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Project 101060922

Innovative methodology to prevent and mitigate diffuse pollution from urban water runoff

WATERUN

Deliverable D6.7

First version of Dissemination and Communication Plan

Work Package 6

Exploitation, Dissemination & Communication

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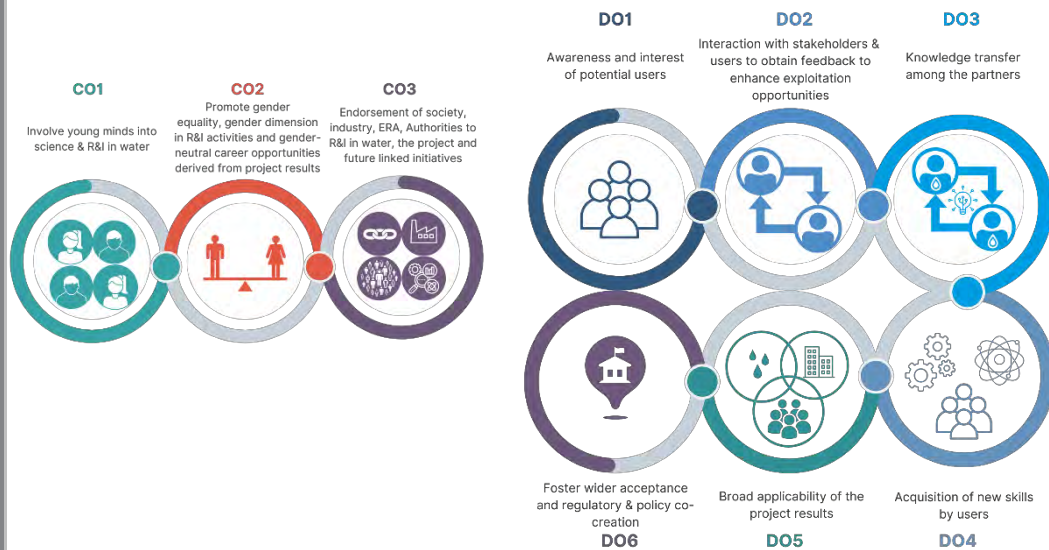
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Executive Summary

D6.7 presents the first version of the WATERUN Dissemination and Communication Plan (DC plan). It addresses WATERUN DC objectives:



The materials and channels of WATERUN CD are presented through 4 key questions:



Abstract

The “for who?” question was addressed by asking all partner’s organisations to full fill an on-line survey to get a first insight of the profiles of each targeted audience.

The DC activities will progressively move from the promotion of the key objectives of the project (providing a good picture of the ambition and related tasks of WATERUN) to the replicability of the project’s results and outcomes.

To ensure **an adaptive management**, WP6 task force (composed of WP6 leader -OiEau- and one communication officer from each partner’s organisation) will meet once a month to gather updated information on the project and materials for the communication. It will also provide the possibility to partners to ask for specific support of DC.

The monitoring process has been put into place so partners can share on a regularly basis about their progress in the project and engage with end-users. In addition, intermediary steps are proposed so the reporting to the Commission can go easily when the times comes. The DC plan will be updated at the end of project.

All the materials for the communication and dissemination as well as the monitoring documents are available on the partner’s platform:

<https://aimen.sharepoint.com/sites/local/idi/project/WATERUN/Tool%20Box/Forms/AllItems.aspx>

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List of abbreviations

BGI	Blue Green Infrastructure
DCP	Dissemination and Communication Plan
DSS	Decision Support System
KPI	Key Performance Indicator
NBS	Nature Based Solution
SW	Storm Water
UWR	Urban Water Runoff

1 INTRODUCTION

WATERUN European Project (n°101060922) is a four years project that has started in June 2022. The overall aim of the project is to develop an innovative methodology to contribute to the implementation of urban water runoff (UWR) management plans in cities based on the Water-Sensitive Urban Design (WSUD) concept.

WP6 is dedicated to the communication, dissemination and exploitation of WATERUN progress and results. It aims to engage with the different targeted audience and also support WP1 activities especially Task 1.1 (WATERUN co-creation process) and the work to be undertaken with the Local Stakeholders Boards and International Stakeholders boards.

WATERUN Dissemination and Communication Plan (DCP; D6.7: this report) aims at (i) explaining the key challenges faced by WATERUN to ensure the outputs of the project become outcomes and valuable knowledge for the key targeted audiences, (ii) proposing clear materials, channels and procedures to implement WATERUN DCP, (iii) setting a planning over the time frame of the project and (iv) proposing monitoring tools.

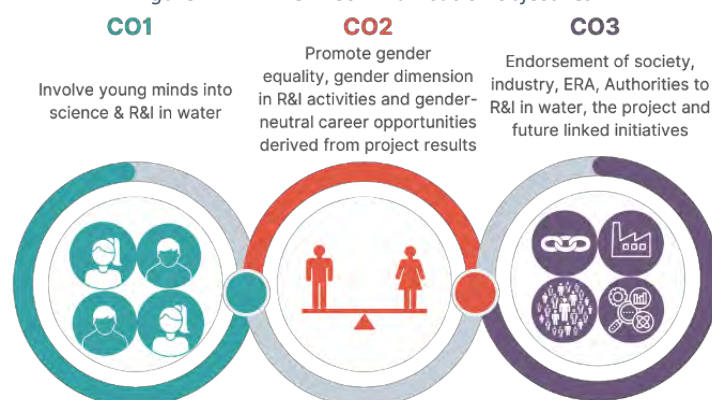
More precisely, the plan focuses on how WATERUN outcomes promotion will be implemented during the entire duration of the project to reach out the targeted groups (End-users, lead-users and the scientific community, see figure n°6 section 2.3) with clear indications on the planning, materials and channels to be used.

WP6 activities will take stock from WP1 co-creation process, targeting the sustainability of the project. It is also embedded in a branding strategy. Finally, the plan includes a monitoring process that plays an important role to assess the impact of the DC, to feed the different progress reports for the European Commission and WATERUN and to adapt the plan if needed.

1.1 WATERUN Communication and Dissemination key objectives

As stated by the European Commission¹, communication and dissemination are two different concepts that can be completed by the exploitation one. The **communication** mainly focusses on the general public and aims at reaching out to the society and show the impact and benefits of EU-funded R&I activities by addressing and providing for example possible solutions to fundamental societal challenges. Communication informs about and promote the project and its results/successes. It targets multiple audiences beyond the project's own community including media and broad public.

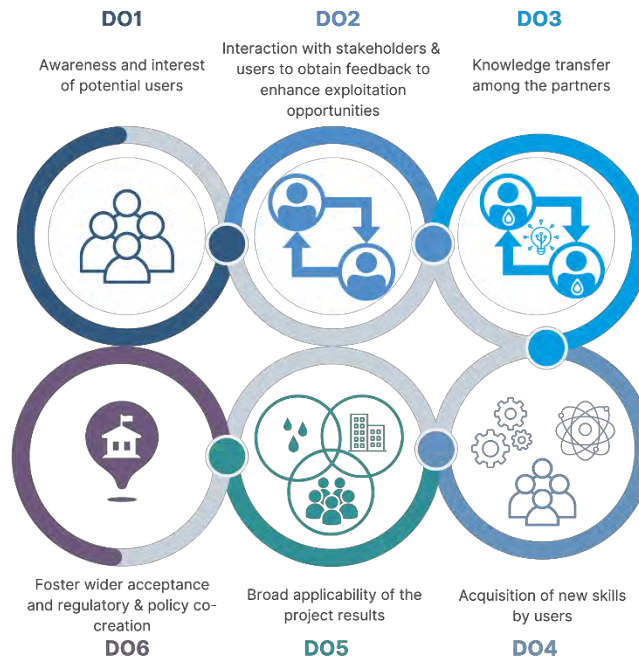
Figure 1: WATERUN Communication objectives



¹ Scherer J., Weber S., Azofra M., Ruete A., Sweeney E., Weiler N., Sagias I., Haardt J., Cravetto R., Spichtinger D., Ala-Mutka K. (2018), Making the Most of Your H2020 Project, European IPR Helpdesk, May, 35p.

Dissemination is about the knowledge and results transfer with the aim to enable others to use and take up results, thus maximising the impact of the EU-funded research. It focusses on audiences that may take an interest in the potential use of the results.

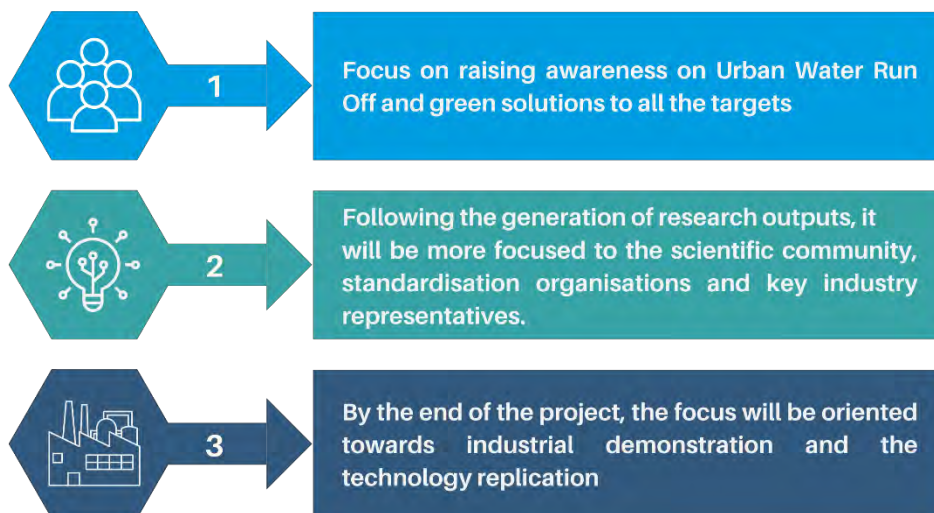
Figure 2: WATERUN Dissemination objectives



1.2 WATERUN Communication and Dissemination phases

In order to reach out the different WATERUN targeted audiences and provide tailored information and knowledge, three phases are envisaged to progressively move from the general context and challenges to the promotion of the results of the project.

Figure 3: WATERUN Communication & Dissemination phases



2 COMPONENTS OF WATERUN DISSEMINATION AND COMMUNICATION PLAN

The components of the DCP refer to the organisation of the related activities explained in the first section. They also refer to the key features that need to be addressed to ensure the relevancy of the DC contents and ways of reaching out the audiences such as the messages (What?) presented in section 2.2, the targeted audiences (For who?) presented in section II.3, the means (How?) presented in section 2.4, the planning (When?) presented in section 2.5. To set the framework of WATERUN DC development, the questions listed in the figure n°5 have been addressed and will be used as guidelines to ensure WATERUN DC activities are aligned with the targeted audiences and channels to reach them.

Figure 4: Key questions to set WATERUN Communication and Dissemination plan

- ⊙ What kind of **needs** does WATERUN tackle?
- ⊙ What kind of **issues** the proposed solutions will solve?
- ⊙ Why will be their **added value** compared to the existing solutions?
- ⊙ Which **new knowledge** WATERUN will generate?
- ⊙ Which **benefits** and **impacts** will be delivered?
- ⊙ **Who** will use these results?
- ⊙ How will **end-users be informed** about the generated results?
- ⊙ **When** is the best moment to reach them?

2.1 The different layers of dissemination and communication

WATERUN DCP is built on three layers that are interconnected to a transversal and strategic layer.

The internal communication layers (“get ready” mojo) consists in ensuring the flow of communication on the progress of the project among partners in order to ensure their awareness. To ensure a coherent approach and visibility of events and progress, a dashboard has been prepared to highlight potential participations of partners. Monthly WP6 telcos have been planned. The internal communication layer also consists in providing the key materials (leaflets, PowerPoint presentation and templates, social media, etc.), as well as the main tips and guidelines to get ready for their DC activities throughout the lifetime of the project. The internal communication benefits from a co-creation process among partners.

The external communication layer (“reach out” mojo) aims at reaching out the external world of the project. Typical activities are to prepare the logo and branding material, set up the project website, create social media accounts (Twitter and LinkedIn), and prepare project leaflets, etc. Messages on the progress and outcomes will be channelled through webinars, social media and newsletters. WATERUN will take advantage of the partners’ organisations own materials and channels of communication (newsletter, social media, website, etc.) as well as other EU initiatives.

The dissemination layer (“target my peers” mojo). Targeting the peer communities (as detailed in Section 2): Public reports (deliverables), working papers, scientific articles will be used to promote the project and engage with researchers and industries. A series of social media will be used to engage on a regular basis with the peers such as twitter (to share key messages on the progress of the projects or during events), LinkedIn (to engage specific discussion groups). The dissemination level also aims at supporting other WPs activities such as the cases studies. The objective is to start the replication of WATERUN experience.

The transversal strategic layer (“bringing it all together” mojo). The three previous layers are closely connected. The internal communication represents the basis on which the communication and dissemination can take place. This first layer is one key source of information directly coming from the partners and intermediary progress until the goal of creating UWRM new method planning is reached. The communication is a specific activity transforming the ‘scientific’ information into understanding

for citizens and consumers to better apprehend UWM challenges and solutions. In parallel, the dissemination brings new knowledge into the sphere of the peers to initiate or provide innovation.

The transversal strategic layer relies on the co-creation process considering the bottom-up approach as well as determinant as the top down approach to deliver (i) end-users grounded solutions, (ii) understanding of the societal challenges the solutions aim at solving (water scarcity, monitoring, flooding, climate change, digital water efficiency, water pollution control, etc.) and (iii) social acceptance of the solutions. In practice, the strategy consists in being pro-active within the three layers to prepare forces to implement DC in order to create awareness, liaise with others initiatives, and set potential WATERUN marketable products and services. This layer is closely related to WP1 (Co-creation process and WATERUN framework)

2.2 The ‘What’: message and content

Behind the message and content

The “what” question really invites to a change of perspective that could be labelled as “put the targeted audiences’ shoes on”. The content of messages might be clear on the producer of knowledge side, but this is far from being enough to deliver understandable messages to the outside arena of the project. With this kind of game player in mind, as reminded by the European Union², the first step to be taken to prepare any type of messages and content is to go through the following series of questions. These questions could be asked for any type of audiences. When it comes to dissemination activities, then an additional layer of issues should be tackled. In that case, the audiences are non-expert and the language should be tailored.

Complementary tips addressing the challenge to write about research in everyday language are given by Dynarski and Kisher³ (see figure 6).

WATERUN messages and DC activities will evolve over the course of the project. In a simplified way, at the beginning, the messages will focus on WATERUN objectives, key activities and partners (corresponding to phase 1), then the light will be put on strategic activities and results of the cases studies (corresponding to phase 2), to finally present WATERUN achievements, impacts and replicability towards the industry sector (corresponding to phase 3).

Figure 5: Tips to write to about research in everyday language



² European Union (2015), *Factsheet: the Plan for the exploitation and Dissemination of Results in Horizon 2020*, European IPR Helpdesk, July

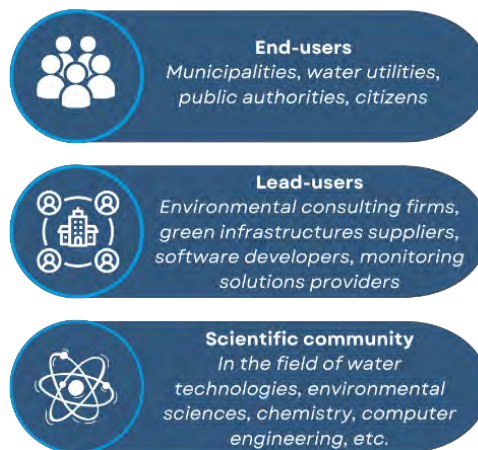
³ Dynarski M., Kisher E. (2014), *Going public: Writing about research in everyday language* (REL 2014-051). Washington, DC: US. Department of Education, Institute of Education Sciences, National Center for Education Evaluation and regional Assistance, Analytic Technical Assistance and Development. Retrieved from <http://ies.ed.gov/ncee/edlabs>

2.3 The “For who”: the targeted users

“Know your audience” is probably one of the most popular advice in communication and dissemination activities and represent the very first step. On that primordial knowledge relies on all the actions that can effectively take place to ensure the message does not only reach the audiences but also provide meaningful content.

WATERUN reaches out a wide audience and will reinforce Europe’s industrial competitiveness and leadership in the water sector thanks to (i) improved business opportunities and value creation in EU water industry reinforced by a co-creation process, and; (ii) Measurable improvements in the quality and sustainable management of water. Nevertheless, WATERUN potential users are wider (see figure 6).

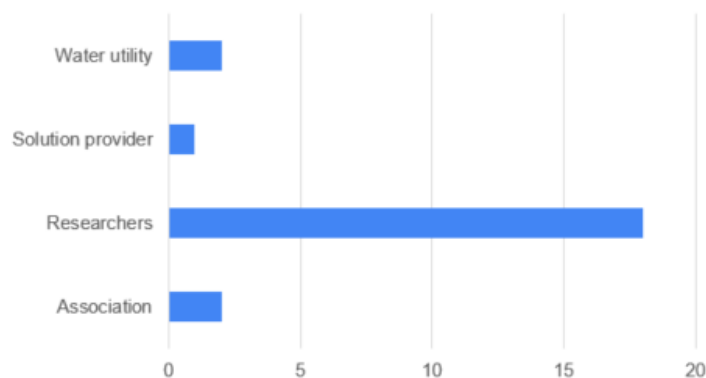
Figure 6: WATERUN targeted audiences



In order to get a first understanding of WATERUN users’ profiles, an on-line survey was carried towards WATERUN partners. The aim of the survey was to grasp their needs to perform their work, the obstacles they may face and expectations they have in WATERUN solutions. The answers of that survey are presented in the annex 1.

The 14 organisations of WATERUN consortium took part in the survey, corresponding to 25 persons and representing the 3 main types of users as shown in the figure n°6.

Figure 7: WATERUN internal survey: breakdown of the organization’s profiles



The different working themes of the respondents are listed in the table below. The concept of social innovation (and related dimensions) has been used to provide a synthetic classification of the themes. The different colours correspond to seven main themes (see the legend of the table).

In addition, an insight of the scale and impact of these themes are provided by two categories (whole water cycle and water sectors).

Table 1: WATERUN partners - Main and specific themes of work

The whole water cycle		Water sectors	
Professional training	Standardisation	Innovation in Water & Sanitation	Monitoring solutions
Funding	Analytical chemistry	Hydrogeology	Hydrology
Diffuse pollution	Water cycle	Urban ecosystem science	Drinking water
Water Energy Food Ecosystem	Water quality	Monitoring strategies	Sustainable Urban Water Management
Risk assessment	Water governance	Urban runoff management	Waste management
Digital water	Environmental technology	Wastewater sector	Microfluidic sensing technologies
Sensor Technologies	Water technology	Urban drainage	Water treatment technologies
Nature Based Solutions	Environmental engineering	Urban water engineering	
Environmental sciences	Sustainable development		
Water resources engineering			

Legend

MAIN DIMENSIONS OF THE THEMES
Capacity building
Data
Economic
Knowledge of the environment
Management
Technology
Transversal (to the others categories)

2.3.1 A first insight of End-users profile based on WATERUN partners



The following insight is based on the results of the internal survey carried with WATERUN partners. At that stage the end-users are represented by **water utilities** and **water associations** (see annex 1 for the full view).

Professional objectives and related tasks

The professional objectives of water associations are to provide to their members new knowledge in the field of water including UWR management and related legislative context at the European level. To achieve these goals, they engage with their members by organising meetings, workshops and events as well by publishing report and paper. Doing so, they work at the interface between science, policy and society and can also be a driver towards citizens. In the end, they contribute to develop capacity. These objectives are aligned with the ones of the water utilities, which also consider circular economy in the management of the whole water cycle. They also mobilise budget to fund projects and implement communication with their clients.

Tasks related to UWR, related needs and barriers

Dealing more specifically with UWR, end-users target the local level, develop new means to communicate and disseminated (i.e. learning platform) on UWR through other themes such as NBS, while also envisaging exploitation strategies. Actions are linked to the dissemination and transfer of knowledge and solutions. To accomplish their missions, they face challenges to access “success stories”, common understanding of NBS amplified by the fuzzy limits between grey and green solutions. In a transversal manner, the lack of time and investments prevent them to implement sustainable action with local stakeholders and demonstrate technical solutions, tools and practices for better manage diffuse pollution in cities.

Network and source of information

Their networks are extended to other large scale organisations (see table below)

Table 2: Networks and source of information of end-users

NETWORK	SOURCE OF INFORMATION
<ul style="list-style-type: none"> Public authorities and European funds Aarhus Vand A/5 National and regional regulators, the European institutions and sector stakeholders (EurEau, Acqua Publica Europea and WaterEurope) International Organizations (ex. World Bank, OECD) Universities throughout Europe International Network of Basin Organisations (INBO) 	<ul style="list-style-type: none"> Data collected by our members, European Countries, stakeholders and the European legislation. Support may be received from our members to have interviews with specific local, regional or national administrations with competencies in UWR SANDRE EU platforms Internet

Solutions expected from WATERUN

The solutions aim at facilitating the connection with their members and providing support to their objectives in terms of engagement with stakeholders and resources.

Table 3: WATERUN Expected solutions from end-users

WHICH THE SOLUTIONS DO YOU EXPECT FROM WATERUN?	
<ul style="list-style-type: none"> Development and implementation of an urban water runoff management plan for diffuse water pollution control, which improves the current management. Funding's contacts Environmental health DSS 	<ul style="list-style-type: none"> Policy recommendations, provide a clearer picture of the legislative framework of UWR and how it can be improved Engagement with stakeholders Better method on UWR planning

2.3.2 A first insight of the scientific community profile based on WATERUN partners



The following insight is based on the results of the internal survey carried with WATERUN partners. At that stage the scientific community is represented by the academic partners (see annex 1 for the full view).

Professional objectives and related tasks

The professional objectives of the scientific community are of two types. One is embedded at the scale of the researcher and deals with the carriers' objectives. The other is aligned with the fields of research (the main themes have been listed in the table n°1). Globally, the objectives could be classified along the research cycle:

- **Identification of needs:** i.e. study on reduction of pollution associated with urban water runoff through implementation of blue green infrastructure
- **Development of technological solutions:** i.e. technical assessment, developing portable cost efficient centrifugal microfluidic sensing platforms for environmental analysis
- **Development of non-technological solutions:** i.e. improvement of management (monitoring, diffuse pollution, urban drainage), contribute to SDG6 through the facilitation of scaling-up innovative, affordable and sustainable WASH technologies
- **Promotion and transfer of research outcomes:** i.e. transfer of new knowledge, education and training, publication

The related tasks aiming at reaching the professional objectives are related to the fields of research. The main task is find/provide solutions to environmental issues under the sustainable development perspective. Depending on the field, the research will be technological or non-technological oriented (i.e. governance, capacity building, and economic).

Tasks related to UWR, related needs and barriers

Scaling down to UWR, tasks become more specific but follow a similar pattern:

- **On the technological side,** tasks focus on detection technologies of environment pollutants, sampling, modelling tools, development of sensors, etc. They converge towards better modelling (i.e. tools for UWR and SW; blue-green infrastructure) and better monitoring (i.e. for urban water runoff quantity and quality, appropriate support for management).
- **On the non-technological side,** management is one key task related to UWR. Management can refer to different areas such as storm water, UWR aiming at analysing PAHs and micro-plastics for example. Another task is the political and legal process linked to UWR. The economic dimension is also of importance through the performance of LCA of the treatment units for UWR as well as detailed technical-economic assessment of solutions for reduction of Urban Water Runoff. Finally, capacity building closes somehow the loop through task such as the creation of a business model around novel UWR methodologies.

Transversally, human and financial resources, data availability and lack of standards play a crucial role as well as a key challenge. More generally, the availability of existing knowledge (i.e. peer reviewed literature) and its flow among researchers and stakeholders is determinant. As external driver, the legal and political framework as well as social concern are of high importance. This refers to the accountability of measures and responsibility at the different regional scales as well as their willingness to cooperate. In addition, the change in policy is needed for improved monitoring and digital water.

Finally, economic and business opportunities still suffer from a market demand that would require coordinated efforts across sectors and institutions.

Network and source of information

In addition to the networking within WATERUN consortium, academic partners are in relation with other research projects partners, ministries, water institute, and industrials collaborators.

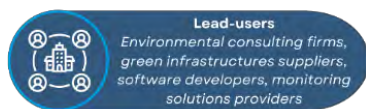
Solutions expected from WATERUN

The expected solutions both prevail on technological and non-technological dimensions to cover the full range of the social innovation.

Table 4: WATERUN Expected solutions from the scientific community

WHICH SOLUTIONS DO YOU EXPECT FROM WATERUN?	
<ul style="list-style-type: none"> • Successful monitoring of key pollutants in urban water runoff in order to identify the precise factors and sources contributing to their presence • Treatment tech of surface run off • New technologies that can be tested with partners • Development of a novel approach to plan the blue green infrastructure • Connection with other research teams and agents, availability of resources, mainly for hiring and training of researchers • Methods to show the benefits of NBS to handle runoff related problems (floods, water pollution) • Increased knowledge, successful results of the implementation of good runoff management practices • Better urban runoff management • Decision support system for storm water management based on risk assessment 	<ul style="list-style-type: none"> • Increase awareness on runoff pollution in urban areas and the ways to prevent and mitigate • Control pollution transport through runoff • A portable, simple, robust and reproducible sensing system for measuring PAHs and micro-plastics on-site • An integrated solution for efficient urban water runoff management in cities • Better understanding of pollution transport in urban catchments • A development of technologies and green technologies to combat and identify runoff water pollution to improve water quality • Technological approaches which provide high-quality effluents for reuse • A list of technologies to apply in UWR depending of the characteristics of each case and the use of the treated water • User-friendly methodology that can be turned into a marketable service

2.3.3 A first insight of the lead users' profile based on WATERUN partners



The following insight is based on the results of the internal survey carried with WATERUN partners. At that stage the lead users are represented by solution provider.

Professional objectives and related tasks

The professional objective of the lead users is to provide the best solution for a specific problem, topic or issue of a customer especially in the field of rainwater. One related task is to collect and compile technical data, carry out preliminary planning for the implementation of BGI at the city level.

Tasks related to UWR, related needs and barriers

Scaling down, one key task is to provide a detailed technical-economic assessment of the solutions aiming at reducing of UWR. On a very pragmatic aspect, the challenge is the lack of a contact persons in charge of UWR at the city level and more widely the lack of cooperation between city departments. An addition barrier, at a larger scale, relies in the lack of standards and regulation dealing with UWR.

Network and source of information

The networking activities are related to other partners' organisation of the consortium. The source of information to carry out WATERUN activities depends on the related case study.

Taking a step further, solution providers are closely linked to their potential 'clients' and need local data and information to provide the best available and tailored solutions.

Solutions expected from WATERUN

Their main expected solution is transferable technical and economic KPIs for the use of BGI in cities.

2.3.4 Next steps

The ‘For who’ dimension of the DCP is primordial. At this early stage of the project, the focus has been put on the organisations involved in WATERUN, as each of the key targets (end-users, lead-users and scientific community) is represented.

Along the time frame of the project, dedicated prospective activities will be carried in order to reach additional users. As stated on the description of activities, new representatives of each target will be reached with a focus on: young minds, public in general, women, stakeholders, ERA and authorities⁴.

2.4 The “How”: materials and channels

A wide series of materials and channels will be deployed over the timeline of the project. The **channels** refer to all media that can be used to convey the project information, results and outcomes to the targeted audiences. The **materials** refer to the support that will capture the different messages and knowledge of the communication and dissemination.

WATERUN DCP is based on the combination of different channels, materials and interactive events (off and on line). OIEau as WP6 leader is in charge of the overall activities, of setting the frame for the materials and channels and providing support to partners when needed. Partners will also play an active role through the channels of their own organisation and own networks to convey WATERUN key messages and information (see section 3 for the procedures and partners’ roles).

2.4.1 Communication and dissemination materials

Branding and visual identity are the first step to start with as they are the common basis to all the design, frames, templates of the materials and channels⁵.

Visual identity

The branding with a logo and graphic charter, has been prepared based on WATERUN logo prepared by AIMEN.

Table 5: WATERUN logo



Table 6: WATERUN graphical chart

	R	V	B	#
Dark blue	73	88	118	#495876
Light Blue	0	157	224	#009DE0
Grey	135	136	138	#87888A
Orange	245	165	45	#f5a52d

⁴ See the monitoring section for more details

⁵ All the DC materials are available on WATERUN partners’ platform in the communication folder (<https://aimen.sharepoint.com/sites/local/idi/project/WATERUN/Tool%20Box/Forms/AllItems.aspx>)

To illustrate the DC on the website, social media and communication support, a series of icons has been realised (table 7) as well as a series of background images (table 8). All the concepts of the project have been illustrated. The images are available on the partners 'platform.

Table 7: WATERUN graphic icons

















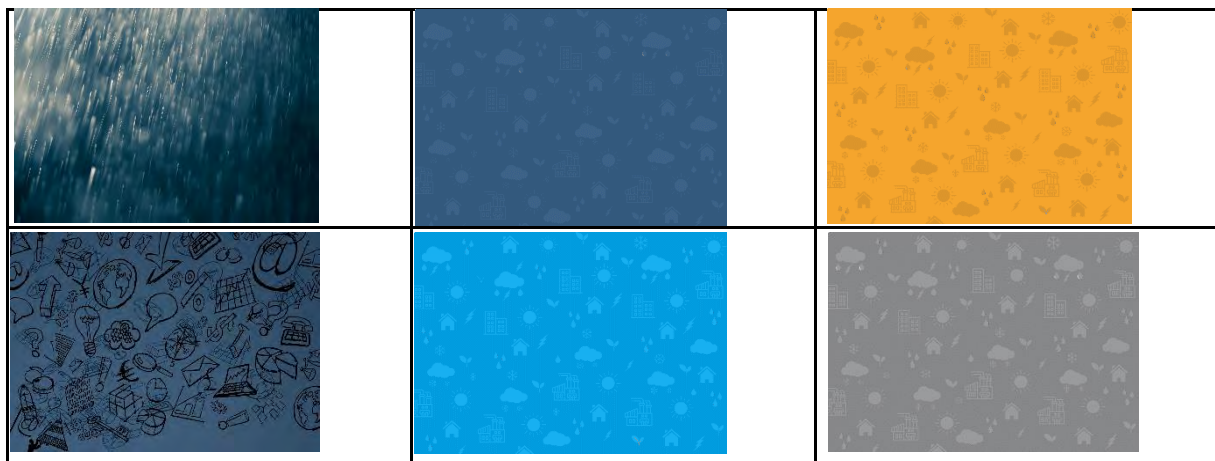
Icon themes	Graphic icons	Icon themes	Graphic icons
WATERUN Approach		WATERUN Objectives	
WATERUN Case study		WATERUN Scientific target	
WATERUN Event		WATERUN Social media	
WATERUN General presentation		WATERUN Summary	
WATERUN Key exploitable results		WATERUN Target end users	
WATERUN Latest news		WATERUN Target lead users	
WATERUN Links		WATERUN Team	
WATERUN News		WATERUN Workplan	

Table 8: WATERUN Background images



Social media etiquette

To illustrate post on WATERUN social media, etiquettes have been prepared. The table below shows two examples that can adapted to other topics

Table 9: Example of etiquettes to illustrate WATERUN social media post



PowerPoint presentation


A standard presentation of WATERUN is ready for partners to be used and adapted to the needs of their own presentation. This document comprises 13 slides specifying all the key components of the project from the consortium (i.e. objectives, expected impacts, case studies and key exploitable results, etc).

Table 10: Slides of WATERUN general PowerPoint presentation



Poster

A first version of WATERUN poster has been created.



Innovative methodology to prevent and mitigate diffuse pollution from urban water runoff

TO ADDRESS

- Comprehensive monitoring protocol & advanced sensing for urban diffuse pollution controls
- Identification of critical sources of urban diffuse pollution
- Novel planning approaches for sustainable SW management
- Implementation and validation of GI for diffuse pollution mitigation
- Risk assessment for UWR management and reuse

FOR

- **End-users:** Municipalities, water utilities, public authorities, citizens
- **Lead-users:** Environmental consulting firms, green infrastructures suppliers, software developers, monitoring solutions providers
- **Scientific community:** water technologies, environmental sciences, chemistry, computer engineering, etc.

Innovation

- Comprehensive monitoring protocol & advanced sensing for urban diffuse pollution controls
- Identification of critical sources of urban diffuse pollution
- Novel planning approaches for sustainable SW management
- Implementation and validation of GI for diffuse pollution mitigation
- Risk assessment for UWR management and reuse

WATERUN approach

WHY ?

Environmental concern

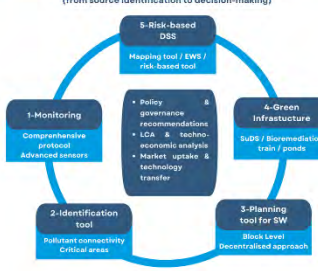
- 38% of EU surface waterbodies are affected by diffuse sources
- PAHs / heavy metals are the most toxic and concentrated pollutants in UWR, while microplastics are significant emerging pollutants.
- Climate change influence significantly UWR (extreme floods, droughts)
- Policy compliance (Zero-pollution, Green Deal...)

Knowledge gap

- Complex cityscapes where many sources and types of pollutants are present.
- Lack of appropriate monitoring strategies.
- Unreliable information on the climate change impacts.
- Poor efficiency of GI.
- Lack of effective regulation & governance (regimentation).

WHAT?

WATERUN UWR management methodology (from source identification to decision-making)



HOW?

Project implementation

- Multi-actor co-creation process: LSB and ISB
- Interdisciplinary consortium.
- Validation in 3 climate zones, land use and UWR reuse purpose

R&D Innovation

- Monitoring protocol for UWR and on-site sensors for PAHs and microplastics.
- Innovative modelling tool for diffuse pollution control.
- GI optimisation for diffuse pollution mitigation.
- Risk-based tool for decision-making.

Demonstration

Specific needs

- ✓ Water related risks mitigation & Water security
- ✓ More resilient and cost-effective water infrastructures and services
- ✓ Less-leakage, integrated and flexibility adaptative water management
- ✓ Effective and integrated framework of governance
- ✓ Increased knowledge and common frame of reference for safety measures and levels of risks


R&D Innovation

- ✓ Monitoring protocols for UWR and on-site sensors for PAHs and microplastics
- ✓ Innovative modelling tools for diffuse pollution control
- ✓ GI optimisation for diffuse pollution mitigation
- ✓ Risk based DSS for decision making

Project implementation


- ✓ Multi-actor co-creation process: LSB and ISB
- ✓ Interdisciplinary consortium
- ✓ Validation in **3 case studies** in 3 climate zones, land use and UWR purpose

3 case studies





Santiago de Compostela Spain | Amman Jordan | Aarhus Denmark

4 pillars





Consortium







WATERUN (2022-2026) has received funding from the European Union's under Horizon Europe programme under the Grant agreement n° 101060922


waterun@oieau.fr


www.waterun.eu


Twitter


LinkedIn

Project leaflet

Targets

End-users
Municipalities, water utilities, public authorities, citizens

Lead-users
Environmental consulting firms, green infrastructures suppliers, software developers, monitoring solutions providers

Scientific community
In the field of water technologies, environmental sciences, chemistry, computer engineering, etc.

About us

European project
WATERUN (2022-2026) has received funding from the European Union's under Horizon Europe programme. Grant agreement n° 101060922

Partners
Coordination by AIMEN Technology Center

Join us
www.waterun.eu
@EU_Waterun
@eu-project-waterun

Abbreviation
DSS: Decision Support System; GI: Green Infrastructure; ISB: International Stakeholder Board; LSB: Local Stakeholder Board; PHAs: Polycyclic aromatic hydrocarbons; SW: Storm Water; UWR: Urban Water Runoff
DLEu- Version 3- November 2022

Innovative methodology to prevent and mitigate diffuse pollution from urban water runoff

Diffuse water pollution in urban areas remains a serious global environmental issue. Urban diffuse pollution enters the urban water catchment through precipitation, infiltration, or runoff processes from different urban surfaces. The cumulative effects of that pollution can have significant negative impacts on human well-being and ecosystem health.

WATERUN aims to develop an innovative methodology to contribute to the implementation of urban water runoff (UWR) management plans in cities based on the Water-Sensitive Urban Design (WSUD)

Specific needs addressed by WATERUN

- Water related risks mitigation
- More resilient and cost-effective water infrastructures and services
- Less leakage, integrated and flexibility, adaptive water management
- Water security (i.e. pollution control)
- Effective and integrated framework of governance
- Increased knowledge and common frame of reference for safety measures and levels of risks

Our concept & method

UWR management methodology

From source identification to decision making

Pillars

Two paths for innovative solutions

Project implementation

- Multi-actor co-creation process: LSB and ISB
- Interdisciplinary consortium
- Validation in 3 case studies in 3 climate zones, land use and UWR purpose

R&D Innovation

- Monitoring protocols for UWR and on-site sensors for PAHs and microplastics
- Innovative modelling tools for diffuse pollution control
- GI optimisation for diffuse pollution mitigation
- Risk based DSS for decision making

Website and social media news

The website and social media are an important part of the DC activities as they aim at providing updated information on the project. They are an efficient way to create awareness on the project as well as informing about relevant milestones, project events, etc.

The content of the news will vary based on the state of progress and delivery of the project. Each partner is committed to produce news articles for the website and social media. They will be written in vernacular terms. To support this process, a WATERUN planning to collect news articles has been set. It is available on the partners' platform and will be regularly reminded to partners (see section 3 on procedures and annex 5 for the planning).

Scientific publications

In line with the “Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020”, WATERUN partners will ensure open access to all peer reviewed publications relating to the project results. Considering that practical policies, namely from publishers side, are still going through major changes, and taking into account the incurred costs, WATERUN strategy is summarized in the figure below with a list of pre-targeted journals (table n°11).

Figure 8: WATERUN Open access strategy

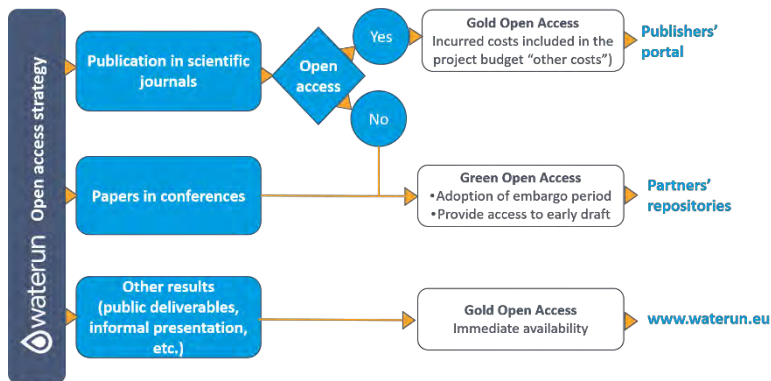


Table 11: List of some pre-targeted journals for scientific publications

- Journal of Hydro informatics
- Journal of Water Resources, Planning and Management (ASCE)
- Urban Water Journal
- Water Science and Technology
- Journal of Water Supply: Research and Technology-Aqua
- Water Research
- Water (MDPI)-open access
- Science of the Total Environment (STOTEN)
- Environmental Modelling & Software
- Water Resources Management
- Water Science and Technology-Water Supply
- Journal of Computing-ASCE
- Journal of Hydraulic Engineering-ASCE

WATERUN Deliverables

The public deliverables deal with the reports, demonstration, events entitled to specific tasks of the projects as well as specific DC materials (training plan, exploitation plan). All public deliverables will be available and downloadable on the project website and the meta-data made available in the open access platform Zenodo. This will permit to keep the public informed on the project’s progress and to increase the knowledge on the project. The executive summary will be used as a teaser in the news of the website and promoted through the social media.

2.4.2 Communication and dissemination channels

The channels refer to the ones specifically created for the project (WATERUN channels) and the existing ones relying on other initiatives and partners’ organisations (external channels).

WATERUN channels

Website

The project website is used for communication and dissemination activities. It is available at <http://www.waterun.eu/>. The website⁶ provides (i) updated information on the project activities, in the section news, (ii) overall information on the project in the section about, (iii) case studies and co-creation process, (iv) key exploitable results and (v) media center with all the public deliverables of WATERUN. The maintenance of the website is carried out by OIEau.

A shared xls document is available on the WATERUN partners’ platform to gather comments and ideas⁷.

⁶ See D6.1 WATERUN website for more details

⁷ <https://aimen.sharepoint.com/sites/local/idi/project/WATERUN/Tool%20Box/Forms/AllItems.aspx>

Table 12: WATERUN Website home page



The screenshot shows the WATERUN website home page with the following layout:

- Navigation Bar:** Includes 'waterun' logo, 'newsletter', and 'contact' links.
- Main Menu:** 'News', 'About', 'Case studies', 'Key exploitable results', and 'Media centre'.
- News Section:**
 - Latest news: Event
 - Project summary
 - Objectives
 - Workplan
 - Innovation potential
 - Our team
 - Collaboration and links
- Case studies:** Co-creation process, Santiago de compostela, Aarhus, Amman.
- Key exploitable results:**
 - KER: Systemic WATERUN approach adoption services
 - OER1: Advanced monitoring solution
 - OER2: Identification tool for source pollution.
 - OER3: Planning tool for SW management.
 - OER4: Risk-based DSS for UWR management
 - Non-commercially exploitable result: Guidance for the implementation of future UWR Management Plans
- Media centre:** Deliverables, Scientific publication, Communication materials, Press release.
- In a nutshell:**

WATERUN aims to develop an innovative methodology to contribute to the implementation of urban water runoff (UWR) management plans in cities based on the Water-Sensitive Urban Design (WSUD) concept. This methodology will provide preventive and mitigation solutions and best management practices adopting a holistic perspective (from source identification to decision making) for diffuse water pollution control in urban catchments. The target is to transform the UWR management by the development of identification, planning and risk-based tools and new working procedures (guidance) with the early involvement of the main urban water management and governance actors (co-creation process), ensuring a wider and faster adoption.
- Latest news:**
 - WATERUN Consortium meeting
 - WATERUN Kick of Meeting
 - Last tweet
 - Article: To start WATERUN journey (EU project n°101060922), let's discover the general approach of the project. More will... <https://t.co/OpZUu89SF>
- WATERUN approach - Key steps:**
 - WHY?** Environmental concern, Knowledge gap
 - WHAT?** 1-Monitoring, 2-Identification tool, 3-Planning tool for SW, 4-Green Infrastructure, 5-Risk based DSS
 - HOW?** Multi-actor co-creation process, Innovative modelling tools for diffuse pollution control, GI optimisation for diffuse pollution mitigation, Validation in 3 climate zones
 - FOR WHO?** End-users (Municipalities, water utilities, public authorities, citizens), Lead-users (Environmental consulting firms, green infrastructures suppliers, software developers, monitoring solutions providers), Scientific community (water technologists, environmental sciences, chemistry, computer engineering, etc.)
- Footer:**
 - Follow Us: LinkedIn, Twitter, Facebook, YouTube
 - Contact Us, Legal Notice
 - Subscribe or Unsubscribe to newsletter
 - Search bar
 - By subscribing to our newsletter you agree to our [terms and conditions](#).
 - © Copyright Waterun 2022 - 2026
 - WATERUN (2022-2026) has received funding from the European Union's under Horizon Europe programme under the Grant agreement n° 101060922

Social media

The social media work in a complementary way with the website. To stick to the change of practice, the choice has been made to use the website as a show window and to use social media to provide live and up to date information on WATERUN progress and activities.

WATERUN Twitter and LinkedIn accounts have been launched in September 2022.

- LinkedIn page is available at <https://www.linkedin.com/company/eu-project-waterun> (@eu-project-waterun)

The LinkedIn page can be an ideal location to engage with stakeholders. WATERUN LinkedIn page is considered as a platform for formal discussions, interaction, and communication of the project progress and outcomes. It can reach people interested in UWR issues and can also reach solution providers, water utilities, etc.

- Twitter page is available at https://twitter.com/EU_Waterun (@EU_Waterun)

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets"). The message can reach 280 characters and is typically used for short live information and perfectly suit the need to communicate on break-out news or events communication. Its maintenance is under OIEau lead, partners can tweet and retweet WATERUN information

Events

Two main categories of events can be distinguished (i) events directly linked to the project and (ii) external events partners will participate to promote, communicate and disseminate on WATERUN outcomes as well as liaise with other initiatives. In both cases, events can be off-line, on-line or hybrid. External events will be regularly identified during WP6 monthly meetings. WATERUN internal events are listed in the section monitoring.

External channels

At the era of the global and social media communication, external channels are as important as WATERUN's ones. Specific attention will be deployed to be pro-active on this type of channels such as:

Partners' website: Because communication starts among the consortium and through each partner's network, partners' are expected to promote WATERUN on their websites to relay information.

Other EU-related projects' websites: Other EU-projects dealing with the same topics can communicate about WATERUN on their websites (providing the link of WATERUN website). In the same way, the link to their website will appear on WATERUN website in the dedicated section collaboration and other initiatives.

European Commission's websites: The European Commission can help spreading information on the project and trigger a multiplier effect. The Project officer must be kept informed by the coordinator about interesting topics, news and events. Publications can occur in Horizon magazine, CORDIS, etc.

Open access repositories. A Zenodo account has been created for WATERUN to regularly publish WATERUN meta-data related to all the public publications.

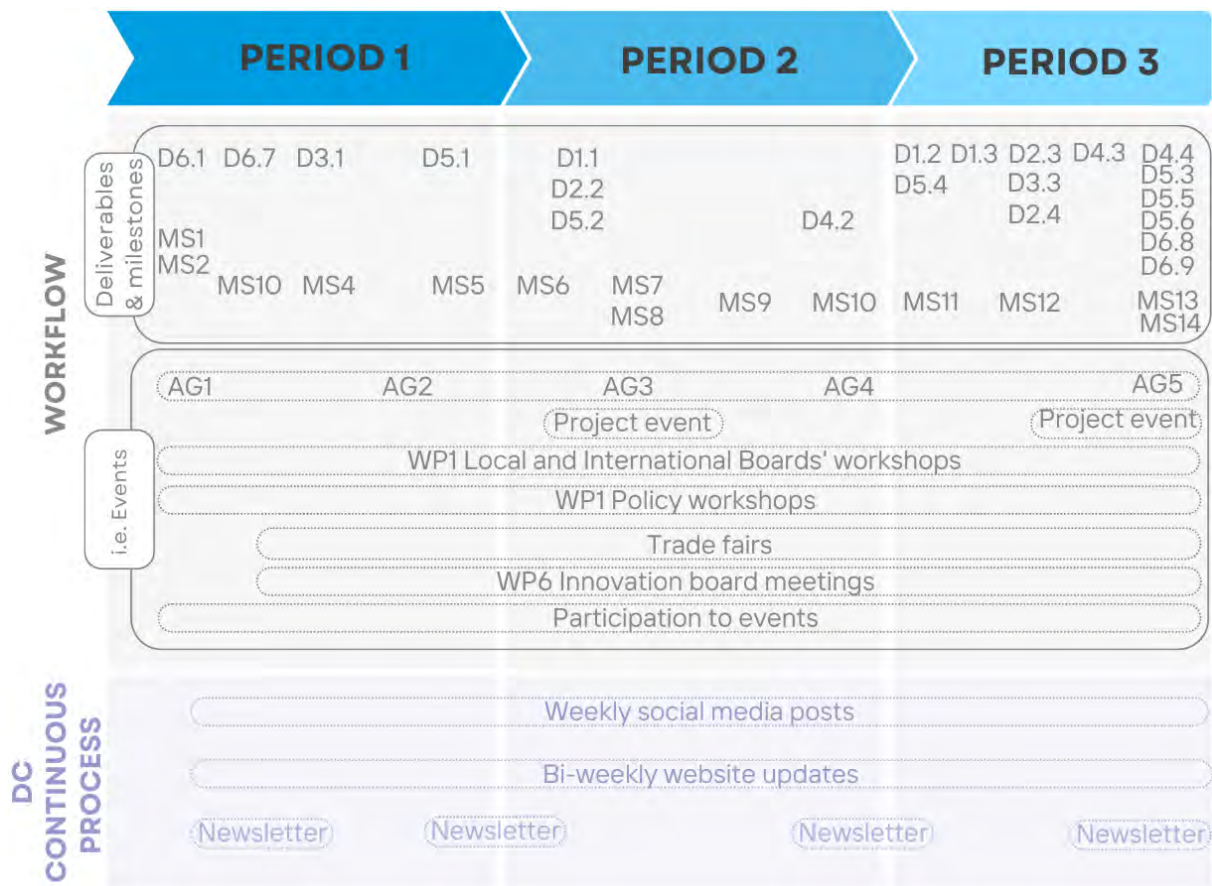
2.5 The ‘When’: overall planning of communication and dissemination activities

WATERUN DC activities are due to occur from the start to the end of the project (2022-2026). The overall planning is:

- closely linked to WATERUN workflow, which is based on the Gantt⁸. Each of the public deliverable will be promoted on social media and on the website as well as WATERUN events.
- a continuous process. The everyday day life of the project will be communicated on a weekly basis thanks to the news articles prepared by all the partners (see section 3.2). The newsletter (to be issued once a year), will provide a synthesis of WATERUN progress.

The objective is to provide information and engage with stakeholders to move from the awareness raising to the development of knowledge on WATERUN topics.

Figure 9: WATERUN Overall planning of Dissemination and Communication

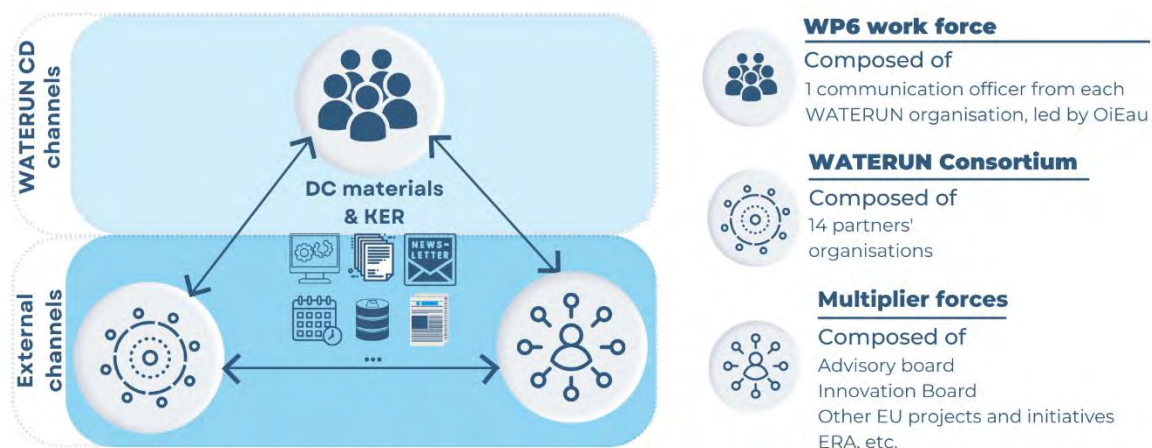


⁸ Annex n°2 chronologically lists WATERUN deliverables (D) and annex n°3 chronologically lists the milestones (MS)

3 PARTNERS ROLES, WORKFLOW AND PROCEDURES

To support the overall process of WP6 DC activities, the following workflow and procedures are proposed to partners. The aim is to (i) communicate and disseminate as much as possible in due course with the progress of the project and (ii) set the opportunities of promoting the project as well as liaising with other initiatives.

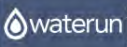
Figure 10: WATER Dissemination and Communication workflow



3.1 General Procedures

At the global scale of the project, the following approach is proposed to partners to ensure a smooth and up to date WATERUN communication and dissemination.

Table 13: General workflow to support Dissemination and Communication activities

	 Social media and website	Events	Publication
With the support of WP6 work force	Partners are asked to write a news article every 2,5 months.	Partners are asked to inform WP6 leader in advance both for their WATERUN events and external events they participate to.	Publications are under the lead of partners who are asked to inform WP6 leader about the process
	AIMEN, as coordinator, will write one article per month	OiEau gathers the information and make it available to all the partners	OiEau gathers the information and make it available to all the partners
	Tool: Planning set according to the Gantt (see section 3.2). OiEau will send reminders to partners	Tool to report: shared xls document (available on the partners' platform). In addition, OiEau will use the shared document during WP6 meeting	Tool to report: shared xls document (available on the partners' platform). OiEau will use the shared document during WP6 meeting
Partners are asked to inform WP6 leader via email to n.amorsi@oieau.fr or waterun.wp6@aimen.es on their activities for OiEau to support the communication & dissemination and prepare reporting for the European Commission. Partners are expected to also use their organisation's channels to communicate on their WATERUN activities and inform OiEau.			

3.2 Planning to write news articles

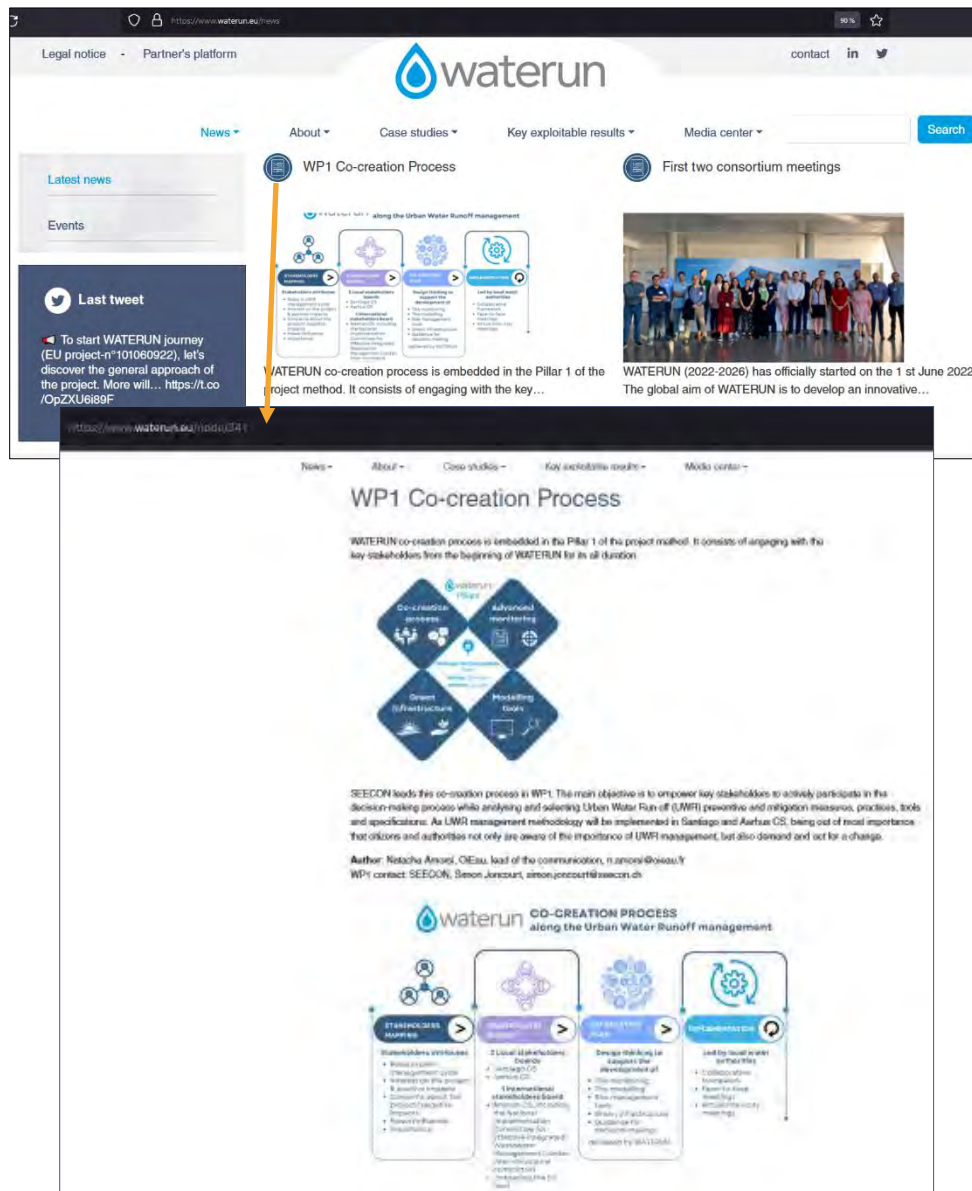
A key issue of the DC activities is for WP6 to be informed regularly about the progress of the project and also about partners' activities in relation with UWR topics (even if not directly linked to WATERUN activities).

To ensure WP6 can get the content for DC communication and dissemination and facilitates social media, website update, prepare other DC materials as well as support partners in their own DC activities, a planning to write news article has been prepared.

The aim is to gather one short article per week. Each partner will be asked to contribute every 14 weeks. The template for the news article is available in the annex 4. The planning is available in the annex 5. It is a preliminary planning that will be adapted when needed. OiEau will actively engage with partners to follow the planning.

Those articles will be promoted on WATERUN social media and uploaded on the website (see figure 11).

Figure 11: Example of News articles



4 MONITORING

The following KPI have been identified to monitor the communication, dissemination and events activities. Different tools are also proposed to set the monitoring. For example, the website impact will be monitored thanks to Google Analytics system, which enables counting the number of visitors, seeing their provenance, etc. In the same way, Twitter and LinkedIn analytics allow to monitor the traffic on WATERUN profiles.

4.1 Communication

Table 14: Communication's Key Performance Indicators

Audience	Key message	Activities	Time*	KPIs
Young Minds	Impact on youth daily life	School visits & participation in events	M12	200+ students reached
Public in general	Impact on jobs, energy, environ. & life quality	Press releases, articles, radio & TV, web, social media	M1	30,000+ people reached
Women	Career opportunities in water sector	Visibilisation of women in the project & link to Women in STEM	M12	Involvement in at least 3 activities/campaigns
Stakeholders	Project impact beyond the segments addressed	Industry events, when possible Standardisation & Certification.	M1	4+ presentations
ERA	WATERUN's results	Project info in CORDIS & OA	M12	3+ publications
Authorities	Impacts on industry & citizens and existing barriers	Presentation and participation in relevant events	M12	2+ presentations +participation in events

4.2 Dissemination

Table 15: Dissemination's Key Performance Indicators

Activities	Audience ⁹	Key message	Time*	KPI
Project web & social media (OP)	ALL (DO1)	Objectives, activities, partners, public docs	M6	+8,000 visits // +60 post & +150 followers
Partners' web & social media, newsletters and Bulletins (OP)	IND&SC (DO1)			+3,000 visits, +800 readers
Internal seminars (PD)	PP (DO3)	Technical background, keys to use WATERUN solutions	M6	At least 3 seminars
Online training (empowering plan)	IND, SH (DO4,5)	Results, knowledge and fundamentals.	M42	+ 200 trainees +1 empow. workshop
Exploitation workshops (E)	IND, SH (DO1,2,5)	Results and main features and performance of WATERUN solutions	M24, M36	2 workshops ~ 20 attendees

⁹ Audience: partners (PP), Industry (IND), Scientific Community (SC), Stakeholders (SH), Standardization Organisation (SO), Policy-makers (PM). Activity type: Project Documentation (PD), Project Publication (PP), Online Presence (OP), Events (E).

4.3 Events

Table 16: Events' Key Performance Indicators

Type of events	Audience	Activities	Time*	Estimated date of the event	Related KPI
Internal seminars (PD)	PP (DO3)	Technical background, keys to use WATERUN solutions	M6	Y3&4	At least 3 seminars
Online training (empowering plan) (E)	IND, SH (DO4,5)	Results, knowledge and fundamentals.	M42	Y4	200+ trainees+1 empow. workshop
Exploitation workshops (E)	IND, SH (DO1,2,5)	Results and main features and performance of WATERUN solutions	M24, M36	Y4	2 workshops ~ 20 attendees
Project Events (E)	SC, IND, SH, SO (DO1,2,5,6)	Project developments, results, benefits for the target markets	M24, M48	M24 (?) M48	2 events (preferably in parallel to key events), ~50 attendees/event
Trade fairs (E)	IND, SH (DO1,2,6)	Performance of solutions in targeted applications.	M12	Y4	6+ events, +500persons reached
Contribution to policies (PD)	PM (DO6)	Key features& lessons learnt	M44	Y4	1 Policy Brief, 1 Policy workshop

4.4 Reporting

A shared xls (available on the partners' platform) has been prepared for the reporting to the European Commission dealing with WP6 activities. Partners will be asked to fill it with their dissemination, communication, publication and events' information, every 6 months.

5 SYNTHESIS: COMMUNICATION KIT

All the CD materials are available on the partners' platform, in the communication folder (from the home page): <https://aimen.sharepoint.com/sites/local/idi/project/WATERUN/Tool%20Box/Forms/AllItems.aspx>

Table 17: Communication kit - Examples of WATERUN DC materials

WATERUN Icons and graphs	WATERUN & partners organisations logos	Communication materials
<p>Icon's example</p>  <p>Graph example (Dissemination objectives)</p>  <p>Etiquette for social media example</p> 	<p>WATERUN & partners organisations logos</p>  <p>Photo</p> 	<p>General presentation</p>  <p>Poster</p>  <p>Leaflet</p> 

WATERUN website and social media

- Website: www.waterun.eu
- LinkedIn page <https://www.linkedin.com/company/eu-project-waterun> (@eu-project-waterun)
- Twitter page is available at https://twitter.com/EU_Waterun (@EU_Waterun)

6 CONCLUSION

D6.7 presents the first version of the WATERUN Dissemination and Communication Plan. The materials and channels of WATERUN CD are presented through 4 key questions.

Figure 12: Key questions to set the Dissemination and Communication Plan



The “for who” question was addressed by addressing an on-line survey to all partner’s organisations and get a first insight of the profiles of each targeted audience.

The DC activities will progressively move from the key objectives of the project, providing a good picture of the ambition and related tasks of WATERUN to the replicability of the project’s and outcomes.

To ensure an adaptive management, WP6 task force (composed of WP6 leader -OiEau- and one communication officer from each partner’s organisation) will meet once a month to gather updated information on the project and materials for the communication. It will also provide the possibility to partners to ask for specific support of DC.

The monitoring process has been put into place so partners can share on a regularly basis about their progress on the project and engage with users. In addition, intermediary steps are proposed so the reporting to the European Commission can go easily when the times comes.

As DC activities will take place on a very regular basis, the DC plan will be updated at the ends of project.

All the materials for the communication and dissemination as well as the monitoring documents are available on the partner’s platform:

<https://aimen.sharepoint.com/sites/local/idi/project/WATERUN/Tool%20Box/Forms/AllItems.aspx>

ANNEX 1: WATERUN INTERNAL SURVEY WITH PARTNERS

Associations' profile



PROFESSIONAL OBJECTIVES	RELATED TASKS
<ul style="list-style-type: none"> Promoting and facilitating closer collaboration, knowledge exchange and capacity-building among our Members Supporting the implementation of the European legislative acquis on water Promote the advantages of economic regulation for (i) The protection of the interests of consumers (ii) the stability, effectiveness and efficiency of operational and investment costs in the water industry (iii) the safeguarding of water resources and the environment; and (iv) the convergence of service quality standards and technological innovation. Developing skills for better water management Support & cooperation, data and information system Networking of water stakeholders 	<ul style="list-style-type: none"> The organisation of meetings, workshops and events. The publication of reports and papers. EU advocacy and dissemination of knowledge on the role of water regulation Support research Work at the interface between science, policy and society Provide professional training Work with national institutions to develop French water data standardisation Transfer new knowledge and build capacity in other parts of the world
TASKS RELATED TO URBAN WATER RUNOFF	WHAT IS MISSING TO ACCOMPLISH THESE TASKS?
<ul style="list-style-type: none"> UWR management is typically dealt with at the local level. Regulators, however, maintain an institutional dialogue with local administrations on this topic Develop e-learning platform and NBS catalogue Build communication, dissemination and exploitation strategies 	<ul style="list-style-type: none"> Easy access to existing experiences Time and financial constraint, which prevent to have a more sustainable time frame to work with local stakeholders Common definition of NBS, limits between grey and green
BARRIERS AND DRIVER TO ACCOMPLISH TASKS	
<ul style="list-style-type: none"> The governance of the water sector is not standardised at the EU level, which creates significant differences between countries. Therefore, the scope of action and means of water regulatory authorities (if existing), greatly varies among European countries. In addition, access to specific legislation and a lack of translation in English may be a barrier Access data and 'success stories' to support the replicability 	
NETWORK	SOURCE OF INFORMATION
<ul style="list-style-type: none"> National and regional regulators, the European institutions and sector stakeholders (EurEau, Acqua Publica Europea and WaterEurope) International Organisations (ex. World Bank, OECD) Universities throughout Europe International network of Basin Organisations 	<ul style="list-style-type: none"> Data collected by our members, European Countries, stakeholders and the European legislation. Support may be received from our members to have interviews with specific local, regional or national administrations with competencies in UWR SANDRE (Management of the French National Service for Water Data and Common Repositories Management) EU platforms Internet
WHICH SOLUTIONS DO YOU EXPECT FROM WATERUN?	
<ul style="list-style-type: none"> DSS 	<ul style="list-style-type: none"> Engagement with stakeholders Better method on UWR planning

- **Policy recommendations, provide a clearer picture of the legislative framework of UWR and how it can be improved**

Researchers' profiles



PROFESSIONAL OBJECTIVES	RELATED TASKS
<ol style="list-style-type: none"> 1. Secure environmentally good ecological conditions 2. Sustainable water use 3. Developing portable cost efficient centrifugal microfluidic sensing platforms for environmental analysis 4. Improve urban drainage management 5. Know and analyze runoff water EPs 6. Water resources sustainability 7. Nature based solutions applied to the whole water cycle (treatment, runoff, water reuse, industrial water) 8. Study on reduction of pollution associated with urban water runoff through implementation of blue green infrastructure 9. Diffuse pollution mitigation 10. Pollution management 11. Develop technological solutions 12. Technical assessment 13. Education and training, academic research and excellence, policy impacts 14. Transfer to society for its progress in sustainable water management, especially in the immediate environment 15. Transfer the new knowledge developed to water utility company 16. Contribute to SDG6 through the facilitation of scaling-up innovative, affordable and sustainable WASH technologies 17. Advance in my academic career (as a professor and as a researcher) 18. Become a European leader in the field of water analysis and technology 19. Become a better communicator of Science and Research to general public audiences 20. Grow my professional network further 	<ol style="list-style-type: none"> 1. Experimental construction and sampling 2. Research 3. Defining monitoring protocols to ensure adequate understanding of diffuse pollution patterns. Developing a cheap, efficient and reliable sensing platform to maintain consistent and accurate analysis of UWR 4. Research on physical processes (runoff flooding - pollution, in sewer processes), urban drainage metrology, design is SuDS and CSO tanks 5. Data analysis, detection and processing 6. Urban runoff decentralized management technologies and interventions 7. Develop a monitoring protocol to meet WATERUN's case studies goals (eg: pollutants sources, distribution, etc.) that could be extended to a guideline manual to other cities. To validate the use of treatment wetlands to remove pollutants from water runoff. As Coordinator to raise awareness in runoff topic and to increase knowledge in the topic as a research centre 8. Modelling of Blue Green Infrastructure in urban environment 9. Identification of spatial and temporal urban diffuse pollution patterns, spatio-temporal analysis of short-duration heavy rainstorm events, analysis of rainfall-runoff processes 10. Decentralized management technologies to contain pollution 11. Research 12. Technical research 13. Supervision of researchers in my team, publishing high impact research outputs 14 & 17. Publication in Web of Science journals and participation in courses/seminars/congresses. Publication of a book on these topics. Develop good teaching skills 15. Develop skills in risk assessment and storm water management 16. Identify innovators, identify key gaps, strengthen organizational capabilities, create networks, facilitate partnership 18 & 19 & 20. Significantly advanced research in the field by developing, validating and implementing low-cost sensors for on-site analysis of PAHs and micro-plastics; Contribute to and participate in the dissemination of WATERUN research and outputs (i.e. for general public; Actively work and collaborate with WATERUN partners and stakeholders)

TASKS RELATED TO URBAN WATER RUNOFF	WHAT IS MISSING TO ACCOMPLISH THESE TASKS?
<ul style="list-style-type: none"> • Conducting research into current technologies available for detection of environmental pollutants. Integrating lab based assays into portable platforms and designing a monitoring device for on-site water analysis. Participation in field campaigns to ensure the performance of the developed monitoring device performs as endeavoured • Sampling • Modelling tools for UWR and SW management • Sensor development for PAHs and micro plastics • Modelling of blue Green Infrastructure • Regulation/legislation definition, planning, project drafting and infrastructure operation, linked to urban runoff management • Runoff pollution. SuDS design and monitoring • Selection, design and control of runoff treatment technologies • Monitor urban runoff quality and quantity at the CS area • Risk assessment and digital solution development for storm water management • Develop a monitoring protocol for urban water runoff, to perform LCA of the treatment units for urban water runoff, to validate the use of treatment wetlands for urban runoff treatment in Santiago de Compostela Case study • Monitoring water quality and quantity at the intervention site • Contribute to the development of WATERUN management and planning tools by providing the data obtained with our sensors for analysis of PAHs and micro plastics • Time-series analysis of heavy rainfall events, analysis of rainfall-runoff processes • Wetland selection and design for the treatment of these specific runoff waters • Operational requirements of SUDS • Perform innovation projects related to UWR treatment • Help innovators create a business model around novel UWR methodologies • Provide a detailed technical-economic assessment of solutions for reduction of Urban Water Runoff 	<ul style="list-style-type: none"> • The core needs to complete these tasks are access to extensive peer reviewed literature concerning the development of analytical devices for analysis of aqueous pollutants and portable sensing platforms. An understanding of the environments in which monitoring will be conducted and the resulting barriers that will be faced. A historical database of relevant pollutants and their levels in the area under environmental surveillance. • Adequate resources to facilitate the development and demonstration of new technologies • Staff time and human resources, and stabilization of work equipment. • Consolidated research structure and lack of harmonization procedures for analysis of drainage processes (e.g. monitoring, develop of testing protocols, legislation) • The most important thing is the funding of research • Availability and appropriate data • Finalize my PhD programme to acquire new skills to transfer to water utility • Commitment from regional and local environmental government • A second PhD student to work long-term in this project. • Active collaboration and good communication with the WATERUN partners working in WP2 (monitoring and sensor development) and in other WPs we will be feeding in • A standardization in urban storm runoffs • A regulation frame and social concern of this problem • Institutions across sectors making UWR management a priority • A person responsible for urban water runoff at city level
BARRIERS AND DRIVERS TO ACCOMPLISH TASKS	
<ul style="list-style-type: none"> • The main difficulty is ensuring the developed monitoring device performs sufficiently to replace the need for transport from the field to the laboratory for a more lengthy complex analysis. Portability requires miniaturization of these procedures which is a complex problem and the requirement for low-cost and simple design increases the number of barriers encountered with fabrication. • To have the impact we need under the Green Deal, we need to see policy change for improved monitoring approaches to include new technologies • Market demand; lack of coordinated efforts across sectors/institutions • Lack of regulatory frame and knowledge • Lack of willingness to cooperate between participating departments at city level 	<ul style="list-style-type: none"> • Data availability; Potentially data gap (for risk assessment) • Lack of standards to monitor rainfall events; good understanding of the urban community of the importance of runoff pollution. • Personal time and human resources. • Lack of means, tedious bureaucracy stuff at the university • Environmental: currently, themes such as a more sustainable use of water and emerging contaminants such as PAHs and micro plastics are of great concern to the general population, local and national governments, and environmental protection agencies, so this project is very timely

NETWORK	SOURCE OF INFORMATION
<ul style="list-style-type: none"> • Dublin City University <ul style="list-style-type: none"> • Aarhus vand • The WATERUN team at the moment • Research institute UFZ • Universidade da Coruña • I'm involved in several research projects with administrations, research institutions • Public Water Administration • Ministry of Science • CETAQUA • VIAQUA (Water utility) • Stakeholders targeted: Concello de Santiago (Municipality), Aguas de Galicia (River Basin) • Water Institute (WI) at Dublin City University; see WI collaborators at: • Industrial collaborators- https://dcuwater.ie/research/industry-collaborators/ • Marine institute (https://www.marine.ie/) • German Weather Service (DWD), other departments at TU Berlin • Aimen, Geama 	<ul style="list-style-type: none"> • Peer reviewed scientific research literature • Regional and Municipal Government Organizations • Aarhus vand • Science journals • Within WATERN project, the cities • University libraries, with all their resources. • In research, mainly Science Direct. • Legislation and national/international regulations/legislation • Literature revision, feedback from research project tasks and partners • Journals, Congresses, Research Groups, Research Networks, Professional Associations • Jordan Metrological Departments, Greater Amman Municipality, Water Authority of Jordan, Rpyal Geographic Center • Mainly scientific journals such as Science of the Total Environment,... (Elsevier journals and IWA journals) for instance • Freely available precipitation data by the DWD • Own knowledge and exchange of information among members • GIS data from Santiago the Compostela; technical data from BGI
WHICH SOLUTIONS DO YOU EXPECT FROM WATERUN?	
<ul style="list-style-type: none"> • Successful monitoring of key pollutants in urban water runoff in order to identify the precise factors and sources contributing to their presence • Treatment tech of surface run off • New technologies that can be tested with partners • Development of a novel approach to plan the blue green infrastructure • Connection with other research teams and agents, availability of resources, mainly for hiring and training of researchers • Methods to show the benefits of NBS to handle runoff related problems (floods, water pollution) • Increased knowledge, successful results of the implementation of good runoff management practices • Better urban runoff management • Decision support system for storm water management based on risk assessment 	<ul style="list-style-type: none"> • Increase awareness on runoff pollution in urban areas and the ways to prevent and mitigate • Control pollution transport through runoff • A portable, simple, robust and reproducible sensing system for measuring PAHs and micro-plastics on-site • An integrated solution for efficient urban water runoff management in cities • Better understanding of pollution transport in urban catchments • A development of technologies and green technologies to combat and identify runoff water pollution to improve water quality • Technological approaches which provide high-quality effluents for reuse • A list of technologies to apply in UWR depending of the characteristics of each case and the use of the treated water • User-friendly methodology that can be turned into a marketable service

Solution provider's profile



PROFESSIONAL OBJECTIVES	RELATED TASKS
<ul style="list-style-type: none"> Provide the best solution for a specific problem/topic/issue of a customer especially in the field of rainwater 	<ul style="list-style-type: none"> Collect and compile technical data, carry out preliminary planning for the implementation of BGI at city level
TASKS RELATED TO URBAN WATER RUNOFF	WHAT IS MISSING TO ACCOMPLISH THESE TASKS?
<ul style="list-style-type: none"> Provide a detailed technical-economic assessment of solutions for reduction of Urban Water Runoff 	<ul style="list-style-type: none"> A person responsible for urban water runoff at city level
BARRIERS AND DRIVER TO ACCOMPLISH TASKS	
<ul style="list-style-type: none"> Lack of standards and regulations Lack of willingness to cooperate between participating departments at city level 	
NETWORK	SOURCE OF INFORMATION
<ul style="list-style-type: none"> VIAQUA UFZ AIMEN 	<ul style="list-style-type: none"> GIS data from Santiago the Compostela Technical data from BGI
WHICH SOLUTIONS DO YOU EXPECT FROM WATERUN?	
<ul style="list-style-type: none"> Transferable technical and economic KPIs for the use of BGI in a city 	

Water utilities' profile



PROFESSIONAL OBJECTIVES	RELATED TASKS
<ul style="list-style-type: none"> Integrate the circular economic model in the management of the integral water cycle: reuse, recycling and energy recovery, among other issues Funding projects, economics, communication 	<ul style="list-style-type: none"> Define the Strategic Plan for Sustainable Development and implement it through various actions in line with the objectives Communication and partnership
TASKS RELATED TO URBAN WATER RUNOFF	WHAT IS MISSING TO ACCOMPLISH THESE TASKS?
<ul style="list-style-type: none"> Project manager Communications and economics 	<ul style="list-style-type: none"> More investment in hydraulic infrastructures for allowing implementing best technical solutions, tools and practices to prevent and manage diffuse pollution in cities
BARRIERS AND DRIVER TO ACCOMPLISH TASKS	
<ul style="list-style-type: none"> The low investment levels in hydraulic infrastructures are already having a negative impact on the management of the urban water cycle. <ul style="list-style-type: none"> Lack of willingness to cooperate between participating departments at city level <ul style="list-style-type: none"> Political 	
NETWORK	SOURCE OF INFORMATION
<ul style="list-style-type: none"> Public authorities and European funds Aarhus Vand A/S 	<ul style="list-style-type: none"> Internet
WHICH SOLUTIONS DO YOU EXPECT FROM WATERUN?	
<ul style="list-style-type: none"> Development and implementation of an urban water runoff management plan for diffuse water pollution control, which improves the current management. <ul style="list-style-type: none"> Funding's contacts Environmental health 	

ANNEX 2: CHRONOLOGICAL LIST OF WATERUN DELIVERABLES (PER PERIOD)

Period 1

N°	DeliverableName	Work Package n°	Lead Beneficiary	Type	Diss.level	Due Date	Status of DC	Link
D7.1	Quality Assurance Plan	WP7	1 - AIMEN	Document, report	Sensitive	2		
D1.4	Definition of the technical boundary conditions of WATERUN	WP1	1 - AIMEN	Document, report	Sensitive	3		
D6.1	WATERUN Website	WP6	10 - OIEAU	Websites, patent, filings, videos, etc	Public	4		
D2.1	Monitoring protocol for CS characterisation requirements	WP2	1 - AIMEN	Document, report	Sensitive	6		
D6.2	First version of Data Management Plan	WP6	10 - OIEAU	Data Management Plan	Sensitive	6		
D6.5	First version of Exploitation Plan	WP6	14 - SEECON	Document, report	Sensitive	6		
D6.7	First version of the Dissemination and Communication Plan	WP6	10 - OIEAU	Document, report	Public	6		
D3.1	Modelling database for Santiago and Aarhus CS	WP3	5 - UFZ	Data	Public	10		
D4.1	Design and installation of the 3 GI implemented in Santiago CS	WP4	8 - VIAQUA	Demonstrator, pilot, prototype	Sensitive	18		
D5.1	Definition of the risk based DSS architecture	WP5	6 - UNIVPM	Other	Public	18		

Period 2

N°	DeliverableName	Work Package n°	Lead Beneficiary	Type	Diss.level	Due Date	Status of DC	Link
D1.1	Co-creation action plans for Santiago and Aarhus	WP1	14 - SEECON	Document, report	Public	24		
D1.5	Definition of requirements and specifications of WATERUN	WP1	1 - AIMEN	Document, report	Sensitive	24		
D2.2	Field campaigns developed for WATERUN CS until M24	WP2	1 - AIMEN	Document, report	Public	24		
D2.4	Development of portable sensors for on-site PAH and micro-plastics	WP2	3 - DCU	Document, report	Sensitive	24		
D3.2	Prototype of the identification tool and handbook on the assessment of structural and functional connectivity of diffuse pollution	WP3	4 - TUB	Other	Sensitive	24		
D5.2	Beta version of the risk-based DSS and mapping tool	WP5	6 - UNIVPM	Other	Public	24		
D4.2	Operation of Santiago and Aarhus CS GIO	WP4	1 - AIMEN	Demonstrator, pilot, prototype	Public	36		
D6.3	Intermediate version of Data Management Plan	WP6	10 - OIEAU	Data Management Plan	Sensitive	36		

Period 3

N°	DeliverableName	Work Package n°	Lead Beneficiary	Type	Diss.level	Due Date	Status of DC	Link
D1.2	WATERUN Toolbox	WP1	14 - SEECON	Other	Public	42		
D5.4	Implementation of EWS for a safe UWR reuse and management	WP5	6 - UNIVPM	Other	Public	42		
D1.3	Policy brief releasing evidence-based policy recommendations	WP1	11 - WAREG	Websites, patent, filings, videos, etc	Public	44		
D2.3	Field campaigns developed for WATERUN CS from M24 to M45	WP2	7 - AU	Document, report	Public	45		
D2.5	Validation of portable sensors for on-site PAH and micro-plastics	WP2	3 - DCU	Document, report	Sensitive	45		
D3.3	Manual of the source-area ranking system linked to the identification tool and inventory of GI locations	WP3	4 - TUB	Other	Public	45		
D3.4	Manual of the planning tool to model the reduction of pollution runoff, CSO and pollution discharge to water bodies	WP3	5 - UFZ	Other	Public	45		
D4.3	Validation of Santiago and Aarhus CS GI	WP4	7 - AU	Document, report	Public	46		
D4.4	Environmental and technical-economic assessment	WP4	1 - AIMEN	Document, report	Public	48		
D5.3	Decision-support framework and mapping tool for water quality and risk analysis provision	WP5	6 - UNIVPM	Other	Public	48		
D5.5	Risk-based tool for WSUD	WP5	6 - UNIVPM	Other	Public	48		
D5.6	Guidance of WATERUN UWR management methodology	WP5	6 - UNIVPM	Document, report	Public	48		
D6.4	Final version of Data Management Plan	WP6	10 - OIEAU	Data Management Plan	Sensitive	48		
D6.6	Final version of the Exploitation Plan	WP6	14 - SEECON	Document, report	Sensitive	48		
D6.8	Final version of the Dissemination and Communication Plan	WP6	10 - OIEAU	Document, report	Public	48		
D6.9	Training Plan	WP6	10 - OIEAU	Document, report	Public	48		

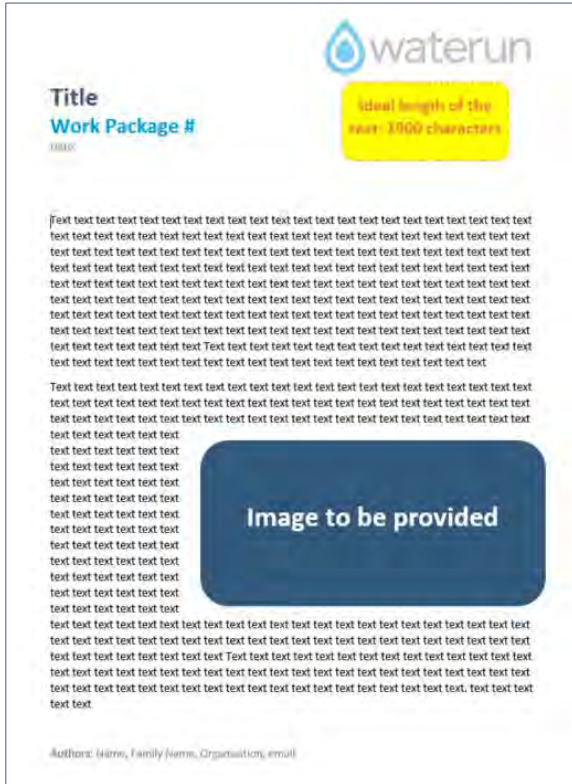
ANNEX 3: CHRONOLOGICAL LIST OF WATERUN MILESTONES

Milestone n°	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification	Due Date (month)	Status	Link
1	LSB and ISB established and co-creation process started	WP1	1-AIMEN	Stakeholders identified and confirmed	6		
2	Monitoring protocol elaborated	WP2	1-AIMEN	D2.1	6		
3	Database obtained from CS for modelling tools development	WP3	5-UFZ	D3.1	10		
4	1st monitoring campaign completed	WP2	7-AU	Results from the 1st campaign	12		
5	GI implemented on Santiago CS	WP4	8-VIAQUA	D4.1	18		
6	Feedback of stakeholders incorporated to WATERUN tools development	WP1	1-AIMEN	Achieved after 2 LSB meetings and 1 ISB meeting	20		
7	Initial set-up of the PAH/microplastic sensors completed	WP2	3-DCU	D2.4	24		
8	Identification tool integrated	WP3	4-TUB	D3.1, D3.2	24		
9	Components of risk-based DSS developed	WP5	6-UNIVPM	D5.1 and 1st set-up of EWR and risk-based tool.	30		
10	GI operated at steady state operation achieving the removal efficiency estimated in Objective N° 5	WP4	7-AU	D4.1, D4.2	36		
11	Fulfilment of 50% of the publications and dissemination/communication events	WP6	10-OIEAU	Achievement of 50% of the D&CP (publications/ events)	36		
12	Identification and planning tools validated	WP3	4-TUB	D3.3, D3.4	45		
13	DSS validated and WATERUN guidance elaborated	WP5	6-UNIVPM	D5.2, D5.3, D5.4, D5.5	48		
14	Exploitation Plan and technical trainings completed	WP6	10-OIEAU	D6.8, D6.9	48		

ANNEX 4: TEMPLATE TO WRITE NEWS ARTICLES

The template is available on the partners' project platform:

<https://aimen.sharepoint.com/sites/local/idi/project/WATERUN/Tool%20Box/Forms/AllItems.aspx>



ANNEX 5: PLANNING FOR PARTNERS TO WRITE NEWS ARTICLES

2022			
	Oct (M5)	Nov (M6)	Dec (M7)
1			News Art. D6.7 - OiEau
2			
3		News Art. WP4 Presentation - AIMEN	
4			
5			
6	News Art. WP7 feedbacks from the GA -Aimen		
7			
8			News Art. D6.7 - OiEau
9			
10		News Art. WP5 Presentation	
11			
12			
13	News Art. Introduction of the WPs (OiEau) + WP1 presentation - SEECON		
14			
15			News Art. D2.1-Aimen
16			
17		News Art. WP6 Presentation - OiEau	
18			
19			
20	News Art WP2 presentation - DCU		News Art. D6.5 - Seecon
21			
22			
23			
24		News Art. D.14 presentation - AIMEN	
25			
26			
27	News Art. WP3 presentation - TUB		
28			
29			
30			
31			

Legend

Week ends
Monday

2023								
	Jan (M8)	Feb (M9)	Mar (M10)	Apr (M11)	May (M12)	June (M13)	July (M14)	Aug (M15)
1						News Art. VIAQUA		
2		News Art. UFZ	News Art. Tilia					
3								News Art. DCU
4					News Art. TUB			
5	News Art. WATERUN Progress - Aimen							
6				News Art. Seecon			News Art. Arhus Vand	
7								
8						News Art. Tilia		
9		News Art. UNIVPM	News Art. OiEau					
10								News Art. TUB
11					News Art. UFZ			
12	News Art UDC							
13				News Art. Aimen			News Art. Seecon	
14								
15						News Art. OiEau		
16		News Art. AU	News Art. WAREG					
17								News Art. UFZ
18					News Art. UNIVPM			
19	News Art DCU							
20				News Art. UDC			News Art. Aimen	
21								
22						News Art. WAREG		
23		News Art. VIAQUA	News Art. UJ					
24								News Art. UNIVPM
25					News Art. AU			
26	News Art. TUB							
27				News Art. DCU			News Art. UDC	
28								
29						News Art. UJ		
30			News Art. Arhus Vand					
31								