [registration form](#).



Global Water Partnership Central and Eastern Europe

GWP@20 YEARS OF IMPACT 1996 – 2016

Invitation

GWP Network Meeting 2016
15:00 CET, 11 October 2016
at [www.waters.eu](#)

15:00-15:15: Welcome and introduction to the online meeting
 15:15-15:30: GWP Global Open Business Meeting for 2016
 15:30-15:45: Presentation by GWP Deputy Secretary General for Europe
 15:45-16:00: Presentation by GWP Deputy Secretary General for Europe
 16:00-16:15: Presentation by GWP Deputy Secretary General for Europe
 16:15-16:30: Presentation by GWP Deputy Secretary General for Europe

Don't miss GWP Network Meeting 2016 - 15:00 CET, 11 October

The annual GWP Network Meeting will be held on 11 October at 15:00 Central European Time (CET). It is a virtual meeting, to be broadcasted on the GWP website [www.gwp.org](#) – with a special guest message from UN Deputy Secretary General (2016) Jan Blaskovic. A live session will be held in connection to the virtual GWP [Facebook page](#) – we welcome your questions and comments. [Link to the meeting](#)

Budapest Water Summit 2016 will be held on 28-30 November

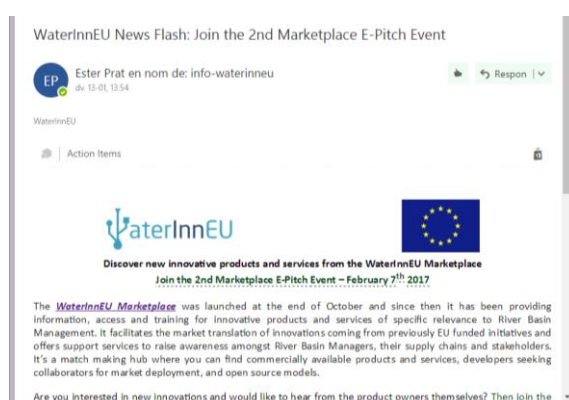
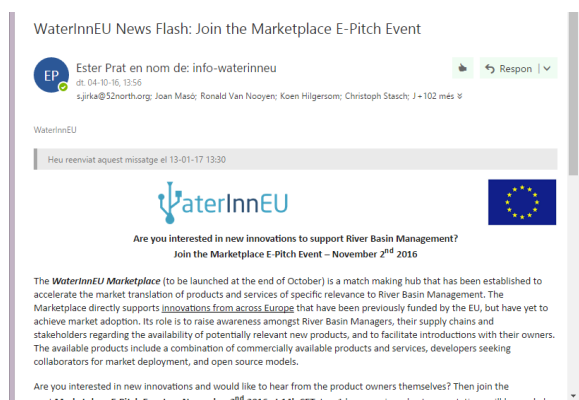
Innovations for River Basin Management



Market Briefing Brochure - September 2016



WaterInnEU Third Newsletter - September 2016



Added to this, project members have widely spread the project by word, either by phone or one to one and one-to many conversations at different events, meetings and throughout their contact networks.

Therefore, it can be concluded that there have been enough efforts to disseminate the project and its outcomes. In all communications, the EU flag and the sentence “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 641821” has been included.