



Tackling European Water Challenges

Coordination and Support Action



FP7 - ENV.2012.6.3-5

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Communication and Dissemination Strategy

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EXECUTIVE SUMMARY

The Communication and Dissemination Strategy (The Strategy, hereinafter) sets out the approach for **communication within the Water JPI/WatEUr** team, and between Water JPI/ WatEUr and the **Water JPI Community and the society at large**, as a strong outreach instrument.

Although the Strategy defines the overarching communication and dissemination objectives of the project, it is a “living document”, which can be revisited and updated throughout the project duration, so to say it will be adapted to new needs and inputs.

The purpose of the communication strategy is to ensure that a clear and consistent message is shared among all partners of the project consortium and the water community at all territorial levels and professional backgrounds.

The general objective is to disseminate the benefits of the Water JPI activities via two main lines of communication:

1. Internal communication amongst the partners

In this perspective, all partners are also involved in the dissemination process in order to foster awareness for the water challenges tackled in this JPI, especially in their own countries and in their own communities.

It is intended to outline the internal communications methods to be utilized between all parties of the Consortium.

2. Outreach to the JPI Community and society at large.

External communication and dissemination will play an important role in achieving its overall goals: to disseminate and support the uptake of project outputs to selected relevant communities; to engage directly with practitioners and relevant stakeholders in the development of the applications and tools delivered by the project; to provide policy-relevant documentation and to advise policy makers and practitioners on cost-effective, sustainable measures to improve water ecosystems.

In order to achieve all these objectives this **Communication and Dissemination Strategy** will be developed through the instruments described in the document.

INTRODUCTION

The world population is expected to grow especially in urban areas and this demographic increase will imply a greater need for water supply and sanitation services.

Future availability of water in good quality and quantity is a big societal challenge and many initiatives taken at European level show that there is great concern about the sustainable development of our water resources which are necessary not only for the every day's life but also for the production of food, basic industrial goods and commodities.

In 2000 the European Union adopted the Water Frame Directive aiming at achieving a good ecological status for all EU waters by 2015 and promoting an integrated approach to water management. More recently the strategy "Blueprint to safeguard Europe's Water Resources" was developed to identify current gaps and future priorities and provide guidance to the EU water policy until 2020.

A survey on water conducted by Eurobarometer in 2012 pinpointed that European citizens feel less informed about problems facing groundwater, lakes, rivers and coastal waters in their country than they did in 2009 at the time of a previous poll. Most of the respondents think that water quality problems are a serious issue and a majority are in favour of a user-pays system for water consumption and, to a lesser extent, that the cost should reflect the environmental impact of water use. According to this survey two-thirds of Europeans believe that more information about the environmental consequences of water use is the most effective way of tackling water problems.

The outreach goal, supporting the Vision Document of the Water JPI Initiative is to provide reliable and complete information to a large public of stakeholders, in line with the objective of the Water JPI "to achieve sustainable water systems for a sustainable economy in Europe and abroad".

Therefore, the Strategy aims to reach a vast amount of research and innovation water related stakeholders in Europe and abroad especially through the development of a sound networked communication (Website and involvement in Social Media).

Moreover, the Strategy will guide the communication efforts throughout the WatEUr project, Coordination and Support Action of the Water JPI funded by the EU's Seventh Framework Programme for Research (FP7).

Links to other water related projects, initiatives and networks

The Communication and Dissemination Strategy of the Coordination and Support Action WatEUr will reserve special attention to all those ongoing activities and working groups relevant to the objectives of the Water JPI not only in Europe but also outside.

Strong links are already established with the European Innovation Partnership on water and the Water Supply and Sanitation Technology Platform. There are also close relations with EMWIS, EUWI, Euraqua, RIOB, the working groups of the Common Implementation Strategy for the Water Framework Directive, the European Environment Agency and the Institute for Water Education of UNESCO.

Collaboration and coordination with all these initiatives will be established also for the dissemination of results and outputs through the website and the newsletter of the Water JPI.



INTERNAL AND EXTERNAL COMMUNICATION AND DISSEMINATION OBJECTIVES

Internal communication

Internal communication is the basic tool to integrate information and awareness and to promote the spreading of a sense of belonging and a sharing of objectives among the members involved in this EU initiative. The results of the Water JPI and its Coordination and Support Action WatEUr are based in this proactive participation and joint working of the project team and the involvement of the Water JPI partners and observers. This interaction will also help coordination among project partners.

Objectives

- To enable a continuous exchange of information among all the project partners and the European Commission (as a non-voting partner).
- To increase the willingness of the JPI members to exchange knowledge and experiences
- To improve and implement an effective coordination inside the project team through regular flow of news, information, data, hints, suggestions useful also for periodical reporting to the EC.
- To assure the availability of the communication and dissemination materials
- To produce a comprehensive map of national and regional RDI funding, institutions, programmes, projects and infrastructures in Europe; iterative production of a Strategic Research and Innovation Agenda establishing the priorities in the European RDI.

Target audience

The target audience for an effective internal communication are:

- The WatEUr partners such as stated in the Grant and Consortium Agreement.
- The Water JPI partners and observers.
- The Water JPI Advisory Groups.
- The European Commission.



Photo taken at the WatEUr Kick-Off Meeting on 5 February 2013 in Madrid

Main tools

E-mail messages

Each transfer of information or documents, to or from partners, shall whenever possible be by e-mails such as the WatEUr partners agreed in the Warm-up meeting in Rome emailing procedures.

WatEUr and Water JPI Partners share an update Partner List with emails which is managed by the Water JPI Secretariat.

Intranet

The Intranet section, located in the Water JPI and WatEUr website, is designed to provide repositories of several documents shared among the partners, such as agendas, minutes of meetings, working papers, data bases, contact lists, etc.

The contents, functions and use of the intranet are outlined in the manual which includes instructions about how to use these functions and is provided apart.

The e-news tool can be used to advise partners when the website is modified, and public web users when new material has been added to the website. WP leaders may post documents, relating to their work package only, to the website and inform partners using this e-news tool.



Tele, video and phone conferences

This tool is becoming the most common way to have direct talks with partners because it saves time and travelling costs. Through these dialogue means it is possible to reach quick decisions how to implement the project activities.

WatEUr and Water JPI Partners are encouraged to use Skype conversations.

Newsletter

The monthly newsletter informs the international community of Water JPI about developments of the project activities, water resources initiatives, progresses and outcomes of other water related programmes and/or projects, funding opportunities for researchers. It also advises about the main international events organized in the field of water.

WatEUr and Water JPI Partners are encouraged to enrich the newsletter with news from their countries activities.

Meetings

WatEUr and Water JPI Partners meet regularly.

The partner hosting the meetings may invite an observer to the meetings, a request should be made to the coordinator 10 calendar days before the meeting so that the information can be included on the agenda.

To ensure effective working these meetings must be focussed. Relevant information from these meetings should then be cascaded from top to bottom, so that everyone is kept fully informed about the project.

Website (www.waterjpi.eu)

The Water JPI website includes the WatEUr one, and in the same time, the WatEUr website can stand separately. WatEUr has its own page in the www.cordis.europa.eu website.

www.waterjpi.eu includes detailed information on the JPI and the FP7 CSA. It is constantly updated with news, events, references to the JPI members institutions with links to their websites, posters, leaflets, flyers, etc. It will support the results of the dissemination activities.

WatEUr and Water JPI Partners are encouraged to enrich the website with news from their countries activities.

The Water JPI Advisory Boards have their section on the website.

Reports

The European Commission recommends all partners to report on periodic basis; the coordinator is responsible for the provision of all the following reports to the EC within the times specified in the contract. The EC provides guidance notes on reporting requirements in the document titled “Guidance Notes on Project [Reporting](#)”.

WatEUr partners respond to the above mentioned tasks as it is stated in “Description of Work” Annex I of the Grant Agreement.

External communication and dissemination

External communication and dissemination

The goal of these activities is to raise awareness about present and future water challenges tackled by this JPI, by providing user-friendly and reliable information and knowledge to citizens, policy makers and to the European and international water research community.

External communication and dissemination also aim at improving the coordination of water research, development and innovation (RDI) initiatives through adequate information on the developments and results of the Water JPI and its CSI WatEUr contributing to the creation of cooperative science and policy interfacing networks on integrated water resources management.

Efficient and effective communication and dissemination actions keep the stakeholders informed and involved, taking into account of their views and needs, in order to gain their support.

To give the most positive impression of the project activities and the importance of strengthening cooperation in the water sector, external communication foresees the establishment of a dialogue among all the potential stakeholders, while dissemination is meant as circulation and distribution of information materials.

Objectives

- To provide information to wider audiences and also efficient knowledge transfer to particular users;
- To encourage the cooperation of European public and private stakeholders in water sector through a regular information exchange;
- To ease the engagement of a large public in protecting and better managing water resources;
- To contribute to the creation of the European Research Area making available the results produced by this JPI;
- To communicate the best available science and information on Water Challenges to key stakeholders and the general public;
- To establish the Water JPI as the primary and authority source of water research data and information for Europe.

Target audience

In order to gain the support of all these JPI Water stakeholders, communication must be tailored for each target audience. This will also encourage the familiarity of these users with the project products and services.

The main target audience of the project is composed by:

- Science agents
- Innovation agents
- Policy makers
- General stakeholders
- Programmes outside EU

- Society at large

Main tools

Web site

The website allows for communication with project partners and all members of the general public who have an interest in the project and its findings. Internet pages on the Water JPI are the most visible and user-friendly tool to spread information on this EU initiative to a very large public. It is the most attractive instruments to draw the attention of the citizens and stakeholders. Furthermore, it is the most updated instrument to communicate and disseminate news about the project activities and events interesting the water community at large. Documents developed by a partner for external distribution shall be reviewed and approved internally prior to release on the website.

Newsletters

The monthly newsletter is distributed to Water JPI partners and networks of collaboration on water issues at national, European and international level. The recipients are regularly informed about the Water JPI developments and other water initiatives on going in the world. News about funding opportunities for researchers and events organized are also spread. The newsletter represents also a suitable way to receive valuable feedback from the stakeholders. The website provides the possibility of subscribing for the Water JPI newsletter.

Social networks



The JPI website hosts the access to the most popular virtual fora in order to disseminate in a rapid way messages concerning the programme activities to a vast and heterogeneous public. The social networks also provide a mechanism for receiving a feedback keeping a dynamic dialogue with citizens in all countries.

Press releases

The publication of official press release that coincide with major achievements or events is a good method to formally advertise the international water community about the Water JPI activities and results. The press releases outline what the programme is, what it will do, who is intended to, the innovation it will bring and its benefits. Members are invited to dedicated some resources and publish one or more press releases during the project life time. Press releases will be normally

written in English. However, to maximize their impact, partners may undertake translations in their own language.

Press Conference

Journalists for the most important national TVs, radios, newspapers and magazines will be invited to attend the main project events, in particular the final conference scheduled for the December 2015 in Rome.

Leaflets/Flyers

Several promotional items, such as leaflets and flyers are produced to present the Water JPI to the audience gathered for workshops, conferences, exhibitions on issues related to water. Although the official language is English these publicity materials is provided also in other languages according to the occasion and in particular the target audience.

The JPI "Water challenges for a changing world" deals with research in the field of water and hydrological sciences. The availability of water in sufficient quantities and adequate quality is indeed a public issue of high priority and addresses a pan-European and global environmental challenge.

The economic challenge

The European water sector is of prime economic importance, as it offers jobs for thousands of citizens across Europe. Investments in water technology around the world increase every year, in a market which has become very competitive.

The ecological challenge

Preservation and protection of waters is a crucial asset for sustainable development. It is essential to enhance the absorbing and self-purification capacity of the landscape and water ecosystems to reduce the transfer and storage of pollutants and maintain biodiversity and ecosystem services.

The societal challenge

Water is a natural resource necessary for societal well-being. Water fulfils a multitude of services and functions for a sustainable livelihood. Water re-use and nutrient recovery from municipal, industrial and agricultural waste water offer economic advantages and societal gains.

The technological challenge

Specific innovations in monitoring technologies and developments in information systems and methodologies are required to address the complexity of water systems and water issues. Many capital-intensive water infrastructures require research to improve design and maintenance, maximize societal benefit, and moderate costs.



www.waterjpi.eu

Water JPI

WATER CHALLENGES FOR A CHANGING WORLD

JOINT PROGRAMMING INITIATIVE
The Council of the European Union decided to launch the Joint Programming Initiative "Water: Challenges for a Changing World" on 6 December 2011 as a contribution to the reduction of fragmentation of efforts by Member States and mobilisation of skills, knowledge and resources, with a view to strengthening Europe's leadership and competitiveness on water research and innovation.

SEVENTH FRAMEWORK PROGRAMME

WATEUR MORE
Tackling European Water Challenges

Brochures

This kind of publicity material will be written in English and distributed to a more institutional public, such as European Commission Units and Officers, EU water

related networks of experts and in occasion of particularly events of the European Research Area.

Videos

This is the most common tool to draw the attention of the general public. Several videos will be made available on the web site to promote the main messages on the social challenges represented by water resources. On demand will also be possible to produce videos for particular JPI events such as the final conference.



Joint Programming Initiative Water challenges for a changing world

EU invests an estimated amount of 500 million € per year to fund public research and innovation activities in water.
A better coordination of these R&I initiatives based on a multi-disciplinary approach is needed



Posters

Posters will be produced for conferences, workshops and exhibitions. Taking part with a poster presenting the JPI programme at a conference is a good way to show and talk about the work progress to the people attending such event. It is also an excellent opportunity to see the people's reaction and get their direct feedback.



Sustainable water systems for a sustainable economy in Europe and abroad

Factsheets

This communication material is very useful because it summarizes the project goals, activities and actors, highlighting some key messages.

Factsheets can be available on the web site at any time but in particular after each reporting period.

The WATER JPI currently counts on 18 partner countries: Austria, Cyprus, Denmark, Finland, France, Germany, Ireland, Israel, Italy, The Netherlands, Norway, Poland, Portugal, Romania, Spain, Turkey, United Kingdom, Moldova
And 5 observer countries: Belgium, Greece, Hungary, Sweden, Latvia

Policy briefings

In order to strengthen the Water Science-Policy-Interface, policy briefs are periodically produced to ease the transfer of the project results to the policy makers, EU and national authorities whose task is to take decisions on general strategies concerning water research, development and innovation.

Stakeholders will considered themselves better informed and more involved if they are part of the decision making process related water protection and management.

Workshops/Meetings

These events represent important opportunities to meet stakeholders and inform them about the progress and developments of this EU cooperation initiative. The JPI partners can either organize workshops inside their own institution or to be invited to seminars organized by other entities. In both cases, there will be official presentations of the Water JPI and the partners can distribute information and dissemination materials.

Final conference

The CSA WatEUr final conference will be organized in Rome in December 2015 to summarize and disseminate the project results and in particular the Strategic, Research and Innovation Agenda of the Water JPI. This two-days conference will be addressed to all water JPI partners and boards, representatives from other related JPIs, from the EIP on Water and other European water related organizations and networks. Also the most relevant stakeholders will be invited.


Dissemination means	Targeted Groups					
	Science agents	Innovation agents	Policy makers	General stakeholders	Programmes outside EU	Society at large
Website information and fora	Open to all					
Flyers	Open to all					
Workshops and final conference	Only on invitation				Adapted to the nature of the workshop	Not involved
Reports	They are disseminated according to the subjects/topics				Adapted to the topics	Adapted to the subject
Video streaming of events	Follow-up of specific events suiting the needs of specific target groups					
Monthly Newsletters	General information on the progress of the initiative					
Interviews and media coverage	Adapted to the nature of the Media.					
Press releases	Targeting a wide, unspecific audience					


VISUAL IDENTITY

To increase the awareness of building and belonging to an international water community a specific logo for Water JPI and CSA WatEUr were realized as acknowledgement of all the project products. Templates for presentations and for formal documents are provided.

The visual identity contributes to the overall perception and its uniform impression. The identity is important to make recognizable the project, its documents, the developed products and services at a glance.

The visual identity includes elements that will represent the project in a distinct and consistent way (logos, colours, templates, photos, etc.) which will be updated and can be provided by the WatEUr coordination team or the Water JPI Secretariat.

 **Logo description:** two waves of different blue colour underlining the writing “Water” come out from the earth’s globe to represent the natural water resources available in the world and also the need of an overarching collaboration to protect and manage this essential good for human life. The inscription “JPI” in the same dark blue of the writing “Water” is set in the niche formed by the two blue wave and the earth’s globe

 **Logo description:** the motto and long title of the Coordination and Support Action WatEUr “Tackling European Water Challenges” bears above a mirror image formed by the name of the project and four stars on the right side representing the European Union and the cooperation among the Member States.

WatEUr and Water JPI Partners are recommended to make an adequate use of the Visual Identity.

TIMING OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES

This following table summarizes the schedule of the communication and dissemination activities throughout the life of the CSA WatEUr. This schedule will be updated according to needs and occasions which should rise during the progress of the project activities.

WP 6	2013				2014				2015			
	I	II	III	IV	I	II	III	IV	I	II	III	IV
Website	March											
Manual to use intranet		Apr.										
Communication Strategy		Apr.										
Newsletter	Jan-March	Apr. - June	Sept. - Dec.	Oct. - Dec.	Jan-March	Apr. - June	Sept. - Dec.	Oct. - Dec.	Jan-March	Apr. - June	Sept. - Dec.	Oct. - Dec.
Leaflets						June						
Posters	Jan.				Jan.				Jan.			
Factsheets						June						Dec.
Policy briefs				Dec.				Dec.				Dec.
Meetings - Workshops	Feb.	May		Oct.	Feb.	May		Oct.	Feb.	May		Oct.
Social networks	Jan-March	Apr. - June	Sept. - Dec.	Oct. - Dec.	Jan-March	Apr. - June	Sept. - Dec.	Oct. - Dec.	Jan-March	Apr. - June	Sept. - Dec.	Oct. - Dec.
Final Conference												Dec.
Press Conference												Dec.
Press Releases	Feb.					June						Dec.
Videos			Sept.									Dec.
Brochures				Oct.					March			

MONITORING AND EVALUATION

Evaluation is an essential component of the Strategy, which will be monitored by Task 1.6 WatEUr leaders through the WatEUr monitoring tool.

Regarding external outreach, a user feedback mechanism will be activated to understand the success of this communication strategy based on:

- the number of accesses to the website,
- the number of conferences/workshops attended,
- the number of newsletters downloaded,
- the number of flyers/ leaflets/ brochures distributed,
- the produced posters,
- the attendance at the kick off meeting and the final conference,
- the number of press releases circulated and press conferences organized.

Furthermore, it would be relevant for measuring the dialogue between the partners and the general public the exchange of information and experiences through social networks (Facebook, Twitter, Youtube, etc.)

The success of the communication actions is also ensured by the partnership's involvement and participation: therefore, the roles and responsibilities for the different aspects of communication must be allocated to appropriate personnel.

CONCLUSIONS

The Water JPI objectives aim to better coordinate efforts, investments and initiatives undertaken by EU members State in water research and innovation. In this general framework it is essential to maintain an effective dialogue with all stakeholders to implement this action of coordination and strengthening of European Research Area by communicating coherent and correct messages able to minimize the risk of fragmented and random information.

By establishing effective lines of two way communications with all stakeholders this communication strategy is able to provide information about the project, which is up-to-date, relevant, accurate and provided in a way suitable for those receiving it, contributing to the reduction of inconsistencies and misunderstandings which create rumor.

This communication plan also incorporates the stakeholders' feedback into the programme, meaning that all stakeholders will have a more positive impression of the project and its team and a greater sense of working together.

Information and documents will be managed through their lifecycle from inception through creation, review, storage and dissemination.

The website will be maintained three years after the CSA WatEUr end.