



PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION FOR WATER4ALL PARTNERSHIP

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List of acronyms

CDA	Communication and Dissemination Activity
CDE	Communication, Dissemination and Exploitation
EurAqua	European Network of Freshwater Organisations
IPR	Intellectual Property Rights
JPI	Joint Programming Initiative
MoU	Memorandum of Understanding
PCDE	Plan for Communication, Dissemination and Exploitation
PEER	Partnership for European Environmental Research
POPD	Protection of Personal Data
RDI	Research, Development and Innovation
UN SDGs	United Nations Sustainable Development Goals
WoLLs	Water-oriented Living Labs

Executive Summary

The Water4All Partnership aims to enable security for all through the support of research and innovation activities in the fields of circular economy, ecosystems and biodiversity, sustainable water management, health, and infrastructures for water. Bringing together over 80 partners from all over Europe and beyond, Water4All will launch a broad range of activities including calls for proposals, foresight, mapping, and strategic alignment.

Communication, dissemination and exploitation (CDE) are essential in enhancing the societal impact, and therefore the success, of activities. As such, the Water4All Partnership is structured around five pillars, one of them aiming at the establishment, promotion and assessment of CDE. Communication aims at the wide delivery of information about the Partnership itself, its context, all its activities – including Joint Transnational Calls and additional activities – and results to targeted stakeholders and the general public. Dissemination and exploitation intend to give an added value to communication by transferring relevant information to targeted groups of stakeholders through dedicated activities.

The present document describes the approach for the CDE of the Water4All Partnership. This plan for Communication, Dissemination and Exploitation (PCDE) will be implemented by ANR as the lead beneficiary of Task A.3 within Pillar A “Raising awareness about Partnership outputs”, with the participation of consortium partners. The plan sets out specific CDE objectives, tools, key messages and target audiences in order to make of Water4All Partnership a programme that enables cutting-edge research and innovation in response to water challenges, and supports European and international policy framework including the EU Green Deal and the United Nations Sustainable Development Goals (UN SDGs). The document also offers a list of indicators for measuring the performance of CDE activities.

This plan makes use of the communication and dissemination experience accumulated by the Water JPI over its ten years of activities (websites, e-newsletters, social and professional networks, webinars, database catering for Open Access / Open Data, press releases, alignment and synergies with other initiatives, etc.).

This document is a “living document” and shall be revisited and updated throughout Water4All lifetime to adapt to emerging needs, activities and tools. The data provided by indicators will be used to guide partners in the revision process of the PCDE. At the end of the Water4All Partnership lifetime, the project’s final report will include an updated and final version of the PCDE that will allow the European Commission to assess the impact of the Partnership.

Introduction

The European Commission wishes, with the launch of Horizon Europe, to give a fresh boost to European Research, Development and Innovation (RDI) partnerships, where the EU together with private and public partners will work together to run and promote systemic changes through a holistic approach.

The Water4All Partnership, bringing together over 80 entities, responds to the Horizon Europe strategic orientation “**Restoring Europe’s ecosystems and biodiversity, and managing sustainably natural resources to ensure food security and a clean and healthy environment**”. It is one of the Partnerships launched within Cluster 6 “Food, Bioeconomy, Natural Resources, Agriculture and Environment”.

Water4All’s vision is to boost the systemic transformations and changes across the entire research-water innovation pipeline, fostering the matchmaking between problem owners and solution providers in addressing all aspects of freshwater resources, uses and related hazards for ensuring water security for all in the long term. Water4All strives to support the implementation of water related European policies and international frameworks such as the European Green Deal, the European Adaptation Strategy and the United Nations Sustainable Development Goals (UN SDGs), including SDG 6 “Clean Water and Sanitation”, SDG2 “Zero Hunger”, SDG7 “Affordable and Clean energy”, SDG11 “Sustainable Cities and Communities”, SDG14 “Life below water” and SDG 15 “Life on land”. **As part of Pillar A dedicated to strategic issues, the Water4All Partnership has defined its Plan towards Communication, Dissemination and Exploitation (PCDE). The PCDE describes Water4All’s approach to communicating about main activities and outcomes with various audiences, as well as to disseminating and exploiting the results of the programme. It pays attention to the following issues:**

- Water4All’s objectives in the short, medium and long term (i.e., specific, operational and general objectives);
- Key messages to be delivered by the Partnership as regards water resources and Water4All’s overarching aims;
- Communication, dissemination and exploitation channels and tools to be privileged by partners;
- End-users potentially benefitting from Water4All’s results;
- Monitoring and evaluation of partnership activities; and,
- Privacy policy to be applied by partners for the protection of personal data.

The PCDE will be adjusted to emerging needs and updated at the end of the first Grant Agreement in 2024.

The plan will build on previous achievements of other initiatives, notably the Joint Programming Initiative on water challenges, Water JPI, to efficiently promote research and innovation, forward-looking strategic planning, testing and demonstration, and international collaboration. The experience gathered by the Water JPI in the development of its website and its newsletter as well as the organisation of thematic workshops will be of utmost importance in the design, implementation and evaluation of Communication, Dissemination and Exploitation (CDE) activities.

CDE activities will keep stakeholders, Water4All funders, the research community and society in general informed of Water4All’s progress and of possible modalities for collaboration.

Within the Horizon Europe programme, CDE are mandatory requirements as means to reach the objectives of funded programmes and projects.

1. Objectives and expected impacts of the communication, dissemination & exploitation plan

The **main objective of the PCDE is to support the Water4All Partnership in achieving its goals on water issues** through structured and appropriate means and tools. The Water4All Partnership assembles a wide cohesive group of partners from Europe and beyond, gathering research funders, innovation funders, thematic authorities and policy-makers at national or regional level, associations and networks representing the economic sector in the water field, and research operators. Given the high number of members, representing different priorities in water research and innovation, and the strong focus of Water4All on the provision of solutions co-defined and co-implemented with end-users, CDE acquire special relevance.

1.1 Definitions

Communication, dissemination and exploitation are connected concepts. They correspond to a general plan for both Water4All's calls and additional activities. For the sake of clarification, the definitions and objectives of CDE are explained below.





Communication	Dissemination	Exploitation	
<p>"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	 Definition
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience

FIGURE 1 – EXTRACT FROM THE EUROPEAN IPR HELPDESK, MAKING THE MOST OF YOUR HORIZON 2020 PROJECT

1.2 Communication, dissemination and exploitation objectives of Water4All

Communication, dissemination and exploitation activities will support all Water4All's Pillars to ensure the maximum visibility and accessibility of results and enhance the impact of programme activities. This section outlines the general, specific and operational objectives of the Partnership as regards communication, dissemination and exploitation.

Based upon the Horizon Europe's framework on strategic orientations and key pathways, **General objectives** (or expected impacts) refer to the overall effects in the long term of the Partnership enabled by the outcomes of RDI activities and related investments. **Specific objectives** refer to the effects of the programme in the medium term following the uptake, diffusion, use and/ or deployment of Water4All's results by direct target groups. Finally, operational objectives are linked to the actual programme results i.e. what is produced during the implementation stage of the programme.

A list of objectives is given below.

1.2.1 Operational objectives (short term)

- To ensure a regular flow of news, information, and suggestions to interested parties on Water4All activities at the international/ national and local scales;
- To produce communication materials on the Water4All Partnership, its activities and outputs;
- To engage with stakeholders from the early stages of the programme to ensure that proposed solutions and responses fully correspond to their needs;
- To adapt messages to the audience;
- To focus communication efforts on results rather than on processes.

1.2.2 Specific objectives (medium term)

- To raise visibility about Water4All objectives and activities, using simple language with society at large, the Water RDI community and potential end-users of Water4All's results such as policymakers, water managers and water planners;
- To bring science close to people through a people-centred approach and clear, simple and jargon-free language;
- To contribute to an efficient uptake of results and the creation of cooperative science and policy interfacing networks through sound knowledge, tools and evidence basis, and the transfer of knowledge.

1.2.3 General objectives or expected impacts (long term)

- To improve consideration of water processes and impacts in relevant policies;
- To provide information to wider audiences;
- To increase citizens' awareness and engagement (in the protection, conservation and restoration of water resources);
- To enhance Europe's performance levels in water RDI by involving European and international partners in information, communication and networking activities;
- To enable the wide transfer of knowledge and information for stakeholders and end-users that can benefit from it;

- Exploitation activities should enable the achievement of policy objectives, including the European Research Area (ERA) roadmap, the New European Innovation Agenda - Flagship 2-5, the European Water Framework Directive and related Directives, the European Green Deal, and the SDGs.

In order to achieve these objectives, partners have identified a number of activities that are listed below. This list of activities may be updated in following versions of the PCDE.

TABLE 1 – LIST OF CDE ACTIVITIES TO BE UNDERTAKEN BY WATER4ALL PARTNERS IN ORDER TO ACHIEVE ITS GENERAL, SPECIFIC AND OPERATIONAL OBJECTIVES.

	Communication	Dissemination	Exploitation
Planned activities	<ul style="list-style-type: none"> • Identify target audiences. • Adapt messages and contents to target audiences and enabling at most the use of easy-to-understand language. • Involve key stakeholders in Water4All’s activities. • Establish “identity” of the programme (visual, language) 	<ul style="list-style-type: none"> • Develop of online tools to open science access. • Provision, and regular exchange of information about Water4All’s results, innovative solutions and scientific approaches. • Integration of end-users and stakeholders’ feedback on proposed solutions, programme results and planned activities. 	<ul style="list-style-type: none"> • Organisation of annual conferences, policy briefs, and showcase tools/events of success stories. • Share information in relevant platforms, including the Horizon Europe’s platform if needed, for enhancing the visibility of results. • Open Data Open Access platform • Scale-up of best practices.

1.3 Communication, dissemination and exploitation of results objectives according to the pillars

In addition to the overall objectives outlined in the previous section, each Water4All’s Pillar has also identified a number of objectives as regards CDE (**Table 2**). This list of objectives will be updated to better reflect CDE needs. These objectives will be useful in structuring CDE activities within each Pillar.

TABLE 2 – CDE OBJECTIVES FOR WATER4ALL’S PILLARS.

PILLAR OBJECTIVES
Pillar A – Communication and Dissemination and Exploitation
<ol style="list-style-type: none"> 1. Development and update of the communication tools (e.g., website) 2. Keep a regular flow and update of messages posted on social media. 3. Ensure the timely publication of Water4All’s activities through digital tools (e.g., newsletter, website, social media). 4. Support the organisation and wide communication of events for the dissemination of results e.g. science-policy interface events 5. Support other pillars in their communication, dissemination and exploitation.
Pillar B – Communication and Dissemination
<ol style="list-style-type: none"> 1. Widely communicate on co-funded joint transnational calls and accepted proposals. 2. Inform on the launch of other joint actions, including Thematic Annual Programming calls, Young Researchers calls and Knowledge Hubs.
Pillar C – Communication and Dissemination
<ol style="list-style-type: none"> 1. Enable knowledge transfer activities from Water4All to potential end-users and stakeholders including the scientific community, water management and planning authorities, and policy makers. 2. Establish communication and dissemination mechanisms for bringing together solution providers and problem owners. 3. Enhance capacity building of various actors through the sharing of knowledge and information.
Pillar D – Communication and Exploitation
<ol style="list-style-type: none"> 1. Promote communication with all actors contributing to water-oriented living labs. 2. Enable Water4All partners to be fully aware of investment programmes, new openings and market uptake of innovative solutions. 3. Deliver tools for knowledge on Water-oriented Living Labs (WoLLs) and Demos.
Pillar E – Communication and Exploitation
<ol style="list-style-type: none"> 1. Raise awareness on cooperation activities with international water-related Research, Development and Innovation (RDI) initiatives and countries beyond Europe. 2. Widely disseminate on innovative water solutions with potential applications outside of Europe.

2. Key messages

Arising from the Water4All's general, specific and operational objectives listed in Section 1, a set of key messages have been defined, as the basis for a deeper approach to specific target audiences. **Key messages correspond to the main points of information to get across; they are set out to guide the CDE orientation of the Partnership.** The key messages outlined below may be modified in the future following developments undertaken within other Tasks, and in particular within Task C3.4.

Key messages to be delivered to **society at large on the need for water RDI**:

- Water is a limited natural resource.
- Water management and planning are important in the medium and long term.
- Integration of RDI in the market is key to responding to water issues.
- Global water challenges should be tackled with international cooperation.

Key messages to be delivered to **water experts, the scientific community, potential end-users and society at large on Water4All** are:

- Water4All addresses a wide range of water challenges: from water scarcity to climate resilience.
- Water4All seeks the creation and implementation of solutions for water challenges with stakeholders.
- Water4All facilitates demonstration activities that allow the testing of solutions in real environments.

3. Target audiences: stakeholders, network groups

This chapter details key target audiences for Water4All. It is necessary to address each particular target group with information tailored to its interests and through the channels best suiting the purpose of information delivery. Given the wide variety of stakeholders and organisational modes of stakeholders, section 3.1 offers a short definition to clarify each of the concepts presented in this chapter.

3.1 Definitions

Target audience: It is a group of persons to whom messages are addressed.

Stakeholders: can be defined as people, groups or organisations having an active role because of their interest in the activities of the Partnership, e.g., European Commission, Funding Agencies and others.

Networks: can be defined as list of contacts that, even if they do not have an active role in the programme, can contribute to the wide communication and dissemination of activities. Networks can be of different types. They can be political, administrative, and union networks, for instance, linked to opinion leaders, media, and social media influencers. Building upon the experience accumulated by the Water JPI, the Water4All Partnership always has numerous contacts with a wide range of scientific networks.

End-users: A group of persons benefitting from activities' results.

3.2 The general aim of target audiences

Identifying the different groups that can find interest in the Partnership activities allows creating or adapting specific messages to their communication habits. It is also a means to reach out to a broader audience that is not in the specific scope of water scientific research (e.g., citizens, policymakers).

The general aims of identifying and grouping audiences are to:

- Align the overall communication objectives with those of the partners involved.
- Strengthen and maintain a fruitful and effective exchange of information among the different groups involved;
- Share communication methodologies within the partnership;
- Coordinate activities for data collection related to the results of the funded projects and researchers acting as “Contact Points on Open Data and Open Access”;
- Share monitoring activities useful for the evaluation of the communication actions.

3.3 Identified audiences

The main identified target groups addressed in this plan are: **scientific communities, including networks, policy-makers, authorities, citizens, utility operators and industry**. For each of these groups, this plan establishes their relevance and specific CDE activities of interest.

KEY AUDIENCE AS REGARDS SCIENTIFIC AND ACTIVITIES AND OUTCOMES

Relevance: The partnership mission is based on developing scientific research on water and involving all aspects connected to water. This target group is expected to generate data and to improve our knowledge in all the domains addressed by Water4All. The scientific community is therefore the central target group of Water4All activities. It includes:

- **Water4All actors**, as main actors in charge of the implementation of agreed strategic activities – Governing Board, Executive Board, Advisory Boards - Scientific and Technological Board and Stakeholder Advisory Group, ad-hoc working groups;
- **The science community linked to water issues**, including specific research teams, scientific networks (e.g., EurAqua, Partnership for European Environmental Research - PEER).

CDE activities of interest: Communication on upcoming calls for projects, mapping of demonstration sites/living labs, open access open data, international cooperation strategy as a means to identify potential partners beyond Europe, and valorisation activities of Water4All results.

KEY AUDIENCE AS REGARDS POLITICAL IMPLEMENTATION OF THE PARTNERSHIP

Relevance: The partnership is mainly financed by state agencies and the UE. It is a programme aimed to develop scientific knowledge to support policy-based decision on water issues at the regional, national and European level (e.g. laws, standards, rules). In this context, activities dedicated to improving the science-policy interface are of particular relevance.

Water is also a common public good beyond borders and implies discussing with other states for sound decision-making. Strategic activities conducted within Water4All will also support future reflections on water research and innovation needs concerning transboundary waters in Europe and beyond.

Actors involved in the setting of water research and innovation agendas constitute a target for Water4All:

- **European Commission;**
- **Policymakers** to better integrate water knowledge and data;
- **Decision-makers** like water management and planning authorities to use tools, approaches and solutions that fit their needs;
- **International and national water programmes and authorities** in foreign countries to join efforts in global challenges;
- **International and national water research and innovation programmes** with whom synergies could be identified and critical mass enhanced.

CDE activities of interest: Communication and involvement of the policy-making community in the framing of Water4All's strategic actions (e.g. strategic agenda) and valorisation activities. Specific activities will be launched for improving the use of scientific information into policymaking and assessment of policy-oriented activities, in particular as regards the achievement of objectives set out in the European Green Deal and UN-SDG.

FOR SOCIETY IN GENERAL

Relevance: Human beings depend on water for living. Thus, everyone has a role to play in the good use of this resource. Therefore, society is a target to communicate on water. Key messages will focus on how to use this natural resource, preserve it and inform on how the money invested in these activities is spent. Proposed target audiences:

- **Educational Communities;**
- **Foundations and charities;**
- **Citizens and society at large;**
- **Water users and related associations** as key groups in the adoption of solutions, e.g. water utilities, farmers, and agricultural trade unions.

CDE activities of interest: As implementers of Water4All's solutions, this group will receive information on Water4All's running activities and expected results. Attention will be paid to communication on demonstration sites/ living labs, as well as existing and emerging challenges around the water resource.

FOR THE ECONOMIC/PRIVATE SECTOR, INDUSTRY BODIES

Relevance: To be effective, the results of scientific research should find practical implementation for society's benefit. Industry and economic sectors are the main links for transforming this knowledge into effective applications. This knowledge should ultimately help other scientific research communities to identify end-users' needs for RDI.

- **The economic sector** (e.g. industry, investors) to take up and scale up the innovations developed;
- **Regional and national authorities** which are in charge of the allocation of credits for the launch of SMEs and other enterprises potentially implementing Water4All's results and solutions, to profit from previous research results.

CDE activities of interest: Communication and dissemination on Water4All's results and solutions, knowledge transfer opportunities and potential upscale of innovations. Exploitation activities are of particular interest for these groups.

4. Communication, dissemination and exploitation of results: main channels and tools

This chapter outlines the tools and channels considered for the implementation of the PCDE of Water4All. Others may be added if considered relevant and they will be communicated in successive versions of the PCDE¹. To ensure joint and consistent communication and contribute to the Water4All objectives, all information or communication support will be centralised by ANR and shared with Task A.3 partners for publication.

TABLE 3 – WATER4ALL’S CDE CHANNELS AND TOOLS AS IDENTIFIED BY PARTNERS.

Channels	Tools ²
Digital Communication	<ul style="list-style-type: none"> Water4All Website (including links to Intranet sections or database), Calls and Online funded projects booklet
	<ul style="list-style-type: none"> E-Newsletters
	<ul style="list-style-type: none"> Press releases
	<ul style="list-style-type: none"> Platform on success stories
	<ul style="list-style-type: none"> Projects database (e.g. OD/OA Interface tool)
Social Networks/media	<ul style="list-style-type: none"> Platforms on mobility schemes and infrastructure
	<ul style="list-style-type: none"> Twitter, LinkedIn, Facebook
	<ul style="list-style-type: none"> Podcasts
Events	<ul style="list-style-type: none"> YouTube /Videos
	<ul style="list-style-type: none"> Thematic events, workshops, meetings
	<ul style="list-style-type: none"> Seminars/Webinars
Printable & digital documents	<ul style="list-style-type: none"> Active participation at network / European / International and showcase events
	<ul style="list-style-type: none"> Brand manual
	<ul style="list-style-type: none"> Leaflets, flyers, booklets
	<ul style="list-style-type: none"> Policy briefs
	<ul style="list-style-type: none"> Posters
	<ul style="list-style-type: none"> Templates
	<ul style="list-style-type: none"> Visual-data base subscription (e.g. Adobe Stock)

¹ Tools are to be used in a necessity basis, this plan do not impose any tools to be used out of context.

² The presented tools are a non-exhaustive list of possibilities to be used as best fits in relation to the target audience/message content.

4.1 Visual identity and Water4All brand

All the communication tools that are being implemented within the Water4All partnership share a common **visual identity**. The **visual identity** refers to all the imagery and graphical information that will identify the Water4All Partnership and will differentiate it from all the other initiatives. It provides visual unity to communication material, products and services by establishing a range of colours, typography, templates (Word, PowerPoint), pictograms, design elements, images and logo. The development of a “style guide” for the visual identity provides consistent instructions on how the Water4All Partnership should be visually represented at all times and in any situation. All the details about the proper use of the visual identity are presented in a specific document called “Brand manual”.

The objectives of a Visual identify for Water4All as regards communication purposes are:

- To guide partners involved in the communication of the partnership. Partners have to communicate with their country networks and target audiences on a large scale about the activities and the partnership. Thus, they need guidelines to help them in the use of Water4All’s communication material and to ensure effective external communication.
- To keep clear communication and consistency within the different communication channels: printed material, digital (web, social media), and events mainly.
- To help audiences (stakeholders, end-users, etc) identify the Water4All Partnership, its goals and related activities.

4.2 Brand Manual

The brand manual is a document that details the visual identity of a brand. It aims to structure the Partnership brand with standard graphic elements.

This document is the first step in establishing a framework for the partnership’s brand. **It has been developed to have some basic elements to support partnership communication and dissemination development and it presents the rules that must be followed to keep a proper visual identity for the brand.** It will guide the preparation of all communication tools and materials such as the website, documents, flyers, etc.

The brand manual has been summited to the partners’ review and it will be amended according to emerging needs and required evolutions. The manual and graphic elements are available for all partners and an external version is available on the internet (tool kit).

4.3 Editorial Board

An **Editorial Board** will be set up for the identification, follow-up and implementation of CDE activities. Through these activities, the Editorial Board will provide direction to the overall communication of Water4All.

The Editorial Board is open to all the partners involved in the Task A.3. As the partnership will focus on many water aspects, this board will meet regularly to:

- Organise and update planned CDE activities.
- Submit and discuss the main messages to be communicated according to priorities and tools (website, social media, newsletter).
- Provide partners with advice on content if necessary.
- Inform partners about key messages.
- Attract and encourage other partners' contributions to CDE activities.

- Invite relevant persons to the board for discussion.

With a view to supporting its work, partners will develop a Gantt chart that will define actions, deadlines and progress towards those actions.

4.4 Water4All Website

A dedicated website is being developed (as of November 2022) to make all information about the partnership and its actions publicly available. The domain www.water4all-partnership.eu has been registered for this end.

Meanwhile, during the official website development, the ANR is hosting a webpage accessible with the URL: www.water4all-partnership. This page has been created to communicate the necessary information on the Water4All partnership. It is also possible to find information regarding the Water4All partnership and ongoing calls on the Water JPI website.

All partners are actively contributing to the production of contents for the website.



FIGURE 2 – SCREEN SHOT OF THE HOME PAGE, WEBSITE HOSTED BY ANR

4.4.1 Steps for the website development

The website is being developed in two steps:

- **The launch step:** The first objective of this part is to be able to have an effective tool as soon as possible after the official Water4All partnership launch. This launch step will be organised with a simple structure containing all the information required to begin the partnership.
- **The development step:** This step is intended to complete the previously established structure and offer more information according to the development of the partnership and the activities

related during its lifetime. It will also allow other changes and corrections if they are relevant and identified after the first step launch.

Concerning the structure of the website, the Water JPI experience allows identifying the sections and subsections that are to be developed within the Water4All partnership framework. The main identified sections are:

- 1 – About Us (Mission & organisation - 3 sub-sections)
- 2 – Joint actions (2 sub-sections: Operational pillars / Pillar activities)
- 3 – Joint Calls (organised by year)
- 4 – Funded projects
- 5 – News & Events
- 6 – Resources (library, logos, videos, toolkits...)

4.4.2 The organisation of content and updates

The updates, inclusion and changes to the content of the website are to be made and decided by the Editorial Board. **The Editorial Board** will regularly meet to make decisions regarding the website content. Other partners with relevant information can directly request updates/inclusion/changes to the Editorial Board. This Editorial Board will also develop and validate the information to be communicated and disseminated on the dedicated channels according to the needs of the editorial policy of the partnership; this includes updates on the website.

Information regarding Water4All will be updated according to the ongoing activities.

4.5 E-Newsletter

The e-Newsletter enables the Water4All Partnership to inform the international and national community on relevant information on Water4All ongoing activities, relevant resources initiatives, progress and outcomes of other programmes and/or projects, funding opportunities for researchers, international events held and general news on freshwater. To feed the e-newsletter, partners will be systematically invited to submit articles and information and to promote them within their local community. The involvement of the Water4All consortium partners in the e-Newsletter is crucial for its success.

4.5.1 The e-Newsletter implementation

Two main steps are required:

1. Creation of the monthly e-Newsletter (except European summer vacation period).
 - Develop and manage a network of main contributors (without excluding other contributions)
 - Create a template dedicated to contributors. Text, pictures, and links constitute the main article contents (an external tool may be required).
 - Receive and compile the articles related to Water4All activities and other information.
 - Coordinate the links with actors involved in this communication activity.
 - Validate the newsletter.

2. Dissemination of the e-Newsletter.

The publication of the full content will be available on the Water4All website. It will be dispatched by e-mail to the registered subscribers by a specific tool (e.g., mailjet) at the national and international level on behalf of Water4All members and partners' networks.

4.6 Social media

The social media network aims to enlarge the reach of the Water4All activities amongst different target groups from a specific to a larger audience. It is relevant for the Water4All partnership to have its own social media profiles and not to only rely on partners' ones to have full control of the message circulating between all types of audiences.

The main social media accounts selected for the Water4All partnership are Twitter and LinkedIn. The actions related to building a community around social media are:

- Grow in number of followers to be able to reach a large audience.
- Promote their use among the target communities (scientific, stakeholders, citizens, etc).
- Promote them via Water4All partners and existing social media tools. Partners will be required to be active and spread the use of Water4All social media accounts.
- To ensure the continuous dissemination of relevant information via social networks. Water4All consortium members actively participating in Task A.3 activities will be requested to continuously update and publish in each of the above-mentioned social networks.
- All members are invited to support the partnership communication through their own social media accounts.

The use of twitter and LinkedIn was decided based on the characteristics of each social media: **Twitter** is a dynamic social media where information can be disseminated fast (and effectively) in short phrases and in volume. **LinkedIn** is very professional based where a more technical audience is found. On LinkedIn, more details can be given and messages can be more extensive. **As the partnership evolves the need to create other social media accounts might arise and other accounts could be created (e.g., Facebook, YouTube or podcasts).**

To ensure the overall coherence of the digital communication strategy and allow a global vision of the messages posted, the Editorial Board will be assigned for the planification and coordination of social media. Some assigned activities for the Editorial Board as regards social media include, but are not limited to:

- To establish or validate the editorial lines
- To decide on the coming events to be shared
- To prepare and validate the messages to be sent
- To create a document to share relevant information with the Consortium members

The messages and content format on social media are designed according to the target audience and available platforms. The different contents available may be:

- Infographics
- Text (with or without an image)
- Information sharing
- Video (live or not): short ones are preferred
- Storytelling
- Series
- Podcasts
- Answer to frequently asked questions
- Testimony
- Quiz game
- Poll/votes
- Recycle publications that performed
- Events promotion
- Quotation
- Curation of news content
- Relay content from partners

4.7 Events: workshops and meetings

To illustrate key achievements, develop activities and engage with partners and other stakeholders, the Water4All Partnership shall participate in, and promote, different events throughout the years. All thematic public workshops and meetings planned within Water4All will be organised to the highest standard and, whenever possible back-to-back with other activities. With the support of the event organiser and the Water4All Partnership Coordination Team, relevant information about events will be disseminated via all the channels mentioned in the introductory part of Section 4.

Some of the international meetings held annually or biannually where Water4All's participation may be anticipated include:

- Cairo Water Week, Egypt
- COP for the United Nations Convention to combat desertification, the Biodiversity Convention or the Climate Framework Convention.
- European Research and Innovation Days
- International Water Association world water congress & exhibition
- Sustainable Research and Innovation Congress
- UN-Water Conferences (e.g., UN-Water summit on groundwater, UN 2023 Water Conference)
- Water Europe's Innovation Event.
- World Water Forum, held biannually
- World Water Week, Stockholm, Sweden
- Global Sustainable Technology and Innovation Community Conference

5. Protection of Personal Data

As stated in the Grant Agreement and the Consortium Agreement, all Water4All partners must conform to the General Data Protection Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (“General Data Protection Regulation”), and to its supplementary national legislation for collection and processing of data for which it will be responsible. Associated Parties shall also conform to their national legislation for Data protection.

The participants involved in the communication and dissemination activities described in this plan are varying and can be consortium participants, external Member States and non-Member States participants. For the non-EU Member States participating in Water4All joint activities (such as the Joint Transnational Calls), partners are requested to sign legal binding documents (e.g., Memorandum of Understanding - MoU) of compliance with ethics and Protection of Personal Data (POPD) regulation (national, EU and Horizon Europe).

The communication and dissemination activities with potential issues of POPD have been identified and are listed below:

- Meetings (functional, administrative)
- Workshops
- Seminars and conferences (with more external attendees)
- Mailing lists (communication & dissemination)
- Project website
- Project website intranet
- Newsletter
- Webinars
- Joint Transnational Calls (from definition to implementation of the calls and follow-up of the funded projects)
- Additional joint calls (from definition to implementation of the additional calls and the monitoring of funded projects / activities)
- Public presentations at external events (seminars, conferences, meetings, webinars, etc.)
- Additional research activities (Thematic Annual Programming action, etc.)

To appreciate the low level of POPD issues of this project, it is important to specify that no sensitive personal data are and will be processed. The POPD considerations are limited to information and informed consent of the subjects, and personal data protection concerning (professional) contact information (publicly available) of the subjects.

Respondents to Water4All activities (Joint Transnational Calls, meetings, Knowledge Hub development, workshops, dissemination and communication) will be given complete information about the processing of their personal data and the procedure for opting out. Their participation is voluntary and their informed consent will be obtained.

More information on the Data Protection provisions and informed consent procedures implemented will be available in the associated deliverable.

6. Following, monitoring and evaluating CDE activities

It is necessary to organise CDE activities, to fix deadlines, to be effective and to have a general view within the time of the actions done. The monitoring and evaluation process of the CDE activities aims at verifying its effectiveness by using both qualitative and quantitative indicators. Evaluating these activities provides the opportunity to adjust the communication plan and to improve processes, when needed, based on feedback and constructive suggestions.

The following sections outline specific monitoring and evaluation indicators for Communication and Dissemination Activities (CDA) - section 6.1, and Exploitation activities - section 6.2.

6.1 Monitoring and evaluation indicators for CDA

To analyse the impact of Water4All partnership and CDAs, monitoring actions are envisaged, depending on the type of activities, **every 6 months**. The indicators have been adapted from the Water JPI Communication Plan to monitor the CDAs performed and measure the increased impacts.

Analysing the performance of posts on social networks is an essential phase. It allows identifying the engagement of the community and the impact of the content posted on social networks. It is also a relevant indicator to improve audience targeting. Regular reports will be shared with stakeholders, partners and the management team.

The presented general **Table 4** may be adapted more specifically to real needs and possibilities.

6.2 Monitoring and evaluating exploitation activities

Exploitation activities will focus on making concrete use of Water4All's results for commercial, societal and political purposes. They aim to guarantee that significant results find an actual use during the different stages of the programme and after its official final date. Given the variety of activities foreseen by Water4All, there is a wide spectrum of results that may be recognized as exploitable, including policy recommendations, standardisation, innovative products and dedicated platforms for knowledge sharing. The nature of exploitation activities will be highly dependent on the type of result obtained, the target users, the transferring partner, the timeline and the resources available.

Exploitation will be promoted through the publication of policy briefs, peer-reviewed publications and presentations at international conferences. In addition, partners will develop a "success stories" platform where they will provide information on exploitation activities that have led to the uptake of Water4All's results for policy, market uptake or water planning. Partners will use Horizon Europe's tools for enhanced exploitation including Horizon Results Booster, the Horizon Results Platform and the Innovation Radar.

Different actions are possible to promote the results among communities, some examples are given:

- Identify areas and project partners, and stakeholders within the partnership that could make use of the project results.
- Facilitate exploitation by others.
- Use effective channels to engage potential users (stakeholder networks and platforms, domain-specific platforms, project websites, social channels, etc).
- Stay informed about the market trends in the field of the project results.
- Use communication tools: such as interviews.

Evaluation is important as it helps to identify the strengths and weaknesses of the results, if the activity results produce greater knowledge on water-related topics, or if they are useful in different water-related fields.

Different ways, non-exhaustive, may be used to be able to **determine the performance of the exploitation activities**:

- Number of new activities based on the previous results.
- Increase support of activities by other researchers, educators, and the greater community.
- Increase interest and participation by the target audience.
- Show the value of the program to interested parties such as partners, funding agencies, and the public.
- Number of applications developed based on the results.

Water4All Communication, Dissemination and Exploitation Plan

TABLE 4 – WATER4ALL’S IDENTIFIED INDICATORS FOR THE EVALUATION OF CDE ACTIVITIES.

		Nb. visitors, subscribers, clicks or views (global or specific pages)	Time sessions (web, pages)	Nb. docs, data/ down-loads	Nb. updates	User countries	Nb. of print-outs, views (retweet, like, comment)	Nb. followers / subscribers / views	Nb. of info /articles /doc on a subject	Nb. of events held/ participations
Digital communication (Partnership / Activities)	Website Water4all	X	X		X	X			X	
	E-newsletter	X				X		X		
	Platforms			X	X					
	Press releases	X							X	
Social Media (Partnership / Activities)	Tweets						X	X		
	LinkedIn						X	X		
	YouTube						X	X		
	Facebook						X	X		
	Podcasts	X								
Events (Partnership / Activities)	meetings, workshops	X						X	X	X
	Webinars	X						X	X	X
	networks / European, International events									X
Printable & digital docs (Partnership / Activities)	Leaflets, flyers, booklets								X	
	Policy briefs								X	
	Posters								X	
Classic media (Press / Radio)	Press releases								X	
	Articles								X	
	Interviews								X	

References

The main references are:

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