



D8.1 – Plan for Communication & Dissemination

**WP8 - Communication, Dissemination, Training and
Social Awareness**

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ABSTRACT	This deliverable presents the plan for Communication & Dissemination of the AquaSPICE project.		

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1. Executive summary

AquaSPICE is a project that aims at materializing circular water use in European Process Industries, fostering awareness and solutions.

Within this scope, the project will effectively enable and facilitate the immediate uptake, replication and up-scaling of innovations, by providing strategic, business and organizational plans to offer a range of well-defined and pre-packaged solutions, suitable for various cases with quite different characteristics.

To attain its overall goal, AquaSPICE will need to address several multidisciplinary and interlinked objectives and to achieve this, Communication and Dissemination activities play a pivotal role.

The Communication and Dissemination plan (CDP) aims to suggest a strategic and targeted dissemination plan on how we can promote the activities and results of the project, ensuring their long-lasting visibility and impact. This plan will determine how the project communicates with the outside world and with key target audiences by identifying them and other interested parties, we intend to focus our communication efforts on. Also, the plan includes the activities, tools and channels that will be used to showcase the project's achievements and research results, the timeline of the dissemination actions.

The Plan for Communication and Dissemination is a living and evolving document. It will be reviewed and updated on a periodic basis throughout the project's duration. To this end, an updated version of the document is already available, including links with WP7 and specifically the deliverable D7.1 Market Analysis and Strategic Plan for Uptake, Replication & Upscale, featuring a new list of targeted actors, while also including additional communications tools.

Due to the non-existence of the SynDi plant in CS#4, this CS is considered as void case and no work related to this CS is reported in this deliverable.

2. Framework of Action

2.1 Introduction

The overall objective of the AquaSPICE project is the development and validation of water efficiency management and optimization methodologies, technologies and tools that will carry process industries forward to a near-zero water footprint target with minimum freshwater consumption and water-borne emissions.

This will be pursued through a set of scientific and technical objectives, motivated by real industrial needs analysed through five case studies and a set of impact-related objectives. AquaSPICE has also developed an impact creation strategy that include awareness creation activities, marketing and utilization of existing networks to communicate the project to various target groups in a professional and engaging way.

To build up the success of the AquaSPICE project and ensure the sustainability of its results in the long run, effective communication and dissemination are crucial. In this regard, the Communication and Dissemination plan summarises the actions that will be undertaken within the project runtime to fulfil these objectives.

The major aim of the AquaSPICE Work Package 8 (WP8) dedicated to ‘Communication, Dissemination, Training and Social Awareness’ is to guarantee visibility and engagement of stakeholders, applying a multichannel communication approach. This is exactly what this plan aims to pave the way for. The Communication and Dissemination plan is outlined in detail in the following seven chapters:

- **Chapter 2 ‘Framework of Action’:** Why we communicate: Goals, objectives, and target audiences
- **Chapter 3 ‘Communication and Dissemination Tools’:** What are the tools and channels to reach AquaSPICE dissemination objectives.
- **Chapter 4 ‘Communication & Stakeholders’ Matrix’:** How AquaSPICE’s tools correspond and reach the appropriate target audiences.
- **Chapter 5 ‘Division of Responsibilities’:** How AquaSPICE partners’ expertise and role contributes to the strategy’s implementation.
- **Chapter 6 ‘Dissemination Timeline’:** The suggested timeline of AquaSPICE dissemination & communications activities.
- **Chapter 7 ‘Dissemination of AquaSPICE results after the project’s lifetime’:** Indication of dissemination activities after the AquaSPICE closure

This is an updated version of the Plan for Communication and Dissemination, following its first submission in February 2021. This version includes one additional chapter

(Chapter 7: Dissemination of AquaSPICE results after the project's lifetime) that has been added to demonstrate the dissemination activities that are foreseen after the project's closure. Also, this version includes updates, addressing the comments that were received after the project's review. In particular, a table with targeted actors has been added as an annex in the document with the aim to indicate the actors that have been targeted for the outreach of the project and the take up of its results. An explanatory text is also provided in Chapter 2.5 Target Groups. Additionally, press releases have been added as a tool to disseminate broadly the project's results. Press releases are now featured in Chapter 3 under the Communications Tools and in the matrix of Chapter 4.

The Plan for Communication and Dissemination will be updated as required throughout the whole project's duration.

2.2 AquaSPICE's Framework of Action

For the vast majority of industrial products, water is used during some stages of the production process. It is estimated that 20% of all freshwater consumption globally is used by industry and this share is increased to 50% in industrialized countries. The industrial sector is also a major water polluter, as only up to 60% of industrial wastewater receives treatment before being disposed of into the environment.

Eco-efficient and sustainable industrial water management is a priority within the integrated water resources management strategy and is regarded as one of the most important focus areas for environmental protection in many EU countries. Innovation in water treatment can bring close loops to at almost 100% for important industrial water users and enable new multi-billion-euro markets in saved or recovered and reused resources.

AquaSPICE aims at materializing circular water use in the European Process Industries, fostering awareness in resource efficiency and delivering compact solutions for industrial applications. That challenging aim needs for:

- Multiple state-of-the-art water treatment and re-use technologies;
- Diverse closer-loop practices regarding water, energy and substances
- A cyber-physical-system controller in the form of a system for real-time monitoring, assessment and optimization of water
- Re-use at different interconnected levels
- An effective methodological, regulatory and business framework.

AquaSPICE will not only offer these but will demonstrate the effectiveness, supported by the breadth of European process industries providing evidence on the achievement of the aforementioned aims.

AquaSPICE's communication activities will revolve around raising awareness on the addressed topics and findings of the project and promoting the project to various audiences.

2.3 Dissemination Goals

In particular, the three main dissemination goals of AquaSPICE are:

- ✓ Produce a strategic dissemination plan, together with an AquaSPICE brand to serve as a strong foundation for subsequent communication and dissemination activities.
- ✓ Raise awareness of AquaSPICE objectives and achievements through digital, printed and face-to-face presence.
- ✓ Engage and maintain a strong stakeholder network through a series of events, knowledge-transfer workshops and coordinated presence at a range of relevant industry conferences.

2.4 Dissemination Objectives

The cornerstone of the AquaSPICE success is based on how the goals of the communication and dissemination are translated into specific objectives that are then successfully integrated into the daily activities of the project. The main objectives of the project are:

- Creating a strong project visual identity and public image through all the project's channels.
- Providing up-to-date information about the project throughout its whole duration
- Sustaining the diffusion of results to the general public by translating the scientific/technical results into messages for public outreach, comprehensible also by the non-technical general public.

- Disseminating the project information on a targeted and customised manner, increasing the visibility of the project through a multichannel communicational approach.
- Empowering targeted stakeholders to take up the project results.

The communication and dissemination objectives will be reached with the use of different communication tools (printed, digital and face-to-face) that fully cover a wide range of audiences and can channel a variety of messages.

2.5 Target Groups

Engaging stakeholders into AquaSPICE's developments and results is of vital importance for the project's success and impact. The AquaSPICE projects aims to reach out a wide range of stakeholders with tailored communication and dissemination activities according to the target audience that is needed to be involved at each stage of the project.

The target groups of AquaSPICE can be summarised into the five main categories below:

- Process industries
- ICT companies
- Scientific community
- Policy & Decision Makers
- Media & General public

An important note here is that AquaSPICE will use the European Economic Interest Group (EEIG) model to ensure the sustainability of its offerings. Through the European Economic Interest Group, AquaSPICE will be delivered in three different models:

- **The Direct delivery model:** Owned by the EEIG, AquaSPICE offerings will be directly delivered to new customers. The main channels will be the industrial networks.
- **The Cluster delivery model.** Clusters will deploy and operate the necessary AquaSPICE Services and integrate into their existing platform. Through clusters and Digital Innovation Hubs (DIH) networks, AquaSPICE will be available and reachable by a significant mass of potential customers.
- **The Research, Innovation and Initiatives model (Open Access model):** Some of the AquaSPICE results will be offered also in the research community for research purposes and under EU and national programmes as open source with full access.

Based on these three AquaSPICE delivery models presented in image 1 below, a further analysis of the target groups and goals is summarised in Table 1:

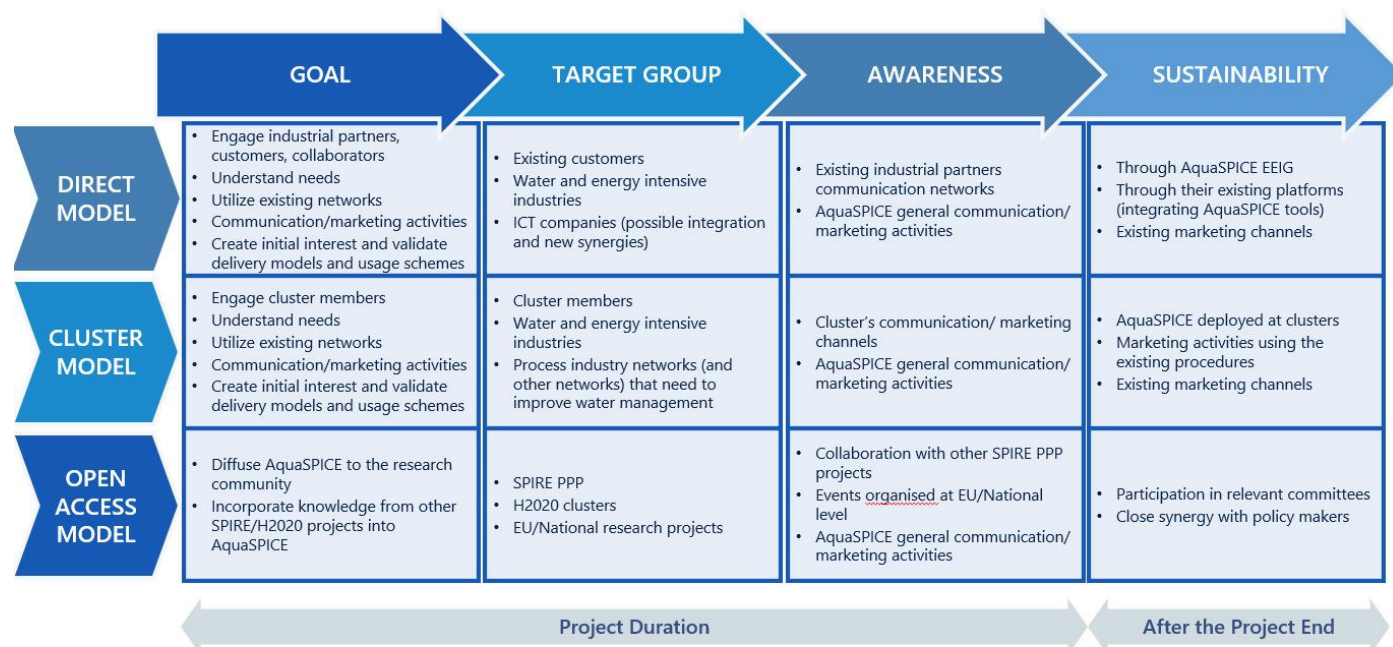


Figure 1 – AquaSPICE 3 delivery models

Target Groups	Goal
<p>Existing Customers</p> <p>Water and Energy intensive industries</p> <p>ICT companies</p> <p>Cluster Members</p> <p>Process and industry networks and other networks that needs to improve water management</p>	<ul style="list-style-type: none"> Engage industrial partners, customers collaborators Understand needs Utilize existing networks Communication/Marketing activities Create initial interest and validate delivery models and usage schemes
<p>SPIRE PP</p> <p>H2020 Clusters</p> <p>EU/National projects</p> <p>ICT4Water</p>	<ul style="list-style-type: none"> Diffuse AquaSPICE to the research community Incorporate knowledge from other SPIRE/H2020 projects into AquaSPICE Achieve visibility by establishing connections with clusters as the ICT4Water.

Table 1 – Target Groups

WP8 has strong interlinkages with WP7 whose objective is to ensure the further application of the AquaSPICE offerings and support the replication and upscaling of the demonstrated solutions and technologies. In this context, the deliverable D7.1 Market Analysis and Strategic Plan for Uptake, Replication & Upscale is being prepared to thoroughly present a market analysis from a macroeconomic point of view of potential industries where the AquaSPICE technologies can be applied. This deliverable also features a detailed list of targeted actors within and outside the AquaSPICE project. A table with all this information is now included as annex 1 of this document.

3. Communication & Dissemination Tools

To ensure the efficiency of the project dissemination plan, a range of communication tools and channels will be used in the context of the three main dissemination actions that will be implemented throughout the duration of the project, namely **Digital Dissemination**; **Face-to-Face Dissemination** and **Print Dissemination**.

3.1 Digital communication

- **Website:** The public website of the project will inform the wider community of the objectives of AquaSPICE project and its progress.
- **Social Media:** AquaSPICE will ensure the visibility and dissemination of the project throughout LinkedIn and Twitter accounts to disseminate the project's outcomes and maintain the information flow between the project and its audience.
- **Newsletter:** One newsletter per year is planned in the course of the project to inform all stakeholders about project activities, summarising the work and the progress made.
- **Press releases:** To draw attention to the significant achievements and milestones of the AquaSPICE project and its progression, press releases will be also disseminated to attract the media's attention. Press releases will be planned in close coordination with the consortium during the project's last phase when more results and findings are available for the media and general public.
- **Video:** AquaSPICE will create a 3-minute video summarizing the problem targeted, the project's objectives and expected results from the different cases.
- **Corporate identity and materials:** The project will own its unique identity having a logo, templates, style guide developed to inform the consortium about the layout and design for the brochure, presentations, web pages, and newsletters.
- **Policy Briefs:** It is planned to develop one policy brief per year for effectively communicating and disseminating to policy makers on European and local level (countries of the demo-sites), European institutions, environmental agencies, local and national authorities, focusing on: guidance on effective policy options; insights into technical feasibilities; and awareness regarding policy conflicts from a technical perspective.
- **Scientific Journals:** AquaSPICE will publish updates, news in journals, such as: IEEE Internet of Things Journal, Journal of Cleaner Production, European Journal of Operational Research, IEEE Transactions on Industrial Informatics, Research Journal of Information Technology, International Journal of Production Research; International Journal of Computer Integrated Manufacturing; International Journal of Product Life Cycle Management.

3.2 Face-to-face communication

- **International Conferences:** AquaSPICE consortium will contribute with publication/oral presentation/presence to international conferences, scientific and industrial events to highlight advances beyond the state-of-the-art and technology establishment and performance.
- **Industrial partners' network:** AquaSPICE will create awareness about the commercial opportunities of AquaSPICE; and how they can benefit.
- **Participation in SPIRE and other EC networking mechanisms:** Knowledge dissemination and widespread networking with other on-going and related SPIRE/H2020 activities will take place in order to create synergies and promote the impact of the project, by exploiting the dissemination mechanisms that are made available by the EC.
- **Training material & specific demos:** AquaSPICE will create training materials and specific demos (coming also from the case studies lessons learnt), which will also be available online to all interested parties.
- **Workshops and demonstrations:** AquaSPICE will organize workshops at EU and national level to promote the value and the overall technology and business offerings.

3.3 Print communication

- **Brochures:** One brochure per year is planned to be produced in the course of the project to inform all stakeholders about the project's activities, summarising the work and the progress made. The brochures will be also available in digital format and will be disseminated through the project's and the partners' online channels.

4. Communications Tools & Audiences Matrix

The following table aims to outline all the Communication tools identified in the previous section matched with the target audiences (explained in the Chapter 2.5) that are intended to reach.

Channel	Target Groups							
	All stakeholders	Public	Academic, Research	Policy & decision makers	Industrial partners' network	ICT	Process industries	Other research projects
Corporate identity and corporate materials	✓							
Project website	✓							
Social Media	✓	✓						
Project brochure and newsletters	✓							
Press releases		✓						
Video	✓	✓						
International conferences	✓		✓					
Scientific Journals			✓					
Policy briefs				✓				
Industrial partners' networks					✓			
Participation in SPIRE and other EC networking mechanisms	✓							✓
Training material & specific demos	✓							
Workshops and demonstrations			✓			✓	✓	

Table 2 – Communications & Stakeholders' Matrix

5. Division of Responsibilities

An effective C&D plan can only be ensured if based on a joint effort across the board; all partners are therefore expected to be actively involved in realising the plan. The division of responsibilities for these activities are illustrated below identifying every partners' role for each deliverables (1-8) of the WP8.

DELIVERABLES	RWTH	DO	BASF	SOL	TUP	JEM	AGRI	ENGI	WL	ARE	KWR	EUT	VITO	WE	MA	UGE	UNI	TUC	ICCS	AUE	UOH	BDG	STR	ABS	QLE	ACC	EIW	HZ	DBB
H	W		VAY	RAS	S	COL	A	E		TUS					G	NT	VPM			B			ANE		CTOR	ELI			V
D8.1 Plan for Communication and Dissemination	✓					Activities not reported						✓		✓								✓			Activities not reported				
D8.2 Corporate Identity and Logo	✓													✓															
D8.3 Project Website	✓													✓															

[illegible]

Table 3 – Division of responsibilities

6. Dissemination Timeline

All the project's communications and dissemination actions that will be implemented over the entire duration of the project are summarized into the five categories below:

1. **Communication and Dissemination activities:** The communications leader in close collaboration with all partners will develop a whole set of communication and dissemination actions, tailored to the needs of AquaSPICE stakeholders, with the aim to maximise the visibility of the project.
2. **Knowledge and Information Management:** This task is mainly devoted to the elaboration and preparation of the Data Management Plan (DMP) in compliance with the Guidelines on FAIR Data Management in Horizon 2020. This task will cover information coming from Pilots but also be generated across the other Work packages. The DMP will evolve through the entire project lifetime.
3. **Networking activities:** This task concerns the realisation of the communication activities. It will involve the participation, setting up and organisation of a tailored info-day and a final conference, technical forums/workshops and conferences.
4. **Training education and Lifelong Learning:** This task is important to the sustainability of the proposed approach and its adaptation as a tool for the next generation of engineers. The objective is to provide the appropriate tools to educate new engineers and enhance the skills of the employees already involved in AquaSPICE related disciplines.
5. **Clustering actions and Outreach activities:** The objective of this task is to achieve a wide visibility by establishing relationships between the AquaSPICE project and associations focusing on water-related themes and activities over the EU and internationally for enhancing lasting synergies with these stakeholders and other ongoing related projects.

The five categories of actions will follow a time schedule illustrated in the Table below (Table 4).

	Year 1												Year 2												Year 3												Year 4												
Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
8.1 Communication & Dissemination Activities																																																	
8.2 Knowledge and Information Management																																																	
8.3 Networking activities																																																	
8.4 Training, Education and Lifelong Learning																																																	
8.5 Clustering Actions and Outreach activities																																																	

Table 4/ Dissemination timeline

7. Dissemination Activities after the Project's Lifetime

The dissemination activities of AquaSPICE do not end with the project's closure. On the contrary, the completion of the project makes it even more necessary to continue with the dissemination efforts for the take-up and the exploitation of the project's results. The AquaSPICE consortium will keep up with the dissemination actions and use of the new developments after the project's lifecycle by supporting the exploitation of research results and by pursuing opportunities for facilitating the take up of the project's results.

The supporting dissemination activities will continue for at least three years after the project's conclusion, having as a key objective to empower the targeted stakeholder groups to take up the project's results tested and promoted throughout the duration of the project. The table below indicates the type of supporting dissemination activities that will be carried out after the project's closure.

Dissemination activities after the project's closure
Submission of papers presenting the AquaSPICE results in relevant journals
Submission of presentations, including the AquaSPICE results and conclusions in conferences
Organisation of project workshops and special sessions in conferences related to the project's outcomes
Organisation of clustering activities with projects addressing the AquaSPICE's topic
Participation in non-project workshops forums and/or events
Update of the AquaSPICE website with relevant news and developments
Dissemination of the project's promotional materials to targeted occasions (posters, leaflets etc)

Disseminating the project's outcomes will be a beneficial procedure for all the project's partners as it is the most straightforward way to showcase their work and the results achieved within the project. Water Europe, in particular, as the leader of the WP8 activities, will take into consideration the AquaSPICE results and outcomes for submitting relevant recommendations connected to the ongoing EU policy developments; for building up new project proposals that incorporate and give prominence to the AquaSPICE results; for organising clustering events where the Industrial Symbiosis topic is addressed and for expanding its list of EU-funded projects that have brought forward successful outcomes and results.

8. Annex 1

	Key EU players (outside AquaSPICE)	Key EU players (AquaSPICE)	Selection to be surveyed
Chemicals	Evonik, Perstorp, Arkema, KEM ONE, Bayer, Akzo Nobel, TESSENDERLO, Borealis, Ineos, Kemira, Adisseo, Kemira, INOVYN, Huntsman, Lanxess, RHODIA, Clariant, Basell, ExxonMobil, LUBRIZOL, Covestro, Synthomer, ELKEM, NOVOZYMES, REPSOL, Umicore, VERBIO	BASF CS3 DOW CS1 Solvay CS2	Evonik, Perstorp, Arkema, KEM ONE, Bayer, Akzo Nobel, TESSENDERLO, Ineos, Kemira, Adisseo
LCP	DALKIA, E.ON, EDF, ELECTRABEL, Enel, PPC, PGE, TETs, ČEZ, Nuon, STORA, Tauron, TEREOS, DONG, Fortum, RWE, ARCELORMITTAL, Essent, INEOS, COFELY		DALKIA, E.ON, EDF, ELECTRABEL, Enel, TEREOS, ARCELORMITTAL, COFELY
Refineries	Total, ExxonMobil, Repsol, BP, CEPSA, ENI, Gunvor, Hellenic, Nynas, PKN, SHELL, Bayernoil, Česká, Galp, H&R, INA, ISAB, Lotos, Mol, Neste, OMV, Rompetrol	TUPRAS	Total, ExxonMobil, Repsol, BP, CEPSA, ENI, Gunvor, Hellenic, SHELL
Slaughterhouses	Danish, Anglo, MATADERO, NORTURA, VION, SC, SOCOPA, Dawn, HKScan, Stabilimento, Westfleisch, Kepak, LDC, SAS, Schlachthof, ZAKŁAD, CHARAL, Pluimveeslachterij, SLACHTHUIS, Ubojnia	AGRICOLA	Danish, Anglo, MATADERO, NORTURA
Tanning	COMPAGNIE EUROPEENNE DE TANNAGE, RINO MASTROTTO, UAB, BOXMARK Leather		COMPAGNIE EUROPEENNE DE TANNAGE, RINO MASTROTTO, UAB, BOXMARK Leather
Textiles	Rifinizione, Tintoria, BALTA, E.Mirolio, Finissaggio, SIOEN, Adient, AG, ALCANTARA, DICKSON, Europizzi, FAURECIA, GEISA, LINEAPIU, Low, Mascioni, OLIMPIAS, PETTINATURA, SC, Ten		Rifinizione, Tintoria, BALTA, E.Mirolio