



D6.1 - Communication and dissemination plan

WP6 Dissemination, communication and exploitation

Author: Water Europe

Date: 31-03-2023



**Co-funded by
the European Union**

GRANT AGREEMENT NUMBER	101070262		
FULL TITLE / ACRONYM	Water Data Management Ecosystem for Water Data Spaces / WATERVERSE		
START DATE	1 October 2022	DURATION	36 months
END DATE	30 September 2025		
PROJECT URL	https://wataverse.eu/		
DELIVERABLE	D6.1 Communication and dissemination plan		
WORK PACKAGE	WP6		
CONTRACTUAL DATE OF DELIVERY	31 March 2023		
ACTUAL DATE OF DELIVERY	31 March 2023		
TYPE	Document Report	DISSEMINATION LEVEL	Public
LEAD BENEFICIARY	Water Europe (WE)		
RESPONSIBLE AUTHOR	Maria Mirachtsi (WE), Serena Amico (WE)		
CONTRIBUTIONS FROM	-		
ABSTRACT	<p>The deliverable D6.1 Communication and dissemination plan presents the WATERVERSE Communications and Dissemination Plan that will function as the departure point for all the partners communications and dissemination activities throughout the 3-year duration of the project.</p>		

Disclaimer

Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Copyright message

© Waterverse Consortium, 2022

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

REVISION HISTORY

Version	Date	Who	Description
0.1	08-02-2023	WE	First release of the template. Table of Contents and assignments finalisation
0.2	24-02-2023	WE	First release of the D6.1 (v0.2)
0.3	03-03-2023	WE	Second release of the D6.1 (v0.3)
0.3	10-03-2023	WE	Added contribution for sections 6 and 7
0.3	13-03-2023	WE	Proofreading, added a complete list of acronyms, tables and figures
0.4	14-03-2023	WE	Release version (v0.4) for internal reviewing
0.5	24-03-2023	CET	Addressed comments of 1st reviewer
0.6	29-03-2023	KWR	Addressed comments of 2nd reviewer
1.0	31-03-2023	WE	Final version for submission

QUALITY CONTROL

Role	Date	Who	Approved/Comment
Internal review	20-03-2023	Eloisa Vargiu (CET)	Approved with some minor revisions and comments
Internal review	28-03-2023	Siddharth Seshan (KWR)	Approved with some minor revisions and comments

EXECUTIVE SUMMARY

WATERVERSE is a project targeted to developing a Water Data Management Ecosystem (WDME) for making data management practices and resources in the water sector accessible, affordable, secure, fair, and easy to use. This can lead to improving the usability of data and the interoperability of data-intensive processes, thus lowering the entry barrier to data spaces, enhancing the resilience of water utilities and boosting the perceived value of data and therefore the market opportunities behind it.

WATERVERSE takes a holistic, interdisciplinary approach in the water domain, blending together complementary competencies of 17 partners located in 10 EU countries, representing the water domain. The project will demonstrate the systemic use of different tools and methods for data management in 6 pilot cases of the water sector, going beyond their individual use and complementing them with added value features for energy efficiency, security and measurement of the FAIRness level.

To attain its overall goal, WATERVERSE will need to address several multidisciplinary and interlinked objectives and to achieve this, communication and dissemination activities play a pivotal role. The Communication & Dissemination Plan (CDP) sets forth a strategic plan to maximise the visibility of the project outputs, ensuring their long-lasting visibility and impact. The plan will define the framework of action that is to be considered, the target audiences that are to be reached, the methods and channels that will be used and the most appropriate timing to put everything into practice. The document will address the six basic questions – who, what, why, when, where and how, paving the way to making an impact for each identified audience.

The CDP will be a living document that will determine how the project communicates with the outside world and with key target audiences and will define the mechanisms needed to maintain the visibility of the project even after its closure. The document will be reviewed and updated on a periodic basis.

TABLE OF CONTENTS

REVISION HISTORY	4
QUALITY CONTROL	4
EXECUTIVE SUMMARY	5
TABLE OF CONTENTS	6
LIST OF FIGURES	7
LIST OF TABLES	7
ACRONYMS	8
1.0 FRAMEWORK OF ACTIONS	9
1.1 Introduction	9
1.2 WATERVERSE framework of actions	9
1.3 Communication and dissemination goals	10
1.4 Communication and dissemination objectives	10
1.5 Stakeholders and target audiences	10
2.0 COMMUNICATION TOOLS	11
2.1 Online communication and dissemination	12
2.2 Non-electronic communication and dissemination	13
2.3 Physical interactive dissemination	14
3.0 COMMUNICATION TOOLS & STAKEHOLDERS MATRIX	15
4.0 DIVISION AND RESPONSIBILITY	16
5.0 COMMUNICATION TIMELINE	17
6.0 PRACTICAL GUIDELINES FOR COMMUNICATIONS	18
6.1 Partners' contribution	19
6.2 WATERVERSE Consortium Social Media Handles	19
7.0 ASSESSMENT STRATEGY & KPI	20
CONCLUSIONS	21
ANNEX: PROJECT VISUAL IDENTITY	22

LIST OF FIGURES

Figure 1: Screenshot of WATERVERSE website’s main page	12
Figure 2: Screenshot of the WATERVERSE flyer (front page)	13
Figure 3: Screenshot of the WATERVERSE flyer (back page)	14

LIST OF TABLES

Table 1: WATERVERSE target groups	11
Table 2: Communication tools to be used with target groups	16
Table 3- Summary of responsibility for communication and dissemination	17
Table 4 - Timelines for each task and deliverable.....	18
Table 5 – KPIs	21

ACRONYMS

Communication and Dissemination Plan	CDP
European Union	EU
European Geosciences Union	EGU
Computer Control for the Water Industry	CCWI
Water Distribution System Analysis	WDSA
International Conference on Hydroinformatics	HIC
IEEE Conference on Decision and Control	CDC
IEEE Conference on Control Technology and Applications	CCTA
Mediterranean Conference on Control and Automation	MED
European Control Conference	ECC
Water Innovation Europe	WIE
Water Projects Europe	WPE
Water Market Europe	WME
Water Data Management Ecosystem	WDME

1.0 FRAMEWORK OF ACTIONS

1.1 Introduction

The overall goal of WATERVERSE is to create a Water Data Management Ecosystem (WDME) in order to make data management practices and resources in the water sector accessible, affordable, secure, fair, and easy to use. This will be achieved by blending together competencies from the water domain technology providers and innovation companies, as well as the technical community that is driving the development of data spaces.

To achieve these goals and build up the success of the WATERVERSE project, while ensuring the sustainability of its WDME in the long run, effective communication and dissemination are crucial. In this regard, the communication and dissemination plan summarises the actions that will be undertaken within the project to fulfil these objectives.

The major purpose of the WATERVERSE communication and dissemination strategy is to ensure that the project outcomes are widely communicated to each target community, at appropriate timing, via appropriate channels, and that those who can contribute to the development, evaluation, uptake, and exploitation of the WATERVERSE results will be encouraged to participate. This is exactly what this plan aims to pave the way for. The CDP will be rolled out in three main phases during the course of WATERVERSE, namely,

- (i) creating awareness from the project launch,
- (ii) engaging directly with stakeholders and end-users to disseminate all project tools and
- (iii) align ecosystems with the exploitation plans.

1.2 WATERVERSE framework of actions

Digitalisation is a key enabler for the water sector, which can be leveraged to implement strategy policy commitments and directives at national, European and international levels. Although data intensive technologies are being adopted in the water sector, the actual use of data is still fragmented.

There are many existing challenges related to the use of data in the water sector. From strong data ownership approaches to security aspects of critical infrastructures to poor quality of data, the digital transformation is yet scattered and conservative. Data spaces, as intended by the European Strategy for Data, can make data sovereignty a reality that will help overcoming the aforementioned challenges. Within the general principles, solutions need to consider sector-specific approaches to effectively address the data management gaps, to clearly consider the domain data ownership and provenance culture.

To implement its mission, WATERVERSE will:

- Actively engage end-users and stakeholders to assess the main gaps and challenges the water sector must overcome to effectively be part of and contribute to quality European data spaces.
- Identify, extend, and integrate a set of data management tools to implement WDME based on the FIWARE software Building Blocks.
- Set up and demonstrate the WATERVERSE WDME in real environments with relevant and diverse case studies involving the water sector stakeholders.

- Ensure security and energy efficiency of the WATERVERSE WDME.
- Set clear and measurable indicators for assessing FAIRness of data in water-related data spaces.
- Ensure the viability and sustainability of the WATERVERSE WDME, as well as its replicability, scalability and business applicability.

1.3 *Communication and dissemination goals*

The main goals of the WATERVERSE dissemination and communication activities are to:

- Promote the project and make the WATERVERSE WDME known to multiple audiences.
- Share the research results with end users and stakeholders for their further exploitation, replicability, scalability and business applicability.

1.4 *Communication and dissemination objectives*

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

- Develop a detailed dissemination plan together with a WATERVERSE brand to serve as a strong foundation for subsequent communication and dissemination activities.
- Raise awareness and maximise impact of WATERVERSE objectives, achievements, and tools through digital and printed means.
- Create a link with emerging European, regional, and national initiatives network through the participation in meetings and technical forums/workshops and conferences.
- Boost collaboration and realise a set of extrovert and outreaching activities targeted to maximise WATERVERSE visibility, impact and information inputs/outputs.

1.5 *Stakeholders and target audiences*

WATERVERSE establishes clear pathways towards contributing to the EU’s vision to become a globally-attractive, secure and dynamic data-agile economy, passing through its results production process, to its medium-term expected outcomes and its longer-term impact.

Through a well-defined communication and dissemination plan, the WATERVERSE expected results will be mapped to a set of expected outcomes and impacts of the project, in the medium and long-term respectively.

WATERVERSE have identified the following target groups which are directly linked to the project results and outcomes. These target groups, shown in the Table 1 comprise important stakeholders who will support the project in its pathway towards impact.

No.	Target group	Description
TG1	Operators & local authorities dealing with the water cycle	Public and/or private operators and local authorities dealing with the water cycle, which are interested in

No.	Target group	Description
		evaluating and purchasing services from European companies related to data analytics.
TG2	Enterprises working in Artificial Intelligence (AI) AI and Data Science	Large enterprises, SMEs and start-ups which are interested in providing AI and Data Science services to water utilities/organisations.
TG3	Research Centres and Universities	Research centres and universities are continuously inventing and innovating in topics related to monitoring, control, optimization, security, and management technologies of water systems, using the state-of-the-art in AI, Machine Learning, Control Theory, Smart Water and Cyber-physical Security.
TG4	Innovation Hubs, Networks, Clusters	Innovation Hubs and networks/clusters (e.g., as A European AI On Demand Platform and Ecosystem (AI4EU), European Network of AI Excellence Centres (ELISE), Confederation of Laboratories for Artificial Intelligence Research in Europe (CLAIRE), GAIA-X, Big Data Value Association (BDVA), International Data Spaces Association (IDSA), Water Europe, FIWARE) aim to support the EU's SME ecosystem in adopting new innovative solutions, as well as provide training and advance the Union's human capacity.
TG5	Emergency Response Services	First responders and health authorities are responsible for handling emergency situations, such as water contamination events.
TG6	Citizen Initiatives	Citizens and citizen initiatives (e.g., Right2Water) are stakeholders which are interested in acquiring access to certain data originating from the water organisations.
TG7	Policymakers and government	Policy makers are a key stakeholder in establishing the framework conditions which support the data economy.

Table 1: WATERVERSE target groups

2.0 COMMUNICATION TOOLS

To ensure the efficiency of the Communication and Dissemination plan, a range of different communication and dissemination tools and channels are foreseen to be used in the content of three main dissemination actions that will be implemented throughout the duration of the project, namely Online Communication and Dissemination; Non-electronic Communication and Dissemination and Physical Interactive Dissemination.

2.1 Online communication and dissemination

Website: The WATERVERSE website includes the project aims and objectives and the information about the project pilots, results, and activities. It will be the main source of information about WATERVERSE innovative solutions in the water sector, accessible at WCAG AA level. The website is officially online and accessible here: <https://wataverse.eu/>.



Figure 1: Screenshot of WATERVERSE website's main page

Visual identity: The branding identity of WATERVERSE is developed based on the existing logo. Building on the colours and shapes of the current logo adopted, a homogeneous and unified approach is followed that captures and symbolises the project nature and objectives. With this in mind, a style guide, as well as Microsoft Word and PowerPoint templates will be developed, establishing a consistent look and feel across all communication channels. The template are available for the partner on the wiki platform.

Press releases: Two press releases are planned to be out in order to communicate directly with the partners about the recent project's developments. A first press release was prepared for the project's launch. All partners have been provided with it and distributed it through their networks. The second press release will be developed towards the end of the project so that the results and outcomes of the project become widely shared.

Social media: LinkedIn and Twitter will be used to reach WATERVERSE target groups and therefore, they will be used to disseminate the project's outcomes and keep the project followers highly engaged by establishing a strong online presence through maintaining the information flow between the project and its audience. WATERVERSE [LinkedIn](#) and [Twitter](#) accounts are already active.

Video: A video will be developed at M18, as a tool to communicate the project to stakeholders in a professional and engaging way. It will be structured to visually present the project's challenges, objectives, proposed solutions and expected results.

E-newsletters: WATERVERSE foresees releasing annual e-newsletters to allow target groups to be informed about the project work and the progress made. The first one will be released on M12.

Policy brief: The project plan includes development of three policy briefs and disseminate them via WATERVERSE outreach channels. These documents will allow effective and direct communication with

policy actors. Policy briefs will be delivered (M25-M36) in the form of concise documents, presenting concrete actions that policy makers could take. They will be drafted and disseminated via wider outreach channels and direct communication with policy actors.

2.2 Non-electronic communication and dissemination

Posters, roll-up and brochures: WATERVERSE will produce posters and roll-ups with the purpose of illustrating the project's key facts and outputs to be shared at events and workshops. Two general brochures will be developed to offer a more technically-oriented output on the tangible results and experiences from the case studies. One flyer of the project has already been produced and a screenshot is available below.



The screenshot shows the front page of a WATERVERSE flyer. It is divided into several sections:

- WATERVERSE approach:**
 - WATERVERSE will:**
 - Actively engage end-users and stakeholders to assess the main gaps and challenges the water sector and contribute to quality European data spaces.
 - Identify, extend, and integrate a wide set of data management tools to implement the WDME.
 - Building blocks and comprising tools and methods to ensure security and energy efficiency of the whole WDME.
 - Setup and demonstrate the WATERVERSE WDME in a real environment with relevant and diverse case studies involving water sector stakeholders from 6 countries.
 - Set clear and measurable indicators for assessing the fairness of data in water-related data spaces.
 - Ensure the viability and sustainability of the WATERVERSE WDME, as well as its replicability, scalability and business applicability.
 - The project's outcomes:**
 - Contribute to the EU goal in becoming a globally attractive, secure and dynamic data-agile economy.
 - Provide the first-of-its-kind next generation water-cycle data space.
 - Enable the European single market for data, with the corresponding water data spaces and trustworthy AI ecosystems.
 - Deliver unique services to a highly decentralized market into Smart Water Network technologies.
- About WATERVERSE KEY FACTS:**
 - Start date: 01 October 2022
 - Duration: 36 months
 - Budget: €4,510,509.90
 - Project coordinator: Centre for Research and Technology Hellas (CERTH)
- Partners:** A grid of logos for various partners including CETAQUA BARCELONA, eureka!, IWR, VTT, ENGINEERING, PHOEBE, egm, Water Europe, FIWARE, IPWN, HERAUA, KEYPRO, HST, University of Exeter, and South West Water.
- CONTACT US:**
 - WEBSITE: <https://waterverse.eu>
 - TWITTER: @WaterverseEU
 - LINKEDIN: WaterverseEU
- Footer:**
 - Logo of the European Union with the text "Funded by the European Union".
 - QR code.
 - Text: "MAKING DATA MORE INTEROPERABLE TO CONNECT WATER STAKEHOLDERS FOR IMPROVED DECISION-MAKING".

Figure 2: Screenshot of the WATERVERSE flyer (front page)



Figure 3: Screenshot of the WATERVERSE flyer (back page)

Scientific publications: partners will plan to publish six papers in peer-review open access journals, one at least per case study across high-level peer-review international open journals. Twelve papers are expected to be released in conference proceedings. The WATERVERSE project will adopt an open access dissemination policy for the published research work, through Zenodo, which is a general purpose repository to share open and FAIR research outputs, and directly linked with OpenAIRE platform.

2.3 Physical interactive dissemination

Presentations at events: WATERVERSE intends to participate in special sessions in conferences and sponsored events of the European Commission. The project will be presented to at least 20 events. In this way, the project will ensure a high profile, and it will make sure that WATERVERSE approaches and technologies will be broadly disseminated to the European and international community. Examples of events in which partners could participate include:

- European Geosciences Union (EGU)
- IWA World Water Congress
- Computer Control for the Water Industry (CCWI)
- Water Distribution System Analysis (WDSA)
- International Conference on Hydroinformatics (HIC)
- IEEE Conference on Decision and Control (CDC)
- IEEE Conference on Control Technology and Applications (CCTA)
- Mediterranean Conference on Control and Automation (MED)
- European Control Conference (ECC)
- Amsterdam International Water Week
- Singapore International Water Week
- Water Innovation Europe (WIE)
- Water Projects Europe (WPE)

- Water Market Europe (WME)

Organisation of events and workshops: WATERVERSE plan includes the organisation of several events and workshops to disseminate results and strengthen the diffusion of the project tools and solutions into different international markets. During the project, at least one information day will be organised in Italy during the M30 to present WATERVERSE results. In addition, two workshops will be organized, the first one at M18 in Thessaloniki, Greece, and the second one at M36 in Brussels, Belgium, to attract and train the water professionals.

3.0 COMMUNICATION TOOLS & STAKEHOLDERS MATRIX

To maximise the impact of the above activities, the consortium identified a set of suitable communication and dissemination channels and key selling messages and map them to the pre-identified stakeholders. Differences in language, culture, religion, societal, etc., will be considered in all communications and we will make sure to respect the rules of the work program on the dissemination and communication.

To properly reach out to the right target audiences, the following table aims to suggest which communication tools, presented in detail in Chapter 2.0, will be used for informing and connecting with the target audiences (Table 2).

Communication Tools	Operators & local authorities dealing with the water cycle	Enterprises working in AI and Data Science	Research Centres and Universities	Research & Academia	Innovation Hubs, Networks, Clusters	Emergency Response Services	Citizen Initiatives	Policymakers and government
Website	x	x	x	x	x	x	x	x
Visual Identity	x	x	x	x	x	x	x	x
Social media	x	x	x	x			x	
Video	x	x	x	x	x			
E-Newsletter	x	x	x	x			x	
Policy Brief								x
Brochures	x	x					x	
Poster and roll-up	x	x	x	x			x	

Communication Tools	Operators & local authorities dealing with the water cycle	Enterprises working in AI and Data Science	Research Centres and Universities	Research & Academia	Innovation Hubs, Networks, Clusters	Emergency Response Services	Citizen Initiatives	Policymakers and government
Open Access Publications			X	X				
Presentations at Events		X	X	X	X			
WATERVERSE Events		X	X	X	X			

Table 2: Communication tools to be used with target groups

4.0 DIVISION AND RESPONSIBILITY

An effective CDP can only be ensured if it is based on a joint effort across the whole consortium. All partners are, therefore, expected to be actively involved in realising the CDP.

The related deliverables to the Communication and Dissemination activities are presented below. Water Europe will establish the social media channels and all partners will be invited to contribute.

Tasks & Deliverables	CERTH	CET	EUT	KWR	VTT	ENG	PHOEBE	EGM	WE	FIWARE	PWN	HIDR	KEY	WBL	HST	UNEXE	SWW
Project identity and materials									X								
Project Website									X								
E-newsletter									X								
Social media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Brochures									X								
Poster and roll-up banner									X								
Video									X								
Press releases									X								

6.1 Communication and Dissemination plan

Tasks & Deliverables	CERTH	CET	EUT	KWR	VTT	ENG	PHOEBE	EGM	WE	FIWARE	PWN	HIDR	KEY	WBL	HST	UNEXE	SWW
Develop CDP									x								
Review the CDP	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Contribute to the activities for the realisation of the plan	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
6.1 Final communication and dissemination report																	
Create monitoring forms									x								
Partners contribution to the forms	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Develop the final report									x								
Review the final report	x															x	

Table 3- Summary of responsibility for communication and dissemination

5.0 COMMUNICATION TIMELINE

Table 4 gives an overview of the timeline that will be followed for the execution of the communication activities.

Tasks & Deliverables	Due date
Project identity and materials	M1-M36
Project Website	M6-M36
E-newsletter	M12, M24, M36
Social media	M2-M36
Brochures	M6-M36

Tasks & Deliverables	Due date
Poster and roll-up banner	M6
Video	M18
Press releases	M1-M36
6.1 Communication and Dissemination plan	M1-M6
Develop Communication and dissemination Plan	M6
Review the Communication and dissemination Plan	M24
Contribute to the activities for the realisation of the plan	M6-M36
6.1 Final communication and dissemination report	M36
Create monitoring forms	M6-M36
Partners contribution to the forms	M1-M36
Develop the final report	M33-M36
Review the final report	M33-M36

Table 4 - Timelines for each task and deliverable

6.0 PRACTICAL GUIDELINES FOR COMMUNICATIONS

As already said, WATERVERSE has two main social media channels, Twitter and LinkedIn. Both channels are going to be updated on a weekly basis during the project's lifetime.



Figure 4 – Screenshot of WATERVERSE post on Twitter

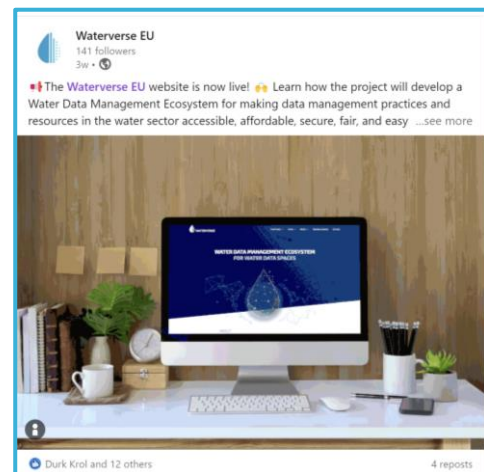


Figure 5 – Screenshot of WATERVERSE post on LinkedIn

Since October 2022, WATERVERSE Twitter account has sent 34 total tweets and gained 123 followers. On LinkedIn, WATERVERSE account has published 20 posts, reaching out to 141 followers.

The aim is to update the project LinkedIn page with news and updates two times per week. When it comes to Twitter, the option to retweet news from our internal/external communities can lead us to have up to two-three retweets on a weekly basis and two other tweets will be made on the basis of the released news from the LinkedIn page.

General rule is that the news shared over social media does not need to be featured on the project website, but the news of the website will always be included in the social media agenda of the project.

6.1 Partners' contribution

To ensure that the project social media have a constant flow of updates, all partners will have to send their contributions indicating their:

- participation to conference, workshop or any other event where WATERVERSE project was presented
- scientific publications published related to the project
- articles or news posts promoting WATERVERSE activities
- social media updates

This information will be key to support the dissemination of the project's activities to a broader audience.

6.2 WATERVERSE Consortium Social Media Handles

To facilitate the process of having WATERVERSE partners maximising the impact of the project, by resharing and reposting the WATERVERSE news through their channels, the table below presents a compilation of the partners' social media handles.

Partners	Twitter handle	LinkedIn handle
CERTH	@CERTHellas	@Centre for Research & Technology Hellas (CERTH)
CETAQUA	@CETAQUA	@Cetaqua - Water Technology Centre
EURECAT	@Eurecat_news	@EURECAT
KWR	@KWR_Water	@KWR Water Research Institute
VTT	@VTTFinland	@VTT
PHOEBE Research and Innovation	-	@PHOEBE Research and Innovation Ltd
Engineering Ingegneria Informatica	@EngineeringSpa	@Engineering Ingegneria Informatica Spa
EGM (Easy Global Market)	@egm_sophia	@EGM
Water Europe	@H20EU	@Water Europe
FIWARE Foundation	@FIWARE	@FIWARE
Keypro Oy	-	@Keypro
PWN	-	@PWN
HIDRALIA	@InfoHidralia	@Hidralia, Gestión Integral de Aguas de Andalucía, SA
Limassol Water Board	-	-
HST Systemtechnik GmbH & Co. KG	@hstaktuell	-
The University of Exeter	@UniofExeter	@The University of Exeter Diplomatic Hub
South West Water	@SouthWestWater	@South West Water

7.0 ASSESSMENT STRATEGY & KPI

All the communication activities throughout the project will be closely monitored and assessed based on a set of key performance indicators (KPIs) indicatively specified for each channel and phase of the project. In particular, monitoring forms will be set up and distributed among partners to capture all the communications efforts happening within the consortium. The forms will be sent out to partners on a periodic basis.

Table 5 presents the main communication and dissemination tools and the KPIs set. The WP6 leader, together with the coordinator will be constantly monitoring the execution of the following activities through updating the respective KPI as the project progresses.

KPIs	Overall
Website visits	Up to 3,000
Number of tweets	600
Posts on LinkedIn	300
Press releases	2
E-newsletters	4
Recipients of E-newsletters	3,000
Video views	2,000
Policy briefs	3
Recipients of policy briefs	2,200
Participants in workshops	20
Participants in information days	50
Stakeholders involved and/or decision makers involved	50
Participation to conferences and other scientific events	20

Table 5 – KPIs

CONCLUSIONS

This document presents the detailed outline for the communication and dissemination strategy for the WATERVERSE project. This version of the plan has been created to bootstrap the dissemination process and get all partners aligned in a common framework. It is expected that as the project progresses all the partners will participate in dissemination activities targeting different audiences. The final goal of the document is to ensure the visibility and sustainability of WATERVERSE services and the developed Water Data Management Ecosystem.

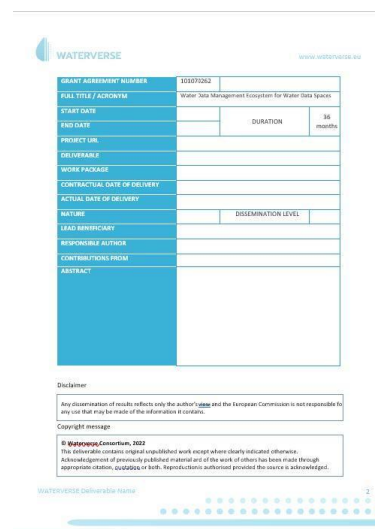
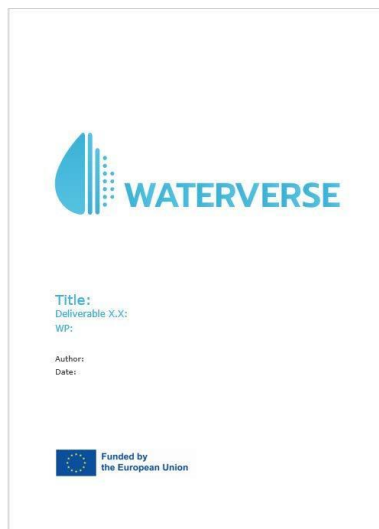
ANNEX: PROJECT VISUAL IDENTITY

Simple, easily recognizable and self-explanatory are the three core elements of a good brand identity. Among four options, the project’s consortium will select the logo that best defines and symbolises the project’s nature and objectives, and on this basis, Water Europe will develop all project templates and a detailed Visual Identity Style Guide. To ensure that the project has a coordinated visual identity and a consistent look and feel across all channels, all partners will have to make use of the guidelines and templates provided. All project material, whether printed or digital, will be produced according to these guidelines that best reflect the project identity.

WATERVERSE OFFICIAL LOGO



WATERVERSE WORD TEMPLATE



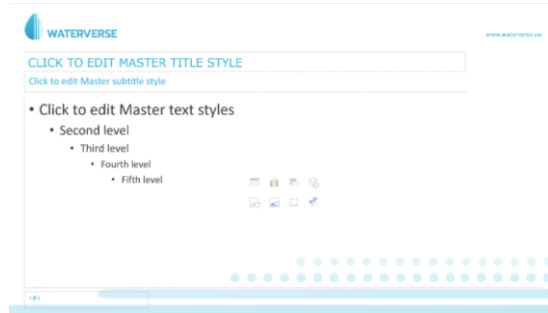
The WATERVERSE mission is to develop a Water Data Management Ecosystem (WDME) for making data management practices and responses in the water sector accessible, affordable, secure, fit, and easy to use, improving usability of data and the interoperability of data intensive processes, thus lowering the entry barrier to data spaces, enhancing the resilience of water supply and boosting the perceived value of data and therefore the market opportunities behind it. WATERVERSE takes a holistic, interdisciplinary approach in the water domain, bringing together complementary competences of 17 partners located in 10 EU countries, representing the water domain with Research organisations (including social science experts), water utilities, water domain technology providers and innovation companies, as well as the technical community that is driving the development of data spaces, thus increasing the resilience of the water sector and water utility, as a whole.

The project will:

- Actively engage end users and stakeholders to assess the main gaps and challenges the water sector must overcome to effectively be part of and contribute to quality European data spaces.
- Identify, extend, and integrate a wide set of data management tools to implement the WDME, based on F4WARD (www.f4ward.org) Building Blocks and connecting tools and methods to ensure security and energy efficiency of the whole WDME.
- Setup and demonstrate the WATERVERSE WDME in real environments with relevant and diverse case studies involving water sector stakeholders from 8 countries (Spain, Germany, the Netherlands, United Kingdom, Finland).
- Set clear and measurable indicators for assessing fairness of data in water-related data spaces.
- Ensure the viability and sustainability of the WATERVERSE WDME, as well as its replicability, scalability, and business applicability.



WATERVERSE PPT TEMPLATE



THANK YOU

Name

Contact details


Telephone



info@waterverse.eu
www.waterverse.eu
[WaterverseUJ](#)
[Waterverse](#)



WATERVERSE AGENDA TEMPLATE



WATERVERSE

WATERVERSE XXXX MEETING - AGENDA

XXXX meeting, MONTH XX, 20XX

Location: XXXX

Link: XXX

Contact person:
Full name - Email - Phone Number

Meeting time
DAY, MONTH XX, TIME (TIMEZONE)

DATE
Room: XXX

START	END	SUBJECT	PRESENTER	DUR.
09:30	09:45			0:15
09:45	10:15			0:30
10:15	10:45			0:30
10:45	11:15	Coffee break		0:30
11:15	11:45			0:30
11:45	12:05			0:20
12:05	12:35			0:30
12:35	14:30	Lunch break		0:55
14:35	15:05			0:30
15:05	15:35			0:30
15:35	16:05	Coffee break		0:30
16:05	16:30			0:25
16:30	16:50			0:20
16:50	17:10			0:20
17:10	17:30			0:20

WATERVERSE Agenda Meeting Name

WATERVERSE VISUAL IDENTITY GUIDELINES

The logo



Light background



Dark background



Full color image



B&W image

Color palette



- RGB: 7, 78, 141
- CMYK: 98% 71% 15% 3%
- HEX.: 074E8D



- RGB: 9, 116, 170
- CMYK: 86% 45% 13% 1%
- HEX.: 0974AA



- RGB: 142, 211, 234
- CMYK: 47% 0% 8% 0%
- HEX.: 8ED3EA



- RGB: 10, 184, 85
- CMYK: 74% 0% 83% 0%
- HEX.: 0AB855



- RGB: 127, 90, 246
- CMYK: 73% 70% 0% 0%
- HEX.: 7F5AF6



- RGB: 244, 99, 37
- CMYK: 0% 72% 88% 0%
- HEX.: F46325



**Co-funded by
the European Union**