WATERAGRI

D8.7: Dissemination and Communication Plan update

May 2022

WP8 Dissemination, Communication and Exploitation

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Abstract:	The present document represents an update of the Deliverable D8.1 (DCP, Dissemination and Communication Plan) in the framework of WP8 (Dissemination, Communication and Exploitation). As such, this document summarizes the strategy of the consortium and concrete actions to disseminate and communicate the WATERAGRI project results, pointing out responsibilities and activities. In contrast to the first version of the DCP, this document deals with the 2nd half of the project timeline (M25-M48), focusing on the widespread and multichannel dissemination of the project results.

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WATERAGRI Consortium			
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2	EDEN MICROFLUIDICS	EDEN	FR
3	FORSCHUNGSZENTRUM JULICH GMBH	FZJ	DE
4	TEKNOLOGIAN TUTKIMUSKESKUS VTT Oy	VTT	FI
5	DEBRECENI EGYETEM	UNIDEB	HU
6	ALCHEMIA-NOVA GMBH	ALCN	AT
7	AGROGEO AGARFEJLESZTO-FOLDTANI-FOVALLALKOZO KORLATOLT FELELOSSEGU TATRSASAG	AGROGEO	HU
8	UNIVERSITAET FUER BODENKULTUR WIEN	BOKU	AT
9	ALMA MATER STUDIORUM UNIVERSITA DI BOLOGNA	UNIBO	IT
10	THE UNIVERSITY OF SALFORD	USAL	UK
11	COCONSORZIO DI BONIFICA DI SECONDO GRADO PER IL CANALE EMILIANO ROMAGNOLO CANALE GIANDOTTI	CER	IT
12	CENTRUM DORADZTWA ROLNICZEGO W BRWINOWIE	CDR	PL
13	INOSENS DOO NOVI SAD	INOSENS	RS
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CA	Consortium Agreement
CD	Communication and Dissemination
D	Deliverable
DCP	Dissemination and Communication Plan
EAB	Enablers Advisory Board
EC	European Commission
EU	European Union
GA	Grant Agreement
GA	General Assembly
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
M	Month
WP	Work Package

1 Summary

This deliverable D8.7 represent the update of the WATERAGRI Dissemination and Communication Plan (D8.1), which is a comprehensive and living document that outlines the tools, channels, and activities to be put in place throughout the project to ensure a successful and consistent visual representation of the WATERAGRI project as well as its activities for successful dissemination of results. It defines and readjusts, where necessary, the strategy, activities, and tools with which the WATERAGRI Project is communicating with its stakeholders and the timing of the various activities throughout the second half of the project's lifetime. The presented report will serve as a guideline which will assist the WATERAGRI partners in continuing the effective communication with target audiences until the end of the project and beyond.

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 an 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-

Figure 1 WATERAGRI Map

to-implement technologies, tests them in the field and deploys a sound business framework for their effective use by the farming community.
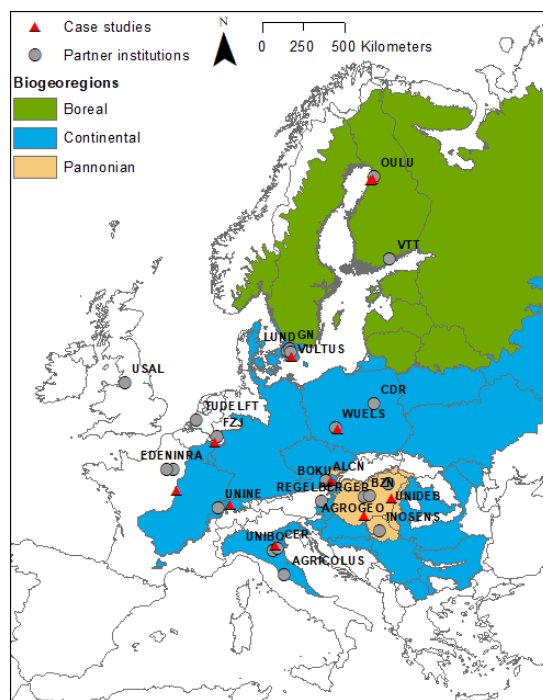
The project activities include **10 case studies** with a focus on specific biogeographical regions of Europe: **Boreal Zone** (Finland and parts of Sweden), **Continental Zone** (Poland and parts of Sweden, France, Germany, Switzerland, Austria and Italy) and **Pannonian Zone** (mainly Hungary) – as presented in Figure 1. The economically sustainable WATERAGRI technologies have been 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 have been developed within the project, WATERAGRI is developing a decision-support framework for the farming community and a set of individual water retention and nutrient recovery solutions. In particular:

o   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 is supplemented by a serious gaming component enabling simulation and quantification of technical, economic and environmental impacts of a farmer's decision.

o   WATERAGRI water retention solutions will bring 8 innovative and sustainable technologies to European farmers by the end of the project, including farm constructed wetlands, remote sensing pipeline, irrigation and agrometeorological monitoring and biochar for water retention.

o   WATERAGRI nutrient recovery solutions will also offer 5 advanced and nature-based technologies by the end of the project, including farm constructed wetlands for nutrient recovery, drainage systems, bio-based membranes, biochar adsorbents and microfluidics.

The WATERAGRI consortium consists 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 and 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 participating 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 can 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

Project results' dissemination and communication (DC) represent the key activities to maximise the WATERAGRI project impact. The WATERAGRI Dissemination and Communication Plan (DCP) was designed in M3 (D8.1). Since then, it has served as a practical tool for efficiently developing and implementing dissemination activities with the overall objective of contributing to achieving the project's expected research and innovation impacts.

In the upcoming period of the project lifetime (M25-M48), the general focus of the WATERAGRI's DCP will remain the same:

(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 the impacts of EU-funded projects, influencing relevant policy areas and promoting novel WATERAGRI solutions on the market.

3.1   Objectives of DC Activities

WATERAGRI dissemination and communication efforts during the remaining period of the project will remain closely related to the project objectives and the respective KPIs, as presented in Table 2.

Table 2 List of Dissemination and Communication Objectives

DCO1	Raise awareness among the key sectors dealt with 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 spillover;
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 WATERAGRI solutions and technologies post-project market deployment.

3.2   Approach to update the WATERAGRI's DCP

The WATERAGRI's DCP update was elaborated through close interactions between all consortium members during the regular general assembly meetings, every six months, and during the bilateral

meeting between the DC team and partners. In addition, the three stakeholder workshops organized within WP1 (see D1.4, D1.5 and D1.6) as well as the Stakeholder Engagement Strategy (D1.1) and its mid-term review (M18) were also important sources of information and feedback on the effectiveness and impact of the DCP.

In the upcoming period (M25-48), the WATERAGRI strategy for dissemination and communication will remain a setup of activities classified on three different levels, depending on the type of action:

- o **Dissemination for awareness** is aimed at the general public and those stakeholders that should be aware of the work of WATERAGRI but do not require detailed knowledge of the project.
- o **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, and small- and medium-sized enterprises (SMEs).
- o **Dissemination for action** refers to a change of practice resulting from adopting the technologies and methods. The specific audience here will be stakeholders to be clearly identified among the farming communities and policy makers, and institutions in a position to influence and bring about change within their organisations and/or relevant sectors and advocate for the exploitation of the WATERAGRI solutions.

> Since this update of the DCP targets the 2nd half of the project timeline during which all WATERAGRI results will be delivered, the focus will be on dissemination activities related to 'dissemination for understanding' and 'dissemination for action'.

The DCP will remain devoted to giving special attention to adequately addressing gender issues and language accessibility since it meets established standards on gender and generation inclusiveness. Same as was the case in the previous period, the language used in the dissemination and communication materials and activities of WATERAGRI will avoid 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

In the first version of the WATERAGRI's DCP (D8.1, Section 3.3), different stakeholder categories were defined in accordance with suggested categories during the proposal writing stage. These categories were assigned to three main groups:

1. GA – General Audience
2. EA – External Audience
3. IA – Internal Audience

As part of WP1 activities and D1.1 (Stakeholder management), the proposed categories are expanded upon to include stakeholders relevant to all project goals.

1. Civil society (GA)

2. General public (GA)

3. Public initiatives (GA)

4. Policy makers at the local level/municipalities (GA)

5. Policy makers at the national level (GA)

6. Policy makers at the EU level (GA)

7. Farmers or farm managers (out)[2] (EA)

8. Agricultural chambers, farmer associations (EA)

9. Extension services, farmer schools (EA)

10. Local water management organizations (EA)

11. Water retention industry (EA)

12. Nutrient recycling industry (EA)

13. Research peers (EA)

14. OPTAIN consortium members (EA)

15. Media/science communicators (EA)

16. Farmers or farm managers (in)[3] (IA)

17. Researcher in the project team (IA)

18. Project Executive (IA)

19. EAB member (IA)

20. Other consortium members (IA)

21. Letters of support[4] (IA)

22. EC project counterparts (IA).

During discussions in the 90-minute sessions on "Stakeholder Engagement and Process Evaluation" and "Promotion and commercialisation of our innovations" at the General Assembly Meeting, which was held in Vienna (11-12 April 2022), the consortium members came to the collective agreement that the WATERAGRI stakeholder register should be reclassified into 5 main stakeholder groups:

1. **Researchers,**
2. **Farmers,**
3. **Decision makers,**
4. **Advisory services, and**
5. **General Public.**

This new classification should simplify and focus our dissemination, communication, and exploitation efforts, especially when tailoring specific dissemination content for promoting the WATERAGRI solutions, especially via the project website.

3.4 Dissemination and Communication Procedures

Overall, the dissemination and communication procedures established in the initial version of the DCP will remain the same, as they proved to be an effective way of internal reporting. Therefore, the

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[2] External stakeholders, i.e. not part of the project consortium
[3] Internal stakeholders i.e. consortium members
[4] These are stakeholders that have expressed their support to the project by providing the consortium with Letters of Support.

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 **WP8 Leader** (INOSENS) and the WATERAGRI Project Coordinator if necessary. If dissemination activities include the project results protected through Intellectual Property Rights (IPR), review and approval 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).** (Appendix 2).
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 a 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 approval.
6. The WP8 Leader informs the involved partner(s) about the decision.

NOTE: A partner only sends a dissemination request when it is necessary to announce an event in advance (e.g., when it is necessary to inform and invite stakeholders to an event).

In the 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[5]**: The WP Leader and Project Coordinator can reject the proposed dissemination activity if they have objections 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 realising a 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 (Appendix 3).

- If partners wish to present or release material already approved as public presentation material, then **no formal approval is required**. If that is not the case, then the WP8 Leader has

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[5] 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.

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to be informed about the material planned to be presented. If there are no objections, then the WP8 Leader notifies the authors to proceed with the dissemination activity.

- If 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 **1 month** before the realisation of this dissemination activity.

Besides these two presented procedures, the partners always can approach the DC team directly via email or video call.

The Dissemination and Communication Brochure has been designed to encourage the consortium partners to actively engage in communication and dissemination of the WATERAGRI results and report their activities and achievements (see Figure 2).

Figure 2 Dissemination and Communication Brochure

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 nature, whether or not they can be protected, which are generated in the action and any attached rights, including intellectual property rights**."[6]

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:
      o On publication, if an electronic version is available for free via the publisher; or
      o 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 identifies the deposited publication. The bibliographic metadata should be in a standard format and must include all of the following:
      o The terms "European Union (EU)" and "Horizon 2020",
      o The name of the action, acronym and grant number,
      o The publication date, and length of the embargo period, if applicable; and
      o 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:
      o The data, including associated metadata, needed to validate the results presented in scientific publications as soon as possible; and
      o 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 and the obligation defined within the WATERAGRI Grant Agreement. By disclosing the project results, the focus of the WATERAGRI dissemination-related activities is three-fold:

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[6] 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 the 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 Section 3, 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 with respect to the project's timeline is presented in **Error! Reference source not found.**. As can be seen, this document is focused on dissemination activities scheduled for Phase II and the Post-project period.

Table 3 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: final project 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:

1) **Scientific Publications,**
2) **Digital Research Data,**
3) **Practice Abstracts,**
4) **Publications in agri-business printed magazines and online media,**
5) **Project Videos and**
6) **Recorded WATERAGRI Webinars and oral presentations.**

4.1 WATERAGRI Dissemination Activities

Ensuring a dynamic interaction with the WATERAGRI targeted audiences is important 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 for combining them into an integrated dissemination plan. **Every month throughout the project, partners shall report their achievements compared to their planned activities.**

In addition to the traditional way of reaching audiences of an H2020 research and innovation project, WATERAGRI will continue to practice an innovative approach to public engagement, collaborating with theatre and film-makers to connect to a wider public throughout the 2nd half of the project lifetime. 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 in detail in Section 5.4 (Collaboration Between WATERAGRI and the Art Community).

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

4.1.1 Conferences and Events

WATERAGRI is a Research and Innovation project that aims to expand knowledge on 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. As such, participation in conferences and different types of physical and online events is crucial for disseminating the WATERAGRI results among its key audience.

To communicate and keep a record of the consortium activities, each partner is obligated to report its involvement at conferences and events, whether they are attending or hosting an event.

The type of activities and events where the partners are envisioned to participate are:

1. the organisation of a conference, workshop, industry event, course, seminar, exhibition or training; and
2. participation at a conference, workshop, meeting, delegation, brokerage event, pitch event, trade fair and joint events with other H2020 projects.

To coordinate dissemination activities in the 2nd half of the project (M25-48), each partner is requested to create a list of events they are planning to attend or host in the upcoming 6-month period.

The general types of results and content to be disseminated in the upcoming period (M25-48):

- results related to the WATERAGRI solutions;

- results related to the WATERAGRI pilots;

- results relevant for the water and soil policy makers;

- results related to the innovative and artistic approach to disseminating and communicating research and innovation projects;

- results related to stakeholder engagement;

- and other results that might be useful for the WATERAGRI audience and broad public.

In the first half of the project (M1-M24), the WATERAGRI partners have been taking part in different 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 (see WATERAGRI Promotional Activities and Engagement Reports - D8.5 and D8.9).

4.1.2 WATERAGRI Webinars

Webinars are suitable for encouraging dialogue, sharing and exchanging knowledge about best practices.

Webinar formats, as a means of interactive dissemination and presentation of the project results, will be utilised in the 2nd half of the project. In particular, the WATERAGRI will aim to organise several open webinars in English, targeting different (international) audiences, to present the WATERAGRI solutions and update the audience about the case study achievements and achievements.

The WATERAGRI General Assembly Meeting (tentatively scheduled for Oct 2022) will be the time for partners to agree on the webinar's format and presentation structure. There are several options to consider, including grouping the solutions into the following groups: Group A: Framework Modelling (6 solutions A1-A6); Group B: Innovative and Sustainable Water Retention Solutions (8 solutions B1-B8); and Group C: Nutrient Recovery Solutions (5 solutions C1-C5).

On the other hand, the partners will be encouraged to make as many as possible webinars in local languages to reach the local stakeholders and present to them the benefits of the WATERAGRI solutions. The webinars will maintain interest in WATERAGRI and engage central players by presenting the project's progress, results and achievements. To enable the partners to reach the target audience for webinars, CD teams will provide all technical and marketing support.

Since many of the solutions are still under development and testing, most of the webinars will be scheduled for the last year of the project.

All webinars will be recorded and uploaded to the project website and YouTube channel to allow further viewers.

> **Tentative structure of the webinars.** 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.

4.1.3 Publications in Scientific Journals

Scientific journals and magazines are one of the most important dissemination channels for sharing WATERAGRI results to academic, industrial and policy-related communities, as mandating knowledge impact and enabling the audience to use the results in their own work.

Since the beginning of the project, partners have published **8 publications** in scientific peer-reviewed journals, where 6 publications have Golden Open Access, and 1 publication has Green Open Access:

1. Mancuso G., Bencresciuto G.F., Lavrnić S., and Toscano A. (2021). Diffuse water pollution from agriculture: A review of Nature-Based Solutions for nitrogen removal and recovery. Water, 13, 1893. DOI: 10.3390/w13141893.
2. Nagy, A., Szabó, A., Adeniyi, O.D., and Tamás, J. (2021a). Wheat yield forecasting for the Tisza River catchment using landsat 8 NDVI and SAVI time series and reported crop statistics. Agronomy, 11, 652.DOI: 10.3390/agronomy11040652.
3. Salimi S. and Scholz M. (2021). Impact of future climate scenarios on peatland and constructed wetland water quality under water level management: a mesocosm experiment within climate chambers. Journal of Environmental Management. 289, 112459. DOI: 10.1016/j.jenvman.2021.112459.
4. Salimi S., Almuktar S., and Scholz M. (2021). The impact of climate change on wetland ecosystems: a critical review of experimental wetland mesocosms. Journal of Environmental Management. 286, 112160. DOI: 10.1016/j.jenvman.2021.112160.

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5. Salimi S., Berggren M. and Scholz M. (2021), Response of the peatland carbon dioxide sink function to future climate change scenarios and water level management. Global Change Biology. DOI: 10.1111/gcb.15753.
6. Meseret W. M., Hannu M., Anna-Kaisa R., Ali T. H., Bjørn K. (2021), Hydraulic and Physical Properties of Managed and Intact Peatlands: Application of the Van Genuchten-Mualem Models to Peat Soils. Water Resources Research. DOI: 10.1029/2020WR028624
7. Suhad A., Suhail N. A., Miklas S., Vincent C. U. (2021), Assessment of Capsicum annuum L. Grown in Controlled and Semi-Controlled Environments Irrigated with Greywater Treated by Floating Wetland Systems. Agronomy. DOI: 10.3390/agronomy11091817
8. Andrea S., Csaba J., Bernadett G., Farkasné Á. K., János T., Attila N. (2022) Combined traffic control of irrigation on heterogeneous field.   ACTA AGRARIA DEBRECENIENSIS. DOI: 10.34101/ACTAAGRAR/1/10369

Details about scientific publications have been reported within D9.2: 1st Internal Scientific Report and will be updated in D9.6: 2nd Scientific Report and D9.7 3rd Scientific Report.

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.

4.1.4 EIP-AGRI Practice Abstracts

As detailed in the Grant Agreement, the WATERAGRI project will produce 30 Practice Abstracts following the EIP-AGRI common format during the project's lifetime. As a leader of Dissemination and Communication, INOSENS has been overseeing the coordination of delivering the practice abstracts by responsible Work Package and Task Leaders.

The first batch of 15 practice abstracts was delivered in M24 and reported through Deliverable 8.2 (see Table 4). The remaining 15 abstracts will be delivered by the end of the project in M48 and reported in D8.11.

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 anyone interested. For this, a common format was developed, referred to as Practice Abstracts.[7]

Table 4 WATERAGRI Practice Abstracts

WATERAGRI Practice Abstracts (1st batch)	
Partner	**Practice Abstract Focus**
ULUND	How to prevent wetlands from contributing to climate change? – Response of the wetland carbon dioxide sink function to climate change scenarios and water level management
ULUND	How to prevent degrading wetlands from contributing to water pollution? – Management of peatlands and constructed wetlands to protect the water quality of receiving waters

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

UNIDEB	A concept for crop evapotranspiration estimation with remote sensing
INRAE	Management of design workshops for innovative cropping systems.
INRAE	Dashboards to support the continuous improvement of territorial projects for water quality
OULU	Measurements of Soil Mineral Nitrogen for agronomic learning and open innovation
OULU	An improved drainage management approach to overcome summer drought damage in Nordic agriculture
OULU	Impacting agricultural policy through natural science projects
OULU	Product co-creation of research products with end-users
EDEN	WATERAGRI and microfluidic water treatment
UNINE-FZJ	Integrated surface-subsurface hydrological models to better manage field irrigation and drainage scheduling
Water is Attracted to Water	WATERAGRI public engagement through the arts
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)

4.1.5 WATERAGRI Videos

The use of video formats for presenting, promoting, and disseminating WATERAGRI's results allows the partners to communicate complex information to stakeholders, including presenting overall project objectives and achievements, the WATERAGRI solutions and their applicability, and various activities at WATERAGRI case studies.

As of the beginning of the project, 12 videos have been produced and uploaded to the project's YouTube channel (see Figure 3). We produced 9 videos related to the WATERAGRI solutions, 1 video provides an overview of the project, 1 video describes the topic of farming community engagement, and 1 video sheds light on the artistic approach WATERAGRI takes to promote the project. The videos have been promoted via social media, the project newsletter, and the project website.

During the second half of the project (M25-48), emphasis will be placed on producing video material relating to activities at WATERAGRI case study locations and promoting other solutions not yet presented through this format.
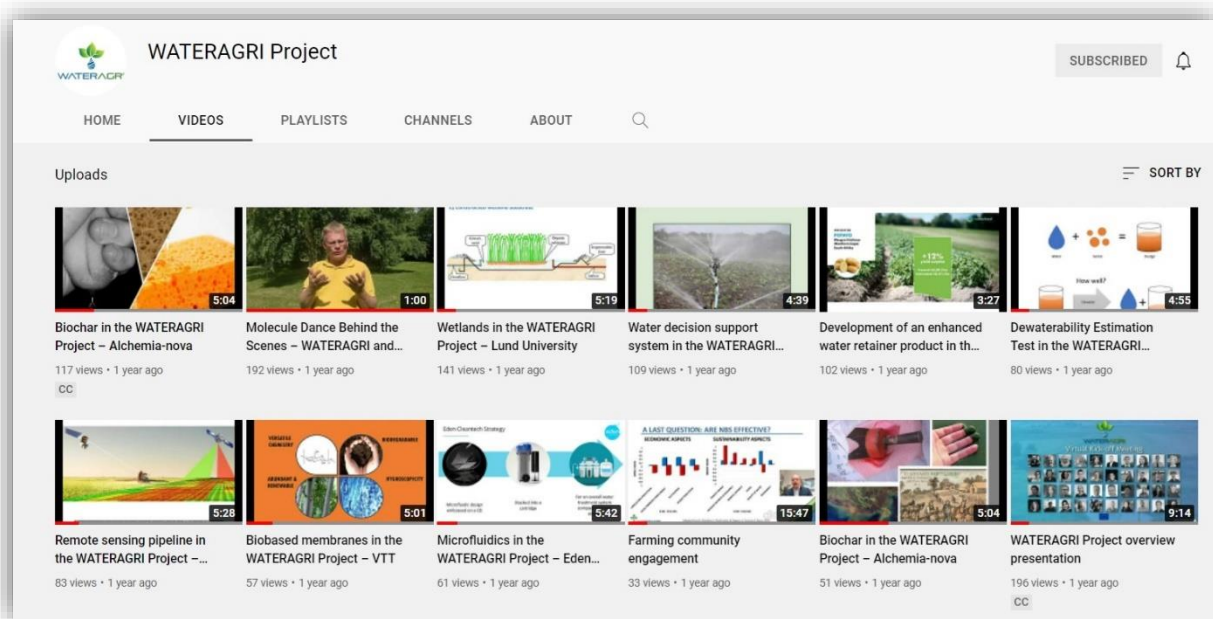
Figure 3 The WATERAGRI project videos

4.2 Partner Roles and Responsibilities

Following the Grant Agreement, all partners must actively engage in general communication and dissemination activities as part of WP activities and their areas of expertise and activities within the project. Partners shall work together in organising and locating relevant activities and cooperate with target audiences, relevant projects and initiatives under the coordination of the WATERAGRI dissemination and communication leader (INOSENS) and the project coordinator and manager.

The WATERAGRI 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.

The WATERAGRI solution providers and case study owners are encouraged to welcome local and national media (press, radio, TV), offering interviews, visits and demonstrations. On the other hand, the WATERAGRI research partners (e.g. large universities) are encouraged to engage their communication departments in helping them disseminate and communicate the WATERAGRI project and its results and achievements. The communication departments might also assist them in choosing and contacting the local and national 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 public disclosure occurs.

4.3 COVID—19 Impact on the WATERAGRI DCP

Due to COVID—19 pandemic, adjusted dissemination and communication strategies have been applied during the first half of the WATERAGRI project (M1-M24). Consequently, the WATERAGRI consortium organised a majority of internal and external meetings and communication activities virtually in the forms of webinars and online conference calls – as reported in the Deliverable 8.9 2nd WATERAGRI Promotional Activities and Engagement Report (M25) as well as in the WATERAGRI 1st Periodic Technical Report (Dec 2021).

Since WATERAGRI was planned to be filled with many physical (promotional) activities, from the deployments and testing of solutions to Open Days, the COVID-19 pandemic had a huge impact on the execution of the dissemination and communication activities in the first half of the project (M1-M24). However, as the situation related to the pandemic has been recently stabilised and lock-down restrictions have been lifted, the focus of the DC activities will be placed on the physical meetings in the upcoming period. Namely, to mitigate the negative impact of the pandemic on the project's promotional activities, during the 5th General Assembly Meeting (April 2022, Vienna), it was suggested that each case study would hold by the end of the project at least one physical event to demonstrate first-hand to other farmers and local stakeholders all the benefits of implementing WATERAGRI solutions. Also, it was suggested that the DC team visits each case study site by the end of the project to create high-quality promotional materials, including short videos illustrating the peculiarities of each case study, high-quality images, and interviews with local stakeholders and WATERAGRI partners.

5 WATERAGRI Communication Strategy

The WATERAGRI communication strategy aims to reach out to society and show 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) is 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.

The DC team will continue to create and communicate easy-to-understand visual content to render ideas and benefits practically recognizable to a wide audience in the upcoming period. This will help to further increase the curiosity of potential end-users who would be guided to more comprehensive knowledge and resources on solutions and services.

Customized material related to the WATERAGRI solutions will be proactively communicated to different target audience groups to build and sustain the community of engaged stakeholders. Throughout the same manner, useful knowledge will be collected from project deliverables, interactions with partners and 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 uses main communication tools and channels, including **online**, **offline** and **interactive** (face-to-face), to achieve an efficient and effective interaction with the different stakeholders.

5.1.1 WATERAGRI Visual Identity

The WATERAGRI visual identification (logo and style) of the project enables external audiences to 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 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. The WATERAGRI Logo (Figure 4), designed at the beginning of the project, resulted from a combination of essential concepts that surround the two main buzzwords involved in WATERAGRI: water technology and management and the agricultural sector.

The logo is included in all communication materials and has to be utilized in every possible situation by the partners while presenting their or overall project activities to external audiences.

Figure 4 WATERAGRI Logo

5.1.1.2 WATERAGRI Colour Palette

Besides the logo, colour is the most effective visual clue for communicating and representing the WATERAGRI brand. Colours (Figure 5) were selected to inspire the growth and determination of the WATERAGRI ecosystem. They shall 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.

00658E	417804	0098DD	D6F141	027800
Blue Sapphire	Sap Green	Carolina Blue	Maximum Green Yellow	Ao English
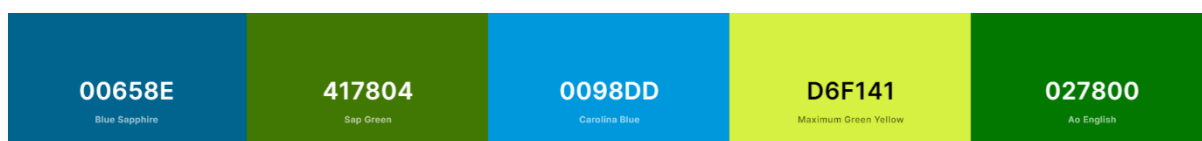
Figure 5 WATERAGRI Colour Palette

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. 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 858375.*

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 858375.*

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

> *This [infrastructure][equipment] [insert type of result] is part of the 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[8] 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 WATERAGRI website[9] 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. The website presents the main information regarding the project (objectives,

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

partners), solutions, case studies, dissemination material (including public deliverables and reports), information about the latest news and events, and downloadable promotional material. INOSENS updates the project website based on contributions from all partners.
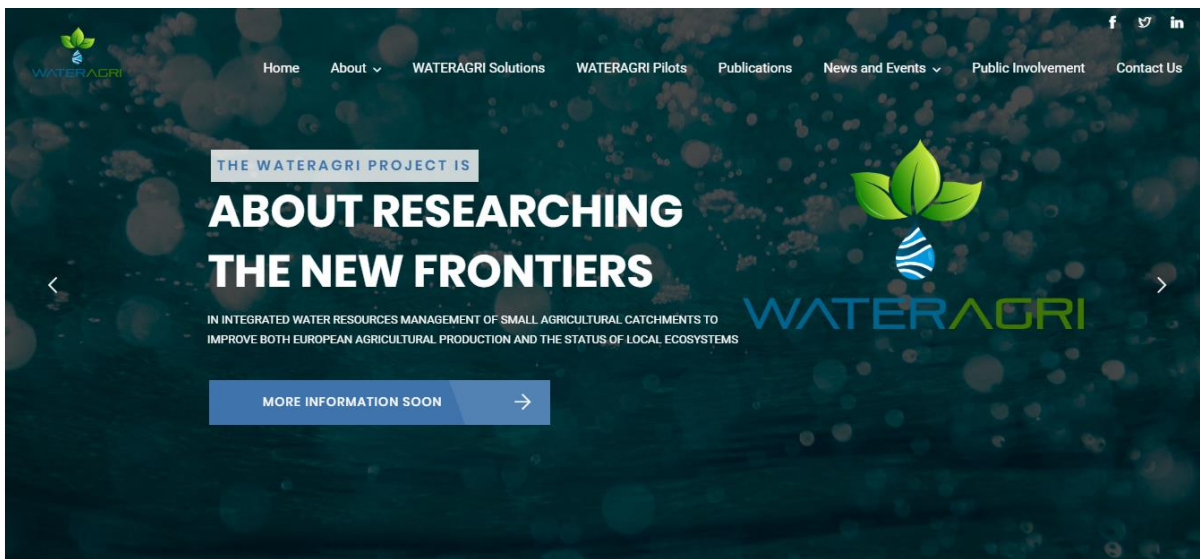
Figure 6 Screenshot of the WATERAGRI Website Homepage

The Privacy Policy and 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. 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 to 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, and 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 with 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 will be updated in the upcoming period. The main novelty will be integrating the project website with a web-based decision support framework, which will be designed in the framework of WP7 (T7.4) to guide stakeholders in evaluating which WATERAGRI technologies and solutions could be deployed in their own context. The visualization tools will ease the real-time use and the application of the proposed solutions, with effective integration of features provided by the different technologies, making them available to the farming communities.

5.2.1.1 Partner Websites

WATERAGRI Partners shall use their own websites to promote 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 regularly. 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 on social media channels will continue to be encouraged.

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**. Each WATERAGRI post shall be shared by some of the partners to boost the flow of news and content.

5.2.2.1 Content Types

The overall purpose of our content marketing efforts is to support the target audience's journey towards decision-making (i.e., utilization of WATERAGRI services and technologies). The following types of content will continue to be delivered, as shown in Table 5. Examples of WATERAGRI social media posts and announcements can be seen in Figure 7.

Table 5 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.
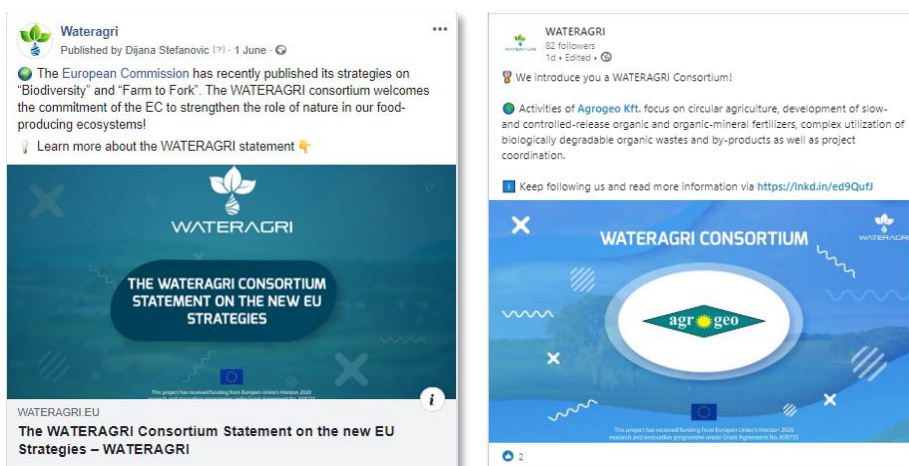
Figure 7 Examples of WATERAGRI Social Media Announcements (Facebook and LinkedIn)

5.2.2.2 LinkedIn Page

The LinkedIn Showcase page[10] targets content 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 interested in learning about WATERAGRI opportunities, infrastructure and services. This project's LinkedIn page (as presented in Figure 8) is used to strategically connect and professionally engage with the project's target groups. It is also very relevant for opening up business opportunities to individual partners since it links directly to partners' company profiles. LinkedIn owns the associated slide hosting service SlideShare with 70 million users and shall be used to share presentation slides.

Figure 8 WATERAGRI LinkedIn Page Banner

5.2.2.3 Facebook Page

WATERAGRI Facebook page (Figure 9)[11] 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.
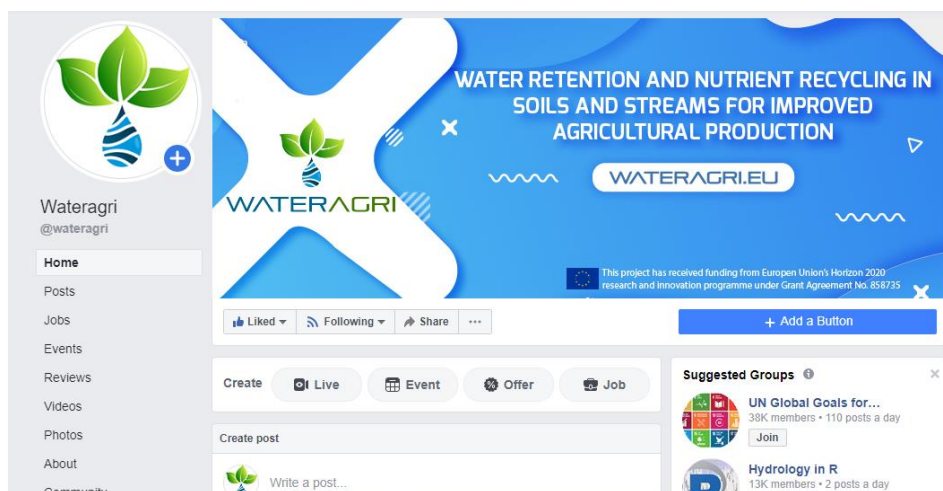
Figure 9 WATERAGRI Facebook Page Banner

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[10] https://www.linkedin.com/showcase/wateragri/
[11] https://www.facebook.com/wateragri

Partners shall use their own Facebook pages to repost the content from the WATEAGRI page to create awareness about the project and highlight their specific role in their own communities.

5.2.2.4 Twitter Account

Twitter has an average of about 330 million active users worldwide. It is considered the go-to place for the latest news and trends on various 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% male and 21% female users. The audience tends to be a bit younger, with 36% of users between 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. Tweets are used to direct the audience's attention to central information about the project and invite for collaboration through marketing events, open data repositories, promotion packages and publications (commercially oriented and technological communication/dissemination).
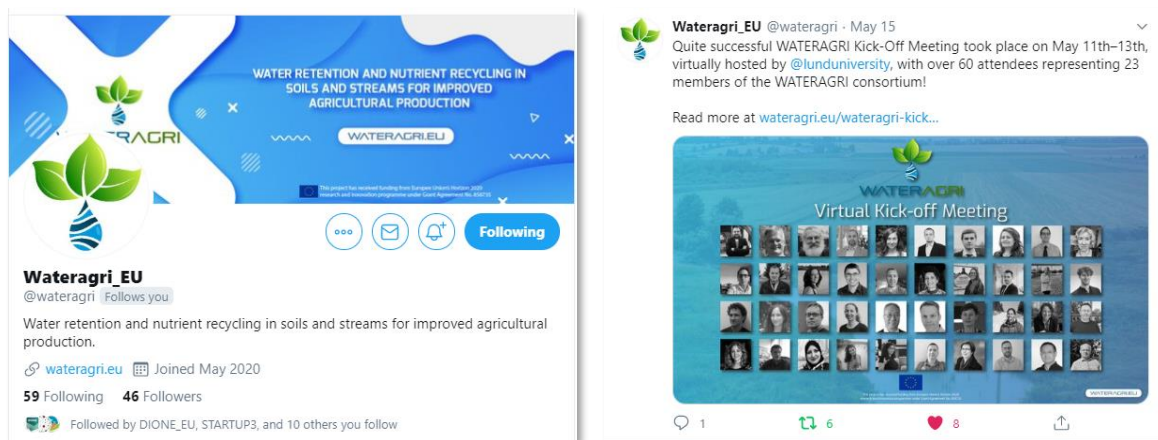
Figure 10 WATERAGRI Twitter Page Banner and Post Example

The WATERAGRI Twitter account[12] (Figure 10) is used for amplifying communications (B2C, B2B and B2G[13]) to a large audience and as well as for propagation of news and project developments. Regular twitter chats will focus on attracting and engaging with target audiences, also leading to the establishing of a trusted WATERAGRI network, enlarging the outreach to both broad and targeted audiences. The WATERAGRI Twitter account has been moderately used during the first half of the project lifetime and will be much more utilised when exploitation activities occur (i.e., from M25).

5.2.2.5 YouTube Channel

WATERAGRI's **YouTube** channel[14] is used to disseminate all the video material created within the project. More details about 12 created videos have been provided in Section 4.1.5 WATERAGRI Videos.

5.2.3 WATERAGRI Newsletter

Detailed information about the project has been continuously collected and provided through the external WATERAGRI Newsletter to inform target stakeholders quarterly about recent WATERAGRI-related news and events. Until M25 of the project (May 2022), there have been issued 5 WATERAGRI newsletters. The next issue of the newsletter is scheduled for June 2022.

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[12] https://twitter.com/wateragri
[13] B2C (business to customer), B2B (business to business), B2G (business to government)
[14] https://www.youtube.com/results?search_query=wateragri

Each published WATERAGRI e-Newsletter is uploaded on the project website and shared via social media channels but also distributed to all stakeholders listed in the WATERAGRI Stakeholder Register (T1.1) and to the consortium members.
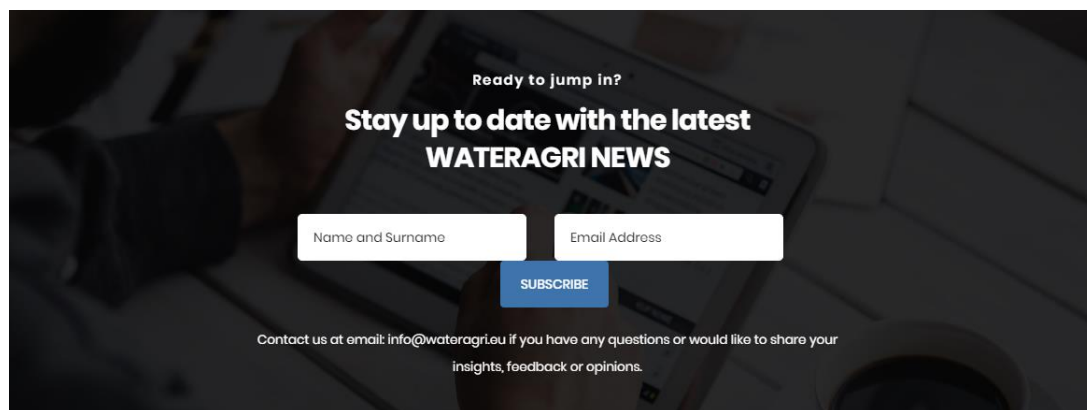
WATERAGRI fully respects the General Data Protection Regulation (GDPR), as each newsletter recipient had been asked to provide their consent to willingly receive news about the project. Also, WATERAGRI is given particular attention to the security and confidentiality of the users' personal data by fully complying with the applicable national, European and international legal framework and the European Union's GDPR 2016/679[15].

To stay engaged and proactive in interactions, WATERAGRI takes into account the following:

- Responsive email design for better engagement: Mailchimp[16], a real-time e-mail marketing automation platform, is used to design and distribute responsive, targeted e-mail campaigns with an enhanced reading experience. Additionally, the platform allows easy 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 11), while the custom optional fields (type of company, industry, etc.) will be available through the Mailchimp website. The subscriber database will allow the 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.

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

To achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the WATERAGRI partners are encouraged to distribute the newsletters to contacts from their networks.

Figure 11 WATERAGRI Newsletter Subscription Form

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

5.2.4 WATERAGRI Promotional Material

5.2.4.1 Mass Media Communication and Press Releases

Next to the project website, press releases are considered one of the most efficient tools to disseminate the project results, as their distribution to many recipients (media, similar organizations, similar initiatives and projects, academia, communities and networks, etc.) helps to promote the project at the national and pan-European level. The purpose of the press releases is to involve the media in disseminating the achievements and milestones of the project. A detailed report on the published press releases since the start of the project is provided in D8.5 and D8.9.

Partners are encouraged to distribute the press releases to relevant media within their own regions/countries as well as to their professional networks

5.2.4.2 WATERAGRI One Pager

A short project description is prepared at the beginning of the project to be used for ice-breaking communications with interested stakeholders, providing them with a first view of the WATERAGRI project. During the second half of the project, the structure and content of the one pager 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 one pager and the WATERAGRI press releases will continue to be circulated to specialized media channels (as well as mass media) and journalists, enhancing the project outreach. The WATERAGRI One Pager, currently used, can be found in Appendix 1.

5.2.4.3 Printed Promotional Material

Diverse promotional materials were designed for print, and it is also available to the partners in digital form. Partners are encouraged to share this promotional material on suitable occasions. Although the information is in English, it can be translated into other languages. Still, content should be kept as close as possible to the message conveyed in the original text. The editable file is available in the project's repository system.

The following promotional material has been created since the beginning of the project:

- WATERAGRI info poster (A3),
- WATERAGRI roll-up banner,
- WATERAGRI t-shirts layout,
- WATERAGRI Case Study Info Cards,

The following promotional material is envisioned to be created in the second half of the project:

- WATERAGRI project brochure
- WATERAGRI Solution Info Cards/Brochures
- WATERAGRI Key Results Poster
- WATERAGRI Infographic

Figure 12 WATERAGRI Roll-Up Banner (left) and Info Poster (right)

5.3 Networking and liaison with other initiatives

To achieve higher awareness and impact on the target groups, the WATERAGRI consortium has established close ties with the following projects:

1. OPTAIN, a twin project funded under the same call by the European Commission (Call: H2020-SFS-2018-2020 (Sustainable Food Security), Topic: SFS-23-2019);
2. WATERDRIVE (Interreg – Baltic Sea Region project) implements new and smarter water management practices in agricultural landscapes to reduce nutrient loads.

Details on the joint activities with the abovementioned initiatives are presented in D8.5 and D8.9.

In the upcoming period (M25-48), the WATERAGRI consortium will aim to cooperate with other EU level research consortia and teams working on relevant topics. Here as well, the synergies will be sought in dissemination actions, exchange of materials, establishing links between websites and organisation of the promotional events.

WATERAGRI partners will be encouraged to use associations and other professional groups and networks they are members of. This pool of organisations will also be used to identify 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 Nations 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

As part of WATERAGRI's approach to dissemination, we are integrating arts engagement, participatory workshops and awareness of current climate psychology research into our strategy. The aims are to encourage a deeper connection and greater investment in the changes to food production, sustainability, and water use necessary for climate adaptation and mitigation and reach a wider public audience with the work.

The collaboration with the art project Water is Attracted to Water allows us to integrate information about water, sustainability and adaptation into arts and participatory activities and to consider how people respond to and accept or welcome change. The artistic director of Water is Attracted to Water, Dr Kate Adams, is also a board member of the Climate Psychology Alliance and will be working with WATERAGRI during the planning of dissemination events.

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 emphasize the short-term, the proximate, the indisputable and the concrete[17]. These responses create cognitive biases in how we organise our thoughts and analyse danger. 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 do not deny the importance of food security, water and climate change, avoidance and non-explicit denial form part of a more widespread set of maladaptive strategies[18] were 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. This is illustrated in the most recent *Eurobarometer Survey*[19] 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 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. It thus reduces wider societal awareness and uptake of new approaches and solutions.

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

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

[19] 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

5.4.2 Progress 2020-22

The theatre show and tour were cancelled due to Covid-19 in 2020-21, and in its place, a short film has been made, and community dance, 'The Water Molecule Dance' and participatory workshops have been developed. Information about WATERAGRI has also been integrated into the arts-based public facing website Water is Attracted to Water. The short film, 'One Day We Will Dance with You' draws attention to the importance of water and sustainability, including brief explanations of nutrient recovery and irrigation while offering the image of a group of people celebrating water, research and community. Alongside participatory workshops, this will be used to raise awareness and contribute to a positive projection of the future, embracing change as part of necessary climate adaptation. The film has been selected for three international festivals and won an award at Cinema Verde in Florida, USA.

Events to date

- Three community workshops with children and teenagers, trialling approaches to engagement with different age groups, May 2022
- US premiere: Cinema Verde Eco festival, Florida, USA. Winner of the Dancing Story Award, 2022.
- European premiere: SEFF Smaragni Ecofilm Festival, Croatia, 2021
- Film premiere: Resurge: Canadian Film Festivals for a Liveable Climate, 2021

Community workshop teaching the dance (mixed ages and backgrounds) for the film shoot with the Water Molecule Dance, 2020.

5.4.3 Moving forward

In planning the dissemination events, we explore how these approaches will be most effective in communication and dissemination with each group of stakeholders. The arts engagement work (film and workshops) is most useful in engaging the general public. However, workshops which also explore psychological barriers to engagement and implementation of approaches and technologies contributing to climate adaptation may be useful in dissemination for other stakeholders.

Dr Kate Adams will attend one of the General Assemblies to continue developing this approach, show the short film and cooperate on the development of workshops and strategies for other stakeholders.

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 is being used as a part of live participatory events and will be available through various online platforms. 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 the narrative with positive changes being researched today; introduce the WATERAGRI project as an example, and facilitate participatory events, the Water Molecule Dance.

5.5 WATERAGRI Policy Impact Communication

The project objective O6 and the DC objective O2 include activities related to influencing relevant policy towards sustainable agricultural food production and ecosystems in line with the 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 with 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 has been designed to facilitate the consortium members to bring together and highlight the knowledge created in the WPs to impact 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 regarding publishing and disclosing the project results, planning and reporting of dissemination and communication activities, and unifying presentation and disclosure of the project results and achievements. On the other hand, the tools and channels that have been set up 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:
- o peer-reviewed journal articles,
- o presentations (oral/keynote) at international scientific conferences,
- o written summaries of scientific findings for the global report outlets,
- o training on the WATERAGRI solutions,
- o oral and written expert statements,
- o position papers on relevant policies,
- o policy briefs,
- o practice abstracts in Agricultural European Innovation Partnership (EIP-AGRI) format,
- o easily digestible written versions of the scientific content.

6 Timeline of Activities

Communication and dissemination activities are planned to follow the stage of development in the project. Although a number of communication actions have been taken 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 (M25-M48). 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 to get involved in the project and promote its results to facilitate their exploitation.

According to this principle, three phases are considered:

- ▪ **The 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 implementing the communication/dissemination tools (website, social networks and visual identity), preparation of dissemination material, general presentations of the WATERAGRI project, and the distribution of publishable abstracts and progress resume.
- ▪ **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 to stimulate interaction with the concerned scientific and industrial community and determine the stakeholders' expectations.

- **The 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 validation results of the WATERAGRI approach and the transferability analysis will be presented in journals, conferences and relevant events.

The general **timeframe of the WATERAGRI DCP** concerning the project objectives, impacts, and implementation and exploitation activities are presented in Figure 13 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 both the project and the period after the project is finished. Logically, the dissemination activities are more weighted towards the second half of the project as the first outcome of the WATERAGRI solutions is being developed and tested.
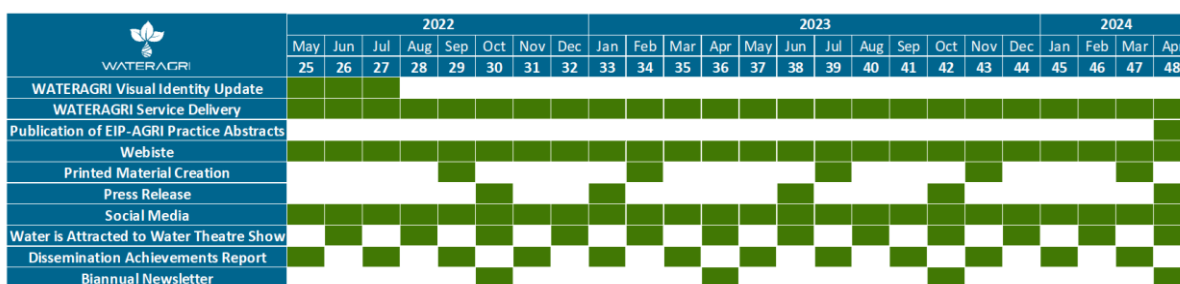
Figure 13 Gantt Frequency of WATERAGRI Dissemination and Communication Activities

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 successfully implement Dissemination and Communication activities and fulfil the relevant objectives, systematic monitoring will be carried out throughout the project implementation. The impact of the WATERAGRI communication activities is monitored on an ongoing basis and reported in the relevant deliverables (3 iterations of WATERAGRI Promotional Activities and Engagement Reports – M9, M25, M48).

The monitoring system (Table 6) provides 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 meet objectives. Emphasis is given to the pre-assessment of information needs, the monitoring frequency and the method of collecting evidence.

Table 6 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

Report on achieved KPIs until M25 could be found in D8.9.

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 to indicate the effect of communication and dissemination and measure the relation between the messages and their perceptions. The result indicates the point of interest, which 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. Feedback helps evaluate the quality of the outcome, reveal new or confirmed stakeholder needs, measure the impact and indicate whether the strategy works or has to be revised.
- **Website**: The Google Analytics system that is used for the website has a built-in statistical feature, which will provide data on the number of live viewers, the number of archived views from which countries they view an, and for how long. This data is used to assess the success of the website content and its presence across the internet.

WATERAGRI

Communication and dissemination efforts are 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 (D8.7) introduces the update of the WATERAGRI Dissemination and Communication Plan, which outlines the tools, channels, and activities to be put in place throughout the second half of 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 and the timing of the various activities throughout the lifetime of the project. The updated DC Plan should be periodically reviewed to ensure up-to-date content and opportunities for disseminating and communicating project information.

Since the project is still at the beginning of the second half of the project lifetime, the updated DC Plan will be considered as a living plan that might go through more iterations until the end of the project, specifically in relation to the existence of viable dissemination opportunities, many of which are still not known at the time of writing.

Appendices

Appendix 1: Project Template Layouts

WATERAGRI Deliverable Template
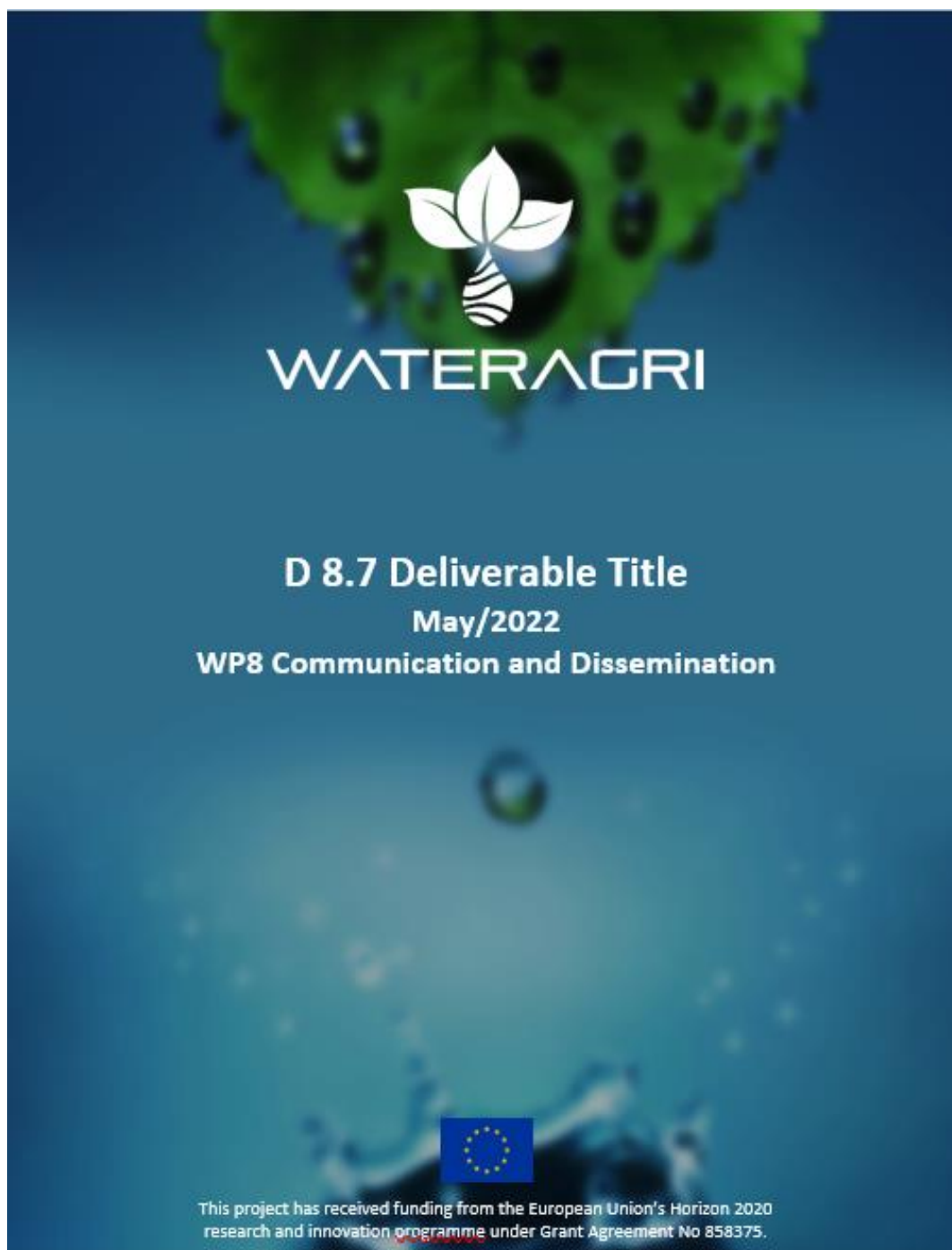
WATERAGRI PowerPoint Template
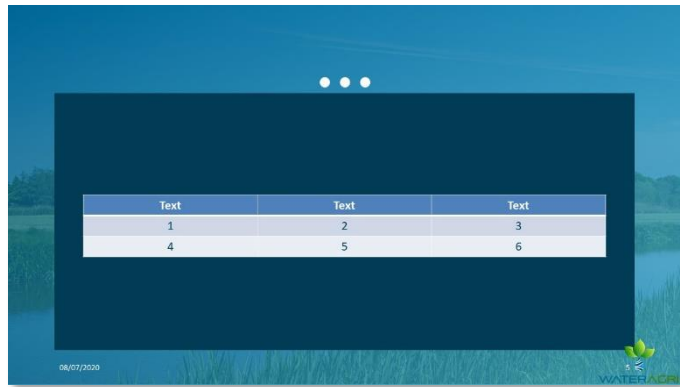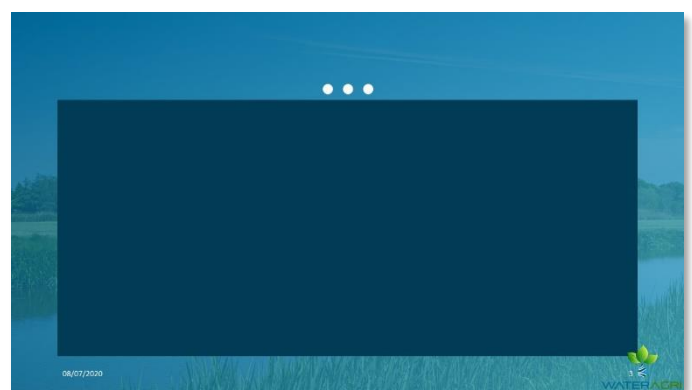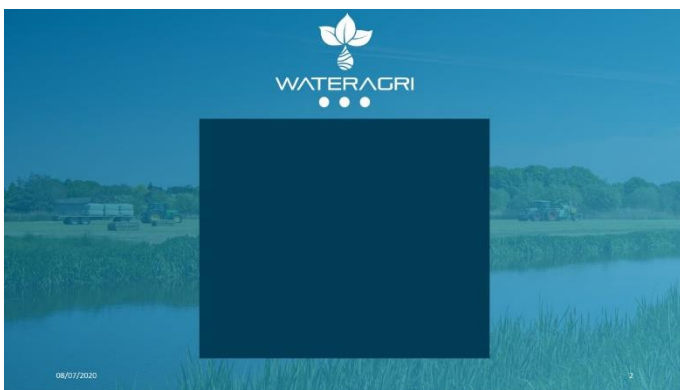
WATERAGRI Overall Document Template

One Pager

Letter Template

WATERAGRI

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

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.

Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.

Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

WATERAGRI

Appendix 2: WATERAGRI Dissemination Request Form

WATERAGRI Dissemination Procedures

Dear WATERAGRI partners,

This form will be used for the involvement of any partner in the event, as well as the achievement of any dissemination activities related to the WATERAGRI project and must be reviewed and approved by the WATERAGRI Project Coordinator and WP8 Leader – InoSens.

vmrkajic@gmail.com Switch account

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

* Required

Email *

Your email

Date of dissemination request *

Date

dd/mm/yyyy

43

Main Leader *

○ ULUND

○ EDEN

○ FZJ

○ VTT

○ UNIDEB

○ ALCN

○ AGROGEO

○ BOKU

○ UNIBO

○ USAL

○ CER

○ CDR

○ INO

○ UPWr

○ BZN

○ VULTUS

○ TU DELFT

○ UNINE

○ GN

○ OULU

○ AGRICOLUS

○ INRAE

○ REGELSBERGER

WATERAGRI

Type of Activity *

(e.g. press release, event organisation, conference, workshop, internet posts, social media posts, newsletter, etc.)

Your answer

Title of the event/journal *

Your answer

Name and Place of the activity *

Your answer

Date of the Event *

Date

dd/mm/yyyy

Descritpion of Activity *

(include activity aim and purpose, abstract)

Your answer

45

URL/ Website *

Your answer

Authors *
(in case of publication)

Your answer

Relation to WATERAGRI *

Your answer

Promotional material *
(if any; brochures/posters/ AND include the number of copies disseminated)

Your answer

WATERAGRI References
(Please upload relevant photos/videos, etc.)

⬆ Add file

WATERAGRI

Appendix 3: WATERAGRI Event Report

WATERAGRI Event Report

Dear WATERAGRI partners,

This form will be used for reporting of all events attended/participated by any of WATERAGRI consortium members. Immediately after you attended an event, please fill in this form with the relevant information requested. This will enable an effective and timely feed of our WATERAGRI website and social media news.

vmrkajic@gmail.com Switch account   ☁ Draft restored

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

* Required

Email *

Your email

Name Surname *

Your answer

Partner *

○ ULUND

○ EDEN

○ FZJ

○ VTT

○ UNIDEB

○ ALCN

○ AGROGEO

○ BOKU

○ UNIBO

○ USAL

○ CER

○ CDR

◉ INO

○ UPWr

○ BZN

○ VULTUS

○ TUDELFT

○ UNINE

○ GN

○ OULU

○ AGRICOLUS

○ INRAE

○ REGELSBERGER

Other partners involved *

- ☐ ULUND
- ☐ EDEN
- ☐ FZJ
- ☐ VTT
- ☐ UNIDEB
- ☐ ALCN
- ☐ AGROGEO
- ☐ BOKU
- ☐ UNIBO
- ☐ USAL
- ☐ CER
- ☐ CDR
- ☐ INO
- ☐ UPWr
- ☐ BZN
- ☐ VULTUS
- ☐ TUDELFT
- ☐ UNINE
- ☐ GN
- ☐ OULU
- ☐ AGRICOLUS
- ☐ INRAE
- ☐ REGELSEBRER
- ☐ No other partners involved

Staff involved *

Please add staff involved if you were part of an online or offline events. In any other case, please put /.

Your answer

Name and place of the Event *

Your answer

Date of the Event *

Date

20/05/2022

Type of Activity *

(e.g. press release, event organisation, conference (online/offline), workshop, internet posts, social media posts, newsletter, etc.)

Your answer

WATERAGRI

Description of Activity *
(include activity aim and purpose)

Your answer

Type of Audience *
(e.g. university representatives, policy makers, general public, etc.)

Your answer

Size of the Audience *
(e.g. people that attended the event, number of people the activity has reached)

Your answer

Coverage Level *

◉ Local

○ Regional

○ National

○ Cross-border

○ EU

○ International

○ Other:

Promotion material used *
(if any; brochures/posters/ AND include the number of copies disseminated)

no

WATERAGRI

Promotion material used *

(if any; brochures/posters/ AND include the number of copies disseminated)

no

Feedback & Impact *

no

WATERAGRI References

(Please upload relevant photos/videos, etc.)

⬆ **Add file**

A copy of your responses will be emailed to the address you provided.

Submit   **Clear form**

WATERAGRI