



D8.5 – Brochure and Infoboard

WP8 - Communication, Dissemination, Training and Social Awareness

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LEAD BENEFICIARY	Water Europe (WE)		
RESPONSIBLE AUTHOR	Ana de León, Water Europe		
CONTRIBUTIONS FROM			
ABSTRACT	This deliverable presents a report on the AquaSPICE promotional materials created.		

Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
1.0	26/10/2021	Draft	First draft of D8.5	Ana de León, Water Europe
2.0	08/05/2023	Draft	Revised version considering CS#4 as void case	Ana de León, Water Europe

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1. Executive summary

The deliverable D8.5 ‘Brochure and Infoboard’ is developed within Work Package 8 – “Communication, Dissemination, Training and Social Awareness” that is dedicated to communicating and disseminating widely the project results, connecting with influential stakeholders, and facilitating the market uptake of AquaSPICE products and services. Within this framework, a range of communication tools have been put into use throughout the duration of the project, with the AquaSPICE brochures and infoboard being some of them.

This document aims to give an overview of the background for the development of these promotional materials, the project’s stakeholders and how through these materials, specific target audiences are engaged and involved into the project’s work, as presented in Section 2.

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. Printed materials

To cover the dissemination needs of the project for the first year of the project, the communications team of Work Package 8 has developed, so far, two different types of promotional materials featured below:

2.1 Brochure

The brochure provides a summary of what the project is about; its main objectives and expected results and impact, also featuring the locations of the case studies and the project's consortium. This bifold A4 brochure is more detailed and informative for all those who want to get a first good impression of AquaSPICE aims and work.



AquaSPICE

General Details

Duration:
01/12/20 - 30/11/24
(4 years)

Total amount:
€11,055,248

Funding Programme:
Horizon 2020

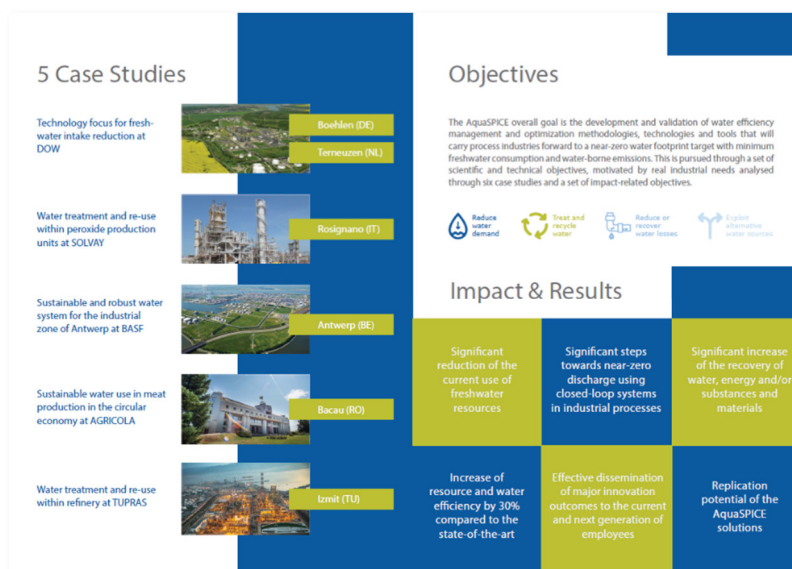
Consortium:
29 partners, 12 countries

Coordinator:
RWTH Aachen Univ. (DE)

Advancing Sustainability of Process Industries through Digital and Circular Water Use Innovations

Partners

The AquaSPICE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958396.



5 Case Studies

- Technology focus for fresh-water intake reduction at DOW
 - Boehlen (DE)
 - Terneuzen (NL)
- Water treatment and re-use within peroxide production units at SOLWAY
 - Rosignano (IT)
- Sustainable and robust water system for the industrial zone of Antwerp at BASF
 - Antwerp (BE)
- Sustainable water use in meat production in the circular economy at AGRICOLA
 - Bacau (RO)
- Water treatment and re-use within refinery at TUPRAS
 - Izmit (TU)

Objectives

The AquaSPICE overall goal 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 is pursued through a set of scientific and technical objectives, motivated by real industrial needs analysed through six case studies and a set of impact-related objectives.

- Reduce water demand
- Treat and recycle water
- Reduce or recover water losses
- Exploit alternative water resources

Impact & Results

- Significant reduction of the current use of freshwater resources
- Significant steps towards near-zero discharge using closed-loop systems in industrial processes
- Significant increase of the recovery of water, energy and/or substances and materials
- Increase of resource and water efficiency by 30% compared to the state-of-the-art
- Effective dissemination of major innovation outcomes to the current and next generation of employees
- Replication potential of the AquaSPICE solutions

3. Use of the materials

The developed materials will be used, displayed and shared in print format during formal conferences, AquaSPICE workshops, bilateral meetings with interested stakeholders and other occasions that AquaSPICE consortium considers as good and relevant opportunities for the project's promotion, outreach and impact.

Considering that each project partner needs to attend at least three conferences, the project's infoboard and brochures are estimated to be featured in several European and International conferences contributing significantly to the project's outreach. At the same time, AquaSPICE project will organise its own Infodays and these promotional materials will be used during these events.

4. Conclusion

As demonstrated in the previous sections, the primary goal of task D8.5 ‘Brochure and infoboard’ is to create promotional materials that present the benefits and impact of the project in an easily understandable and captivating way for the general public, has been fully achieved.

Given the importance that print dissemination, now that physical meetings have again started after the COVID crisis, can have for the project’s promotion in all its stages, this deliverable has given a broad overview of the reasons why the development of promotional materials is key for the visibility of the project, of how these materials succeed in reaching out to all the targeted stakeholder groups identified by the project and the means that can be used for print or digital dissemination of these materials.

Taking into consideration that the COVID-19 crisis has impacted the communication and dissemination actions of many EU-funded projects, AquaSPICE has taken measures to strengthen the online dissemination. Thanks to the online channels of the project but also of all the partners’ channels, the project is on a good track of dissemination.