WATERAGRI

D8.1: Dissemination and Communication Plan

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WP8 Dissemination, Communication and Exploitation

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Author(s)/Organisation(s)	Danijel Pavlica (INOSENS), Dijana Stefanović (INOSENS), Vladimir Mrkajić (INOSENS) and Mladen Radišić (INOSENS)
Contributor(s)	Tamara Avellán (OULU), Miklas Scholz (ULUND) and Katherine Adams
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Abstract:	The present document constitutes Deliverable D8.1 (DCP, Dissemination and Communication Plan) in the framework of WP8 (Dissemination, Communication and Exploitation) regarding Task 8.1. This report summarizes the strategy of the consortium and concrete actions to disseminate and communicate the foreground generated by the project, pointing out responsibilities and activities. In the DCP, the type of messages, key audiences and channels are specified and detailed. The DCP also includes a project visual identity and common layout for the communication materials (guaranteeing a professional and consistent look).

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Dissemination Level		
PU	Public	✔[1]
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CO	Confidential, only for members of the consortium (including the EC)	

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3	FORSCHUNGSZENTRUM JULICH GMBH	FZJ	DE
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22	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	INRAE	FR
23	MARTIN REGELSBERGER	TBR	AT

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List of Abbreviations and Acronyms	
CA	Consortium Agreement
CD	Communication and Dissemination
DCP	Dissemination and Communication Plan
EAB	Enablers Advisory Board
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
SME	Small and Medium-sized Enterprise
WEF	World Economic Forum
WP	Work Package

1 Summary

This deliverable D8.1 introduces the WATERAGRI Dissemination and Communication Plan, which is a comprehensive and living document that outlines the tools, channels and activities to be put in place throughout the project to ensure successful and consistent visual representation of the WATERAGRI project as well as its activities for successful dissemination of results. It defines the strategy, activities and tools with which the WATERAGRI Project will communicate with its stakeholders as well as the timing of the various activities throughout the lifetime of the project. This deliverable represents the linkage between dissemination and communication activities with those activities in other WPs., and is important in terms of the marketing success of the project. More precisely, the presented set of rules and standards within the document will govern WATERAGRI partners through the effective communication with target audiences from the starting point of the project.

This deliverable consists of the following sections:

- **Chapter 1**: This chapter summarises the aim of this deliverable and provides an overview of this document.
- **Chapter 2**: The second chapter provides a brief introduction to the WATERAGRI project and its main objectives.
- **Chapter 3**: This chapter introduces the main objectives of dissemination and communication activities as well as the methodology and approach used in designing the Dissemination and Communication Plan. Finally, this chapter paints an accurate picture of the WATERAGRI target audiences and crafts the narrative and key messages to be delivered.
- **Chapter 4**: The fourth chapter offers an overview of the WATERAGRI Dissemination Strategy and presents expected outputs to be disseminated and the engagement strategy. It also presents reflections on the COVID-19 impacts on dissemination activities.
- **Chapter 5**: In this chapter, the WATERAGRI communication strategy is presented with a detailed description of the project visual identity and the channels and tools to be used. It also details on networking and liaison activities with other initiatives, collaboration between WATERAGRI and the Art Community, communicating WATERAGRI policy impact as well as internal communication.
- **Chapter 6:** This chapter provides a detailed timeline of dissemination and communication activities.
- **Chapter 7**: This chapter addresses both monitoring and on-going evaluation of the efficiency of communication and dissemination activities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to the WATERAGRI Dissemination and Communication Plan.
- **Chapter 8**: This chapter reflects on the importance of this document and upcoming activities.

The present WATERAGRI deliverable – prepared within the Dissemination, Communication and Exploitation (WP8) – will ensure that all communication and dissemination needs from various WPs and the project in general are considered and coordinated.

2 WATERAGRI Project Introduction

2.1 WATERAGRI in Brief

WATERAGRI is a H2020 Research & Innovation project worth EURO 7,000,000 that aims to re-introduce and enhance sustainable solutions for water retention and nutrient recycling to enable agricultural production that can sustain growing populations and cope with present and future climate change challenges. The project strives to generate a deeper, more detailed and integrated understanding of the hydrological processes shaping water resources in Europe. To achieve these ambitious aims, WATERAGRI further develops traditional drainage and irrigation solutions and re-introduces nature-based solutions such as integrated constructed wetlands, bio-inspired drainage systems and sustainable flood retention basins in the agricultural landscape, leading to better retention of both water and nutrients. WATERAGRI evaluates specific water and nutrient retention needs with the farming community, develops a set of affordable and easy-to-implement technologies, tests them in the field and deploys a sound business framework for their effective use by the farming community.

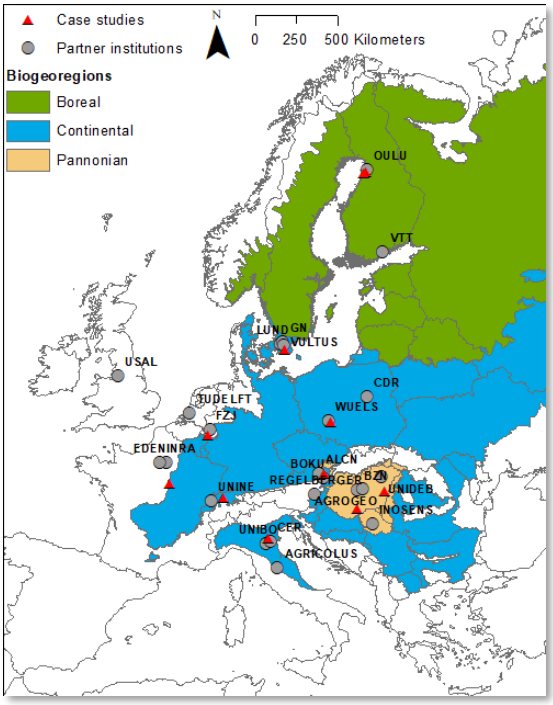


Figure 1 WATERAGRI Map

The project activities include **10 case studies** with focus on specific biogeographical regions of Europe: **Boreal Zone** (Finland and parts of Sweden), **Continental Zone** (Poland and parts of Sweden, France, Germany, Switzerland, Austria and Italy) and **Pannonian Zone** (mainly Hungary) – as presented in Figure 1. Here, the economically sustainable WATERAGRI technologies are going to be tested and deployed for different land use and crop types from grass production and pasture to organic and conventional (fruit) farming. The test field sizes vary from 1 ha up to 1000 ha.

In relation to the novel technologies that are going to be developed during the project, WATERAGRI will develop a decision-support framework for the farming community and a set of individual water retention and nutrient recovery solutions. In particular:

- The WATERAGRI decision-support framework includes 6 mathematical models to facilitate decision-making in real situations with different functionalities such as system analysis and optimisation of, for example, irrigation scheduling and fertilisation. The framework will be supplemented by a serious gaming component enabling simulation and quantification of technical, economic and environmental impacts of a farmer's decision.
- WATERAGRI water retention solutions will bring 8 innovative and sustainable technologies to European farmers, including farm constructed wetlands, remote sensing pipeline, irrigation and agrometeorological monitoring and biochar for water retention.
- WATERAGRI nutrient recovery solutions will also offer 5 advanced and nature-based technologies including farm constructed wetlands for nutrient recovery, drainage systems, bio-based membranes, biochar adsorbents and microfluidics.

The WATERAGRI consortium consists of a group of 23 partners from 12 European countries who teamed up under the lead of Lund University (Sweden). Among the partners, there are 4 and 3 world-leading water retention and nutrient capture experts, respectively, from prominent European water and soil research institutions and centres as well as international experts on stakeholder engagement and communication.

2.2 WATERAGRI Project Objectives

The WATERAGRI project aims to achieve the high-level objectives presented in Table 1 through an iterative development and validation process with the farming community that participates in the case study activities.

Table 1 WATERAGRI Project Objectives

O1	Co-develop alongside farmers, farm managers, agricultural extension officers and EIP AGRI and WATER Groups (multi-actor approach) the links between agricultural land and soil-sediment-water management for improved management of water excess and shortage, maximizing crop production and improving water quality and nutrient uptake by crops (WP1 to WP4);
O2	Undertake both technical and sustainability assessments of proposed measures (WP1 and WP6) considering tested and reviewed management options;
O3	Develop a cloud-based simulation and data assimilation system based on a physically-based terrestrial system model, which is able to assimilate in situ and remotely sensed observations of hydrological and plant variables and meteorological data in near-real time to analyse effects of structures such as drains and dams for improved farm-scale water management and retention (WP2 to WP7);
O4	Identify, develop and test affordable and easy-to-implement long-term technical and operational farm solutions such as controlled drainage, regulated deficit irrigation, subsurface irrigation, groundwater recharge, farm constructed wetlands, soil management and nutrient recovery options (WP 3 to WP5);
O5	Assess the proposed techniques for their potential regarding adaptation to climate change and their impact on ecosystem services for different biogeographic regions using case studies (WP5 and WP6); and
O6	Disseminate the implemented innovations to farmers, advisory services and decision-makers as part of a multi-actor approach (WP8).

3 Dissemination and Communication Plan

Dissemination and communication (DC) of project results are one of the key activities to maximise their impact. The WATERAGRI dissemination and communication plan serves as a practical tool for

efficiently developing and implementing dissemination activities with the overall objective of contributing to achieve the project expected research and innovation impacts.

The WATERAGRI Dissemination and Communication Plan (DCP) focuses on:

(i) identifying and organising the activities to be performed to communicate the benefits of the WATERAGRI solutions and technologies and their positive impacts on areas of agricultural water management, soil fertilisation and environmental protection (i.e. sustainable food production);
(ii) communicating and disseminating results of the project and technological innovation achieved; and
(iii) raising citizens awareness about impacts of EU-funded projects, influencing relevant policy areas and promoting novel WATERAGRI solutions on the market.

The DCP clearly distinguishes between communication and dissemination activities. **WATERAGRI dissemination** implies the public disclosure of the project results with the objective to transfer knowledge and results, enabling targeted stakeholders to utilize the results. **The communication activities of WATERAGRI** imply strategic and targeted measures to inform and promote the project activities and actions as well as its results to a multitude of audiences to show the impact and benefits of the EU-funded project. Therefore, dissemination and communication activities are separate processes that complement each other. Also, they may often quite much be the same as, for example, overlapping among audiences and communication channels. Recognising this aspect, the DCP comes as a single document, but tackles Dissemination and Communication Strategies separately. As such, the goal of the WATERAGRI's DCP and related activities is to encourage and enhance the awareness of the project activities and to publicly disclose the results within Europe and internationally. In addition, the DCP is seen as one of the key elements for attracting the interest of the target audience and encouraging uptake of the WATERAGRI solutions. To that purpose, the consortium members will therefore capitalise on existing communication channels (e.g. of their institutions) and their own reputation to raise awareness and thereby promote new and even unforeseen interactions with potential end-users.

3.1 Objectives of DC Activities

WATERAGRI dissemination and communication efforts are deeply rooted in the project objectives, and the respective KPIs (Table 9 Dissemination and Communication KPIs). In order to ensure compliance to the project objectives and the KPIs, mainly those relating to engagement of WATERAGRI stakeholders and exploitation activities, the DCP aims at promoting the WATERAGRI project and its achievements as well as to engage a wide audience and potential future customers, while addressing the main points that are relevant to them. The specific dissemination and communication objectives (DCO) are presented in Table 2.

Table 2 List of Dissemination and Communication Objectives

DCO1	Raise awareness among the key sectors dealt by the project on the role of WATERAGRI solutions for solving agricultural water management and soil fertilisation challenges in a sustainable manner;
DCO2	Ensure decision-makers are informed about the project, inciting policy-related uptake and spill over;

DCO3	Foster synergies with other initiatives, capitalising on existing dissemination channels and networks to ensure efficient communication and understanding of the WATERAGRI solutions and technologies;
DCO4	Introduce new patterns of conduct in the target groups and end-users of the project results and build networks of early adopters to start generating market demand for the WATERAGRI solutions and technologies; and
DCO5	Support the exploitation strategy by attracting potential investors and/or financial backers for the post-project market deployment of the WATERAGRI solutions and technologies.

These specific dissemination and communication objectives have been defined to influence behaviour, develop opinion and to raise awareness of specific target groups, following these steps: **Why** – purpose of the DC action; **What** – the message/content that will be disseminated and communicated; **To whom** – the target audience; **How** – the method of dissemination and communication; **When** – the timing of the DC activities.

Dissemination and communication represent horizontal activities and concentrate on disseminating the results of WATERAGRI project itself to a wide range of existing and/or potential audiences. The practical experience and guidance that will emerge from the project work will be of relevance to an array of stakeholders within the EC and beyond and will be of value across different sectors and internationally. Clear channels of communications between the project partners themselves as well as with a broader community will play a crucial role in the success of the project.

3.2 Methodology and Approach

The DCP is designed and elaborated through close interaction among all consortium members and it seeks to create a multiplier effect on identified and engaged relevant stakeholders (WP1) in order to better reach the potential end-users for the WATERAGRI outputs (e.g. solutions and new knowledge). The core principles underpinning WATERAGRI's DCP are **simplicity and consistency of interactions tailored to the right person – at the right time – in the right environment**. A clear understanding of the user requirements and the usual features of the target stakeholders is a crucial component of both the Dissemination and Communication strategies, which ensure that DC channels are adequate for the target audiences and the types of messages delivered.

Our approach to communication, dissemination, relevant community building and engagement starts with outlining key activities and dependencies that should be considered to increase the effectiveness of the DCP. The following table (Table 3) lists a set of activities and associated questions to be discussed and determined within this document.

Table 3 Key Activities & Critical Questions

Key Activities & Critical Questions		
Activity	**Critical questions**	**Chapter**
Targeting	Who is our target audience? What is our message?	**2**

Methods	How are we going to reach that audience?	**3**
Content Development	What types of content does our audience find engaging? What outputs, results and activities can WATERAGRI offer?	**3**
Timing	When is the right time to reach our target audience?	**4**
Evaluation	How effective are our public outreach efforts?	**5**

The WATERAGRI strategy for dissemination and communication will be a setup of activities classified on three different levels, depending on the type of action:

- **Dissemination for awareness** is aimed at the general public and to those stakeholders that should be aware of the work of WATERAGRI, but do not require a detailed knowledge of the project.
- **Dissemination for understanding** targets specific audiences and those stakeholders that may benefit from WATERAGRI results but are not directly involved in the project such as universities and research institutes, corporations as well as small- and medium-sized enterprises (SME).
- **Dissemination for action** refers to a change of practice resulting from the adoption of the technologies and methods. The specific audience here will be stakeholders to be clearly identified among the farming communities as well as policy makers and institutions in a position to influence and bring about change within their organisations and/or relevant sectors as well as to advocate for the exploitation of the WATERAGRI solutions.

To achieve more meaningful and worthwhile interactions with different target audiences, a set of general principles has been adopted and oriented towards the long-term sustainability of the project:

- **Long-term relationship building raising confidence and trust.** WATERAGRI will build respect and recognition, as well as cultivate trust in its ecosystem by leveraging sector-specific expertise and experience to market – the WATERAGRI offerings to the target audiences.
- **Individualised and multi-channel communication.** WATERAGRI will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages, across various topics important to identified ecosystem stakeholders.

The DCP gives special attention to adequately address gender issues and language accessibility, since it meets established standards on gender and generation inclusiveness. For example, the language used in the dissemination and communication materials and activities of WATERAGRI avoids gender stereotypes by being proactive and gender-inclusive in the selection of images to be used across the project website and other dissemination and communication channels (including women in active roles). The DC team of WATERAGRI will also aim to avoid technical language and terminology where possible to make WATERAGRI results available to a wider audience.

3.3 WATERAGRI Ecosystem of Stakeholders

The success of the project is not simply related to achieving the deployment of WATERAGRI innovations, but also depends on the impact it has on the outside world and the relevant stakeholders. Stakeholders can be defined as those with an interest or concern in WATERAGRI, who impact on or are impacted by WATERAGRI. Stakeholders thus constitute a broad group of people, groups and organisations who can affect the project decisions and outcomes.

To maximise the impact through communication and dissemination, it is therefore first important to identify and classify which stakeholders WATERAGRI is targeting (what is done within WP1, T1.1) to structure the right messages and select the right communication tools and channels, and then analyse the power structure to make prioritisations, keeping in mind the dynamics of power, which might shift between stakeholders.

3.3.1 Target Groups and Key Messages

A clear understanding of needs and typical characteristics of the target audiences is an essential part of the WATERAGRI's DCP, which will ensure that communication channels are appropriate for the types of messages being sent. The list of the key WATERAGRI audience profiles clustered in three target groups along with the expected impact of the DC activities are defined in Table 4.

Table 4 Main WATERAGRI Stakeholder Groups and Expected Impacts of dissemination and communication activities

Level	Target Group	Target Audience Profiles (TO WHOM)	Expected Impacts (WHY)
Dissemination for Awareness	General audience (GA)	1. Civil society interested in the project and benefitting from more food security 2. People interested in science and new water management technologies 3. Public initiatives linked to the farming society 4. Policy makers at local (municipality), national and EU levels	• Awareness about the project, objectives, results and impact • Increased awareness of the need for environmental protection • Enhanced food security • Raised awareness about the new technologies and services
Dissemination for Understanding/Uptake	External audience directly related to the project results (EA)	1. Farmers or farm managers (not) directly involved in the project 2. Agricultural chambers, farmer associations, farmer schools, extension services, and water retention and nutrient recycling industry 3. Research peers 4. Members of the OPTAIN project; 5. Media/science communicators 6. Local water management organizations 7. All-level policy makers directly involved in farm water and soil fertilisation management	• Advancement in understanding of agricultural water management and nutrient recycling in soils • Enhance and stimulate further research and innovation activities between project partners • Create media interest to get their involvement and support • Increased support for the implementation of the framework
Dissemination for Action	Audience in connection with the project (PA)	1. Farmers and farm managers involved in WATERAGRI activities 2. The WATERAGRI consortium members 3. Project Executive 4. EAB members 5. Letters of support providers 6. EC project counterparts	• To protect crops • Improving water quality and nutrient uptake by crops • To increase income • A strong brand image

Broad concepts of the key messages have been defined per target group, highlighting the advantages provided by WATERAGRI, are presented in Table 5.

Table 5 WATERAGRI Key Messages

Target Group	Key Messages (WHAT)	Tools and Channels (HOW)
General Audience (GA)	• Higher food security and healthy food due to the application of the WATERAGRI framework • More efficient public policies such as holistic solutions • Increase of environmental protection benefits and awareness • Benefits of European-funded research	Brochures; factsheets; videos; project website; social media channels; and press releases
External audience directly related to the project results (EA)	• New tools and capabilities to better manage nutrients and water quality to improve handling of situations with water excess and shortage in small farms • Advancement in understanding of agricultural water management and nutrient recycling in soils • Advantages of novel water retention and treatment methods • Prevention frameworks for non-point source pollution on water quality, which reduces pressures on environment and agriculture • A number of novel nature-based solutions and tested techniques that can adapt successfully to climate change in terms of their ecosystem services for a specific number of target regions	Scientific publications, practice abstracts, policy briefs and roadmaps; project deliverables; academic conferences and symposia; trans-national short-term visits; project web site; infographics; and explainer video and blogs
Audience in connection with the project (PA)	• Medium- to long-term economic benefits due to actions • Water savings (up to an estimated 40%) during droughts • Economical savings via reduced use of chemicals and irrigation water • Access to clean water • Crop protection during floods due to the framework application • Developed and tested affordable farm solutions • Maximization of crop production and improving water quality and nutrient uptake by crops • A strong brand image of farmers in terms of environment protection • Cooperation among H2020 project consortiums	Workshops, face-to-face meetings and farm visits; and exchange of researchers across consortium members

The list of the target audiences will be reviewed during the project's progress under dissemination activities by all the partners and the next deliverables subsequent to WP8 will include the updated list, if applicable.

3.4 Dissemination and Communication Procedures

The involvement of any partner in organised internal or external events or any dissemination activities related to the WATERAGRI project, must be internally reviewed and approved by the WATERAGRI Project Coordinator and **WP8 Leader** (INOSENS). If dissemination activities include the project results protected through Intellectual Property Rights (IPR), review and approvement of the WATERAGRI IPR manager will be required.

The DC procedure has been set up to:

i) Produce high quality WATERAGRI publications and presentations;

ii) Avoid overlaps and possible disclosure of restricted or confidential information; and
iii) Monitor and record the dissemination activities of the project appropriately.

Step-by-step procedure for a partner dissemination request (before a dissemination activity/event is realised):

1. Fill in the **form (link to the Google form).**
2. Store your dissemination/communication material (abstract, draft paper, poster etc.) within the Microsoft Teams repository.
3. Submit your dissemination request allowing **for a minimum of two weeks before the submission** deadline by email to the WP8 dissemination team.
4. The WP8 Leader has **2 days** to react and send the request to the Project Coordinator for approval, modification or rejection with the detailed justification.
5. The Project Coordinator sends decisions to the WP8 Leader **within five working days**; if no answer is received due to the set deadline, it is taken as an approval.
6. The WP8 Leader informs the involved partner(s) about the decision.

In case of:

A. **Approval**: When approval is given through the WP8 Leader, the partner is free to proceed with the realisation of the proposed dissemination activity.
B. **Conflict/objection**[2]: The WP Leader and Project Coordinator can reject the proposed dissemination activity, if they have objections related to overlaps or possible disclosure of restricted or confidential information concerning the work performed in the different WPs. In case of conflict, the issue will be discussed among the Project Coordinator, the WP8 Leader and the involved partners.

Dissemination activities report (after a dissemination activity/event)

Within **10 working days** after the realisation of the approved dissemination activity, the partner should provide the WP8 Leader with the filled-in **Event Report** and the presented dissemination material (final paper, presentation, poster etc.). The Event Report form can be found here.

- If partners wish to present or release material already approved as a public presentation and material, then **no formal approval is required**. If that is not a case, then the WP8 Leader has to be informed about a material planned to be presented. If there are no objections, then the WP8 Leader notifies the authors to proceed with the dissemination activity.
- In case a partner wishes to organise a workshop or special event related to WATERAGRI, then the approval by the WP8 Leader and the notification of the Project Coordinator is also needed **2 months** prior to the realisation of this dissemination activity.

4 WATERAGRI Dissemination Strategy

The main purpose of dissemination activities is to transfer knowledge and results generated within the project to enable others to use and take up results, thus maximising the impact of the EU-funded research. In the frame of the Horizon 2020 programme, project results are defined as: “Any tangible or intangible output of the action such as data, knowledge and information whatever their form or

[2] If a conflict is created or further material is needed, then the WP8 Leader informs the partner and requests modifications or additions. Then the material is proposed again to the WP8 Leader. If significant changes that might provoke conflicts among partners’ interests must be made, the previous procedure is followed.

nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights."[3]

As defined in the Grant Agreement (Article 29), the WATERAGRI consortium and its members are obligated to "disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)". Also, while performing the dissemination activities, according to the same document, the partners are required to respect the following:

1. **Open Access to Scientific Publication**, where each partner who plans to publish data in the relevant scientific medium must ensure **open access** (i.e. free-of-charge online access for any user) to all peer-reviewed scientific publications relating to its results. In particular, the partners must:
    a) As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications. Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
    b) Ensure open access to the deposited publication — via the repository — at the latest:
        - On publication, if an electronic version is available for free via the publisher; or
        - Within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
    c) Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication. The bibliographic metadata should be in a standard format and must include all of the following;
        - The terms "European Union (EU)" and "Horizon 2020";
        - The name of the action, acronym and grant number;
        - The publication date, and length of embargo period, if applicable; and
        - A persistent identifier.
2. **Open access to research data** (in respect to the digital research data generated in the action - "data"). In particular, the partners must:
    a) Deposit in a research data repository and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate — free of charge for any user — the following:
        - The data including associated metadata needed to validate the results presented in scientific publications, as soon as possible; and
        - Other data, including associated metadata, as specified and within the deadlines laid down in the 'data management plan'.
    b) Provide information — via the repository — about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (and — where possible — provide the tools and instruments themselves).

The WATERAGRI Dissemination strategy follows the EU Guidelines for successful dissemination of the EU H2020 project results as well as the obligation defined within the WATERAGRI Grant Agreement. By disclosing the project results, the focus of the WATERAGRI dissemination-related activities is three-fold:

[3] Source: EC Research & Innovation Participant Portal Glossary/Reference Terms

- To disseminate the respective project results to the audience that may take an interest in the potential use of the results (i.e. researcher community, policy makers, industrial partners, etc.).
- To openly demonstrate clear economic, social and environmental benefits of utilising/adopting WATERAGRI solution with the targeted users.
- To demonstrate the significance and business opportunities deriving from utilizing WATERAGRI-derived data in new products and services within new sectors/markets.

As for the target audiences of the dissemination defined in the Section 2.3.1, the WATERAGRI Dissemination Strategy is focused on **i)** the external audience directly related to the project results and **ii)** the audience in connection to the project. On the other hand, considering the defined level of the dissemination, the strategy is focused on dissemination for understanding and dissemination for action. Finally, the focus of the dissemination activities in respect to the timeline of the project are presented in Table 6.

Table 6 Dissemination Activities

Dissemination Activities	
Phase	**Focus**
Phase I (M01—M14)	Approach-oriented content: Promotion of the project case studies, and dissemination of existing knowledge related to water management in general and consortium expertise.
Phase II (M14—M48)	Result-oriented content: project intermediate and final results. Dissemination of the results and achievements of the pilots.
Post-project period	Result-oriented content: project final results. Dissemination of the results and achievements of the pilots, various analyses and assessment of the project results (mainly through scientific publications and conferences).

The dissemination activities will focus on the following outputs of the WATERAGRI project: (i) Scientific Publications; (ii) Digital Research Data; (iii) Practice Abstracts; (iv) Publications in agri-business printed magazines; (v) Project Videos; and (vi) Recorded WATERAGRI Webinars and oral presentation.

4.1 WATERAGRI Dissemination Activities

Ensuring a dynamic interaction with the WATERAGRI targeted audiences is of importance to achieve a long-term impact and market-uptake of the project outcomes. All partners are requested to plan their dissemination activities, while INOSENS is responsible to combine it into an integrated dissemination plan. **Every two months throughout the project, the partners will report their achievements as compared to their planned activities.**

In addition to the traditional way of reaching audiences of a H2020 research and innovation project, WATERAGRI is taking an innovative approach to public engagement, collaborating with theatre and film makers to connect to a wider public over the course of the project. Drawing on current research into experiential engagement in marketing and the arts, WATERAGRI not only aims to reach stakeholders in the agricultural world, but to connect with the wider public engaging their curiosity and enthusiasm for sustainable solutions in agricultural production, food security and water. This

innovative approach will be addressed into details in Collaboration Between WATERAGRI and the Art Community (more details in Section 5.4).

The main project dissemination activities are presented in the following subchapters.

4.1.1 Conferences and Events

WATERAGRI partners will take part in international and local conferences/meetings, both virtual and physical, outside WATERAGRI to disseminate the project results and raise awareness around the WATERAGRI activities and achievements. Each partner will report its involvement with WATERAGRI at conferences and events that they are attending or hosting. The type of activities and events where the partners are envisioned to participate are: (i) organisation of a conference, workshop, industry event, course, seminar, exhibition or training; and (ii) participation at a conference, workshop, meeting, delegation, brokerage event, pitch event, trade fair and joint events with other H2020 projects.

Each partner must create a list of events they are planning to attend or host. These inputs are included in the detailed dissemination procedure entitled in

Dissemination and Communication Procedures (section 3.4). Each partner must send relevant content for social media and for the website to WP8 lead (INOSENS), and it encouraged to also republish related content on its own social media channels.

4.1.2 WATERAGRI Webinars

Webinars are suitable for encouraging dialogue, sharing and exchanging knowledge about best practice. WATERAGRI will aim at organising several open invitation webinars, targeting different audiences. The webinars will be used to maintain interest in WATERAGRI and engage central players by presenting the project progress, results and achievements.

The webinars will follow the same basic format with a panel of experts representing different areas of expertise. It is envisaged that two moderators will be assigned to the webinar. Each webinar is expected to last around one hour and will be webcast live, if possible. After an introduction by the moderator, each expert will give a short presentation on the topic from their unique perspective. The presentations will be followed by a panel discussion of the main aspects and issues raised. The discussion will include questions from participating online viewers.

In the live webcast, the online viewers can interact via a live chat window (moderated) and can also tweet about the webinar (not moderated). To further motivate the remote audience to engage in the discussions, the online moderator can post short live comments and tweets about what is happening. The webinar will end with a summary of the main discussion points and conclusions. All webinars will be recorded and uploaded to the project website to allow for further viewers.

4.1.3 Publications in Scientific Journals

Scientific journals and magazines are one of the most important dissemination channels for sharing WATERAGRI results to both industrial and academic communities, creating knowledge impact and enabling audience to use the results in their own work. The channels will mainly be used by the academic partners in WATERAGRI (technological dissemination).

The first submissions to conferences and leading technical journals will take place when substantial scientific results emerge from the project. For those scientific results to be published, Green Open Access (i.e. self-archiving) and Gold Open Access (i.e. open access publishing) will be chosen depending

on each publication. For green open access, researchers will deposit the final peer reviewed manuscript in a public repository of their choice ensuring open access to the publication within the embargo period of maximum six months. More details about scientific publication will be reported within D9.2 1st Internal Scientific Report.

4.1.4 EIP-AGRI Practice Abstracts

The EIP-Agri website facilitates knowledge flows on innovative and practice-oriented projects. Therefore, EIP-Agri has developed a database in which Operational groups, H2020 Multi-actor approach projects, and thematic networks can input their project outcomes. The EIP-Agri database aims to provide short and concise practical information to farmers, foresters, advisers or whoever is interested. For this, a common format was developed, referred to as Practice Abstracts.[4]

During the elaboration of the project, it became clear that the practice abstracts could as well be a useful tool to disseminate relevant information of the WATERAGRI solutions. Therefore, practice abstracts will be utilized as well as the building bricks of the WATERAGRI technology database.

WATERAGRI will produce 30 Practice Abstracts following the EIP-AGRI common format and INOSENS will oversee the coordination of such Practice Abstracts to be developed by responsible Work Package and Task Leaders and delivered through Deliverables D8.2 and D8.11, respectively. INOSENS will liaise with EIP-AGRI for the delivery of Practice Abstracts and at the proposal stage as shown in Table 7, the consortium partners identified the following potential Practice Abstracts.

Table 7 Provisional WATERAGRI Practice Abstracts

Provisional WATERAGRI Practice Abstracts	
Partner in Charge	**Practice Abstract Focus**
TBR	The impact of agricultural practices on soil water storage and surface run-off comparing conventional and organic farming.
TBR	Necessary conditions and best practice examples for farmers to become water managers.
ALCN	Assessment of biochar for nutrient retention.
ALCN	Development of a bio-inspired drainage system to improve irrigation practices and nutrient retention.
FZJ	A framework to predict and manage soil water and plant status for the next weeks (by combining models, measurements and satellite information).
INRAE	How to build and bring to life a land-use catchment project to successfully restore water quality.
INRAE	Tools for the land use manager responsible for drinking water quality
INRAE	Land use project with challenging drinking water quality issues.

[4] https://ec.europa.eu/eip/agriculture/en/find-connect/projects

4.1.5 WATERAGRI Videos

There will be several kinds of videos within the progress of the project:

- **Short film** *One Day We Will Dance with You* is a 10-minute film which introduces the WATERAGRI project and themes around sustainability, part of the Public Engagement Strategy (explained in 5.4.2.2)
- Video versions of **PechaKucha**[5] storytelling presentation format will be utilised and distributed to visually present WATERAGRI solutions.
- **Promotional video**: a video explaining the project, it challenges and benefits for the society, targeted to the general public, will be produced and disseminate among diverse media (social media, displayed on project events) to promote the project and it outcomes.

4.2 Partner Roles and Responsibilities

All partners engage in general communication and dissemination activities at consortium and partner levels, as part of Work Package activities and areas of expertise. Partners will work together in locating and organising relevant activities and cooperate with target audiences, relevant projects and initiatives.

Partners are encouraged to integrate dissemination and communication actions into all WATERAGRI activities, bringing forward good stories to create synergies with other partners and channel them to a wider audience. Partners and case study partners are also encouraged to welcome local and national media (press, radio, TV), offering interviews, visits and demonstrations. In addition, some organizations such as Universities have press offices that can be of assistance in choosing and contacting the press.

4.2.1 Partner Obligations and Public Deliverables

As set out in the Grant Agreement (GA), partners are obliged to communicate and disseminate the project and its results by disclosing them to the public. Specific provisions for dissemination (dissemination restrictions) are set out in the GA and the Consortium Agreement (CA).

All deliverables marked as public will be made available as downloads on the project website after they have been approved by WATERAGRI internal processes (D9.1) and the European Commission. Dissemination and communication of results from deliverables classified as either confidential or restricted need to be approved by the consortium or the involved partners before any release can take place.

4.3 COVID—19 Impact on the WATERAGRI DCP

Due to COVID—19 pandemic, adjusted dissemination and communication strategies will be applied during the WATERAGRI project. In that manner, the WATERAGRI consortium will throughout Phase I aim to minimise flights and other transport by mostly organising a lot of meetings and communication activities virtually in the forms of webinars and online conference calls. Content will be created by project partners, and as the project puts special emphasis on pilots, eventual demo events will be considered as dissemination activities. Also, to visually present WATERAGRI solutions, demonstration presentations in PechaKucha storytelling format will be utilised and distributed electronically. INOSENS together with relevant partners will develop short videos which will be distributed via project

[5] https://www.pechakucha.com/

channels. Hence, adequate resources will be assigned to all case studies to develop local content and localise project content for their communities.

During periods of lockdown, it was proven that online events have a big influence and attract the attention of the public. The WATERAGRI Consortium will aim to leverage this by concentrating on the production of digital material (web, social media and video) during Phase I. Several short videos and general voiced-over project presentations (with transcripts in the various local project languages) will be made useful as stand-alone communication material for social media.

5 WATERAGRI Communication Strategy

The WATERAGRI communication strategy aims at reaching out to society and at showing the impact and benefits of the WATERAGRI project. The strategy is adopting a funnelled approach, similar to a marketing funnel, to assure a wide but also targeted communication within the WATERAGRI target audiences, enable active engagement and achieve efficient communication of the project outcomes. A mixture of communication means (i.e. media and activities) are envisioned to reach distinct target audience groups. A coherent approach including a common visual identity is adopted to synchronize communication activities by the whole consortium. This ensures that fitting media and formats with a custom audience-tailored message are used, maximizing impact with available resources during the project.

Easy-to-understand visual content is used to render ideas and benefits practically recognizable to a wide audience. It helps to further increase the curiosity of future end-users who would be guided to more comprehensive knowledge and resources on solutions and services.

Customized material will be communicated to different target audience groups, with a view to building and sustaining the community of engaged stakeholders. Throughout the same manner, useful knowledge will be collected from project deliverables, interactions with partners as well as other target audiences, case studies and partner publications, which will be conveyed via WATERAGRI communication networks to help promote the project achievements.

5.1 WATERAGRI Channels and Tools

WATERAGRI will create and make use of main communication tools and channels including **online**, **offline** and **interactive** (face-to-face) ones that will be implemented by the WATERAGRI partners to achieve an efficient and effective interaction with the different stakeholders. Some resources are of general intent, whereas some are geared to particular target groups. Building on the knowledge and diverse engagement of WATERAGRI partners with their audiences, WATERAGRI will concentrate on the usage of unique communication channels that project partners successfully utilize for their day-to-day interactions with different audiences.

5.1.1 WATERAGRI Visual Identity

An integrated and consistent visual identity underpins all communication products and tools and forms the basis for a commercial brand. The visual identification (logo and style) of the project will enable external audiences to clearly perceive WATERAGRI and contribute to the awareness of the project by having a coherent identity from the very beginning of the project. All the dissemination and communication tools (project website, Twitter account, Facebook page and LinkedIn page), materials (presentations, posters, roll up, documents, letters, etc.) and deliverables will employ the visual identity developed for the project, guaranteeing a professional and consistent look.

5.1.1.1 WATERAGRI Logo

The development of a visual identity and a project logo ensures project outputs are consistent and easily recognisable. As a first outcome, the Project Coordinator has provided the first WATERAGRI Logo, that was later digitalised by INOSENS and centralised on a clear WATERAGRI logo concept and a colour pantone. The WATERAGRI Logo (Figure 2) has been the result of a combination of essential concepts that surround the two main buzz words involved in WATERAGRI: water technology and management and agricultural sector.

Figure 2 WATERAGRI Logo

This logo is meant to be simple, clear and relatable to the project. The visual strength and effectiveness of the logo was monitored and evaluated during M1 and M2 and the conclusion and future steps have been presented within Chapter 5.

5.1.1.2 WATERAGRI Colour Palette

Apart from the logo, colour is the most effective visual clue to communicate and represent the WATERAGRI brand. Colours (Figure 3) were selected to inspire growth and determination of the WATERAGRI ecosystem. They represent WATERAGRI at the highest level and should be present in all communications to ensure our materials reflect a cohesive WATERAGRI image or visual story. The colour palette, as mentioned before, represents the project's environmental approach. The palette consists of the following colours: Blue Saphire, Sap Green, Carolina Blue, Maximum Green Yellow and Ao English.

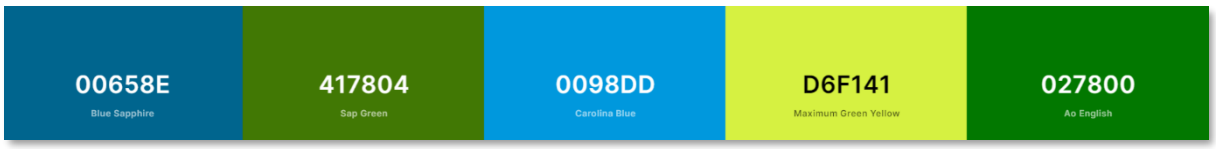


Figure 3 WATERAGRI Colour Palette

5.1.1.3 WATERAGRI Templates

The WATERAGRI consortium partners are provided with a Word document template, Letterhead template, Word deliverable template and PowerPoint template to ensure standardisation of the project documentation and representation with a unique visual identity throughout the project lifetime. The templates are made available in the intranet file repository system. Additional presentations will be designed by the Dissemination Manager as needed in the frame of project activities. Partners should use the WATERAGRI PowerPoint template when presenting the project and/or its outcomes at internal and external events. For the layout of the project templates, see **Appendix 1: Project Templates Layouts** (within **Appendices**).

5.1.1.4 EU Funding Acknowledgement

Across all outputs of the WATERAGRI project, and accompanying the logo, a text concerning the source of the project's funding and disclosing the Grant Agreement number will be provided along with the European flag.

This project has received funding from European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 858375.

The following acknowledgement text should be included in all publications related to the WATERAGRI work:

> *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 858735.*

For other communication activities, the EC emblem with the phrase:

> *This work is a part of the WATERAGRI Project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 858735.*

For infrastructure, equipment and major results, the EC emblem and the phrase:

> *This [infrastructure][equipment] [insert type of result] is part of WATERAGRI Project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 858375.*

For more information regarding the EU emblem[6] and EU visual identity please consult the latest version of the official online Manuals provided by the EU.

5.2 WATERAGRI Online Presence

5.2.1 WATERAGRI Website

The internet is an unrivalled source of information and has become a very important channel for communication. The WATERAGRI website[7] has already been developed (Figure 4) and the first version of the website was released during M1 and it is the main interface for communication to the public. The website is suitable for addressing the various target audience in WATERAGRI, who can quickly click on to their area of interest. It contains the most important information about the project and will be enriched continuously.

The WATERAGRI website is a key management tool, capable of improving the communication and dissemination of project activities and results to a wide range of stakeholders from experts and specialists to policy decision makers at all levels and public funding authorities, as well as the general public and local citizens. INOSENS updates the project website based on contributions from all partners. The site will host information of aims, objectives, solutions and scope of WATERAGRI, partnership, key findings, and: (i) working material and activities; (ii) search facilities; and (iii)

[6] http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm
[7] www.wateragri.eu

downloadable promotional material, deliverables and PowerPoint presentations and videos. Its management ensures contemporary content and up-to-date news on external policy and science developments relevant to the project remit.

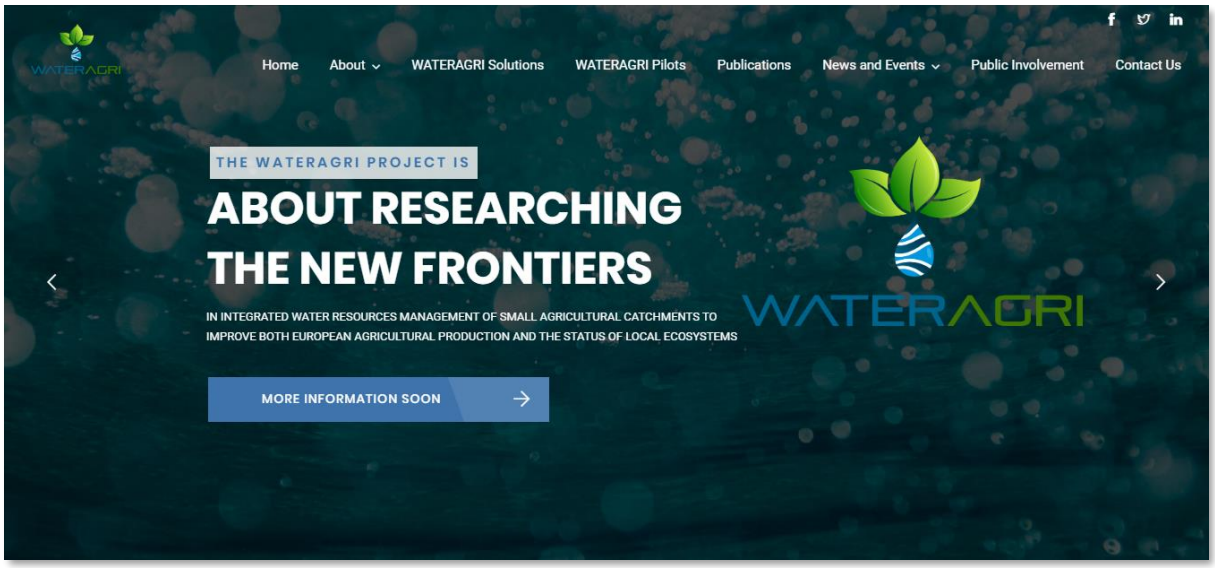


Figure 4 Screenshot of the WATERAGRI Website Homepage

The Privacy Policy together with the Terms and Conditions have also been included in the WATERAGRI website, set for the general rules and policies governing the visitors' use of the website. The website has direct access to social networks by clicking on the icons situated on a visible part of the webpage. In this way, it will be easy for every user to participate when the website is visited. To achieve the most efficient updates/changes on the WATERAGRI website, the consortium is set to follow the instructions that are detailed below:

- Updates and changes 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 must 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, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided; however, if included, abbreviations must be made explicit, at least the first time they are quoted in the description of the required integration/change; and
- Events to be integrated in the Events Section must be sent with all the necessary information (date, title, location, programme and link), to provide a homogeneous level of details and information content.

Given the nature and progress of the activities during the project lifetime and related information, the WATERAGRI website is to be continuously updated and populated with relevant content.

5.2.1.1 Partner Websites

WATERAGRI Partners use their own websites to promote a general awareness of the WATERAGRI project, pinpoint their specific role in their own network of stakeholders and some partners will create specific pages for the project. Some partners have started from day one publishing news about WATERAGRI and continue to post on a regular basis, other partners (e.g., some case study partners)

will only use certain official channels when a more definite and developed stage of the project is achieved.

5.2.2 WATERAGRI Social Media Channels Mix

To broaden the target audience while establishing two-way communication channels, the presence of the WATERAGRI project in social media channels will be encouraged. To ensure maximum usability and exploit to the most possible WATERAGRI partners' already developed profiles in social media, focus has been given to those social media that WATERAGRI partners have been using regularly and successfully to communicate and interact with their customers and other stakeholders.

Posts will be shared to support the flow of news and content will be added continuously. Some partners will use their social media channels only for special occasions. WATERAGRI uses different social media channels to increase visibility, share knowledge faster, promote the results and interact with the public, especially the stakeholders involved at the pilot sites. By using social media, WATERAGRI meets people where they are, thereby gaining important insight. WATERAGRI can take advantage of networking and viral effects, making it possible to increase awareness considerably.

The WATERAGRI project has established three social media channels: LinkedIn page, Facebook page and Twitter account. Some hashtags that are being used are the following: #WATERAGRI; #H2020; #waterretention; #nutrientrecovery; and #watermanagement.

5.2.2.1 Content Types

The overall purpose of our content marketing efforts will be to support the target audience's journey towards decision-making (i.e. utilization of WATERAGRI services and technologies). In this regard, the following types of content will be developed as shown in Table 8. Examples of WATERAGRI social media posts and announcements can be seen in Figure 5.

Table 8 WATERAGRI Types of Content

Attract	Engage	Maintain	Galvanise
Viral content production: explainer videos, infographics and media outreach	Blog posts, whitepapers, webinars, case studies, Interviews and industry reports	E-mail marketing, social ads and retargeting initiatives	Local meet-ups, demonstrations, workshops, conferences, etc.

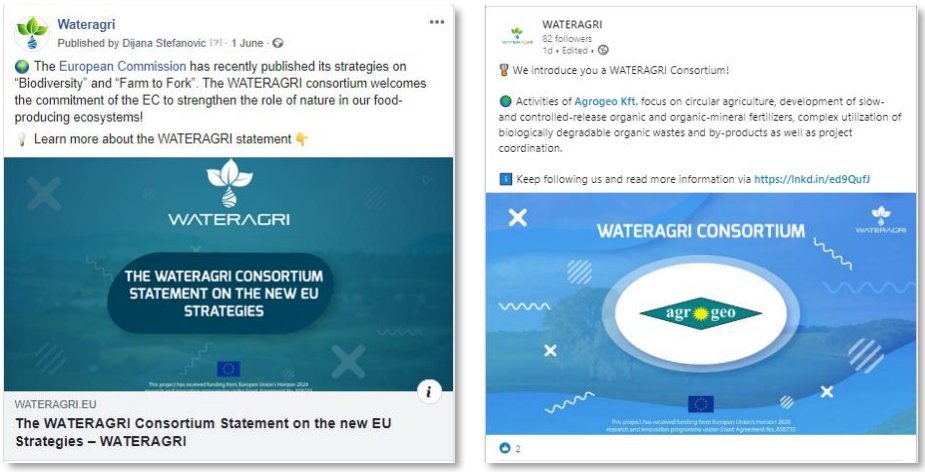


Figure 5 Examples of WATERAGRI Social Media Announcements (Facebook and LinkedIn)

5.2.2.2 LinkedIn Page

The LinkedIn Showcase page[8] is utilised for targeting content to very specific industries and companies such as the Technology Providers as it is a channel for business networking with more than 433 million members. It is available via free subscription, which is open to all who are interested in learning about WATERAGRI opportunities, infrastructure and services. This showcase page (as presented in Figure 6) will help us to strategically connect and professionally engage with our target groups and it is also relevant for opening up business opportunities to individual partners, since it links directly to partners' company profiles. The associated slide hosting service SlideShare is owned by LinkedIn with 70 million users and will be used to share presentation slides.

Figure 6 WATERAGRI LinkedIn Page Banner

5.2.2.3 Facebook Page

A dedicated Facebook page[9] (Figure 7) has been created, with the messages being both professional (i.e. speaking in the language of our target groups) and trustworthy, that is, already trusted by industry. With its sophisticated targeting measures, in the context of WATERAGRI, Facebook represents a massive opportunity for always-on lead generation. Also, this channel is used to communicate and disseminate the project activities, upcoming and past events as well as results, and in general to share experiences and facilitate conversations about the project.

[8] https://www.linkedin.com/showcase/wateragri/
[9] https://www.facebook.com/wateragri

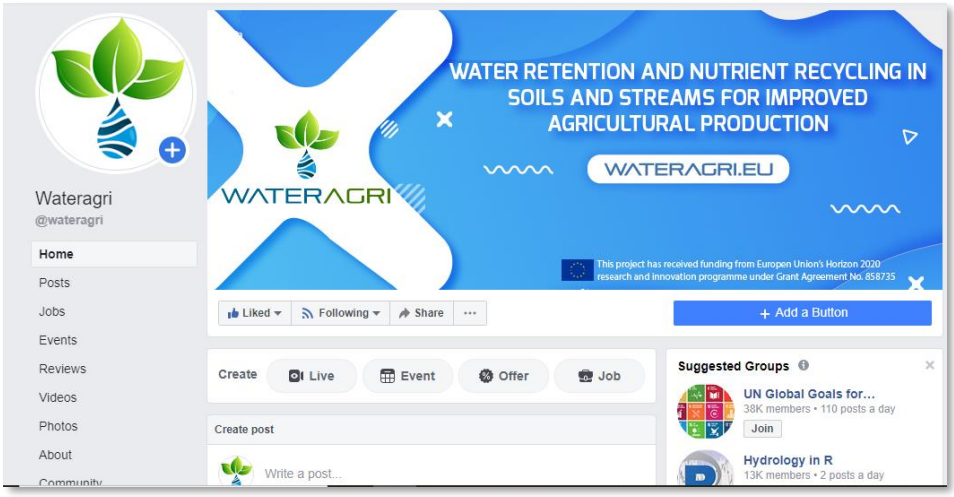


Figure 7 WATERAGRI Facebook Page Banner

Partners also use their own Facebook pages to create awareness about the project and highlight their specific role. Pilot partners will use it to target the individual citizens and civic groups affected by the large cultural events inviting them to participate in solving the challenges based on factual data and information coming from the pilot sites.

5.2.2.4 Twitter Account

Twitter has an average of about 330 million active users worldwide. It is considered as the go-to place for the latest news and trends on a variety of topics. This makes it an excellent channel for sharing updates and being a part of the online conversation surrounding the industry. Twitter is also gender inclusive with 24% of male and 21% of female users. The audience tends to be a bit younger with 36% of users between the ages of 18 to 29. However. there is also a good number of users in older age groups as well. Twitter also offers advertising opportunities to targeted audiences on a social media platform.

The WATERAGRI Twitter account[10] (Figure 8) will be used for amplifying communications (B2C, B2B and B2G[11]) to a large audience as well as for propagation of news and project developments. Regular twitter chats will focus on attracting and engaging with target audiences leading also to the establishment of a trusted WATERAGRI network, enlarging the outreach to both broad and targeted audiences.

Tweets are used to direct the audience's attention to central information about the project and invite for collaboration by marketing events, open data repositories, promotion packages and publications (commercially oriented and technological communication/dissemination).

[10] https://twitter.com/wateragri
[11] B2C (business to customer), B2B (business to business), B2G (business to government)

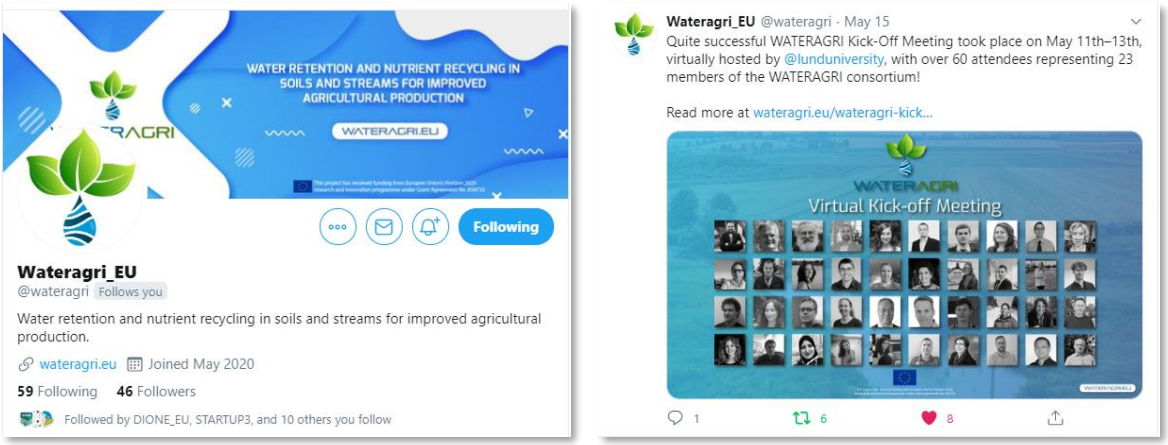


Figure 8 WATERAGRI Twitter Page Banner and Post Example

5.2.2.5 Other Channels

Besides the listed channels, WATERAGRI will also communicate with audiences through e-mail, meetings, demonstration events, distributing important news, sending press releases, inviting to engage as well as doing presentations. Partners will target relevant online newsrooms with articles and contributions as well as offer interviews.

Relevant **EC channels** such as newsrooms and blogs will be targeted, and contributions made to the coordinated dissemination portal as part of the collaboration with support actions and other large-scale pilots. WATERAGRI will also consider appointing high-profile ambassadors like policymakers and environmental influencers (e.g. the EAB members) to boost the visibility of the project.

WATERAGRI will also create and maintain its own **YouTube** channel that aims to disseminate all the video material the project tends to gather. Furthermore, CDR will provide a massive CDR-certified open online course on WATERAGRI solutions via YouTube for agriculture advisors, farmers, teachers of vocational agricultural schools and students.

5.2.3 WATERAGRI Newsletter

Newsletter – a short, visually appealing electronic newsletter sent to all subscribers and partners' networks 6-monthly, including latest news from the field, with external links, and project progress, events and results as well as serving as a platform for the exchange of good practices and networking between with other projects working on relevant topics. Utilizing a database of contacts, it will be e-mailed to interested parties, with an automatic free subscription available.

WATERAGRI e-Newsletters will be composed and published in the project website and social media, but also will be distributed to the consortium members, target audience, as well as networks and direct contacts within the WATERAGRI Stakeholder Register (T1.1).

Data Protection Laws will be fully respected, and the newsletter recipients will be asked to provide their consent prior to sending any information related to the project. At WATERAGRI special attention is paid to security and respect of the privacy and confidentiality of the users' personal data. Therefore, relevant activities and aspects regarding personal data will be fully compliant with the applicable national, European and international legal framework, and the European Union's General Data Protection Regulation 2016/679[12].

[12] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016R0679

To stay engaged and competitive in interactions, WATERAGRI will take into account the following:

- Responsive email design for better engagement: Mailchimp[13], a real-time e-mail marketing automation platform will be used to design and distribute responsive, targeted e-mail campaigns, with enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- Dynamic customization and personalization: The e-mail double opt-in form on the WATERAGRI website will require only an email address (Figure 9), while the custom optional fields (type of company, industry, etc.) will be available through the Mailchimp website. The subscriber database will allow for creation of e-mail campaigns, which are more in the context of subscriber interests. The subscriber will have the right to withdraw their personal data at any time (for more details regarding the compliance with GDPR see D9.4 ORDP: Open Research Data Pilot and Data.
- Customer lifecycle and multi-channel integration: WATERAGRI will review opportunities for e-mail marketing automation across the entire lifecycle of end-user engagement. The most important WATERAGRI online marketing channels will be integrated to encourage e-mail opt-in or to plan a range of follow-up activities.

Interested parties will be able to subscribe and unsubscribe at any given point from the WATERAGRI Newsletter (through a link provided in each issue of the newsletter) and all the collected data will be stored and saved in accordance with the WATERAGRI Data Management Plan (see D9.4). This data will not be accessible for other third parties.

In order to achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the WATERAGRI partners will be encouraged to distribute the newsletters to their contacts who may be interested in the project.

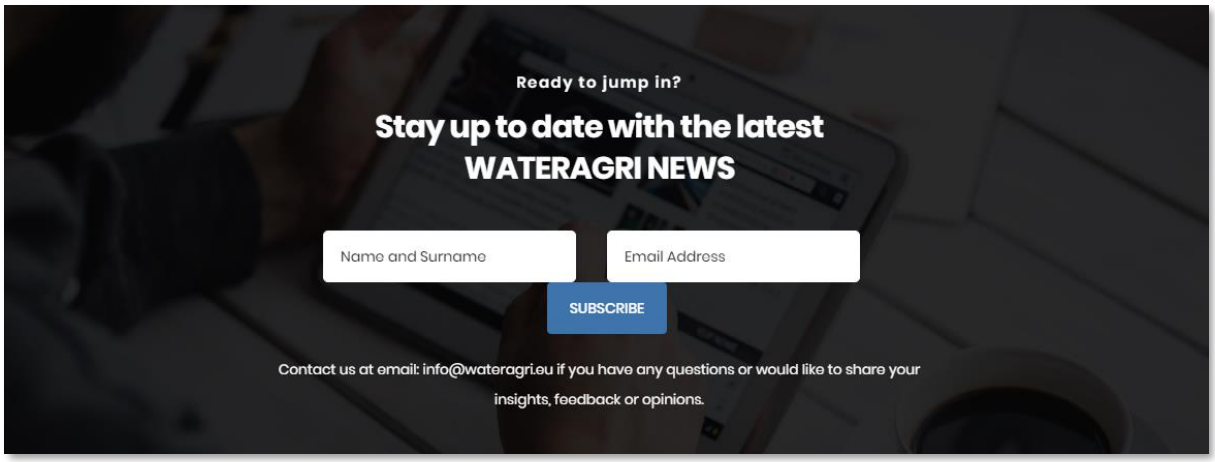


Figure 9 WATERAGRI Newsletter Subscription Form

5.2.4 WATERAGRI Promotional Material

5.2.4.1 Mass Media Communication and Press Releases

Press releases will be produced as relevant pieces of news. Press releases will especially target regional, national and European electronic media. Indicative electronic media platforms and journals that will be targeted will be: Water Research, Agricultural Water Management, Water Resources and Industry, International Soil and Water Conservation Research, International Journal of Agronomy,

[13] https://mailchimp.com/

Hydrology and Earth System Science, etc. Partners will also be asked to distribute the press releases to relevant media within their own regions/countries as well as to their professional networks. The first press release has already been published.

Apart from specific project activities the press release topics covered include opinions/interviews of experts within and outside of the consortium's organisations, attracting media attention on relevant topics. A continuous cooperation with press and media will be promoted by all WATERAGRI partners. All press releases will also be available on the WATERAGRI project website as well as social media channels.

Local, regional and national newspapers, journals and magazines that cover agricultural, environmental and ecological topics will be utilized to communicate and inform a wider audience about WATERAGRI project objectives, activities and achievements. Here, information about the WATERAGRI project will be mostly written in national language of the partners in a scientific jargon-free style to allow the respective audience to understand the objectives of the project and the benefits it brings to them.

5.2.4.2 WATERAGRI One Pager

A short project fiche will be used for ice-breaking communications with interested stakeholders, providing them with a first view on the WATERAGRI project. The project fiche structure and content will be adapted to the needs of any communications with different audiences, highlighting relevant information. Incorporated with background information and/or customized content based on the project developments, the project fiche together with the WATERAGRI press releases, will be circulated to specialized media channels (as well as mass media) and journalists enhancing the project outreach. The WATERAGRI One Pager can be found in Appendix1

5.2.4.3 Printed Promotional Material

Diverse types of promotional material will be designed for print and when possible, this material will also be available in digital form, especially concerning the environmental impact printed material has. Partners will be invited to share this promotional material on suitable occasions, thus putting WATERAGRI directly in the hands of the right set of target audience. An A3 info poster had been designed to help explain how WATERAGRI target groups may benefit from the WATERAGRI solutions and services. Although the information is in English, it can be translated into other languages, but the content should be kept as close as possible to the message that is conveyed in the original text. The editable file is available on the project's intranet file repository system.

The production of communication material also includes postcards, stickers, folders, notebooks, t-shirts. These will be prepared in advance and distributed at any (relevant) event. A roll-up banner stand will be designed for display at events hosted by WATERAGRI and various external events of relevance to the project. The roll-ups and other material (Figure 10) will be printed by partners locally, following the recommended layout and design suggestions to ensure consistency.

Figure 10 WATERAGRI Roll-Up Banner (left) and Info Poster (right)

5.3 Networking and liaison with other initiatives

Project partners will also disseminate project activities and outputs beyond the involved territories by participating in networking, informal personal meetings. Whenever possible official WATERAGRI presentations will be used to present the project results and activities at different stages of project development.

WATERAGRI will promote its activities and collect regular information and news regarding water management interactions by monitoring and collaborating with relevant online media blogs, news portals, publications and other media. WATERAGRI will also establish close ties with other relevant initiatives under EU-funded, international or national programmes helping to achieve higher awareness and impact on the target groups. The partners will consider participating in each other's events and organising common events. To support this purpose, close linkages will be established on both centralized and decentralized project levels.

WATERAGRI will make use of and integrate with relevant activities of projects and events to add value, avoid duplication of effort and dilution of impact on policy advisors, and maximise combined impacts. Contacts with other EU level research consortia and teams working on relevant topics are well established and will be developed to ensure coherent and complimentary communications. Synergies will be sought in dissemination actions, exchange of materials, establishing links between websites and cooperation will increase efficiency of deliverables.

WATERAGRI specialises in water management interactions, therefore contacts have been made with the coordinator of the OPTAIN Project in the initial phase of the WATERAGRI project to initiate a joint meeting/workshop for discussing and planning mutually beneficial relations, co-creation and co-dissemination of results, methodologies and project services.

In addition, WATERAGRI will make use of associations and other professional groups and networks connected to the project partners. This pool of organisations will also be used for the identification of potential members for the WATERAGRI's *Enablers Advisory Board* (Task 8.4). Such networks and

organisations are Agricultural Knowledge and Innovation Systems (AKIS), Strategic Working Group (SWG) of the Standing Committee of Agricultural Research (SCAR) on Agricultural Knowledge and Innovation Systems (AKIS), the United Nation Food and Agricultural Organisation (FAO), the Networked European Software and Services Initiative (NESSI) and the European Association of Agricultural Economists (EAAE).

5.4 Collaboration Between WATERAGRI and the Art Community

In addition to WATERAGRI's broader communication and dissemination strategy, we aim to engage the curiosity and enthusiasm of the public through a series of arts and participatory events during the project. In collaboration with the academic and theatre maker Dr Kate Adams, WATERAGRI will engage with the public around themes linked to the sustainable use of water in agriculture, live and online, through theatre and film and through participatory events and the associated publicity, which raises the profile of the work. As a part of this, we also aim to increase enthusiasm and curiosity more broadly around water, science and research. The benefit of working through the arts is three-fold:

- Deep engagement for audiences and participants in the arts events, connecting emotionally as well as intellectually with relevant themes.
- Reaching different audiences outside the sciences and beyond stakeholders specific to the project.
- Creating buzz and building curiosity through media coverage and online.

5.4.1 Rationale Behind the Approach for the Audience Engagement

The fundamental challenge in increasing public engagement with issues such as water and food security which are connected to climate change, is people's fear of confronting change and loss, and the associated defence mechanisms. Current research in behavioural science and climate change suggests that human responses to crises have evolved to place emphasis on the short-term, the proximate, the indisputable and the concrete[14]. These responses create cognitive biases in the way we organise our thoughts and analyse danger, and they reduce our capacity for engaging with long-term adaptation and actions to mitigate that danger, despite the urgency of the situation.

Although the majority of European citizens are not denying the importance of food security, water and climate change, avoidance and non-explicit denial form part of a more widespread set of maladaptive strategies[15] where admitting some of the facts but not fully accepting the situation or engaging emotionally means there is a broad failure to take action on climate change. We see this illustrated in the most recent *Eurobarometer Survey*[16] of opinions and behaviours relating to climate change across Europe. For example, while 93% of respondents said they believe that climate change is a serious threat, only 12% said they consider the carbon footprint when planning holidays or travel, and only 12% have switched to renewable or partially renewable energy suppliers. This gap between self-reported conceptual awareness and full engagement in adaptive strategies and transition to sustainable modes of living is where public engagement around sustainable solutions needs to be

[14] Marshall, G. (2014) Don't even think about it: why our brains are wired to ignore climate change. London: Bloomsbury

[15] Hamilton, C. & Kasser, T. (2009) Psychological adaptation to the threats of a four-degree world. Conference paper. Oxford University. Available at https://clivehamilton.com

[16] This survey was carried out by Kantar in the 28 Member States of the European Union between 9 and 26 April 2019. 27,655 respondents from different social and demographic groups were interviewed face-to-face at home in their mother tongue on behalf of the Directorate-General for Climate Action (DG CLIMA). Special Eurobarometer 490 (April 2019) Climate Change Report. European Union. DOI:10.2834/00469

focused. In particular, public engagement strategies need to address one of the most common maladaptive strategies – the ways in which we restrict our own "exposure to distressing information, such as by skipping news stories about climate change or disengaging from conversations" to reduce anxiety. This tendency reduces the effectiveness of direct communication of information and knowledge to the general public about research such as WATERAGRI and thus reduces wider societal awareness and uptake of new approaches and solutions.

5.4.2 The Arts Engagement Approach

WATERAGRI is working with the **Water is Attracted to Water** project on integrating information about key themes and solutions into arts and participatory activities, which have the broader aim of engaging people with the human relationship with water and with climate change. WATERAGRI is used in the artistic work as a specific example of current research, and the artistic project in turn provides a point of connection to build curiosity about the research, for an audience who would not usually access it.

The dramaturgical approach in the theatre, film and workshops involves setting up an imagined celebration for Water Day as a framework for talking about the history, science and personal stories of water. The main themes of the work are not presented as being about climate change or solutions for sustainable food production, they are presented as being the celebration of water, which allows people to access difficult material without having negative emotional responses triggered in a way that prevents engagement. The use of celebration as a frame is a means to build enthusiasm and reconnect people emotionally in a playful way.

The integration of the rational and emotional, the explicit and implicit, the logical and the intuitive is central to the approach, aiming to build shared narratives and trigger the imagination, and to engage people more fully and experientially through multisensory and participatory communication. This draws on current research into psychology and climate change in order to move beyond the approaches to dissemination and engagement grounded in the deficit model of communication and to bypass defence mechanisms which prevent engagement.

In addition to WATERAGRI, the affiliated Water is Attracted to Water project has multiple sources of funding and support, including the Arts Council England, The University of Salford, University of Lund and ARC Stockton. These institutions have supported the initial development of the theatre show, the music and the participatory workshop format, while WATERAGRI are funding those elements, which draw particular attention to their work and the importance of water and sustainability. This includes the following:

- Funding the short film *One Day we Will Dance with You*, which draws attention to the WATERAGRI project and to specific approaches we are taking to improving water retention, nutrient recycling and irrigation and which uses an easily learnable *Water Molecule Dance*, which teaches the science of the molecule and introduces ideas about sustainability.
- Funding specific European tour dates for the theatre show Water is Attracted to Water, which includes the WATERAGRI Coordinator Professor Miklas Scholz as a performer, who talks directly to the audience about how his current research emerged from his hobbies as a child and teenager.
- Funding the website and other marketing and promotional activities to raise awareness and increase the reach of the project.

Further information about each element is detailed below.

5.4.2.1 Water is Attracted to Water Theatre Show

The theatre show is an interdisciplinary work, which stages a 21st century myth for the human relationship with water. Four performers ask what really is the story of water and weave together multiple answers to that question, telling the story of the formation of the first water molecule in space, the history of water on the earth and the relationship we have with water now. The show combines more emotionally engaging elements such as live music, story-telling and personal stories with accessible introductions to science and research. Professor Miklas Scholz, WATERAGRI Coordinator, is collaborating with theatre-maker Dr Kate Adams as a scientific consultant and performer in the show.

The show is aimed at a non-specialist audience including teenagers and adults and will be touring from 2021. It aims to help people reconnect with water and the significance of it in our world, as the performers sing songs, tell stories about water science, remember the floods, and do the water molecule dance. The programme given to all spectators will include a text with information about water and food security and WATERAGRI. The show also provides the opportunity for interviews, articles or press releases which raise awareness and increase the reach and audience indirectly for the WATERAGRI project.

During 2020, all tour dates were cancelled due to COVID-19. The timeline for the show depends on the effect of this crisis on the theatre industry and the possibility for international touring. The initial development of the show was funded by Arts Council England and a work in progress version has been shown in Salford, UK, in 2019.

5.4.2.1.1 Provisional Timeline

Final development and rehearsal period: February/March 2021. Show ready for touring from April 2021. Tour dates to be planned after theatres re-open and physical distancing is reduced across Europe.

5.4.2.1.2 Key Performance Indicators

We aim for three tour dates in Europe. This will be dependent on the emerging situation with COVID-19 and developmental funding. Feedback from audiences is also a significant performance indicator. Qualitative approaches to feedback will be used. These were trialled in the work in progress.

5.4.2.2 Short Film: One Day We Will Dance with You

One Day We Will Dance with You is a 10-minute film, which introduces the WATERAGRI project and themes around sustainability, proposes the Water Molecule Dance and introduces themes around the challenge of confronting our present situation. It is a semi-fictional film, which will be used as a part of live participatory events and will be available through various online platforms. We will propose the film for environmental arts festivals, where appropriate, to increase the reach and audience.

The film tells an engaging story about two people's struggle to celebrate water with their community and to celebrate the positive things that are happening today in a world where we know that droughts and floods are inevitable and celebration becomes more and more difficult. It aims to engage people through narrative with positive changes being researched today; to introduce the WATERAGRI project as an example, and to facilitate participatory events including doing the Water Molecule Dance.

5.4.2.2.1 Provisional Timeline

Film shoot completed. Final edit ready for release by 31st August. Release date on the internet to be confirmed. Launch event late October 2020 to coincide with International Food Day.

5.4.2.2.2 Key Performance Indicators

Internet presence: aiming for 50,000 views over two years. Three events screening the film publicly to increase reach.

5.4.2.2.3 Participatory Events

Alongside the theatre show and film, we will make available workshops as live events and also we will make available a 'how-to' for the Water Molecule Dance online. The workshops will be aimed at the general public and, in particular, families and young people, where possible. They give participants the opportunity to build their own story of water, using games, story-telling, drawing and the water molecule dance based on the approaches used in the theatre show.

The aims of the participatory events are to engage people more deeply with thinking about the importance of water in their lives and in human life as a whole. We aim to hold participatory events on or during the week of the International Water Day in 2021 and 2022 as well as offering the events to theatres and schools alongside the theatre show.

Envisioned key performance indicators: the quality of response and engagement based on feedback from participants is the most significant performance indicator. Qualitative approaches to feedback will be used.

5.4.2.2.4 Platforms and Social media

5.4.2.2.4.1 Water is Attracted to Water Website

This website[17] is separate from the WATERAGRI website and is an arts website dedicated to the Water is Attracted to Water project as a whole[18]. This includes a page dedicated to the theatre show, a page for the film, a page on participation in workshop events and a page on the science of water, which includes links and information about WATERAGRI.

The objectives of the website are firstly to provide a point of connection for participation and engagement with the arts projects themselves, and second, to provide a connection back to the WATERAGRI website for people who engage with the arts events and wish to learn more about the WATERAGRI project. This will be particularly useful, if we are able to organize events in the countries with active case studies, so people can find out what is happening in their own country and around the world. The website is under development and will be ready by early August.

5.4.2.2.4.2 WATERAGRI Website: Public Involvement Page

This page[19] located within the WATERAGRI Website (more details in 5.2.1) will draw attention to events and public awareness activities across the WATERAGRI network and among stakeholders, providing a platform aimed at introducing the engagement approach to stakeholders and participants in the project directly concerned with water and food security.

5.4.2.2.4.3 Facebook and Twitter

WATERAGRI and Water is Attracted to Water both have dedicated Facebook and Twitter accounts (more details in 5.2.2.3 and 5.2.2.4) and events will also be advertised through Facebook event pages co-hosted where appropriate with tour venues. Live, online and participatory events will be publicised through Facebook. Twitter is a means to reach a broader audience across arts and science audiences with press releases and new research or events information.

[17] www.waterisattractedtowater.com
[18] However, this website will be linked to the WATERAGRI website.
[19] https://wateragri.eu/public-involvement/

5.4.2.2.4.4 YouTube

The film will be available on YouTube as well as through the Water is Attracted to Water and the WATERAGRI websites and links on the Facebook page. The instructions for the Water Molecule Dance will also be available on YouTube, so people can learn the dance independently.

5.4.2.2.5 Overall Timeline

- August 2020: Launch of the Water is Attracted to Water website.
- September 2020: Release of the short film "One Day We Will Dance with You".
- Late September 2020: Release of the music Water is Attracted to Water EP, which includes the Water Molecule Dance and the music from the theatre show.
- Late October 2020 launch event for the film.
- Autumn 2020 planning and strategy for film dissemination and live events.
- March 2021, final development, and rehearsal of the theatre show.
- Spring 2021, theatre show to be ready for touring. Tour dates depend on theatres re-opening and how international touring, theatre attendance and programming is affected by COVID-19.
- 22nd March 2021 event for International Water Day.
- 22nd March 2022 event for International Water Day.
- Further event dates to be confirmed.

5.5 WATERAGRI Policy Impact Communication

The project objective O6 and the DC objective O2 includes activities related to influencing relevant policy towards sustainable agricultural food production and ecosystems in line with European bioeconomy. In this respect, the WATERAGRI research findings are expected to be of high relevance to policy-making by providing evidence-based case examples of pollution reduction through efficient technological and other water and nutrient management options in agriculture.

The effort of the WATERAGRI consortium in respect to relevant policy impact is mirrored in activities of the Task 8.3 Policy Impact Strategy and its respective deliverable D8.3 Policy Impact Strategy (M9). The WATERAGRI Policy Impact Strategy is currently in the developing process and it will be designed to facilitate the consortium members to bring together and highlight the knowledge created in the WPs in a way that it has an impact on how policy is formed, implemented and understood.

The DCP overall framework serves as a solid base and support for planning and implementation of the WATERAGRI Policy Impact activities (T8.3). In particular, it provides general rules and procedures in respect to publishing and disclosing the project results; planning and reporting of dissemination and communication activities as well as unifying presentation and disclosure of the project results and achievements. On the other hand, the tools and channels that have been setup within the DCP will facilitate the T8.3 team in reaching the policy relevant audience and communicating policy relevant outputs and activities within the WATERAGRI project.

The following WATERAGRI's forms and outputs that will lead to policy influence and impact are envisioned by the Policy Impact Strategy: peer-reviewed journal articles, presentations (oral/keynote) at international scientific conferences, written summaries of scientific findings for the global report outlets, training on the WATERAGRI solutions, oral and written expert statements, position papers on relevant policies, policy briefs, practice abstracts in Agricultural European Innovation Partnership (EIP-AGRI) format and easily digestible written versions of the scientific content.

5.6 WATERAGRI Internal Communication

Clear internal communication is crucial to achieving the strategic goals and keeping processes as effective as possible. To ensure proper capture of central results and their impact, the WATERAGRI Consortium uses for this purpose a shared workspace system – Microsoft Teams – having been established for partners to record all activities and impact. The aim is to ensure that the objectives are met, that all activities are monitored, and that all relevant data are considered available and disseminated through the channels.

All partners engage in general communication and dissemination activities at consortium and partner levels, as part of work package activities and areas of expertise. Management of the communication mechanisms will be designed to ensure good quality interactions and coordination of activities between project participants and between WPs and aid the timely provision of deliverables. The partnership has a history of strong links between members either joint working on different EU projects or collaborating on publications. Partners use e-mail, Skype and video conferencing facilities for regular contact. The most important channels for internal communication are the project periodic meetings (both physical and online). For each meeting, Minutes of the Meeting (MoM) shall be created and approved by all the attendees using the template described in Section 5.1.1.3. When and how to schedule meetings and workshops is often the most important aspect in making them successful. The WATERAGRI consortium is committed to follow family friendly project planning (e.g., avoiding meeting related travels on weekends) as much as possible to ensure balance against practicalities and take into account cultural, seasonal and other aspects in scheduling and timing of both internal online or physical meetings and workshops and events organised for externals. The WATERAGRI consortium is geographically scattered across Europe therefore time-zone differences will also be considered when scheduling.

More about internal communication channels will be explained in D9.1 Project Management Procedures and Quality Plan.

6 Timeline of Activities

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although a number of communication actions will take place during the first half of the project, the most significant dissemination activities will take place as intermediate and final research and innovation results are available. The dissemination will follow the **AIDA model**:

- **A**wareness to attract the attention of the target audience;
- **I**nterest of the target audience;
- **D**esire of the target audience to know more about the project; and
- **A**ction to lead the target audience towards getting involved in the project and to promote its results to facilitate their exploitation.

According to this principle, three phases are considered:

- **Initial phase (Awareness)**: focused on increasing the visibility of the project and mobilising stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks and visual identity), preparation of dissemination material, general presentations of the WATERAGRI project, the distribution of publishable abstracts and progress resumes.

- **Intermediate phase (Interest/Desire)**: focused on disseminating available initial data and evidence on scientific advances and technological results. Each partner will contribute at specific levels according to their expertise and technical activities focused on informing and engaging the target stakeholders when preliminary results become available. The project results and their future applications will be presented in journals and conferences to specialise the audience with the objective of stimulating the interaction with the concerned scientific and industrial community and determining the expectations of the stakeholders.
- **Final phase (Action)**: focused on encouraging further exploitation of the WATERAGRI outcomes (transfer to other industries, market of new products, replicability). At this phase, the results of the validation of the WATERAGRI approach and the transferability analysis will be presented in journals, conferences and relevant events.

The general **timeframe of the WATERAGRI DCP** in relation to the project objectives, impacts as well as implementation and exploitation activities are presented by Figure 11 Gantt Frequency of WATERAGRI Dissemination and Communication Activities). As it can be seen, the dissemination activities are envisioned as an ongoing dialogue with the potential WATERAGRI result users during the both the project and the period after the project finished. Logically, the dissemination activities are more weighted towards the second half of the project as the first outcome of the WATERAGRI solutions are being developed and tested. On the other hand, communication activities follow the timeframe of the project – from the M1 to M48.

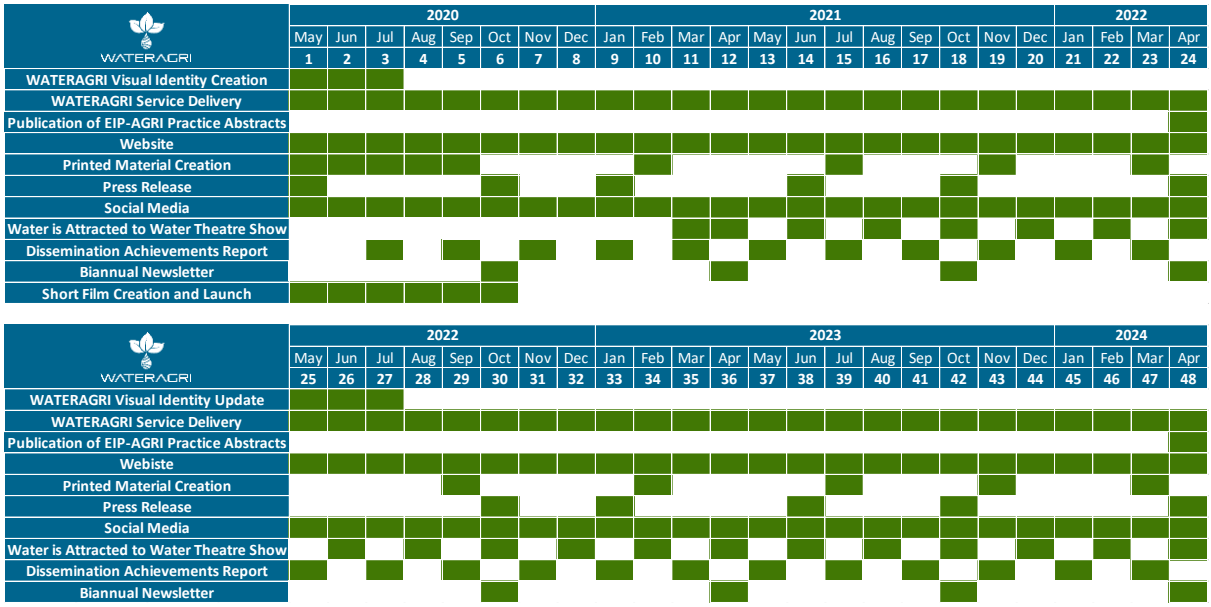


Figure 11 Gantt Frequency of WATERAGRI Dissemination and Communication Activities

7 Monitoring of Dissemination and Communication Activities

Monitoring is the continuous and systematic process carried out during the project, which will generate data on the implementation. To achieve the successful implementation of Dissemination and Communication activities, and fulfilment of the relevant objectives, a systematic monitoring will be carried out throughout the project implementation. The impact of the WATERAGRI communication activities will be monitored on an ongoing basis and reported in the relevant deliverables (D8.7

Dissemination and Communication Plan (DCP) Update – M25; and 3 iterations of WATERAGRI Promotional Activities and Engagement Reports – M9, M25, M48).

The monitoring system (Table 9) will provide evidence on whether the WATERAGRI Dissemination and Communication Plan (DCP) is being implemented as initially planned and scheduled. It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

Table 9 Dissemination and Communication KPIs

Indicator	KPI	Source and Methodology
ONLINE DISSEMINATION		
Number of visits to the project website	6000	Information registered in Google analytics
Number of social media followers	1000	Information registered in the social media administrator panel
Number of e-newsletter recipients	2000	E-mail record
Videos released	10	YouTube channel
OFFLINE DISSEMINATION		
Number of distributed printed/digital promotional materials	2500	Regular reporting on dissemination activities
Publications in peer reviewed journals	40	Regular reporting on dissemination
Publications in agri-business printed magazines	8	Regular reporting on dissemination
INTERACTIVE (FACE-TO-FACE) DISSEMINATION		
Number of non-project events where WATERAGRI is presented (conferences, symposiums, forums and workshops)	20	Regular reporting on dissemination activities
Project events (workshops and open days)	10	Regular reporting on dissemination activities
Number of participants at project events	400	Participant list
Meetings related to water management, representatives of municipalities, organisations and EU institution	35	Regular reporting on dissemination activities

7.1 Dissemination and Communication Impact Assessment

To assess the quality of communication and dissemination, the project uses the following methods:

- **Press coverage:** partners report back on local press coverage via the form (explained in 3.4) to indicate the effect of communication and dissemination and measure the relation between the messages and their perceptions. The result will indicate what the point of interest is, and this can be used to generate more similar stories or expose a need to adjust the strategy.
- **Feedback:** input from events and new contacts established are registered by partners, and any new opportunities, which come from activities, are reported. Feedback can help to

evaluate the quality of the outcome, reveal new or confirm stakeholder needs, measure the impact and indicate whether the strategy works or has to be revised.

- **Website**: The Google Analytics system that will be used for the website has a built-in statistical feature, which will provide data on number of live viewers, number of archived views from which countries they view and for how long. This data will be used to assess the success of the website content and its presence across the internet.

Communication and dissemination efforts will be classified according to the level of impact: communicate to build an understanding of the goals and the benefits, communicate to build a deeper understanding of the benefits, and communicate for action.

8 Conclusions

This deliverable (D8.1) introduces the WATERAGRI dissemination, communication and marketing plan, a comprehensive and living document, which outlines the tools, channels and activities to be put in place throughout the project to ensure wide acceptance and sustainability of the WATERAGRI Project.

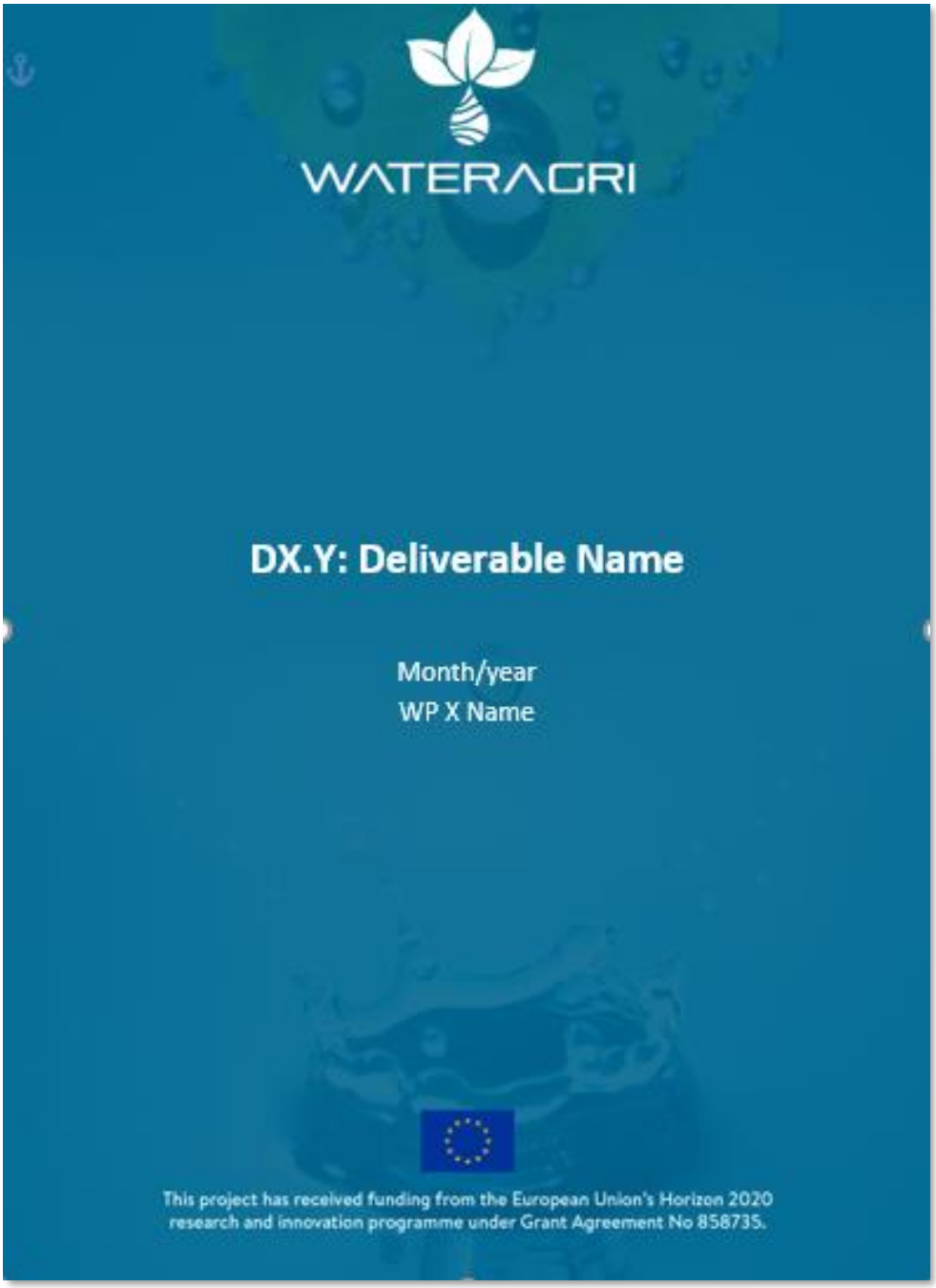
This document outlines the strategy, activities and tools with which the WATERAGRI Project will communicate with a range of stakeholders as well as the timing of the various activities throughout the lifetime of the project. The Consortium recommends a periodic review of this document to ensure it includes up-to-date contents and opportunities for disseminating and communicating project information. In addition, as strategies are evaluated, updates should be made as needed.

Since the project is still in an early phase, the dissemination plan designed in this report will be considered as a living plan that will go through a number of iterations through the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.

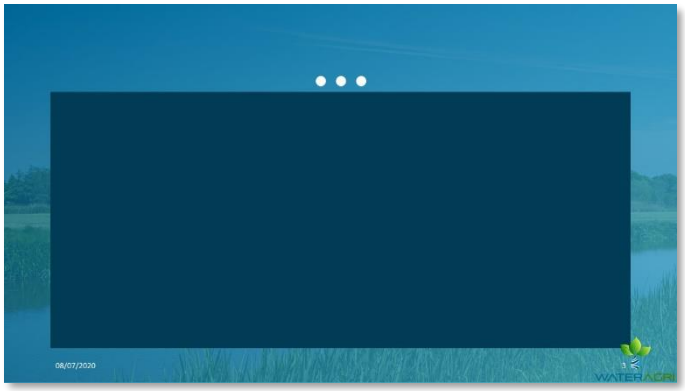
Appendices

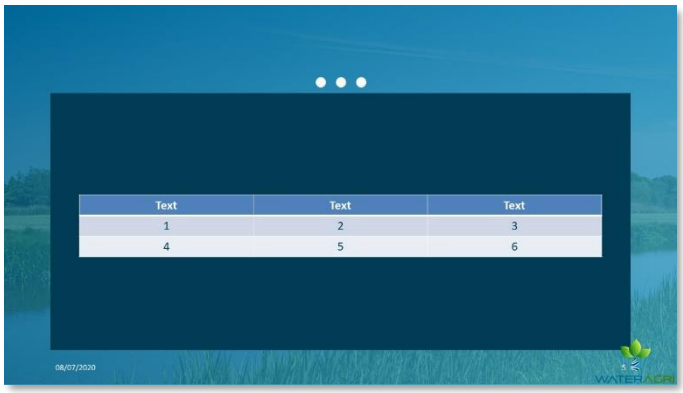
Appendix 1: Project Template Layouts

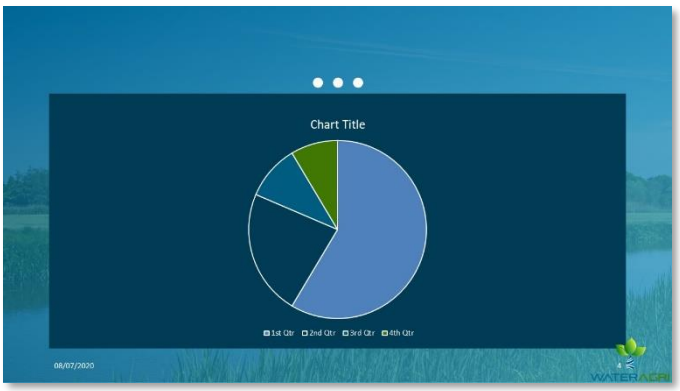
WATERAGRI Deliverable Template



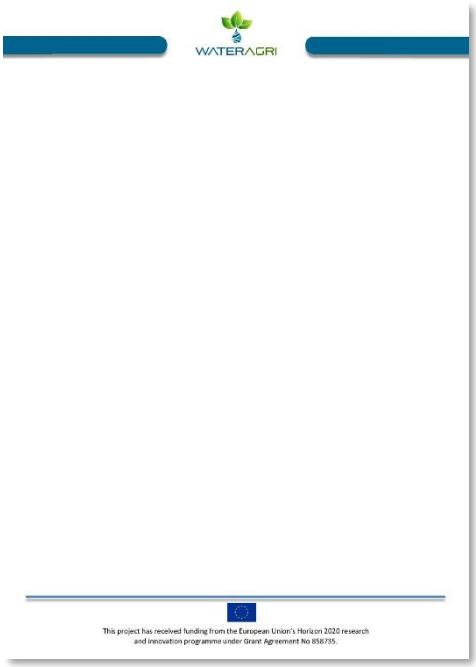
WATERAGRI PowerPoint Template



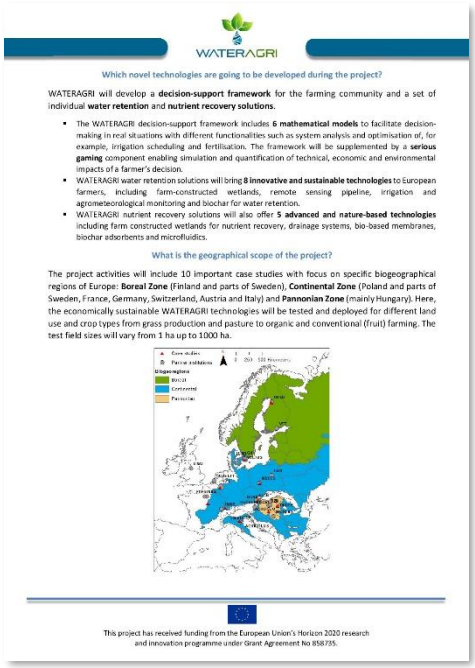




WATERAGRI Overall Document Template



One Pager



Letter Template

To

Name and Surname

Company Name

Address

Your Name and Surname

Contact
Name and Surname
Company Name
Address

Email address

Website

Subject of the Letter

20 Jul. 20

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 858735.