

Increased

Water

Efficiency with

Ceramic membrane technology



## Dissemination Plan

Deliverable no.: D6.6

October 1st, 2012

A collaboration between:



Supported by:



Co-funded by the Eco-innovation Initiative of the European Union

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Deliverable nr.	D6.6
Deliverable title	Dissemination plan
Filename	IWEC_D606_121001_final.pdf
Authors	Martijn Tas, René Dakkus, Lize Beekman
Date	01 October 2012

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This project is co-funded by the European Union within the CIP Eco-Innovation initiative of the Competitiveness and Innovation Framework Programme (CIP)

Grant Agreement no. ECO/11/304469

Start of the project: 01 July 2012  
Duration: 36 months  
Project coordinator organisation: Rood Wit Blauw Water Services B.V.

Deliverable title: Dissemination Plan  
Deliverable no. : D 6.6  
Due date of deliverable: Month 02  
Actual submission date: Month 03

*Dissemination level*

<input type="checkbox"/>	PU	Public
<input checked="" type="checkbox"/>	PP	Restricted to other programme participants (including the Commission Services)
<input type="checkbox"/>	RE	Restricted to a group specified by the consortium (including the Commission Services)
<input type="checkbox"/>	CO	Confidential, only for members of the consortium (including the Commission Services)

*Deliverable status version control*

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Version	Date	Author
1.0	18.09.2012	Martijn Tas, René Dakkus
1.1	30.05.2015	Tom Schokker

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# D 6.6 - Dissemination Plan

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## 1. Dissemination of results to practitioners and planners

Effective dissemination is essential in order to make sure that results are well-tailored for target audiences – drinking water authorities in Europe, utilities, industry, city administrations, water boards and general public. The IWEC consortium is fully aware of the importance to effectively communicate results. To this end, a dissemination plan has been developed and will be successively reviewed/enhanced. Work package 6 is dedicated to production and dissemination of the project's outputs. Dissemination activities will also serve for internal communication including dialog with stakeholders and end users.

The dissemination strategy/activities will follow principles and best practices successfully tested in other projects:

- ◆ All results/reports will be duly reviewed and a copy will be sent to relevant policy partners involved in the project before these are published or disseminated.
- ◆ All public results will be accessible from the project website and sent to all parties who may benefit from them.
- ◆ When appropriate, the reports will refer to other (research) projects and build on the existing results and literature.
- ◆ Research will be conducted following sound analysis and scientific practice principles, taking into account as much as possible policy requirements and needs. All people who will contribute to the project activities, for example by taking part in public surveys or expert interviews, will be duly informed about the final outcomes and the implications stemming from project results.

The dissemination strategy outlined in this document

- i. specifies in detail the target audience and users of produced knowledge, so as to tailor the dissemination products for their specific needs (WHO);
- ii. specifies communication means and channels to reach all members of the target audience (HOW);
- iii. lays out a range of appropriate electronic and printed informational and instructional material and develops mechanisms for their effective dissemination (WHAT); and
- iv. defines the best timing for dissemination, so as to best contribute to the ongoing planning and management activities (WHEN).

Table 1 summarises the different dissemination mechanisms that will be developed under IWEC project, along with their main target audience.

Table 1 Tools and measurement of success of the dissemination activities

Mechanism / tools	Measurements of success
<b>General public</b>	
Website	Statistics via CMS
Project information sheets	No. of sheets and download statistics
Layman's report	Download statistics
<b>Drinking water companies</b>	
Working papers	No. of papers and downloads
Publications in professional journals	No. of publications
Presentations in workshops	No. of presentation and audience
Trade shows	No. of visitor notes
BTO's Water Treatment programme	MOM
Site visit DWTP Wierden	MOM
<b>Academic and scientific community</b>	
Publications in peer reviewed journals	No. of publications
Presentations in conferences	No. of presentation and audience
<b>Policy makers</b>	
ECO innovation actions	On request
Press releases	No. of releases
<b>IWE C partners</b>	
Project Steering Committee meetings	n/a
Video/tele conferences	n/a
Internal newsletters	No. of newsletters per partner

## 2. IWEC's dissemination strategy

The dissemination and exploitation of project results are fundamental components of the whole strategy devised by IWEC and will take place during the entire project's life. The Project Coordinator (RWB) will promote the dissemination activities and all partners will actively contribute. Task 6.6 is dedicated to develop an effective dissemination to policy making and public at large and involve all the partners.

Dissemination activities and exploitation of the results of the project will be implemented through well-targeted mechanisms. Three main dissemination lines will be applied:

- 2.1. Internet communication;
- 2.2. Publications;
- 2.3. Events and Networks.

All three lines will address the four main target groups :

- a. planners, project managers and engineers working a drinking water companies
- b. the academic and scientific community,
- c. policy makers,
- d. the general public.

Table 1 summarizes the corresponding target groups and communication tools.

The consortium will regularly publish news releases and provide updated information on the project in order to ensure media attention. Each partner is committed to produce news releases about the results of, or activities related to, each case study. All press releases will be published on the project website.

### 2.1. Internet Communication

#### Website

An interactive website is established as a major and official information channel. It provides clear and concise information on the activities within the IWEC project, including: partnership, work plan and outline of work packages, schedule of events, the participants and proceedings, main publications, links to other interesting websites, contact details, and so forth.

The design of the website builds upon the following criteria:

- i. visual communication (possible use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so forth);
- ii. verbal communication (the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly). It has been implemented taking into account suggestions given in the "MAKING THE MOST OF YOUR PROJECT WEBSITE" (EC, 2011).

In order to improve the on-line visibility of the website, particular attention has been paid to index each page for search engines and cross-linking with other relevant projects and institutes has been promoted and will be encouraged during the whole IWEC project life.

The website is aimed at disseminating information on IWEC's activities to the outside world, with a view to favour collaboration (so as to possibly develop follow-up initiatives and to explore ways calculate benefits on-line), and an increasingly concerted approach between the Consortium, the EU and other interested parties both within and outside Europe. In this respect, the website acts as an informative tool covering:

- Brief and clear information on the project (funding scheme, objectives and work plan, partnership, time schedules of meetings and workshops)
- Outline of project activities and results, main publications (in userfriendly formats)
- Useful documentation, links and references in .pdf files

An initial package of promotional and information material is downloadable from the project website. This package includes:

- i. a basic project presentation as PDF;
- ii. a brochure in the form of an identity brochure, regularly updated during the project implementation,
- iii. fact sheets about Return on Investment, energy and chemical usage.

The package will constitute a basis for the presentation made by the Consortium partners at various external events, and will contain basic information about the project, main aims and motivation, envisaged events, preliminary results, and contact information.

The initial information package will be produced in English language and each partner will decide what needs to be translated into other languages and how frequently the information needs to be updated. The project presentation will be translated into the different languages of WP2 case-study areas.

Any update of the information package will be published on the project website.

## 2.2. Publications

Publication activities will be actively pursued aiming into two directions:

- a. The water industry;
- b. Policy makers and general public

### **The water industry**

Publications in local, national and international peer-reviewed journals (Special Issues) will also be actively sought to inform both the public at large and the scientific audience on the results of the IWECC project. We envisage a special issue of a dedicated professional journal dealing with water reuse issues. Annex 1 contains a list of dedicated journals, along with their main features.

In addition, key information about the project and its results will be inserted in the leading science newsletters and blogs such as:

- Vakblad H2O ([www.vakbladh2o.nl](http://www.vakbladh2o.nl))
- Adjacent Government ([www.adjacentgovernment.co.uk](http://www.adjacentgovernment.co.uk))

### **Vakblad H2O**

After the final monitoring report, Vitecs intends to publicize an article about backwash water reuse. The magazine "Vakblad H2O" is one of the possibilities. This magazine is focusing on water related topics and it is read by professionals, scientist and policy makers.

### **Adjacent Government**

Adjacent Government is a digital journal that publishes quarterly. The audience is generally located in Europe and matches our market area for IWECC. The issue of August will have a focus on water related project. Before the publication an email campaign will be distributed to contacts of the magazine in the UK, Sweden, Denmark, Finland, Germany and the Netherlands. This will act as pre-promotion marketing campaign to alert potential customers that RWB will feature in the August publication.

### **Policy makers and general public**

As the results are clear, Vitecs will make a press release and share some information on their corporate website. In addition, RWB published in issue 413 of the Parliament magazine. In a single page advertisement all benefits and key properties of the technology are presented to the public. The Parliament magazine is spread among the EU government institutes.

### 2.3. NETWORK, EVENTS AND TRAINING

The third dissemination line will cover participation in meetings, workshops and conferences, presentations of project results, establishment of networks, direct contacts with researchers, policy-makers, local authorities, stakeholders, etc.

#### Networks

All partners will be actively involved in networking activities, so research activities and results will be widely shared. In particular WP Leaders are strongly involved in supporting the European Environment Agency (EEA) the European Commission and several member states in their policy development, implementation or control activities.

Table 2 shows the policy organisations with which the partners regularly liaise.

Partner	Network activity
<b>RWB</b>	Aqua Nederland NWP Aqua Europe Aquatech IFAT
<b>Vitens</b>	VEWIN BTO's Water Treatment programme

There is also a strong link to the following science and policy networks:

TU Delft

Aachen University

WETSUS

IWW

#### Events and Training

All partners will actively inform their networks about the outcomes of the project. In professional discussions and specific presentations in relevant meetings. The Annex II lists the scientific and policy events relevant for the project.

RWB will also invite specialists from European drinking water authorities to the demonstration plant. The project results will be presented together with Vitens.

## *Annex I:*

### *List of project relevant scientific and policy events taking place*

19 – 21	March 2013	Aqua Nederland Vakbeurs (Gorinchem)
25	March 2013	World Water Day
16	April 2013	IWEX Birmingham
23 – 26	April 2013	Wasser Berlin
3 – 6	June 2013	LET2013 (Bordeaux)
5 – 9	November 2013	Aquatech Amsterdam
	March 2014	Aqua Nederland Vakbeurs (Gorinchem)
25	March 2014	World Water Day
5 – 10	May 2014	IFAT München
	March 2013	Aqua Nederland Vakbeurs (Gorinchem)
25	March 2015	World Water Day
	April 2015	IWEX Birmingham
28 – 29	September 2015	Wetsus congress 2015 (Leeuwarden)
2 – 6	November 2015	Amsterdam International Water Week (Aquatech)
15 – 19	November 2015	Water Quality Technology Conference (Salt Lake City, USA)
1 – 5	February 2016	IWA Specialist Belgrade Groundwater Conference 2016 (Belgrade, Serbia)
9 – 11	June 2016	Advances in particle science and separation: meeting tomorrow's challenges (Oslo, Norway)