



AWARD

Alternative Water Resources and
Deliberation processes to renew
water supply strategic planning

D6.1 Communication and Dissemination Plan

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Project Consortium



EXECUTIVE SUMMARY

AWARD is a three-years European project started in January 2024. AWARD is a collaborative endeavor uniting 16 partners with diverse expertise and stakeholders from 7 countries. AWARD aims at enhancing water management by integrating Alternative Water Resources (AWR) into water supply strategic planning. The AWARD's Communication and Dissemination (C&D) strategy is a comprehensive framework aiming at engage stakeholders effectively throughout the project's lifecycle.

The strategy unfolds through **three essential steps**, ensuring the seamless communication and dissemination of project's outcomes:

1. **Defining goals and requirements by addressing the 5Ws and H:** WHO, WHAT, WHY, WHEN, WHERE, and HOW, to shape the strategy outlined below:
 - Identifying key stakeholders requiring communication,
 - Determining pertinent information to convey,
 - Establishing optimal timing for dissemination efforts,
 - Selecting appropriate communication channels and platforms,
 - Highlighting the significance of these communications to the project's success,
 - Defining methodologies for effective communication delivery.
2. **Gathering stakeholder information:** A crucial aspect involves creating personas, enabling tailored communication approaches that resonate with the diverse audience groups involved in the AWARD project.
3. **Monitoring and Reporting:** Implementation of a clear process for monitoring and reporting communication and dissemination activities ensures ongoing progress tracking, identifies areas for improvement, and enhances the overall impact of outreach efforts.

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The strategic approach is designed to maximize engagement and impact, contributing to the overall success of the AWARD project:

RELATED DELIVERABLES AND WORK PACKAGES' CONNECTION

This deliverable is connected to the following Work Packages (WP):

- WP1: Project Management
- WP2: Socio-political support and engagement for AWRs management
- WP5: Experiencing AWRs solutions in demo cases for strategic planning

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TABLE OF CONTENT

EXECUTIVE SUMMARY	3
INTRODUCTION.....	10
I COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY	10
I.1 Communication, dissemination and exploitation key objectives	11
I.2 Phases of AWARD communication and dissemination activities.....	12
I.3 Challenges of the communication and dissemination activities.....	13
I.4 Different blocks of communication and dissemination	13
I.5 Communication, Dissemination and Exploitation needs and measures.....	14
I.6 A gender responsive communication plan.....	14
II AWARD TARGETED AUDIENCES: THE “WHO” DIMENSION OF THE STRATEGY	15
II.1 Initial overview	15
II.2 Creation of the personas.....	17
II.2.1 AWARD personas: a work packages perspective.....	17
II.2.2 Method to create AWARD personas.....	17
II.3 First insight of AWARD personas	17
III AWARD MESSAGES AND VISION: THE “WHAT” AND “WHY” DIMENSIONS OF THE STRATEGY	27
III.1 AWARD Vision	27
III.2 AWARD Key words	28
III.3 AWARD Drivers and impacts	28
III.4 AWARD vision Statement.....	29
IV AWARD MATERIALS: THE “HOW” DIMENSION OF THE STRATEGY	30
IV.1 Visual identity.....	30
IV.2 Leaflets	30
IV.3 Roll-Up.....	30
IV.4 EU funding statement	31
V AWARD CHANNELS: THE “WHERE” DIMENSION OF THE STRATEGY	32
V.1 Social Media	32
V.2 Website	33
V.3 Events.....	34
V.4 Networking activities.....	34
VI AWARD ACTIVITIES: THE “WHEN” DIMENSION OF THE STRATEGY.....	35
VI.1 Timely C&D activities.....	35

VI.2 Collaborative Project Team Sessions	35
VII ROLES AND RESPONSIBILITIES.....	37
VII.1 Role of the WP6 leader	37
VII.2	
Role of the WP6 workforce	37
VIII MONITORING.....	38
VIII.1 Key Performance Indicators.....	38
VIII.2 WP6 Meetings.....	38
VIII.3 Reporting.....	38
IX AWARD C&D PLAN	39
CONCLUSION AND NEXT STEPS.....	40
ANNEXES	41
Annexe 1. Templates	41
Annexe 2. AWARD Leaflet (Preliminary versions)	43
Annexe 3. AWARD Roll Up.....	44
Annexe 4. Planning schedule for social media	45
Annexe 5. World Café.....	46
Annexe 6. Monitoring document for reporting C&D activities	48
Annexe 7. Communication, Dissemination and Exploitation Plan' working document.....	49
REFERENCES.....	51

LIST OF ACRONYMS

AWR	Alternative Water Resource
C&D	Communication and dissemination
CDE	Communication, dissemination and exploitation
D	Deliverable
DC	Demo Case
EC	European Commission
EU	European Union
EIGE	European Institute for Gender Equality
GA	Grant Agreement
KPI	Key Performance Indicators
M	Month
NBS	Nature-based Solutions
PMT	Project Management Team
WP	Work Package
WST	Water-Smart Territories

LIST OF FIGURES

FIGURE 1: THE FUNDAMENTAL PRINCIPLES OF THE 5Ws AND AN H.....	10
FIGURE 2: CDE CONCEPTS (EC, 2023)	12
FIGURE 3: AWARD PRELIMINARY TARGET GROUPS (WHO), MAIN TOOLS FOR COMMUNICATION (COMM), DISSEMINATION (DISS), AND EXPECTED IMPACT (IMPACT).....	15
FIGURE 4 STEPS FOR CREATING PERSONAS.....	16
FIGURE 5 PERSONA INSIGHTS WORD CLOUD	19
FIGURE 6 : AWARD VISION STEPS.....	27
FIGURE 7 AWARD KEY WORDS.....	28
FIGURE 8: AWARD PESTEL ANALYSIS	29
FIGURE 9: AWARD LOGO	30
FIGURE 10: EC LOGOS TO DISPLAY	31
FIGURE 11: SOME OF THE “DON'TS” WHEN ACKNOWLEDGING FOR EU FUNDING	31
FIGURE 12 AWARD LINKEDIN ACCOUNT	32
FIGURE 13: AWARD LINKEDIN ACCOUNT	32
FIGURE 14 RAISING AWARENESS CAMPAIGN STEPS	39

LIST OF TABLES

TABLE 1 AWARD COMMUNICATION, DISSEMINATION AND EXPLOITATION NEEDS AND MEASURES	14
TABLE 2 STEPS FOR DEVELOPING AND CREATING PERSONAS.....	16
TABLE 3: KEY QUESTIONS OF AWARD ON-LINE QUESTIONNAIRE	17
TABLE 4: AWARD COMMUNICATION AND DISSEMINATION KPIS	38

INTRODUCTION

A crucial component of AWARD's success is its Communication and Dissemination (C&D) plan and strategy, a comprehensive framework designed to engage stakeholders effectively throughout the project's lifecycle.

This report details the strategy's objectives, phases, challenges, and integration of a gender-responsive plan. It defines the audience, including persona creation for tailored communication. Subsequent sections explore the fundamentals “Who”, “What”, “Why”, “Where”, “When” and “How” dimensions of the strategy. The report also discusses monitoring processes and outlines next steps for sustainability.

I COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY

The AWARD Communication and Dissemination (C&D) strategy aims at ensuring the targeted audiences are reached through the lifetime of the project and beyond. This strategy adheres to the fundamental principles of the 5Ws and an H underpinning effective communication endeavors.

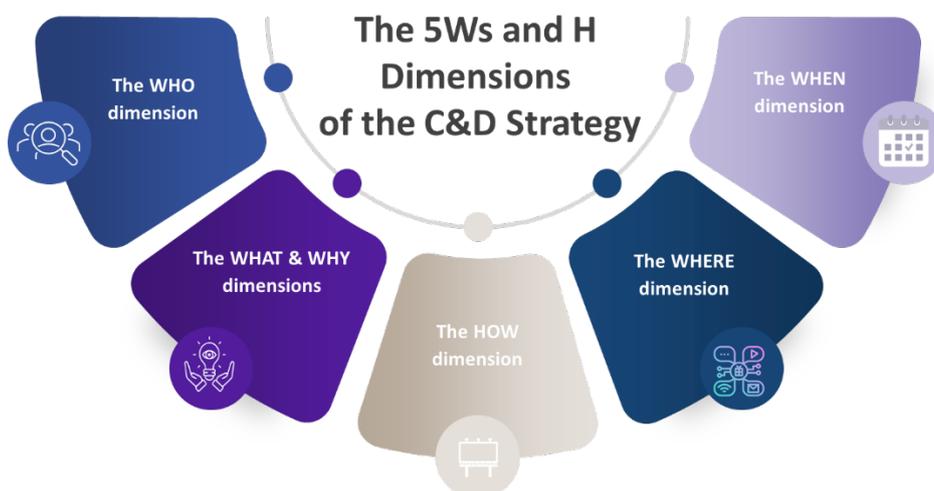


Figure 1: the fundamental principles of the 5Ws and an H

- Who needs to be communicated with?
- What needs to be communicated to them, and Why?
- When should this be communicated?
- Where should it be communicated?
- How is this going to be communicated?

The development of this strategy is a collaborative effort among all project partners and aligns with European Commission (EC) guidance on Communication, Dissemination and Exploitation (Scherer J., 2018), as well as guidance documents on gender-sensitive communication (EIGE, 2019).

This document outlining the AWARD C&D strategy will be revised in Month 18 of the project. This revision aims to incorporate valuable feedback garnered throughout the project's duration and adapt to any emerging contextual elements, thereby ensuring the strategy remains dynamic and responsive to evolving needs.

I.1 Communication, dissemination and exploitation key objectives

Communication, dissemination, and exploitation activities play crucial roles in maximizing the impact of research and innovation endeavors. Though these activities often intertwine, it's essential to define each distinctly. While there may be some overlap, they diverge in their unique objectives, focal points, and intended audiences.

The overall objectives of the AWARD C&D strategy are to:

- Communicate and disseminate AWARD project's progress, results and outcomes;
- Bridge the path towards the capacity building: from raising awareness to the transfer of results;
- Support the demo cases (DC) and communities of practice in their C&D activities;
- Provide tailored recommendations to the different targeted audiences
- Networking by engaging other initiatives and European projects.

AWARD Communication aims at promoting the project and its results, targeting at multiple audiences beyond the project own's community (gathered in the networks of the AWARD partners and in the communities of practice), including media and broad public.

AWARD Communication objectives are:

- Inform and reach out to targeted audiences about the project, its challenges and what it will bring to their everyday life, and ensure they are engaged;
- Pay attention to any behavioral differences between male and female targeted audiences;
- Clarify the common view on the project's objectives and outcomes to agree on a unified and consistent message for all the project partners;
- Ease the transition from raising awareness on AWR to transferring AWARD results and outcomes to the targeted audiences;
- Support the communities of practice in their C&D activities.

Dissemination is about transferring the knowledge and results of the project, with the aim to enable others to use and take up results, thus maximizing the impact of the EU-funded research.

AWARD Dissemination objectives are:

- To make the results and tools developed via the AWARD project available to the targeted audiences;
- Provide tailored recommendations to the targeted audience;
- Provide concrete resources (tools, platform, training, policy briefs) to specific targeted audience;
- More informed and engaged stakeholders and end users;
- Ensure that the project outputs will be used after the end of the project.

Exploitation is about setting the scene to the effective use of AWARD results, and translating research concepts into concrete solutions. Related specific objectives will be further detailed in D6.10 Exploitation Road map, due at month (M) 17.

The figure 2 below provided by the EC elucidates the differences among the three concepts of communication, dissemination, and exploitation.

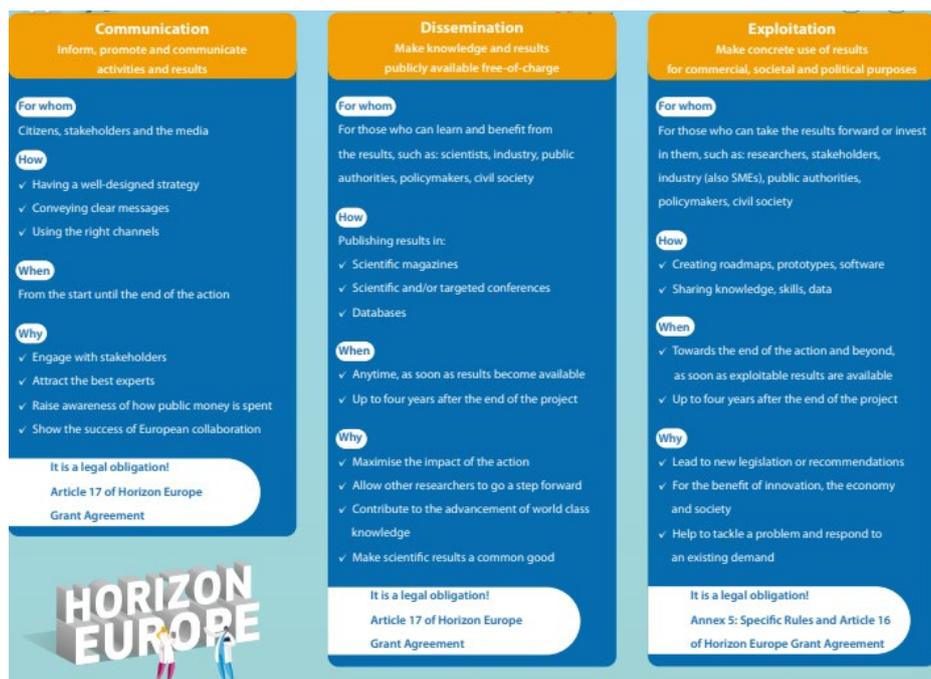


Figure 2: CDE Concepts (EC, 2023)

I.2 Phases of AWARD communication and dissemination activities

The phases of AWARD's C&D activities are strategically aligned with the project's overarching mission. As AWARD acknowledges the pressing need for action amidst water scarcity and climate change impacts, it emphasizes the simultaneous engagement of society, science, and policy in the development of knowledge and strategic water planning.

- **Phase 1 (M1-M18): Raising Awareness:**

Objective: Highlight the urgency of addressing water scarcity and climate change impacts, and introduce the concept of integrating Alternative Water Resources (AWRs) into strategic planning.

Activities: Initiate discussions on the importance of AWRs, introduce project objectives, partners, and demo cases, and emphasize the socio-political engagement required for effective implementation.

- **Phase 2 (M12-M32): Communicating Results:**

Objective: Disseminate evidence-based solutions for integrating AWRs into water supply strategic plans, based on socio-political engagement.

Activities: Share updates on project progress, showcase developed tools and publications, and provide transparent updates on milestones achieved in implementing AWR solutions.

- **Phase 3 (M32-M36): Generating Impact:**

Objective: Catalyze actionable change by scaling up AWR implementation efforts and fostering societal awareness and engagement.

Activities: Facilitate knowledge transfer, engage stakeholders in decision-making processes regarding AWR supply solutions, and promote the exploration of resilient scenarios through the digital platform provided by AWARD.

I.3 Challenges of the communication and dissemination activities

C&D activities around the project face several challenges that need to be addressed collaboratively with partners. To address these challenges, key points need to be designed with partners during WP6 meetings and brainstorming sessions during the face-to-face general assembly:

- **Message Clarity:** Ensuring clarity in conveying the project's message, objectives, and results. It is essential to craft messages that resonate across diverse stakeholders and effectively communicate the project's goals and outcomes.
- **Methodology Understanding:** Another challenge lies in communicating the project's methodology, especially to non-experts. Simplifying technical jargon and concepts without oversimplifying the process is crucial for ensuring stakeholders understand the project's approach and methodology.
- **Materials Development:** Creating informative and visually appealing materials. These materials should engage stakeholders, provide educational content, and facilitate a deeper understanding of the project's scope and impact.

I.4 Different blocks of communication and dissemination

The AWARD C&D strategy relies on three blocks interconnected to a cross-cutting and strategic layer.

- **The internal communication** is dedicated to ensuring smooth collaboration and exchange of information between partners on the progress and main news on the project, across its lifetime. WP7 meetings have been planned, and shared documents are available on the project's Teams platform, for all partners to indicate their activities related to C&D;
- **The external communication** aims at reaching stakeholders of the project. The created materials are used, as well as the AWARD website and social media accounts to share news and outcomes of the project. The networks of the partners involved in AWARD will also be used to communicate the project, as well as other EU initiatives;
- **The dissemination block** targets audiences that may take an interest in the potential use of the results of the project. Public reports, social innovation factsheet, policy briefs, events and roadshow will in particular be used to promote the project and engage with the targeted audiences. The dissemination level also aims at supporting the other WPs.

The cross-cutting strategic layer brings together all these blocks to ensure that the C&D activities deliver relevant and targeted messages and content. In practice, it consists in being proactive with the three previous blocks to create awareness on the topics related to AWARD, liaise with other initiatives and facilitate the achievement of valuable AWARD outcomes.

I.5 Communication, Dissemination and Exploitation needs and measures

The following table provides an overview of the Communication, Dissemination and Exploitation needs and measures of the AWARD project throughout its lifecycle.

Table 1 AWARD Communication, Dissemination and Exploitation needs and measures

Needs	Measures
Communication	
Raise awareness about AWARD and AWRs solutions	Poster, leaflet, project updates, social media campaigns, and video material
Engage stakeholders	Social media campaigns, video material, project updates, organization and participation in events.
Share AWARD progress and key messages	Posters, leaflets, project updates, social media, video material
Dissemination	
Provide accessible and detailed information about AWRs solutions	AWRs catalogue and AWARD DST-TSD digital platform
Promote evidence-based solutions and best practices	Social Innovation Factsheets and policy briefs
Train stakeholders for practical implementation	Training sessions targeting different audiences
Influence policy and strategic planning	Scientific articles, recommendations, and policy briefs
Exploitation	
Showcase the practical application and benefits of AWRs technologies	Organize demonstration events (online roadshows)
Influence policy and strategic planning at various levels	Feed-back to policy making at the EU and river basin levels, up-scaling methods, and economic roadmaps
Foster market uptake and long-term sustainability	Exploitation roadmap, KER booster, and highlighting AWARD results potential with Social Innovation Factsheets

I.6 A gender responsive communication plan

In 2007, the Council of Europe called for equality of treatment, especially no discrimination “such as sex, ethnic origin, religious belief [...]” when public authorities work with private persons (Council of Europe, 2007).

Attention will be paid on several points while working on AWARD C&D activities:

- Continuously consider what impact the communication activities will have on gender relations and gender equality;
- For target audience: take into consideration a homogeneous group;
- Key messages: special attention will include sex-disaggregated data and gender-specific information
- Resources and materials: support material include webpages, brochures, videos, publications, etc. are inclusive and accessible to all genders, and stakeholders. Consider how all genders are portrayed in each material;
- Communication channels and periodicity: How do all genders perceive the selected channels? Proposed channels will consider gender-based preferences;
- Monitoring and evaluation: in the monitoring of the communication plan, consider how the results may include sex-disaggregated data.

Gender-sensitive communication requires a comprehensive positioning and use of language and visuals contributing to the gender equal representation, equal benefiting from resources and opportunities, equal assumption of roles, protection of balance in decision-making processes, questioning stereotypes and mainstreaming gender equality.

All the summaries, reports and communication support will be written in a gender sensitive language.

II AWARD TARGETED AUDIENCES: THE “WHO” DIMENSION OF THE STRATEGY

“Know your audience” is the focal point of the AWARD’s communication and dissemination activities. To ensure the messages are well tailored, to provide meaningful contents, and to progress from raising awareness towards engagement, a good knowledge of the targeted audiences is important. This is why AWARD has started to work on personas. **Personas are typical users’ profiles, representing a part of the targeted audience of a project (e.g., researchers).**

This section outlines the methodology used to gather information from the persona, and how it fits in with the project.

II.1 Initial overview

During the set-up of AWARD, eight primary stakeholder groups were identified as the targeted groups. Figure 3 presents a preliminary list of these target groups including detailed personas for each subgroup. It also outlines the planned communication and dissemination activities and their related impact.

	Target I Demo cases	Target II Decision/policy makers	Target III Aware public	Target IV Water services suppliers	Target V Technology/services developers and providers	Target VI Water users	Target VII Influencers	Target VIII Funders	
WHO	<ul style="list-style-type: none"> Municipalities, solutions providers water utilities water planning authorities, water users Researchers Water associations Citizens 	<ul style="list-style-type: none"> Regulators Water management Environmental agencies National Water/Public Works Departments and Ministries of Environment (having the power to influence reg. local, national, EU policies and practices) 	<ul style="list-style-type: none"> water associations, scientific communities EU projects clusters (e.g. HE Climate Mission platform, PRIMA community) EU and international networks (e.g. Water Europe, INBO)Water associations Researchers & academia 	<ul style="list-style-type: none"> water utilities, including raw/reclaimed water providers water/wastewater treatment operators irrigation water providers. 	<ul style="list-style-type: none"> SMEs/companies developing water/wastewater treatment technologies & IT solutions 	<ul style="list-style-type: none"> Agriculture Industries Households municipalities (green areas, cleaning public spaces) 	<ul style="list-style-type: none"> Media NGO Advisory Board members Nature NGO 	<ul style="list-style-type: none"> Investors Entrepreneurs Banks 	
COMM.	<ul style="list-style-type: none"> Face to face meetings Webinar/On site training Interviews Demo videos Policy brief, Social innovation factsheet 	<ul style="list-style-type: none"> Participation to events Video interviews Dialogues with EU DGs Policy brief 	<ul style="list-style-type: none"> Project updates Workshops Virtual summer school Policy brief, Social innovation factsheet 	<ul style="list-style-type: none"> Press release (interviews & articles) AWARD story (Virtual) roadshow Podcast 	<ul style="list-style-type: none"> Social innovation factsheets Training event 	<ul style="list-style-type: none"> Press release (interviews & articles) AWARD story Economic and exploitation opportunities 	<ul style="list-style-type: none"> Social media activity Participation to events Video interviews Policy brief, Social innovation factsheet 	<ul style="list-style-type: none"> Press release (interviews & articles) AWARD story Economic and exploitation opportunities 	
TO ALL TARGETS: Raising campaign awareness, AWARD DST-TSD platform, Social media, Poster, Leaflet, Videos, Project factsheets, catalogue of AWRs, events									
DISS.	<ul style="list-style-type: none"> AWARD reports Recommendations Data E-book 	<ul style="list-style-type: none"> Participation to events AWARD reports Recommendations E-book 	<ul style="list-style-type: none"> Participation to events Open access scientific publications - Data E-book 	<ul style="list-style-type: none"> Participation to events Training Open access scientific publications - Data E-book 	<ul style="list-style-type: none"> Participation to events Training Open access scientific publications - Data E-book 				
PROMOTION OF AWARD KER: i.e. AWRs digital platform presenting multiple benefits, AWARD knowledge booster, Socio-political and citizen engagement framework, training									
IMPACT	Support stakeholders engagement, Development of a common understanding and language on AWRs, Co-creation of AWRs knowledge, Intermediary progress on AWARD solutions			Networking activities – Multiplier effect development, Social acceptability and accountability, economic opportunities & AWRs funding					

Figure 3: AWARD preliminary target groups (WHO), main tools for communication (COMM), dissemination (DISS), and expected impact (IMPACT)

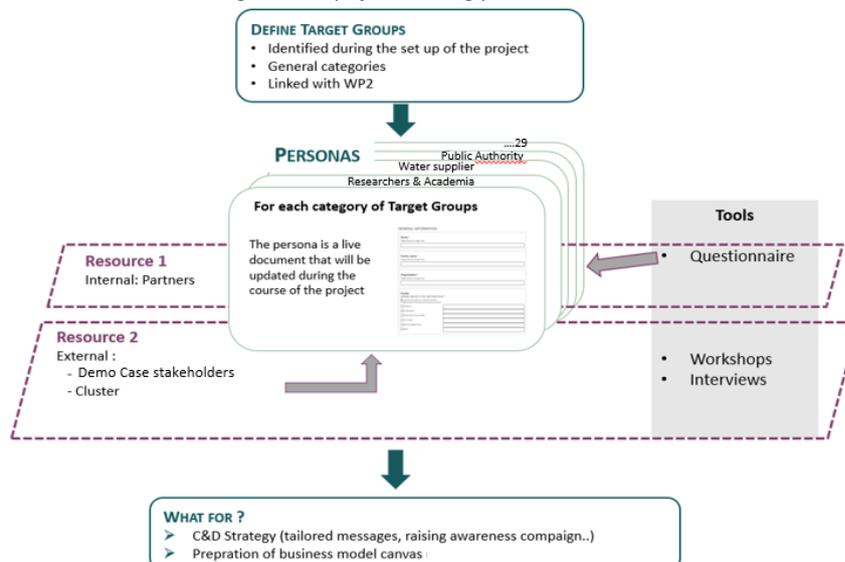
Through the ongoing AWARD project, a crucial step is to precisely define these target groups based on the Figure 3 and create corresponding personas. These personas, linked to the stakeholders identified in the framework of WP2, will be instrumental for our C&D strategy, ensuring its effectiveness in reaching and engaging our intended audience.

The table below outlines the steps and approach to creating personas, ensuring that our C&D strategy is finely targeted and tailored to meet the diverse needs of our stakeholders. This process is also illustrated in Figure 4.

Table 2 Steps for developing and creating personas.

Steps	Description
1. Define Target Groups	Provide a precise description of the identified target groups (as shown in Figure 3) and gain a thorough understanding of their needs, challenges, and expectations.
2. Design and conduct questionnaire	Develop and share an online questionnaire to gather data on the target groups.
3. Create Persona Profiles (internal-resource 1)	Develop detailed profiles from AWARD partners, including their tasks, goals, needs, challenges and motivations.
4. Analyze data and insights	Analyze the persona data to extract key insights about the target groups.
5. Design and conduct workshops and interviews	Develop and conduct interviews and workshops to gather data on the target groups.
6. Create Persona Profiles (external – resource 2)	Develop detailed profiles from external stakeholders linked with AWARD partners, including their needs and challenges (ensured through interviews and workshops). This step is ensured with WP2.
7. Analyze data and insights	Analyze the persona data to extract key insights about the target groups.
8. Implement	Roll out the C&D strategy and continuously monitor its effectiveness, making adjustments as needed.
9. Align with Business Model Canvas	Integrate the insights from persona profiles into the Business Model Canvas to ensure alignment with overall business strategy.

Figure 4 Steps for creating personas.



II.2 Creation of the personas

At this stage of the project and in this deliverable D6.1, our current focus lies on initiating the creation of persona profiles from AWARD partners.

II.2.1 AWARD personas: a work packages perspective

WP2 “Socio-political support and engagement for AWRs management” is implementing the mapping of the stakeholder landscape and institutional profile of actors for all the case studies. Inputs from all WPs will be taken into account and reflected in AWARD personas.

II.2.2 Method to create AWARD personas

The key action in creating AWARD personas involves gathering inputs directly from the stakeholders. An online questionnaire was set up for month 3 to collect the first insights from AWARD partners who represent targeted audiences of the project. The aim of the questionnaire is to understand the audiences’ needs and obstacles to perform their work in the field of AWR, to highlight their respective level of knowledge, challenges and drivers, as experts within their organizations.

A series of questions inspired from (Osterwalder A., 2014) method was combined to create the online survey.

Table 3: Key questions of AWARD on-line questionnaire

<i>Within your organization</i>
Profile
What are your working themes?
<i>Professional information</i>
What are your key professional objectives?
What are your main tasks to reach out your objectives
<i>AWRs related information</i>
What are your specific tasks related to AWRs
What obstacles or needs do you encounter in completing your tasks and achieving your goals?
What motivators or solutions assist you in completing your tasks and achieving your goals?
<i>Solutions</i>
What solution do you expect from AWARD to achieve your professional goals?

II.3 First insight of AWARD personas

Within the AWARD project, 11 out of 16 partners participated in the online questionnaire, providing valuable data for the creation of persona profiles. These profiles represent six key personas across various sectors: Researchers & Academia

Researchers & Academia, water Technology company, environmental policy company, public Authority, water association and water supplier.

This section provides a synthesis of these personas. Detailed profiles for each persona are presented subsequently, offering deeper insights into their specific characteristics, working themes, objectives, needs, drivers, and motivations in AWARD project.

The key tasks related to AWR within AWARD include:

- Framework development for AWR assessment
- Sustainable valorization of AWRs
- Water treatment and reuse methods
- Technical design refinement and monitoring
- Engagement in education and professional activities
- NBS operation oversight and reclaimed system design
- Stakeholder communication management
- Policy review and social engagement
- Experience exchange and monitoring
- Awareness raising and stakeholder engagement
- Support for AWR innovation
- Communication and dissemination for AWARD Project

The key challenges related to AWR include:

- Knowledge and Societal Engagement
- Funding and Support for Environmental Solutions
- Regulatory Issues and gaps
- Stakeholder Engagement
- Acceptance and AWR Adoption
- Outreach and Engagement
- Networking and Project Development

The key drivers include:

- Scientific and Technical Expertise
- Education and Communication
- Understanding and acceptance
- Coordination and Collaboration
- Resource Mobilization
- Approach to Solutions
- Long-term Operation of Treatment Plants monitoring
- Climate change and Generational Willingness
- Funding and Innovation
- Teamwork and Determination

The key motivation in AWARD project includes:

- Demonstration Projects and Local Cooperation
- Communication and Awareness
- Stakeholder Engagement
- Knowledge and Stakeholder Identification at demo cases level
- Capacity Building and Networking
- AWR Project Feasibility Demonstration
- Deeper Understanding of AWR and NBS
- Public Decision Maker Engagement
- Evidence of AWR Benefits

Based on the insights gleaned from the personas, we have generated a word cloud that visually represents the recurring themes and key elements that emerged from our analysis.



Figure 5 Persona Insights Word Cloud

II.3.1.1 Researchers & Academia

   <p>Universitatea Tehnică de Construcții București</p> 	 Researchers & Academia SHORT NAME RES
	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>WORKING THEMES</p> <p>Science-Policy-Society Interface and Governance:</p> <ul style="list-style-type: none"> Dealing with the interface between Science-Policy-Society Environmental Governance <p>Online Engagement and Education:</p> <ul style="list-style-type: none"> Online Deliberative tools Online pedagogic supports <p>Community and infrastructure preservation:</p> <ul style="list-style-type: none"> Preserving, enhancing parks, natural areas Build community capacity for decision-making Collaborate with local stakeholders for common goals <p>Water Management</p> <ul style="list-style-type: none"> Water/wastewater treatment and recovery Circular economy. NBS Advanced wastewater treatment technologies. <p>Climate adaptation</p> </div> <div style="width: 48%;"> <p>OBJECTIVES</p> <p>Environmental Assessment and Analysis:</p> <ul style="list-style-type: none"> Conduct comprehensive environmental evaluations. Perform integrated environmental analyses. Ensure multi-perspective representation in decision-making. <p>Sustainable Water Management:</p> <ul style="list-style-type: none"> Prioritize climate change mitigation actions. Advocate for efficient water resource management. <p>Public Outreach and Education:</p> <ul style="list-style-type: none"> Raise environmental awareness. Empower residents to identify needs and drive change. Foster inclusive spaces for collective action. <p>Development of Innovative Projects:</p> <ul style="list-style-type: none"> Develop technologies for research. Provide tailored solutions for environmental challenges. </div> </div> <div style="margin-top: 10px;"> <p>MAIN CHALLENGES & NEEDS</p> <p>Cooperation and Knowledge Access:</p> <ul style="list-style-type: none"> Cooperation with demo cases Access to knowledge related to demo cases Organization of workshops at demo case level Development of evaluation procedures at governance process steps. <p>Infrastructure and Funding:</p> <ul style="list-style-type: none"> Adequate infrastructure and technology solutions Funding constraints Technical complexity. <p>Public Acceptance and Regulatory Issues:</p> <ul style="list-style-type: none"> Public acceptance can be an issue Governmental doubts Strict regulations lacking holistic sustainability approach Gaps in legislation hindering novel solution implementation. <p>Ensuring Treatment Stability and Stakeholder Engagement:</p> <ul style="list-style-type: none"> Improve the stability of treatments to produce high-quality reclaimed water. Ensure a sufficient volume of water for testing and validation as AWR. Identify stakeholders with the capacity to test and validate reclaimed water in real-world scenarios. Addressing issues related to stakeholders' lack of availability or interest. <p>Limited time</p> <p>Complexity of Project</p> </div> <div style="margin-top: 10px;"> <p>DRIVERS (MOTIVATORS & SOLUTIONS)</p> <p>Coordination and Collaboration:</p> <ul style="list-style-type: none"> with other work packages with stakeholder/partner with the capacity to test the water reclaimed and follow up its viability as irrigation water, flushing water, process water, etc. <p>Resource Mobilization: Need people willing to donate time and financial resources</p> <p>Approach to Solutions: Circular approach and NBS.</p> <p>Long-term Operation of Treatment Plant: possibility to operate with the treatment plant in a long-term period analysing the different situations and the fluctuations of the water quality obtained.</p> </div> <div style="margin-top: 10px;"> <p>KEY MOTIVATION IN AWARD</p> <p>Knowledge and Stakeholder Identification</p> <ul style="list-style-type: none"> Identify knowledge at demo cases level Identify key stakeholders for workshops Identify actions for scenario composition <p>Circus Lake Park Solution</p> <ul style="list-style-type: none"> Promoting broader implementation of AWRs for efficiency Emphasizing social and governance focus for necessary changes <p>Stakeholder Engagement and Validation:</p> <ul style="list-style-type: none"> Stakeholders boost the validation of this water supporting their test in real application, enhancing its acceptance and successful implementation. <p>EU policy recommendations</p> </div>

For the Circus Lake demo case: i) Develop a local model for enhanced accuracy in the Tei district, analyzing urban aquifer behavior and recharge volumes. ii) Conduct hydrological modeling of rainfall runoff to quantify captured water volumes for Cirque Lake level control and urban aquifer hydrogeology. iii) Establish a quantitative water management assessment framework for optimal green infrastructure solutions.

Tasks related to

AWRs:

Patrimonial Framework Development:

- Develop a Patrimonial framework for AWRs assessment
- Identify heritage funds, vulnerabilities, and actions to address them
- Compare scenarios for AWR solution acceptability

Valorization and sustainable

Approaches:

- Implement efficient rainwater harvesting, nature-based wastewater treatment, reclaimed water reuse, and energy minimization in WWTP, applying circularity principles

Water treatment & reuse:

- Develop treatment to reduce pollutants to have cleaner water, recover nutrients and valuable products
- Enhance system performance to produce high-quality water suitable for safe reuse.
- Validate reclaimed water quality and ensure its acceptance across industrial, cities, and agricultural sectors.

Legislation on AWR, Dissemination, Stakeholder Engagement,

II.3.1.2 Water Technology Company



Water Technology Company

SHORT NAME
WATTC

WORKING THEMES

- Sustainable water management;
- Nature-Based Solutions;
- Green-Blue Infrastructure;
- constructed wetland for wastewater treatment;
- River restoration;
- Sustainable Drainage Systems (SuDS);
- sponge cities;
- climate change adaptation planning in water sector;
- Ecosystem Services estimation, evaluation, and monetisation.
- Water pollution control and remediation,
- circular economy, sustainable water management
- Develop water reclamation systems

TASKS

Feasibility Studies and Design:

- Conducting feasibility studies and design processes.
- Developing design guidelines for implementation.

Research & Development (R&D) Projects Dissemination Technical Design and Management

Tasks related to AWR Feasibility Studies and Design:

- Developing designs integrating AWR, with a focus on NbS for rainwater, stormwater, and greywater.

Technical Design Refinement and Monitoring:

- Enhancing NbS performance for water production and nutrient recovery, while monitoring water quality.

Educational Activities & Professional Engagement to promote AWR awareness.

NBS Operation, reclaimed System Design:

- Overseeing NbS operation and designing reclaimed water systems.

Project Management and Stakeholder Communication:

- Managing AWR projects & maintaining stakeholder communication

OBJECTIVES

- Plan, design and research nature-based solutions and sustainable water management.
- Application of green technologies and infrastructures at large scale at planetary level
- Ensure the success of the projects through rigorous management and analysis of the results

MAIN CHALLENGES & NEEDS

- Low Water Prices Impacting AWR Adoption
- Limited Stakeholder Consideration of NBS and Green Technologies
- Complexity in Working with Functionalized Nature
- Lack of Citizen Engagement
- Absence of Legislation on Runoff Reclamation

DRIVERS (MOTIVATORS & SOLUTIONS)

- Highlighting multiple benefits of NbS for AWR (not only water reuse).
- Multifunctionality of NBS Good economic performances of AWR Planetary boundaries and challenges
- The actual context of water scarcity

KEY MOTIVATION IN AWARD

- Strong evidence of benefits from AWR.
- Deeper knowledge in specific NBS performances both in technical, economic and social terms that should bring to a wider application
- Enlight the field of AWR in local region

II.3.1.3 Environmental Policy Company



	Environmental Policy Company	<small>SHORT NAME</small> ENVPC
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WORKING THEMES

Stakeholder Cooperation and Market Partnerships

- Water resources as partnership cooperation between stakeholders, on a market.
- Including alternative water resources in a more complex discussion (with central and local administrations, health departments, technology companies, etc.) about climate change effects, mainly for keeping and, if possible, improving biodiversity and consequently human living standards.

Sustainable Water Management

- Water management.
- Protection of aquatic environments.
- Water quality objectives (WFD).
- Climate change/changing water availability.
- Water use and reuse.

TASKS

Stakeholder Support and Consortium Building

- Facilitate local stakeholders in forming consortia for global projects.
- Aid in funding applications.
- Engage with stakeholders and offer consultancy.
- Assist in innovative regulation design and implementation.

Ecosystem Services and Research Participation

- Advocate for integrating ecosystem services into decision-making.
- Engage in international projects and network building.

Tasks related to AWRs

Regulatory Review and Stakeholder Perception

- Evaluate European and local regulations.
- Gauge stakeholder perceptions of AWR across Danube Lower River Basin countries.

Policy and Forum Development

- Draft policy reports and establish local forums for EU AWR discussions.

Consultancy and Practical Implementation

- Conduct consultancy projects and stakeholder involvement.
- Implement rainwater harvesting at InterSus' rural Brandenburg offices.

OBJECTIVES

Business Relations and Market Development

- Developing business relations in the water sector in Romania, including more related sectors (nature-based solutions, water digitalization, circular economy, etc.).
- Contributing to the transfer of know-how to the Romanian market.
- Developing common school programs for medium and high-level specialists.

Citizen Perception and Knowledge Improvement

- Improving citizen perception and knowledge on European strategies (e.g., Green Deal, Just Transition, etc.).

Environmental Protection and Sustainable Governance

- Putting nature and environmental protection at the center of decision-making to value nature's ecosystem services and create sustainable governance and economic systems.

Efficient Water Resource Use

- Increasing the efficient use of water resources, including through reuse or alternative water resources.

Professional Growth and Development

- Developing skills and contacts for a peaceful career journey.

MAIN CHALLENGES & NEEDS

Knowledge and Societal Engagement

- Lack of knowledge on AWRs and weak societal mobilization on alternatives to usual potable water supply systems.
- Little awareness and willingness in politics and general society to put the governance focus on the protection of nature and biodiversity.

Regulatory and Cooperation Challenges

- Lack of applicable regulations.
- Lack of cooperation between stakeholders, a weak point stemming from historical and cultural societal frameworks in Romania (and possibly other Eastern European countries) from one generation ago.

Funding and Support for Environmental Solutions

- Little funding for environmentally-friendly solutions, such as Nature-Based Solutions (NBS).

DRIVERS (MOTIVATORS & SOLUTIONS)

Climate and Generational Willingness

- Climate change effects.
- Willingness to cooperate among younger generations due to the climate effects on their future lives.

Funding and Innovation

- Funding available (in cooperation with European partners) for new innovative projects.

Teamwork and Determination

- Teamwork and networking.
- Beliefs and determination.

KEY MOTIVATION IN AWARD

Demonstration Projects and Local Cooperation

- A Bucharest democase which can be considered at local and central levels as an example to build on for other (bigger) projects.
- Better cooperation within Bucharest (and other) Local Water Forums for building up business/projects relations, with more rapid effects on human well-being.

Knowledge and Awareness

- Increase of knowledge and awareness for the value of water and the need to efficiently use this precious resource.

II.3.1.4 Public Authority




Public Authority

SHORT NAME
PUB

WORKING THEMES

- Sustainable development applied to urban and peri-urban areas
- Climate and climatological justice
- Sustainable water cycle management

TASKS

Communication and Networking:

- Understanding how sustainable development is communicated
- Have a stronger network

Tasks related to AWRs:

Policy Review and Social Engagement

- Examination of local policies and regulations
- Enhancing social awareness and acceptance of AWRs
- Integration of Metropolitan Urban Agenda with water policy recommendations

Experience Exchange and Monitoring

- Selection of NBS-WT solutions for cost-effective analysis
- Monitoring water quantity, quality, amenity, urban heat island, and biodiversity
- Expansion of monitoring studies to include new NBS systems
- Implementation of citizen science activities for SuDS facility maintenance and biodiversity assessment

Awareness and Stakeholder Engagement

- Mapping local stakeholders and target groups
- Providing training materials for AWR awareness
- Implementing awareness-raising campaigns for citizens and stakeholders

OBJECTIVES

Project Management and Effectiveness:

- Managing projects with greater environmental and cultural impact
- Make sustainable development actions more cost-effective and functional
- Be more effective

MAIN CHALLENGES & NEEDS

- Time Management and Resources
- Communication and understanding
- Stakeholder Engagement

DRIVERS (MOTIVATORS & SOLUTIONS)

Importance of the results

KEY MOTIVATION IN AWARD

- Enhanced communication tools.
- Expanded network.
- Insight into transformative effects of sustainable water management.

II.3.1.5 Water supplier



Water Supplier

SHORT NAME
WATSP

WORKING THEMES

R&D company projects on **circular economy and sustainability**

TASKS

- Project Management
- Technology Scouting and Pilot Implementation
- Evaluation and Assessment of results

Tasks related to AWRs

- Managing project
- Define the most suitable AWR installation for italian case study
- Define monitoring sources.

OBJECTIVES

Technological and Modelistic Solutions to achieve more circularity and sustainability

MAIN CHALLENGES & NEEDS

Multi objective choice for the installation definition and difficulties in obtain a reliable low cost monitoring data

DRIVERS (MOTIVATORS & SOLUTIONS)

- Define a reliable monitoring scheme
- Carry out a solid impact evaluation that could bring in a strong replicability of the actions

KEY MOTIVATION IN AWARD

Address the impact evaluation of the SUDs installation enabling their replicability

II.3.1.6 Water association



Water Association

SHORT NAME
WATAS

WORKING THEMES

Water Quality and quantity management
Water Knowledge
Sharing Water
Development and Associated Risks

Aligned with the French National Water Plan and the Regional Water Plans for Occitanie and Provence-Alpes-Côte d'Azur Regions

TASKS

Support for Innovative R&D Projects and Processes:

- Support, review, and label innovative R&D projects from companies and research organizations
- Dynamize innovation processes through working groups, technical days, networking events
- Support SMEs in the commercialization of their solutions

Promotion of SME Solutions and Ecosystem Growth:

- Promote SMEs' individual and joint/collective solutions
- Increase Aqua-Valley Cluster ecosystem
- Supporting our companies in developing innovative projects
- Helping our members to go international
- Help our members develop their skills

Collaboration and Networking: Federate companies and labs, create spaces for exchanges, organize meetings, stimulate innovation

Tasks related to AWRs:

Support and Encouragement for AWR (Advanced Water Recycling) Innovation
Communication and Dissemination for AWARD Project
Information Transmission and Networking

OBJECTIVES

Economic Development: Enhance economic development and job creation through innovation and commercialization for climate adaptation.

Learning and Collaboration: Foster our network of members within a given territory.

Development and Innovation:

- Assist in the growth of SMEs.
- Support innovation within SMEs.
- Facilitate the development of collaborative innovation projects.

Innovative Project Emergence: Stimulate the emergence of innovative projects to contribute to economic development.

MAIN CHALLENGES & NEEDS

Acceptance and Adoption:

- Social & societal acceptance
- Economic models for AWR
- Technical acceptance of innovations

Outreach and Engagement: wide audience

Networking and Project Development:

- Connect people in order to create an innovative project
- Find a demonstrator

DRIVERS (MOTIVATORS & SOLUTIONS)

Scientific and Technical Expertise: The scientific and technical know-how of our 250 members

Education and Communication:

- Help decision-makers better understand AWRs
- Help to popularize communication to make new solutions more understandable

Relationship Management

KEY MOTIVATION IN AWARD

AWR Project Feasibility Demonstration

- Comprehensive demonstration of AWR project feasibility
- Consideration of technical, social, societal, economic, and environmental aspects
- Mitigation of associated risks.

Decision Triggering Document - Clear, concise, and visual document to prompt rapid and effective decisions.

Public Decision Maker Engagement: Vulgarization to promote AWR initiatives.

III AWARD MESSAGES AND VISION: THE “WHAT” AND “WHY” DIMENSIONS OF THE STRATEGY

To effectively represent and summarize a project, including its progress and results, it is essential to meticulously define its main messages. These messages must be clear and carefully adapted to the AWARD target group's needs. Therefore, many questions have to be answered, not only in the initial phase of the project, but throughout the project's lifetime:

- What challenges will AWARD positively impact? What are the needs AWARD address?
- What is the added-value of AWARD?
- What benefits will AWARD deliver to its stakeholders?
- What will AWARD bring to the targeted audience's everyday life?
- What are the key messages related to the results that we want to communicate?

A crucial step in this process involves crafting the project's vision and key messages. The project's vision delineates the trajectory that partners will collectively traverse to achieve its objectives. This vision remains unchanged throughout the project's duration.

III.1 AWARD Vision

The vision of the project represents the path that will be taken by the partners to reach the objectives of the project. The vision has been set with the partners during the Project Management Team and WP6 meeting following these steps illustrated in the figure below:

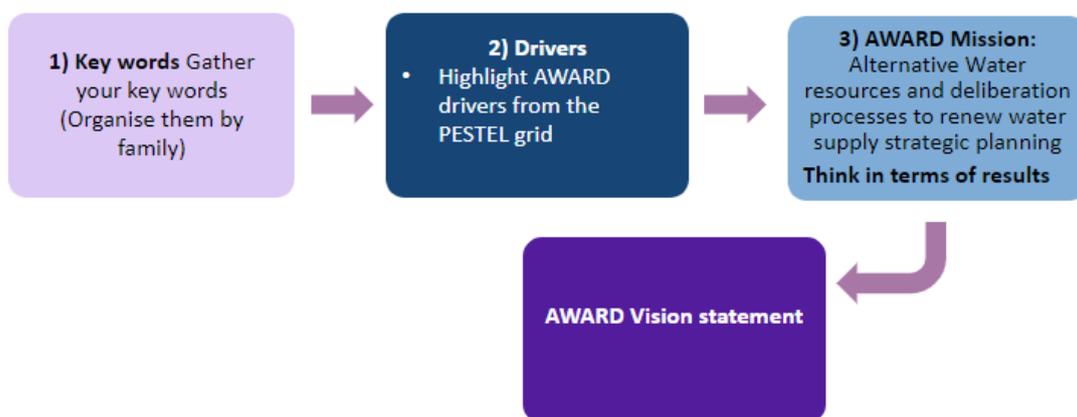


Figure 6 : AWARD Vision steps

III.2 AWARD Key words

During the PMT meeting, we collaboratively identified the key words using MIRO as illustrated below:

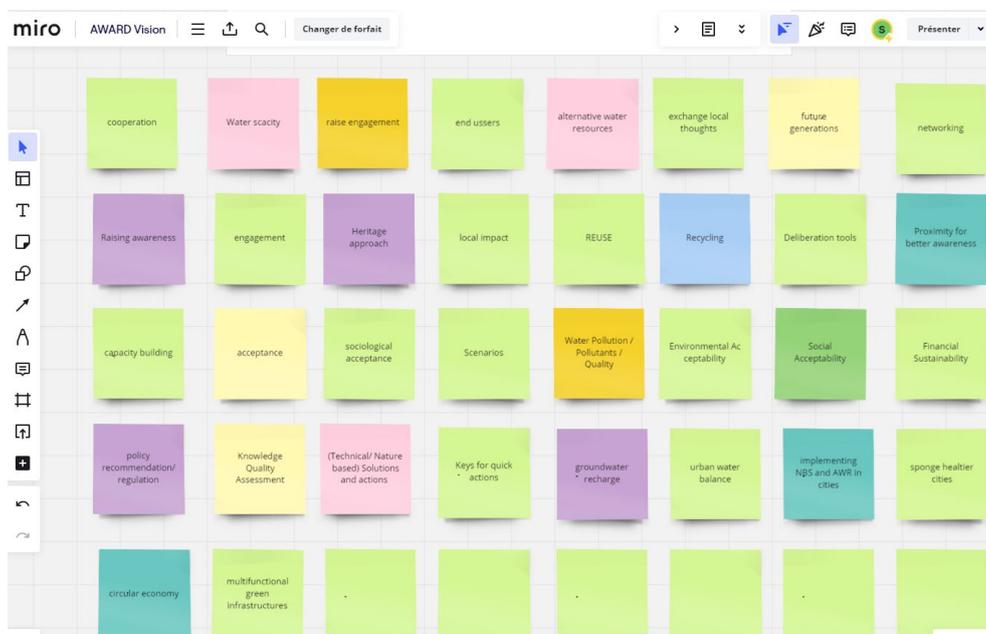


Figure 7 AWARD Key Words

III.3 AWARD Drivers and impacts

Utilizing the **PESTEL** analysis framework to define AWARD drivers and assess its impacts is a strategic approach that provides comprehensive insights into external macro-environmental factors. PESTEL, which stands for Politics, Economy, Society, Technology, Environment, and Law, offers a structured method to assess the broader contextual landscape surrounding the project.

During our brainstorming session with partners, we organized key insights and identified drivers within each PESTEL category.

- **Political:** AWARD aims to foster policy integration across regions to support the strategic planning and implementation of AWRs, identifying gaps, opportunities and potential improvements in policies at local, regional, national and EU levels that impact AWR uptake;
- **Economy:** AWARD promotes circular economy solutions by providing additional water volumes for different uses in times of increasing water scarcity;
- **Society:** AWARD strives to build community support and involvement in adopting and implementing AWR strategies by enhancing societal awareness, engagement and acceptance;
- **Technology:** AWARD leverages digital platforms and innovative technologies to facilitate decision-making and the implementation of resilient water management by multipurpose solutions;

- **Environment:** AWARD prioritizes environmental sustainability by boosting AWRs that mitigate the impacts of water scarcity and that promote adaptation to climate change on local ecosystems;
- **Law:** AWARD will develop policy recommendations to support AWRs implementation.

P	E	S	T	E	L
POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	ENVIRONMENTAL	LEGAL
Political	Economy	Society	Technology	Environment	Law
<ul style="list-style-type: none"> Raising awareness Raise engagement Heritage approach REUSE Alternative Water Resources Policy recommendation Keys for quick actions Implementing NBS and AWR in cities Sponge healthier cities Social innovation 	<ul style="list-style-type: none"> Heritage approach REUSE Alternative Water Resources Recycling Financial Sustainability Circular economy Multifunctional green infrastructures Social innovation 	<ul style="list-style-type: none"> Cooperation Raise engagement End users Exchange Local Thoughts Future generations Raising awareness Heritage approach Local impact REUSE Alternative Water Resources Recycling Deliberation tools Capacity building Sociological acceptance Social Acceptability Keys for quick actions Urban water balance Implementing NBS and AWR in cities Sponge healthier cities 	<ul style="list-style-type: none"> Heritage approach Alternative Water Resources Recycling Deliberation tools Scenarios (Technical/ Nature based) Solutions and actions Groundwater recharge Implementing NBS and AWR in cities Multifunctional green infrastructures Social innovation 	<ul style="list-style-type: none"> Water scarcity Alternative Water Resources Heritage approach Local impact REUSE Water Pollution / Pollutants / Quality Environmental Acceptability Groundwater recharge Urban water balance Multifunctional green infrastructures Social innovation 	<ul style="list-style-type: none"> Alternative Water Resources Recycling Regulation Implementing NBS and AWR in cities Policy recommendation REUSE

Figure 8: AWARD PESTEL analysis

III.4 AWARD vision Statement

AWARD aims at using deliberation processes to integrate AWR for enhanced water multipurpose strategic planning by:

- **Fostering** strategies at various levels to deliver the full potential of AWRs to help safeguard the water environment, improve resilience of environmental functions, and tackle multiple anthropogenic and climatic stressors.
- **Strengthening** societies to be more resilient against climate change impacts through boosting multifunctional green infrastructures, relevant social innovation, policy awareness and support.
- **Striving** to build community support and involvement for adopting and implementing AWR strategies by enhancing societal awareness, engagement and acceptance.

IV AWARD MATERIALS: THE “HOW” DIMENSION OF THE STRATEGY

Appropriated materials are essential for effective communication.

IV.1 Visual identity

To enhance branding and boost the visibility of the AWARD project, a **brandbook** was provided to the consortium to maintain brand consistency. It includes detailed guidelines on logo usage, typography, and colors palette. Adhering to these guidelines is crucial to preserve the integrity and recognition of our brand.

All versions of the **logo** are available on Teams.

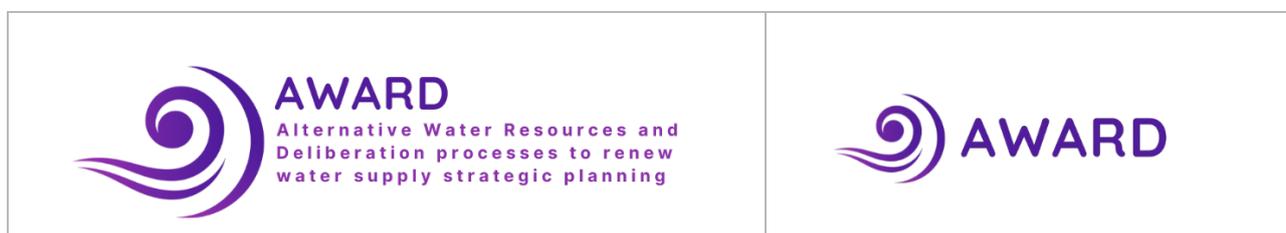


Figure 9: AWARD logo

Templates for Word documents and PowerPoint presentations are designed and accessible on Teams, the project dedicated workspace (See Annex 1).

IV.2 Leaflets

A project leaflet introducing AWARD has been crafted and is currently undergoing the validation process with all project partners. Once the validation is complete, the leaflet will be translated into the various languages relevant to the project (see Annex 2).

Demo Case leaflets for the 4 demo cases have been designed with a common section outlining the overall project and a specific part detailing stakeholder, challenges, and ambitions at each demo case. After approval by Demo cases leaders, each leaflet will be available in English, with further translation into the local language to ensure wider accessibility and understanding.

These visual materials are crafted to showcase key aspects of the project, providing a concise and engaging overview for audiences in various events and settings. Their purpose is to communicate the project's objectives, achievements, and unique features, making them valuable assets for promoting awareness and fostering engagement in live interactions.

IV.3 Roll-Up

Roll-up has been designed to serve as powerful instruments for showcasing the project during face-to-face events like conferences and workshops, and translated into various local languages to ensure broader accessibility. The English version is in Annex 3.

IV.4 EU funding statement

All the AWARD partners must pay specific attention to acknowledge the EU funding in:

- all communications related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.);
- all dissemination activities;
- any infrastructure, equipment, vehicles, supplies or major result funded by the grant.

This has to be done by displaying the European flag (emblem) (Figure 10), and the following funding statement (translated into local languages, where appropriate), as stated in the GA: ***“This project has received funding from the European Union’s Horizon Europe program under grant agreement N° 101136987”***.



Figure 10: EC logos to display

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text (11). More information is available here: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en



Figure 11: Some of the “don'ts” when acknowledging for EU funding

V AWARD CHANNELS: THE “WHERE” DIMENSION OF THE STRATEGY

V.1 Social Media

Social media will play a crucial role in the C&D activities of the AWARD project. Its primary objective is to expand the reach of AWARD activities across different target groups, from specific to a larger audience. Leveraging the ubiquity of social media will extend the impact of AWARD C&D campaigns globally, significantly contributing to raising awareness and gaining acceptance among various stakeholder classes. Social media platforms will serve as an active channel for addressing and engaging online communities, with a dual purpose: enhancing communication and acting as a participatory tool to facilitate dialogue, improve public understanding, and encourage the active involvement of end-users through targeted messages.

AWARD accounts were created at the start of the project for both X and LinkedIn. Regular updates will be shared on both platforms, with news postings scheduled at least twice a week on each media channel.

OiEau administers the AWARD account, while other partners have the ability to retweet any posts.

- **LinkedIn** page is available at <https://www.linkedin.com/company/award-heu>

LinkedIn posts can contain up to 3,000 characters, making it an increasingly valuable tool for initiating discussions with experts and engaging a broad range of external stakeholders.

On 26 June 2024, 178 people had already subscribed to the AWARD LinkedIn account.

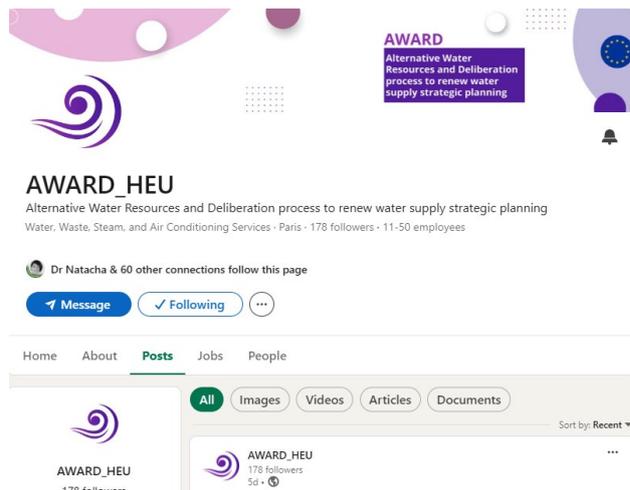


Figure 12 AWARD LinkedIn Account

- **X (formerly Twitter)** page is available at https://x.com/Award_HEU

X is used for short messages (maximum 280 characters) mainly for live information like events.

On 26 June 2024, 39 people had already subscribed to the AWARD LinkedIn account.



Figure 13: AWARD LinkedIn Account

The official hashtag #AwardProject has been launched to help monitor conversations about the project.

To build and expand audience bases on social media platforms, the following actions have been initiated and planned:

- Engagement with Partners:
 - Map partners' Twitter and LinkedIn accounts for mutual follow-backs.
 - Encourage partners to use the project hashtag consistently and retweet updates by OiEau and other partners.
 - Actively retweet relevant publications from partners on the project's social media accounts.
- Targeted Audience Mapping:
 - Map relevant accounts based on target audiences, including AWR and decision-makers, stakeholders, the scientific community, European and national decision-makers, and citizens.
- Effective Tag Use:
 - Identify and use popular tags to enhance interaction with other relevant accounts, including project partners, the EC via accounts such as @HorizonEU and @EUEnvironment, and other pertinent water initiatives.
- Personal Relations Building:
 - Establish personal relationships with the communication officers managing partners' accounts.
 - Provide partners with 'ready-to-publish' content and visuals for use on both social networks.
- Networking Strategy:
 - Follow and like similar social media accounts to attract reciprocal follows and engagement.

V.2 Website

The project website will serve as the main online information hub on AWARD. It will provide information about the project, activities and results, along with project news.

The website www.awardproject.eu will be launched online on 5 July 2024 (M7). OiEau is responsible for the maintenance of the website.

The AWARD website provides:

- overall information on the project: summary, objectives, pillars, the team, FAQ;
- a presentation of the 4 demo cases;
- the Key Exploitable Results;
- information on the project activities, latest news, events, etc;
- Networking and clustering activities;
- a media center with all communication materials, deliverables, press releases...

Partners' websites will also be used to communicate on the project and disseminate its results. Other EU related project websites dealing with the same topics can also be used as an opportunity to communicate on AWARD.

V.3 Events

Different types of events can be distinguished within the framework of the AWARD project:

- **Internal events** directly linked to the project and organized in the context of the project. It can range from presentations on specific topics to stakeholders' workshops on demo cases.
- **External events** where partners participate to inform and disseminate about AWARD activities, results, outcomes and more.

These events can take the form of online or physical presentations, webinars, workshops, training, debates, but also networking activities. An interactive event calendar has been deployed and will undergo regular updates through collaborative efforts with all the partners.

V.4 Networking activities

To ensure effective dissemination and replicability of the project's outcomes, Task 6.4 will implement a comprehensive networking strategy:

- 1. Multiplier Effect Plan Development:** Using the S3 Water-Smart Territories (WST) platform, the AWARD consortium will form a working group of potential replication sites across Europe. This group will help create a good practice guide, to be introduced at the final networking workshop.
- 2. Mid-Term Networking Workshop:** Held at a demonstration site, this workshop will engage all relevant stakeholders in a participatory approach to exchange insights and recommendations for replicability. It will also empower stakeholders with knowledge about AWR solutions.
- 3. Final Networking Workshop:** This event will be a twinning between a demo case and a new replication site identified via the WST platform. An infographic and best practice guide for project replicability and market adoption will be presented, facilitating the transfer of knowledge and ensuring successful replication.

VI AWARD ACTIVITIES: THE “WHEN” DIMENSION OF THE STRATEGY

AWARD C&D activities started from the beginning of the project and will go on until the end.

VI.1 Timely C&D activities

Our actions are strategically dispersed across various time frames:

- **Continuous Engagement:** Throughout the project duration, communication efforts are sustained on a weekly basis. This includes regular updates on social media platforms and website articles authored collaboratively by all partners. These updates provide insights into the ongoing activities and progress of the project, ensuring transparency and engagement with our stakeholders.
- **Aligned with Milestones:** Communication efforts are synchronized with the achievement of key milestones and the delivery of main project outputs. This includes the dissemination of policy briefs, social innovation factsheets, as well as events related to our demo cases. These activities serve to amplify the impact of our work and facilitate knowledge exchange within relevant communities.
- **Partner Participation:** Partners actively engage in events to showcase the objectives and outcomes of AWARD. This participation fosters networking opportunities, enhances project visibility, and facilitates dialogue with diverse stakeholders.

To facilitate consistent and meaningful content dissemination, a structured plan has been established. Partners are invited to contribute posts for social media (Annex 4) and articles for the project website. This proactive approach ensures that WP6 remains equipped to regularly inform stakeholders about project progress and partner activities pertaining to AWARD's thematic areas.

VI.2 Collaborative Project Team Sessions

A first session was held during the kick-off meeting in February 2024 (M2) in a World Café brainstorming format providing a collaborative environment for all partners to exchange ideas and gather their feedback on C&D topics. This session played a pivotal role in laying the groundwork for crafting an effective communication plan.

Key discussion points included:

1. The 5Ws and H: WHO, WHAT, WHY, WHEN, WHERE, and HOW

- WHO: Identifying key stakeholders and target audiences;
- WHAT: Determining the core message and content that need to be communicated;
- WHEN: Establishing a timeline for the campaign, including key milestones and deadlines;
- WHERE: Selecting the most effective channels and platforms for communication;
- WHY: Clarifying the objectives and goals of the awareness campaign to ensure alignment and focus.

2. Stakeholder Mapping

- Identification of relevant stakeholders;
- Stakeholder Analysis.

3. From Raising Awareness to Capacity Building: How to Support the Demo Cases?

- Awareness to Action: Discussing strategies to transition from raising awareness to building capacity within the target audience;
- Support Mechanisms: Identifying resources and tools needed to support the demo case effectively;
- Training: Planning workshops, training sessions to empower target audiences.

The world café sessions generated crucial information, including:

- Potential target groups.
- Core messages for the activity.
- Tools and channels for communication.
- Potential networks to be reached out to.
- Specific actions crucial for setting up the communication and dissemination plan.

The insights gleaned from the thematic discussions provided a comprehensive roadmap for shaping the communication strategy moving forward (Annex 5)

These types of sessions will be organized periodically for monitoring and adjusting the communication plan.

VII ROLES AND RESPONSIBILITIES

VII.1 Role of the WP6 leader

The **WP6 leader**, Dr. Sadika BERNARD, is representing the Office international de l'eau (OiEau), and is responsible of:

- Coordinating and supervising the WP6 to ensure alignment with project objectives;
- Monitoring WP deliverables and milestones to ensure timely completion and adherence to timelines;
- Ensuring each participant fulfills its commitments within the WP, maintaining accountability and collaboration;
- Presenting progress reports on WP advancements to keep stakeholders informed and engaged.
- Making informed proposals regarding task allocation, financial requirements, and allocation among contractors within the WP;
- Drafting and validating WP deliverables for submission to the EC through the Project Coordinator's Office;
- Identifying potential risks within the WP and proposing effective contingency plans to mitigate them;
- Organizing WP meetings with respective teams as necessary to foster collaboration and address project needs;
- Communicating any deviations, modifications, or difficulties encountered within the WP to the coordinator and the Project Management Team promptly, ensuring proactive resolution and alignment with project objectives.

VII.2 Role of the WP6 workforce

To streamline and synchronize C&D efforts across all project stakeholders, including demo cases and support partners, a dedicated workforce has been established. Comprising at least one representative from each organization along with WP6 task leaders, this team is tasked with the overarching mission of ensuring timely and comprehensive distribution of project updates and activities.

Facilitating seamless communication, an email distribution list (wp6-award@oieau.fr) has been created to facilitate efficient information sharing. C&D efforts are integral to all partners, with allocated person-months dedicated specifically to WP6 activities.

AQUA-Valley leads T6.4 and co-leads T6.1, providing support to the WP6 leader in achieving objectives. Partners are expected to leverage their expertise, experiences, and networks to enhance project visibility. This involves active engagement on social media, content creation for the project website, and representation of AWARD in relevant events and activities. Additionally, partners are encouraged to share updates with the team and identify opportunities for project advancement proactively.

VIII MONITORING

VIII.1 Key Performance Indicators

The monitoring will be based on the Key Performance Indicators (KPI) included in the GA (Table 4).

C&D activities		Target
Organisation of workshops/webinars		≥ 2 per year
On-line roadshow		1
Press release		≥ 2 per year
Non-scientific and non-peer publications	reviewed	Number of specialized magazines: 3
Training		1 summer school 1 dedicated webinar per Demo case
Social media (LinkedIn + Twitter)		Post once a week
Website		2 updates per month Visit ≥ 3000 per month (during the last period of the project)
Press campaign		≥ 1 per year
Participation to event		Conference ≥ 13 , workshop ≥ 13 , webinar ≥ 13 ,
Video-Interviews		≥ 17
Social media followers		LinkedIn ≥ 400 , Twitter ≥ 400

Table 4: AWARD Communication and Dissemination KPIs

VIII.2 WP6 Meetings

WP6 Monthly meetings are scheduled for every 2nd Thursday of the month, convening all primary and backup communication contacts designated for the project.

To facilitate collaboration and task tracking, an Excel file named "Action Log" is accessible on the project's Teams platform. It enables every partner to monitor ongoing tasks, track progress and serves as a central reference point for discussions during the monthly meetings.

VIII.3 Reporting

Two key deliverables concerning the "AWARD report on performed communication and dissemination activities" are scheduled for months 18 and 36 of the project timelines (D6.2 and D6.3).

To ensure effective tracking and assessment of each partner's contributions and communication activities, a comprehensive monitoring Excel file has been developed (Annex 6). This file systematically records partner contributions, maintains a list of potential future actions, and monitors all C&D activities throughout the project.

At the project's outset, this monitoring tool is shared with partners, providing insights into publications, dissemination strategies, and communication initiatives. Additionally, it includes an assessment of communication materials and partners' needs. Oversight of this monitoring process will be managed by the WP6 leader during monthly meetings, ensuring continuous evaluation and refinement of the communication and dissemination strategy.

IX AWARD C&D PLAN

The structure of the whole communication, dissemination and exploitation plan’s working document is outlined in the Annex 7. It has been crafted, drawing from insights gathered during the collaborative World Café sessions, as well as input from personas and discussions held during the WP6 meetings.

This plan is dynamic and will remain a live resource regularly updated and adapted. It will be detailed and reported in D6.2 at M18.

At this stage, the project is in its initial communication phase. Illustrated below are the fundamental steps of AWARD awareness-raising campaign, crucial elements within our C&D strategy.

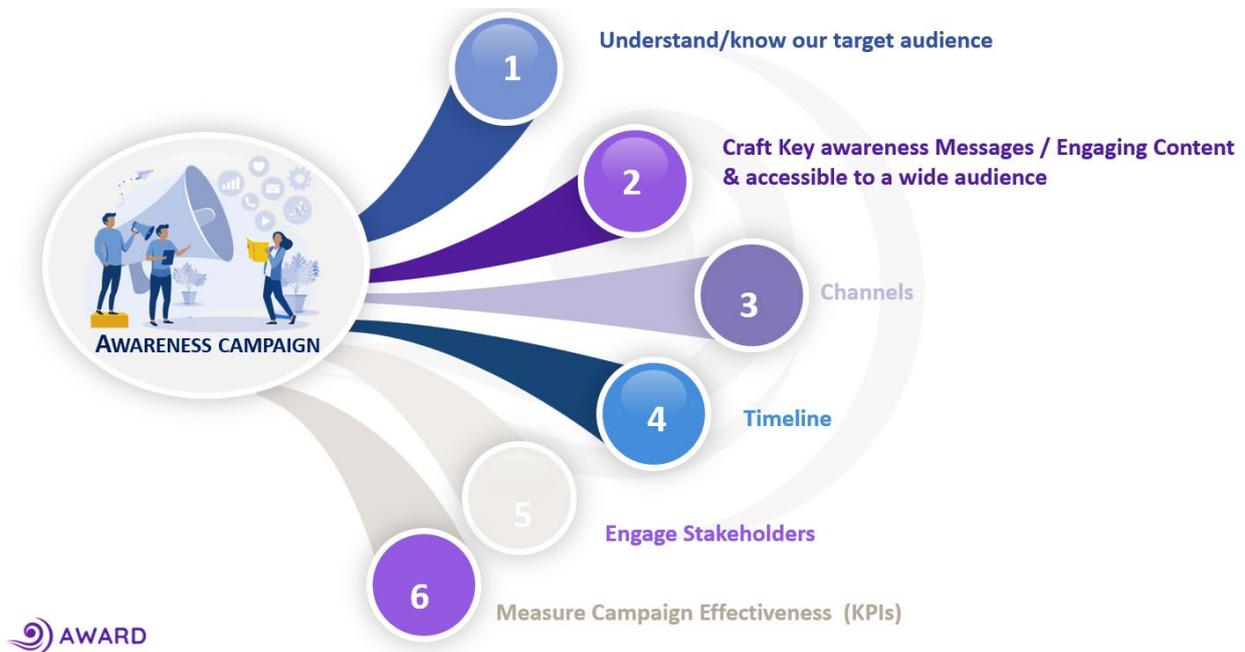


Figure 14 Raising Awareness Campaign Steps

CONCLUSION AND NEXT STEPS

Effective communication and dissemination activities are primordial to the success of AWARD. By strategically crafting messages, employing suitable methodologies, and utilizing appropriate materials, we can engage stakeholders, raise awareness, and share knowledge about AWR effectively. At first sight, the overall aim is well advanced with a good start thanks to the efforts of all the partners.

We will focus on these next steps to enhance the visibility, outreach, and impact of the AWARD project, fostering greater understanding of AWR for climate adaptation.

- **Raising Awareness:** Continue progressing for raising awareness through targeted campaigns, and outreach events to engage various stakeholders and the general public.
- **Networking and Synergy:** Strengthen collaboration with other initiatives and clusters to leverage synergies, share best practices, and amplify the impact of AWARD's outcomes.
- **Persona Refinement:** Continuously refine and expand external stakeholder personas.
- **Capacity Building:** Invest in capacity building initiatives to enhance the skills and knowledge of project partners and stakeholders in C&D strategies, ensuring sustainability throughout the project duration.

ANNEXES

Annexe 1. Templates



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Agenda

[Enter here meeting title]

Meeting Date: Start Time: End Time:

Location:

Organisers:

Time	Agenda Topic /	Speaker
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]
[00:00 – 00:00]	Coffee Break / Lunch	
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]
[00:00 – 00:00]	[Agenda Topic]	[Presenter name, organization & WP (if applicable)]

AWARD Meeting Name Agenda Location Date

11



DX.X - Deliverable title

First name FAMILY NAME (Organization’s acronym)

Co-author(s): First name FAMILY NAME (Organization’s acronym)

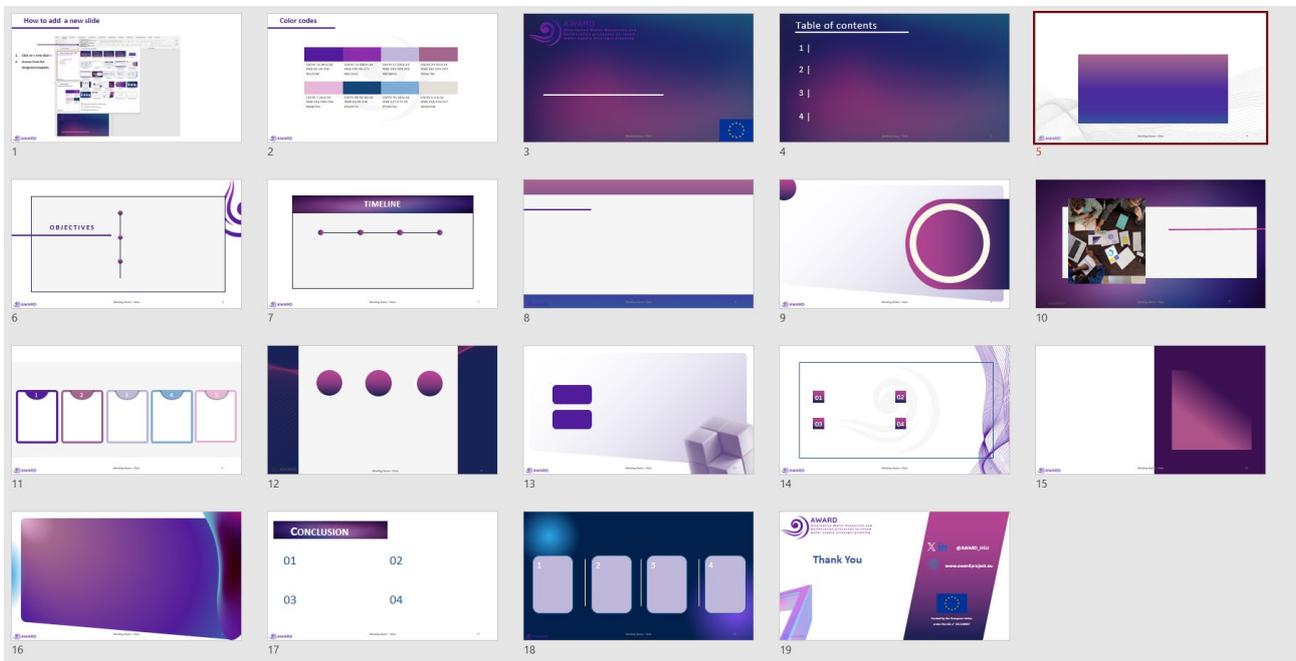


List of Participants

Event:

Date: **Venue:**

N	Name	Organization, position	DAY 1 AM	DAY 1 PM	DAY 2 AM	DAY 2M
1						
2						
3						
4						
5						
6						
7						
8						
9						



Annexe 2. AWARD Leaflet (Preliminary versions)

AWARD EXPECTED RESULTS

- Raising awareness on AWR* context, issues & solutions
- Socio-political engagement based on Local Water Forum and networking
- Down scaling strategic plan measures into water users every day actions
- Test and monitor AWR* in 4 demo cases
- Catalogue of AWR* solutions
- AWARD DST-TSD** platform to support decision on AWR* solutions
- Social Innovation to reconcile technological and non-technological dimensions
- Training to assist AWARD's target audiences in changing practices
- Exploitation roadmap for AWARD market potential, social impact & policy goals
- Multi-scale tailored policy recommendations
- Handbook for integrating AWR* into water supply strategic plan from the 4 demo cases

*AWR: Alternative Water Resources
**DST-TSD: Deliberation Support Tool for Territorial Sustainable Development

ABOUT US

WHO ARE WE?

16 partners spanning 7 countries

Coordination by

ACKNOWLEDGMENT

AWARD has received funding from the European Union's under Horizon Europe programme.
Grant agreement n° 101136987

Funded by the European Union

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AWARD

Alternative Water Resources and deliberation processes to renew water supply strategic planning

AWARD tackles water scarcity and climate change by renewing strategic planning with alternative water resources

IN A NUTSHELL

AWARD aims at enhancing water management by integrating Alternative Water Resources (AWR) into strategic planning. The ambition is to provide evidence-based knowledge and lessons learned on the effective integration of affordable, acceptable, and reliable AWR solutions tested and monitored in 4 Demo Cases.

THE AWARD PILLARS

- ASSESSMENT FRAMEWORK**
Improved Alternatives Water Results & conventional water assessment framework for water supply strategic planning
- SOCIO-POLITICAL ENGAGEMENT**
Development of social awareness
Policy framework analysis & support for planning
- EVIDENCE BASED KNOWLEDGE**
Integrated approach combining evidence based new knowledge from the Demo cases and deliberation support tool for territorial sustainable development
- SOCIAL INNOVATION**
To consider the technological, capacity development, governance and business dimensions of AWARD solutions and assess their potential market potential

OUR DEMO CASES

Purposes	Aquifer recharge	Storm water	Rainwater harvesting	Water reuse
1 Urban	• Aquifer recharge to maintain the level of the lake • Removal of storm water from sewer network • (Drinking water)	•	•	•
2 Urban Metropolitan	•	•	•	•
3 Urban Rural	• Irrigation: farming, gardens' hotel, public green spaces, football pitches	•	•	•
4 Industrial	• Irrigation • Private uses at the industrial park scale	•	•	•

(What is AWR? Alternative methods or sources for obtaining water, especially in areas facing scarcity or contamination issues.)

Annexe 3. AWARD Roll Up



Alternative Water Resources and deliberation processes to renew water supply strategic planning

OBJECTIVE

DEMO CASES

Alternative Water Resources

Areas	Purposes	Aquifer recharge	Storm water	Rainwater harvesting	Water reuse
1 Urban	<ul style="list-style-type: none"> Aquifer recharge to maintain the level of the lake Removal of storm water from sewer network Drinking water 	✓	✓	✓	
2 Urban Metropolitan	<ul style="list-style-type: none"> Relieve the sewer network Ensuring the correct drainage of rainwater 			✓	
3 Urban Rural	<ul style="list-style-type: none"> Irrigation: farming, gardens' hotel, public green spaces, football pitches 				✓
4 Industrial	<ul style="list-style-type: none"> Irrigation Private uses at the industrial park scale 		✓	✓	

Map locations: 1 Circus Lake Bucharest Romania, 2 Metropolitan city of Milan Italy, 3 Cyprus, 4 Santiago de Compostela Spain



Consortium



contact@award.eu

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in @AWARD_HEU



Annexe 4. Planning schedule for social media

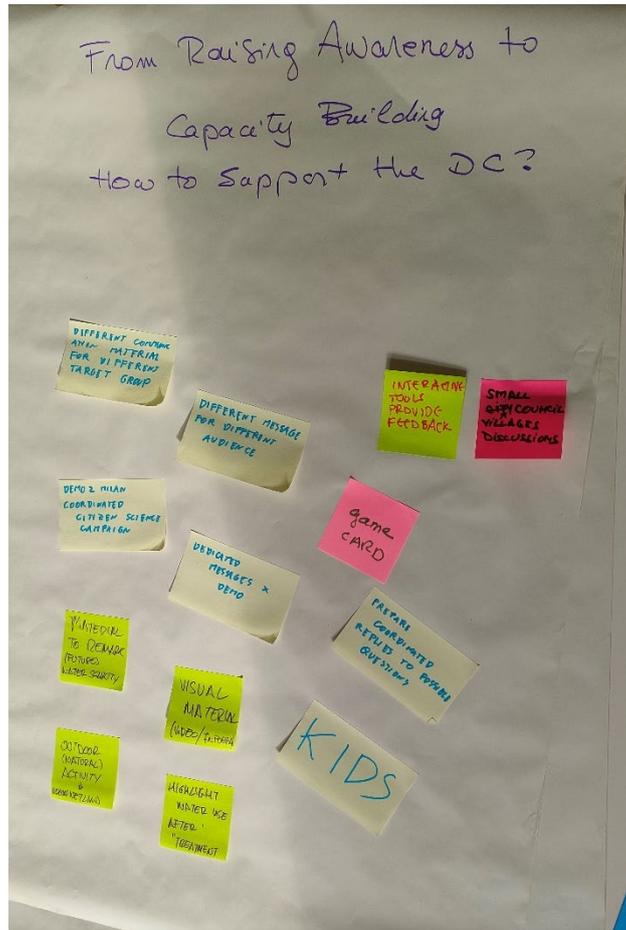


Communication Planning: Social Media Posting Schedule

Article to be sent by the partner to OïEau to post it
 #Follow Partner : dedicated session to introduce the partner. Posted by OïEau from collected information
 News posted by OïEau (events, news, etc..)

	Jan (M1)	Feb (M2)	Mar (M3)	April (M4)	May (M5)	June (M6)	July (M7)	Aug (M8)	Sep (M9)	Oct (M10)	Nov (M11)	Dec (M12)
1			P3- ePLANETe					P1- OïEau		P2- UPSaclay		
2		P1- OïEau		P6- BDG			P4- Aqua-Valley					
3					P12- CETAQUA				P13- CMM	P1- OïEau		P11- UTCB
4						P12.1 - VIAQUA	P1- OïEau					
5			P2- UPSaclay	P8- NTUA					P1- OïEau		P7- AIMEN	P1- OïEau
6						P1- OïEau		P9- IRIDRA				
7					P11- UTCB						P1- OïEau	
8			P4- Aqua-Valley					P1- OïEau		P3- ePLANETe		
9		P1- OïEau		P7- AIMEN			P5- Intersus					
10					P12.1 - VIAQUA				P1- OïEau	P1- OïEau		P10- PSB
11						P14- CAP						
12			P3- ePLANETe	P9- IRIDRA			P1- OïEau				P8- NTUA	P1- OïEau
13						P1- OïEau		P10- PSB				
14					P12- CETAQUA						P1- OïEau	
15			P5- Intersus					P1- OïEau		P4- Aqua-Valley		
16		P2- UPSaclay		P8- NTUA			P6- BDG					
17	P1- OïEau				P13- CMM				P14- CAP	P1- OïEau		P13- CMM
18						P2- UPSaclay	P1- OïEau					
19	P1- OïEau		P4- Aqua-Valley	P10- PSB					P1- OïEau		P12- CETAQUA	P1- OïEau
20						P1- OïEau		P11- UTCB				
21					P13- CMM						P1- OïEau	
22	P1- OïEau		P6- BDG					P1- OïEau		P5- Intersus		
23		P2.1 - UVSQ		P9- IRIDRA			P7- AIMEN					
24					P14- CAP				P12.1 - VIAQUA	P1- OïEau		P1- OïEau
25						P3- ePLANETe	P1- OïEau					
26		P1- OïEau	P5- Intersus	P11- UTCB					P1- OïEau		P9- IRIDRA	
27								P12- CETAQUA				
28					P1- OïEau						P1- OïEau	
29		P1- OïEau	P7- AIMEN					P1- OïEau		P6- BDG		
30	P1- OïEau			P10- PSB			P8- NTUA					
31										P1- OïEau		P1- OïEau

Thematic 3: From Raising awareness to capacity building: How to support the Demo cases?



Annexe 6. Monitoring document for reporting C&D activities

AWARD Communication Activities

Communication activities aim to establish effective channels for information exchange among project stakeholders. This includes regular newsletters, project website updates, TV/Radio and social media engagement. Communication efforts ensure sharing of project goals, progress, and outcomes, fostering a sense of community and collaboration among partners.

N°	Partner (Select your Acronym)	Communication Activity Name	Description	Who? Target audience #1 (EU classification) Select an answer	Who? Target audience #2 (EU classification) Select an answer2	Who? Target audience #3 (EU classification) Select an answer3	How? Communication channel (EU classification) Select an answer	Outcome * would be very short Key performance indicators	Status	Link/URL	Date	Location	Number of participants (approx.)
6													
7													
8													
9													
10													
11													
12													
13													
14													
15													
16													
17													
18													
19													
20													

Comm. Activities Needs Diss. Activities Impact Publication WRG KPI List +

AWARD Dissemination Activities

Dissemination activities focus on spreading project results and knowledge to a wider audience beyond the project consortium. This involves organizing workshops, conferences, and webinars, etc., publishing articles, publications and creating informative materials. The goal is to maximize the impact of the project by reaching diverse stakeholders, including civil society, policymakers, authorities and the general public.

N°	Partner (Select your Acronym)	Dissemination activity name	What? Type of dissemination activity (EU classification) Select an answer If other please indicate the answer in the column comments	Who? Target Audience Reached #1 (EU classification) Select an answer	Who? Target Audience Reached #2 (EU classification) Select an answer2	Who? Target Audience Reached #3 (EU classification) Select an answer3	Why? Description of the objective(s) with reference to a specific project output (max: 200 characters)	Status	Link/URL	Comment	Location	Number of participants (approx.)

AWARD Impact

Sustainable development goals

Is your project likely to deliver results relevant for the following Sustainable Development Goals?

Climate Neutrality	Clean Water And Sanitati	Life Below Water	Life On Land	No Poverty	Zero hunger	Good health and well-being	Gender equality
Take urgent action to combat climate change and its impacts	Ensure availability and sustainable management of water and sanitation for all	Conserve and sustainably use the oceans, seas and marine resources for sustainable development	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	End poverty in all its forms everywhere	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Ensure healthy lives and promote well-being for all at all ages	Achieve gender equality and empower all women and girls

Citizen Engagement

Regarding co-design and co-creation through the engagement of citizens, and/or end-user entities, how have citizens and end-user entities contributed to the co-creation of R&I content so far?

Item	Citizen Tick the box	End-User Entities Tick the box
Co-creating R&I visions, agendas, policies or frameworks		
Co-creating R&I action plans or technology roadmaps		
Collecting data for the project		

AWARD Scientific publication

Publications accessible via OpenAIRE are displayed automatically. You only need to check if the publications are linked to the project. In case of publications not registered via OpenAIRE, you need to encode the Digital Object Identifier (DOI) and all the rest of information is completed automatically. The labels used mean: Open access means online access to research outputs, in particular scientific publications and research data, free of charge to the end-user.

Type	Title	Authors	Title of the journal or equivalent	Month, year of publication	PID (Publisher version of record)	PID of the deposited publication	Action

* open access* means the practice of providing online access to research outputs resulting from actions funded under the Programme, in particular scientific publications and research data, free of charge to the end-user.
 [1] Both the joint publications coming from academic and corporate project participants as well as joint publications of project participants with academic/corporate organisations outside the consortium (as long as they are related to the funded projects) should be reported.

* mandatory

Type of PID * (repository) Select an answer	PID * (publisher version of record)	PID of the deposited publication	Type of publication * Select an answer	Link to publication	Title of the scientific publication* For book chapter, the title of the chapter, not book	Authors *	Title of the journal or equivalent

Annexe 7. Communication, Dissemination and Exploitation Plan' working document

N°	Action	Objective	Message & Content	Timeli ne	Audience	Channels	Frequency	Partner Contribution	Metrics Analytics	KPI
1	AWARD Deliverables & Milestones output	Streamline C&D activities with key outputs	Detailed progress reports, key outputs		Partners, General public, stakeholders	Website, social media				
2	WP6 Meetings	Ensure consistent and effective C&D strategies and monitoring across the project	Meeting agendas, minutes, and action items		Partners	Video conference				
3	AWARD Leaflet	Raise awareness on AWRs and project AWARD Availability of translated versions in native languages	Introduce project objectives, partners, fundings, pillars, DCs and expected results		General public, stakeholders, partners, policy makers, media	Physical displays at events, website, social media				
4	AWARD Roll Up	Raise visibility and promote project identity Availability of translated versions in native languages	Visual displays showcasing project goals, partners, and activities		General public, event participants	Physical displays at events, website, social media				
5	Follow-Up Partner Series	Introduce AWARD partners and their role in AWARD	Partner profiles, their contributions to the project, and expected impacts		Stakeholders, partners	social media				
6	Video Interview Series with WP Leaders	Promote WP objectives, challenges, stakeholders involved, and key take-home messages. Videos will provide subtitles in native languages	In-depth interviews with WP leaders discussing their WPs, key challenges, and solutions		Stakeholders, general public	website, social media				
7	Video Interview Series with DC Leaders	Promote DC objectives, challenges, stakeholders involved, expectations from AWARD solutions, key innovations and key take-home messages Videos will provide subtitles in native languages	Interviews highlighting demo case objectives, key innovations, and expected impacts		Stakeholders, general public	website, social media				
8	DC Leaflets	Highlight DC challenges, solutions, AWR benefit and stakeholders involved Availability of translated versions in native languages	Information on demo case objectives, implementation, and expected outcomes		Stakeholders, general public, policy makers, media	Physical displays at events, website, social media				
9	Project Updates	Keep stakeholders informed about project progress	Regular updates on project milestones, activities, and outcomes		Stakeholders, general public	website, social media				
10	Social Media Campaigns	Raise general awareness, engage with the community	Posts about project activities, milestones, and key messages		General public, stakeholders	Social media				
11	Video Material	Educate and inform about AWRs and project progress	Informative videos about AWRs, project progress, and testimonials		General public, stakeholders	Website, social media, webinars				

12	AWARD Press Releases	Announce major project milestones	Official announcements on project progress, milestones		Media, general public, stakeholders	Media channels, website, social media				
13	AWARD Internal Events	project activities, engage stakeholders, share progress, gather feedback	Workshops, general assembly meetings and project planned meetings		Partners, general public, stakeholders	Physical events, webinars				
14	AWARD External Events	Promote project outcomes and engage a wider audience	Public events and exhibitions showcasing project outcomes		General public, stakeholders	Physical events, webinars,				
15	Quotes and Success Stories	Highlight successful outcomes and experiences	Testimonials from stakeholders and partners, success stories showcasing the impact of AWRs solutions							
16	E-Book	Provide comprehensive information on AWRs	Detailed e-book covering all aspects of AWRs technologies, benefits, and implementation		General public, stakeholders	website				
17	Policy Briefs	Influence policy and strategic planning	Concise documents with recommendations for policy makers		Policy makers, stakeholders	website, direct dissemination				
18	Scientific Articles	Share results	Peer-reviewed articles		Academic community, researchers	Academic journals, conferences				
19	AWRs Catalogue	Provide accessible and detailed information about AWRs solutions	Comprehensive catalogue of AWRs technologies, benefits, and implementation guidelines		General public, stakeholders	Website				
20	AWARD DST-TSD Platform	Facilitate decision-making and deliberation for stakeholders	Digital platform for evaluating and comparing AWRs technologies		Stakeholders, policy makers	Website				
21	Social Innovation Factsheets	Reconcile governance, technological, capacity building, and economic dimensions of AWRs solutions	Informative factsheets detailing the multi-dimensional benefits and implementation strategies for AWRs		Stakeholders, policy makers	Website, direct dissemination				
22	Training Sessions	Educate stakeholders for practical implementation	Training materials and sessions on AWRs and their applications		Stakeholders, water managers	Online and physical workshops				
23	Demonstration Events	Showcase practical applications and benefits of AWRs technologies	Live demonstrations and showcases of AWRs technologies in action		Stakeholders, general public	Physical events, webinars				
24	Exploitation Roadmap	Highlight market potential and long-term sustainability of AWRs	Strategic documents outlining the market potential and sustainability strategies for AWRs		Stakeholders, policy makers, investors	website, direct dissemination				
25	KER Booster	Promote AWARD key exploitable results	Highlighting significant project outcomes and their potential for market uptake		Stakeholders, policy makers, investors	Website, direct dissemination				

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AWARD

Alternative Water Resources and
Deliberation processes to renew
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