AWARD

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

D6.9 – Value Proposition

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EXECUTIVE SUMMARY

This deliverable D.6.9: AWARD Value Proposition is related to Work Package 6 (WP6) of the AWARD project funded by the European Commission's Horizon Europe research programme. This deliverable falls under Work Package 6 (WP6) focusing on impact maximisation and is directly linked to task T6.3: AWARD exploitation roadmap including Key Expected Results (KER) catalogue.

WP6 main objective is to provide the enabling environment for partners to promote AWARD results and outcomes with a specific attention to the non-expert audiences. Through a holistic approach including the elaboration of a communication and dissemination plan as well as various thematic knowledge products (factsheets, manual, e-book) WP 6 aims to ensure that the project's results are effectively communicated and utilised, thereby maximising their impact. The exploitation roadmap developed under T6.3 will highlight the potential market up-take, social and policy purpose of AWARD solutions while demonstrating their inputs to policy, further research and education.

The objective of the deliverable D6.9 is to develop the first version of the AWARD value proposition which is the first step in the elaboration of the D6.10 Exploitation Road map, including the KER. The second and third steps namely 2) the development of a Business Canvas and 3) the design of the Exploitation plan will be further developed in D.6.10. The AWARD value proposition will help in the identification of how the project's products and services fit the needs of potential end-users.

METHOD

The Osterwalder et al. (2014) method used for creating the Value Proposition Canvas (VPC) involves two main components: the end-users' profile (detailing their jobs, pains, and gains) and the value proposition map (outlining products/services, pain relievers, and gain creators). The process aims to achieve a fit between these two elements by aligning the project's offerings with end-user needs.

Step to the Value Proposition Canvas

- The **end-users' profiles**, set through surveys conducted among the consortium partners including the leaders and associated partners of the Demo cases to understand their needs and challenges related to water governance. This led to 4 main end users' profiles: water managers (including public authorities and water suppliers), researchers, associations and Small and Medium Enterprises (SMEs), corresponding to the main profiles of the survey respondents.
- The **value proposition maps,** based on a **first list of 9 main results** that the project aims to achieve. These results range from policy briefs and recommendations, testing of AWR technologies to deliberation support tools and support to decision-making.
- The **value proposition canvas**, outlining the fits between each of the 9 results and the potential end users.

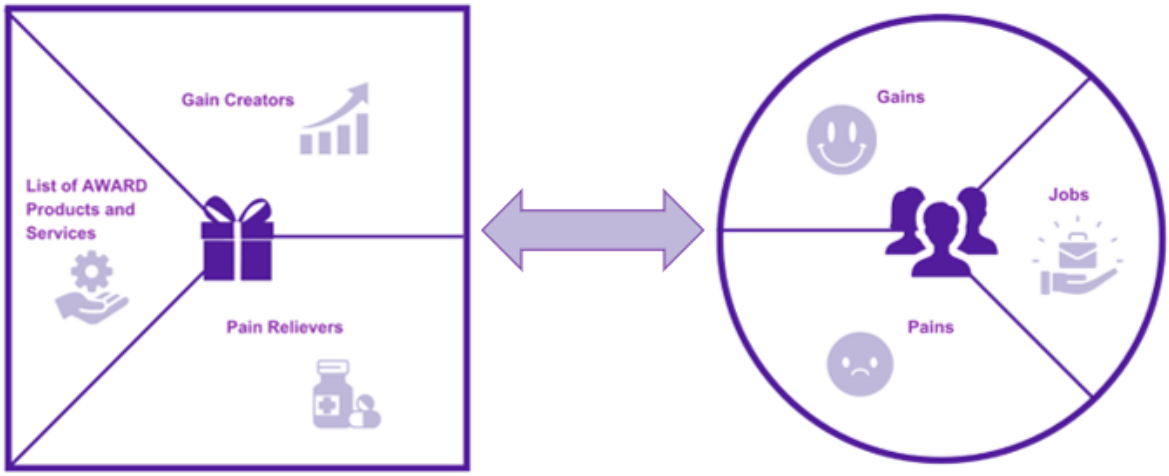

Figure 1 : Key features of the AWARD Value Proposition Canvas

This Value proposition will support the concrete use of the project's results for commercial, societal, and political purposes by (a) assessing the possible up-scale and transfer of AWRs innovative solutions and related recommendations to integrate measures into water supply strategic and (b) set the frame for the after-life project of AWARD results and outcomes.

Next steps

The next steps consist in the development of the exploitation roadmap composed of two parts: firstly, the Business model canvas presenting AWARD results and a second section dedicated to the prioritizing of AWARD Key Exploitable Results (KER) from the initial results listed in this Value Proposition. In this regard, each of the result identified in this Value Proposition will be discussed and analysed with partners, to decide which ones should be considered for the business and exploitation plan. All this work will be presented in the deliverable D.6.10: AWARD Exploitation Road map (M33, September 2026).

RELATED DELIVERABLES AND WORK PACKAGES' CONNECTION

- D.6.8: AWARD E-Book due to M34
- D.6.10: AWARD Exploitation Road map due to M33
- D.6.11: AWARD guide of good practices for AWRs up-scale and transfer due to M36

DOCUMENT INFORMATION

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Author(s)	Nadine FRAGNIERE (OiEau)
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REVISION HISTORY

Version	Date	Who	What
V1	01/05/2025	Nadine FRAGNIERE (OiEau)	Drafting the first version of the Deliverable and sending for review to partners.
V2	20/05/2025	Nadine FRAGNIERE (OiEau)	Comments compiled into the reviewed document. Reviewers included Marwan SHAMEKH (OiEau), Stefan Görlitz (InterSus), Oana Luca (BDG).
Final version	26/05/2025	Nadine FRAGNIERE (OiEau)	Comments integrated into the document

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LIST OF ACRONYMS

AIMEN	Asociacion de Investigacion Metalurgica Del Noroeste
AWR	Alternative Water Resources
BDG	Business Development Group
CETAQUA	Centro Tecnológico Del Agua
CMM	Citta Metropolitana di Milano
CoP	Community of Practice
DC	Demo Case
DST-TSD	Deliberation Support Tool for Territorial Sustainable Development
KER	Key Expected Results
LWF	Local Water Forum
NBS	Nature-Based Solutions
PA	Public Authority
R&A	Researchers & Academia
SMEs	Small and Medium Enterprises
SuDS	Sustainable urban drainage system facilities
TIG	Transversal Interest Group
UPSaclay	Université Paris-Saclay
UTCB	Technical University of Civil Engineering Bucharest
VPC	Value Proposition Canvas
WA	Water Association
WP	Work Package

INTRODUCTION

The Work Package 6 on impact maximisation proposes a holistic approach from the communication to the policy recommendations to ensure the targeted audiences are reached throughout the AWARD lifetime and beyond thanks to the exploitation roadmap. WP6 will provide an enabling environment for partners to promote AWARD results and outcomes with specific attention to non-expert audiences.

Adopting a social innovation lens, AWARD aims to tackle the complexity of AWRs implementation addressing not only the technological dimension of the solutions but also the societal ones (environmental, governance, capacity building and economic). This approach implies cutting across organizational, sectoral and disciplinary boundaries and implies new patterns of stakeholder involvement involving a wide range of water users at multiple scales.

The objective of D.6.9 is to create the first version of the AWARD value proposition canvas which will help in the identification of how the project's products and services could fit the needs of end-users. It will be completed by the second version of the deliverable, D6.10 Exploitation Road map due in M33, which will present the business model canvas and the catalogue of AWARD Key Exploitable Results.

Overall Approach

To build the Exploitation Road map of AWARD, the work of Osterwalder and al. (2014)[1] will be followed, involving three steps:

- the development of the AWARD value proposition bringing together the description of the different products and services that the project will deliver (the value map) with the needs of the end-users (end-users' profile).
- the development of a Business Model Canvas, integrating the previous value proposition and expending around 9 blocks of information showing on one side how AWARD can support the value proposition (key activities, key resources, key partners) and on the other side how the value proposition can reach end users (customer segments, customer relationships and channels to reach the customers).
- the last step will deliver the exploitation roadmap for AWARD results and outcomes to be carried out after the end of the project by choosing the more sustainable options presented in the business model canvas.

[1] **Osterwalder A., Pigneur Y., Bernarda G., Smith A.** (2014). *How to create products and services customers want. Get started with Value proposition Design.* Wiley John & Sons.

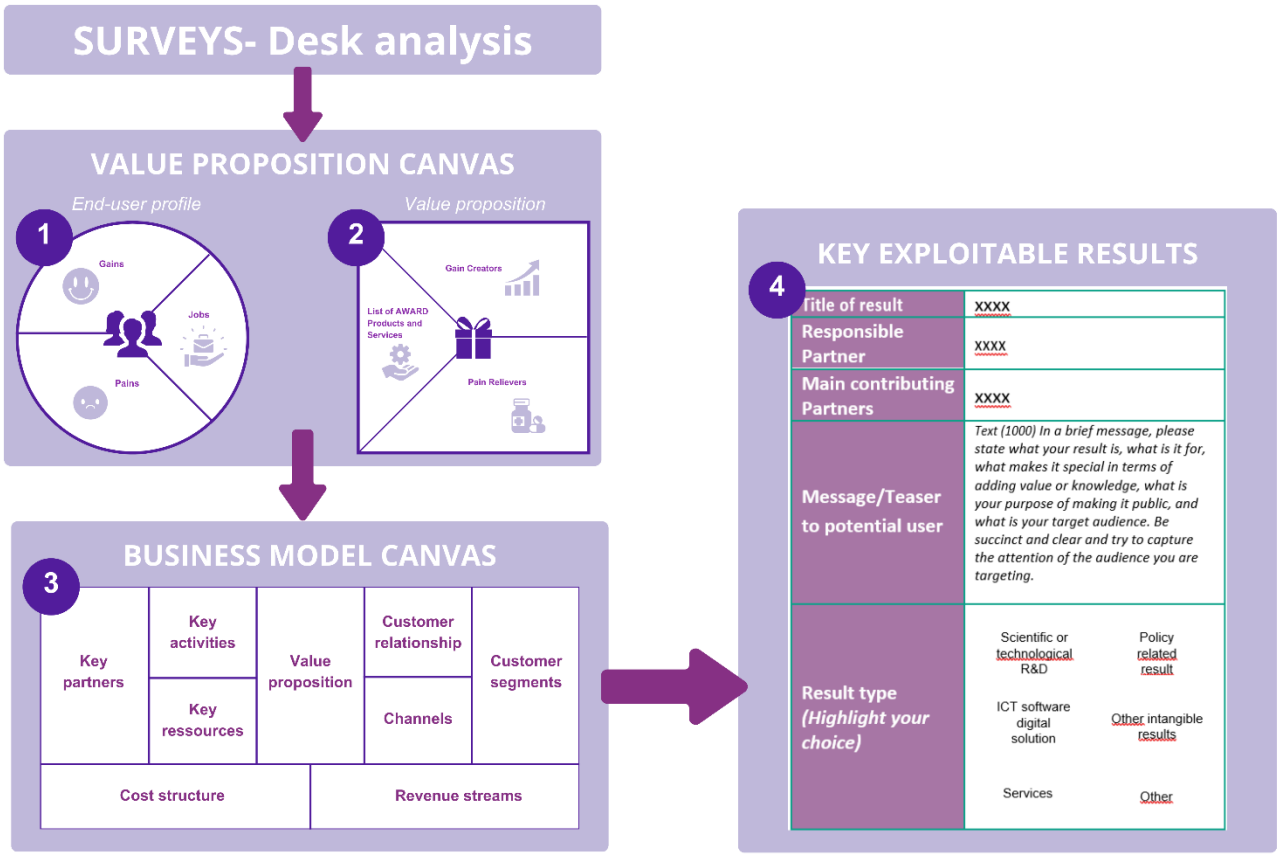

Figure 2 : Steps towards business canvas and exploitation

Focus of D6.9 Value Proposition

This version of the deliverable provides the AWARD value proposition canvas.

The value proposition canvas has two sides (**Erreur ! Source du renvoi introuvable.**):

- the **end-user profile,** to clarify the end-users understanding and needs. It was developed by gathering the inputs from AWARD partners.
- the **value proposition map**, to describe AWARD results/services and related added value for end-users. The development of the value proposition is based on the partners' analysis of the AWARD potential results and outcomes.

When the value of AWARD results/services fit the needs of the end-users, it is then possible to create a value proposition canvas which will be, later on, the basis for the business model.

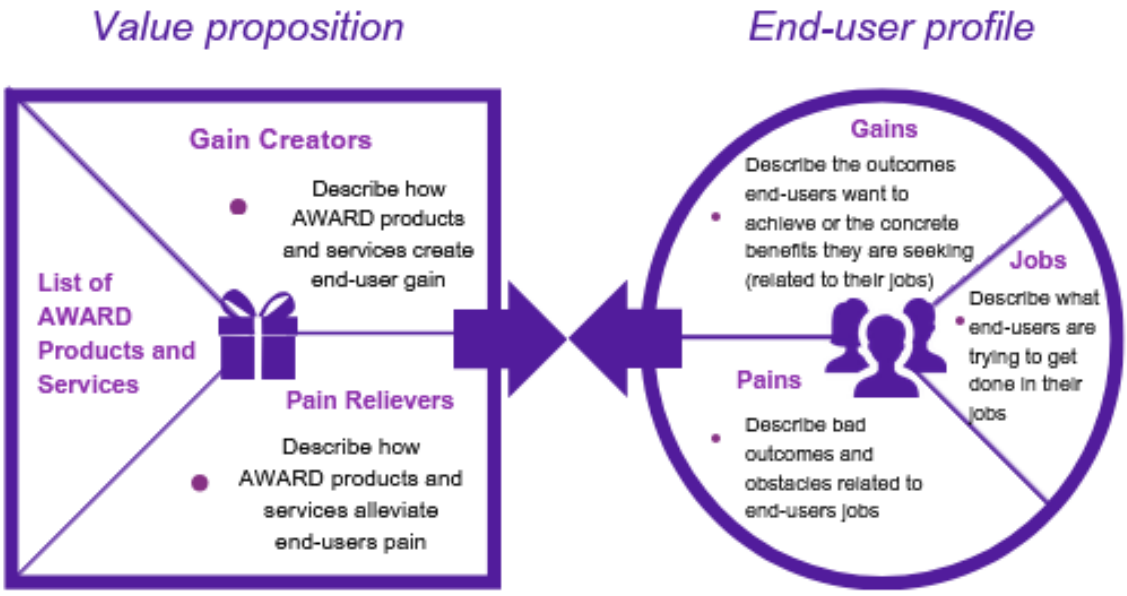

Figure 3 *: AWARD Value Proposition Canvas*

In the context of our project, to get a first description of the profiles of AWARD end-users and to refine the description of AWARD services and products expected as well as the key expected result (KER) the project attends to reach, a first exercise was conducted in February 2025 during the first General Assembly held in Bucharest. Participants from all WP were divided in two groups and collaboratively identified key results from their work done so far and expected to be done and then select and list the KER. Afterwards an online survey was distributed amongst the partners within the consortia to collect information about their end-users' profiles and the value proposition of the products/services they will provide.

At a second stage, within the elaboration of the Exploitation map, a broader stakeholder's community working with the Demo case leaders on the implementation of the project's activities such as citizens, associations, public authorities amongst others will be included. The multi-level communities of practice created within the project such as the Transversal Interest Groups (TIG) and the Local Water Forums (LWF) for each project will be useful platforms in order to collect valuable inputs from the project's communities. See Fig. 4 for a visual depiction of AWARD communities of practice.

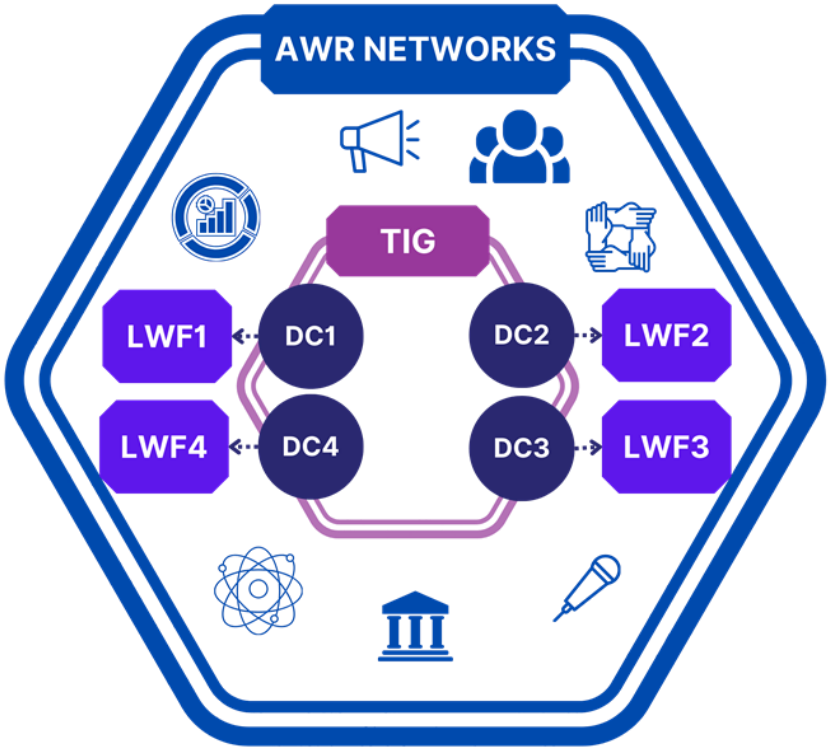

Figure 4 : AWARD Stakeholder engagement : The Communities of Practice

I. First step: End-users profiles

The first step of the work was to launch the survey amongst the consortium partners. The resulting organizations profiles are presented here, according to the four main end-users profiles identified.

I.1 End user's profile from the consortium partners

The survey was sent to all AWARD consortium organizations. Out of 16 partners' organisations, 12 answered the online survey.

Out of the results, four main groups of potential end-users of AWARD results have emerged. This section presents the consolidated results according to their profile.

The detailed end-user profile for each organization is available in Annex 1.

I.1.1 Water managers and supplier's profile

From the water managers' point of view, CMM, VIAQUA and CAP answered the survey. As public authority or water suppliers, they supervised and/or directly managed water service infrastructures having therefore a responsibility for the introduction and implementation of AWR technologies. As their intended objectives are to ensure reliable services to the citizens, they are faced with the challenges of lack of regulations and financial incentives for the adoption, regulation and implementation of innovative and sustainable technologies.

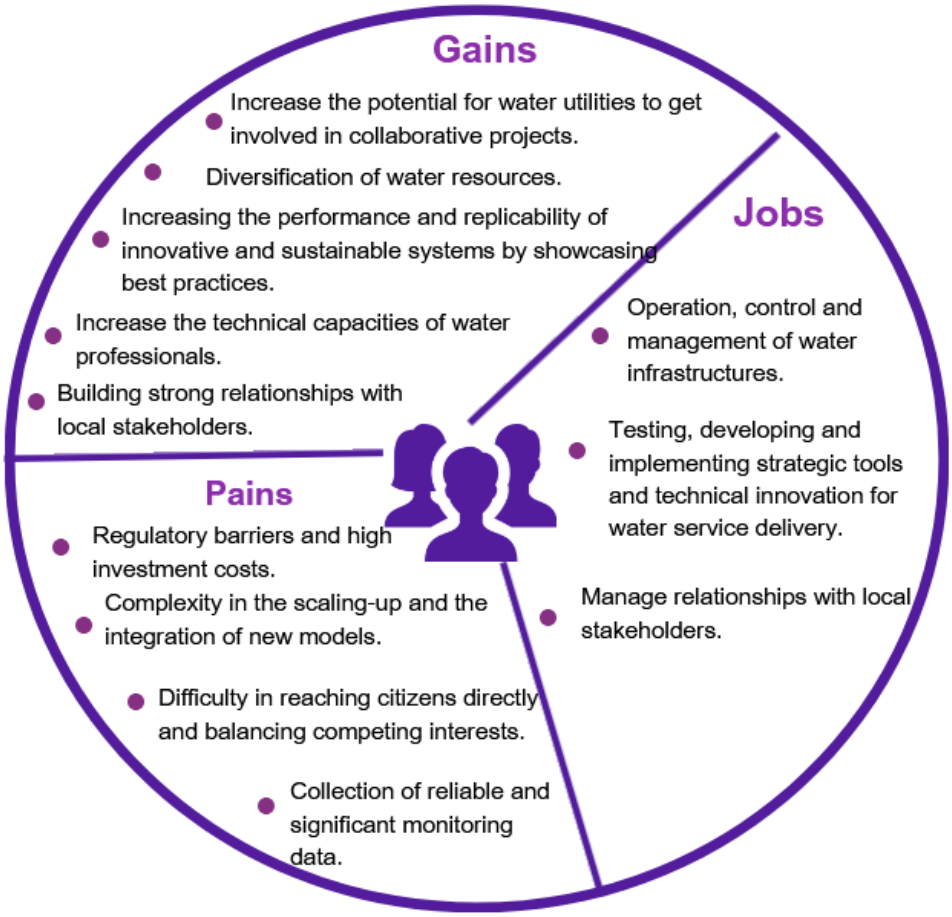

Figure 5 : Water managers profile from AWARD partners

I.1.2 Researcher's profile

Four research organisations answered our surveys: UPSaclay, UTCB, CETAQUA and AIMEN. As AWR research mainly focused on technological challenges, researchers faced the difficulty of effectively communicating their research results to the public and raised the interests and funding requirements to pursue with the research on this topic. It is more and more recognized that the adoption of AWR is a social issue with the importance of understanding social behavior and work to influence multi-stakeholders' processes.

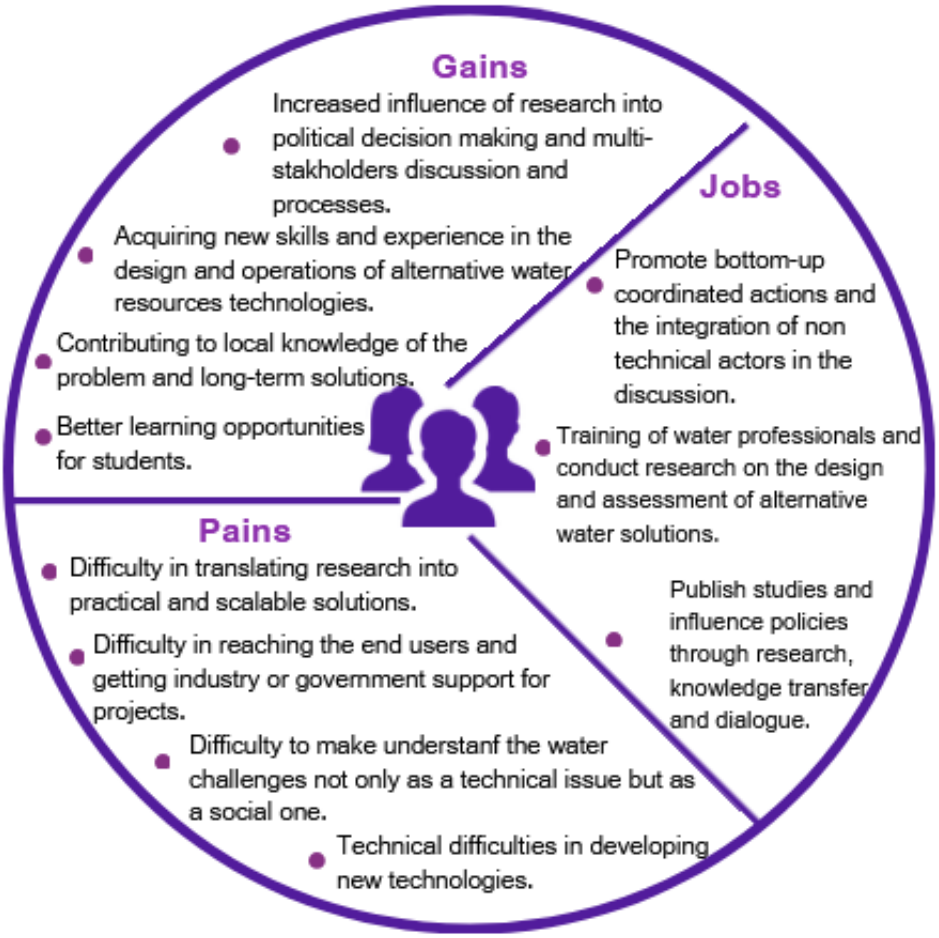

Figure 6 : Researchers profile from AWARD partners

I.1.3 Associations profile

Aqua Valley and OiEau answered this survey as associations. As they are working with a wide range of stakeholders providing facilitation of discussion as well as strategic and technical expertise, they took interest in clarifying the political and technical gaps as well as pushing for coordinated and inclusive actions for leverage and upscaling of AWR solutions.

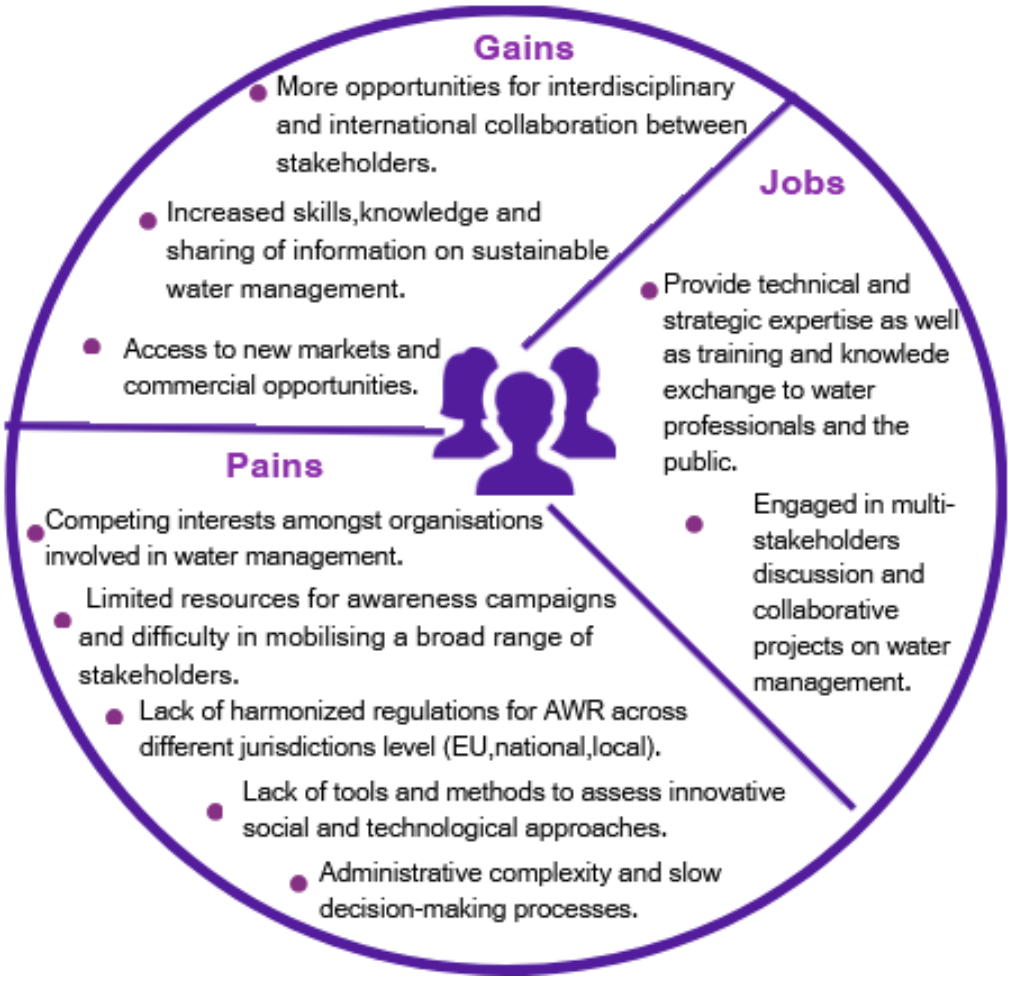

Figure 7 : Associations profile from AWARD partners

I.1.4 SMEs profile

Three organisations categorised as SME answered the survey: InterSus, BDG and IRIDRA. By being deeply involved in the design of AWR technologies and focused on their uptake by the end-users, they are interested to better understand the social and political context in view of designing more effective products and services.

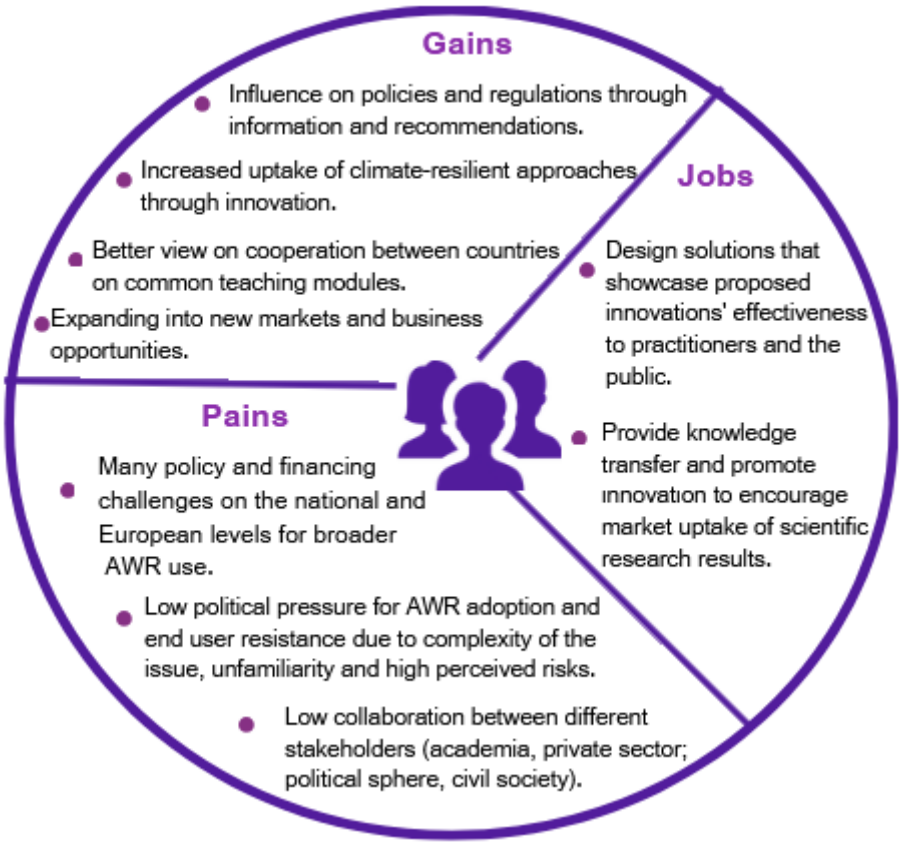

Figure 8 : SMEs profile from AWARD partners

II. Second step: Value Proposition Map and Canvas

This section focuses on the description of AWARD products and services following Osterwalder et al. (2014) method. The aim is to highlight how AWARD's products and services could relieve the pain and align with the gains that each end users have identified previously in their end-users' profiles. This work is based on a survey addressed to AWARD partners and dedicated group work sessions during the General Assembly held in Bucharest in 2025.

After identifying the key results and their associated gain creators and pain relievers, it was possible to link the results with the end user profiles of the AWARD partners. The matching elements between each result and the related end-users are highlighted in green. This exercise will help us to identify possible fits between AWARD products and services and the end-users' needs.

II.1 AWARD preliminary value proposition map

Part of the survey addressed to AWARD partners was dedicated to a better comprehension of the Key Expected Results of the projects as well as their associated products and services. The following Figure 9 below proposes the first synthetic list of the 9 Key Expected Results (KER) of AWARD, considered by the partners (at the stage of the project) and the most valuable products and services delivered by AWARD.

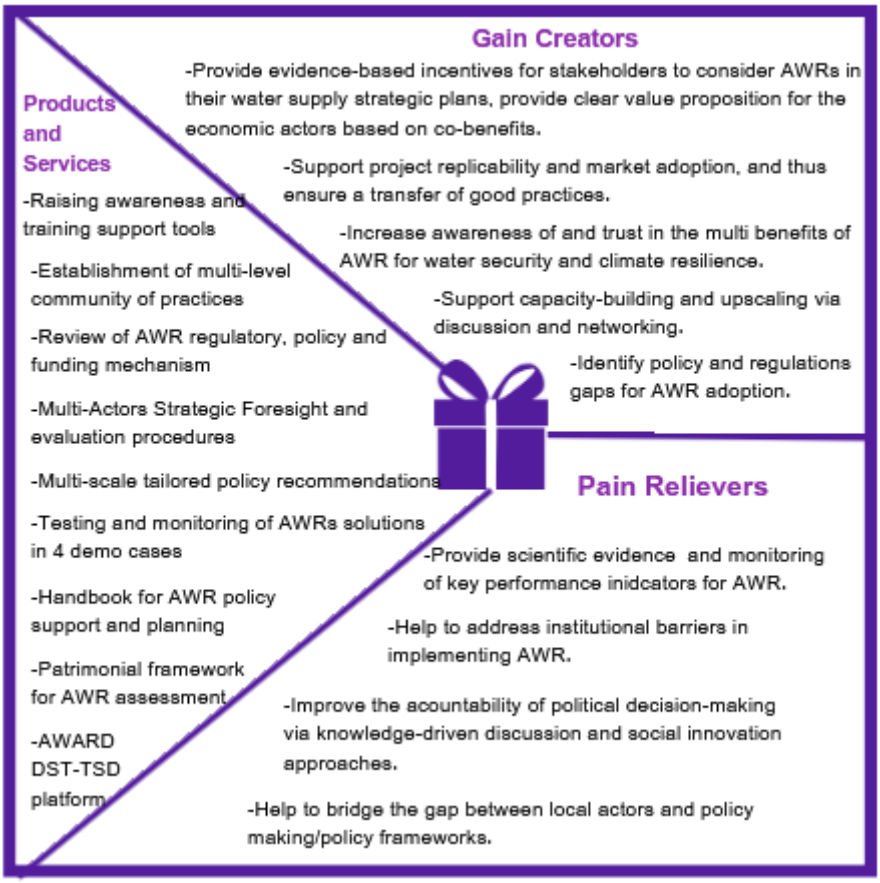

Figure 9 : AWARD value proposition map – Version 1

II.2 AWARD first list of results

The survey used to create the first value proposition map was first presented and collaboratively pre-discussed in working groups during the first General Assembly of the project held in February 2025 in Bucharest. The working group exercise helped the partners to refine AWARD list of results and to better understand how AWARD Expected Results and the related products and services it will offer could align with their own needs and those of other stakeholders. 9 results emerged from this collaborative work.

II.2.1 Result 1: Review of AWR regulatory, policy and funding mechanism

In order to identify potential policy gaps regarding AWR adoption and to highlight the existing public funding programs on facilitating AWR, a review of the regulatory, policy and funding frameworks for AWR has been

conducted. At European level and at the national level (Demo Case countries), the review provided practical recommendations on AWR options at various policy levels in order to raise acceptance and facilitate uptake. In particular, the analysis aims to support the integration of AWRs in Water Resource Management strategic planning. A special focus is set on the practicalities of implementing innovative AWR solutions targeting water utilities, their end-users and urban development and planning organizations/authorities.

The report was delivered at month 12 (D2.1). In the scope of AWARD, the target audiences of the policy briefs are mainly policy makers, water managers and suppliers and researchers.

InterSus is the lead developer of this solution, supported by all partners.

The detailed factsheet of result 1 is available in the annex 2.1.

Figure 10 : Value Proposition Map of Result 1 « Review of AWR regulatory, policy and funding mechanism»

II.2.1.1 AWARD Value Proposition Canvas for Result 1: Review of AWR regulatory, policy and funding mechanism

The review of AWR regulatory, policy and funding mechanism is essentially targeted at policy makers, decision makers and other AWR practitioners.

By providing key information on policy and regulation gaps, it addresses many related pains put forward by all stakeholders in AWARD (lack of policy harmonisation, complex administrative procedures, regulatory barriers, among others).

Even if the link is more indirect, some of the difficulties linked with balancing competing interests and low political pressure can also be addressed via better understanding of the issues and clear duties and responsibilities stated in laws and policies.

Figure 11: Water manager's Value Proposition Canvas for Result 1 « Review of AWR regulatory, policy and funding mechanism »

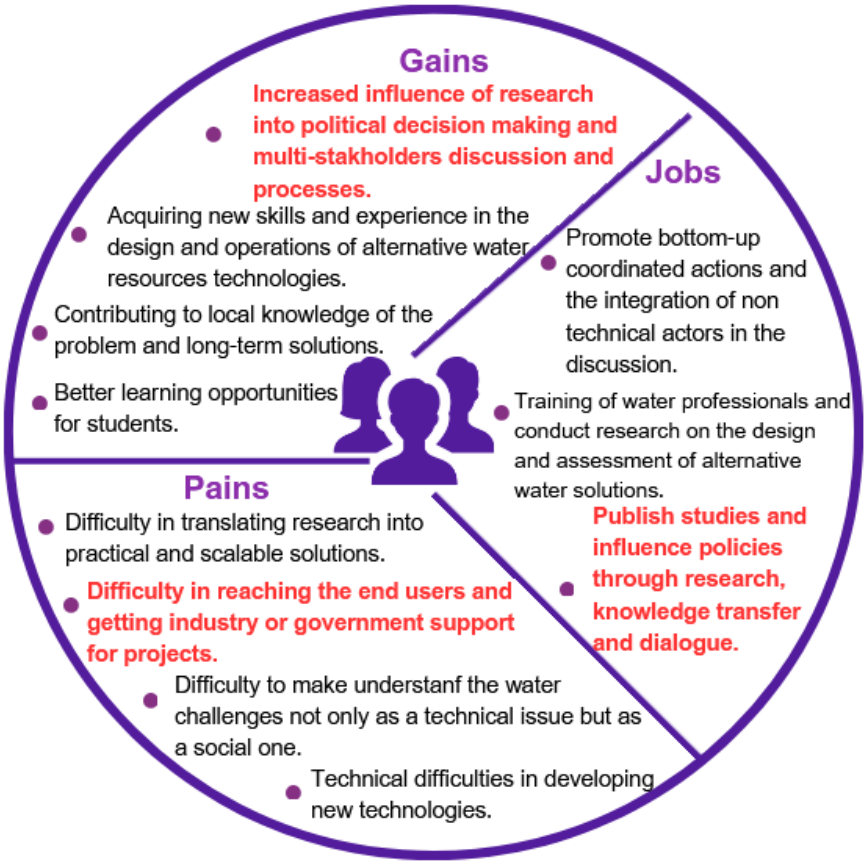

Figure 12 : Researcher's Value Proposition Canvas for Result 1 « Review of AWR regulatory, policy and funding mechanism »

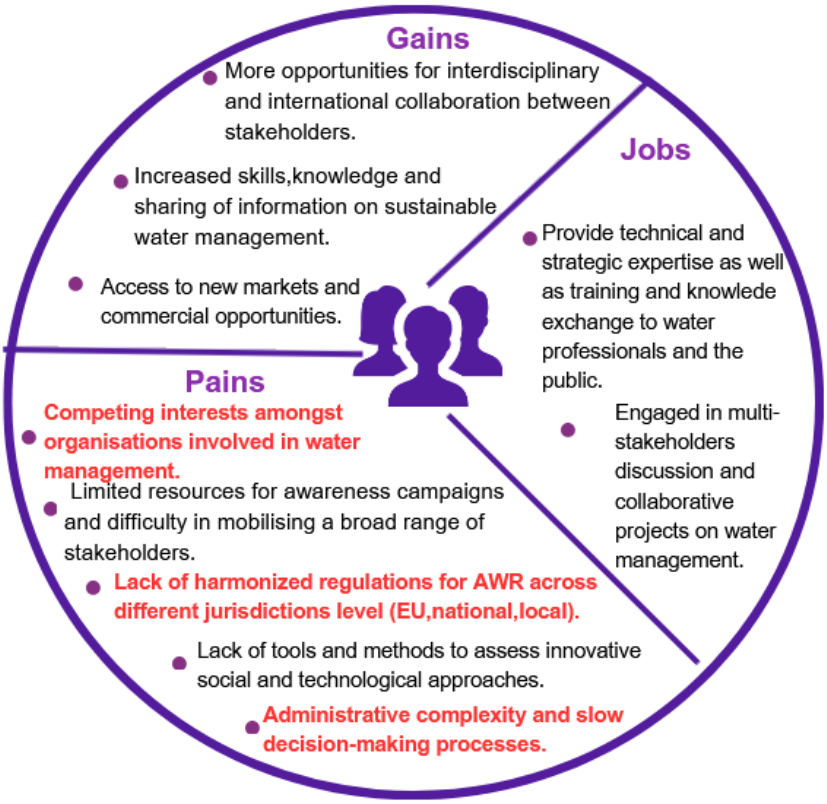

Figure 13 : Association's Value Proposition Canvas for Result 1 « Review of AWR regulatory, policy and funding mechanism »

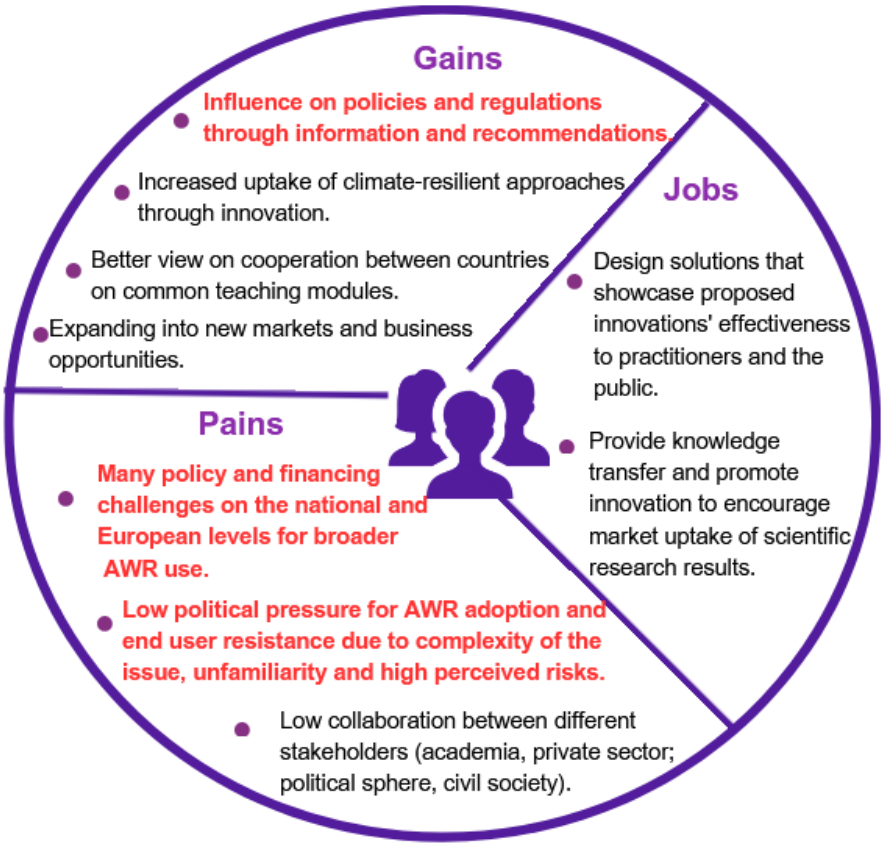

Figure 14 : SME's Value Proposition Canvas for Result 1 « Review of AWR regulatory, policy and funding mechanism

II.2.2 Result 2: Multi-scale tailored policy recommendations

The AWARD will produce 3 policy briefs in order to provide an overview of the importance of diversifying the AWR methods addressed in the project and in general. It will offer recommendations for governments and other organizations to promote and integrate AWR in the water management plans (ex. invest in R&D, education, new regulatory frameworks, new incentives programs, etc.). These recommendations will also be communicated by other means of outreach through different communication channels. The subject of each brief will be discussed during the project implementation to adapt towards EU agenda. AWARD first policy brief addressing the collaborative Policy Framework for Alternative Water Resources will be delivered in month 16 of the project (D 2.2). Two others will follow in months 22 and 32. The topics of those are not yet decided and will be discussed amongst partners of the project.

In the scope of AWARD, the target audiences of the policy briefs are mainly policy makers, decision makers and associations.

BDG is the lead developer of this solution, supported by all partners.

The detail factsheet of result 2 is available in the annex 2.2.

Figure 15 : Value Proposition Map of Result 2 « Multi-scale tailored policy recommendations »

II.2.2.1 AWARD Value Proposition Canvas for Result 2 : Multi-scale tailored policy recommendations

The main recommendations of the project, under the form of policy briefs, are essentially targeted to policy makers, decision makers and associations.

By providing tailored policy recommendations and explore the co-benefits of different scenarios, this result will address the similar pains than result 1 put forward by all stakeholders in AWARD (lack of policy harmonisation, complex administrative procedures, regulatory barriers). In addition, it will eventually raise

the awareness about AWR amongst the political sphere, thus improving government support for projects and research on the topic (alleviating pains from researchers and SMEs).

Figure 16 : Water manager's Value Proposition Canvas for Result 2 « Multi-scale tailored policy recommendations »

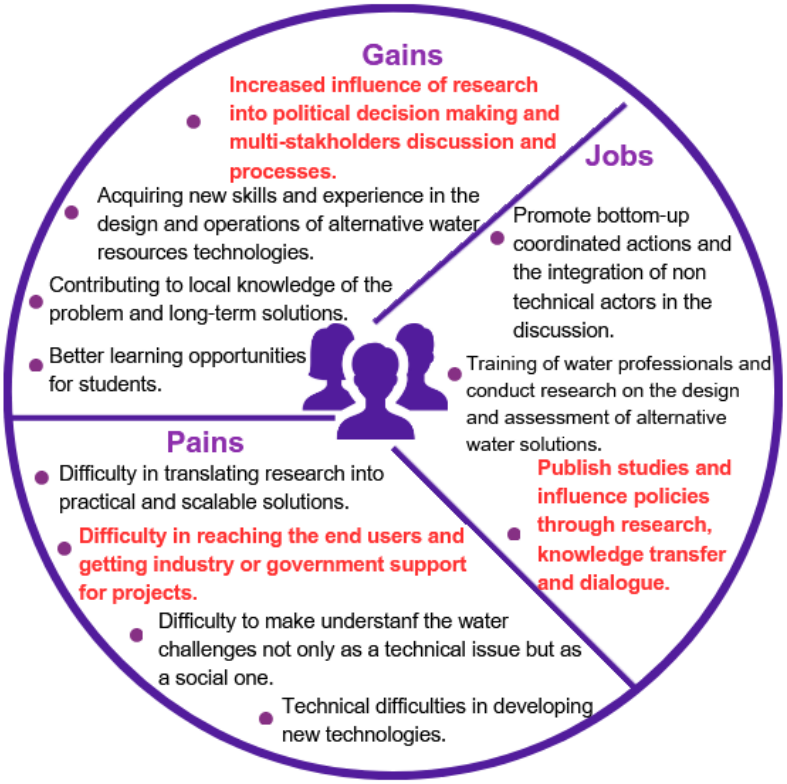

Figure 17 : Researcher's Value Proposition Canvas for Result 2 « Multi-scale tailored policy recommendations »

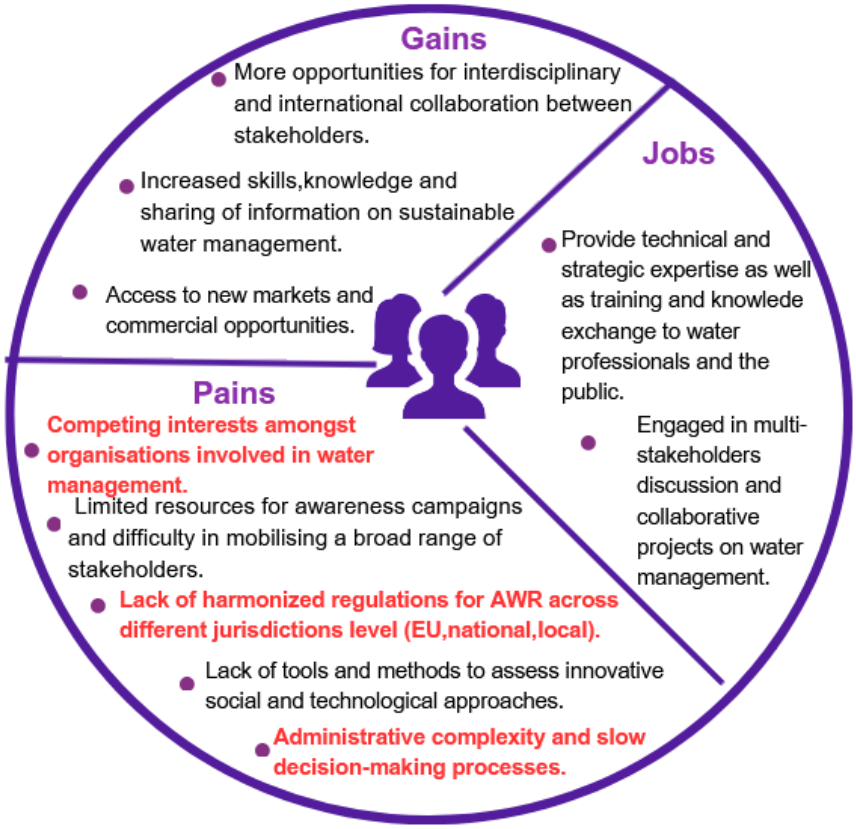

Figure 18 : Association's Value Proposition Canvas for Result 2 « Multi-scale tailored policy recommendations »

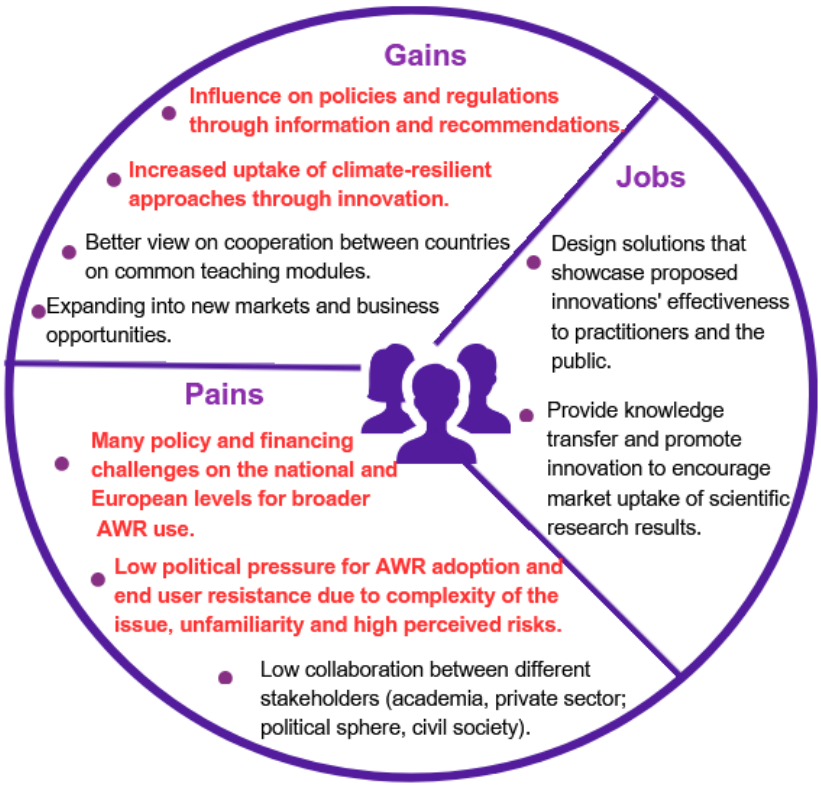

Figure 19 : SME's Value Proposition Canvas for Result 2 « Multi-scale tailored policy recommendations »

II.2.3 Result 3: Handbook for AWR policy support and planning

The Handbook for AWRs policy support and planning will tackle the need of policy support and planning on AWS (mainly in relation with water scarcity, climate change, population growth, etc.). The handbook will gather and summarize all the knowledge produced in the project related to the policy briefs, the review of policy and legal frameworks and other activities under the WP 2 on social support and engagement for AWR management. In addition, it will also provide practical support and summarised information on AWR technologies available on the markets and social impact and stakeholders' involvement in considering AWR for urban planning.

Result 3 is linked with the Deliverable 2.5 due month 36.

BDG is the lead developer of this solution, supported by all partners.

The detail factsheet of result 3 is available in the annex 3.

Figure 20 : Value Proposition Map of Result 3 « Handbook for AWR policy support and planning »

II.2.3.1 AWARD Value Proposition Canvas for Result 3: Handbook for AWR policy support and planning

The Handbook will specifically target decision makers and water managers involved in developing strategies and initiatives integrated in urban planning. By providing practical support and a method to apprehend both technological and social aspects of AWR technologies available, it will ease the pain of all categories of AWARD stakeholders. The handbook is also clearly aligned with the gains identified by AWARD stakeholders by providing knowledge and showcasing good practices for replicability.

Figure 21 : Water manager's Value Proposition Canvas of Result 3 « Handbook for AWR policy support and planning »

Figure 22 : Researcher's Value Proposition Canvas of Result 3 « Handbook for AWR policy support and planning »

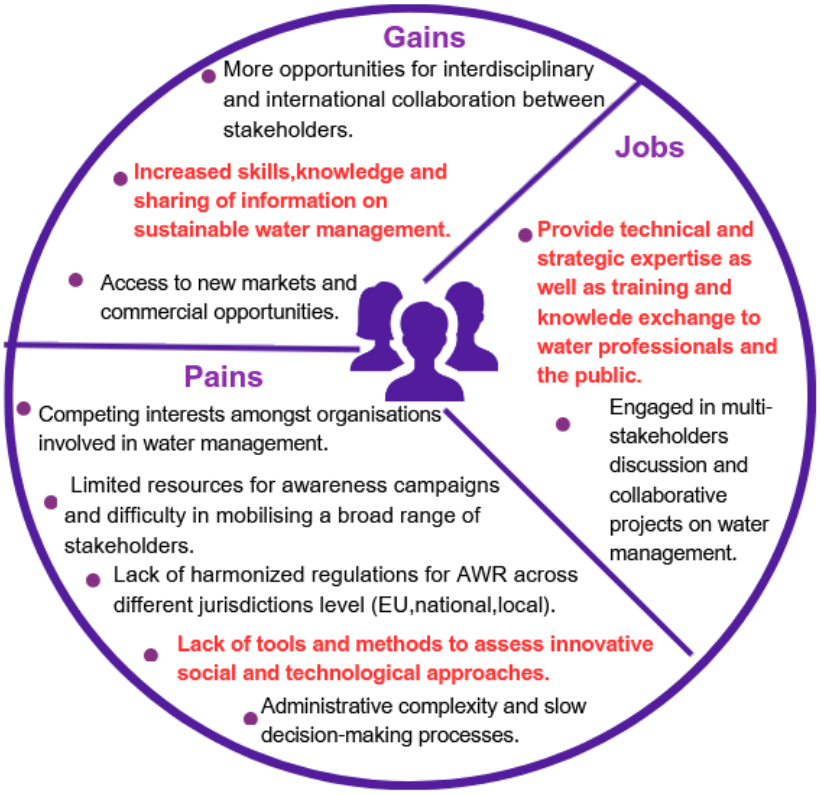

Figure 23 : Association's Value Proposition Canvas of Result 3 « Handbook for AWR policy support and planning »

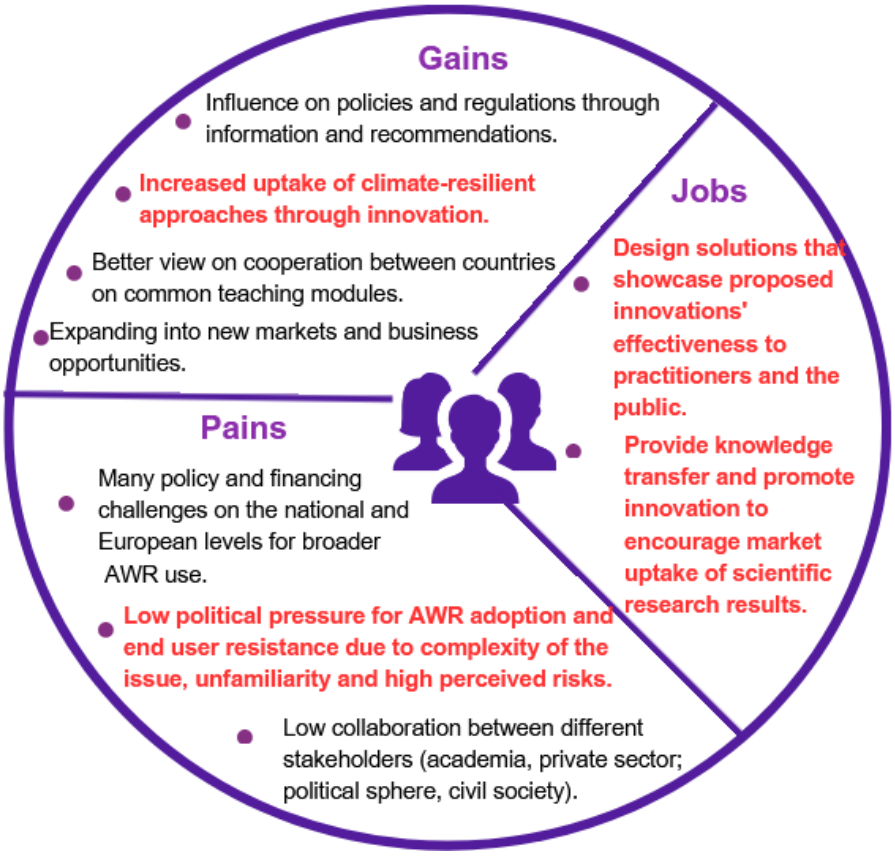

Figure 24 : SME's Value Proposition Canvas of Result 3 « Handbook for AWR policy support and planning »

II.2.4 Result 4: Patrimonial framework for AWR assessment

This result will provide an integrated analysis based on a multi-perspective representation of AWRs from a heritage approach. The patrimonial framework will address the spectrum of environmental sustainability values (climate, water, soil, and biodiversity) alongside cultural heritage, know-how, built infrastructures, and monetised assets, and allows framing of technology options and management scenarios as responses, at multiple scales, to the evaluation question: "Sustaining what, why and for whom?". The framework will support the understanding of what should be considered important to maintain over time from a sustainability perspective and the objectives (thresholds, standards, political objectives) to be achieved. It will also incorporate local knowledge from the Demo Cases.

Result 4 is linked with the Deliverable 3.1 due month 18 which is the conceptual and operational articulation of the patrimonial approach and the digital platform and the Deliverable 3.2 which is the development of the patrimonial framework due month 30.

UPSaclay is the lead developer of this framework, supported by OiEau, EPlanete, Aqua Valley, InterSus, BDG, AIMEN, NTUA, IRIDRA, UTCB.

The detail factsheet of result 4 is available in the annex 2.4.

Figure 25 : Value Proposition Map of Result 4 « Patrimonial framework for AWR assessment»

II.2.4.1 AWARD Value Proposition Canvas for Result 4: Patrimonial framework for AWR assessment

The patrimonial framework for AWR assessment is a methodology that could be used by various actors but is mainly designed for decision makers but could be used as a tool by researchers and associations dealing with multiple actors for natural resources management. This tool will alleviate the difficulties experienced by many actors of balancing between competing interests by providing thresholds, standards and political

objectives to be achieved from a sustainability point of view. It will therefore provide a useful assessment of alternatives taking into account societal factors for decision making.

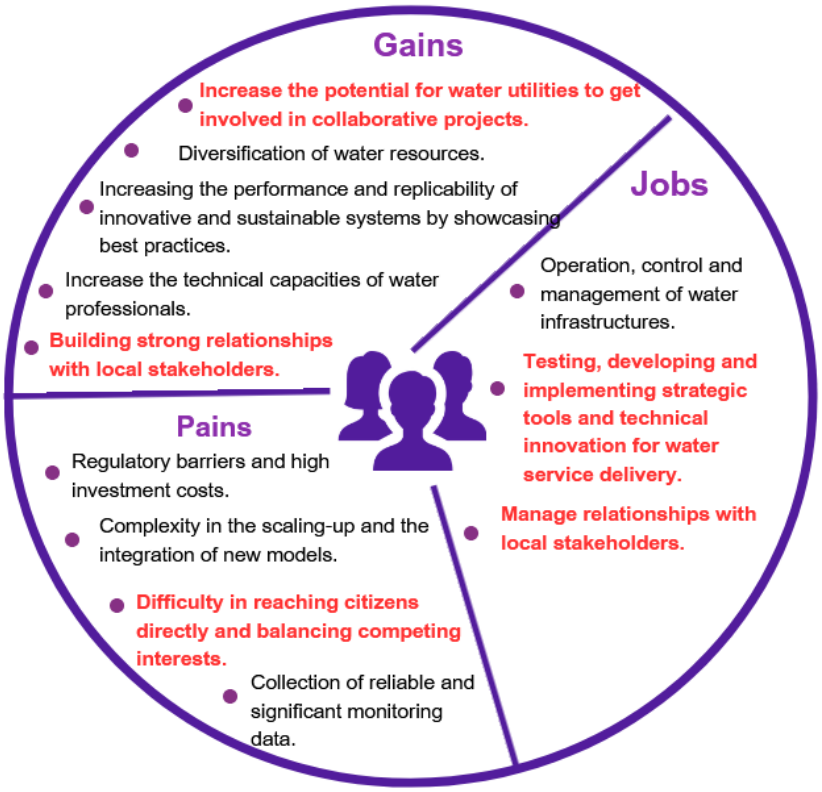

Figure 26 : Water manager's Value Proposition Canvas for Result 4 « Patrimonial framework for AWR assessment »

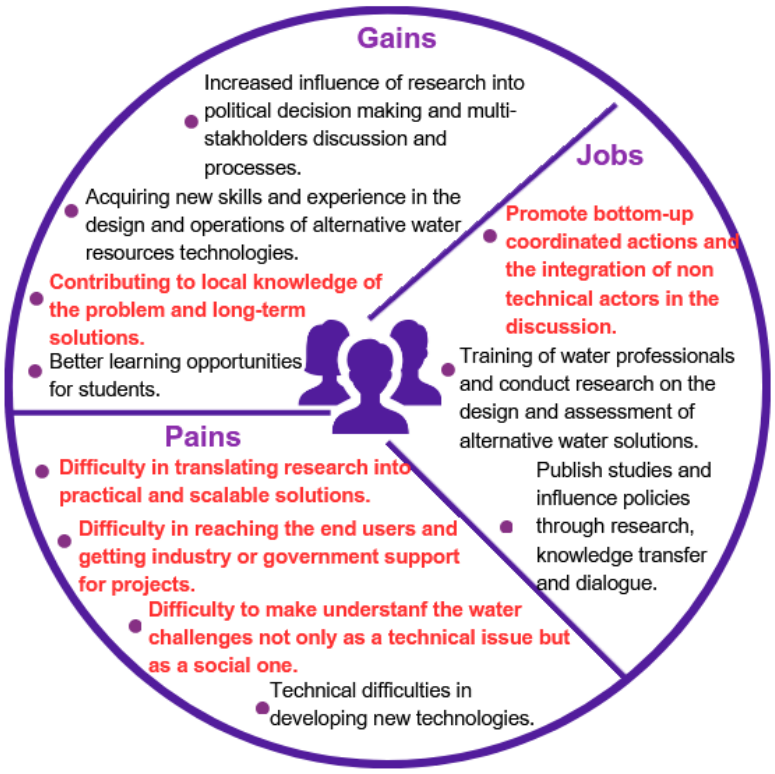

Figure 27 : Researcher's Value Proposition Canvas for Result 4 « Patrimonial framework for AWR assessment »

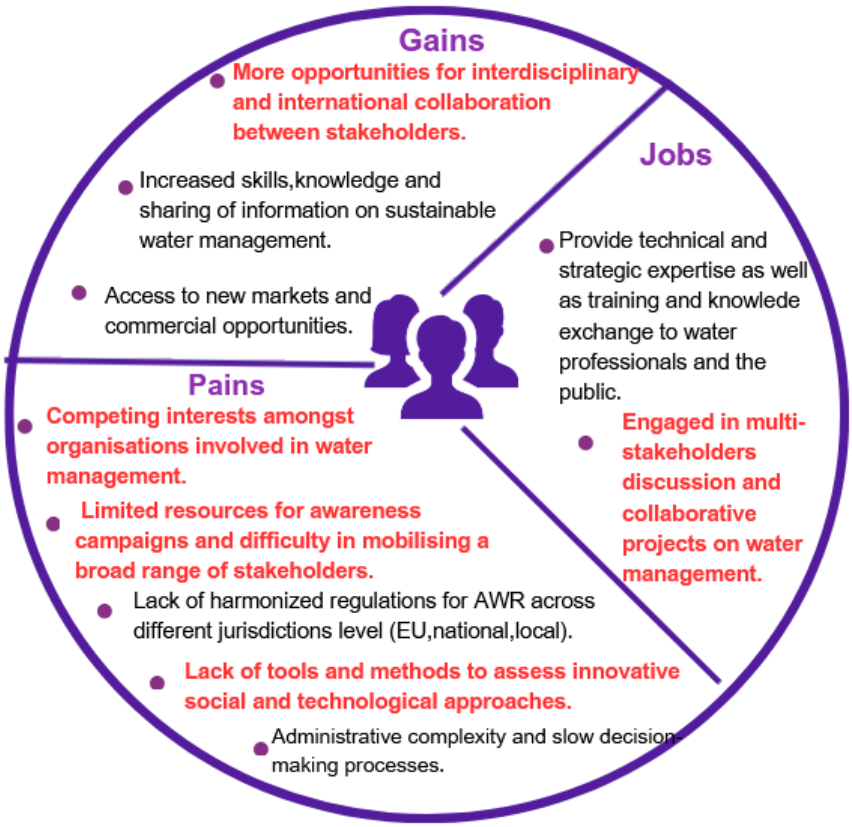

Figure 28 : Association's Value Proposition Canvas for Result 4 « Patrimonial framework for AWR assessment »

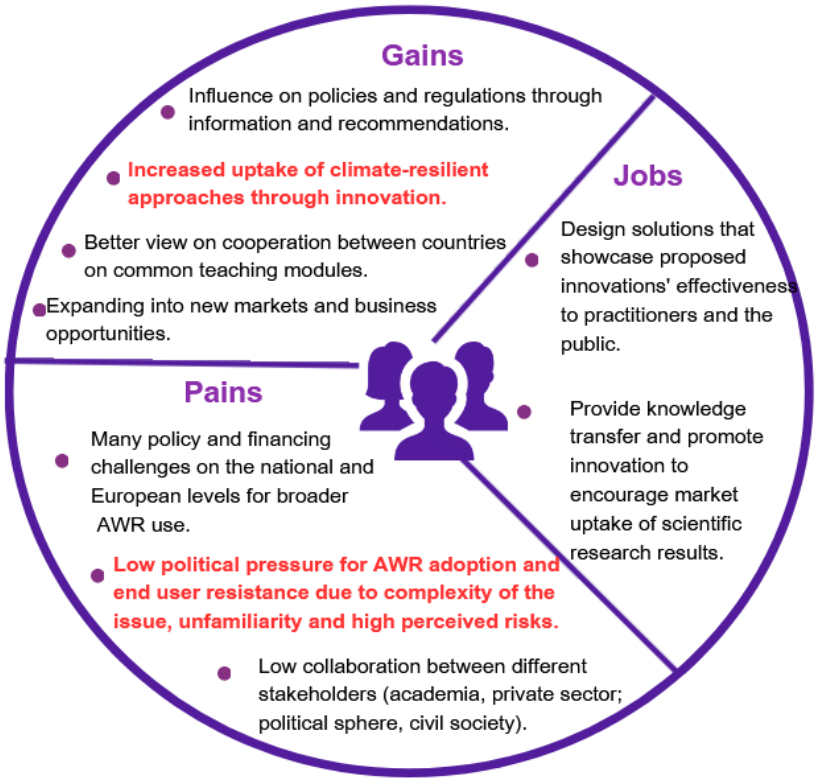

Figure 29 : SME's Value Proposition Canvas for Result 4 « Patrimonial framework for AWR assessment »

II.2.5 Result 5: Multi-Actors Strategic Foresight and evaluation procedures

Result 5 will build the structure for multi-scale and multi-actor deliberations around the question "what should be done?" In a co-creation approach with the Demo cases, it will seek to understand the cumulative impacts and opportunities across the AWRs and translate them into collective action and management at the local level. It will rely on a combination of different methods used in strategic foresight, including horizon scanning and megatrends analysis. This framework will be completed by a wider assessment of AWRs adaptation strategies and the understanding about how, by whom and for whom these solutions should be introduced.

Result 5 is linked with the Deliverable 3.3 due month 30 which is the development of a strategic foresight framework and the Deliverable 3.4 which is a framing assessment in a situation of uncertainty due month 30.

UPSaclay is the lead developer of this framework, supported by OiEau, EPlanete, Aqua Valley, InterSus, BDG, AIMEN, NTUA, IRIDRA, UTCB.

The detail factsheet of result 5 is available in the annex 2.5.

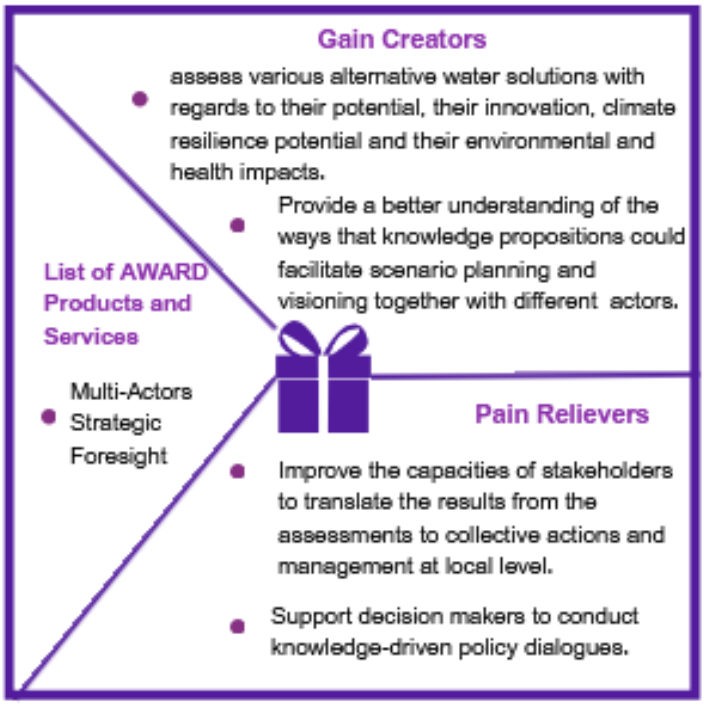

Figure 30 : Value Proposition Map of Result 5 « Multi-Actors Strategic Foresight and evaluation procedures»

II.2.5.1 AWARD Value Proposition Canvas for Result 5: Multi-Actors Strategic Foresight and evaluation procedures

Together with result 4, result 5 will seek to understand the cumulative impacts and opportunities across the AWRs, and translate them into collective action and management at the local level. This will ease the perceived pain of multiple stakeholders (water managers and researchers). By taking into account local perceptions and knowledge it will improve inclusivity in decision making and increase the ownership and uptake of AWR technologies, well aligning with the gains and pains of AWARD stakeholders.

Figure 31 : Water manager's Value Proposition Canvas for Result 5 « Multi-Actors Strategic Foresight and evaluation procedures»

Figure 32 : Researcher's Value Proposition Canvas for Result 5 « Multi-Actors Strategic Foresight and evaluation procedures»

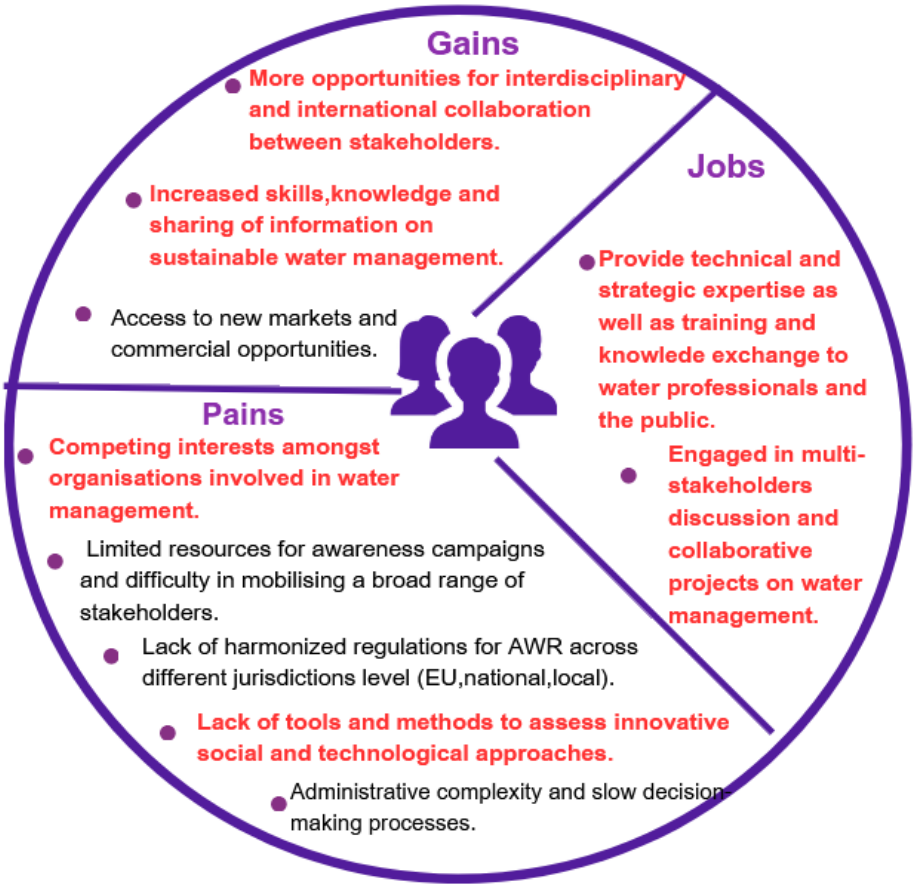

Figure 33 : Associations Value Proposition Canvas for Result 5 « Multi-Actors Strategic Foresight and evaluation procedures »

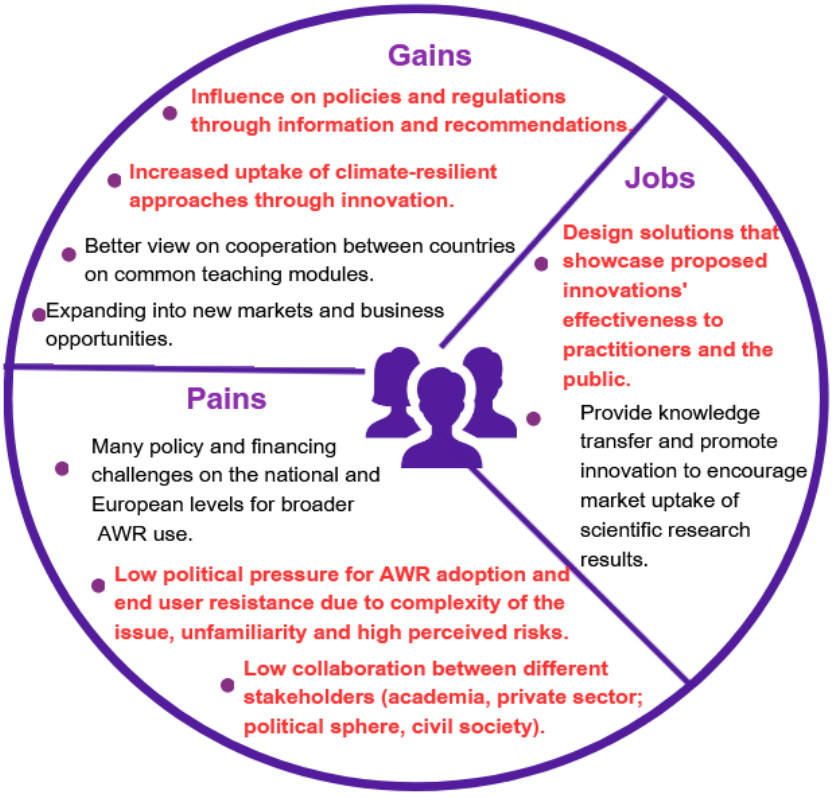

Figure 34 : SME's Value Proposition Canvas for Result 5 « Multi-Actors Strategic Foresight and evaluation procedures »

II.2.6 Result 6: AWARD Deliberation Support Tool for Territorial Sustainable Development platform

AWARD Deliberation Support Tool for Territorial Sustainable Development (DST-TSD) is a digital platform covering various functionalities such as spatial representation of water technologies and their territories, cataloguing, tools and applications of evaluation, deliberation support, and documentation. For example, it will showcase a deliberative evaluation tool with a matrix crossing (i) qualitative and quantitative indicator, (ii) AWRs related issues and (iii) scenarios showing the impacts of different uses of AWRs. This work is based on results 4 and 5 and particularly the multi actors multicriteria assessments. The platform will host the AWARD Observatory compiling all the knowledge products from the project ((demo cases, documentation, KER catalogues, etc.).

Result 6 is specifically linked with the Deliverable D4.1 Conception of the DST-TSD platform due month 12 and D4.3 AWARD Deliberative Evaluation due month 36. It is also interlinked with other deliverables from the same Work package.

ePLANETe Blue is the lead developer of this platform, supported by all partners.

The detail factsheet of result 6 is available in the annex 2.6.

Figure 35 : Value Proposition Map of Result 6 « AWARD Deliberation Support Tool for Territorial Sustainable Development platform»

II.2.6.1 AWARD Value Proposition Canvas for Result 6: AWARD Deliberation Support Tool for Territorial Sustainable Development platform

The digital platform would be open access and target all stakeholders from the project. The deliberative tool showcasing an evaluation matrix could be used as educational tool for students and for support for multi-stakeholder's dialogue by decision makers. It is an effective way of reaching a wide range of stakeholders and

provide all the knowledge related products of the projects. As a collaborative platform, it offers all stakeholders to contribute to the knowledge and exchange experiences and reflexive feedback.

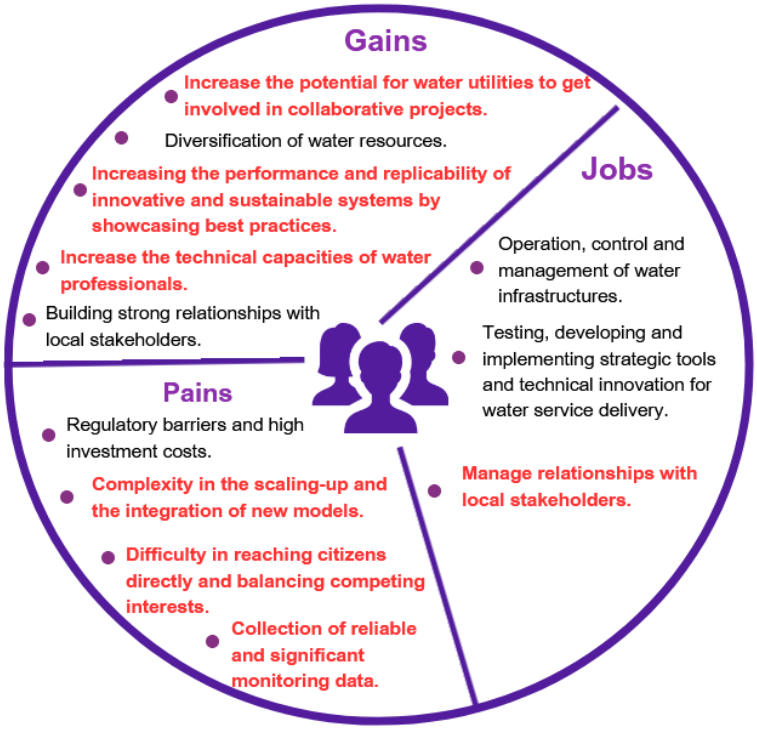

Figure 36 : Water manager's Value Proposition Canvas for Result 6 « AWARD Deliberation Support Tool for Territorial Sustainable Development platform »

Figure 37 : Researcher's Value Proposition Canvas for Result 6 « AWARD Deliberation Support Tool for Territorial Sustainable Development platform »

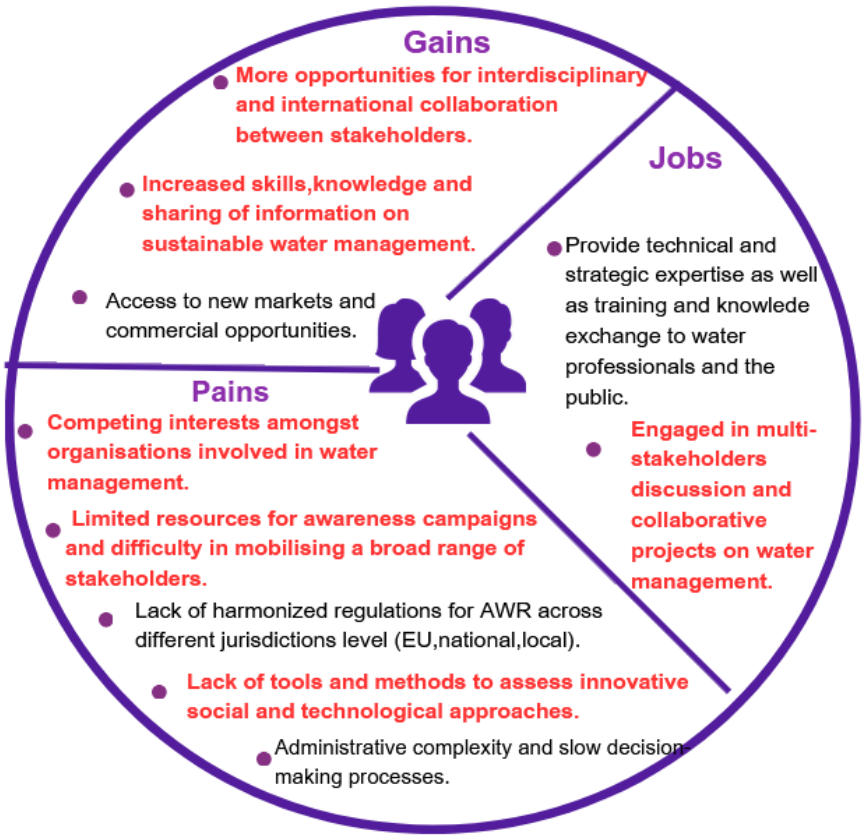

Figure 38 : Associations Value Proposition Canvas for Result 6 « AWARD Deliberation Support Tool for Territorial Sustainable Development platform »

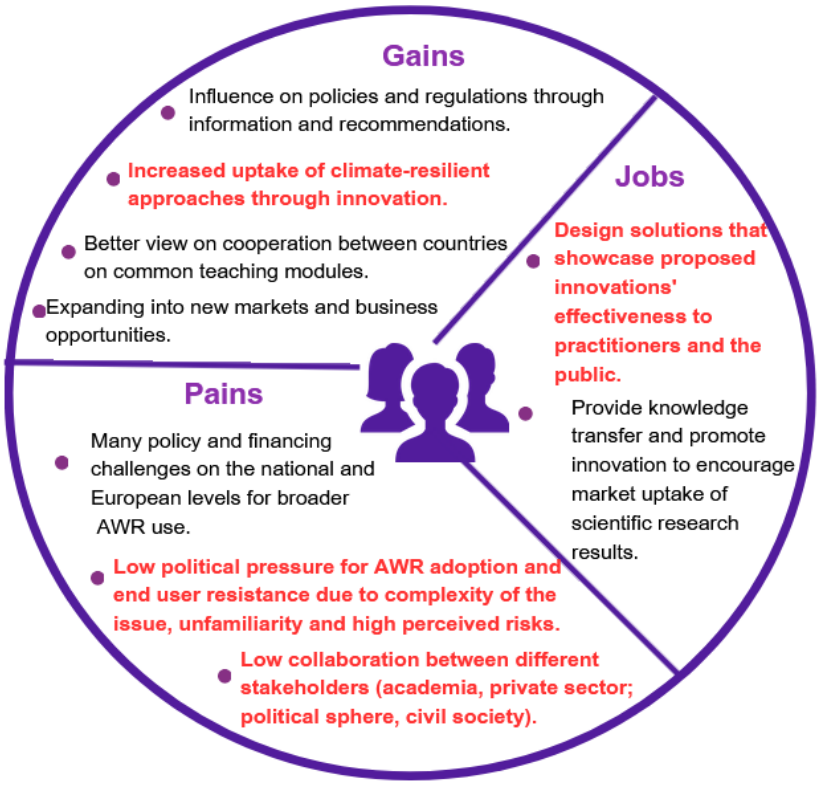

Figure 39 : SME's Value Proposition Canvas for Result 6 « AWARD Deliberation Support Tool for Territorial Sustainable Development platform »

II.2.7 Result 7: Testing and monitoring of AWRs solutions in 4 demo cases

This result aims at experimenting AWRs at the local scale in 4 different areas. Each Demo case (DC) is confronted to water scarcity due to climate change and needs to assess the multiple benefits of AWRs to provide social innovative solutions to existing or potential water uses conflict. DC are located in three different biogeographical regions (continental, Mediterranean, Atlantic). Aquifer recharge, storm water, rainwater harvesting and water reuses are the AWRs considered by the DC to improve water security of water supply. Each DC will work on the sustainability of such solution by assessing the environmental impacts, social acceptability and investment costs (both in terms of implementation and to meet EU water related policies).

Result 7 is specifically linked with the Deliverable D5.2, D5.3, D5.4, D5.5 due month 20 which are the implementation reports of the DC and D5.6 due month 36 which is the final combined implementation report.

UTCB, IRIDRA, NTUA and AIMEN are the leaders' organisations for each DC, supported by all partners.

The detail factsheet of result 7 is available in the annex 2.7.

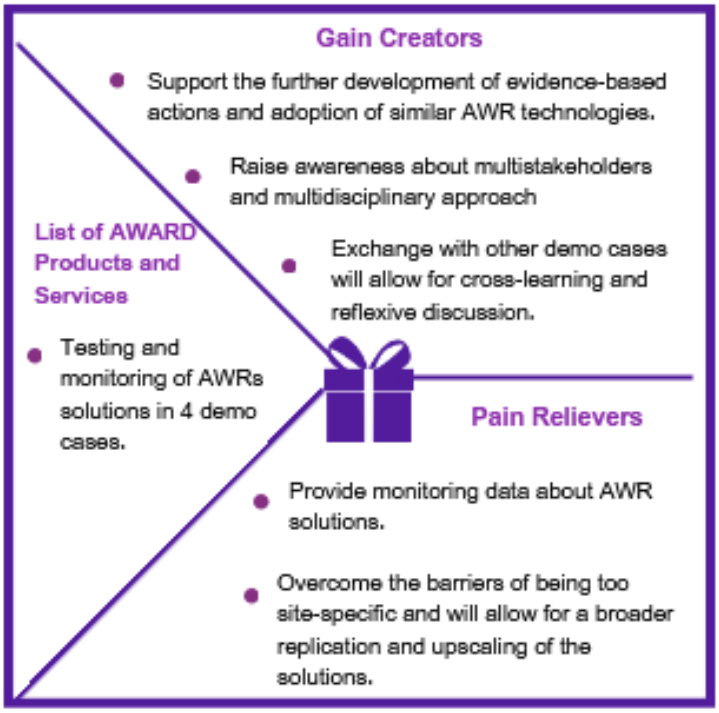

Figure 40 : Value Proposition Map of Result 7 « Testing and monitoring of AWRs solutions in 4 demo cases»

II.2.7.1 AWARD Value Proposition Canvas for Result 7: Testing and monitoring of AWRs solutions in 4 demo cases

As demo case studies communities involves a wide range of stakeholders, this result also targets different audiences. By design, the demo cases projects gather stakeholders from all categories, thus improving their interactions and mutual understandng of AWR and its related challenges. By showcasing local water supply projects, this result particularly aligned with the reality of water managers, pains and gains.

Figure 41 : Water manager's Value Proposition Canvas for Result 7 « Testing and monitoring of AWRs solutions in 4 demo cases »

Figure 42 : Researcher's Value Proposition Canvas for Result 7 « Testing and monitoring of AWRs solutions in 4 demo cases »

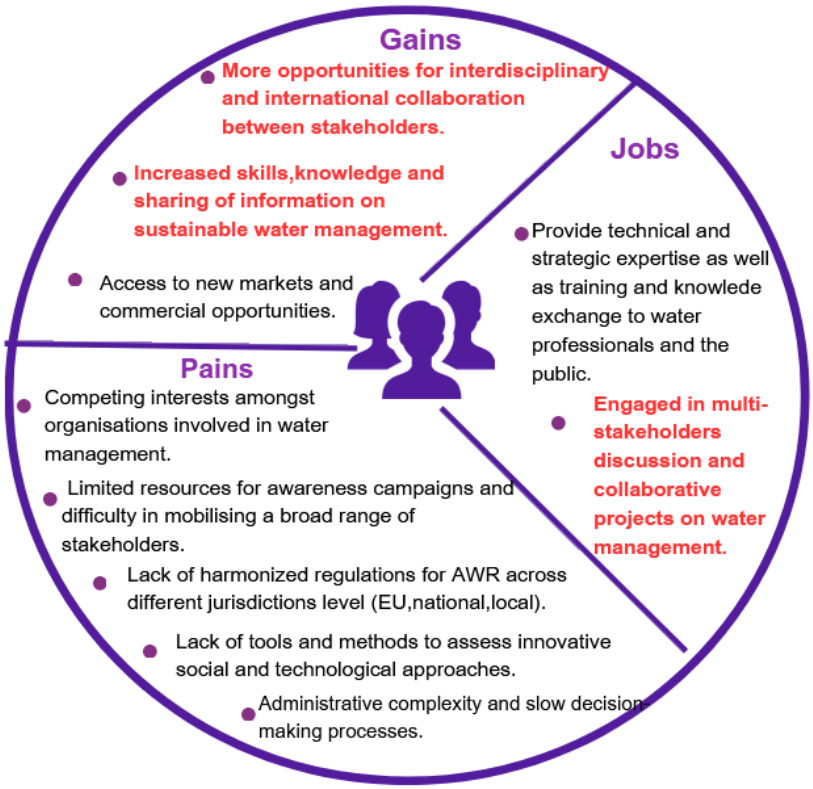

Figure 43 : Association's Value Proposition Canvas for Result 7 « Testing and monitoring of AWRs solutions in 4 demo cases »

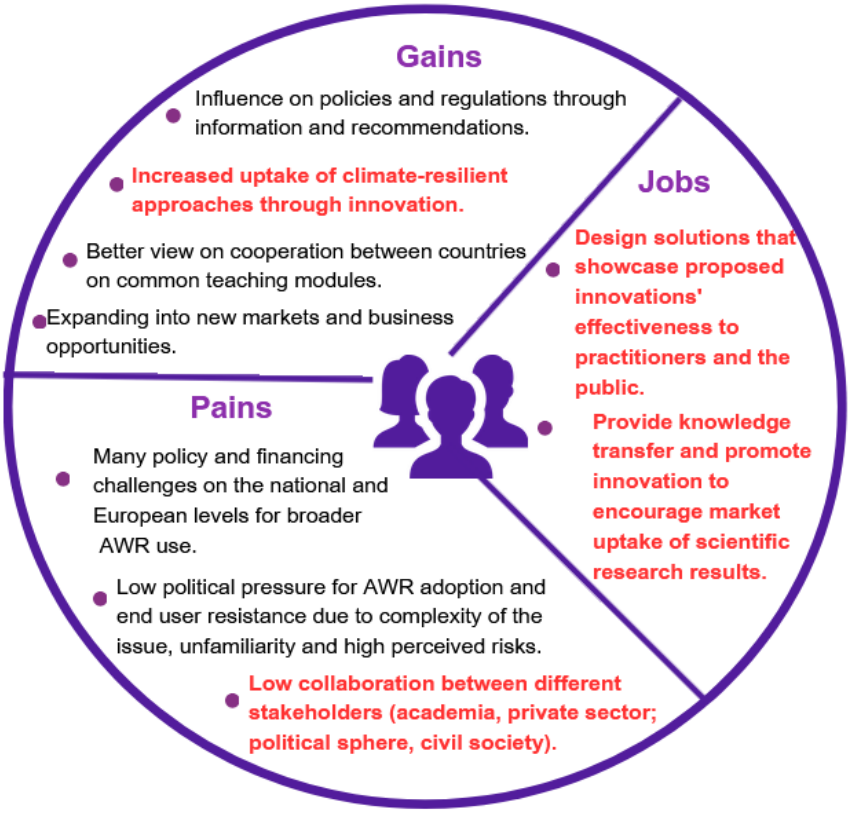

Figure 44 : SME's Value Proposition Canvas for Result 7 « Testing and monitoring of AWRs solutions in 4 demo cases »

II.2.8 Result 8: Establishment of multi-level community of practices

Result 8 is about the creation of Community of Practices (CoP) at the demo cases level with the Transversal Interest Groups (TIG) and the local Water forum (LWF) and at the regional and European scale with the networking activities bridging the gap between the project and potential other water supply planners & stakeholders in different countries.

Result 8 is specifically linked with the Deliverable D.5.1, due month 6, which included a stakeholder mapping and guidelines to create the TIG and is closely linked with WP2 on socio-political support and engagement for AWR at the demo case levels and WP6 on impact maximisation for the networking activities at the regional and EU level.

OIEAU is leader for the establishment of the TIG and BDG, Aqua Valley, UTCB, IRIDRA, NTUA, AIMEN, CMM, CAP, PSB, CETAQUA, VIAQUA are leaders' organisations for the exploitation of the local and regional/EU communities of practice.

The detail factsheet of result 8 is available in the annex 2.8.

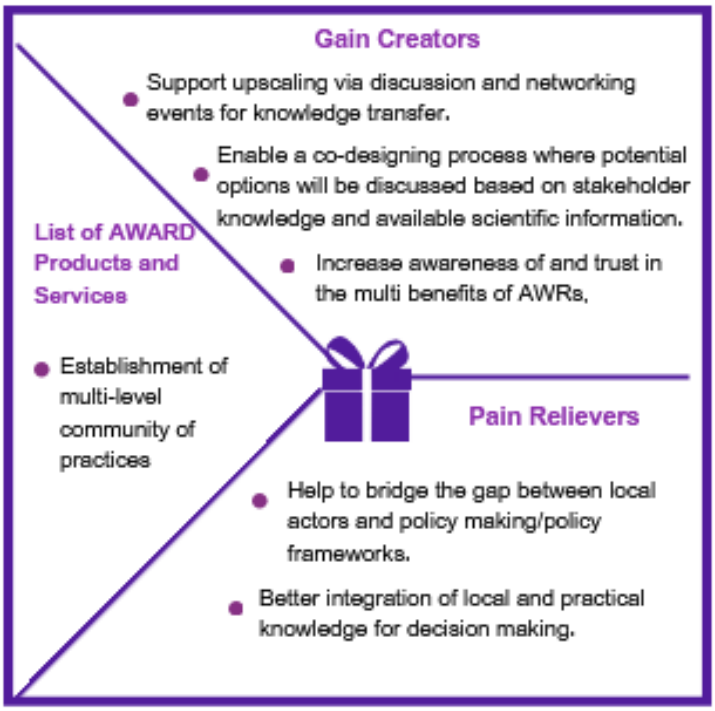

Figure 45 : Value Proposition Map of Result 8 « Establishment of multi-level community of practices»

II.2.8.1 AWARD Value Proposition Canvas for Result 8: Establishment of multi-level community of practices

As this result includes three different CoPs at the scale of the demo cases, project, and EU levels, this result targets various audiences.

In particular, the Local Water Forums represent an example of bottom-up engagements alleviating the pains linked with reaching end users and understanding their interests and concerns. By connecting actors from

different categories and sectors, it could enhance collaboration and collective action to extend the experiences from the demo cases with other actors and in different geographical areas.

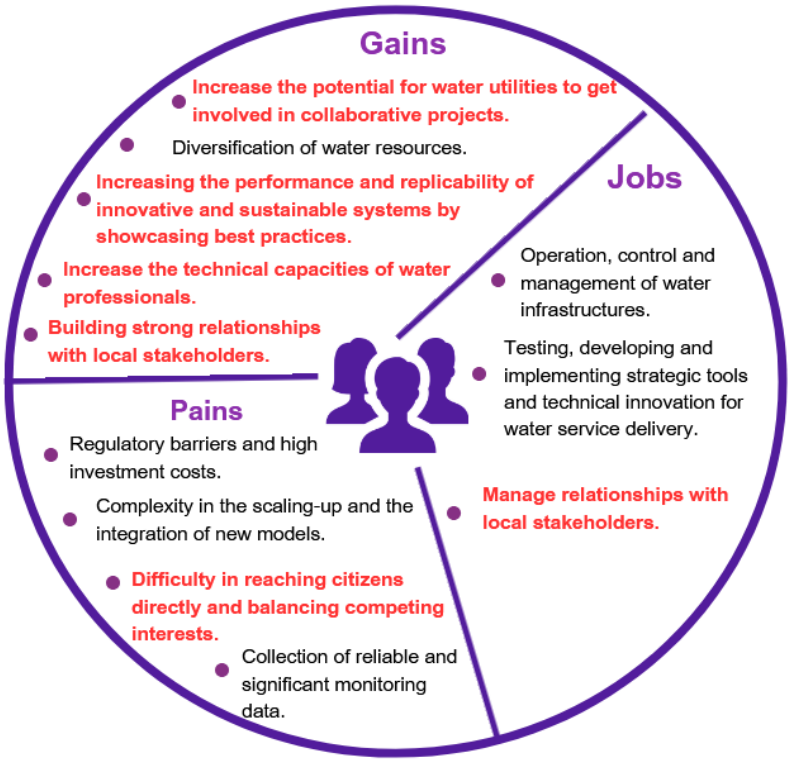

Figure 46 : Water manager's Value Proposition Canvas for Result 8 « Establishment of multi-level community of practices »

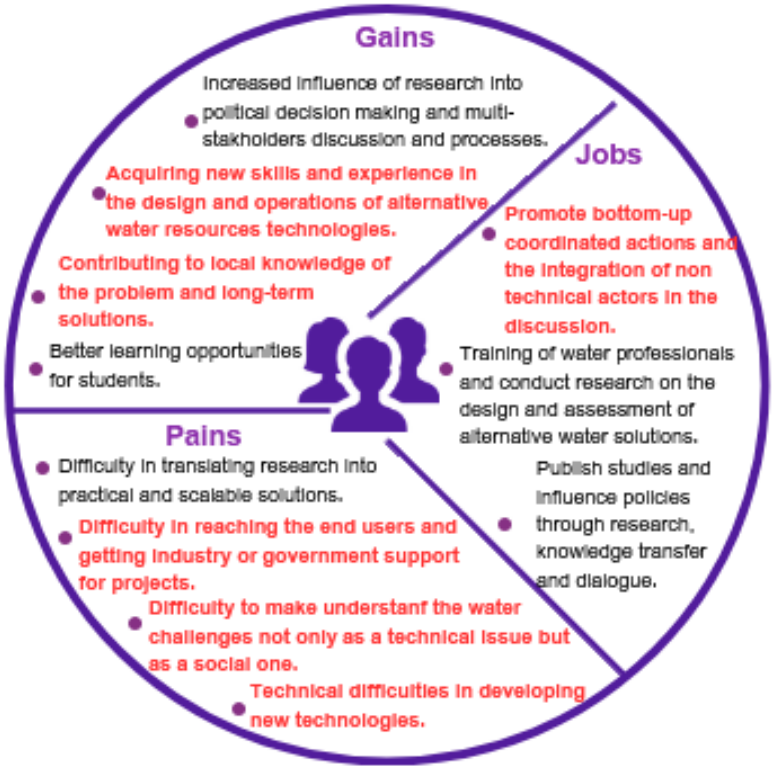

Figure 47 : Researcher's Value Proposition Canvas for Result 8 « Establishment of multi-level community of practices »

Figure 48 : Association's Value Proposition Canvas for Result 8 « Establishment of multi-level community of practices »

Figure 49 : SME's Value Proposition Canvas for Result 8 « Establishment of multi-level community of practices »

II.2.9 Result 9: Raising awareness and training support tools

AWARD DST-TSD digital platform (result 6) as well as AWARD website will provide a set of raising awareness and training tools and materials, tailored to different audiences. The aim is to provide a better understanding of AWRs implementation solutions and challenges in order to support further uptake and upscaling to other demo sites. Both platforms will be user-friendly and freely accessible. This result will ensure effective external communication to achieve change, acceptance of AWRs solutions and successful dissemination of the project progress and results.

A specific focus will be given to the social innovation approach with dedicated factsheets which will tackle the societal challenges (societal challenges, environmental, technical, governance and capacity development dimensions) surrounding AWR adoption.

Result 9 is mainly based on WP 6 on impact maximisation and more specifically to Deliverable 6.1 and 6.7 on AWARD multi-level communication and dissemination plan and training plan, Deliverables 6.4; 6.5; 6.6 on the development of Social Innovation factsheets and D.6.8 and D6.11 on an E-book and AWARD guide of good practices for AWRs upscale and transfer.

OiEau and Aqua Valley are the leaders for the development of these knowledge and communication products supported by all partners.

The detail factsheet of result 9 is available in the annex 2.9.

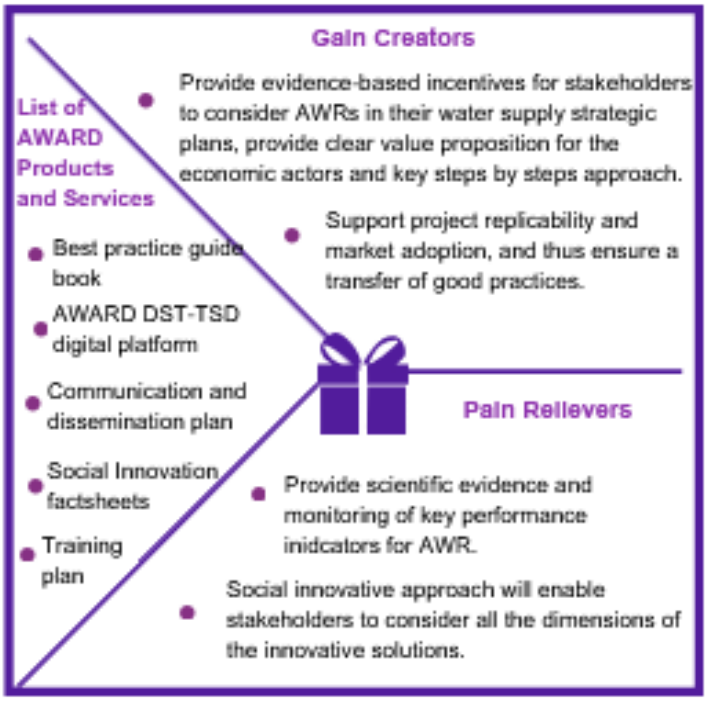

Figure 50 : Value Proposition Map of Result 9 « Raising awareness and training support tools»

II.2.9.1 AWARD Value Proposition Canvas for Result 9: Raising awareness and training support tools

Raising awareness on AWR and providing support for training could help all stakeholders involved in water management to better understand AWRs implementation solutions and challenges and take evidence-based decisions.

All the gains and pains related to the need for more awareness, information sharing and evidence-based decisions are supported by this result, for different end-users. By doing so, providing tools and materials can also lead to better uptake of AWR technologies.

Figure 51 : Water manager's Value Proposition Canvas for Result 9 « Raising awareness and training support tools »

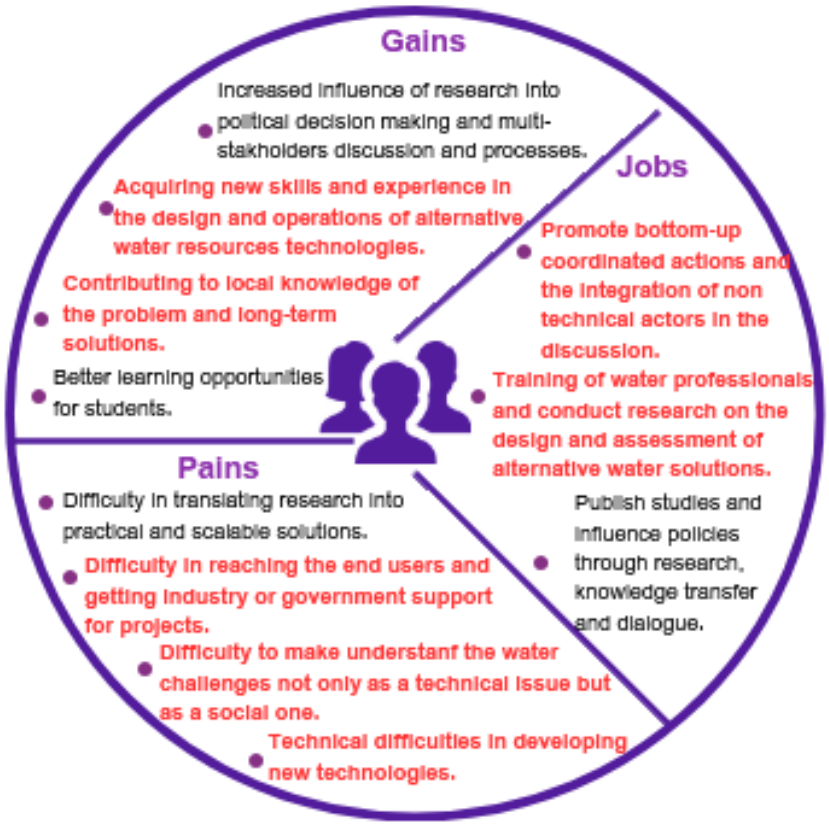

Figure 52 : Researchers Value Proposition Canvas for Result 9 « Raising awareness and training support tools »

Figure 53 : Associations Value Proposition Canvas for Result 9 « Raising awareness and training support tools »

Figure 54 : SME's Value Proposition Canvas for Result 9 « Raising awareness and training support tools »

Conclusion and next steps

The Value Proposition Canvas highlighted the fits between AWARD results and end-users' expectations, difficulties and objectives. It is based on the first list of AWARD results set during the first period of the project (January 2024 – May 2025).

The next steps consist in the development of the exploitation roadmap composed of two parts: firstly the Business model canvas presenting AWARD results and a second section dedicated to the prioritizing of AWARD Key Exploitable Results (KER) from the initial results listed in this Value Proposition.

The Business model canvas will propose a categorisation of AWARD results, starting from the Value Proposition Canvas description. 8 additional blocks of information will detail how AWARD results can create value for the stakeholders in the adoption and implementation of AWR technologies (See Figure 55).

The exploitation roadmap will consist in a detailed catalogue of AWARD KER. Each result will be detailed with a minimum of common fields: Description, Contact, Target, Dimension (Technological / Non technological), EU type (policy related policy related result, scientific or technological R&D result including ICT Hardware, ICT software digital solution, other intangible results, services and other), AWARD type (product or services), Readiness levels (TRL and SRL), AWARD context and resources (direct access, when possible, to the result). This approach is aligned with the EU booster platform.

The overall method is based on a co-development process with all the partners through WP6 meetings. Indeed, each stage of the Business model canvas and exploitation roadmap will be discussed and analysed with partners.

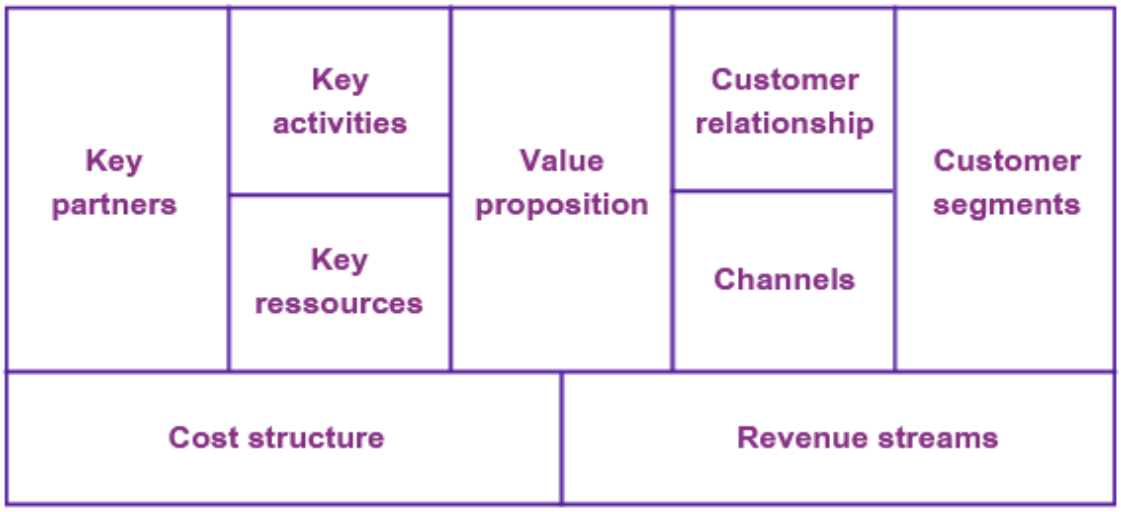

Figure 55 : Business Model Canvas template

Annexes

Annex 1: Partners Value Propositions

Annex 1-1: CMM Value Proposition Canvas

The Citta Metropolitana di Milano is the public authority of the city of Milan in Italy in charge of the overall spatial planning, including communication facilities, service networks and infrastructure of the city as well the management and regulation of municipal service delivery such as the water supply but also public health management, education and safeguard the local environment.

CMM is committed as a public authority to safeguard the water resources of their territory and ensure adequate services to its citizens. They are therefore interested in strengthening the regulation for AWR adoption and implementation and increased the awareness of their citizens about AWR technologies and their importance in order to preserve the water resources.

CMM is categorized as a Water manager organization.

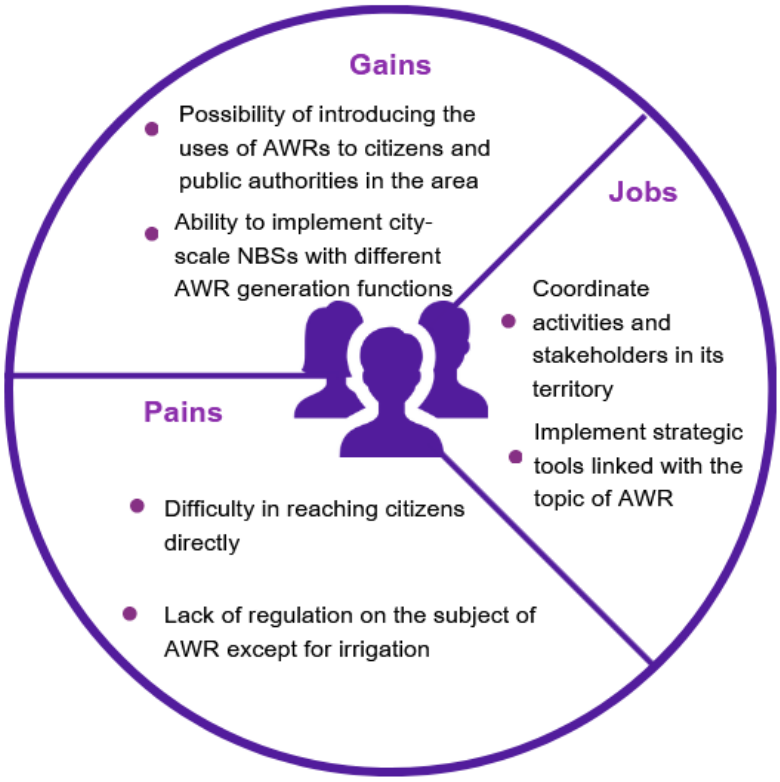

Figure 56 : CMM - Water manager (IT) profile

Annex 1-2: VIAQUA Value Proposition Canvas

Viaqua is a water utility company operating in 48 towns in the four provinces of Galicia in Spain and meet the needs of over 765,000 people. VIAQUA is the water utility that manages the storm tank where the demo case on rainwater and stormwater collection and treatment in Spain will took place.

As a supplier company, VIAQUA is interested in increasing the capacities of water professionals in the field of AWR and increasing the upscale of technologies through more involvement of water utilities in collaborative projects.

VIAQUA is categorised as a Water manager organization.

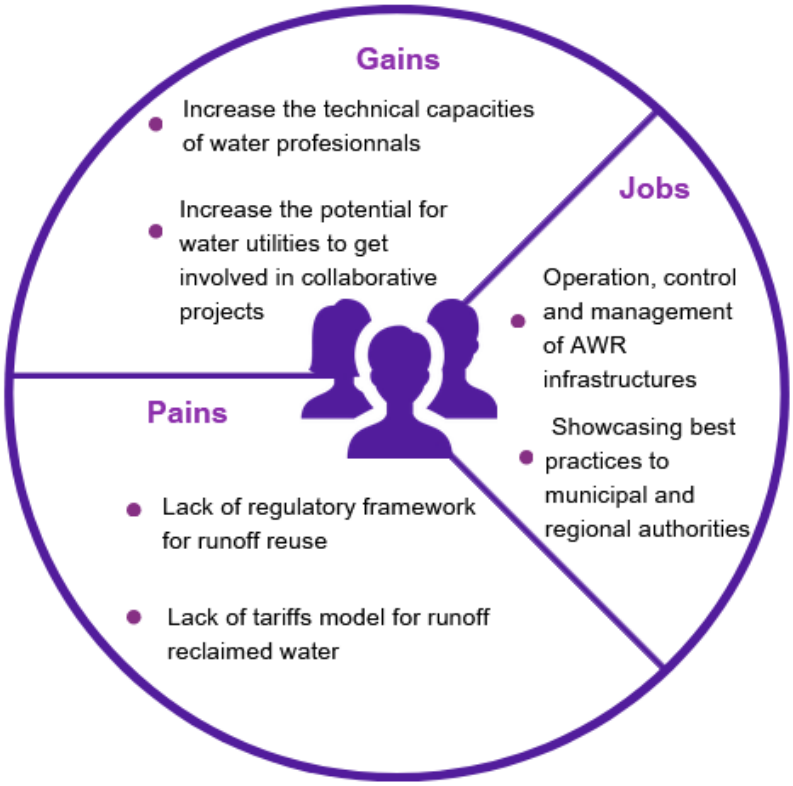

Figure 57 : VIAQUA - Water manager (ES) profile

Annex 1-3:CAP Value Proposition Canvas

CAP is a publicly owned company that manages the water assets (networks and plants) of municipalities in Italy. Its core responsibilities encompass investments in knowledge and computerisation and strategic planning to ensure the quality of the services to local authorities.

CAP is categorised as a Water manager organization.

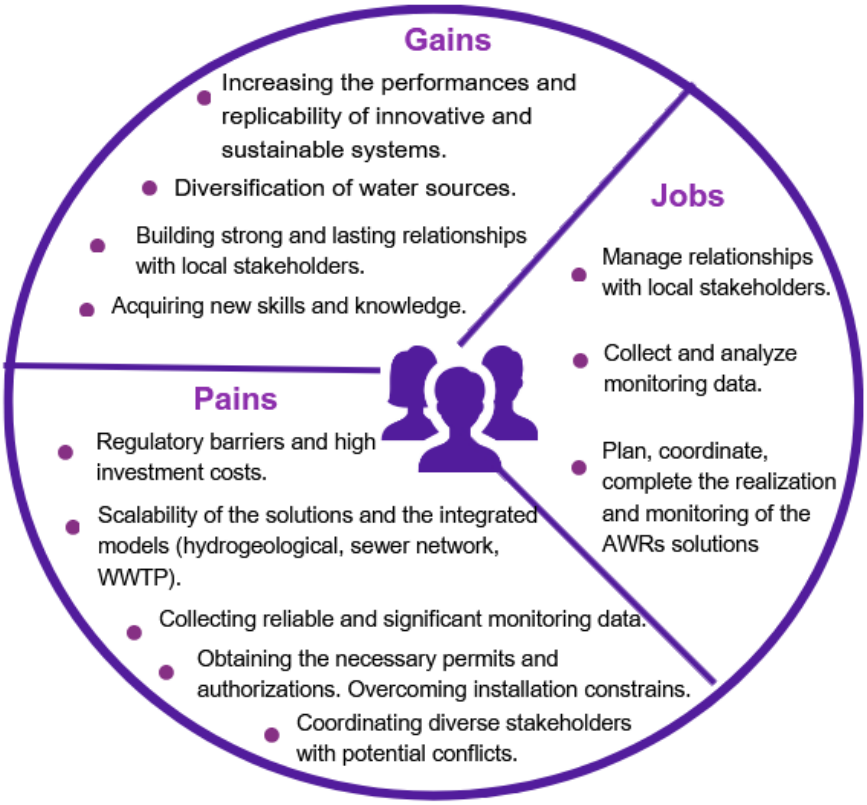

Figure 58 : CAP - Water manager (IT) profile

Annex 1-4: UPSaclay Value Proposition Canvas

Université Paris-Saclay (UPSaclay) is a unique network of faculties, associate member universities and research organizations active on research and training in the fields of science and engineering, life and health sciences, and human and social sciences.

UPSaclay will develop an integrated analysis based on a multi-perspective representation of AWRs from a patrimonial approach and work on a Multi-Scales Multi-Actors Strategic Foresight.

Their interests lie in the better understanding of what could be done to better enhance AWR adoptions amongst different stakeholders and identify opportunities for actions in a co-creation process with local stakeholders of the demo cases.

UPSaclay is categorised as a research institution.

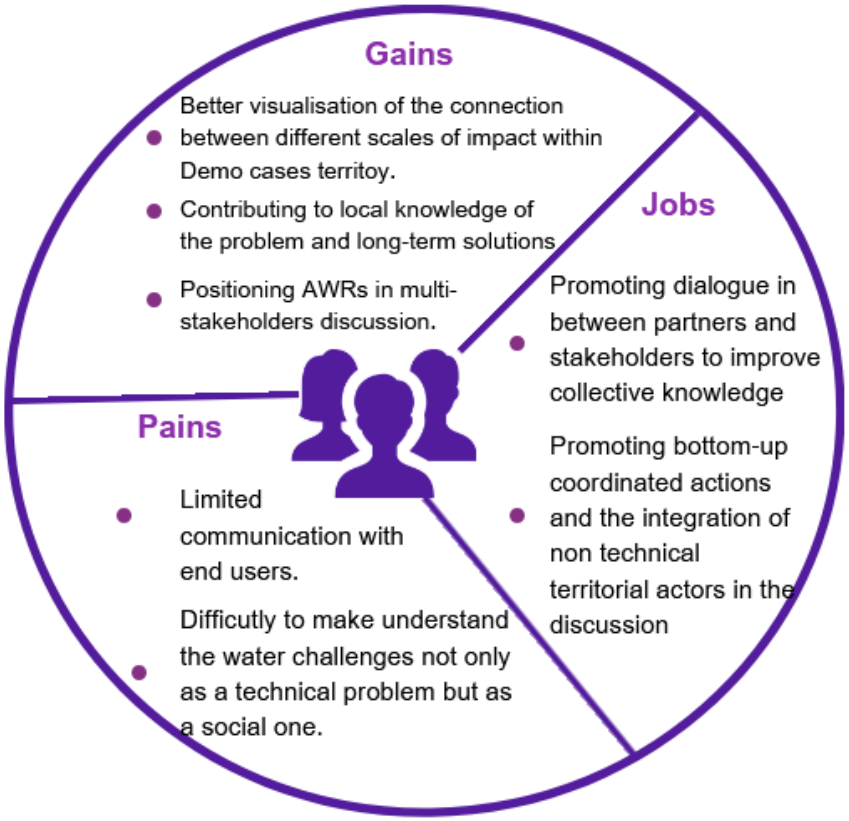

Figure 59 : UPSaclay – Researcher (FR) profile

Annex 1-5: UTCB Value Proposition Canvas

The Technical University of Civil Engineering Bucharest (UTCB) is a higher education institution in Romania training specialists in the fields of civil engineering, environmental engineering, plant engineering, geotechnical engineering and mechanical engineering for construction.

Involved in the demo case 1 in Romania, UTCB will develop an urban local hydrological model (surface and subsurface) for the Tei neighbourhood to estimate the urban water balance, analyse the potential behaviour of the urban aquifer system, and determine the volumes required for its recharge.

Their interests are linked with improving the enabling conditions (technical capabilities and financing) for the development and implementation of AWR projects and increasing the up scaling of these technologies.

UTCB is categorised as a research institution.

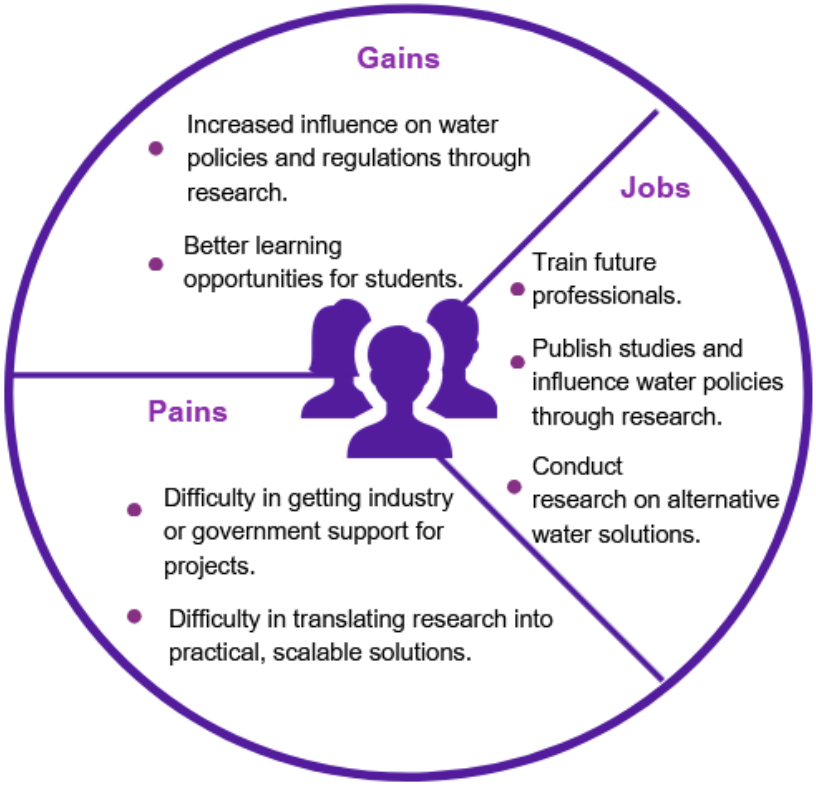

Figure 60 : UTCB - Researcher (Ro) profile

Annex 1-6: CETAQUA Value Proposition Canvas

The Centro Tecnológico Del Agua (CETAQUA) is a water technology centre applying scientific knowledge to the water cycle, especially in the field of wastewater treatment and recovery of resources, at regional, national and European level.

CETAQUA will be involved in the demo case in Spain focussing on the assessment of treated rain and stormwater as an alternative source of water to reuse. CETAQUA will lead the activities of assessment of water reuse in the industrial park and the potential of replication of decentralized rainwater management. Their interests lie in the better understanding of end-user's expectations and requirements and in the increase of collaboration with them.

CETAQUA is categorised as a research institution.

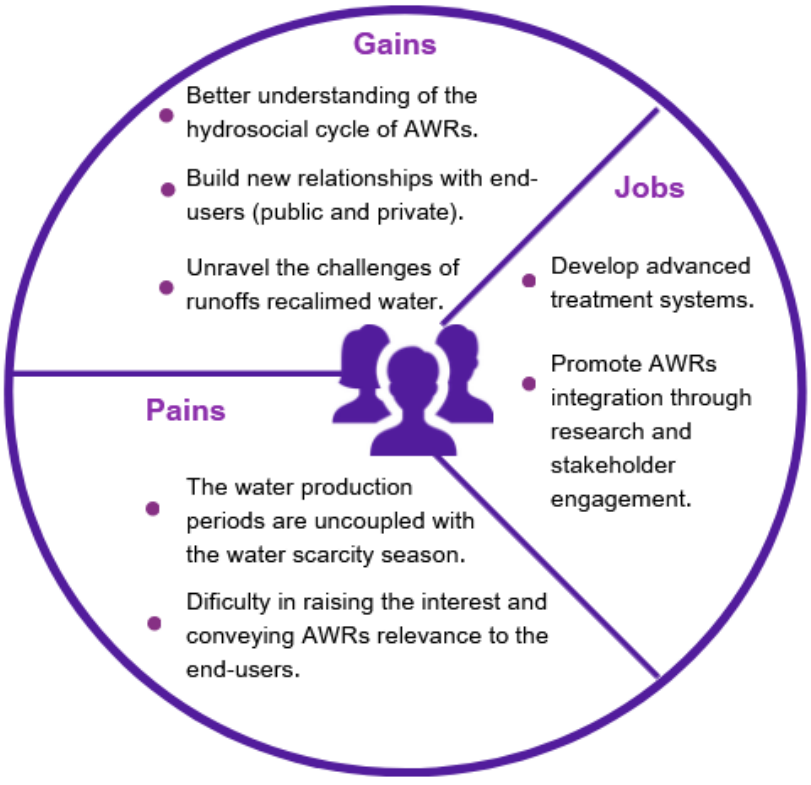

Figure 61 : CETAQUA – Researcher (ES) profile

Annex 1-7: AIMEN Value Proposition Canvas

The Asociacion de Investigacion Metalurgica Del Noroeste (AIMEN) is a private non-profit association doted of an Innovation and Technology Center highly specialized in materials and in advanced manufacturing. They are active in the development of technologies that improve waste-water treatment and urban-industrial waste treatment and its transformation into extra added value products.

In the demo case in Spain, AIMEN will be in charge of the monitoring campaigns to assess the water quality of the treated rain and stormwater. Their interest lies in the further development and building skills for implementing Nature-Based Solutions (NBS) projects and upscale these solutions.

AIMEN is categorised as a research institution.

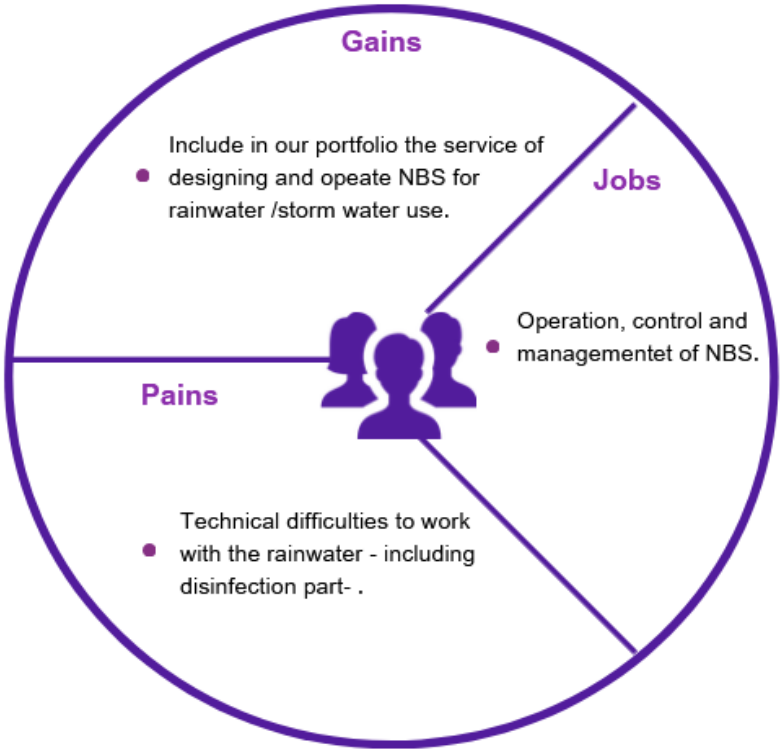

Figure 62 : AIMEN – Researcher (ES) profile

Annex 1-8: Aqua-Valley Value Proposition Canvas

The Aqua-Valley is a competitiveness cluster regrouping more than 200 public and private organizations (companies, start-ups, research centers, universities, associations) in the water sector. Some of its key missions are innovation capacity, access to R&D and financing, growth development, skills enhancement and international deployment.

Aqua-Valley will lead the work on capitalizing on all the knowledge produced within the project with a focus on the replicability of the solutions to other demo sites and stakeholders beyond the consortium partners which is part of WP6.

Aqua-Valley is categorised as an association.

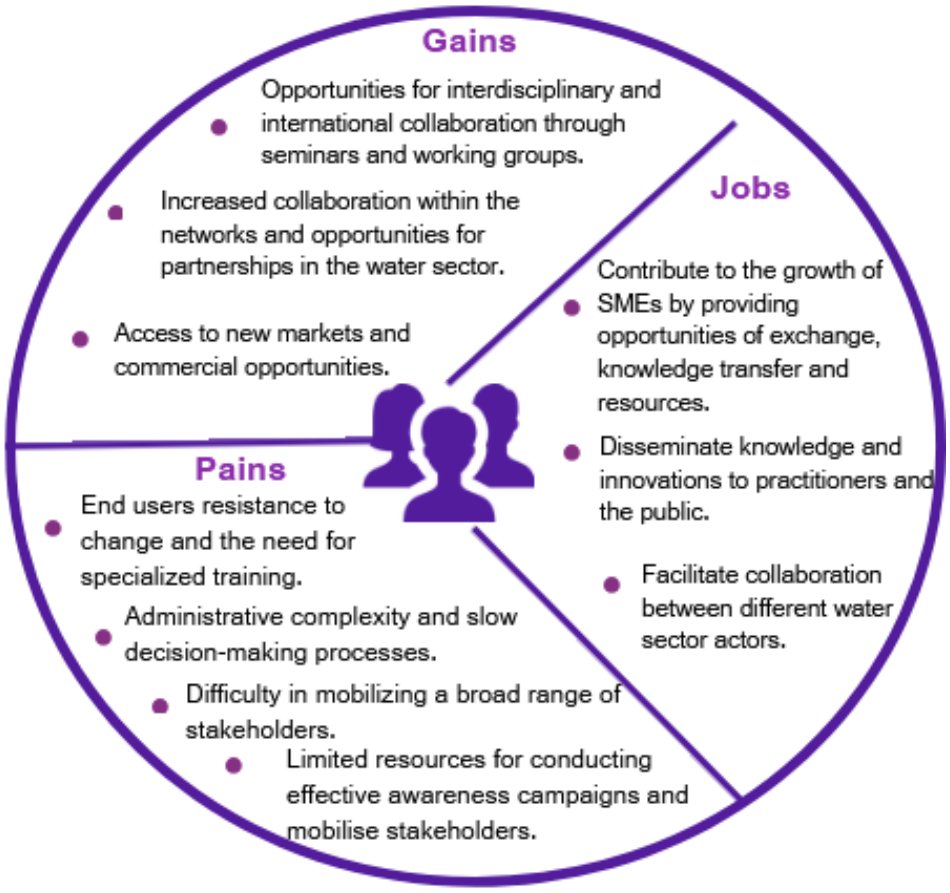

Figure 63 : AquaValley – Association (FR) profile

Annex 1-9: OiEau Value Proposition Canvas

OiEau is the coordinator of the project and leader of the WP6 on Communication, Dissemination and Exploitation activities.

OiEau works with local authorities, water companies but also basin organizations, so can mainly support these stakeholders in better understanding AWR technologies and leverage the knowledge and experience acquired within the project to a broader range of stakeholders.

OiEau is categorized as an Association organization.

Figure 64 : OiEau – Association (FR) profile

Annex 1-10: InterSus Value Proposition Canvas

InterSus – Sustainability Services is a small environmental policy consultancy specialized in environmental policy and socioeconomics, with a focus on implementation and impact assessments of policies and measures, project monitoring and evaluation. Further specialization lies in water economics as well as capacity building and moderation/facilitation.

InterSus will lead the work on the regulatory and policy review of the European regulation regarding AWRs and water quality standards under WP 2. Through his work as a consultancy, InterSus seek to influence policies and regulations development on AWR and better understand the factors behind the social acceptance of these technologies.

InterSus is categorised as a SME.

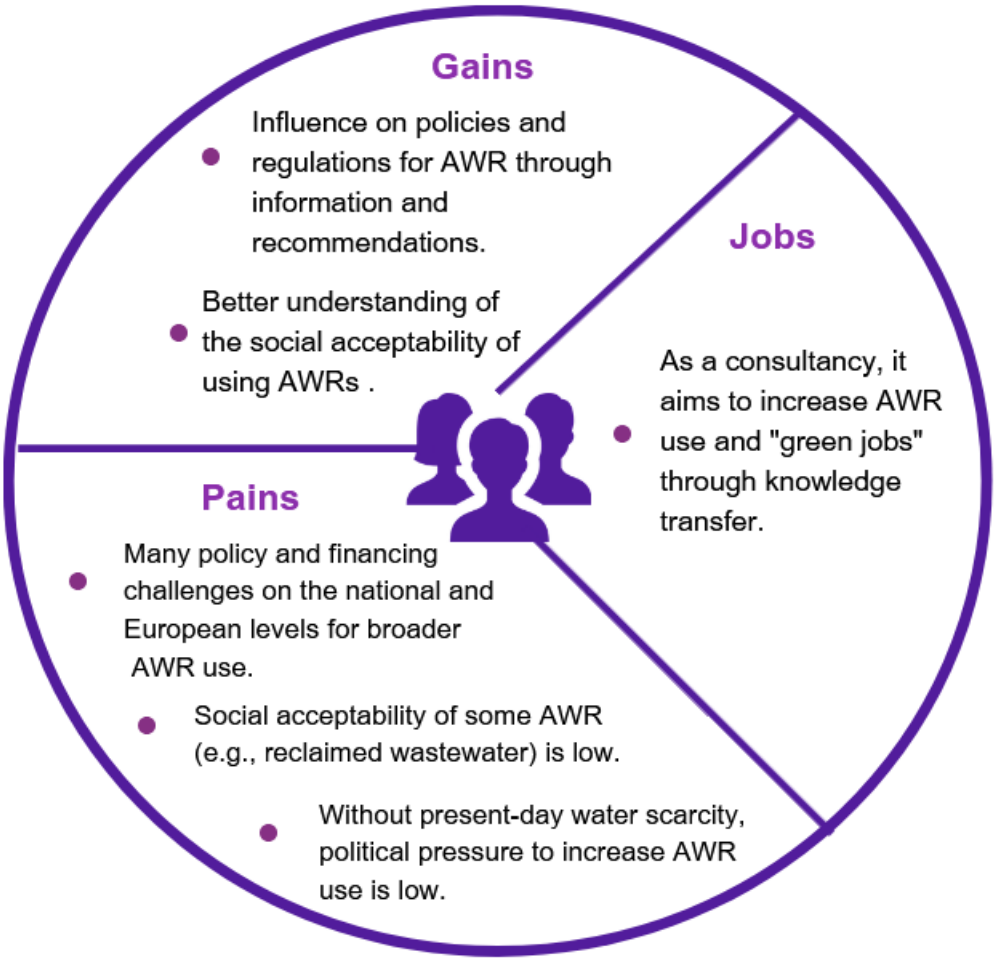

Figure 65 : InterSus – SME profile

Annex 1-11: BDG Value Proposition Canvas

Business Development Group (BDG) specializes in lending support to small and medium enterprises which are looking to expand or grow their business in Romania. BDG has facilitated ties between local companies and EU partners and contributed to transposing relevant legislation in a wide variety of projects in the fields of adaptation to climate change, energy efficiency in buildings and waste and water management.

As the lead for WP 2, BDG will provide analytical work on the societal acceptability of AWRs as well as policy support through policy brief addressed to policy makers at Eu and national levels as well as local support to stakeholders at the demo cases level.

BDG is categorised as a SME.

Figure 66 : BDG – SME (Ro) profile

Annex 1-12: IRIDRA Value Proposition Canvas

IRIDRA is an engineering firm which provides services in the field of planning, design and work supervision of works related to sustainable water management. It particularly focuses its work on NBS and green infrastructure (such as constructed wetland for wastewater treatment), sustainable drainage systems (SuDS), ecosystem services and climate change adaptation and mitigation in the water sector.

IRIRDRA is the lead coordinator for the Demo Case in Italy on sustainable drainage systems. IRIRDRA is committed to support technological innovation and build a business case for new technologies such as AWR and NBS adoption.

IRIDRA is categorised as a SME.

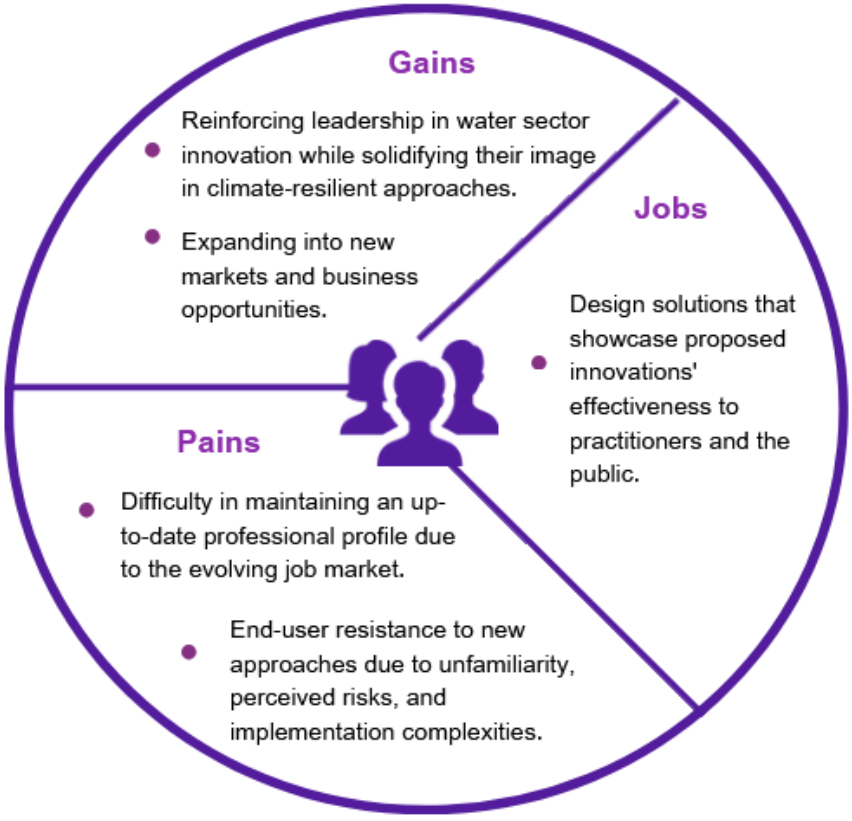

Figure 67 : IRIDRA – SME (IT) profile

Annex 2: Partners Value Propositions

Annex 2-1: Result 1 - Review of AWR regulatory, policy and funding mechanism

Title of result	Review of AWR regulatory, policy and funding mechanism
Responsible Partner	InterSus
Main contributing Partners	All
Message/Teaser to potential user	The project team focused their actions on examining the European regulation regarding AWRs and water quality standards. In addition, and since many countries apply specific standards and existing national regulations, the national situation (focusing on the case study countries) needs to be explored and communicated to AWRs implementers. The research was based on a three-way approach. A desktop-based analysis formed the basis of the work, and identified the main regulations, especially at the European level. Via a questionnaire, detailed information on the regulatory and legislative frameworks in the Demo Cases and Serbia, Hungary, Moldova and Bulgaria were being solicitated. Interviews have been conducted in September, October and November 2024. A special focus has been assigned on exploration of implementation of the new standards on water utilities, their end-users and urban development and planning responsible organizations, manly on implications for new housing and commercial developments that will incorporate such AWRs new innovative systems (rainwater collection, etc.). At the EU level, the legislative acts of importance for AWR use were analysed in detail and European and international funding opportunities were described here. At national level, the legislative frameworks for AWR were described in detail for the four AWARD Demo Case countries, which are Cyprus, Italy, Romania and Spain, and with less detail for another four countries, which are all members of the Danube Water Forum (Bulgaria, Hungary, Moldova and Serbia). Policy gaps and other barriers to wider AWR use were identified for each country.
Result type ***(Highlight your choice)***	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☒ Associations

☐ Researchers

☐ Small and Medium Enterprises (SMEs)

☒ EU and Member State Policy-makers

☒ Others

Please clarify: Decision makers

Other information on the result or on the target audience (if needed)	As the policy recommendations from the report targeted policy makers at multiple levels, both at EU and national levels and across sectors, it is expected that the main audience would be decision makers at different levels and from different sectors.

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	This detailed policy and regulatory analysis can help decision makers overcome some of their difficulties by identifying policy gaps and practical recommendations to address potential lack of regulations regarding AWR both at EU and national levels.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	Policy recommendations included in the report can help decision makers saving time by distilling essential information, enabling quick understanding of key points, but also presenting multiple perspectives if relevant, ultimately improving the quality and efficiency of an informed decision-making.

Annex 2-2: Result 2 - Multi-scale tailored policy recommendations

Title of result	Multi-scale tailored policy recommendations
Responsible Partner	BDG
Main contributing Partners	All
Message/Teaser to potential user	The AWARD will produce 3 policy briefs in order to provide an overview of the importance of diversifying the AWR methods addressed in the project and in general. It will offer recommendations for governments and other organizations to promote and integrate AWR in the water management plans (ex. invest in R&D, education, new regulatory frameworks, new incentives programs, etc.). These recommendations will also be communicated by other means of outreach through different communication channels. The subject of each brief will be discussed during the project implementation to adapt towards EU agenda. AWARD first policy brief addressing the collaborative Policy Framework for Alternative Water Resources will be delivered in month 16 of the project (D 2.2). Two others will follow in months 22 and 32. The topics of those are not yet decided and will be discussed amongst partners of the project. The first policy brief is looking into the regulatory and legislative frameworks for AWR completing it with a vulnerability analysis of the Demo Cases highlighting social dimensions such as their financial capacities, their autonomy and policy agency among others.
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☒ Associations

☐ Researchers

☐ Small and Medium Enterprises (SMEs)

☒ EU and Member State Policy-makers

☒ Others

Please clarify: Decision makers

Other information on the result or on the target audience (if needed)	As the policy recommendations from the report targeted policy makers at multiple levels, both at EU and national levels and across sectors, it is expected that the main audience would be decision makers at different levels and from different sectors.

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	The recommendations included in the policy brief will explore policy opportunities for land consolidation for implementing AWRS considering the co-benefits (e.g. risk reduction). Policy advice on how to address institutional barriers in implementing AWRs, could support institutions to ease the integration of AWRs into water supply strategies.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	This policy brief aims to emphasize the importance of AWRs in water management in the context of climate change and water resources scarcity, and urges policymakers to provide a stronger and more tailored regulatory framework. Additionally, this brief serves as a starting point for those interested in raising public awareness about the role of AWRs in ensuring a sustainable and resilient water future.

Annex 2-3: Result 3 - Handbook for AWR policy support and planning

Title of result	Handbook for AWR policy support and planning
Responsible Partner	BDG
Main contributing Partners	All
Message/Teaser to potential user	The Handbook for AWR policy support and planning will tackle the integration of AWRs into water supply strategic plan (mainly in relation with water scarcity, climate change, population growth, etc.). The handbook will gather and summarize all the knowledge produced in the project related to the policy briefs, the review of policy and legal frameworks and other activities under the WP 2 on social support and engagement for AWR management. In addition, it will also provide practical support and summarised information on AWR technologies available on the markets and social impact and stakeholders' involvement in considering AWR for urban planning. The handbook will be part of the AWARD knowledge booster together with other knowledge product and services such as the Deliberation Support Tool for Territorial Sustainable Development (DST-TSD) digital platform and the KER catalogue available on AWARD website.
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☐ Associations

☐ Researchers

☐ Small and Medium Enterprises (SMEs)

☒ EU and Member State Policy-makers

☒ Others

Please clarify: Local decision-makers and urban planners.

How this result can help end-users to overcome their difficulties, their	Listing and benchmarking different AWR technologies with the example of their concrete implementation in the Demo cases will help water managers and practitioners to better assess various

obstacles (use of a method, applicable/free content…)?	options and their integration into urban planning. The solutions proposed in the handbook will support the planning processes towards better integration of alternative water resources to balance the demand in the context of increasing water scarcity.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	The handbook will provide opportunities for exchange within the AWARD demo cases communities and the other partners of the project. It will also be a useful information to share with a wider community outside the project to get feedback and enrich it with other experiences. By focusing on planning processes, it will support local decision makers in their integration of AWR into urban planning.

Annex 2-4: Result 4 – Patrimonial framework for AWR assessment

Title of result	Patrimonial framework for AWR assessment
Responsible Partner	UPSaclay
Main contributing Partners	OiEau, ePLANETe, Aqua Valley, InterSus, BDG, AIMEN, NTUA, IRIDRA, UTCB
Message/Teaser to potential user	The patrimonial framework will address the spectrum of environmental sustainability values (climate, water, soil, and biodiversity) alongside cultural heritage, know-how, built infrastructures, and monetised assets, and allows framing of technology options and management scenarios as responses, at multiple scales, to the evaluation question: "Sustaining what, why and for whom?". Forms of accounting such as the water ecological footprint, water balance, System of Environmental-Economic Accounting (SEEA), Patrimonial accounting (INSEE) will be used in relation to a set of thresholds, standards, political objectives to be achieved in the context of AWR management. In a patrimonial perspective, the vulnerabilities of a reference territory are identified and coupled with opportunities for actions to maintain, restore and enhance territorial sustainability. The framework will therefore support deliberative decision making between stakeholders of a territory taking into account multiple factors and social representations.
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ Target audiences

☒ Water managers

☒ Associations

☒ Researchers

☐ Small and Medium Enterprises (SMEs)

☐ EU and Member State Policy-makers

☒ Others

Please clarify: Local decision-makers and communities.

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	The patrimonial framework in taking into account a diversity of representation of the issues of territorial sustainable development (e.g. modelling, indicators, local knowledge...) will help to clarify the views and concerns of various stakeholders within a territory. It will provide thresholds, standards and political objectives to attain in view of improving sustainability.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	The framework provides clear set of objectives and targets against which AWR solutions could be assessed helping evidence-based and informed decision-making. It could also be used as a tool for an inclusive and deliberative discussion with different stakeholders.

Annex 2-5: Result 5 – Multi-Actors Strategic Foresight and evaluation procedures

Title of result	Multi-Actors Strategic Foresight and evaluation procedures
Responsible Partner	UPSaclay
Main contributing Partners	OiEau, ePLANETe, Aqua Valley, InterSus, BDG, AIMEN, NTUA, IRIDRA, UTCB
Message/Teaser to potential user	This result will build the structure of multi-scale and multi-stakeholder deliberations around the question "What should be done? " for the AWARD Demo cases. It will work, in appropriate ways, with stakeholders (i) for the "co-construction" of capacities based on digital supports, ii) to assess cumulative impacts and opportunities across the AWRs, and (ii) to translate them into collective action and management at the local level. This task will rely on a combination of different methods used in strategic foresight, including horizon scanning and megatrends analysis (IPCC scenarios, for example).
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☒ Associations

☐ Researchers

☐ Small and Medium Enterprises (SMEs)

☐ EU and Member State Policy-makers

☒ Others

Please clarify: Local decision-makers and communities.

How this result can help end-users to overcome their difficulties, their obstacles (use of a method,	This framework will allow to assess various alternative water solutions with regards to their potential, their innovation, climate resilience potential and their environmental and health impacts. In addition, it will improve the capacities of stakeholders to translate the results from the assessments to collective actions and management at local level.

applicable/free content…)?	
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	This framework could be used to conduct knowledge-driven policy dialogues. It will provide a better understanding of the ways that knowledge propositions could facilitate scenario planning and visioning together with different stakeholders. The framework could also help decision makers to better understand what criteria or factors are considered by various actors in their rating during evaluation procedures.

Annex 2-6: Result 6 – AWARD Deliberation Support Tool for Territorial Sustainable Development platform

Title of result	AWARD Deliberation Support Tool for Territorial Sustainable Development platform
Responsible Partner	ePLANETe Blue
Main contributing Partners	All
Message/Teaser to potential user	AWARD Deliberation Support Tool for Territorial Sustainable Development (DST-TSD) is a digital platform covering various functionalities such as spatial representation of water technologies and their territories, cataloguing, tools and applications of evaluation, deliberation support, and documentation. For example, it will showcase a deliberative evaluation tool with a matrix allowing the assessment between choices of AWRs technologies and various variables (political, social, economics, environmental…). This work is based on results 4 and 5 and particularly the multi actors multicriteria assessments. The platform will host the AWARD Observatory compiling all the knowledge products from the project ((demo cases, documentation, KER catalogues, etc.).
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☐ Associations

☒ Researchers

☐ Small and Medium Enterprises (SMEs)

☒ EU and Member State Policy-makers

☒ Others

Please clarify: Decision makers at all levels.

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	The open access knowledge products hosted in the platform will benefit all users. The deliberative online tool is a powerful instrument to overcome participation barriers as it allows socio-political engagement through the deliberative process. This inclusion reinforces the sustainability and ownership of the chosen solution. In addition, the digital tools will support a shared understanding of the AWRs related issues, their multiple benefits and impacts on AWRs through time (i.e. scenarios).
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	The digital platform will provide the framework for collaborative learning and knowledge and capacity transfer built up in the demo cases and increase the potential for scaling up and replication to other sites. By linking both technical and socio-economic criteria in the evaluation matrix, the tool participates to the integration and cross-fertilization of different domains of science, technical and social science knowledge. Citizens and water stakeholders will be able to contribute to social innovative solutions (combining the technological, capacity building, governance and economic dimensions), which will contribute to awareness and educational support.

Annex 2-7: Result 7 – Test and monitor AWRs solutions in 4 demo cases

Title of result	Test and monitor AWRs solutions in 4 demo cases
Responsible Partner	UTCB, IRIDRA, NTUA and AIMEN
Main contributing Partners	All
Message/Teaser to potential user	This result aims at experimenting AWRs at the local scale in 4 different areas. Each Demo case (DC) is confronted to water scarcity due to climate change and needs to assess the multiple benefits of AWRs to provide social innovative solutions to existing or potential water uses conflict. DC are located in three different biogeographical regions (continental, Mediterranean, Atlantic). AWARD 4 DCs are implementing AWRs technologies. DC#1 focuses on aquifer recharge, stormwater and rainwater harvesting to support the aquifer recharge, maintain the lake water level as a key ecological and recreational feature and remove stormwater from sewer network. DC#2 deals with rainwater harvesting to relieve the sewage network and ensure the correct drainage of rainwater in a city area. DC#3 focuses on water reuse for multi purposes irrigation and DC#4 deals with the management of storm water and rainwater harvesting in an industrial park to irrigate and set private uses at the scale of the park. During the project each DC will collect data, use their own modelling to support their water management system, share their results in the TIG to jointly assess the best options to be considered in the renewed strategic water supply plan thanks to the DST-TSD.
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☐ Associations

☐ Researchers

☐ Small and Medium Enterprises (SMEs)

☐ EU and Member State Policy-makers

☒ Others

Please clarify: Local decision makers and local communities

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	The testing and monitoring of AWRs solutions will provide useful data and will support the further development of evidence-based actions. The projects implemented in different contexts will overcome the barriers of being too site-specific and will allow for a broader replication and upscaling of the solutions.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	The evidence gained through the DC would be discussed amongst other demo cases and partners of the projects to assess the benefits of the solution and allow for cross-learning and reflexive discussion. As each DC is working with different stakeholders and testing different solutions, it will raise awareness about multidisciplinary approach.

Annex 2-8: Result 8 – Establishment of multi-level community of practices

Title of result	Establishment of multi-level community of practices
Responsible Partners	OIEAU
Main contributing Partners	BDG, Aqua Valley, UTCB, IRIDRA, NTUA, AIMEN, CMM, CAP, PSB, CETAQUA, VIAQUA
Message/Teaser to potential user	Result 8 is about the creation of Community of Practices (CoP) at the demo cases level with the Transversal Interest Groups (TIG) and the local Water forum (LWF) and at the regional and European scale with the networking activities bridging the gap between the project and potential other water supply planners & stakeholders in different countries. • Local Water Fora: the LWF are existing fora joining their forces to build the World Water Quality Alliance (WWQA). LWF will be created for each AWARD Demo Cases so that interactions with the key stakeholders (Water service providers, water users from public and private sectors, etc.) can take place to enable a better understanding of AWRs benefits but also practical hindrances in their implementation. • Transversal Interest group linking the AWARD Demo Cases: in order to link the experiences in the individual demo cases, co-creation will also take place across demo cases, by sharing experiences between the individual cases. This will foster a broader understanding of the opportunities and challenges regarding the uptake of AWRs at various levels (from the practical implementers to the policy level). In addition, common capacity building events will take place which will enable a better understanding and the building of trust in AWRs under different circumstances. • AWRs Networks beyond AWARD: reaching out further from the AWARD Demo Cases, various networks will be fed with experiences gained within AWARD, at the same time utilizing the broader knowledge available in wider networks on the issue. Main components of the co-learning at this broader/pan European level with be the increasing acceptability of AWRs solutions based on an exchange of experiences gained, but also the important points of enabling conditions and challenges regarding the upscaling of AWRs-solutions across Europe and how to foster market uptake of AWP-solutions.
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☒ Associations

☒ Researchers
☒ Small and Medium Enterprises (SMEs)

☒ EU and Member State Policy-makers

☒ Others

Please clarify: Local decision makers and local communities

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	The CoP at various levels could help to bridge the gap between local actors and policy making/policy frameworks while ensuring that the concerns from TIG and LWF are taken up in networking events at the regional and EU levels. At local level, the LWF would enable a co-designing process where potential options will be discussed based on stakeholder knowledge and available scientific information. Using local and practical knowledge of the stakeholders/potential AWRs-implementers will enable a better understanding of the effects/impacts of various possible solutions based on co-developed scenarios, enabling an integration of the "best possible" options both into strategic planning but also into the everyday implementation of these.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	The multi-level community of practices where stakeholders from different sectors are gathered and could exchange will increase awareness of and trust in the multi benefits of AWRs, providing practical recommendations on AWRs options at various stakeholders' levels in order to raise acceptance and practical uptake, but also decisions makers (supporting the integration of AWRs in Water Resource Management strategic planning).

Annex 2-9: Result 9 – Raising awareness and training support tools

Title of result	Raising awareness and training support tools
Responsible Partners	OIEAU ; Aqua Valley
Main contributing Partners	All
Message/Teaser to potential user	AWARD DST-TSD digital platform (result 6) as well as AWARD website will provide a set of raising awareness and training tools and materials, tailored to different audiences. The aim is to provide a better understanding of AWRs implementation solutions and challenges in order to support further uptake and upscaling to other demo sites. Both platforms will be user-friendly and freely accessible. A specific focus will be given to the social innovation approach with dedicated factsheets which will tackle the societal challenges (societal challenges, environmental, technical, governance and capacity development dimensions) surrounding AWR adoption. AWARD multiplier effect plan will also be developed in order to create a replicability strategy to identify and guide potential replicability sites in Europe for AWR adoption.
Result type *(Highlight your choice)*	Scientific or technological R&D | Policy related result | ICT software digital solution | Other intangible results | Services | Other

❖ **Target audiences**

☒ Water managers

☒ Associations

☒ Researchers

☒ Small and Medium Enterprises (SMEs)

☒ EU and Member State Policy-makers

☒ Others

Please clarify: Local decision makers and local communities

How this result can help end-users to overcome their difficulties, their obstacles (use of a method, applicable/free content…)?	Often scientific evidence or monitored effectiveness of the solutions is lacking. The knowledge from the demo cases will provide evidence-based incentives for stakeholders to consider AWRs in their water supply strategic plans, provide clear value proposition for the economic actors and key steps by steps approach. It will empower stakeholders to make informed choices about AWRs solutions. The best practice guide book will support project replicability and market adoption, and thus ensure a transfer of good practices.
What benefit the result can achieve (create awareness, learn from peers, help the decision-making process…)?	Looking at AWRs from a social innovative approach will enable stakeholders to consider all the dimensions of the innovative solutions that must be considered in order to raise awareness on their multiple benefits and deliver multi-level tailored new knowledge. Capacity building and networking events will ensure knowledge transfer while providing recommendations for water governance

AWARD

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

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