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Deliverable 7.1

WP 7 DISSEMINATION, EXPLOITATION, COMMUNICATION & INTEGRATION - Communication, dissemination, and business opportunities



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ABSTRACT	This deliverable presents the Communication and Dissemination plan that will be followed throughout the 4-year duration of the project, ensuring the properly and timely communication and dissemination of intoDBP activities and outcomes, both during and after the project.		

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EXECUTIVE SUMMARY

The intoDBP project intends to create innovative tools and strategies to improve water quality management for a safe human use and a healthy environment. It focuses on catchment protection and forecasting, transformative drinking water treatment, and real-time monitoring to combat the effects of climate and global change.

In particular, intoDBP focuses on pollution and risks related to disinfection byproducts (DBPs). By developing and applying advanced, integrated, and cost-effective sensors and analytical methods, intoDBP will expand knowledge on water quality and DBP precursors to better understand its formation and human exposure in Europe.

To achieve its goals, intoDBP will need to address several multidisciplinary and interlinked objectives and to achieve this, Communication and Dissemination activities play a pivotal role. The Communication and Dissemination plan sets forth a strategic plan on how 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, focusing on making the impact identified for each audience. The Communication and Dissemination plan 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.

1.0 FRAMEWORK OF ACTION

1.1 Introduction

The overall goal of intoDBP is to ensure safe drinking water for human consumption, promoting a thriving environment. To achieve its objectives and build up the success of the intoDBP project 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 primary objective of the communication and dissemination plan for intoDBP is to ensure that the project's outcomes reach the intended target communities in a comprehensive manner. This strategy focuses on timely and effective communication through appropriate channels to engage individuals who can contribute to the development, evaluation, uptake, and utilisation of the intoDBP results. The aim of this plan is to pave the way for active participation and collaboration.

The Communication and Dissemination Plan will be elaborated, outlining the key elements of the overall strategy, including the dissemination and communication channels and tools to be implemented, the target audiences to be reached, as well as the timing and location of the planned activities.

The CDP will follow the approach: Why, to Whom, What, Where, When and How to communicate. In particular, the CDP is outlined in detail in the following chapters:

- Chapter 1: Why we communicate: Goals, objectives, and target audiences.
- Chapter 2: What are the tools and channels to reach intoDBP communication objectives.
- Chapter 3: How the tools correspond to each phase of the project and reach the appropriate target audiences.
- Chapter 4: How intoDBP partners' expertise and role contributes to the strategy's implementation.
- Chapter 5: When the communication and dissemination activities will occur.
- Chapter 6: How we monitor and evaluate intoDBP outreach.
- Chapter 7: Practical guidelines on the maximisation of the impact through partners' networks.

1.2 intoDBP Framework of action

The unintentional formation of disinfection byproducts (DBPs) through interactions of water constituents with treatment chemicals is a growing health risk. Compared to other countries, there has been less research in Europe regarding this issue. While some European countries benefit from pristine source waters or advanced treatment technologies, distributing chemically disinfected water remains a legal requirement in many European countries. Climate change and pollution further contribute to DBP precursor levels, requiring a holistic approach to treatment throughout the entire drinking water cycle.

Disinfection is crucial for public health but can lead to the formation of harmful DBPs. Millions of Europeans are exposed to DBPs through tap water, posing potential risks to their health. While disinfection is essential, minimizing DBP formation is important too. Chlorination, the primary method used in Europe, produces regulated DBPs such as trihalomethanes (THMs), haloacetic acids (HAAs), chlorite, chlorate and bromate which are associated with bladder cancer. Nevertheless, many more DBPs exist which are not yet regulated.

Trust in tap water is low across Europe and making improvements in monitoring and treatment optimization a necessary step forward. The intoDBP project aims to enhance water quality in specific case study sites with historically high THM levels and expand knowledge on human exposure to a range of DBPs as well as understand the effect global change of DBP formation.

To carry out its mission, the intoDBP project will:

- Develop a comprehensive approach from source to tap for an optimum drinking water surveillance strategy;
- Foster AI sensor deployment methodologies and algorithms in water distribution networks;
- Formulate a new transformative approach to simultaneously remove precursors and disinfect drinking water, thus minimizing unwanted effects;
- Create a new open and ready-to-use workflow to better forecast the effects of climate extremes under current and future conditions;
- Increase the understanding of human exposure, taking into consideration the gender dimension;
- Provide guidance to decision-makers to formulate optimized and future-proofed climate change adaptation pathways;
- Compile and present new business opportunities in the context of dissolved organic matter and disinfection by-products monitoring.

1.3 Communication goals

The main goals of the Communication and Dissemination activities are to:

- Ensure effective external communication, dissemination, and optimal knowledge exchange.

- Share the intoDBP generated products with end users and stakeholders for their further exploitation.

1.4 Communication objectives

The success of intoDBP will rely on effectively translating the communication and dissemination plan goals into specific objectives, integrating them into the project's day-to-day activities. These specific objectives are listed as follow:

- Produce a strategic communication and dissemination plan together with an intoDBP brand.
- Raise awareness of intoDBP objectives and achievements through digital and printed means.
- Engage and maintain a strong stakeholder network through a series of events.
- Provide policy recommendations and best practices to decision-makers based on the project's achievements and results.
- Compile and present new business opportunities in the context of DOM and DBP monitoring, modelling and control that the industry can identify and adopt.

1.5 Stakeholders and target audiences

To maximize its impacts, intoDBP will co-develop the demand-driven technology with relevant end-users and stakeholders, such as water utilities involved in the Case Studies. The project will generate modular systems to allow the adoption of parts of the technology and include economics sectors as partners to ensure the continuity of the products beyond the intoDBP lifetime. The project's consortium will need to make sure that no communication and/or dissemination opportunity is missed.

For this reason, intoDBP intends to transfer knowledge and results to specific audiences interested in the potential use of the developed knowledge and technology. The target groups are classified into the categories below (table 1.5).

Table 1.5 Categories & Target groups

Categories	Target groups
Local, regional, and European policy	• Spanish Ministry of Health, Consumer Affairs and Social Welfare • Commission for Regulation of Utilities-CRU • European Chemicals Agency-ECHA • Environmental Health department in the Israeli Ministry of Health • European Commission

Local authorities, planning and investment institutions:	• Catalan Water Agency-ACA • Water Development Department-WDD • Iris Water • Local Authority Waters Programme in Ireland-LAWPRO • The Israeli National water company Mekorot
Specialized Agencies	• The World Health Organization (WHO) • other agencies involved in the field of drinking water quality and treatment
Water industry	• End-users of the Project (GWS, Veolia, Suez, Aqualia, Acciona, EMASESA, EMIVASA, FACSA, DEGREMONT, Global Omnium).
Investors and technology developers	• SMEs or globally acting manufacturers • Xylem • Trojan Technologies
Academia/research institutions	• Universities and research institutes in the field of bioreporters, online sensors, AI in DWN, DWT and DBPs in general.
Professional national and international	• EurEau • Water Research Foundation-WRF • Spanish Association of Water and Sanitation-AEAS, Australian Water Association-AWA • African Water Association- AfWA • Global Water Partnership Southeast Asia-GWP • International Water Association-IWA
Civil Society Organizations	• NGOs promoting tap water use and the reduction of plastic use (Rethink Plastic, WeAreWater, PPC, Clean Ocean Project, environment conservation, and others)
General public	• Citizens mainly, but not only, from the CS sites.

2.0 COMMUNICATION TOOLS

To maximise the effectiveness of the Communication and Dissemination plan, various tools and channels will be utilized across three key dissemination actions throughout the project's timeline. These actions encompass Online Communication and Dissemination, Non-electronic Communication and Dissemination, and Physical Interactive Dissemination. This comprehensive approach ensures efficient and impactful dissemination of project-related information.

2.1 Online Communication & Dissemination

intoDBP identity: The branding identity of intoDBP 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's nature and objectives. This has been already achieved at the very beginning of the project to allow the homogenization of all actions and the use of a branding that is easily identified.

Website: The intoDBP website includes the project aims and objectives and information about the project case studies, results and activities. The website is already online and accessible here: **https://intodbp.eu/**.

Social media: To effectively engage with the target groups of intoDBP, LinkedIn and Twitter platforms will be leveraged to communicate the project's news and disseminate the project's outcomes, creating a strong online presence. The intoDBP **LinkedIn** and **Twitter** accounts are already active and will ensure a continuous flow of information between the project and its audience, fostering high engagement and influence among project followers.

E-Newsletters: intoDBP will send yearly newsletters to inform academia, professional networks, policy and decision-makers and water industry about the project´s advancements.

Press release: Major findings of the project will be accompanied by press releases upon agreement on the project Consortium, specifically the partners involved in the Case Studies.

Video: A short-animated video about intoDBP, introducing the case studies will be created and become accessible through the project´s website and social media. The video will explain to the wider public the process of drinking water production and why it is important to protect water resources to educate society. The video will be recorded in English but will provide subtitles in different languages.

Policy briefs: The project will generate three policy briefs (M12, M30, M48) summarizing and transferring the most relevant scientific outcomes from the intoDBP project to the Drinking Water Directive and the Zero Pollution Action Plan. The policy briefs will target professional networks, policy and decision-makers and the water industry.

2.2 Non-electronic Communication & Dissemination

Leaflet and posters: A project leaflet and a poster will be developed and printed presenting the project goals, objectives, partners, and background information in a simple and easily-understood language, while translations will be available in all the languages of the Case Studies.

Scientific publications: Scientific results will always be published in international, peer-reviewed journals. The scientific materials generated in the project will be published through open-access publishing and ORE publications (e.g., Scientific Reports-Nature, Environmental Health Perspectives, Microbial Biotechnology or Water Research, Geoscientific Model Development, IEEE Access, and others). The project target academia, professional networks, policy and decision-makers and the water industry.

intoDBP guidebook: The intoDBP guidebook will summarise the main project results. More importantly, it will give detailed guidance on how the complementary aspects from forecasting tools to novel monitoring and treatment can be used by decision-makers to formulate optimized climate change adaptation pathways taking into account emerging water quality threats, specifically but not only DBPs.

2.3 Physical interactive dissemination

Participations in conferences: Besides the intoDBP conference, the project will be presented in several topical conferences and events, including major conferences on DW, DBPs, water quality forecasting, modelling and AI like:

- Gordon Research Conference on Disinfection byproducts
- IWA World Water Congress & Exhibition
- Conference of the International Society of Environmental Epidemiology
- European Congress on Biotechnology
- Association for the Sciences of Limnology and Oceanography
- Water Distribution System Analysis/ Computer and Control in the Water Industry
- European Control Conference.

IntoDBP final conference: ICRA will organize the intoDBP final conference. All relevant stakeholders will be invited through a targeted e-mail campaign. This conference will present main activities, findings, and outcomes from intoDBP to define best practices and lessons learnt that will facilitate the continuity of the research to reach a higher TRL.

Clustering with other projects: intoDBP is in the process of building strong synergies with other Horizon Europe projects funded under the same call by the EU Horizon Europe R&I FP. By the 3rd month of the project, the ZeroPollution4Water Cluster was already shaped, consisting of the following six sister projects to intoDBP: UPWATER, Mar2protect, NINFA Project, SafeCREW, ToDrinQ and H2OforAll Project.

Organisation of webinars: intoDBP will explore the possibility to organise webinars in collaboration with professional networks such as IWA and others. Additionally, leveraging

from Water Europe's current set of events, intoDBP will participate to their programme and target the different stakeholders that each event brings together:

- Water Innovation Europe: an ideal forum to present all policy recommendations resulting from intoDBP;
- Water Knowledge Europe: it combines expertise and brainpower and will allow intoDBP to share the insights of its technology and show its innovative solutions, as well as to analyse further project activities;
- Water Projects Europe: intoDBP will have the opportunity to exchange outcomes and build synergies with sister projects and other similar water-related projects.

Case Study Boards and Round Tables: A focus of intoDBP´s communication activities will be the Communities of practice (i.e., stakeholders and other water utilities). The main means of communication will include Case Study boards that will be implemented in the starting phase of the project, in which partners will work with relevant stakeholders, community policy and economic sector-specific representatives to jointly develop optimization and scalability plans.

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 that correspond to the pre-identified stakeholders. To properly reach out to the right target audiences, the following Table 3.0 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 1.5).

Table 3.0 Communication tools and stakeholders matrix

Communication tools	Local, regional, & EU policy	Local authorities, planning & investment institutions	Specialized Agencies	Water industry	Investors & technology developers	Academia /research institution	Professional national & international networks	Civil Society Organizations	General public
Project identity	X	X	X	X	X	X	X	X	X
Website	X	X	X	X	X	X	X	X	X
Leaflet, poster	X	X	X	X	X	X	X	X	X
Press release									X
Social media									X
E-newsletters	X			X		X	X		
Video									X
Scientific publications	X					X	X		
Participation in conferences	X			X		X	X		
Case Study Boards and Round Tables									X
intoDBP guidebook	X								
Policy briefs	X			X			X		
intoDBP final conference	X	X	X	X	X	X	X	X	X
Clustering with other projects							X		

4.0 DIVISION OF RESPONSIBILITY

Achieving an effective Communication and Dissemination Plan (CDP) relies on the collaborative efforts of the entire consortium. Active involvement from all partners is expected to ensure the successful realisation of the CDP. In relation to the Communication and Dissemination activities, a list of the tasks and deliverables under the WP7 is outlined below.

Table 4.0 Division of responsibility

Tasks & Deliverables	ICRA	UCY	UCT	DkIT	ISGlobal	WE	HUJI	AS	SKE	CANAL	WBL	ATL	SC	SCI	VT	UniSA
Develop the intoDBP's project identity						x										
Leaflet, poster																
Develop the design and content of the brochures/ roll-up banners						x										
Disseminate them at every possible occasion	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Press release & e-newsletters																
Develop the template for the press release & e-newsletters						x										
Contribute with content from the developments of the project for the newsletter or press releases	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Social media																
Set-up the social media accounts						x										
Contribute with news developments and visuals	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
D7.1 Communication & Dissemination Plan (CDP)																
Develop the CDP						x										
Review the CDP	x															
Contribute to the implementation of the CDP	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
D7.2 Website																
Develop the project's website						x										
Review the website and contribute with content where needed	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Contribute with news for the update of the website throughout the project	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
D7.3 Video																
Create the video script						x										
Review the script	x															

In charge of the video production						x										
Disseminate the video at every possible occasion	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
D7.4 Policy briefs																
Develop the policy briefs						x										
Review the policy briefs	x															
D7.5 Final communication report																
Create monitoring forms						x										
Partners' contributions to the forms	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															
D7.6 Final dissemination, clustering, and networking report																
Monitoring the participation and organization of meetings, case studies boards and technical forums/workshops and conferences						x										
Partners' contribution to the forms	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															
D7.9 intoDB-P guidebook																
Develop the intoDBP guidebook	x															

5.0 COMMUNICATION TIMELINE

Table 5.0 gives an overview of the timeline that will be followed for the execution of the communication and dissemination activities.

Table 5.0 Communication timeline

Task and Deliverables	Due date
Project identity	M1-M36
E-newsletter	M12, M24, M36, M48
Social media	M2-M36
Leaflet, poster	M6-M36
D7.1 Communication and Dissemination Plan	M6
D7.2 Website	M6
D7.3 Video	M18
D7.4 Policy briefs	M12,M30,M48
D7.7 Final communication and dissemination plan	M48
D7.8 Final dissemination, clustering, and networking report	M48
D7.9 intoDBP guidebook	M48

6.0 ASSESSMENT STRATEGY AND KPIs

Throughout the project, all the communication and dissemination activities will undergo thorough monitoring and assessment using specific key performance indicators (KPIs) tailored for each channel and project phase. Monitoring forms will be created and shared among partners to capture all communication efforts taking place within the consortium. These forms will be periodically distributed to partners.

Table 7.0 highlights the primary communication and dissemination tools along with the corresponding set of KPIs. The WP7 leader, in collaboration with the coordinator, will consistently monitor the implementation of these activities, updating the relevant KPIs as the project advances.

Table 7.0 KPIs

KPIs	Overall
Website visits	4.000 website views
Number of tweets	400 tweets
Posts on LinkedIn	200 posts
Leaflet, poster	4.000 copies
Nr. of policy briefs	3
Recipients of policy briefs	2.000
Recipients of the E-newsletters	4.000
Recipients of intoDBP guidebook	2.000
Video views	15.000
People informed via conferences	7.000
Nr. of scientific articles	15-20
Participants in intoDBP final conference	100
Expected Case Studies Boards	3
Expected Case Studies Boards representatives	15

7.0 PRACTICAL GUIDELINES FOR COMMUNICATION

As already mentioned in chapter 2.0, intoDBP 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. The aim is to update the project's 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 to having 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. The general rule is that the news shared over social media does not need to be featured on the project's website, but the news on the website will always be included in the social media agenda of the project.

7.1 Partners' contributions

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

- participation to conferences, workshops, or any other event where intoDBP project was presented.
- scientific publications published related to the project.
- articles or news posts promoting intoDBP activities.
- social media updates.

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

7.2 intoDBP Consortium Social Media Handles

Table 6.0 Partners' social media handles

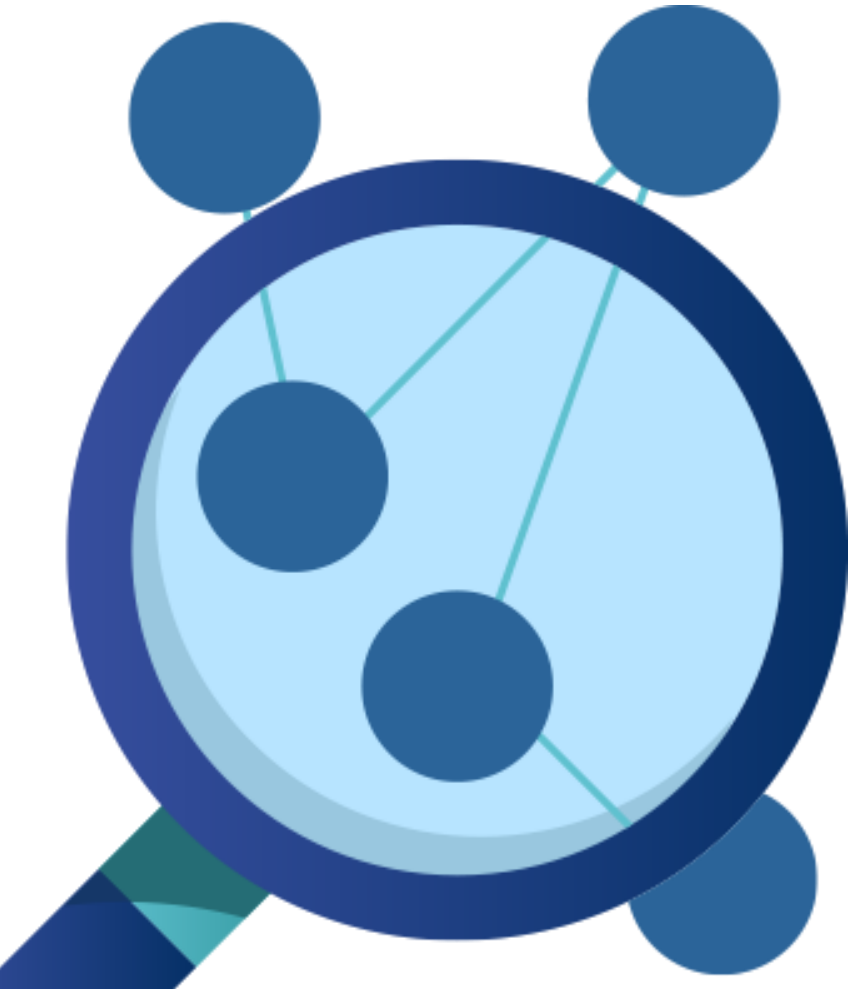
Title	LinkedIn handle	Twitter handle
Catalan Institute for Water Research (ICRA)	@Catalan Institute for Water Research (ICRA)	@IcraWater
University of Cyprus (UCY)	@University of Cyprus	@UCYOfficial
KIOS	@KIOS Research and Innovation Center of Excellence	@KIOSCoE
NIREAS	N/A	@NireasIWRC

Universita degli Studi di Catania (UCT)	@Università di Catania	@unict_it
Dundalk Institute of Technology (DkIT)	@Dundalk Institute of Technology	@DkIT_ie
ISGlobal (ISGlobal)	@Barcelona Institute for Global Health (ISGlobal)	@ISGLOBALorg
Water Europe (WE)	@Water Europe	@H20EU
The Hebrew University of Jerusalem (HUJI)	@The Hebrew University of Jerusalem	@HebrewU_heb
AquaSoil (AS)	N/A	N/A
Canal de Isabel II (CANAL)	@Canal de Isabel II	N/A
s::can GMBH (SC)	@s::can GmbH	@scanGmbH
Virginia Tech (VT)	@Virginia Tech	@virginia_tech
University of South Australia (UniSA)	@University of South Australia	@UniversitySA
Water Board of Lemesos	N/A	N/A
ATL	N/A	N/A
S.K. EUROMARKET LTD	N/A	N/A

intoDBP will create innovative tools and strategies to improve water quality management for safe human use and a healthy environment. It focuses on catchment protection and forecasting, transformative drinking water treatment, and real-time monitoring to combat the effects of climate and global change. In particular, intoDBP focuses on pollution and risks related to disinfection byproducts (DBPs). By developing and applying advanced, integrated, and cost-effective sensors and analytical methods, intoDBP will expand knowledge on water quality and DBP precursors to better understand its formation and human exposure in Europe. intoDBP monitoring results will feed into numerical forecasting tools to predict source water changes and formulate climate change adaptation pathways at catchment and treatment scale. intoDBP also develops transformative options for advanced and cost-effective upgrade of water treatment and disinfection.

In the intoDBP consortium researchers, small and large enterprises, communication experts and public services join forces to generate interdisciplinary solutions, that will generate a renewed perspective of drinking water surveillance, support decision-making and governance, and increase system resilience. intoDBP will implement and validate its cross-cutting products in four complementary case studies from three European countries where compliance with DBP regulation currently is an acknowledged challenge. The direct and visible positive impact of intoDBP in the case studies will foster rapid product adoption at a European and global scale, thus strengthening Europe's position and role in the global water market.

Reaching out beyond the water sector itself, intoDBP will directly engage society through surveys to analyze exposure to DBPs, collect data about catchment protection initiatives, create awareness and promote sustainable consumer behavior such as reducing bottled water consumption.



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