



**Water Works 2018-2022 in Support of the Water JPI**

**ERA-NET Cofund Action**



**H2020-SC5-33-2017: Closing the water cycle gap**

D5.1

**Plan for disseminating, communicating and exploiting  
WaterWorks2017 outputs**

(WP5)

May 2018

<b>OUTPUT SUMMARY</b>	
<b>Project Information</b>	
Project Title:	Water Works 2018-2022 in Support of the Water JPI (WaterWorks2017) and of the EC Call SC5-33-2017: Closing the water cycle gap
Project Acronym:	WaterWorks2017
Call Identifier:	SC5-33-2017: Closing the water cycle gap
Contract Number:	776692
Starting Date:	01/01/2018
End Date:	31/12/2022
Web-Site Address:	<a href="http://www.waterjpi.eu/">http://www.waterjpi.eu/</a>
Coordinator:	Maurice HERAL
Management Team	Dominique DARMENDRAIL, Juliette ARABI, Simon COULET, Nuria RUIZ, Elçin SARIKAYA, Richard TAVARES
E-Mail:	<a href="mailto:WW2017secretariat@agencerecherche.fr">WW2017secretariat@agencerecherche.fr</a>
Telephone Number:	+33 1 73 54 82 63 / +33 1 73 54 81 55
Deliverable Title:	Plan for disseminating, communicating and exploiting of WaterWorks2017 outputs
Deliverable Number:	5.1
Work Package:	5
WP leader	ISPRA - Italian National Institute for Environmental Protection and Research
Nature:	Report
Dissemination:	Public
Editor (s):	Giuseppina MONACELLI, Alessandra CASALI, Daniela GENTA
E-Mail(s):	<a href="mailto:giuseppina.monacelli@isprambiente.it">giuseppina.monacelli@isprambiente.it</a> <a href="mailto:alessandra.casali@isprambiente.it">alessandra.casali@isprambiente.it</a> <a href="mailto:daniela.genta@isprambiente.it">daniela.genta@isprambiente.it</a>
Telephone Number:	0039 06 5007 4471 0039 06 5007 4098 0039 06 5007 4793
Date of Delivery	31/05/2018

## Disclaimer

This document reflects the views only of the author, and the European Commission cannot be held responsible for any use, which may be made of the information contained therein.

## Table of contents

<b>List of Abbreviations</b>	<b>6</b>
<b>Executive Summary</b>	<b>8</b>
<b>1. Introduction</b>	<b>9</b>
1.1 Context	9
1.2 Definitions	10
1.2.1 Communication	10
1.2.2 Dissemination	10
1.2.3 Exploitation	11
1.2.4 Intellectual Property Rights (IPR)	12
1.2.5 Other Definitions	13
<b>2. Plan for Communication, Dissemination and Exploitation of the Results of WaterWorks2017</b>	<b>16</b>
2.1 Stakeholder Groups	17
2.2 WaterWorks2017 Communication and Dissemination Tools	18
2.2.1 Water JPI Public Website	19
2.2.2 Water JPI e-Newsletter	21
2.2.3 Workshops and Meetings	24
2.2.4 Social Networks	25
2.2.5 Press Releases and other Communication Tools	26
2.2.6 Online Booklet of funded projects	26
2.2.7 WaterWorks2017 Internal communication	27
2.2.8 WaterWorks2017 Intranet Website	27
2.2.9 Water JPI Photo competition	27
<b>3. Implementation of the WaterWorks2017 Communication, Dissemination and Exploitation Activities</b>	<b>29</b>
3.1 WaterWorks2017 Consortium partners	29
3.2 Networks from WaterWorks2017 joint transnational activities	29
<b>4. Dissemination vs Exploitation principles for WaterWorks2017</b>	<b>30</b>
<b>5. WaterWorks2017 Dissemination activities</b>	<b>31</b>
5.1. Dissemination and Exploitation of Results of the WaterWorks2017 JTC Funded Projects	31
5.2. Open Access and Open Data within the Water JPI	32
<b>6. WaterWorks2017 Exploitation activities</b>	<b>34</b>
6.1. Exploitation of Results of the WaterWorks2017 JTC funded projects	34
6.1.1 Basic Principles	34
6.1.2 Intellectual Property Rights - Management in funded project consortium agreements	34
6.2. Exploitation of Results of WaterWorks2017 project by itself	35
6.2.1 WaterWorks2017 Grant Agreement	35
6.2.2 WaterWorks2017 Consortium Agreement	36
6.2.3 Goals of the Exploitation of Results of the Waterworks 2017 project	36
<b>7. Monitoring and Evaluation of Communication and Dissemination Activities</b>	<b>38</b>
<a href="#">WaterWorks2017 D 5.1 (Plan for Disseminating, Communicating and Exploiting WW2017 Outputs)</a>	4

<b>8. Monitoring and Evaluation of exploitation Activities</b>	<b>41</b>
8.1. <i>WaterWorks2017 JTC funded projects</i>	41
8.2. <i>WaterWorks2017 project by itself</i>	41
<b>References</b>	<b>42</b>

## List of Abbreviations

AB:	Advisory Board
ANR:	National Research Agency (France)
AKA:	Academy of Finland (Finland)
ASRT:	Academy of Scientific Research and Technology (Egypt)
CA:	Consortium Agreement
CDA:	Communication and Dissemination Activity
CDE:	Communication, Dissemination and Exploitation
CDTI:	Centre for the Development of Industrial Technology (Spain)
CIP:	Center of International Projects (Moldova)
CONFAP:	National Council of State Funding Agencies (Brazil)
COST:	European Cooperation in Science and Technology
CSA:	Coordination and Support Action
DEP:	Communication, Dissemination and Exploitation Plan
DG:	Direction General
EC:	European Commission
EIP:	European Innovation Partnerships
EPA:	Environmental Protection Agency of Ireland (Ireland)
ERA:	European Research Area
ERA-NET:	European Research Area-Network
ETAg:	Estonian Research Council (Estonia)
EURAQUA:	European Network of Freshwater Research Organisations
EWA:	Electricity and Water Affairs
FACCE-JPI:	Joint Programming Initiative on Agriculture, food security and climate change
FORMAS:	Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning (Sweden)
F.R.S.-FNRS:	Fund for Scientific Research (Belgium)
GA:	Grant Agreement
GB:	Governing Board
GWRC:	Global Water Research Coalition
H2020:	Horizon 2020 - EU Framework Programme for Research and Innovation
IA:	Innovation Action
IenW:	Ministry of Infrastructures and Water Management (Netherlands)
IP:	Intellectual property
IPR:	Intellectual Property Rights
IRESA:	Institution de la Recherche et de l'Enseignement Supérieur Agricoles (Tunisia)
ISPRA:	National Institute for Environmental Protection and Research (Italy)
JPI:	Joint Programming Initiative
JTC:	Joint Transnational Call
Khub:	Knowledge Hub
KT:	Knowledge Transfer
MHESR:	Ministry of Higher Education and Scientific Research (Tunisia)
MB:	Management Board
MINECO/AEI:	Ministry of Economy, Industry and Competitiveness / State Research Agency (Spain)
MIUR:	Ministry for Education, University and Research (Italy)
MoE-IL:	Ministry of National Infrastructure, Energy and Water (Israel)

MTA:	Material Transfer Agreement
NCBR:	National Centre for Research and Development (Poland)
NERC:	Natural Environment Research Council of UK (UK)
NGO:	Non Governmental Organisation
NWO:	Netherlands Organization for Scientific Research (Netherlands)
OA:	Open Access
OD:	Open Data
OD/OA:	Open Data / Open Access
PCDER:	Plan for Communication, Dissemination and Exploitation of Results
PRIMA:	Partnership for Research and Innovation in the Mediterranean Area
RCN:	Research Council of Norway (Norway)
RDI:	Research, Development and Innovation
RIA:	Research and Innovation Action
RPF:	Research Promotion Foundation (Cyprus)
R&D:	Research and Development
SAG:	Stakeholder Advisory Board
SC5:	Societal Challenge 5 "Climate action, environment, resource efficiency and raw materials"
SME:	Small and Medium Enterprise
SRIA:	Strategic Research & Innovation Agenda
STB:	Scientific and Technological Board
TAP:	Thematic Annual Programming
TFs:	Task Forces of Water JPI
UEFISCDI:	Executive Agency for Higher Education, Research, Development and Innovation Funding (Romania)
UN:	United Nations
UN SDGs:	UN Sustainable Development Goals
UNESCO:	United Nations Educational, Scientific and Cultural Organisation
Water JPI:	Joint Programming Initiative on Water challenges for a changing world
WaterWorks2017:	WaterWorks2018-2022 in Support of the Water JPI and of the EC Call SC5-33-2017: Closing the water cycle gap
WIPO:	World Intellectual Property Organization
WssTP:	Water Supply and sanitation Technology Platform
WP:	Work Package
WRC:	Water Research Commission (South Africa)
WW2017:	WaterWorks2017

## Executive Summary

The Plan for Communication, Dissemination and Exploitation of Results (PCDER) of the **WaterWorks2017** project has been prepared in accordance with the [Water JPI Communication and Dissemination Strategy](#) (April 2013) and the Project Management Plan of the WaterWorks2017 (January 2018). The PCDER of **WaterWorks2017** will be implemented by ISPRA as the lead beneficiary of the Work Package 5 – Communication, Dissemination and Exploitation of the Results – of **WaterWorks2017**, with the participation of all project Consortium partners<sup>1</sup>, to support the communication, dissemination and exploitation of results activities foreseen by the project.

The aim of this PCDER is to provide a roadmap on how to communicate, disseminate and exploit the results of the project activities (including the Joint Transnational Call and Additional Activities), in order to contribute to the overall Water JPI objectives. This Plan makes use of existing Water JPI communication and dissemination tools (website, e-newsletters, social networks, professional networks, info day by webinar, Water JPI Database catering for Open Access / Open Data, press releases, etc.).

This document should be considered a “living document”, because it will be revisited and updated throughout **WaterWorks2017** lifetime (five years) and adapted to emerging needs and activities.

To achieve the aims of **WaterWorks2017**, this plan sets out methods to be implemented and tools to be used, as well as the required involvement of the stakeholders engaged subjects for improving the internal and external communication. This PCDER also describes the dissemination, exploitation and evaluation activities foreseen.

At the end of the **WaterWorks2017** lifetime, the project’s final report will include the most updated and final version of the PCDER that will allow the European Commission (EC) to assess the impact of **WaterWorks2017**. This document will also serve as a basis for all other Water JPI related activities developed in the frame of this EC-supporting project.

---

<sup>1</sup> **WaterWorks2017** Consortium partners - ANR, FORMAS, EPA, RCN, AKA, MINECO, CDTI, RPF, CIP, UEFISCDI, NWO, F.R.S.-FNRS, ETAg, MIUR, NCBR, MoE-IL, IRESA, WRC, ASRT, CONFAP, MHESR, IenW, RCN

## 1. Introduction

This document has been prepared in the frame of the Task 5.1 – *Dissemination, communication and exploitation of results of the WaterWorks2017 ERA-NET Cofund* – of the Work Package (WP) 5 – *Communication, Exploitation and Dissemination of the Results*. The main objectives of the WP5 include:

- ⇒ Raising the visibility of the Joint Programming Initiative on Water Challenges for a Changing World (Water JPI) activities;
- ⇒ Supporting the measurement of Water JPI outreach activities (i.e. demonstrating the impact of the Communication tools via measurable indicators) in view of complementing existing tools / activities, to fill possible gaps and maximise the impacts;
- ⇒ Facilitating the mapping and foreseeing activities; and
- ⇒ Developing an interactive e-catalogue accessible from the Water JPI website containing the description of the Co-funded Joint Transnational Call (JTC) projects and arising outputs.

The activities of Task 5.1 presented in this document are part of a series of Plans for Communication, Dissemination and Exploitation of Results (PCDER) prepared in the frame of the following Water JPI European Commission (EC) supporting projects:

- **WatEUr** (CSA);
- **WaterWorks2014** (ERA-NET);
- **WaterWorks2015** (ERA-NET); and
- **IC4Water** (CSA)

All mentioned EC-supporting projects are also in line with the overarching Water JPI Communication and Dissemination Strategy<sup>2</sup> (April 2013), which targets a wide range of Research and Innovation (R&I) water-related stakeholders in Europe and abroad, through different communication tools developed since the inception of the Water JPI.

The main objective of this Plan for Communication, Dissemination and Exploitation of the Results (PCDER) of the WaterWorks2017 is to ensure that a clear and consistent message is shared among all **WaterWorks2017** consortium partners and to the water community, at all local levels, involving all professional backgrounds, disseminating the benefits of the project and Water JPI activities.

In particular, this Plan aims to:

- Provide information to wider audiences and at the same time ensure efficient knowledge transfer to specific users;
- Encourage the cooperation of European public and private stakeholders in the water economic sector through a regular information exchange about the outcomes of **WaterWorks2017**;
- Facilitate public engagement in the conservation of water resources;
- Contribute to the completion of the European Research Area (ERA);
- Involve key stakeholders in the Water research domain in an enlarged international context; and
- Enhance Europe's performance levels in water Research, Development and Innovation (RDI) by involving international partners in information, communication and networking activities.

### 1.1 Context

The ERA-NET Cofund project **WaterWorks2017** responds to the Horizon 2020 (H2020) Societal Challenge 5 2017 Call topic SC5-33-2017: *Closing the water gap, delivering on priorities identified in the Water JPI Strategic Research and Innovation Agenda*<sup>3</sup> (**SRIA**), in order to reconcile water supply and demand, both in terms of quantity and quality, and also in terms of space and time.

<sup>2</sup> [www.waterjpi.eu/images/documents/Dissemination%20Strategy\\_201304\\_web.pdf](http://www.waterjpi.eu/images/documents/Dissemination%20Strategy_201304_web.pdf)

<sup>3</sup> [www.waterjpi.eu/images/documents/SRIA%202.0.pdf](http://www.waterjpi.eu/images/documents/SRIA%202.0.pdf)

The topic “*Closing the Water Cycle Gap – Sustainable Management of Water Resources*” is organised around three challenges:

- Enabling sustainable management of water resources,
- Strengthening socio-economic approaches to water management, and
- Supporting tools for sustainable integrative management of water resources.

The overall aims of **WaterWorks2017** include:

- Supporting the implementation and development of the Water JPI on priorities identified in its SRIA;
- Pooling together financial resources from participating national and regional research programmes towards the definition and implementation of a co-funded transnational and multi-disciplinary call for research and innovation(R&I) proposals;
- Considering additional resources with a view to implementing a joint call for proposals resulting in grants to third parties without European Union (EU) co-funding through a Thematic Annual Programming (TAP) action;
- Overcoming the fragmentation of European water-related RDI activities while avoiding overlaps with ongoing actions co-funded by the EC and/or the Member States; and
- Seeking synergies with international research programmes beyond Europe with the participation of legal entities from international partner countries and/or regions.

In addition, **WaterWorks2017** is addressing in particular the United Nations (UN) Sustainable Development Goals<sup>4</sup> (SDGs) 6 “*Ensure availability and sustainable management of water and sanitation for all*” and 13 “*Take urgent action to combat climate change and its impact*”.

Before describing in more detail the PCDER of **WaterWorks2017**, it is useful to give the definition of key terms such as “*Communication*”, “*Dissemination*” and “*Exploitation*”, including “*Intellectual Property Rights (IPR)*”, with reference to European Documents in Horizon2020.

## 1.2 Definitions

The following definitions of key terms used in this document originate from the EC participant portal website<sup>5</sup> and the Regulation (EU) No 1290/20138 of the European Parliament and of the Council of 11 December 2013<sup>6</sup>, laying down the rules for participation and dissemination in “*Horizon 2020 - the Framework Programme for Research and Innovation*” (2014-2020).

### 1.2.1 Communication

*Communication* on projects is a strategically planned process, which 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 the action and its results to a multitude of audiences, including media and public, and possibly engaging in a two-way exchange.

### 1.2.2 Dissemination

*Dissemination* is 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. Dissemination of the project outputs to key stakeholders aims at making the knowledge (results) developed through the project available to the widest audience and enhancing project exploitation potential.

As stated in the Horizon 2020 (*H2020*) *Voluntary Guidelines*<sup>7</sup> dissemination and take-up of research results are critical issues to be addressed, so as to ensure transparency, promote good science, engage society and

<sup>4</sup> <https://sustainabledevelopment.un.org/sdgs>

<sup>5</sup> <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

<sup>6</sup> [www.fch.europa.eu/sites/default/files/h2020-rules-participation\\_en.pdf](http://www.fch.europa.eu/sites/default/files/h2020-rules-participation_en.pdf)

<sup>7</sup> [http://ec.europa.eu/research/era/docs/en/voluntary\\_guidelines.pdf](http://ec.europa.eu/research/era/docs/en/voluntary_guidelines.pdf)

raise public awareness. This is especially important for publicly funded research, for which accountability to the taxpayers is necessary, and consequently JPIs should put appropriate strategies in place to meet these needs.”

**Figure 1** highlights the main differences between communication and dissemination activities (CDAs).

COMMUNICATION	DISSEMINATION
Covers the <b>whole project</b> (including results)	Covers project <b>results only</b>
Starts at the <b>outset</b> of the project	Happens only once <b>results are available</b>
<b>Multiple audiences</b> Beyond the project's own community, including the media and general public. Multiplier effect.	<b>Specialist audiences</b> Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
<b>Informing and engaging with society</b> , to show how it can benefit from research	Enabling the <b>take-up and use of results</b>
<i>Legal reference</i> Grant Agreement Article <b>38.1</b>	<i>Legal reference</i> Grant Agreement Article <b>29</b>

**Figure 1: About Communication and Dissemination<sup>8</sup>.**

### 1.2.3 Exploitation

*Exploitation* is defined as “the use 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”, according to the *H2020 Rules for Participation*<sup>9</sup>.

It may require the protection of some of the results of the research conducted in the frame of the RDI project, via suitable forms for:

- an invention (e.g. patent, confidential information);
- the design of a technology (e.g. industrial design, copyright);
- a website (e.g. industrial design, copyright, trademark).

Communication, Dissemination and Exploitation (CDE) are all three related to the transfer of RDI results to end-users and/or beneficiaries. Selecting one of them implies the consideration of the other means because they are mutually dependent. With the aim to better protect and reap commercial and economic benefits from EU-funded R&I initiatives, H2020 has established a set of rules concerning the CDE of project results (see **Figure 2**), including their protection, through IPR.

<sup>8</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

<sup>9</sup> [www.fch.europa.eu/sites/default/files/h2020-rules-participation\\_en.pdf](http://www.fch.europa.eu/sites/default/files/h2020-rules-participation_en.pdf)

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 &amp; 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 &amp; 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 &amp; Innovation Participant Portal Glossary/Reference Terms)</p>	 Definition
<p><b>Reach out to society and show the impact and benefits</b> of EU-funded R&amp;I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p><b>Transfer knowledge &amp; results</b> with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p><b>Effectively use project results</b> through scientific, economic, political or societal exploitation routes aiming to turn R&amp;I actions into concrete value and impact for society.</p>	 Objective
<p><b>Inform</b> about and <b>promote</b> the project AND its results/success.</p>	<p><b>Describe</b> and <b>ensure results available</b> for others to <b>USE</b> → focus on results only!</p>	<p><b>Make concrete use</b> 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 <b>USE</b> 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
<ul style="list-style-type: none"> <li>• Rules for Participants</li> <li>• RIA &amp; IA Proposal Template 2.2 b)</li> <li>• Grant Agreement Art. 38.1</li> </ul>	<ul style="list-style-type: none"> <li>• Rules for Participants</li> <li>• RIA &amp; IA Proposal Template 2.2 a)</li> <li>• Grant Agreement Art. 29</li> </ul>	<ul style="list-style-type: none"> <li>• Rules for Participants</li> <li>• RIA &amp; IA Proposal Template 1.1, 2.1, 2.2 a)</li> <li>• Grant Agreement Art. 28</li> </ul>	 Formal Obligations

Figure 2: *Communication, dissemination and Exploitation rules*<sup>10</sup>.

### 1.2.4 Intellectual Property Rights (IPR)

According to the World Intellectual Property Organization<sup>11</sup> (WIPO), IPR refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce. Intellectual Property (IP) can be divided into two main categories:

- Industrial property (e.g. patents, industrial designs and trademarks) and
- Copyright (right of the author or creator).

In order to **WaterWorks2017** activities under the umbrella of the Water JPI effectively contribute to socio-economic growth, results of RDI activities must be exploited. Consequently, IP issues are a core part of the

<sup>10</sup> [https://iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)

<sup>11</sup> <http://www.wipo.int/portal/en/index.html>

project success and require appropriate identification and protection.

As indicated in the Communication (2008) 465/3<sup>12</sup> from the EC on the IPR strategy for Europe: “*protection of IP is a key framework condition for innovation, stimulating research and development investment and transfer of knowledge from the laboratory to the marketplace (...). This may also contribute as part of wider policy to finding solutions that could address global issues of increasing significance such as climate change, the ageing world population, and a possible energy crisis*”.

Therefore, all researchers involved in the co-funded projects and all **WaterWorks2017** consortium partners involved in the Cofund project and its Additional Activities (AAs), must ensure that society can be made aware of the project’s non-confidential information to be of benefit to European society and consumers (see also “*Exploitation channel for public research results*”<sup>13</sup>) and to create the basis for further R&I. In fact, a wider access to scientific publications and data can help to accelerate innovation, foster collaboration and avoid duplication of effort.

Ownership and transfer of newly developed IP, as well as access to existing IP should be properly managed and any arrangement would need to comply with relevant national and/or European legislation.

Thus, in **WaterWorks2017**, protection, management and sharing of IPR is promoted using the specific Framework Condition (see Voluntary Guidelines Framework Conditions for Joint Programming in Research 2010<sup>14</sup>). Moreover, Article 23a – *Management of IP* - of the **WaterWorks2017** Grant Agreement (GA), specifically refers to the obligation to take measures to implement the EC Recommendation on the management of IP in knowledge transfer activities.

### 1.2.5 Other Definitions

**Participant:** person representing a beneficiary organisation for a particular grant<sup>15</sup>.

**Results:** means any tangible or intangible output of the action, such as, data, knowledge or information, generated in the action, whatever its form or nature, whether it can be protected, as well as, any rights attached to it, including IPR.

**Access rights:** means rights to use results or background. Unless agreed otherwise, do not include the right to sub-license.

**Ownership of results:** Results shall be owned by the participant whose employee(s) and non-employees (researchers, students) generated them; each participating organisation should reach an agreement with its personnel.

**Joint Ownership / Co-Ownership:** Where participants in a project have jointly generated results, and where their respective contribution to the joint results cannot be ascertained, or where it is not possible to separate such joint results for applying for, obtaining or maintaining the relevant IPR protection, they shall have joint ownership of those results.

**Protection of results:** Each participant should examine the possibility of protecting his/her results and must adequately protect them - for an appropriate period and with appropriate territorial coverage – if:

- results can reasonably be expected to be commercially or industrially exploited; and
- protecting them is possible, reasonable and justified (given the circumstances).

**Access to Background knowledge:** ‘Background’ means any data, know-how or information - whatever its form or nature (tangible or intangible), including any rights, such as, IPR – that is:

- held by the beneficiaries before they acceded to the project, and

---

<sup>12</sup> [https://ec.europa.eu/internal\\_market/indprop/docs/rights/communication\\_en.pdf](https://ec.europa.eu/internal_market/indprop/docs/rights/communication_en.pdf)

<sup>13</sup> <https://www.iprhelpdesk.eu/node/2277>

<sup>14</sup> [https://ec.europa.eu/research/era/docs/en/voluntary\\_guidelines.pdf](https://ec.europa.eu/research/era/docs/en/voluntary_guidelines.pdf)

<sup>15</sup> [http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

- is necessary to implement the action or exploit the results.

Examples of it are prototypes; cell lines; patents, database rights, etc.. Although not obligatory, participants are strongly advised to agree on background before the project starts about the terms and conditions to utilize the background knowledge of other partners.

**Sharing the results:** Each participant may transfer ownership of its results. When transferring ownership, participants must consider the other participants' legitimate interests. Participants may also grant licences to their results. However, they must ensure that access rights can be exercised and that any additional exploitation obligations are complied with.

**Confidentiality:** Participants should not disclose confidential information to a third party without agreement of the partner from whom the confidential material originates. Two approaches are considered:

- explicit identification of confidential material; and
- 'assumed confidence'.

**IP Provisions in case of Mobility of Researchers:** Each participating organisation should reach an agreement with its personnel, establishing if the latter is entitled to claim rights to research results. An 'ad hoc' agreement should be signed between the host organisation and the researcher (or student) concerned.

**New Parties joining:** Suitable measures aiming at unreasonably restricting new parties' rights should be avoided. Equally, care should be paid in safeguarding the interests of the original partners.

**Consortium Agreement (CA):** Signed between the project participants aiming at supplementing the standard grant agreement; it can cover management issues with reference to IPR.

**Confidentiality agreements / Non-disclosure agreements:** Designed to ensure a safe and secure exchange of information, materials and samples. Parties must be clearly identified and the usage of material designated confidential clearly stipulated. This ensures that parties can only use material, as far as, their intended purpose.

**Material Transfer Agreements (MTA):** A contract that governs the transfer of tangible research materials (e.g. biological materials, such as reagents, cell lines, plasmids and vectors, or other types of materials, such as, chemical compounds) between partners. MTA define the rights of the provider and the recipient with respect to the materials. Usually, recipients do not have a right to use the information for commercial purposes, though this is determined by the contract. The agreement will define the parties, terms, IP issues, and confidentiality conditions, including the rights for publication.

**Joint ownership agreements:** Lay down the rules of ownership of the project results where this belongs to several/all participants in a project. Partners should conclude appropriate agreements regarding the assignment and implementation of ownership, how costs and revenues will be shared, under which conditions licences can be given to third parties, etc.

**Licensing agreements:** The owner of an IPR (licensor) authorises another party (licensee) to use the subject matter of it, during a certain period and, generally, including the payment of royalties. There is no transfer of ownership, only an authorisation to use the object of the IPR in question.

**Code of Practice for universities and other public research institutions:** EC Recommendation on the management of IP in knowledge transfer activities for universities and other public research institutions.

The Code consists of a set of general principles aiming to improve IP management and knowledge transfer by exploitation and dissemination of research results.

**Open access:** can be defined as the practice of providing on-line access to scientific information that is free of charge to the end-user and that is re-usable. 'Scientific' refers to all academic disciplines; in the context of research and innovation, 'scientific information' can refer to (i) peer-reviewed scientific research articles (published in scholarly journals) or (ii) research data (data underlying publications, curated data and/or raw data).

**Open access to scientific publications:** refers to free of charge online access for any user. Legally binding definitions of 'open access' and 'access' in this context do not exist, but authoritative definitions of open

access can be found in key political declarations on this subject, for instance the Budapest Declaration of 2002<sup>16</sup>)

**Open Data:** Open data refers to the practice of publishing (raw) data in a way that is accessible, reusable, machine readable and licensed permissively. It can be generated by a wide range of parties, including public authorities, the semi-public sector, businesses and the public.

---

<sup>16</sup> <http://www.budapestopenaccessinitiative.org/read>

## 2. Plan for Communication, Dissemination and Exploitation of the Results of WaterWorks2017

The Plan for communication, Dissemination and Exploitation of the Results (PCDER) of **WaterWorks2017** has been developed and implemented in the frame of Task 5.1 – *Dissemination, communication and exploitation of results of the Waterworks2017 ERA-NET Cofund-* of Work Package (WP) 5 – Communication, exploitation and Dissemination of results. The main communication activities developed in the frame of WP5 (lead by ISPRA in collaboration of all consortium partners) are related to:

- assure an adequate information and efficient knowledge transfer to the interested stakeholders of the results of the projects funded under the **WaterWorks2017** Joint Transnational Call (JTC) on "*Closing the Water Cycle Gap – Sustainable Management of Water Resources*"<sup>17</sup>. The JTC is funded by 20 Funding Partner Organisations (FPOs) from 18 countries (Belgium, Brazil, Cyprus, Egypt, Estonia, Finland, France, Ireland, Italy, Israel, Netherlands, Norway, Poland, Romania, Spain, South Africa, Sweden and Tunisia) and with the support of the EC. This large amount of involved countries enlarges a lot the audience constituted by researchers, policy-makers, water authorities, utility operators, industry and citizens.
- organize the second international Water JPI Conference, back-to-back with the Final Review of the seven funded projects under the Water JPI 2013 Pilot Joint Call. The aim of the international conference is to attract over 200 experts in the field of "*Emerging Pollutants*" to meet and discuss common challenges and share their recent discoveries and knowledge.
- give communication support to the second Thematic Annual Programming Action (TAP) and the international cooperation activities.
- contribute to the growing to the International Agenda and participate in World Water Forums
- active participation at network /European/International events with the aim to facilitate cooperation at the governance level with the EIP on Water, as well as with the relevant initiatives, such as European Technology Platforms (e.g. WssTP), other JPIs, PRIMA and the Belmont Forum;

The objectives of **WaterWorks2017** communication are also addressed to spread the information on the results of this ERANET Co-fund as an all, including those related to the AAs, under the umbrella of the Water JPI activities.

The PCDER of **WaterWorks2017** is built on the CDE activities already undertaken by the Water JPI (and other ongoing EC-supporting projects) with particular attention to the following issues:

- **WaterWorks2017** specific objectives;
- The new knowledge and results **WaterWorks2017** will generate;
- Project Partners involved in the CDAs among Water JPI partners (internal), as well as researchers involved in the projects funded under the JTC, for which a Contact point for CDAs must be identified (external);
- Communication and dissemination tools;
- End-users which will use these results;
- Exploitation of the results and IPR of both **WaterWorks2017** project outputs and JTC funded projects;
- Monitoring and evaluation of these CDE activities.

CDE actions will keep stakeholders informed and involved. Considering the main goals and objectives of the CDE activities on **WaterWorks2017**, relevant target groups have been defined, key messages and related appropriate tools to be used identified and listed (see [Table 1](#)).

<sup>17</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=648&Itemid=1111](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=648&Itemid=1111)

**Table 1: Key messages, target groups and kind of tools used.**

Goals and objectives	Target groups	Water JPI Communication and Dissemination tools
To spread information about the Call; Communication activity	Water JPI actors Scientific Community National level stakeholders (provided by each partner in national language)	Website Newsletter Press releases Social Networks
To inform on the funded projects and their progress: Communication activity	Water JPI actors Scientific Community Researchers of JTC funded projects National level stakeholders (provided by each partner in national language)	Website "online" Booklet Newsletter Press releases Social Networks Public Workshop /Meeting
To communicate the results of the funded projects  Dissemination and Exploitation activities	Water JPI actors Scientific Community Researchers of JTC funded projects; National level stakeholders (provided by each partner in national language)	Web site Newsletter Social Networks Public Workshop /Meeting Press releases  Open Data/Open Access <i>And other communication tools to be defined</i>
To shared information among the partners  Internal communication (Intranet page access via account)	All partners involved on activities of the <b>WaterWorks2017</b>	Via Mail; Water JPI Intranet pages, WebEx; Skype; Internal Workshop /Meeting;

## 2.1 Stakeholder Groups

In the frame of the Water JPI activities, major stakeholder groups interested in the themes of its SRIA have been identified. In compliance with the Water JPI Communication and Dissemination Strategy<sup>18</sup> (April 2013), **WaterWorks2017** targets researchers, policy-makers, water authorities, utility operators, industry and citizens, by developing R&I in the water area. The principles of the Water JPI Communication and Dissemination Strategy fully apply to the PCDER of **WaterWorks2017** and communication to potential audiences, with the objective of reflecting its international dimension and of gaining visibility and recognition by making use of a number of different tools.

<sup>18</sup> [www.waterjpi.eu/images/documents/Dissemination%20Strategy\\_201304\\_web.pdf](http://www.waterjpi.eu/images/documents/Dissemination%20Strategy_201304_web.pdf)

Taking into account that **WaterWorks2017** addresses not only the scientific communities, but also the public in a worldwide scale, the project's communication activities address, particularly, the following targets:

- EC;
- Water JPI actors – Governing Board (GB), Management Board (MB), Advisory Boards (ABs) - Scientific and Technological Board (STB) and Stakeholder Advisory Group (SAG), Water JPI Task Forces (TFs);
- Scientific Community, individually and as members of different types of consortia (projects and initiatives – research alliances, such as, the EURAQUA or EWA, COST Association, PRIMA Initiative, EIP on Water);
- Water Industry (including the WssTP and SMEs);
- Science Performers;
- Innovation Performers;
- Water Policy Makers (at European – DG Environment and national levels – Ministries / agencies);
- RDI Policy Makers (at European – DG R&I and national levels – Ministries / agencies);
- Other programmes outside Europe;
- Educational Communities;
- Standardization Networks.
- Investors; and
- Society at large, water users;

In addition to the above-mentioned stakeholders groups, communication and dissemination activities of **WaterWorks2017** also respond to the needs of the society at large and water consumers by:

- Focussing on communicating results rather than processes;
- Being interactive;
- Adapting messages to the audience;
- Performing selective and targeted activities to maximise the impact;
- Going international / national and local level;
- Focussing on people to give science a “human face”; and using clear, simple and jargon-free language in all activities.

Given the main goals of **WaterWorks2017** and its support to Water JPI activities, relevant stakeholders will be kept actively informed and involved in the project activities via the communication, dissemination and exploitation actions described in the PCDER.

## 2.2 WaterWorks2017 Communication and Dissemination Tools

As for other Water JPI EC-supporting projects PCDERs, the main tools considered for the implementation of the PCDER of **WaterWorks2017** are the ones developed in the frame of Water JPI since its creation:

- Water JPI Website<sup>19</sup> (including Public and Intranet sections)
- e-Newsletters
- Press releases
- Leaflets and flyers
- Policy briefs
- Online funded projects booklet
- Videos
- Posters
- Social networks
- Webinars
- Active participation at network / European / International events
- Thematic events, workshops, meetings

---

<sup>19</sup> <http://www.waterjpi.eu>

- International Water JPI Conference
- Projects database
- Information platforms on mobility schemes and infrastructure
- Photo Competition

More information on the main communication and dissemination tools used in the frame of this PCDER are described below.

### 2.2.1 Water JPI Public Website

A dedicated area to relevant information of **WaterWorks2017** (Governance, Participants, WPs description, etc.) was included in the Water JPI website ([www.waterjpi.eu](http://www.waterjpi.eu)), which is accessible through the 'Implementation' TAB (see **Figure 3**). An Intranet section was also created to enable the **WaterWorks2017** consortium partners sharing information and documents with limited access.



**Figure 3: Screen shot of the WaterWorks2017 dedicated area at Water JPI Website (08/04/2018).**

Information regarding Water JPI and EC-supporting projects is regularly updated according to the ongoing activities. As leader of WP5, ISPRA is responsible for managing the Water JPI website, including the **WaterWorks2017** dedicated area, while updates of specific thematic contents related to **WaterWorks2017** can be carried out through direct contribution of the consortium partners. In line with other EC-supporting projects, ISPRA is supported by the Water JPI Secretariat to guarantee the homogenization of all updates requested by the **WaterWorks2017** consortium partners.

Updates/changes to the **WaterWorks2017** dedicated area, at the Water JPI website, are requested by the partners in charge, according to the procedure "*Water JPI Website Requesting Rules*" (2016), agreed by all the consortium partners, and detailed below:

- Update/Change requested by e-mail: a description of the required integration/change should be given in an attached file in ".docx" format (not in the text of the request e-mail);
- If the integration/change refers to documents or files to be uploaded in the public website, these have to be attached to the e-mail;

- The description should contain a clear distinction of the type of the requested integration/change, specifying which part(s) of the website need(s) to be changed (public area /intranet or both), providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided, however, if included, abbreviations have to be made explicit, at least the first time they are quoted in the description of the required integration/change;
- Events to be integrated in the public calendars have to be sent with all the necessary information (date, title, location, program and link), in order to provide a homogeneous level of details and information content.

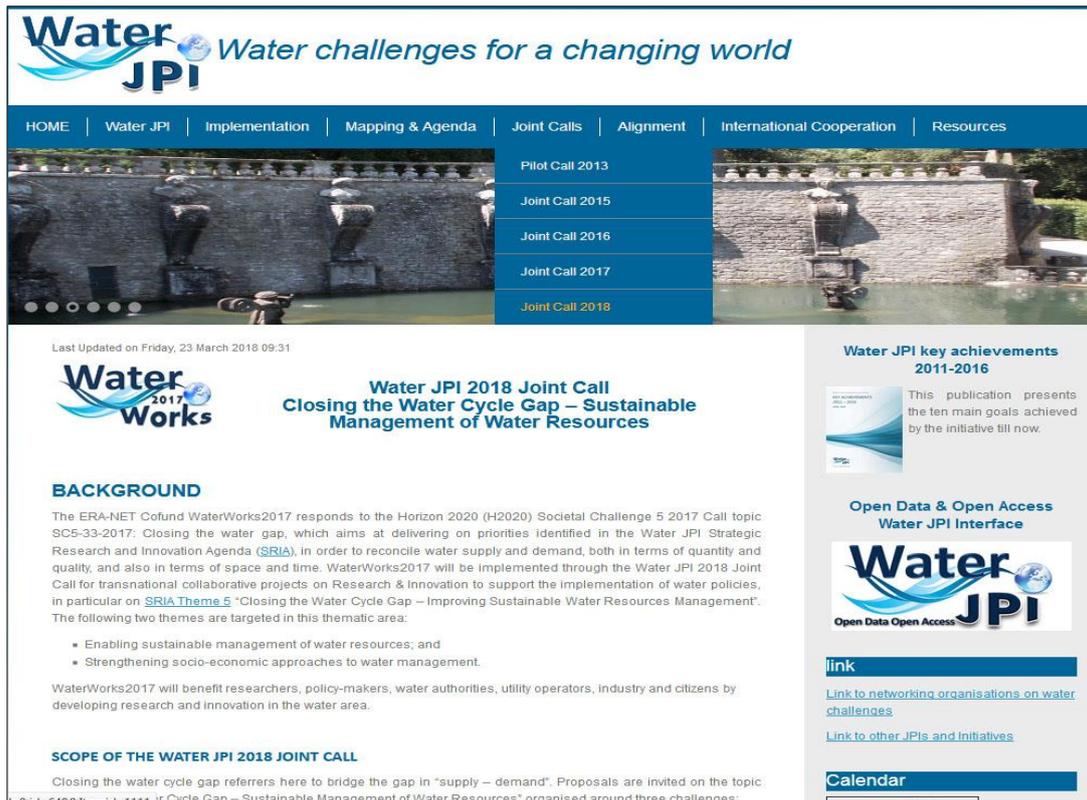


Figure 4: Screen shot of online Tab access to the JTCs dedicated pages available at the Water JPI Website (08/04/2018).

Information on EC-supported projects activities (including **WaterWorks2017**) is regularly published in the Water JPI Home webpage as presented in **Figure 4** (information on the Water JPI 2018 Joint Call)

In addition to the general **WaterWorks2017** project activities information integrated in the project's dedicated area, specific information on the **WaterWorks2017** JTC (also named Water JPI 2018 Joint Call) can be accessed from the main menu "Joint Calls" Tab<sup>20</sup>, by clicking on the "Joint Call 2018" Tab (see **Figure 5**).

<sup>20</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=648&Itemid=1111](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=648&Itemid=1111)

The screenshot shows the Water JPI website interface. At the top, there is a navigation bar with tabs for HOME, Water JPI, Implementation, Mapping & Agenda, Joint Calls, Alignment, International Cooperation, and Resources. Below the navigation bar, there is a carousel of images. To the right of the carousel is a vertical list of Joint Calls: Pilot Call 2013, Joint Call 2015, Joint Call 2016, Joint Call 2017, and Joint Call 2018. The main content area features a large article titled "Water JPI 2018 Joint Call Closing the Water Cycle Gap – Sustainable Management of Water Resources". The article includes a "BACKGROUND" section, a "SCOPE OF THE WATER JPI 2018 JOINT CALL" section, and a "link" section with sub-links for "Link to networking organisations on water challenges" and "Link to other JPIs and Initiatives". There is also a "Calendar" section. On the right side, there are sections for "Water JPI key achievements 2011-2016" and "Open Data & Open Access Water JPI Interface".

Figure 5: Screen shot of online Tab access to the JTCs dedicated pages available at the Water JPI Website (08/04/2018).

Given the nature and progress of the activities during the project lifetime and related information, the **WaterWorks2017** dedicated area is continuously updated. As shown in the previous Figures, the last update date is always indicated at the top of each webpage.

## 2.2.2 Water JPI e-Newsletter

Aimed to inform the international community on ongoing Water JPI and related EC-supporting projects activities, the Water JPI e-Newsletter has been identified, since the beginning of Water JPI, one of the key communication tools of the Water JPI Communication and Dissemination Strategy (April 2013). Additionally, this tool enables informing the international water-related community on relevant water resources initiatives, progress and outcomes of other water-related programmes and/or projects, funding opportunities for researchers, and international events organised. Currently, the Water JPI e-Newsletter reaches over 5,580 users<sup>21</sup> registered on a monthly-basis. As done for other Water JPI EC-supporting projects, relevant information on **WaterWorks2017** ongoing activities will be included in the Water JPI e-Newsletter. It is thus, envisaged a greater involvement of the **WaterWorks2017** consortium partners in contributing to the e-Newsletter content, particularly, in writing articles related to news to be published including, not only, international events, but also, those organised at national level. In addition to this, **WaterWorks2017** consortium partners are involved in the dissemination activities of the e-Newsletter, through their own websites and other applicable communication tools.

The Water JPI e-Newsletter is published monthly on the 18<sup>th</sup>, excluding during the months of July and August (typically summer vacation period). An e-mail notification is sent to all registered subscribers, once the e-Newsletter is published online.

The Water JPI e-Newsletter Editorial Staff<sup>22</sup> (see composition in **Table 2**) participate in both staged of edition and review of the articles and finalising the last revision of the e-Newsletter number draft before its

<sup>21</sup> Data from 1<sup>st</sup> May 2018.

<sup>22</sup> The Water JPI Editorial Staff is composed by the members of the Water JPI GB listed in Table 2.

publication. It also checks the information before its publication, in order to avoid any inaccuracy, but also, to be sure on the correctness of published information and the certainty of its source.

Envisaging a greater involvement of relevant outside/inside water-related actors at both Water JPI and **WaterWorks2017** activities, the preparation of the Water JPI e-Newsletter also considers contributions from:

- Water JPI GB<sup>23</sup> and ABs<sup>24</sup> (SAG and STB) members are invited to collaborate to draw up the articles for the e-Newsletter and to identify upcoming international, national and local events of interest for the issues of **WaterWorks2017**;
- **WaterWorks2017** consortium partners, in particular, the ones actively involved in WP5 (see paragraph 3.1);
- Network of Researchers in charge of relevant water-related CDAs, that will be created and extended to researchers of projects funded under the **WaterWorks2017** JTC (see paragraph 3.2);
- E-Newsletter Editorial Coordination (composed by ISPRA and Water JPI Secretariat).

As leader of **WaterWorks2017** WP5, ISPRA is in charge of the publication of the WJPI e-Newsletter, and thus responsible for coordinating the links with outside/inside water-related actors involved in this communication activity, including sending reminders for contributions by the 1<sup>st</sup> day of each month through [enewswaterjpi@ISPRAmbiente.it](mailto:enewswaterjpi@ISPRAmbiente.it), collecting all information received and drafting the e-Newsletter.

**Table 2: Current composition of Water JPI “Editorial Staff”.**

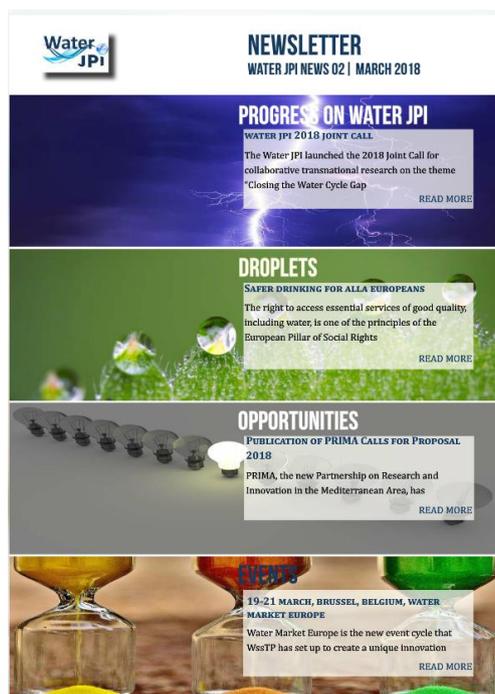
Name	Role on the WaterJPI	Institution	Country
Dominique Darmendrail	Water JPI Coordinator	ANR	France
Padraic Larkin	Water JPI co-chair	EPA	Ireland
Giuseppina Monacelli	Water JPI co-chair	ISPRA	Italy
Lisa Sheils	Water JPI partner	EPA	Ireland

The Water JPI e-Newsletter information is structured through the following main sections (see **Figure 6**):

- Progress on Water JPI;
- Droplets;
- Opportunities;
- Events.

<sup>23</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=386&Itemid=847](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=386&Itemid=847)

<sup>24</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=388&Itemid=951](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=388&Itemid=951)



**Figure 6: Screen shot of the first page of the Water JPI e-Newsletter #2 March 2018.**

A draft version of the Water JPI e-Newsletter is sent by ISPRA, around the 10<sup>th</sup> of each month, to the Water JPI e-Newsletter Editorial Staff for the final review and approval before its publication and dissemination. At this stage of editing, its publication can be delayed if needed.

Aimed to be accessed on a user-friendly format, the Water JPI e-Newsletter is published online in a “flipping format” (e.g. [e-Newsletter #4](#)<sup>25</sup>). It is also possible to access the e-Newsletter online archive<sup>26</sup>, where previous numbers are available.

To subscribe to the Water JPI e-Newsletter, it is required to fill-in a specific [online registration form](#)<sup>27</sup> included in the Water JPI website (see [Figure 7](#)). With the voluntary acceptance of the subscriber (fully respecting the General Personal Data Protection Regulation<sup>28</sup>), information on the subscriber’s Age, Nationality, Gender, Activity, Internal or External to Water JPI, Qualification Awarded and Position held is collected online (cf. Water JPI Privacy Policy available on line<sup>29</sup>). This information is collected to be analysed every six months for monitoring **WaterWorks2017** CDAs.

Taking into account the nature of the information collected, stored and processed, the voluntary acceptance of the subscriber is requested, in fully accordance with the Personal Data Protection Regulation (Art.13 of L. Decree 196/03 and Art. 13 of Regulation (EU) 2016/679). Personal data provided through the e-Newsletter online subscription form will thus, be acquired and processed using the support of telematics, hardcopy and IT means in full compliance with the Water JPI Privacy Policy and the General Data Protection Regulation (GDPR).

Given the volunteer registration principle, subscribers can ‘unsubscribe’, i.e. cancel their Water JPI e-newsletter registration at any time, through the same online registration form (see [Figure 7](#)).

<sup>25</sup> [http://www.waterjpi.eu/newsletter/2017\\_04/](http://www.waterjpi.eu/newsletter/2017_04/)

<sup>26</sup> [http://www.waterjpi.eu/index.php?option=com\\_wrapper&view=wrapper&Itemid=748](http://www.waterjpi.eu/index.php?option=com_wrapper&view=wrapper&Itemid=748)

<sup>27</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=221&Itemid=735](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=221&Itemid=735)

<sup>28</sup> [https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en)

<sup>29</sup> [www.waterjpi.eu/images/documents/WATER\\_JPI\\_PRIVACY\\_POLICY.pdf](http://www.waterjpi.eu/images/documents/WATER_JPI_PRIVACY_POLICY.pdf)

Figure 7: Screen shot of the Water JPI e-Newsletter (un)subscription pages available at the Water JPI Website (08/04/2018).

The dissemination of the Water JPI e-Newsletter is achieved as follows:

- Publication on the Water JPI website;
- Delivery to the registered subscribers mailing list (about 5,580 recipients by 1<sup>st</sup> May 2018);
- Dissemination at international level on behalf of Water JPI members;
- Dissemination at national level through the Water JPI and **WaterWorks2017** consortium partners' networks, publication on the websites of the JTC funded projects and of the local institutions;
- Dissemination through social media: Facebook, Twitter and LinkedIn.

### 2.2.3 Workshops and Meetings

In line with Water JPI activities, all thematic public workshops and meetings planned within **WaterWorks2017** are organised to the highest standard and, in general, back-to-back with other Water JPI activities and EC-supporting projects, as described in the **WaterWorks2017** Project Management Plan Report (Deliverable D 1.1, February 2018). With the support of the event-hosting organizer and the **WaterWorks2017** Secretariat, relevant information about the event will be disseminated via all channels mentioned before, as already being used in the frame of Water JPI and its related EC-supporting projects.

Further details on the events, particularly workshops and meetings hold for performing the AAs planned within the **WaterWorks2017** lifetime, are available in the **WaterWors2017** Project Management Plan Report (Deliverable D 1.1, February 2018).

## 2.2.4 Social Networks

Aimed to enlarge the flow and reach new target public of information outwards the **WaterWorks2017** and Water JPI networks and communities, social networks already used for Water JPI are foreseen for **WaterWorks2017** CDAs, also intended to increase their use and outreach activities: Facebook, LinkedIn, Twitter and Youtube.



With the purpose of ensuring the continuous dissemination of relevant information via social networks, **WaterWorks2017** consortium members actively participating in WP5 activities will be assigned to the responsibility to continuously update and publish in each of the above-mentioned social networks. Nevertheless, active contribution and participation of all Water JPI and **WaterWorks2017** partners is requested.

**Twitter:** by using hashtags, users can group posts together by topic. Hashtags are one of the most important and efficient ways to organize information on Twitter. Anyone can create hashtags by simply writing “#” following by the topic or a name in a tweet. Hashtags can be general or specific, for e.g. *#WaterJPI*, *#WaterWorks2017*, *#WaterJPI2018JointCall* or simply *#Water*. Anyone searching for one of these hashtags can see related tweets and join conversations or retweet the post, increasing its popularity.

For each breaking news related to Horizon 2020 programme, the following hashtag and tag will be used as indicated by the EU Commission: *@EU\_H2020* and *#ResearchImpactEU*. Breaking news related to partners and networks of **WaterWorks2017** are promptly tweeted and partners hastaged and tagged (in case of having a twitter user account).

Additionally, pictures published can also be tagged by referencing other twitter users (e.g. *@WaterJPI*, *@EU\_Commission*, *@EU\_H2020* or **WaterWorks2017** consortium partners). This enables identified twitter users to be notified and potentially retweet the post that they were identified.

Currently Water JPI Twitter account has 1223 Followers and 3140 Tweets published (23/05/2018).

**Facebook:** the use of Facebook is aimed in particular at promoting the project activities and the related events to a wide audience. Hashtags are also an important tool in Facebook. Hashtags are used to track an event or to increase popularity. It could be possible to use hashtags on Facebook to see each post related to the topic. In fact, Facebook converts hashtags to links automatically. Hashtags on Facebook are clickable even if created by another platform of social network (ex. Instagram or Twitter). It is necessary to set Facebook for automatic sharing of Tweeter posts and vice versa. Every post and tweet will be shared on the different platforms, but only public posts will be shared on Facebook, according to the privacy setting. Moreover, if a Facebook post includes more than 140 characters, it will be cut and connected to a link with the complete message.

**LinkedIn:** Water JPI has a LinkedIn profile that includes EC-supporting projects, including **WaterWorks2017**. This social network allows reaching a professional target on water-related issues. The Water JPI Researchers Forum Group, moderated by the Water JPI Secretariat, was created in January 2016 for:

- Encouraging discussion and networking among researchers in the Water RDI area in Europe and beyond;
- Informing about Water JPI activities, in particular on JTCs, on results of R&I projects (i.e. dissemination of the information on the **WaterWorks2017** JTC launch and results, on the funded projects booklet, etc.); and

- Facilitating the partnering and networking between its researcher members for future activities.

Currently, the Water JPI Researchers Forum has 1,602 members registered.

**YouTube:** On the Water JPI channel, videos of meetings, conferences and other materials related to the project will be uploaded.

The use of social networks will be encouraged among the Water JPI and **WaterWorks2017** consortium partners and the Network of Researchers in charge of the project CDAs that will be created.

### 2.2.5 Press Releases and other Communication Tools

A press release is a written communication, published at the Water JPI Home page of the Water JPI and disseminated via e-mail, addressed to the broader Water JPI community, aimed to announcing newsworthy information (e.g. new actions, updating of important documents, such as, the SRIA, launch of JTCs, Workshops, etc.).

Additionally, with the purpose of raising public awareness about the Water JPI and its related EC-supporting projects, including **WaterWork2017**, a series of dissemination material, such as flyers, posters and brochures, can be opened and/or downloaded. This material was prepared to be used by and provided to different scientific/technical and institutional groups of interest and events.

### 2.2.6 Online Booklet of funded projects

Similarly to what has been prepared under other Water JPI EC-supporting projects involving JTCs, an online booklet on the projects funded under the **WaterWorks2017** JTC (so called *Water JPI 2018 Joint Call*) will be produced, in the frame of WP5 CDE activities. The online Booklet aims to describe the different projects funded under this call, including relevant information, such as abstract, organizations involved and funding, description of the objectives to be achieved within the various projects, links to involved institutions and web pages of the funded projects, references of the researchers in charge of the funded project CDAs. In line with previous JTCs, this online Booklet will be released in an electronic and interactive version, disseminated to the public through the Water JPI website. Its preparation will be conducted with the direct collaboration of the **WaterWorks2017** network of contact points in Charge of CDAs within the funded project consortia, which will be launched at the funded projects kick-off meeting.

ISPRA will be responsible for the collection of the information from the funded projects and on how to create the booklet. The online booklet preparation activities will be planned as follows:

- an email will be sent to the contact persons of the **WaterWorks2017** JTC funded projects, requesting to assign and provide information on contact person responsible for CDAs in the frame of their funded project;
- an email will be sent to the **WaterWorks2017** funded projects' CDAs contact person requesting project related information in a specific format to be included in the online Booklet; sending a specific format will be sent to request the publication of data to be published, to provide homogeneous and useful information;
- the CVs of researchers involved will be requested, together with the authorization for their publication

The online booklet represents a privileged and easily accessible dissemination and outreach tool to provide relevant scientific and technical information about the projects funded under the **WaterWorks2017** JTC.

## 2.2.7 WaterWorks2017 Internal communication

The PCDER of **WaterWorks2017** takes also into account the Internal communication that is the basic tool to integrate information and awareness and to promote the spreading of a sense of belonging and to share the objectives and information among **WaterWorks2017** Consortium partners. Internal communication makes use of different tools, including:

- e-mail messages: each information / documents transfer (to or from partners) shall, whenever possible, be done by e-mail; an updated Partner email contacts list is shared by **WaterWorks2017** and Water JPI Partners, allowing the internal circulation of information / documents among partners. This list is managed by the Water JPI Secretariat.
- Tele, video and phone conferences: different communication/conversation systems, including Skype and webinar video/phone meeting platforms available to the Water JPI and **Waterworks2017** partners usage are encouraged.

ISPRA and the Water JPI Secretariat interact with the **Waterworks2017** consortium partners to manage both public and intranet sections of the Water JPI website, to collect contributions, to edit the Water JPI e-Newsletter, to manage other communication tools (Mailing-list/Facebook/Twitter/etc.), to upload documents in the intranet section.

## 2.2.8 WaterWorks2017 Intranet Website

The **WaterWorks2017** Intranet section, located in the Water JPI website, is designed to provide repositories of several documents shared only among the project's partners, such as agendas, minutes of meetings, working papers, data bases, contact lists, etc. The content, functions and use of the intranet are outlined in a manual available on the intranet section that includes instructions on how to use these functions. WP leaders may only post, in the intranet section, documents relating only to their WP, and inform partners of the updates.

Similarly, to what is already being implemented for other Water JPI Intranet pages, the **WaterWorks2017** dedicated area page has several document repositories shared among partners, including agendas, minutes of meetings, working papers, databases, contact lists, deliverables produced, etc. The dedicated intranet page consists of a drop-down menu allowing the access to the following items:

- Participants;
- General documents;
- Meeting documents;
- WP1- Coordination and management;
- WP2 – Joint Call Implementation;
- WP3- Joint Call Evaluation and Selection;
- WP4 – Monitoring and Assessment of funded projects;
- WP5 – Communication, Dissemination and Exploitation of the results;
- WP6 - Additional Activities on Strategy and Implementation.

An individual user personal login and password is required to access the **WaterWorks2017** dedicated intranet page. The password provides access to pages where it is possible to create folders, upload and download documents, as described in the "Water JPI Intranet Manual"<sup>30</sup>, available on line in the Intranet usage tutorial section. This manual includes instructions on how to use these functions.

## 2.2.9 Water JPI Photo competition

In the framework of the second Water JPI International Conference "Emerging pollutants in freshwater contaminants"<sup>31</sup>, Helsinki 6-7 June 2018, the WJPI launched the Photo Competition<sup>32</sup> open to all, with the aim of communicating through an outright language the scientific topics of the Water JPI and the knowledge and

<sup>30</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=142&Itemid=618](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=142&Itemid=618)

<sup>31</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=595&Itemid=1109](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=595&Itemid=1109)

<sup>32</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=668:waterjpi-photo-competition&catid=14:sample-data-articles&Itemid=272](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=668:waterjpi-photo-competition&catid=14:sample-data-articles&Itemid=272)

results produced within the research developed. The research community is invited to submit photographs illustrating the Water JPI SRIA thematic areas<sup>33</sup>.

**Figure 8** shows the logo created for the Water JPI Photo Competition.



**Figure 8:** *Logo of the Water JPI Photo Competition.*

Photos submitted for the competition aim also to illustrate:

- The knowledge produced within the research developed;
- The reinforcement of the International approach in Water Research;
- Gender equity;
- European Research Area;
- Mobility;
- Sharing of Infrastructures.
- All information on the competition, including the competition participation terms and conditions and the submission form are available the Water JPI website<sup>34</sup>. According to the terms and conditions<sup>35</sup> of the photo competition, all submitted photographs will be used for Water JPI CDAs and publicly displayed (Water Instagram account, conference screens) during the 2018 Water JPI International Conference, where the winners and the “TOP 3” photographs will be announced.

<sup>33</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=453&Itemid=979](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=453&Itemid=979)

<sup>34</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=668:waterjpi-photo-competition&catid=14:sample-data-articles&Itemid=272](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=668:waterjpi-photo-competition&catid=14:sample-data-articles&Itemid=272)

<sup>35</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=669:terms-condition&catid=14:sample-data-articles&Itemid=272](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=669:terms-condition&catid=14:sample-data-articles&Itemid=272)

### 3. Implementation of the WaterWorks2017 Communication, Dissemination and Exploitation Activities

To increase the visibility of the Water JPI and of the projects funded under the **WaterWorks2017** JTC, including the results that researchers need to accomplish, it is necessary to activate networks with tasks of communication, dissemination and monitoring of the activities carried out both within and outside the Water JPI.

The general aims of the reinforcement of the networks system are to:

- Increase the consistency of the general communication objectives as by the PCDER with those of the partners;
- Strengthen and maintain a fruitful and an effective exchange of information among the different networks involved;
- Share communication methodologies within the partnership;
- Coordinate activities for data collection related to funded projects envisaging the release of deliverables (see the on-line booklet of funded projects);
- Coordinate activities for data collection related to the results of the funded projects and researchers acting as “Contact Points on Open Data (OD) and Open Access (OA)”;
- Share monitoring activities useful for the evaluation of the communication actions

#### 3.1 WaterWorks2017 Consortium partners

The **WaterWorks2017** consortium partners in particular, the ones actively involved in WP5, are involved in the communication activities, such as, for the e-Newsletter as described in section 2.2.2

This network is also required to disseminate news on Water JPI and **WaterWorks2017** activities at national level and to collaborate with ISPRA to carry out the monitoring of the communication activities developed (see section 7 on Monitoring and evaluation of Communication and Dissemination activities).

#### 3.2 Networks from WaterWorks2017 joint transnational activities

The networks from **WaterWorks2017** joint transnational activities will be created, aiming to improve the project’s communication and dissemination activities. These networks and their tasks are listed below:

- Network of Researchers in charge of CDAs: **WaterWorks2017** JTC funded projects must develop CDAs related to their own projects. They may use their communication tools, but also Water JPI communication tools (Water JPI e-Newsletter and website).
- Network of Researchers in charge of OD/OA activities if different from the previous. This network is addressed, in particular, to dissemination activities foreseen through the OD/OA tool available on the Water JPI website (see [section 5.5](#) dedicated to OD/OA).

The contacts with these communication networks are needed and they are guaranteed by ISPRA. Collaboration with these Networks aims also at maintaining a regular surveillance over communication monitoring activities at national level.

## 4. Dissemination vs Exploitation principles for WaterWorks2017

One of the key questions for all projects generating new knowledge is related to the vision in the long term for utilizing the outputs of the project. If there is a willingness to protect an output of the project through, for e.g., a patent or a trademark, the project partners should discuss this issue and apply a no-dissemination rule concerning that specific item: disclosing a confidential information at an early stage may result in a failure in its future protection (see [Table 3](#)).

All involved partners should identify the different items, outputs of the project, explicitly define the level of dissemination proposed for each of them and provide explanations as to how the process will take place.

**Table 3: Differences between Dissemination and Exploitation activities (Ref. modified from European IPR helpdesk, Fact sheet “Publishing vs. Patenting”, 2015).**

	Publication	Open Data	Defensive publication	Patenting	Secrecy
Applicability	For knowledge sharing purposes	For knowledge sharing purposes	For commercially exploitable technology	For commercially exploitable technology	For new production processes, end products
Rights granted	Copyright		No exclusivity (anteriority)	Exclusive rights	No disclosure
Procedure	No		Yes (simpler)	Yes	No
Costs	Low to none	Low to none (depending of the OA publishing model – Green or Gold)	Medium	High	Low, but high management level
Use of the technology	Everyone	Everyone	Locks competitors out,	Only the patent owner, unless licensed	At risk, as the invention covered by confidentiality can be patented by others
Technology protection	Only the article text		Used for patent examiners, IP litigation risks	By patent claims	
Financial gain	Likely (paper publication)		Yes	Yes	
Technology disclosure	immediately		After 18 months	After 18 months	

## 5. WaterWorks2017 Dissemination activities

### 5.1. Dissemination and Exploitation of Results of the WaterWorks2017 JTC Funded Projects

The Dissemination activity regards the disclosure of the results of the **WaterWorks2017** JTC funded projects, which starts when the first results are available. Whereas, the main objective of the Exploitation activity is the valorisation of this JTC funded projects results. The theme of the **WaterWorks2017** JTC – Water JPI 2018 Joint Call is “*Closing the Water Cycle Gap – Sustainable Management of Water Resources*”, which is organised around three challenges:

- Enabling sustainable management of water resources,
- Strengthening socio-economic approaches to water management, and
- Supporting tools for sustainable integrative management of water resources.

The scientific and technical production delivered by the **WaterWorks2017** JTC funded projects may include publications (any forms) and/or data. “*Research data*” refers to information, in particular, facts or numbers collected to be examined and considered, as a basis for reasoning, discussion or calculation. In a research context, examples of data include measurements, results of experiments, observations, statistics, survey results, etc.

Any IPR issues will be taken into account in the Consortium Agreement (CA) systematically requested for the funded projects under a JTC.

The Water JPI promotes its OA policy, with a balanced support to both *Green* OA (immediate or delayed open access that is provided through self – archiving proposed by the Water JPI OA/OD interface) and *Gold* OA (immediate open access that is provided by a publisher – Metadata provided on the JPI OA/OD interface) (see [section 5.2](#)).

The consortium of a funded project promote the project and its results with a comprehensive communication plan that defines clear objectives and planning. It may choose the form for disseminating their results (website, presentation at scientific conference, peer-reviewed publication, press releases, etc.).

Any dissemination of results (in any form) must include the following acknowledgement reference to funding and funders:

*“The authors would like to thank the EU and (enter National funder name) for funding, in the frame of the collaborative international Consortium (Consortium acronym) financed under the ERA-NET WaterWorks2017 Cofunded Call. This ERA-NET is an integral part of the 2018 Joint Activities developed by the Water Challenges for a Changing World Joint Programme Initiative (Water JPI)”*

If possible, the acknowledgement reference should also include the Water JPI and the **WaterWorks2017** logos (see [Figure 9](#)).



**Figure 9: Logos of Water JPI and of WaterWorks2017 ERA-NET project.**

## 5.2. Open Access and Open Data within the Water JPI

WP5 of **WaterWorks2017** envisages the promotion of OA and to stimulate OD for all scientific publications produced within the **WaterWorks2017** JTC funded projects. This output is expected, particularly, to improve conditions for conducting research by minimising the time spent searching accessing relevant information on funded projects. The Water JPI OD/OA tool<sup>36</sup> is set up to include submitted metadata on all relevant data resources directly generated by the funded project, as well as additional information on how this data will be exploited, if and how data will be made accessible for verification and re-use, and how it will be curated and preserved. There will be also made available a catalogue of datasets, publications and other projects output, inserted by project partners.

The OD/OA<sup>35</sup> (tool) section of the Water JPI website was created, through the form of an interface with specific capabilities and options, enabling third parties accessing, mining, exploiting, reproducing and disseminating (free of charge for any user) the uploaded research data, for instance by attaching a Creative Commons Attribution License ([CC BY- SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)<sup>37</sup>) to the data deposited.

Although the OD/OA interface tool is open and available for public consultation without password, a password supported access will be assigned to the coordinators (enabling the direct upload of research data) and Contact Point of the **WaterWorks2017** JTC OD/OA (enabling the monitoring of the funded project OD/OA requirements) of the **WaterWorks2017** JTC funded projects. ISPRA will communicate with the **WaterWorks2017** JTC funded projects contact points assigned for the OD/OA, to encourage to the usage and upload of research data in the OD/OA Water JPI Interface tool.

Future initiatives between ISPRA and the **WaterWorks2017** JTC funded projects OD/OA contact points include:

- To inform about the on-line OD/OA tool and its updates;
- To propose support in the use of the tool if needed;
- To collaborate in the monitoring activity.

The use of this OD/OA projects research Database tool – will guarantee the traceability of the results of the funded projects, as well as, its accessibility.

The Water JPI OD/OA tool Interface Manual<sup>38</sup> is available on the Water JPI website intranet (reserved) area, to facilitate its access and uploading.

The logo to the OD/OA tool shown in the **Figure 10** was also created and included at the website home page:



**Figure 10:** Logo of the Water JPI Open Data / Open Access online Interface available at the Water JPI Website.

The funded projects research results included in the OD/OA are of particular interest and can be used for future research and policy making. They can also be used for educational, societal, or other relevant purposes etc. At a broader Water JPI scope, it is of utmost importance that funded projects research results will be used in benefit of the JPI, policy makers and stakeholders. This is also stressed in the [Voluntary Guidelines on Framework conditions](#)<sup>39</sup>.

<sup>36</sup> [http://www.waterjpi.eu/index.php?option=com\\_chronoconnectivity5&cont=lists&ccname=Project\\_Database&Itemid=1030](http://www.waterjpi.eu/index.php?option=com_chronoconnectivity5&cont=lists&ccname=Project_Database&Itemid=1030)

<sup>37</sup> <https://creativecommons.org/licenses/by-sa/4.0/>

<sup>38</sup> [www.waterjpi.eu/images/documents/HELP/OPEN%20WATER%20JPI%20INTERFACE\\_Manual\\_rev\\_1.pdf](http://www.waterjpi.eu/images/documents/HELP/OPEN%20WATER%20JPI%20INTERFACE_Manual_rev_1.pdf)

<sup>39</sup> [https://ec.europa.eu/research/era/docs/en/voluntary\\_guidelines.pdf](https://ec.europa.eu/research/era/docs/en/voluntary_guidelines.pdf)

To date, dissemination activities are in planning (i.e. OD/OA) and they will be deepened in an update of this document, while the final exploitation report (WP1) will incorporate all results and recommendations from the implementation of the PCDER and evaluation and dissemination reports. It will include measures to ensure that benefits of **WaterWorks2017** activities will endure beyond the project's lifetime.

Results suitable to be disseminated should always be published in the Water JPI OA/OD interface.

In the context of the Water JPI, the following policy should apply:

- Publishing costs in an open access context, related to scientific results obtained in the context of **WaterWorks2017** JTC funded project, should be considered eligible.
- The Water JPI and the **WaterWorks2017** JTC funders expects researchers to maximize the opportunities to make the research data resulting of their scientific work available for free in an open repository.
- In case that data originate from ongoing projects, the related funding conditions need to be taken into account and the conditions cannot be overruled.
- Authors are encouraged to retain their copyright or, in case of transfer of copyright to third parties, at least to retain the right to disseminate via open access.
- The open dissemination and access policies among those of the participating funding bodies should prevail, unless such openness should be judged to represent a risk for the EU global competitiveness.

In **WaterWorks2017**, management of the knowledge transfer, IPR and legal and ethical issues are part of the WP1- Task 1.2 Consortium coordination and project management (ANR as leader and AKA, EPA, FORMAS, IRESA, ISPRA, MINECO, NWO as partners).

## 6. WaterWorks2017 Exploitation activities

### 6.1. Exploitation of Results of the WaterWorks2017 JTC funded projects

#### 6.1.1 Basic Principles

Each funded project consortium will generate its own results and has an obligation to conclude, in turn of its own CA, to deal with exploitation issues and undertake exploitation actions according to the nature and objectives of the research performed by the consortium. It is up to the owners within each funded project consortium to decide on whether first seek protection for IPR or whether publish, in particular using the OD/OA policies. Dissemination and exploitation of IPR policies within funded projects and **WaterWorks2017** and Water JPI should be compatible and coherent. This requires an appropriate identification and IP protection and an effective knowledge transfer to specific end-users, in compliance with relevant European and/or national legislation/regulation. Researchers involved in the **WaterWorks2017** and Water JPI activities should be careful and guarantee that dissemination activities carried out during their funded project do not jeopardise any future exploitability of results. Any dissemination activity will need to be delayed until a decision about possible protection of RDI results has been made by the funded project consortium.

#### 6.1.2 Intellectual Property Rights - Management in funded project consortium agreements

IPR rules should be set at the funded project level, through the development and signature of multilateral CAs in the framework of the **WaterWorks2017** JTC. Therefore, joint owners (within funded project consortium) should establish an agreement regarding the allocation and terms of exercise of that joint ownership, in accordance with their obligations under the funded project. Any particular protection and exploitation strategy should be agreed before the research activities start. Consortia will have to decide which type of model (see **Table 4**) suits best the situation of each funded project:

**Table 4: Consortium Agreement model.**

Agreement Model	Terms
A	Each member of the consortium owns the IP of the results that it creates. They grant each other party a non-exclusive licence to use those results for the purposes of the project and any other purpose.
B	The other parties assign their IP in the results to the lead exploitation party (or the lead exploitation party granted an exclusive licence).
C	Each party takes an assignment of IP in the results that are germane to its core business and exploits those results.
D	Each member of the consortium owns the IP in the results that it creates. They grant each other party a non-exclusive licence to use those results for the purposes of the project only. If any member of the consortium wishes to exploit another's IP they must negotiate a license or assignment with the owner of that IP.

The CA should at least addressed the following points:

- common start date and duration of the funded project;
- organization and management of the funded project;
- role and responsibilities of each partner resources and funding;
- confidentiality and publishing
  - it is recommended at the beginning of the funded project to define the non-confidential information that can appear on the project website, leaflets, or other dissemination materials.

- provisions for conditions for dissemination, including procedure for consulting with funded project partners prior to carrying out a dissemination activity (an agreed time limit should be fixed for any objection to the dissemination);
- IPR;
- decision making within the consortium;
- handling of internal disputes;
- Liabilities of the funded project consortium partners towards one another (including the handling of default of contract).

To avoid or resolve ownership disputes, beneficiaries should keep documents, such as, laboratory / experimentations notebooks, workshop proceedings, etc., to show how and when they produced the results.

## 6.2. Exploitation of Results of WaterWorks2017 project by itself

Relevant provisions for Exploitation of Results are carried out, as set out in the **Waterworks2017** GA and CA documents.

### 6.2.1 WaterWorks2017 Grant Agreement

As regards to the GA of **WaterWorks2017**, the obligation to exploit the results and established the ways the consortium partners (beneficiaries) may exploit their own results are clearly stated:

Article 28.1 of **WaterWorks2017** GA (GA - general provisions) – Obligation to exploit the results - establishes that each beneficiary must *“up to four (4) years after the period of duration of the Action take measures aiming to ensure exploitation of its Results either directly or indirectly, in particular through transfer or licensing. Indirect exploitation may happen in the case of Partners (e.g. public bodies) that are not able to exploit their own Results by themselves and have to transfer these in whole or in part to another Partner of the project (or, exceptionally to a third party, including stakeholders)”*.

The same article further establishes the ways in which **WaterWorks2017** consortium partners may exploit its own results,

- a) by using them:
  - in further research activities (outside the Action, namely the **WaterWorks2017**).
  - in standardization activities.
- b) or for commercial purposes, by:
  - developing, creating or marketing a product or process.
  - creating or providing a service.

Additionally, Article 20.2a of **WaterWorks2017** GA requests periodic reports (in particular, for requesting and receiving pre-financing payment and final payment), which should include a periodic technical report containing:

- (i) an explanation of the work carried out by **WaterWorks2017** consortium partners (beneficiaries);
- (ii) an overview of the progress towards the objectives of **WaterWorks2017**, including milestones and other deliverables identified in the GA Annex 1. This report must include explanations justifying the differences between work expected to be carried out in accordance with the GA Annex 1 and that actually carried out. The report must also detail the ***exploitation and dissemination of the results and — if required in Annex 1 — an updated ‘plan for the exploitation and dissemination of the results’***;

The **WaterWorks2017** GA also reminds the rules to be applied in terms of Ethics (Article 34), Conflict of interests (Article 35) and Confidentiality (Article 36) which should also be complied. Therefore, the **WaterWorks2017** consortium partners should identify what can be disseminated vs. what can be exploited.

## 6.2.2 WaterWorks2017 Consortium Agreement

The **WaterWorks2017** CA and its Addendum supplement the general provisions of the project's GA (mentioned above) and lay down the provisions for the proper operation of **Waterworks2017**. A key issue among the matters included in the **WaterWorks2017** CA is the Exploitation of Results generated or being expected to be generated under the project together with the pertaining common rules.

Thus, it should be pointed out, that the provisions of the **WaterWorks2017** CA will not apply to the results generated by the **WaterWorks2017** JTC funded. Therefore, Exploitation of Results under this PCDER only refers to the results generated by the **WaterWorks2017** project itself.

The following set of rules should be taken into account by the **WaterWorks2017** consortium partners when Exploitation of Results is envisaged:

### - Joint Ownership of the Results

In H2020, the GA generally establishes that results of the project belong to the participants having generated them. Given the collaborative nature of most of the projects and the internal dynamic of the WPs, a significant number of results will be jointly developed by several participants (joint ownership) very often. The joint owners should agree on certain rules in order to be able manage and exploit their joint ownership that can include the free use of the joint owned results without account or compensation to the other joint owners.

### - Access rights to Results for Exploitation of own Results

Access rights means the right of any participant to use the results generated by other Partners under certain conditions being set out in the **WaterWorks2017** GA and the CA.

Such access rights will be usually requested among **WaterWorks2017** consortium partners working in the same WP when the results are needed by partner to implement its own tasks in the project or to exploit its own results. **WaterWorks2017** consortium partners should agree on the conditions on which such access rights should be granted and the time period within which these access rights may be requested.

In actions, such as, **WaterWorks2017** project, where commercial exploitation is not the primary and direct purpose of the project, access rights to Results for the exploitation of any **WaterWorks2017** consortium partner's own Results are intended to be granted on royalty free conditions.

The Background that **WaterWorks2017** consortium partner can make available for the project needs to be identified in (Annex 1 of) the **WaterWorks2017** CA. In this sense, **WaterWorks2017** consortium partners have stated, in Annex 1 of the CA, that they do not expect that any specific background belonging to them may be needed for the implementation of the partners' own tasks and Exploitation of the **Waterworks2017** Partners' own Results.

## 6.2.3 Goals of the Exploitation of Results of the Waterworks 2017 project

The overall aim of **WaterWorks2017** is to transform the knowledge produced within this Action (Cofunded JTC and AAs) into the solutions to the EU water challenges by making them part of the public policies.

Within this context, technologies of a great commercial value are presumed to be better meant in the framework of the individual R&I **WaterWorks2017** JTC funded projects. In this sense, dissemination of the **WaterWorks2017** results to a wide range of stakeholders seems to prevail over the commercial exploitation.

Nonetheless, it may not be excluded that some of the products and results developed by **WaterWorks2017** consortium partners could benefit of a form of IPR (e.g. copyright).

Here below is an itemized non-comprehensive list of the generated results/expected results under **WaterWorks2017**:

- Call text and related documents and guidelines for applicants;

- Monitoring and evaluation framework with related reporting templates for the R&I funded projects under **WaterWorks2017** JTC (so called Water JPI 2018 Joint Call);
- **WaterWorks2017** JTC funded projects online-booklet;
- **WaterWorks2017** webpages located in the Water JPI Website;
- **WaterWorks2017** Plan for Communication, Dissemination and Exploitation of Results;
- **WaterWorks2017** Project management, quality and risk control guidelines;
- **WaterWorks2017** webpages integrated in the Water JPI portal with The website domain;
- Communication materials developed under **WaterWorks2017** budget;
- Any Photos/Videos provided by **WaterWorks2017** partners for communication, dissemination;
- Logo of **WaterWorks2017** and the visual identity of the **WaterWorks2017** project (templates);
- Logo of **WaterWorks2017** JTC and the visual identity of the **WaterWorks2017** JTC (templates);
- **WaterWorks2017** Project reports and outputs, such as conference and workshop proceedings, Policy briefs, mapping reports and similar as part of **WaterWorks2017** activities;
- Impact assessment guidelines for the **WaterWorks2017** JTC and its funded projects.

The Exploitation of **WaterWorks2017** results should, thus, be consistent with the nature of the project and the objectives to be achieved. A sensitive and flexible approach is advisable so that the exploitation of results is based on a common strategy following the scenario currently discussed for the sustainability of the Water JPI.

## 7. Monitoring and Evaluation of Communication and Dissemination Activities

Monitoring and evaluation process of the communication and dissemination activities aims at verifying the effectiveness of the communication and dissemination activities, by using both qualitative and quantitative indicators. Evaluating communication activities provides the opportunity to adjust the communication plan and to improve its processes, when needed, on the basis of feedbacks and constructive suggestions.

In order to analyse the impact of **WaterWorks2017** communication activities, monitoring actions are envisaged each 6 months, according to already defined Water JPI indicators (in line with other supporting projects – see [Table 5](#)).

**Table 5: Water JPI Communication indicators.**

Communication and dissemination tools	Indicators
Water JPI website:	<ul style="list-style-type: none"> <li>Contents are kept up-to-date</li> <li>Website fully complies with accessibility guidelines</li> <li>Website hits</li> <li>Number of visitors</li> <li>Hits and visitors' sessions</li> <li>Breakdown of visitors per page</li> <li>Geographical breakdown of the visitors</li> <li>Number of downloads</li> </ul>
Water JPI Social Network: Facebook	<ul style="list-style-type: none"> <li>Number of likes</li> <li>Number of posts</li> </ul>
Water JPI Social Network: Twitter @WaterJPI	<ul style="list-style-type: none"> <li>Number of followers</li> <li>Number of posts</li> <li>Retweets and likes</li> </ul>
LinkedIn Water JPI Researchers Forum Group	<ul style="list-style-type: none"> <li>Number of members</li> <li>Number of discussions</li> </ul>
Water JPI Social Network: YouTube channel	<ul style="list-style-type: none"> <li>Number of subscribers</li> <li>Number of Videos uploaded</li> <li>Number of views</li> </ul>
Water JPI e-Newsletter mailing list with international and national contacts	<ul style="list-style-type: none"> <li>Number of contacts</li> <li>Number of new contacts</li> <li>Breakdown per countries</li> </ul>
Water JPI monthly e-newsletter	<ul style="list-style-type: none"> <li>Number of e-Newsletters</li> <li>Number of contacts of the mailing list for the dissemination</li> <li>Number of new subscribers</li> <li>Number of emails which are not valid anymore</li> <li>Number of persons who did open the e-Newsletters</li> <li>Number of clicks per items of the e-Newsletter</li> </ul>
National level media tools	<ul style="list-style-type: none"> <li>Monitored via 6-monthly report/feedback from the partners</li> </ul>
Press releases addressed to international and national audiences	<ul style="list-style-type: none"> <li>Number of Press Releases</li> <li>Number of click on the press release on the website</li> <li>Number of websites who links to the press release / number of mention in the press/web</li> </ul>
Internal Communication: Water JPI Intranet Section	<ul style="list-style-type: none"> <li>Number of documents uploaded</li> <li>Number of documents downloaded</li> <li>Number of visits</li> </ul>

Indicators listed in [Table 5](#) allow cross-monitoring communication and dissemination activities. Some of the indicators re-exported can be adapted to monitor specific ERA-NETs and, therefore, also [WaterWorks2017](#) activities.

Some of them are reported in the following [Tables 6](#) and [7](#):

**Table 6: WaterWorks2017 Communication indicators.**

Communication and dissemination tools	Indicators
<b>Water JPI website:</b> (online <a href="#">WaterWorks2017</a> dedicated webpages)	Contents are kept up to date Webpage fully complies with accessibility guidelines Webpage hits Number of different visitors Hits & visitor's sessions Breakdown of visitors per page Geographical breakdown of the visitors Number of downloads of <a href="#">WaterWorks2017</a> Public outputs
<b>Press releases</b> (press releases addressed to international and national audiences on <a href="#">WaterWorks2017</a> )	Number of Press Releases related to <a href="#">WaterWorks2017</a> activities Number of clicks on the press release on the website Number of websites who links to the press release / number of mention in the press/web

Additionally, a survey among the Consortium partners is conducted every six months on the JPI communication and dissemination at national level, through the following format:

**Table 7: National level media tools.**

National level media tools	Data
<b>Name Organization</b>	
<b>Website (Institutional website of the partner/member)</b>  Number of news dedicated to Water JPI activities;  Number of website webpages dedicated to the Water JPI activities;	Link to organization's website  n.  n.
<b>Press releases addressed to international and national audiences</b> Number of press releases dedicated to news of Water JPI activities	n.
<b>JPI Communication at Conferences / Events</b> Number of JPI presentations at Conferences/Events (breakdown at International, European, National levels);  Number of info-days (breakdown at International, European, National levels);	n.  n.
<b>Social media</b> Number of "national" Tweets dedicated to Water JPI activities  Number of "national posts" on Facebook dedicated to Water JPI activities  Number of "national posts" on LinkedIn dedicated to Water JPI activities	n.  n.  n.

The survey on national communication and dissemination activities will be monitored for extracting data related to **WaterWorks2017** activities and, therefore, feed the monitoring of the communication and dissemination activities on this specific project.

### Quantitative and Qualitative indicators for the Water JPI e-Newsletter

In addition to the above-mentioned indicators, other data (see **Table 8**) for monitoring and evaluation have been integrated and collected through the e-Newsletter Registration form ([available on line<sup>40</sup>](#))

**Table 8: e-Newsletter Registration form information collected.**

e-Newsletter	
The registration form allows to collect and analyse data about:	Age
	Nationality
	Gender
	Qualification Awarded
	Position Held

### Online Water JPI e-Newsletter Survey:

Starting from January 2018, with an annual basis, the “Water JPI e-Newsletter online survey” has been carried out, addressed to subscribers registered to the Water JPI e-Newsletter and promoted to analyse the level of appreciation of this communication tool.

Generally, information collected via this survey will be analysed and used as qualitative and quantitative benchmark. This will enable monitoring the effectiveness of communication activities undertaken. Such analysis aims also providing an objective evaluation of the results achieved and consequently the possible calibration of the current version of the PCDER, as well as, providing information for future plans, useful for the implementation of the Water JPI and its related EC-supporting projects.

<sup>40</sup> [http://www.waterjpi.eu/index.php?option=com\\_content&view=article&id=221&Itemid=735](http://www.waterjpi.eu/index.php?option=com_content&view=article&id=221&Itemid=735)

## 8. Monitoring and Evaluation of exploitation Activities

### 8.1. WaterWorks2017 JTC funded projects

The activities of the **WaterWorks2017** funded projects is ensured via the WP4, via the use of:

- The mid-term and final term review reports
- The data collected in the OD/OA interface, on which each funded project is required to provide meta-data on the project outputs (publications, patents, licences, etc.).

The following indicators (see **Table 9**) will be surveyed every year by the WP4 and WP5 leaders:

**Table 9: Indicators for monitoring exploitation of WaterWorks2017 JTC projects.**

Exploitation tools	Indicators
Funded Project consortium agreements	Number of CA received by WP4 leader Number of CA with specific IPR mentioned
Funded projects outputs	Number of outputs (all categories) declared by <b>WaterWorks2017</b> JTC funded projects Number of publications published by all funded projects Number of patents from all funded projects

### 8.2. WaterWorks2017 project by itself

For the **WaterWorks2017** project outputs, the indicators of monitoring and evaluation will be (**Table 10**):

**Table 10: Indicators for monitoring exploitation of WaterWorks2017 JTC projects.**

Exploitation tools	Indicators
Guidance documents	Number of documents presenting <b>WaterWorks2017</b> outputs Number of WaterWorks2017 outputs Number of presentations outside the consortium
Communication tools	Number of webpages generated for <b>WaterWorks2017</b> Number of communication materials (all categories) generated under <b>WaterWorks2017</b> budget

## References

The main references are:

[Regulation \(EU\) No 1290/20138 of the European Parliament and of the Council of 11 December 2013](#)

[H2020 - Voluntary Guidelines](#) on FRAMEWORK CONDITIONS FOR JOINT PROGRAMMING IN RESEARCH 2010

[European IPR Helpdesk Making the most of your H2020 Project – EU 2018](#)

[EU Grants: H2020 Guidance Social media guide for EU funded R&I projects: 01\\_06.04.2018](#)

[Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020](#)

[EU open data - The basics for EU data providers – EU Open data Portal- Edition 2016](#)