



Dissemination Plan

Deliverable 5.1

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1.0	16/12/2022	CWP	Final version
1.1	28/08/2023	CWP	New version including related projects, relevant messages for each target audience & best tools to reach them, and technical timeline.

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Definitions, Acronyms and Abbreviations

Acronym	Title
DP	Dissemination Plan
WP	Work Package
WPL	Work Package Leader
WWTP	Wastewater treatment plant
DP	Dissemination Plan

Executive Summary

This Handbook is written in the framework of WP5 – (Task 5.1 Dissemination, communication, and networking) of BIODAPH2O project under Grant Agreement No. 101074191.

The main objective of this document is to develop a reference for the whole consortium to optimize communication and dissemination efforts. It's a document describing a thorough plan for all dissemination activities of the project and providing dissemination guidelines to be followed by all partners.

Different communication materials will be professionally designed and produced throughout the entire duration of the project, including a project logo, a website, project leaflets, a promotional video, and social media profiles. Moreover, content such as papers, press releases, and newsletter will be produced and disseminated among specialized audience and the general public.

The plan includes a general dissemination action plan addressed to the target groups, communication channels, calendar of activities and follow-up.

LIFE BIODAPH2O is a demonstration project which main objective is the scaling-up and implementation of an eco-efficient nature-based tertiary wastewater treatment (BIODAPH) at two demo sites located in water-stressed regions of the Mediterranean area (Catalonia and Greece). This system will produce reclaimed water that will contribute to diminish discharges of pollutants in freshwater ecosystems and to promote agricultural reuse. The BIODAPH system, previously developed in the Innoqua project (GA 689817), is based on the depuration capacity of biological organisms: water fleas (*Daphnia*), microalgae and biofilms of removing. This compact and low-energy consumption system does not produce sludge nor use chemicals for its operation.

The participants of the project are the University of Girona (project coordinator), ACSA-Sorigué, Research Institute CSIC, MINAVRA Techniki, National Technical University of Athens (NTUA), BETA Technological Center and Catalan Water Partnership (CWP).

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1 Introduction

This D5.1- Dissemination plan is written in the framework of WP5– (Dissemination, communication, and networking) of BIODAPH2O (BIODAPH2O) project under Grant Agreement No. 101074191.

According to the Grant Agreement, a Dissemination Plan (DP) has been designed, including the logo and the format of the internal and external communication documents, as well as the communication strategy and the actions to be carried out, to maximise the impact of the project activities, ensuring a coherent approach and adapted to each type of target audience. Therefore, the DP will be the reference document for the implementation of a solid and joint communication and dissemination strategy of the project activities and results, through the definition of monitoring principles and a collection of performed activities during the project lifetime.

Furthermore, the DP specifies the tasks of each partner and the actions to be undertaken to reach each type of target audience. The DP will be finalised in the fourth month of the project. However, it will be a living document with possible revisions in months M8 and M12.

This document has been prepared with the aim of ensuring that the BIODAPH2O consortium partners carry out communication activities appropriately and effectively during the project.

This plan has been developed with reference to the publication “Communicating European Union Research and Innovation”¹.

¹ European Commission, Directorate-General for Research and Innovation, (2012). *Communicating EU Research & Innovation: a guide for project participants*, Publications Office. <https://data.europa.eu/doi/10.2777/7985>

2 Dissemination & communication strategy

2.1 Aims and objectives

The main objective of the communication and dissemination strategy is to make sure that the corporate image, activities and result of the BIODAPH2O project are shared with and understood by stakeholders and the public in a clear and coherent way. The aim is to get the maximum impact, always ensuring a coherent and tailored approach to each type of target audience.

Key objectives have been identified for the project that are directly related to the communication and dissemination plan. As a key activity in internationalisation actions, dissemination and communication allow to achieve a high impact, on the one hand, potential stakeholders from Europe and target countries and, on the other hand, benefiting SMEs from participating clusters.

2.2 Roles and responsibilities of partners

All partners in BIODAPH2O have time allocated to communication and dissemination activities within WP5, depending on their networks, role in the project and area of expertise.

Staff effort is summarized in the table below:

Table 1. Communication and dissemination effort per partner

PARTNER	PERSON MONTHS (PM)
UdG	2
ACSA	2
CSIC	1
CWP	12
MINAVRA	0.5
NTUA	2
UVic-UCC	2
TOTAL	21.5

CWP, as the lead partner, as well as being a representative of 120 companies and entities working in the water sector, will have a broader responsibility in contributing to the overall communication and dissemination strategy and activities. However, all partners will work collaboratively to share information and research results in optimal ways for greatest impact:

- Webpage: CWP will be responsible of producing the general webpage structure and contents, and all partners will be responsible the maintenance of the webpage in their own webpages.
- Social media accounts will be created and maintained by CWP, and all partners are expected to regularly engage with these channels.
- A E-newsletter will be created and managed by CWP, and all partners are expected to provide up-to-date information of the project developments.
- CWP will create a Video about 2 minutes. It will explain the objectives of the project and the resulting technology to the general public.
- Technical workshops and site visits will be led by UdG and CWP. Other technical partners are expected to organise some technical workshops as well, specially linked to pilot sites.
- Campaigns and interviews in the local press, television and radio will be led by UdG and CWP as project and communication coordinators, but all partners are expected to contribute to communicate the project to the general public.
- All partners are expected to produce articles for the general media.
- UdG, CSIC, NTUA and UVIC-UCC as academic partners will lead the publication of articles in scientific journals, as well as other academic research outputs, in collaboration with the rest of the technical partners when needed (except CWP and MINAVRA).
- CWP will lead attendance to fairs and industrial exhibitions, accompanied by the rest of the partners when possible. UdG, CSIC, NTUA and UVIC-UCC will present the project achievements and results in academic conferences.
- UdG, NTUA and UVIC-UCC will lead the deployment of seminars and courses oriented to university students with the participation of the partners of the project.
- All partners are responsible of performing networking activities intended to reach stakeholders potentially interested in the project and maximise its impact.

The following table quantifies the participation of the different partners in the dissemination and communication activities of the project:

Table 2. Responsibilities of partners in communication efforts

Partner	General Public Magazine	Scientific Journal	Conferences, workshops and demosite visits	Attendance to fairs	Booth/expositors in fairs
UdG	3	3	8	2	1
ACSA	2	2	3	2	2
CSIC	1	3	4	2	0
CWP	3	0	3	3	2
MINAVRA	3	0	0	1	0
NTUA	2	2	2	2	0
UVIC-UCC	1	2	2	0	0
TOTAL	15	12	22	12	5

A communication log will be made available to partners, stored in the project intranet, to be filled on a regular basis with the communication and dissemination actions performed by each partner. Reminders will be regularly sent to partners, either during the technical committee meetings or upon communication needs.

Link to the [Communication log](#).

2.3 Obligation and right to use emblems and funding text

2.3.1 Use of Emblems and Logos

Any activities related with communication, dissemination of results (in any form, including electronic) and equipment must include:

- Include the LIFE logo in all the communications, is good to demonstrate that the project is in this program. Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material...), dissemination activities and any infrastructure, equipment, vehicle, supply, or major result funded by the grant must acknowledge EU support and display the LIFE flag funding statement “co-funded by the European Union”.
- Include the EU emblem which must always have appropriate prominence. Can be used the version “Co-funded by the European Union”
- Include the BIODAPH2O project.
- A disclaimer must be used whenever using the funding logo:
This project has received funding from the European Union’s LIFE programme under grant agreement N° 101074191. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Life Project Logotype.



Co-funded by the European Union LOGOTYPE



BIODAPH2O logotype

2.4 Procedure of approval

Official BIODAPH2O communication materials, general articles and press releases will require the coordinator approval. Partner's press releases about BIODAPH2O project, are their own responsibility, but WP5 leader (CWP) should be informed prior to publication.

In case of interviews, only the partners or persons mentioned in the publications should check the content. No official approval from the consortium is foreseen.

In the case of the news, the coordinator in each organisation will be consulted prior to publication to make sure that they agree with the content.

Social media posts by any partner in their networks do not require approval. All partners are strongly encouraged to use their own social media to promote the BIOPDAH2O and to tag the project profile and the participants.

During the Project and for a period of one (1) year after the end of the Project, the dissemination of its own Results by one or several parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least thirty (30) calendar days before the publication, providing a copy of the planned publication.

Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Project Coordinator, the Technical Coordinator and to the Party or Parties proposing the dissemination within 21 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

3 Target groups

BIODAPH2O wants to reach multiple target audiences to achieve its objectives and maximise project impact. Each target audience and their characteristics and relation with the project is described in the table below:

Table 3. Description of the BIODAPH2O target audiences

Nº	Type of audience	Target audience	Description
1	Specialised	Key European stakeholders	The European Commission will be updated about the project, the technology and progress towards on-site decentralized, and eco-friendly sanitation systems. In addition, EU policy makers will be informed about the project's achievements, helping them in implementing the Water Framework Directive of the EC (Directive 2000/60/EC)
2	Specialised	WWTP designers, constructors and operators	Companies responsible of designing, constructing and operating WWTP will be informed about the project results and achievements and specifically considered into the exploitation strategy, as they can benefit from the project results by adding knowledge of a disrupting technology to their portfolios. This group will be included in a Special Interest Group of potential early adopters of the BIODAPH technology (WP6).
3	Specialised	Enterprises from the agricultural sector	Project results, specifically the results of the demo-site in Antissa with promote agricultural reuse, will be presented and communicated to enterprises from the agricultural sector that are particularly interested in enhancing natural sustainability and water reuse.
4	Specialised	Wastewater facility owners	Represented by decision-makers and community to regional authorities, will be informed about project results and invited to participate in dissemination activities, as they can benefit from implementing the developed technology in their own facilities. This group will be included in a Special Interest Group of potential early adopters of the BIODAPH technology (WP6).
5	Specialised	Regional governments	Project results will be presented and communicated to regional governments and policymakers that are

Nº	Type of audience	Target audience	Description
			responsible of water management policies, that can benefit from the project results towards the accomplishment of the (transposed) national and European water directive and regulation.
6	Specialised	National environmental agencies	Project results will be presented and communicated to national environmental agencies, that will be specifically invited to the final project conference (M42). These stakeholders are potentially interested in the usefulness of the developed technology towards the accomplishment of Spanish and Greek legislation on water reuse, specifically, that can be extrapolated to other EU countries
7	Specialised	Scientific community	The most relevant scientific findings will be shared with the scientific community to generate new ideas in areas of knowledge not initially targeted by the project. Researchers will also be interested to learn which topics require further research.
8	Non specialised	Environmental associations	Project results will be presented to environmental associations that are particularly interested in enhancing natural sustainability and water reuse, in the framework of protecting the environment, land and environmental justice.
9	Non specialised	General public	General public will receive general and understandable information about the novel technology and its beneficial impacts on society. In the pilot regions inhabitants will be duly informed and educated about the project.
10	Non specialised	Higher education students	The outputs of the project will be presented in specific seminars or included in existing courses in the university (MsC and PhD) dealing with related fields, i.e.: water treatment, technology, water management, sustainability, etc. as well as for highlighting the contribution of R&I projects in making Europe more sustainable.

4 Project branding and identity

4.1 Branding

A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. The differences may be functional, rational, or tangible and also symbolic, emotional or intangible.

There are six criteria for choosing brand elements. The first three are related to brand building: memorable, meaningful, and likeable. The latest three are defensive and preserve the brand against challenges: transferable, adaptable, and protectable.

4.2 Visual identity

To create the appropriate image of the project is essential to be faithful with its visual identity. Branding including the logo, infographics, and standard templates such as PowerPoint and Word report styles, should be attractive, visual and created specifically for the target groups.

An easily identifiable and attractive brand enables stakeholders and influencers to instantly recognise and associate this with the project, helping to grow and exploit its results.

4.2.1 Design and typography


The name of the project is the result of three words “BIO” + “DAPH” + “H₂O”. “Bio” is used because of its meaning which is: “life, that is related with life”, and “daph” refers to Daphnia, the zooplankton specie which have the capacity of treat wastewater and it’s the core treatment of the nature-based solution developed in this project. Finally, taking profit of the “h” in “daph” there’s “₂O” to make the abbreviation for the chemical composition of water: H₂O.


The chosen colour for the logo is green because of its association with everything related to life. Also, in the logotype there’s the silhouette of the daphnia.

Regarding the typography that is used for the logo is Century Gothic and the one that will be used for the presentations and documents will be Arial.


Colour


Primary

 #58744C
C67 M35 Y75 K23

 #C3DB9B
C30 M0 Y50 K0

Secondary

 #89B276
C53 M13 Y64 K1

 #A8CB60
C42 M0 Y75 K0

4.2.2 Logo and Templates

The logo is a combination of text and visual images that serves two purposes: it tells people the name of the project and creates a visual symbol representing the project. That symbol is a water flea (Daphnia) and represents the mainly object of study in this project. The logo will be the piece of brand identity that people will be most exposed to.

Two logos have been designed:

- The first is the main one, with the chosen colours and white background.
- The second is the logo in the same colour but with the black background, show how it looks in dark backgrounds.
- The third one is de logo in white for those backgrounds that are in the same green as the one in the logo or any other kind of green. In this case, the letters “bio” will stay green as they are on the silhouette of the daphnia and can be clearly read independently of the other background.

Files are available in .png, .jpg (CMYK and RGB) and .svg formats to suit all needs.



Figure 1. BIODAPH2O logo with white background

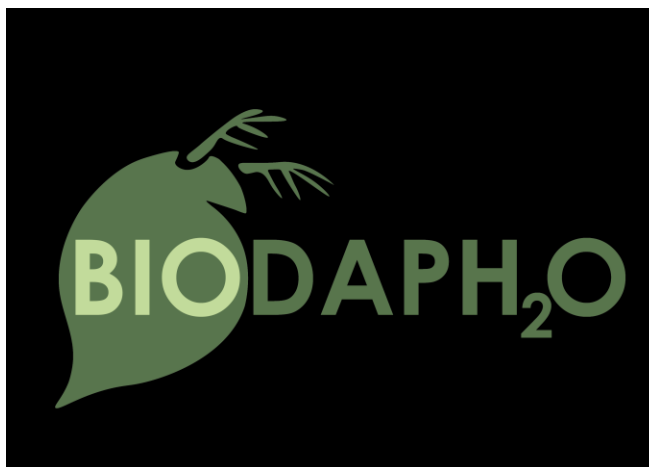


Figure 2. BIODAPH2O logo with black background

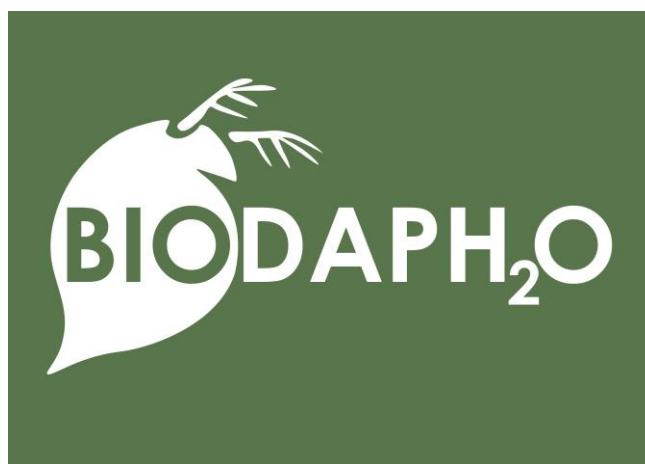



Figure 3. BIODAPH2O logo with green background

A set of templates is available for download on the document repository/WP1/ to all project partners to facilitate and standardise project communications (internal, contractual and external). For all official project documents and external presentations, the use of these templates is mandatory. In addition, all project documents produced shall be written in English. The templates' definition includes the project logo and EU support acknowledgement on the cover page and the layout of the cover page as well as of the inner pages, including basic information fields, specific sections to be completed, and MS Word styles to be used.





Power Point templates



TITLE


Subtitle – option with partner logos

BIODAPH₂O

 Discovered by the European Union
 under grant agreement No. 101019183


1



TITLE

Subtitle – option without partner logos

BIODAPH₂O



 Discovered by the European Union
 under grant agreement No. 101019183

2

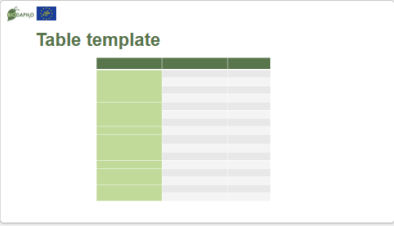
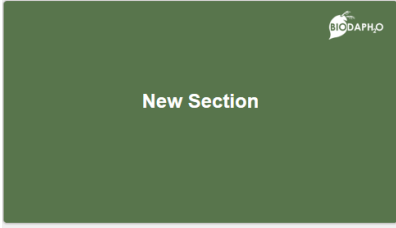


Table template


3



New Section

BIODAPH₂O

4




Title + text

Large text

- List example
- Item 2
- Item 3
 - Sublist 1
 - Sublist 2

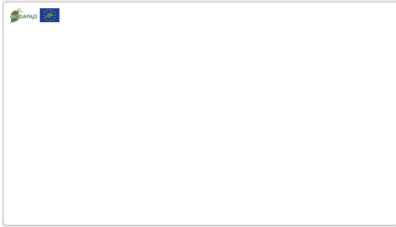
5




Title + two columns

Two columns Two columns

6




7



Title + text + objects

A small text here and objects on the right

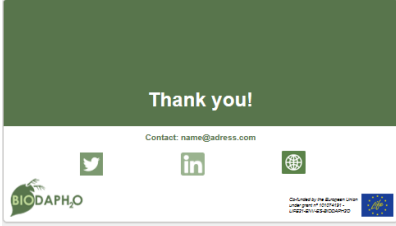
8



Title + text + image




A small text here and image on the right

9




Thank you!

Contact: name@adress.com

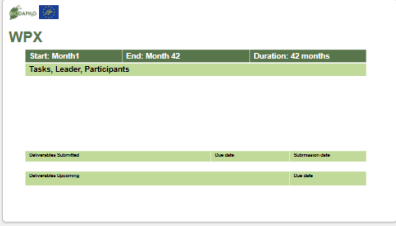




BIODAPH₂O



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10



WPX

Start: Month1	End: Month 42	Duration: 42 months
Tasks, Leader, Participants		
University/Institution	Link URL	Submission Date
University/Institution	Link URL	Submission Date

11

5 Our approach

The main goal of the communication strategy adopted is to ensure the project sends the appropriate messages and overcomes the communication barriers that usually accompany the dissemination of scientific and technical contents.

As such, when project partners are communicating with each other or with the general public, people's perspectives, media used, verbal and non-verbal messages, should be considered. An effective communication elevates the quality standards of a project and its impact.

Communication principles to make information understandable, appealing and tailored to the different project audiences will be:

- Use plain language and avoid technical jargon when possible.
- Adapt content to the needs and abilities of the target audience
- Previously agree on the meaning of the technical words that can lead to confusion.
- Avoid assumptions on the used vocabulary and definitions that can lead to misunderstandings and/or partially or incorrect communication.
- Adapt content and messages to the different media channels.

One of the huge obstacles when communicating is that the specialists use to think that others understand the jargon they use and this, can lead to incomplete or incorrect communication. Often the different areas in a project can make assumptions regarding a common understanding of the vocabulary. Therefore, is important to follow the communication principles explained described above to not created confusion.

6 Narrative and key messages

The BIODAPH2O project aims at scaling-up and implementing of an eco-efficient and nature-based wastewater tertiary treatment, for producing reclaimed water while at the same time reducing dependence on conventional energy sources, in accordance with circular and green economy criteria. It will diminish discharges of pollutants and pathogens in freshwater ecosystems and promote agricultural reuse of this reclaimed water in two demo sites located in water-stressed regions of the Mediterranean area.

These main goals of the project are also reflected in the key messages that the project wants to communicate:

1. Increase water reuse and recycling.
2. Improve water and wastewater treatment, including recovery of resources
3. Provide rules, processes and systems for efficient water management.
4. Demonstrate the environmental, economic and social benefits associated with reclaimed water for environmental recharge and irrigation.

5. Increase stakeholder involvement in sustainable management of water resources to apply resource efficient wastewater treatment technologies for sustainability.
6. Demonstrate the success of the implemented technology
7. Decrease impact of wastewater effluents on ecosystems as well catalyse the use recycled wastewater for any agricultural, environmental, residential, or industrial purposes
8. Enhance natural sustainability and water reuse

The key messages and results of BIODAPH2O project will be published, communicated, and disseminated through the various channels and methods mentioned below.

7 Communication tools

Various methods and channels will be used to reach the widest possible audience, although each target group has the best tool to reach them and deliver (see section 9).

Internet (website & social media) will be largely used to forge links between the project, end users and the general public. Also, all visual materials will be designed in a language appropriate for the general public and to capture the attention of potential end-users.

7.1 Website

The BIODAPH2O webpage will be managed by the project manager of the coordinating beneficiary (UdG). In the first year of the project, it will be created within the web page of the UdG, <https://www.udg.edu/en/projectes>, as has already been done in other current projects of the coordinator's research team. Subsequently, it is considered appropriate to have a website with its own ID, which allows for the inclusion of its own design. This website will also be run by the UdG and will be kept up to date by the CWP and the UdG. The website of the project will be active for at least five years after the end of the project and the official language of the website will be English.

The project website will be organized with the following sections and content (or similar):

- Home page
- Description of the project
- Partners of the project
- Objectives
- Project results
- News and Events
- Newsletters
- Social media profiles
- Contact

Also, it will be included the link of the project webpage inside the partner’s websites. When the new official website is made, the links will be updated.

7.2 Social media

BIODAPH2O has created social media profiles on Twitter and LinkedIn to widely disseminate the implementation of project activities and the project results. The main objective is to effectively communicate and disseminate news to a wide audience with different profiles. It will be important to provide a regular updated flow of information to keep the followers up to date with the latest news and outcomes of BIODAPH2O. All project partners will contribute to disseminating information of the project: objectives, activities and opportunities in order to increase the visibility and projection of the project.

7.2.1 LinkedIn

LinkedIn has a professional focus. It enables users to connect and share content with other professionals, including colleagues. The LinkedIn profile will support communication between professionals potentially interested in the project activities. This account will also be useful for finding new partners. The same information will also be disseminated through the consortium members' own LinkedIn networks.

A company profile has been created for the project: [BIODAPH2O LinkedIn](#)

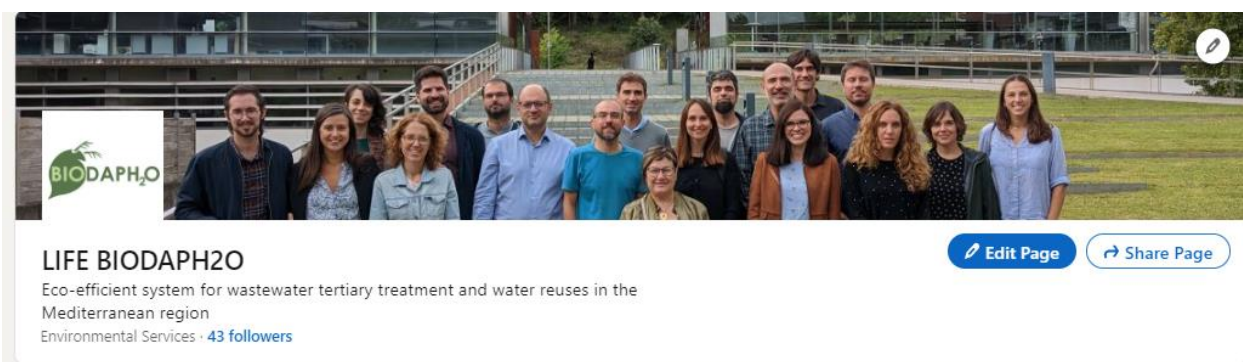


Figure 4. BIODAPH2O on LinkedIn

7.2.2 Twitter

Twitter will be used to disseminate news and results throughout the life of the project and to encourage networking. At the same time, and with the aim of achieving maximum impact reach, project news and results will also be disseminated on the Twitter profiles of

each of the project partners. It is possible to follow the BIODAPH2O project via the Twitter handle: [BIODAPH2O Twitter](https://twitter.com/LIFE_BIODAPH2O)



Figure 5. BIODAPH2O on Twitter

7.3 Editorial content

7.3.1 Editorial/written

Along the project, press release and/or interviews/ created for any of the partners in the project can be published but they will need to be reviewed for the whole consortium. Additionally, BIODAPH2O social media, each partner's own publication database and CWP's new stakeholder list will be developed as the project progresses. Press releases will be issued to draw attention to milestones and the most significant achievements reached by the project. The first press release was already written in English by CWP, and distributed in M3 (see Technical Timeline), the week after the Kick of Meeting.

7.3.2 Visual

With the aim of showcasing the activities and outcomes of the project a few dissemination and communication materials will be designed:

- Roll-up & poster: to ensure bran visibility during the events organised by the partners
- Leaflets: will contain information related to ais, partners, activities and opportunities. The leaflets will be available in electronic (pdf) and printed format. To optimise the dissemination efforts and avoid possible linguistic barriers, the leaflets will be created and printed in English. They will be used in events where the partners present the project.

7.3.3 Video

A video will be created and in it will explain the objectives of the project and the resulting technology to general public. The video, of about 2 minutes, will be published on YouTube or similar platform and will be disseminated through social media channels.

7.3.4 Newsletters

At least twice a year, an electronic newsletter will be created to disseminate project activities, results and information that the partners identify as being important new features to share for project impact.

8 Dissemination and engagement activities

The dissemination and engagement activities of BIODAPH2O will activate a variety of channels for the professional audience. Also, it will be essential to engage relevant stakeholders interested in joining the BIODAPH2O network and take part in the project activities, as well as to engage them in the sustainability of the initiative.

8.1 Dissemination activities

8.1.1 Scientific and technical publications

BIODAPH2O will provide technical content, share knowledge and make project results available to the research community and academia. They will submit papers to open-access journals and present technical papers or posters at conferences.

Most scientific and technical papers are expected to be published in the last year of the project or even after it has ended when the data and other findings are available.

Articles published in General Public Magazines >10

Articles published in Scientific Journals >10

8.1.2 Networking with other projects

In order to create a networking action with other LIFE projects, we have planned to attend and participate in events such as this one, among others:

- LIFE information and networking day (Belgium)
- Jointly organised workshops
- Conferences & events that share the same topics

The following table lists possible projects related to BIODAPH2O which collaborations and networks could be established.

Table 3- List of related projects to BIODAPH2O

PROJECT	Starting date	Finishing date	CALL	WEBSITE	BIODAPH2O PARTNER
HYDROUSA	07/2018	06/2023	Horizon2020 - CIRC-02-2016-2017	https://www.hydrousa.org/	NTUA, CWP
LIFE PHOENIX	09/2020	02/2024	LIFE19/ENV/ES/000278	https://life-phoenix.eu/	-
AQUACYCLE	09/2019	08/2022	ENI CBC Mediterranean Sea Basin Programme	https://www.eni-cbcmed.eu/projects/aquacycle/	-
LIFE ReNATURWAT	10/2020	09/2024	LIFE19 ENV/ES/000197	https://liferenaturwat.com/	-
NAUTURE PROJECT	09/2021	09/2024	Aquatic Pollutants call 2020. ID: 243	https://www.natureproject.eu/	IDAEA-CSIC
UPWATER	11/2022	04/2026	HORIZON-CL6-2022-ZEROPOLLUTION-01	https://www.upwater.eu/	IDAEA-CSIC, NTUA
LIFE WETLANDS4CLIMATE	10/2020	06/2024	LIFE19 CCM/ES/001235	https://fundacionglobalnature.org/wetlands4climate/en/inicio-english/	-
LIFE MATRIX	10/2021	09/2024	LIFE20 ENV/ES/000788	https://www.life-matrix-project.eu/the-project/	-
LIFE CAPTURE	10/2022	09/2027	LIFE21-ENV-BE-LIFE-CAPTURE/101074264	https://www.life-capture-pfas.com/home	-
LIFE PRISTINE	08/2022	07/2026	LIFE21-ENV-ES-PRISTINE/101074430	https://www.accionia.com/es/proyectos/pristine/?_adin=11551547647	-

PROJECT	Starting date	Finishing date	CALL	WEBSITE	BIODAPH2O PARTNER
NICE	06/2021	05/2025	H2020-SC5-2018-2019-2020	https://nice-nbs.eu/	-
LIFE SOuRCE	09/2021	08/2025	LIFE20ENV/ES/000880	https://life-source.se/en/start/	-
LIFE HIDAQUA	09/2019	09/2025	LIFE18 ENV / SI / 000673	http://hidagua.zag.si/es/proyector	-
GONEXUS	06/2021	05/2025	H2020-LC-CLA-2018-2019-2020	https://gonexus.eu/	-
SAFE-T-WATER	09/2022	08/2024	LIFE19 ENV/ES/000049	https://safetwater.eu/	-
NATALIE	09/2023	08/2028	HORIZON-MISS-2022-CLIMA-01		CSIC, NTUA

8.1.3 Participation and dissemination events

The dissemination events will be a platform to show the project objectives and generate potential synergies. The partners of BIODAPH2O will use specialized events such as workshops, conferences, trade fairs etc., which they will attend during the project to increase the dissemination of the project. It is important to participate in events attended by different types of audiences (i.e. industrial, researchers, clusters, policy makers, entrepreneurs, etc). The project dissemination in the form of different events will be a powerful tool to reach broad audiences at regional, national and European scales. We have planned attendance and participation to the following events, among others:

- SMAGUA. International Water and Irrigation Exhibition (Spain, March 2023) Attendee
- Pollutec. International event for environmental solutions for industry, cities and regions (France, October 2023) Exhibitor with booth
- IFAT. Leading Trade Fair for Environmental Technologies (Germany, June 2022) Exhibitor with booth
- IWA World Water Congress & Exhibition (Copenhagen, September) Attendee
- EcoSTP IWA Ecotechnologies for Wastewater Treatment (Spain, June 2023) Attendee
- World Water Week (Sweden, August) Attendee
- IWA Regional Conference on Water Reuse in Water Scarce Countries (Turkey, October 2023) Attendee
- EU Green Week – Conference organised by the European Commission's Directorate-General for Environment (Brussels, 6 & 7 June 2023) Attendee
- EU Week of Regions and Cities (Brussels, 2023) Attendee

- EU Research & Innovation days (Brussels, September 2023) Attendee
- International Conference of the International Ecological Engineering Society in Chania (Greece, October 2023) Attendee
- International Conference on Wider-Uptake of Water Resource Recovery from Wastewater Treatment (Palermo - Italy, June 2024) Attendee

The following activities, among others, have also been planned to promote networking with different stakeholders:

- More than four technical workshops open to the public.
- More than two technical workshops for a restricted audience.
- More than 3 courses or seminars at universities.

To promote the dissemination of the project at a European level, the publication of outstanding results of the project in the Horizon Magazine is also proposed.

8.1.4 Site visits

Technical and demonstration visits to the project site (Quart and Antissa) will be organised to disseminate the project to educate the school, university and stakeholder communities attending the visits.

8.1.5 Final LIFE BIODAPH2O conference

The final conference of BIODAPH2O project will be organised by the UdG in M42 with the aim of bringing together project partners and potential end-users of the project results such as public bodies and administration in charge of defining water regulation, central and regional administrations related to water resources, national environmental agencies, municipalities, water reclamation utilities, industrial companies, technology manufacturers and suppliers, engineering firms as well as research institutions. The following table quantifies the participation of the different partners in the dissemination and communication activities of the project.

9 Target audience Engagement Plan

Based on the description of the target audience in section 3, the following table summarises the key messages of the project and the most appropriate tools to reach and deliver them.

Nº	Target audience	Key messages ¹	Best tools to reach them and deliver
1	Key European stakeholders	<p>The project will help promote the safe reuse of water from WWTPs for irrigate and environmental recharge and in implementing the Water Framework Directive of the EC (Directive 2000/60/EC). All key messages (1-8) are relevant.</p>	<p>During the follow-up meetings with the European Commission experts, a visit to the pilot plants will take place. EU policy makers will be informed about the project's achievements through international events and conferences where the project will be presented, as well as through technical workshops.</p>
2	WWTP designers, constructors and operators	<p>6. Demonstrate the success of the implemented technology: low operation costs & energy consumption and free from chemicals.</p> <p>3. Provide rules, processes and systems for efficient water management.</p>	<p>The best way to reach the project's a Special Interest Group of potential early adopters of the BIODAPH technology, is to conduct specialised demo site visits. Also, individual meetings will be held to promote knowledge exchange and facilitate the information of the disrupting technology to their portfolios.</p>
3	Enterprises from the agricultural sector	<p>New source of safe water for irrigation.</p> <p>8. Enhancing natural sustainability and water reuse.</p>	<p>Local irrigation communities will be approached to inform them about the technology and its benefits. They will be invited to non-specialised workshops, especially those that refer to the results of the Antissa pilot plant. They will also be invited at the demo site visits.</p>
4	Wastewater facility owners	<p>2. Improve water and wastewater treatment, including recovery of resources.</p> <p>6. Demonstrate the success of the implemented technology.</p> <p>4. Demonstrate the environmental, economic and social benefits associated with reclaimed water for environmental recharge and irrigation.</p>	<p>The best way to reach the project's a Special Interest Group of potential early adopters of the BIODAPH technology, is to conduct specialised demo site visits and invite them to the specialised workshops. Also, individual meetings will be held to promote the implementation of the technology on their own facilities.</p>

Nº	Target audience	Key messages ¹	Best tools to reach them and deliver
5	Regional governments	<p>The project will help in implementing the accomplishment of the (transposed) national and European water directive and regulation.</p> <p>5. Increase stakeholder involvement in sustainable management of water resources to apply resource efficient wastewater treatment technologies for sustainability.</p>	<p>Regional governments and policymakers that are responsible of water management policies will be invited to demo site visits. They will also be specifically invited to the final project conference (M42). The local press is another good tool to get their attention.</p>
6	National environmental agencies	<p>The project will help in implementing the accomplishment of Spanish and Greek legislation on water reuse, specifically, that can be extrapolated to other EU countries.</p> <p>5. Increase stakeholder involvement in sustainable management of water resources to apply resource efficient wastewater treatment technologies for sustainability.</p>	<p>Project results will be presented and communicated to national environmental agencies, that will be specifically invited to the final project conference (M42).</p>
7	Scientific community	<p>5. Increase stakeholder involvement in sustainable management of water resources to apply resource efficient wastewater treatment technologies for sustainability.</p> <p>3. Provide rules, processes and systems for efficient water management.</p> <p>All key messages (1-8) are relevant, although 2 and 3 stand out.</p>	<p>Scientific & technical publication and their dissemination through specialised channels will be the best way to reach them. Also, through participation in conferences and events, as well as specialised workshops. Workshops with sister projects will be organised to promote contact and knowledge exchange with the scientific community of other projects.</p>
8	Environmental associations	<p>8. Enhance natural sustainability and water reuse, in the framework of protecting the environment, land and environmental justice.</p>	<p>Press release and internet (website & social media) will be the best tools to reach them. The local Environmental associations will be also invited to the general open demo site visits</p>
9	General public	<p>4. Demonstrate the environmental, economic and social benefits</p>	<p>Internet (website & social media) will be largely used to forge links</p>

Nº	Target audience	Key messages ¹	Best tools to reach them and deliver
		associated with reclaimed water for environmental recharge and irrigation. 8. Enhance natural sustainability and water reuse	between the project and the general public. Also, press release will be a good tool to reach them. The inhabitants of the pilot regions will be also invited to the general open demo site visits.
10	Higher education students	Innovative eco-efficient and nature-based wastewater tertiary treatment for producing reclaimed water while at the same time reducing dependence on conventional energy sources, in accordance with circular and green economy criteria. All key messages (1-8) are relevant	The outputs of the project will be presented in specific seminars or included in existing courses in the university (MsC and PhD) dealing with related fields, i.e.: water treatment, technology, water management, sustainability, etc. as well as for highlighting the contribution of R&I projects in making Europe more sustainable.

¹ The key messages for each specific group are listed (1 to 8) with reference to the key messages in section 6 of this document.

The BIODAPH technology will be exploited with the purpose that it becomes a widely adopted technology. The members of the consortium will leverage on its network of public and private entities to reach a wide audience of actors with the legal obligations and the financial and technical capacity to revamp or to construct new WWTPs all around the EU and the world.

10 Monitoring activities

The achievement of BIODAPH2O communication objectives will be measured through a methodology where different tools will be considered. In addition to the periodical press and traditional specialised media, the project website and social media will be monitored (link: [Communication log](#)).

11 Communication material

Table 4. Communication materials

Communications and dissemination material	Number of Releases	Key function
Power point presentation	1	A project presentation will be prepared and distributed to all consortium partners. This presentation will be a helpful tool to explain the project framework, main technologies and later, main project results on conferences and other events. The presentation can be adjusted by the partners, depending on the event.
Roll-up & Poster	1+1	To respond to the many opportunities for static display or visual support, a roll-up and a poster will be designed and made available for all consortium members to produce and use themselves.
Leaflets	1	A brochure will be created to support project communication at workshops, fairs and other events. The goal of this brochure is to provide essential information about the project and its objectives and encourage further engagement
Video	1	A video will be created and in it will be explained the objectives of the project and the resulting technology to general public. The video, of about 2 minutes, will be disseminated through social media channels.
General Public Magazine	15	The results from the BIODAPH2O project will be published in national and international magazines for the dissemination of the project to specialized audiences. Magazine examples: Iagua, Futureviro, Retema, Tecnologia del Agua, among others
Scientific journal	12	A series of original journalistic articles will be produced. The articles will cover project-related topics from an independent and critical perspective, placing them in a wider context. Articles will be anchored on the project website, they will be shared with multiplier websites in specialised media, through stakeholder networks. Examples of scientific journal: Water Research, Ecotoxicology and Environmental Safety, Journal of Environmental Management, Environmental Pollution, Science of the Total Environment, among others.

12 Technical Timeline

YEAR 1														
WP5	Dissemination and Communication	Lead Beneficiary	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
			Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23
	Visual Identity (logo & templates)	CWP												
	Social Media Presence: Twitter, LinkedIn	CWP												
	Dissemination Plan and update (D5.1)	CWP												
	Website (provisional - UdG)	CWP												
	Website Subcontracting (official)	UdG & CWP												
	Power Point institutional presentation	CWP												
	Roll-up	CWP												
	Leaflets	CWP												
	Poster	CWP												
	Video	CWP												
	Press release	CWP & ALL			1				2					3
	Scientific publications	ALL	-											
	E-Newsletter	CWP												
	Workshops	CWP											2	
	Conferences, Fairs and others	ALL											2	
	Seminars or courses (students) - training	CWP												
	Demosite visits	ALL	-											
	Dissemination, communication and Networking report	CWP												
	Social Media Monitoring	CWP												
	Final Event Report	UdG & CWP												

YEAR 2														
WP5	Dissemination and Communication	Lead Beneficiary	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
			Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24
	Visual Identity (logo & templates)	CWP												
	Social Media Presence: Twitter, LinkedIn	CWP												
	Dissemination Plan and update (D5.1)	CWP	update											
	Website (provisional - UdG)	CWP												
	Website Subcontracting (official)	UdG & CWP												
	Power Point institutional presentation	CWP												
	Roll-up	CWP												
	Leaflets	CWP												
	Poster	CWP												
	Video	CWP												
	Press release	CWP & ALL		4			5			6			7	
	Scientific publications	ALL	Dates tbc											
	E-Newsletter	CWP												
	Workshops	CWP	Dates tbc											
	Conferences, Fairs and others	ALL	Dates tbc											
	Seminars or courses (students) - training	CWP		1									2	
	Demosite visits	ALL	Dates tbc											
	Dissemination, communication and Networking report	CWP												
	Social Media Monitoring	CWP												
	Final Event Report	UdG & CWP												

YEAR 3														
WP5	Dissemination and Communication	Lead Beneficiary	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
			Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25
	Visual Identity (logo & templates)	CWP												
	Social Media Presence: Twitter, LinkedIn	CWP												
	Dissemination Plan and update (D5.1)	CWP	update											update
	Website (provisional - UdG)	CWP												
	Website Subcontracting (official)	UdG & CWP												
	Power Point institutional presentation	CWP												
	Roll-up	CWP												
	Leaflets	CWP												
	Poster	CWP												
	Video	CWP												
	Press release	CWP & ALL	Dates tbc											
	Scientific publications	ALL	Dates tbc											
	E-Newsletter	CWP												
	Workshops	CWP	Dates tbc											
	Conferences, Fairs and others	ALL	Dates tbc											
	Seminars or courses (students) - training	CWP	Dates tbc											
	Demosite visits	ALL	Dates tbc											
	Dissemination, communication and Networking report	CWP												
	Social Media Monitoring	CWP												
	Final Event Report	UdG & CWP												

YEAR 4								
WP5	Dissemination and Communication	Lead Beneficiary	M37	M38	M39	M40	M41	M42
			Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26
	Visual Identity (logo & templates)	CWP						
	Social Media Presence: Twitter, LinkedIn	CWP						
	Dissemination Plan and update (D5.1)	CWP						
	Website (provisional - UdG)	CWP						
	Website Subcontracting (official)	UdG & CWP						
	Power Point institutional presentation	CWP						
	Roll-up	CWP						
	Leaflets	CWP						
	Poster	CWP						
	Video	CWP						
	Press release	CWP & ALL	Dates tbc					
	Scientific publications	ALL	Dates tbc					
	E-Newsletter	CWP						
	Workshops	CWP	Dates tbc					
	Conferences, Fairs and others	ALL	Dates tbc					
	Seminars or courses (students) - training	CWP	Dates tbc					
	Demosite visits	ALL	Dates tbc					
	Dissemination, communication and Networking report	CWP						
	Social Media Monitoring	CWP						
	Final Event Report	UdG & CWP						

