PROJECT DELIVERABLE REPORT

D9.1 Communication Plan and Communication Activities Report – Mid-term

A holistic water ecosystem for digitisation of urban water sector

SC5-11-2018

Digital solutions for water: linking the physical and digital world for water solutions

Document Information

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Project Coordinator	CENTER FOR RESEARCH AND TECHNOLOGY HELLAS - CERTH		
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Revision History

Version	Date	Responsible	Description/Remarks/Reason for changes
0.1	13/01/2020	MI	Table of content
0.2	14/02/2020…	MI	Initial contributions
0.3	25/03/2020	MI	Final draft
0.4	30/03/2020	ADSYS, CUP	Internal Review
1.0	1/04/2020	MI	Review and Release

2	14/04/2021	MI	To address the review comments about 'clarifying the communication activities KPI with regards to their scheduled achievement in time', section 3.7 'schedule and distribution of activities' has been updated with a clear schedule. A new section 5 'Status of Communication KPIs (mid-term)' has been added to further report on the communication achievements in the first reporting period.

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1   Summary

The present deliverable entitled 'NAIADES Communication Plan and Communication Activities Report – Mid-term' presents all communication activities that will support the promotion the project's activities, achievements and benefits. Moreover, the deliverable presents the current communication activities report carried out by M10 – expected delivery date of the report.

The objective of the deliverable is to:

-   Define the scope of the dissemination activities,
-   Present the plan in place to communicate the activities and progress of the project,
-   Depict the methods, tools and material (e.g. project logo, website, poster, leaflets events) that will be used in the project's communication,
-   Provide a report of the communication activities carried out by M10

The present deliverable will act as a guide for all Consortium members in order to perform their communication activities, as it lists the target audience, communication channels, tools, activities and corresponding key performance indicators. This is a living document to accommodate any customisation required. The communication planning will thus be constantly evaluated and revised in the course of the project duration.

2   Introduction

The NAIADES Communication Plan and Communication Activities Report seeks to provide the guidelines for the project activities within WP9 Raising Awareness, Standardisation and Exploitation Roadmap. The communication plan presents the communication objectives and the relevant channels which will be used to reach the identified target audience.

Communication is an essential component of the NAIADES project research sequence and takes place in parallel to the project's research and technical development. This is why, a close collaboration and involvement of all the members of the Consortium is indispensable to support communication activities. As seen in Figure 1, in the first stages of the project, light will be shed on research, technical development, and building a strategy for standardisation, dissemination and exploitation (defining the priorities, the strategy vision, the coordination, as well as the identification of relevant partners). Simultaneously, communication activities will support and accompany the project throughout its entire course. This process will be incremental since the beginning of the project.
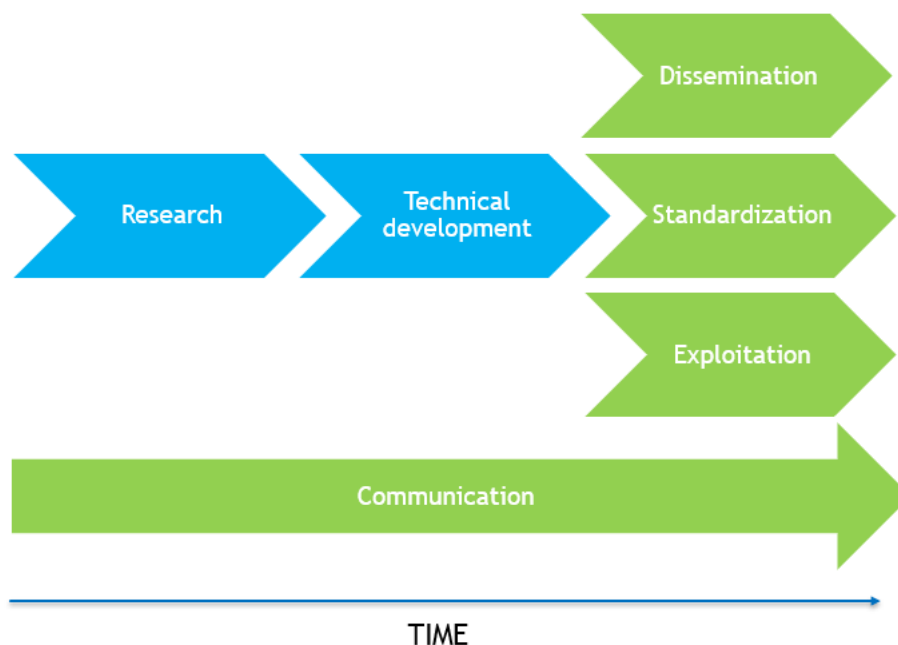
Figure 1: NAIADES Project Sequence

It is important to note that in the context of the NAIADES outreach, it has been requested in the Grant Agreement to separate communication and dissemination plans in two distinct deliverables. Furthermore, it is noteworthy to point out that in spite of being erroneously entitled 'Mid-term', the present deliverable only covers the activities carried out by M10 (expected deliverable submission date) of the project lifetime. Table 1 provides an overview of the deliverable distribution on outreach and exploitation matters in order to clarify in which deliverable specific information can be found.

Table 1: Deliverable Distribution

	Communication	Dissemination	Exploitation
Plan	D9.1 (MI, M10)	D9.4 (ADSYS, M10)	
Mid term reporting		D9.6 (MI, M10)	
Final reporting and future plans	D9.2 (MI, M36)	D9.5 (ADSYS, M36) D9.7 (MI,M36)	D9.5 (ADSYS, M36)

Consequently, and in order to avoid duplicate effort, the present deliverable will only tackle communication-related matters, as defined in the EC terminology (see Figure 2 below). For all other aspects related to dissemination, please directly refer to D9.4 Plan for Exploitation and Dissemination of Results for complementary information.

Communication	Dissemination	Exploitation	
"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	Definition
Reach out to society and show the Impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	Objective
Inform about and **promote** the project AND its results/success.	**Describe** and **ensure** results **available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Target Audience

Figure 2: Communication, dissemination and exploitation (source: European Commission)[1]

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[1] https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf, p. 13

3   Communication Plan

3.1   The Scope of Communication Activities

According to the European Commission, "Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."[2]

As explained in the introduction, communication supports and accompanies the project throughout its duration by continuously updating the targeted audience on the progress and relevant activities. In the scope of NAIADES, the identified communication elements include:

- The visual identity
- The leaflet
- The flyer
- The newsletter
- Social media channels (Facebook, Twitter, LinkedIn, YouTube)
- The NAIADES Website
- Events

3.2   Communication Objectives

The objective of the communication plan is to identify and organise the activities to be carried out to increase the impact and social benefit of the project.

Indeed, NAIADES pursues four communication objectives, namely to:

- Raise interest and awareness around water related issues and smart water solutions;
- Boost public visibility of the project activities at national and international levels;
- Ensure that the key target audience can provide feedback and is involved in the discussion;
- Demonstrate how EU funding supports technological innovation and the Sustainable Development Goals.

Among the main interrogations that need to be addressed when elaborating the communication strategy, we can find: a) what is the subject of communication ; b) who is it addressed to (target audiences); c) what is the most effective way to reach that audience (tools); and d) when and by who will an action be executed in order to achieve the above (activities)?

3.3   Structure of the Communication Plan

To achieve the communication objectives, we have divided the communication strategy into two levels, external and internal communication, and two mediums, online and offline. Furthermore, we have identified a set of tools and activities to be performed throughout the project lifetime, as shown in the table below.

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[2] https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf, p. 13

Table 2: Overview of the NAIADES Communication Plan

Objective	Tools and activities	Medium
Raise interest and awareness around water related issues and smart water solutions	Social media	Online
	Website	Online
	Blog posts	Online
	Newsletter	Online
	Participation in external events	Offline
	Communication materials: visual identity, brochure, roll up	Online/offline
Boost public visibility of the project activities at national and international levels	Social media	Online
	Website	Online
	Blog posts	Online
	Newsletter	Online
	Participation in external events	Offline
	Communication materials: visual identity, brochure, roll up	Online/offline
Ensure that the key target audience can provide feedback and is involved in the discussion	Social media	Online
	Website	Online
	Blog posts	Online
	Participation in external events	Offline
	Survey polls	Online
Demonstrate how EU funding supports technological innovation and the Sustainable Development Goals.	Social media	Online
	Website	Online
	Blog posts	Online
	Newsletter	Online
	Participation in external events	Offline

3.4   Target Audiences

The main objective of communication is to create awareness about the impact and benefit of the project in the most effective manner. Hence, the primary requirement is to accurately identify the target audience to whom to address the NAIADES message. The audience comprises distinct individuals, organisations or groups which are essential to the project's success.

An initial analysis of the NAIADES key stakeholder groups has been elaborated in the proposal phase and is available in the Description of Action.

The Consortium has identified the following groups of stakeholders which can be relevant to the project's communication activities:

Table 3: NAIADES Target Audiences

Type of audience	Actors	Motivations
Technology providers	- scientific community, - non-profit organisations, - technology and services, - industry, - cloud computing and orchestration cloud service, - industry big data/ machine learning/ artificial intelligence;	This group targets actors interested in the NAIADES project's progress, results and exploitation plans and active in technological development, in a field similar to NAIADES.
End-users	- water services providers, - utilities providers, - municipalities;	This group targets the main beneficiaries of the technologies and innovations developed in the framework of the NAIADES project.
Facilitators	- EU Institutions (EC, European Science Foundation, MEPs), - national public authorities (industrial committees, national regulation authorities, ministry and regional councils), - standardisation bodies, - related EU-funded projects, organisations & EU alliances in topics addressed by NAIADES, - European technology platforms and respective clusters, - public bodies & organisations	The facilitators are a large group involving public bodies and international organisations, SDOs, as well as EU research clusters, which will benefit from the knowledge generated by the project in their own activities. SDOs should be aware of the NAIADES initiatives and of the technological advancements carried out in the framework of the project, which could pave the way to standardisation activities

The specific role of the target groups in regards to the communication objectives is outlined in the table below.

Table 4: Role of Communication Target Groups

Objectives	Scientific community	Non-profit	Technological/ Industrial	Water service & utility providers	Municipalities	EU institutions	National public authorities	S D O s	EU funded projects and alliances	EU technological clusters	Public bodies & organisations
Raise interest and awareness around water related issues and smart water solutions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boost public visibility of the project activities at national and international levels	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ensure that the key target audience can provide feedback and is involved in the discussion	✓		✓	✓	✓						
Demonstrate how EU funding supports technological innovation and the Sustainable Development Goals.	✓				✓	✓	✓		✓	✓	✓

3.5   Communication Activities Timing

NAIADES will follow a phased approach to defining, planning, organising and exploiting a rich set of activities and instruments in the most effective way towards building a strong and vibrant smart water-oriented community in the EU that will make a difference, both in the ICT and sustainable development scene. In respect with the Grant Agreement, the project will follow a 3-phase approach to outreach and impact creation, as follows:
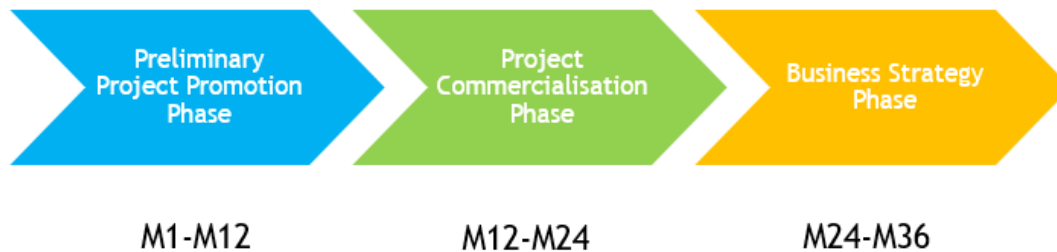

Figure 3: Communication Activities Timeline

"Phase 1 – Preliminary Project Promotion phase" (M1-M12)

During this current phase, the communication strategy and plan will be defined, with target groups, planned activities and tools. Furthermore, a set of dissemination tools and mechanisms to maximise outreach and engage target stakeholders will be prioritised.

Outcomes:

- Agreeing upon the dissemination strategy and future activities;
- Creating initial awareness in the markets related with the Project's objectives and scope.

"Phase 2 – Project Commercialisation phase" (M12-M24)

Phase 2 of the NAIADES communication strategy will actively reach out to targeted stakeholders and the public to generate interest and demand for the NAIADES activities and outcomes. This will create further synergies and collaboration opportunities with relevant partners and projects.

Outcomes:

- Create more "targeted awareness" regarding NAIADES technologies with key players and potential users;
- Share preliminary results of the project with targeted audiences
- Inform the target market about the technological benefits of NAIADES.

"Phase 3 – Business Strategy phase" (M24-M36)

Phase 3 of the NAIADES communication strategy represents the period closely before the end of the project, when the NAIADES partners will start orienting their efforts on the realisation of their exploitation plans. Phase 3 will seek to raise awareness about the business exploitation of the project and will provide further dissemination in the final period.

Outcomes:

- Maximizing target market and industry awareness regarding the NAIADES ecosystem;
- Contributing to ensure the project sustainability and full exploitation.

3.6   Key Performance Indicators

The Key Performance Indicators (KPIs) for outreach activities have been defined in the proposal stage and cover various areas including project documentation, project publications, online presence and events. The following table provides a summary of the communication-specific KPIs, extracted from Table 2.2.5 NAIADES Dissemination and Communication summary chart in the Description of Actions.

The KPI table below will serve as the main reference for MI for the monitoring and evaluation purposes for communication activities. In addition to the table, MI will organise regular conference calls at the WP9 level to keep track of the progress and of the partner's individual communication activities.

Table 5: NAIADES Communication KPIs summary

Communication supports and channels	KPIs	Main Target Stakeholders		
		Technology providers	End-users	Facilitators
Leaflet	1 initial version & update	X	X	X
Poster	1 initial version & update	O	X	O
Reference PPT Presentation	1 initial version & update	X	X	X
Project newsletter	6 (semestrial issue)	X	X	O
Project video/slideshow	1 initial version & update	X	X	X
Project website	1 website, monthly updated	X	X	X
LinkedIn	At least 1 monthly update	X	X	X
Twitter/Facebook	At least 1 weekly update	X	X	X
Presentation and feedback sessions	3	X	O	O
Training sessions	3	O	X	X
External events	30&	Depending on specific event		
Caption				
X	Main target			
O	Secondary target			

3.7   Schedule and distribution of responsibilities

According to article 38.1.1 of the Grant Agreement "The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.". Therefore, every opportunity will be embraced collectively at the project level or individually, by the NAIADES partners to successfully contribute to the communication efforts and share promote the project's benefits and impact using all available tools.

MI, as Work Package Leader is the main responsible for the NAIADES dissemination, communication, and engagement activities. Yet, it has been agreed with the Project Coordinator that outreach activities are the responsibility of the entire Consortium. Therefore, all partners, will contribute to the implementation of these activities and support the Work Package Leader when necessary.

Table 6: Communication KPIs, Schedule and Distribution of Responsibilities

Communication supports and channels	KPIs	Schedule	Responsible partners
Leaflet	1 initial version & update	Initial leaflet by M6 Updated leaflet by M30	MI will provide the initial and final version. Partners will be in charge of adapting the materials for their own specific needs or translating the content into the language of their choice.
Poster	1 initial version & update	Initial leaflet by M6 Updated leaflet by M30	MI will provide the initial version. Partners will be in charge of adapting the materials for their own specific needs or translating the content into the language of their choice.
Reference PPT Presentation	1 initial version & update	Initial leaflet by M6 Updated leaflet by M30	MI will provide the initial version with the inputs from the partners. Partners will be in charge of adapting the materials for their own specific needs or translating the content into the language of their choice.
Project newsletter	6 (semestrial issue)	1 initial newsletter in first RP, 2 newsletters between M24-M30 and 3 newsletters between M30-M36	MI will be responsible for the newsletter. Project partners will provide information for the e-Newsletter and ensure that the content is accurate.
Project video/slideshow	1 initial version & update	First video by M30 Updated version by M33	MI will provide the initial version with a close collaboration with the partners, specifically the pilots.
Project website	1 website, monthly updated	Continuous updates throughout the project duration	MI will be in charge of managing the website. All partners will contribute as relevant and provide inputs to the various sections, as relevant.
LinkedIn	At least 1 monthly update	Continuous updates throughout the project duration	MI will manage the LinkedIn account. All partners will support MI in providing content on their respective activities. All partners will actively support MI to reach the quantitative targets.
Twitter/Facebook	At least 1 weekly update	Continuous updates throughout the project duration	MI will manage the Twitter and Facebook accounts. All partners will support MI in providing content on their respective activities. All partners will actively support MI to reach the quantitative targets.
Presentation and feedback sessions	3	By M33	The three pilots will organise a presentation and feedback session with their end-users to present their activities and collect direct feedback
Training sessions	3	Between M30-M36	Technical partners will be invited to organise a training session. MI will facilitate the organisational process during events, like the IoT Week.
External events	30&	By M36	All partners will participate/host in relevant events and workshops and report on them to the WP9 Leader.

3.8   Communication monitoring and reporting

To ensure accurate monitoring and reporting of communication activities, NAIADES deliverables include a number of reports linked to communication activities. MI will be responsible for drafting the content of these reports and will rely on the contributions of all the partners' participation in communication activities to deliver results and meet the KPIs (see Table 5) defined in the Description of Actions. Furthermore, MI will organise regular conference calls at the WP9 level to keep track of the progress and of the partner's individual communication activities.

MI will be in charge of the overall monitoring of all communication activities and will report to the project coordinator in case of any problem. Nonetheless, each partner is responsible for strengthening the impact of the NAIADES communication activities by resharing the content and initiating individual efforts on their own communication channels. This process will facilitate stakeholder engagement and contribute to enlarging the community.

For event reporting purposes, MI has shared an Excel spreadsheet where the partners can indicate the past and future events they are attending.

4   Means and Activities

4.1   Visual Identity

An easily recognizable visual identity for NAIADES is essential to contribute to the value of brand recognition and to achieve the best communication results. The NAIADES visual tools will include:

- The project logo
- Poster
- Leaflet
- Newsletter
- Templates
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with
- EU emblem and the accompanying text of: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 820985"

The main colours of the project are sky blue, light green and orange. While sky blue is the main colour, and light green and yellow are added as secondary colours to give more contrast to the overall appearance and make NAIADES communications highly visible.

	PRIMARY	SECONDARY	SECONDARY
Colours	Sky blue	Light green	Orange
CMYK	69-13-0-0	47-0-88-0	1-26-100-0
RGB Office	14-117-138	146-208-80	255-192-0
Web	#00b0f0	#92d050	#ffc000

4.1.1   NAIADES Logo

The NAIADES logo is at the heart of the project's visual identity. It is an essential component of the project communication and branding; it offers a distinct and recognisable identity, allowing NAIADES to stand out from other projects in the domain.

The NAIADES logo was developed by MI at the beginning of the project. Multiple suggestions were brought forward to the Consortium, whose opinions were subsequently integrated into the final version. The logo displays the project's full name, incorporating both graphic elements of water, in the form of a wave and greenery, in the form of a leaf, hinting at the two missions of the project – smart water management and sustainable development.

Figure 4: NAIADES Logo

Additionally, on the basis of the logo, two avatars have been created in format 1:1, to be used on occasions where a smaller logo is required (such as Twitter), and where the NAIADES logo would become less recognisable due to its bigger size. Both avatars consist of the same elements and the same composition but use a different colour scheme.

Figure 5: NAIADES Avatars

4.1.2   EU Flag

The EU flag along with the declaration that "NAIADES has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No. 820985" will be used by NAIADES in all its communication material and on the website.

4.1.3   NAIADES Presentations Template

At the beginning of the project, CERTH, as the project coordinator made available on Freedcamp various templates to be used by the partners. The list includes:

- The NAIADES deliverable template
- The NAIADES internal review report template
- The NAIADES meeting agenda template
- The NAIADES meeting minutes template
- The NAIADES presentation template

The PowerPoint presentation template has been designed in order to be used by the partners to produce their presentations for all external and internal events, conferences, meetings, etc., based on a common look and feel. The template has been designed by CERTH, the project coordinator at the beginning of the. The NAIADES presentation template is showcased below.
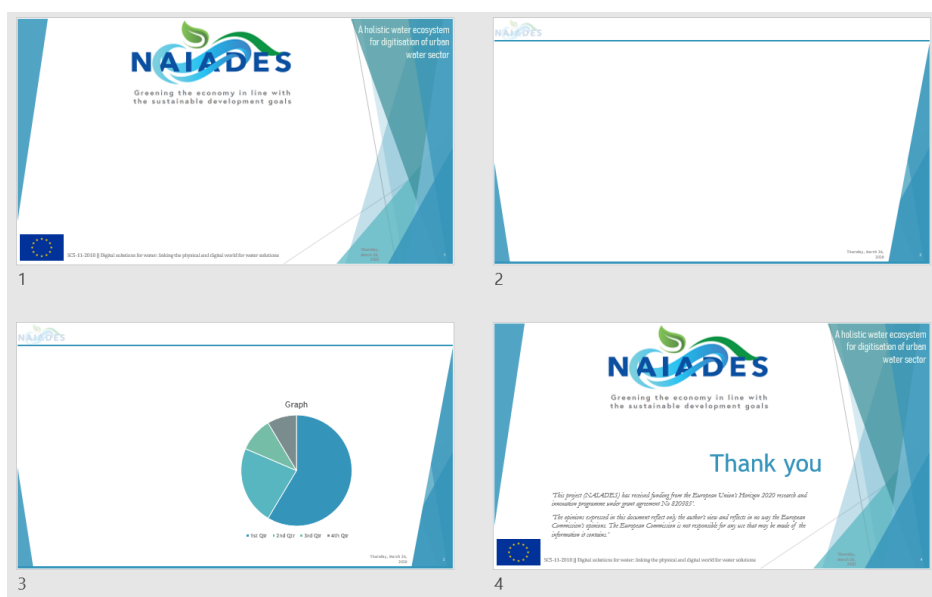

Figure 6: NAIADES Presentation Template

4.2   Online Presence

4.2.1   NAIADES Website

The NAIADES website is the main platform for promoting and disseminating the project's objectives, pilot use cases, activities and results to a wide audience. It will be used both as a communication and dissemination channel, as it will assist in raising public awareness and ensuring maximum visibility of the project key facts, objectives, activities and findings, not only with the scientific community but also with the public at large. The website might remain active after the end of the project. For more detailed information regarding the website, please refer to D9.3 "Project website".

NAIADES supports the modernization and digitization of the water sector by providing a holistic solution for the control and management of water ecosystems. The project aims to address the increased need for sustainable and eco-friendly water methodologies by defining a new ICT framework, with a wider scope than a sole technical proposition. Driven by the need to yield an end-to-end, uniform approach, NAIADES redefines water management by taking into consideration issues pertaining to cost, safety, complexity, vulnerability, societal acceptance, user behaviour and ethics.

Figure 7: NAIADES Website

In order to monitor the website activity, MI keeps track of the website visits history and will share the progress. The two figures below show the website activity in 2019 and 2020, i.e., the first 8 months since the website was published. In 2019, between M3-M7, the NAIADES website recorded 1,177 unique visits, 1,793 visits in total. In 2020, from M8-M10, 1,544 unique visitors accessed the website, while the total number of website visits rose to 2,583. This amounts to a total of 2,721 unique visitors and 4,376 visits in total in the period M1-M10.
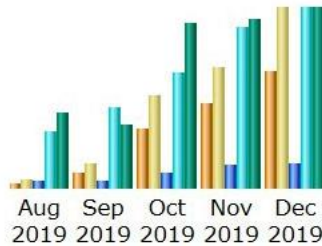
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Aug 2019	24	39	376	3,366	191.46 MB
Sep 2019	59	101	432	4,900	159.49 MB
Oct 2019	250	391	880	6,922	419.35 MB
Nov 2019	354	508	1,393	9,681	429.15 MB
Dec 2019	490	754	1,551	10,805	455.03 MB
Total	1,177	1,793	4,632	35,674	1.62 GB

Figure 8: NAIADES Website Visits in 2019 (M3-M7)

Monthly history

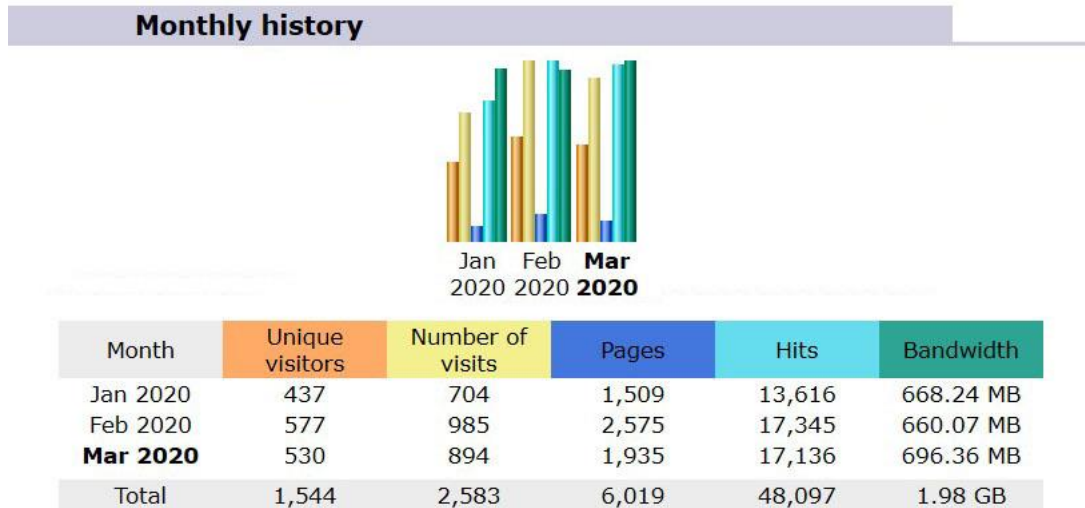| Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	437	704	1,509	13,616	668.24 MB
Feb 2020	577	985	2,575	17,345	660.07 MB
Mar 2020	530	894	1,935	17,136	696.36 MB
Total	1,544	2,583	6,019	48,097	1.98 GB

Figure 9: NAIADES Website Visits in 2020 (M8-M10)

The average time users spend on the NAIADES website amounts to 133 seconds. The figure below gives a more detailed overview of the visits duration, number of visits and respective percentage of visitors.

Visits duration	Number of visits	Percent
Number of visits: 953 - Average: 133 s		
0s-30s	820	86 %
30s-2mn	40	4.1 %
2mn-5mn	25	2.6 %
5mn-15mn	26	2.7 %
15mn-30mn	12	1.2 %
30mn-1h	18	1.8 %
1h+	7	0.7 %
Unknown	5	0.5 %

Figure 10: NAIADES Website Visits Duration

In terms of the NAIADES website's visitors' geographical distribution, the great majority is from the USA, followed by Germany, Great Britain, France and Switzerland (see figure below).

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Countries (Top 10)	-	Full list		
Countries			Pages	Hits
United States		us	748	5,841
Unknown		unknown	206	2,205
Germany		de	199	2,018
Great Britain		gb	112	449
France		fr	107	640
Switzerland		ch	76	619
China		cn	72	397
Republic of Serbia		rs	72	1,189
Russian Federation		ru	68	137
Greece		gr	68	1,172
Others			330	3216

Figure 11: NAIADES Website Visits per Country

4.2.2   Social media channels

Social media channels allow interacting with the project's audience, and adding an interactive value to the communication. In spite of the scientific and technical nature of the project, communication through social media helps raising awareness about the project activities and keeping the interest of the public. It is also a supporting dissemination tool and contributes to enhancing the project's impact. Various social media channels will be used as a promotional tool in order to inform of the activities and outputs of the project on a regular basis, while simultaneously facilitating engagement on topics relevant to NAIADES activities. NAIADES will be active on the key social media platforms, such as Facebook, Twitter, LinkedIn and YouTube.

Since it has been agreed that outreach activities are the responsibility of the entire Consortium, all partners will be regularly solicited to provide content to the social media channels, regarding their individual activities and collective progress, and relevant topics.

The ambition regarding social media is to grow the following base, while simultaneously aiming to reach the most relevant target groups in the smart water management sector. It is intended to share weekly posts on the Facebook, Twitter and LinkedIn.

The guidelines for social media have been defined by the WP Leader and shared with all partners. MI has developed a social media template for all the Consortium members to fill on a monthly basis. In the template, partners are requested to providing relevant content for Facebook, Twitter and LinkedIn accounts about their project activities or any relevant topic of their choice. This process enables all partners to be up to date about the activities in the various WPs, but also about the partner's individual initiatives and events. As far as the topics discussed on social media, it has been suggested for all the partners to focus on the following 4 categories:

▶ **Smart water:** Water Industry/Water Smart/Urban Water/Circular economy trends, data, developments & news (top level, big picture context)

▶ **EU funding/projects:** LIFE, SPIRE, H2020/Horizon Europe programmes and projects + stats (Maybe some national programs). FIWARE, ICT4Water, Water Europe clusters.

▶ **Policy:** EU environmental policy, water policy, SDGs, ICT and events related to these topics.

▶ **NAIADES:** who we are, what we do and why...? Including partner activity RTs and our own concepts, deliverables etc

Twitter

The NAIADES Twitter account has been set up in the early phase of the project to raise awareness on the key activities of the project and on the topics that NAIADES is researching on. The account is managed by MI   and can be found at https://twitter.com/naiadesproject or using the Twitter handle @naiadesproject.

The visibility of the NAIADES Twitter account is enhanced through three main actions:

- Retweets and mentions by NAIADES partners with a higher following and mentions by relevant accounts
- Effective use of adequate hashtags and mentions in the tweets. The project-specific hashtags are #naiadesproject and #naiades
- Use of visual elements (pictures, emojis, polls…) to improve the attractiveness of the content and bring more followers.
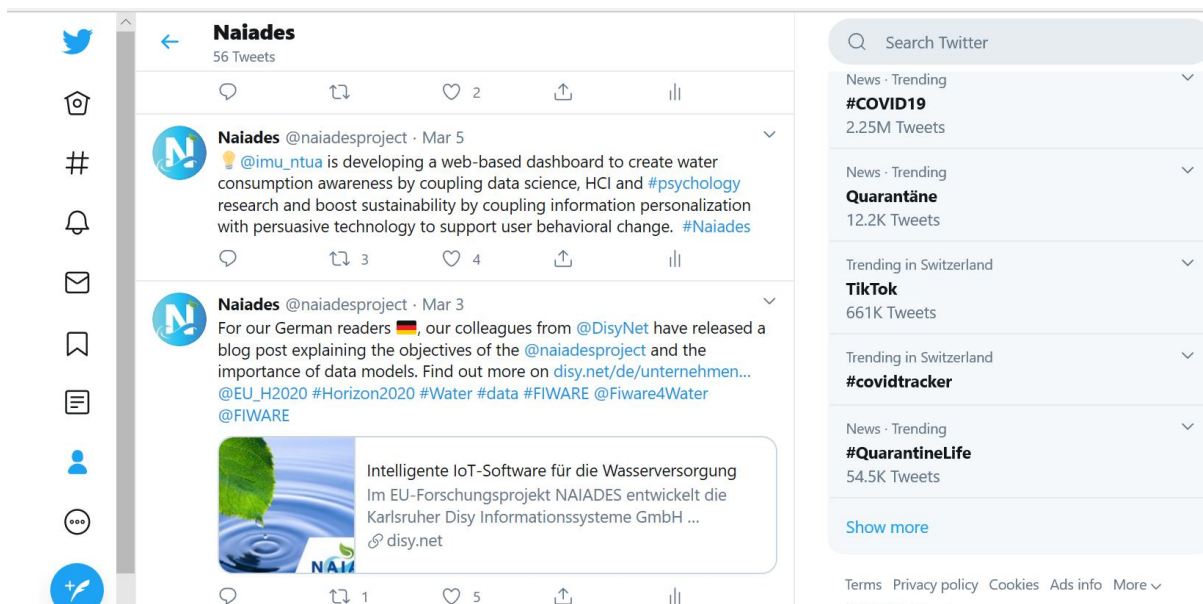

Figure 12: NAIADES Twitter

Facebook

NAIADES maintains a Facebook page in order to be reachable by a broader and probably less specialised audience. The project's Facebook page can be found at https://www.facebook.com/naiadesproject . The page includes news, photos and information about the project. The Facebook page intends to diffuse NAIADES news, key messages and announcements to the wider audience of related stakeholders. The NAIADES Facebook page is managed by MI and features, amongst other things, contributions from the partners.
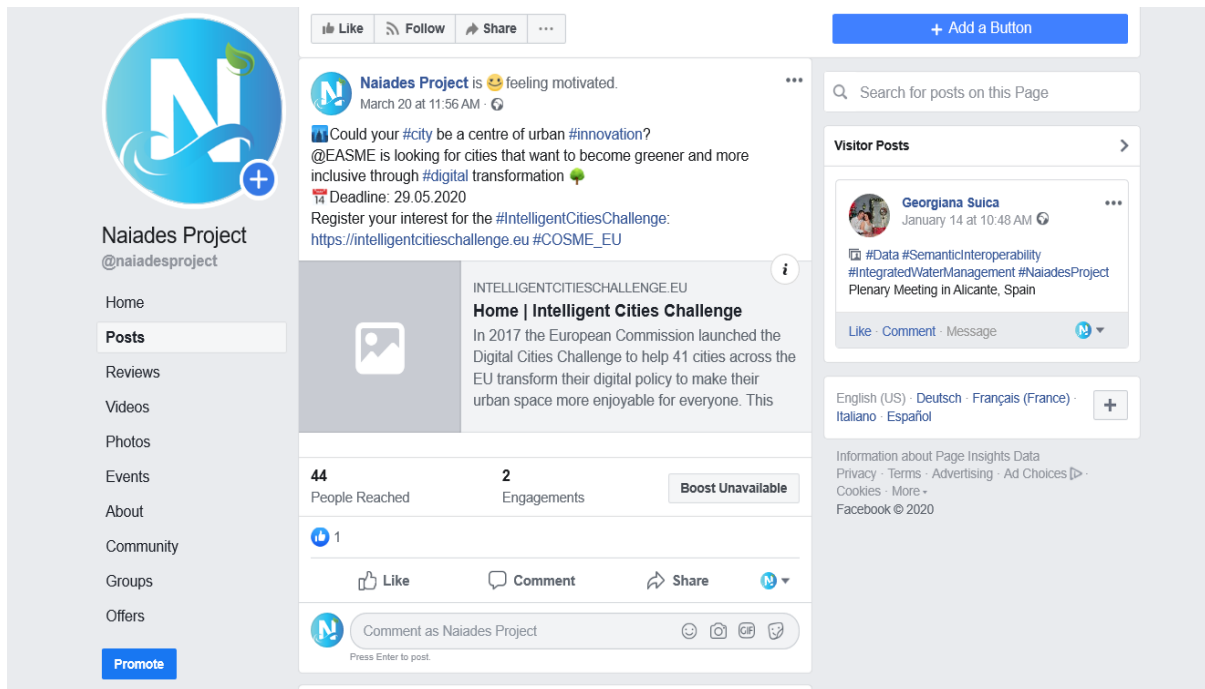
Figure 13: NAIADES Facebook Page

LinkedIn

LinkedIn is a professional networking tool that is used to further promote the news and posts shared on the website and on the other social media accounts. It is an important channel to reach other experts in the smart water management area and other stakeholders as well.

In the context of the project, MI has created a NAIADES LinkedIn group under https://www.linkedin.com/groups/13754424. The LinkedIn pages facilitates the networking process between relevant professionals. The account is administered by MI, however, all partners are welcome to participate and share relevant content on the group. In order to boost the NAIADES LinkedIn's group visibility, all partners have been requested to continuously promote it through their own professional channels.
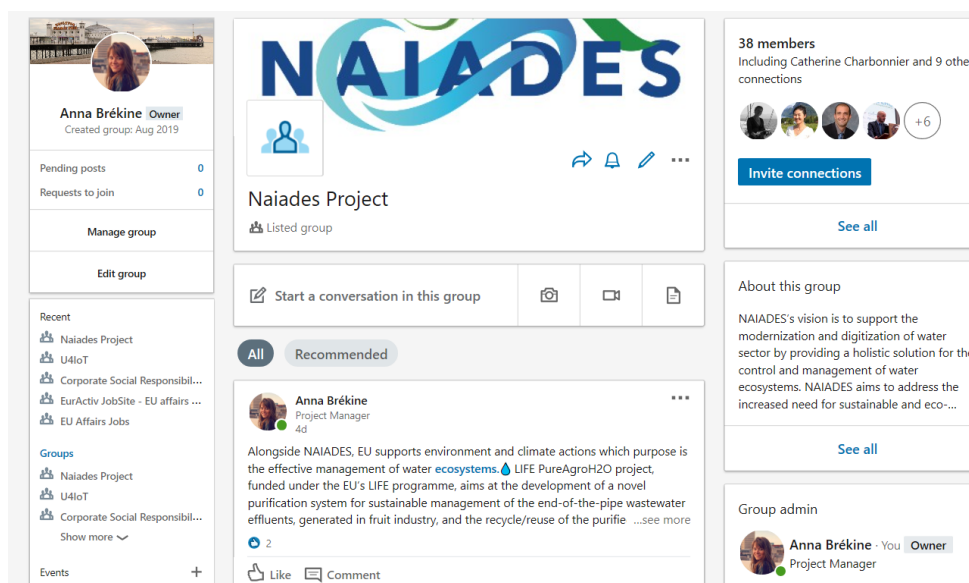

Figure 14: NAIADES LinkedIn Page

YouTube

The YouTube channel will be used to promote the NAIADES solutions, but also to ensure enhanced visibility of the experts and engaged stakeholders of the project that participate in the interviews, webinars, trainings and project events. The account will be managed by MI and will involve relevant partners for relevant content.

4.2.3   Newsletter

A e-newsletter will be dedicated to identified stakeholders. As per the Description of Actions, six newsletters will be circulated among the selected stakeholders. The messages will include, project's news, progress in the field, updates from the pilots, updates regarding Consortium members and key events in an attempt to notify the readers on how they can get in touch with the project and the associated initiatives. Project partners will provide information for the e-Newsletter and ensure that the content is accurate.

All newsletters will be published online on the project website. Furthermore, a mailing list will be created giving the possibility to share the e-Newsletter via mass mailing as well to inform interested stakeholders about project news, progress and planning of events. A registration functionality allowing the interested visitors to subscribe to the newsletter will be included.

The first NAIADES newsletter has been created by MI and issued in the first phase of the project. MI shared an Excel spreadsheet with all the Consortium to be populated with the e-mail addresses of interested subscribers. It has been requested to the partners to ask for prior permission before using any contact details. Additionally, it has been requested to all partners to disseminate the newsletter through their own internal channels and social networks to further broaden the audience of the newsletter.

The first newsletter was a general presentation of the NAIADES project. For practical reasons, MailChimp was used to build the newsletter campaign and to further monitor the impact. According to MailChimp analytics, the first newsletter was opened by 47,7% of the recipients from multiple countries including: Greece, USA, Spain, Romania, the Netherlands, UK, Belgium, and Switzerland. The newsletter was uploaded to the NAIADES website.

4.3   Events

Communication activities include the organisation of project events, as well as the participation in external events. The research community, industrial stakeholders and other relevant target groups of NAIADES attend those conferences. The partners are strongly encouraged to attend relevant conferences and events and inform the participants about the project and its development.

NAIADES will be presented at a number of events aiming to promote and communicate, by all relevant means and tools, all relevant information that will increase the project´s visibility. As per the Grant Agreement, the following events listed in the table below have been identified as relevant venues for the project.

Table 7: Key Targeted Events

Conferences	Smart Water Management Symposium, Smart Water Systems, Water Policy Conference, IWA World Water Congress & Exhibition, International Conference on Water Security, Annual Smart Water Systems Conference, Water Market Europe, Water Innovation Europe, International Conference on Hydroinformatics (HIC), Smart Water - International Water Summit, IoT Week

The NAIADES representation at the events can take place in different ways, including paper or project presentations, poster presentations, simple participation for liaising or networking purposes or workshops organisation.

A collaborative Excel spreadsheet listing relevant events based on importance and participation was created in order for the project consortium to be able to keep track of the partners' participation and to report about these activities and their impact in the dissemination deliverables as well as on the project website. All partners are encouraged to inform the Consortium about relevant events to be held in their region or elsewhere. In the time period M1-M10, the partners have attended 6 relevant water-related events.

Table 8: Attended Events (M1-M10)

No	Event Name	Date	City, Country	Category of Dissemination	Type of audience / Target stakeholders	Approx. size of audience	Partner(s) involved
1	ICT4Water Cluster Annual Event	10-11 June 2019	Brussels, Belgium	Presentation to gather requirements for SAREF-WATR	industry, academy, EC	>200	CERTH, ADSYS, EUT
2	Smarter Catchment Monitoring, Cleaner waters	4-7 September 2019	London, UK	Presentation of Interoperability and standardization roadmaps	industry, academy, EC	>201	EUT
3	Expo APA 2019	23-25 September 2019	Bucharest, Romania	Suppliers and Water Companies	industry, academy, EC	>250	ARA, IWA
4	AQUATECH Conference	2-5 November 2019	Amsterdam, Netherlands	Visitor	industry, academy, EC	>1000	EUT
5	Smart Water 2019	15 November 2019	Le Châble, Switzerland	Visitor	academy, communal authorities, SMEs, companies, etc.	250	MI
6	IWA Young Water Professional´s Congress	12-15 December 2019	Madrid, Spain	Visitor	Every water sector stakeholder	>250	AMAEM

In the same events reporting table provided by MI, partners were also able to identify the following five upcoming events they intend to attend. It is important to point out that in light of the current events related to the COVID-19, the dates, location and participation to these future events are subject to change and will be assessed on a continuous basis.

Table 9: Future Events

No	Name of the event	Type	Dates	Location	URL	Focus/target stakeholders	Relevance to NAIADES	Partner attending
1	Expo APA 2020	Water Loss Conference	25-27 May 2020	Bucharest, Romania	www.araromaqua.ro	Suppliers and water industries	ARA, IWA	SIVECO
2	IoT Week 2020	Conference	TBC	Dublin, Ireland	www.iotweek.org	Industry, academy, EC	Sessions on SDGs and water management	MI, UDG
3	ICT4WATER Cluster Annual Meeting	Keynote	16 June 2020	Brussels, Belgium	www.ict4water.eu	Industry, academy, EC	Conference on ICT4WATER interoperability & standardization	EUT
4	Workshop zu Künstliche Intelligenz in der Umweltinformatik	Workshop	29 September - 1 October 2020	Karlsruhe, Germany	https://umwelt-ki.de/	Academy, Public	Workshop for scientific community in field between CS and environment	DISY
5	Hydroinformatics Conference 2020	Oral presentation	11 - 15 January 2021	Mexico City, Mexico	https://hic2020.org/	Academia	Water modelling approaches and ICT for water	IHE

In addition to the planned events, three relevant WP related events have been identified by the Consortium in the future, and shall be considered by the partners in the framework of their respective WP activities. The dates of these events are also subject to change due to the COVID-19 situation.

Table 10: Other Future WP Related Events

No	Name of the event	WP	Dates	Location	URL	Focus/target stakeholders	Target of event
1	iFORS 2020	WP3	21 - 26 June 2020	Seoul, South Korea	http://www.ifors2020.kr/	Academia, Business	Academia
2	GI_FORUM 2020	WP3	07-10 July 2020	Salzburg, Austria	https://gi-forum.org/	Academia, Government, Business in Spatial Domain	Academia, Government, Business in Spatial Domain
3	Hydroinformatics Conference 2020	WP4	26 - 30 July 2020	Mexico City, Mexico	https://hic2020.org/	Academia	Academia

4.3.1   Events toolkit

Poster

Posters are communication tools that are mainly used in events that can be either organised by the project or can be external conferences, symposia, workshops, seminars or others in relevant domains.

As per the KPIs and per the communication plan, the first NAIADES poster was created in the first phase of the project. The poster has been designed by MI in size 200x85 and uses the same colour scheme as the NAIADES logo. The poster has been prepared in English (local languages to be considered if appropriate or necessary) to raise the interest of the stakeholders and of a variety of relevant audiences about the project

with concise textual and graphical information. The background of the poster is light green, hinting at the sustainable mission of the project. The poster provides succinct information about the project. Content-wise, it has been chosen to display the names of the three pilots sites, as well as the four application areas that are explored in NAIADES. The NAIADES logo, along with the NAIADES website and the social media handles are clearly shown on the poster. As per the Grant Agreement, the EU emblem and the reference to the Grant Agreement number can be found on the bottom of the page (see figure below)

The design of the poster is easily adaptable to the requirements individual partners have, in case an additional or a more specific version is required. An updated version of the poster will be designed in the phase 3 of the project to further present the results of the project. Printable versions of the posters will also be created and made available to the partners on Freedcamp to be printed and used at the events they participate in.

Figure 15: NAIADES Poster

Leaflet

Leaflets are a convenient way of communicating to the different audiences about the objectives, development or findings of the project. Leaflets will be editable and printable by any of the project partners, and therefore, will be tailorable both in terms of content and language.

As per the KPIs, the first NAIADES leaflet was created in the first phase of the project, incorporating the features and content outlined in the communication plan. The leaflet was designed by MI and its content was shared and validated internally by the Consortium. The NAIADES leaflet is double-sided and respects the same blue and green colour palette as the NAIADES log. The first page drives the attention to the key purpose of the project – delivering smart and holistic water solutions – and provides a short description of the project. It also introduces the three pilot sites.

The back of the leaflet provides more in-depth information about the four main applications of NAIADES, provides details about the Consortium and delivers the relevant website link and social media handles for further information, and to broaden the visibility of the project. As per the Grant Agreement, the EU emblem and the reference to the Grant Agreement number can be found on the bottom of the page. The two figures below show the front and back side of the leaflet.

An updated version of the leaflet will be designed in the phase 3 of the project to focus on the results of the project. Printable versions of the leaflets will also be created and made available to the partners on Freedcamp to be printed and used at the events they participate in.

The leaflets are to be circulated for dissemination/communication and awareness-raising purposes to target stakeholders during the events.

Leaflet

Figure 16: NAIADES Leaflet - Front Page

NAIADES envisions transforming the water sector through automated and smarter water resource management and environmental monitoring, achieving a high level of water services in both residential or commercial consumers, while exploiting the efficient use of physical and digital components of the water ecosystem.

Applications

WATER CONSUMPTION & EFFICIENCY

CONFIDENCE OF WATER CONSUMERS

SAFETY & RELIABILITY

PERSUASIVE FEEDBACK & SERVICES

NAIADES seeks to:

- establish more efficient water consumption in both retail and commercial environments,
- generate increased confidence of water consumers (including special groups as ageing, disabled persons and children),
- measure the water quality in residential buildings, offices and public infrastructures (mall, hospital),
- assure the safety and reliability through the detection of warning signs in near real time and other monitoring systems,
- enhance public awareness on water consumption and usage savings, and promote user engagement in water conservation activities through personalized persuasive feedback and recommendation services provided to the NAIADES App Users.

Who are we?

NAIADES is a 3 year project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No. 820985. The consortium consists of 18 European partners exhibiting a diverse set of skills and expertise, ranging from water services and environmental monitoring to research institutes and end users for validating the NAIADES solution.

www.naiades-project.eu

[f] @naiadesproject
[y] @naiadesproject

Figure 17: NAIADES Leaflet - Back Page

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5   Status of Communication KPIs (mid-term)

The following table offers a summary of the communication supports and channels achievements against their related KPIs and their expected schedule in time.

Communication supports and channels	KPIs	Schedule	Status
Leaflet	1 initial version & update	Initial leaflet by M6 Updated leaflet by M30	1 initial leaflet developed, to be updated in RP2
Poster	1 initial version & update	Initial leaflet by M6 Updated leaflet by M30	1 initial poster developed, to be updated in RP2
Reference PPT Presentation	1 initial version & update	Initial leaflet by M6 Updated leaflet by M30	1 initial reference PPT developed, to be updated in RP2
Project newsletter	6 (semestrial issue)	1 initial newsletter in first RP, 2 newsletters between M24-M30 and 3 newsletters between M30-M36	1 newsletter issued. Due to the readiness and maturity of the project, more newsletters are to be sent out in the second part of the project, disseminating the concrete progress and results. Current coordination with the DigitalWater2020 cluster to extent the target audience of the newsletters. Interviews to be held for the NAIADES newsletter with the Consortium and with the Cluster.
Project video/slideshow	1 initial version & update	First video by M30 Updated version by M33	Video to be prepared in the RP2, showcasing the technical developments and progress of the project.
Project website	1 website, monthly updated	Continuous updates throughout the project duration	1 website created and updated as required. 8 blog posts published on the website presenting the work carried out in NAIADES. Additional blog posts to be submitted in RP2.
LinkedIn	At least 1 monthly update	Continuous updates throughout the project duration	56 LinkedIn posts
Twitter/Facebook	At least 1 weekly update	Continuous updates throughout the project duration	141 tweets, 243 twitter followers 62 Facebook posts, 166 followers
Presentation and feedback sessions	3	By M33	3 NAIADES presentations
Training sessions	3	Between M30-M36	To be organised in RP2
External events	30&	By M36	19 events in the RP1

Table 11: Communication KPIs achievements (mid-term)

6   Conclusion

Deliverable 9.1 presented the NAIADES Communication Plan and Activities Report – the reference document for all communication activities that will support the promotion the project's activities, achievements and benefits. Moreover, the deliverable presents the current communication activities report carried out by M10.

Communication activities, complemented by dissemination efforts, are indispensable throughout the project's lifetime and interwoven into all the WPs. Consequently, the plan concisely demonstrates the motivations behind the strategy and specifies the actions, tools and assigned roles to communicate in an effective manner.

The present deliverable will act as a guide for all Consortium members in order to perform their communication activities, as it lists the target audience, communication channels, tools, activities and corresponding key performance indicators.

This is a living document to accommodate any customisation required. The communication planning will thus be constantly evaluated and revised in the course of the project duration.