



Updating the Water4All's communication and dissemination plan

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Table of content

List of acronyms.....	4
Executive Summary	5
Introduction.....	6
1. Objectives and expected impacts of the communication, dissemination and exploitation plan	7
1.1 Definitions	7
1.2 Communication, dissemination and exploitation objectives of Water4All.....	8
1.3 CDE of results objectives according to the pillars	10
2. Target audiences identified by the Water4All Partnership.....	12
3. Water4All's key messages	13
4. Communication, dissemination and exploitation of results: main channels and tools	14
4.1 Visual Identity and Water4All brand	15
4.2 Brand Manual	16
4.3 Communication Board.....	16
4.4 Water4All Website	17
4.5 E-Newsletter	19
4.6 Social media.....	20
4.7 Events: workshops and meetings	22
4.8 Improvements made between PCDE version 1 and the current version	22
5. Exploitation activities of Water4All	23
6. Protection of Personal Data	24
7. Monitoring and evaluating CDE activities	25
7.1 Monitoring and evaluation indicators for CDA.....	25
7.2 Monitoring and evaluating exploitation activities	26
References.....	28

List of acronyms

Acronym	Full title
CDA	Communication and Dissemination Activity
CDE	Communication, Dissemination and Exploitation
EU	European Union
EurAqua	European Network of Freshwater Organisations
JPI	Joint Programming Initiative
OD/OA	Open Data/ Open Access
PCDE	Plan for Communication, Dissemination and Exploitation
PEER	Partnership for European Environmental Research
POPD	Protection of Personal Data
R&I	Research, and Innovation
SDGs	Sustainable Development Goals
SRIA	Strategic Research and Innovation Agenda
UN	United Nations
UN SDGs	United Nations Sustainable Development Goals
WoLLs	Water-oriented Living Labs

Executive Summary

This document presents the updated version of the Communication, Dissemination and Exploitation Plan (PCDE) for the Water4All Partnership, building upon the initial version delivered in November 2022. It reflects the lessons learned, the evolution of activities, and the emerging needs of the Partnership.

The Water4All Partnership aims to ensure water security for all by supporting research and innovation across key areas such as circular economy, ecosystems and biodiversity, sustainable water management, health, and water infrastructures. Bringing together over 90 partners from Europe and beyond, Water4All carries out activities including calls for proposals, foresight exercises, strategic alignment, and capacity building, contributing to major policy frameworks such as the EU Green Deal and the United Nations Sustainable Development Goals (UN SDGs).

The PCDE is a critical tool for maximizing the Partnership's impact, ensuring the visibility, transfer, and uptake of results. Led by ANR under Task A.3 of Pillar A on the Water4All's Joint Vision and Strategic Research and Innovation Agenda, the Plan outlines strategic objectives, target audiences, key messages, and the tools to be used, while setting performance indicators to monitor and evaluate Communication, Dissemination and Exploitation (CDE) activities throughout the programme. It builds on the communication and dissemination experience accumulated through previous initiatives like the Water Joint Programming Initiative (JPI) and remains a living document, regularly updated in response to programme developments.

The communication strategy employs a wide range of tools, including a dedicated website, social media channels (LinkedIn, YouTube, Bluesky), a bimonthly e-newsletter, multilingual leaflets, policy briefs, and active participation in major international events. Targeted communication addresses scientific communities, policymakers, industry stakeholders, and the general public to ensure broad societal outreach.

The exploitation strategy focuses on ensuring the long-term use of Water4All's results, through activities such as capacity building for Water-Oriented Living Labs (WoLLs), financial support events, WoLLs clustering and mentorship initiatives, and the creation of a matchmaking platform connecting problem owners with solution providers.

Finally, a robust monitoring and evaluation system is in place, using both qualitative and quantitative indicators to assess the effectiveness of communication, dissemination, and exploitation activities. This updated PCDE ensures that Water4All remains impactful, visible, and capable of sustaining its achievements well beyond the programme's official duration.

Introduction

The Water4All Partnership - Water Security for the Planet - is a European initiative co-funded by the EU under the Horizon Europe Programme. Launched in June 2022, it brings together 90 partners from 33 countries including research organisations, innovation funders, water authorities, and networks with the overarching objective of “ensuring long-term water security by fostering systemic transformations across the research and innovation pipeline”. To this end, Water4All partners have developed a diverse portfolio of activities that will enable, amongst others:

- The provision of knowledge, methodologies and tools for supporting water management and planning whilst enhancing the inclusion of citizens in decision-making processes, their empowerment, capacity-building, accountability and transparency.
- The conservation, restoration, regeneration and best use of the natural functions of groundwater, surface water and dependent or associated ecosystems.
- The demonstration, from pilot- to full-scale, and the implementation of technical and non-technical solutions.
- The provision of support to European and international action plans and regulatory frameworks having an influence on water resources e.g. the European Green Deal, the European Adaptation Strategy and the United Nations Sustainable Development Goals (UN SDGs), including SDG6 “Clean Water and Sanitation”, SDG2 “Zero Hunger”, SDG7 “Affordable and Clean energy”, SDG11 “Sustainable Cities and Communities”, SDG14 “Life below water” and SDG 15 “Life on land”.
- The open access to water knowledge and web services.

Water4All offers an innovative approach based on the matchmaking between problem owners and solution providers in addressing all aspects of freshwater resources, uses and related hazards for ensuring water security for all in the long term.

The Water4All's Pillar A delineates both the thematic strategic orientations of the programme and the global communication activities. Such communication activities fall under the responsibility of Task A.3, which gathers a whole range of partners with strong expertise in communication, dissemination and exploitation (CDE) issues. One of the main requirements of Task A.3 is the development and update of Water4All's Plan towards Communication, Dissemination and Exploitation (PCDE). The PCDE describes Water4All's approach to communicating about main activities and outcomes with various audiences, as well as to disseminating and exploiting the results of the programme. It pays attention to the following issues:

- Key messages to be delivered by the Partnership as regards water resources and Water4All's overarching aims;
- Communication, dissemination and exploitation channels and tools to be privileged by partners;
- End-users potentially benefitting from Water4All's results;
- Monitoring and evaluation of Partnership activities; and,
- Privacy policy to be applied by partners for the protection of personal data.

A first version of the PCDE was submitted in November 2022. **This deliverable contains a revised version that reflects the evolving priorities of the programme, upcoming activities and strategic objectives.** This update has been done to ensure that the communication and dissemination efforts are effectively supporting the implementation of the Strategic Research and Innovation Agenda (SRIA), improving the visibility of the Programme among key stakeholders, and fostering the uptake of Partnership results. Additionally, this revised version of the PCDE addresses the need for more targeted messaging, enhanced stakeholder engagement, and improved impact tracking across all levels of the Partnership.

1. Objectives and expected impacts of the communication, dissemination and exploitation plan

The main objective of the CDE strategy is to support the Water4All Partnership in achieving its mission of addressing water-related challenges through structured, effective, and targeted means. Water4All brings together a cohesive and diverse group of partners from across Europe and beyond, including research and innovation funders, thematic authorities, national and regional policymakers, associations and networks from the economic and industrial sectors, and research-performing organizations. This broad and multidisciplinary composition reflects the complexity of water issues and the need for coordinated action across sectors and governance levels. Given the large number of partners and the strong emphasis of the Partnership on co-designing and co-implementing solutions with end-users, a well-crafted and responsive CDE strategy becomes especially critical. It ensures that communication flows effectively, that results are disseminated to the right audiences, and that knowledge and innovations are meaningfully exploited to maximise impact.

1.1 Definitions

Communication, dissemination and exploitation are connected concepts. For the sake of clarification, the definitions and objectives of CDE are explained in the figure below. As shown, Water4All reproduces the CDE framework used by the Commission.



Figure 1 - Extract from the European IPR Helpdesk, Making the most of your Horizon 2020 Project

1.2 Communication, dissemination and exploitation objectives of Water4All

This section outlines the general, specific and operational objectives of the Partnership as regards communication, dissemination and exploitation.

Based upon Horizon Europe's framework on strategic orientations and key pathways, this section distinguishes between **General, Specific and Operational objectives**. Distinguishing between these different types of objectives in Water4All's CDE activities is essential for ensuring clarity, coherence, and strategic alignment across the different levels of the Partnership's impact. First, **general objectives** represent the long-term vision and expected societal or systemic impacts of the Partnership—such as improved water security, enhanced resilience to climate change, or better-informed policy and decision-making. In the context of CDE, aligning with these objectives ensures that communication efforts are not just about sharing outputs, but also about contributing to transformational change and building support for the Partnership's overarching mission. **Specific objectives**, on the other hand, guide medium-term outcomes, such as how Water4All's results are taken up by specific target groups—e.g., policymakers, industry stakeholders, or water managers. Differentiating these helps CDE activities to be tailored for the needs and behaviours of particular audiences, ensuring that knowledge is not only shared but also understood, applied, and scaled. Finally, **operational objectives** relate directly to the concrete outputs and deliverables produced during the implementation of the programme—such as reports, tools, databases, or events. By clearly defining these, the CDE team can monitor

performance, coordinate activities, and ensure that outputs are effectively designed to support both the specific and general objectives.

In summary, distinguishing between these levels of objectives allows the Water4All Partnership to design a more strategic, layered, and impactful CDE approach. It creates a clear line of sight from day-to-day communication actions to the broader, long-term societal goals the programme aims to achieve.

The list of Water4All's objectives (from the short to the long term) is provided in the following paragraphs:

1.2.1 Operational objectives (short term)

- To **use clear and accessible language** to inform of the Water4All Partnership.
 - Particularly when addressing the general public, the water Research and Innovation (R&I) community and **key Water4All's target audiences** e.g. policymakers, water utilities, water managers, water planners, farmers, or the industrial sector.
- To **collaborate efficiently with all Water4All partners**, and in particular Pillar leaders, to be able:
 - To ensure a coordinated and consistent flow of information, updates, and insights about Water4All activities.
 - To produce communication materials on the Water4All Partnership, its ongoing activities, and its outputs to relevant audiences.
- To **foster early and sustained engagement with stakeholders** to ensure that the solutions and responses proposed by Water4All are demand-driven and aligned with user needs.
- To **tailor messages and communication formats** to the audience to maximise clarity, relevance and impact.

1.2.2 Specific objectives (medium term)

- To make **water-related science accessible and meaningful to society**.
- To **facilitate the effective uptake and use of Water4All results**.
- To **communicate the results and achievements of funded projects and other Water4All activities**.
 - Communication will highlight the contribution of Water4All to water security, EU water policy development, and the advancement of the European water market through innovation.
- To **support the development and update of EU policies and strategic frameworks**.

1.2.3 General objectives or expected impacts (long term)

- To improve consideration of water processes and impacts in relevant policies.
- To increase society's awareness and engagement in the protection, conservation and restoration of water resources.
- To enhance Europe's performance levels in water R&I by involving European and international partners in information, communication and networking activities.
- To enable the wide transfer of knowledge and information for stakeholders and end-users that can benefit from it.
- Exploitation activities should enable the achievement of policy objectives, including the European Water Resilience Strategy, the European Research Area (ERA) roadmap, the New European Innovation Agenda - Flagship 2-5, the European Water Framework Directive and related Directives, the European Green Deal, and the SDGs.

In order to achieve these objectives, partners have identified a number of activities that are listed in **Table 1**. Some of these activities have been implemented from the first phase of the programme but are included here for either informative purposes or from highlighting their relevance along the programme duration.

TABLE 1 - LIST OF CDE ACTIVITIES TO BE UNDERTAKEN BY WATER4ALL PARTNERS TO ACHIEVE ITS GENERAL, SPECIFIC AND OPERATIONAL OBJECTIVES

	Communication	Dissemination	Exploitation
Planned activities	• Identification of key target audiences. • Establishment of visual identity of the programme. • Identification and development of most-appropriate communication channels. • Adaptation of messages and contents to target audiences and enabling at most the use of easy-to-understand language and concepts. • Involvement of key stakeholders in Water4All's activities.	• Development of online tools to open science access. • Provision, and regular exchange of information about Water4All's results, innovative solutions and scientific approaches. • Interventions in scientific or targeted conferences. • Integration of end-users and stakeholders' feedback on proposed solutions, programme results and planned activities.	• Organisation of annual conferences, policy briefs, and showcase tools/events of success stories. • Sharing of information in relevant platforms, including the Horizon Europe's platform if needed, for enhancing the visibility of results. • Development and launch of an Open Data Open Access (OD/OA) platform • Demonstration and scaling-up of best practices through the Living-Lab approach.

1.3 CDE of results objectives according to the pillars

In addition to the overarching general, specific and operation objectives outlined in the previous section, each Water4All's Pillar has also identified a number of objectives as regards CDE (**Table 2**). Identifying key CDE objectives per Pillar is essential to ensure that activities are tailored to the specific roles, outputs, and target audiences of each pillar within the Water4All Partnership.

TABLE 2 - CDE OBJECTIVES FOR WATER4ALL'S PILLARS

PILLAR's CDE OBJECTIVES
Pillar A – Communication and Dissemination and Exploitation 1. Development and update of the communication tools (e.g., website, communication material) 2. Ensure the timely publication of Water4All's activities and outputs through digital tools, including Water4All's newsletter, website, social media. 3. Inform the R&I and policymaking communities, and society in general, of the strategic orientations of Water4All as reflected in its SRIA, including existing synergies with other R&I programmes. 4. Support other Pillars and partners in their communication, dissemination and exploitation.
Pillar B – Communication and Dissemination 1. Widely communicate on co-funded Joint Transnational Calls (JTCs), funded projects and their progress. 2. Inform of the launch of other joint actions, including Thematic Annual Programming (TAP) calls, Early Career Researcher (ECR) calls and Knowledge Hubs (KH). 3. Raise awareness of specific events linked to funded projects and other Water4All's activities such as thematic conferences or kick-off meetings of funded projects.
Pillar C – Communication and Dissemination 1. Enable knowledge transfer activities from Water4All to potential end-users and stakeholders including the scientific community, water management and planning authorities, and policy makers. 2. Establish communication and dissemination mechanisms for bringing together solution providers and problem owners. 3. Enhance capacity building of various actors through the sharing of knowledge and information such as water related infrastructures and observatories.
Pillar D – Communication and Exploitation 1. Enable Water4All partners to be fully aware of investment programmes, new openings and market uptake of innovative solutions. 2. Deliver tools for knowledge on Water-oriented Living Labs (WoLLs) and Demos. 3. Establish communication and dissemination mechanisms for bringing together solution providers and problem owners. This is a common objective with Pillar C.
Pillar E – Communication and Exploitation 1. Raise awareness on cooperation instruments, flagship events, and activities with international water-related R&I initiatives and countries beyond Europe. 2. Widely disseminate on knowledge transfer opportunities and innovative water solutions with potential applications outside of Europe. 3. International cooperation strategy as a backbone document for the identification of geographical priorities.

2. Target audiences identified by the Water4All Partnership

This section outlines the key target audiences of the Water4All Partnership and explains how they will be effectively reached. Given the diversity and complexity of the actors involved in the water domain, it is essential to tailor CDE activities to the specific needs, interests, and expectations of each audience.

Equally important is the selection of appropriate communication channels and formats to ensure that messages are impactful and accessible. **A target audience refers to a group of individuals or entities that share specific characteristics and for whom messages are designed.** These groups may include researchers, policy-makers, civil society actors, businesses, or the general public. Communication efforts are tailored to their informational needs, level of expertise, and interests.

The main identified target groups addressed in this plan are: **scientific research communities (including scientific networks and other European and international R&I programme representatives), policymakers, water management and water planning authorities, water utility, the industrial sector, and society at large (with possible sub-groups, e.g., Z generation).** For each of these groups, this plan establishes how they can contribute to, or benefit from, the activities of Water4All (i.e. "Relevance") as well as specific CDE activities of interest.

TABLE 3 - LIST OF KEY TARGET AUDIENCES IDENTIFIED BY WATER4ALL

KEY TARGET AUDIENCES	RELEVANCE	MAIN ACTIVITIES TO BE COMMUNICATED
R&I community, including Water4All actors (Governing Board, Executive Board, Advisory Boards, ad-hoc working groups) and scientific networks e.g. EurAqua, PEER, other Horizon Europe Partnerships and international initiatives.	The R&I community is the main provider of data and knowledge in all the domains addressed by Water4All.	Upcoming calls for proposals, Water4All's SRIA update process, mapping of demonstration sites/ Living Labs, Open Access Open Data, and valorisation activities of Water4All results.
Implementers of water policies and R&I policies including the European Commission (DG R&I, DG ENV, DG INTA, DG REGIO), water management and water planning authorities, public water utilities, as well as the international, national and regional water programmes and authorities in Europe and beyond.	These actors are responsible for the integration of R&I results in policymaking.	Consultative workshops for enhanced participation of decision makers in Water4All's strategic activities, valorisation activities of R&I results, Pillar C actions for better bridging the science-policy interface.
Industrial sector including water intensive users for manufacturing processes, technology providers and service operators (private water utilities).	This group of actors has a crucial role in transforming knowledge into effective applications. The industrial sector drives innovation, and develops and deploys sustainable water solutions.	Water4All's results and solutions, knowledge transfer opportunities and upscaling of innovations.

3. Water4All's key messages

Building on the general, specific, and operational objectives outlined in **Section 1**, a coherent set of key messages has been defined to serve as the foundation for a more targeted and strategic approach to CDE. By deriving key messages from the general, specific, and operational objectives, the section shows that communication activities are not *ad hoc*—they are **strategically aligned** with the Partnership's goals. **These key messages encapsulate the core values, goals, and expected impacts of the Water4All Partnership and are designed to ensure consistency and clarity across all communication activities.** They provide a unifying narrative that guides how the Partnership presents itself to different audiences—ranging from policymakers and researchers to practitioners, civil society, and the general public. This section lists the key messages that will be delivered to different types of audiences.

1. Key messages to water research and innovation community i.e. R&I teams, R&I funding agencies, other EU and international water R&I programmes : **Water4All advances your mission.**

- **Tackle real-world problems** – Water4All funds R&I that target current and future water challenges in cooperation with stakeholders and enabling the testing of solutions in real environments.
- **Work across disciplines and sectors** – The Partnership promotes systemic thinking and collaborative science.
- **Creating lasting impact** – Water4All fosters long-term uptake of research results, ensuring they feed into policies and practices.
- **Strengthen your networks** – Engage in pan-European and international collaboration to increase visibility and relevance.

2. Key messages to policymakers: **Water4All is a strategic tool for policy and governance.**

- **Water security is a political priority** – Ensuring access to quality water supports economic stability, health, and peace.
- **Evidence-based decisions need scientific research** – Water4All delivers the science that helps craft effective and adaptive policies including the Green Deal, the EU Water Resilience Strategy and SDGs.
- **Transdisciplinary and cross-border collaboration is essential** – Water knows no borders; policies must reflect that.
- **Innovations must be scaled and adaptable to specific contexts** – Policies should support the uptake of research results and innovative solutions in real-world settings.

3. Key messages to society at large: **Water R&I matters to you.**

- **Water is a central and limited natural resource.**
- **Our water resources are vulnerable** – Pollution, overuse, and climate change are putting pressure on availability and quality.
- **We need water resilience plans in response to global changes** – Societies must be equipped to deal with droughts, floods, and pollution in a sustainable way.
- **Science aims to improve people's life quality** – Research brings solutions that protect health, ecosystems, and livelihoods.
- **Everyone has a role to play in the protection of water resources** – People's behaviour and awareness are crucial to protect water for future generations.

4. Key messages to water utilities (either private or public), water management and water planning authorities: **Water4All supports your work.**

- **Co-define solutions that work on the ground** – Water4All involves practitioners and water management authorities from the design stage of projects.
- **Test and adopt innovations** – Benefit from demonstration activities that validate new methods and technologies.
- **Get access to cutting-edge tools** – Water4All supports the development of practical instruments to help manage water resources more effectively.
- **Plan for the long term** – Water4All places resilience, adaptability and forward-looking water strategies at the top of its agenda.

5. Key messages to industrial sectors: Water4All helps you innovate and compete.

- **Innovate for impact** – Engage in collaborative R&I projects that address market needs and societal challenges.
- **Access new markets** – Water4All facilitates the testing and promotion of innovative solutions across Europe and beyond.
- **Drive the green transition** – Water-smart technologies are essential for circular economy models and more sustainable industries.
- **Bridge science and business** – Water4All supports science-industry collaborations and matchmaking to accelerate the development and uptake of innovative and more sustainable solutions.

4. Communication, dissemination and exploitation of results: main channels and tools

Since its launch, the Water4All Partnership has established a robust set of communication tools to ensure visibility and effective dissemination of information across its wide network of stakeholders. This chapter outlines the tools and channels considered for the implementation of the PCDE of Water4All. Others may be added if considered relevant¹. These include the following key elements:

- *The **official website** serves as a central hub for all public information and is regularly updated with news, deliverables, and other relevant documents.*
- ***Social media** plays a complementary role, particularly through the LinkedIn account, which is actively maintained, while the Twitter/X account is currently suspended. A **YouTube channel** hosts multimedia content, including a 3-minute institutional video that provides a concise overview of the Partnership.*
- *Additionally, a **bimonthly newsletter**—accessible via a subscription link on the website—keeps stakeholders informed about the latest developments, events, and project outcomes. These outputs are managed through user-friendly digital tools such as Swello for social media and Mailjet for newsletters.*
- *A **multilingual leaflet** introducing the Partnership, the Strategic Research and Innovation Agenda (SRIA) in both summary and full formats.*
- *A **set of roll-ups** adapted into several languages for use at events.*
- ***Booklets on funded projects** containing detailed information on challenges and expected impacts to be addressed by projects.*
- ***Powerpoint presentations.***
- *Visual coherence is ensured through a **brand manual** and consistent templates for presentations and deliverables.*

¹ Tools are to be used in a necessity basis, this plan do not impose any tools to be used out of context.

- Internally, tools like the **Teams platform**, a "**Who's Who**" document, and a **Communication board** helps streamline operations and reinforce alignment across partners.

To ensure joint and consistent communication, all information or communication support is centralised by ANR and shared with Task A.3 partners for publication. The whole list of CDE tools and channels is given below:

TABLE 4 – WATER4ALL'S CDE CHANNELS AND TOOLS AS IDENTIFIED BY PARTNERS.

Channels	Tools ²
Digital Communication	• Water4All Website (including links to Intranet sections or database)
	• E-Newsletters
	• Press releases
	• Project database (e.g. OD/OA Interface tool)
	• Platforms e.g. mobility schemes, research infrastructures, matchmaking
	• Public deliverables
Social Networks/media	• LinkedIn, Bluesky, Youtube
	• Podcasts
	• Videos
Events/meetings	• Thematic events
	• Consultative workshops
	• Webinars on joint transnational calls for proposals
	• Active participation at network / European / International conferences and showcase events
Printable & digital documents	• Brand manual, visual identity elements
	• Leaflets (in different languages if necessary), booklets
	• Policy briefs
	• Posters
	• Templates
	• Visual-data base subscription (e.g. Adobe Stock)
Other	• Peer-reviewed papers for water journals
	• Satisfaction questionnaire targeted at Water4All partners for the identification of measures to improve CDE activities

4.1 Visual Identity and Water4All brand

² The presented tools are a non-exhaustive list of possibilities to be used as best fits in relation to the target audience/message content.

All the communication tools that are being implemented within the Water4All Partnership share a common **visual identity**. This identity should remain unchanged during the whole life of the Partnership. However, small adaptations can be added as the Partnership is running and requires the development of new material. No changes have been made to the visual identity base so far.

This **visual identity refers to all the imagery and graphical information of the Water4All Partnership that differentiates it from all the other initiatives**. The visual identity was defined prior to the official launch of Water4All in October 2022. It provides visual unity to communication material, products and services by establishing a range of colours, typography, templates (Word, PowerPoint), pictograms, design elements, images and logos. The development of a "style guide" for the visual identity provides consistent instructions on how the Water4All Partnership should be visually represented at all times and in any situation. All the details about the proper use of the visual identity are presented in a specific document called "Brand manual".

The objectives of a Visual identity for Water4All as regards communication purposes are:

- **To guide partners involved in the communication of the Partnership.** Partners have to communicate with their country networks and target audiences on a large scale about the activities and the Partnership. The guidelines are made to help them in the use of Water4All's communication material and to ensure effective external communication.
- **To keep clear communication and consistency** within the different communication channels: printed material, digital (web, social media), and events mainly.
- **To help target audiences identify the Water4All Partnership**, its goals and related activities.

4.2 Brand Manual

The brand manual is a document that details the visual identity of a brand. It aims to structure the Partnership brand with standard graphic elements. This document is the first step in establishing a framework for the Partnership's brand. **It has been developed to have some basic elements to support the Partnership communication and dissemination development and it presents the rules that must be followed to keep a proper visual identity for the brand.** It guides the preparation of all communication tools and materials such as the website, documents, flyers, etc.

The manual and graphic elements are available for all partners, and logos will be soon available in a toolkit on the Water4All's website.

4.3 Communication Board

The **Editorial Communication Board** was established shortly after the official launch of the Water4All Partnership to oversee the identification, monitoring, and execution of CDE activities, guiding Water4All's overall communication strategy. The board meets every two months, with ANR taking the lead and holding responsibility for final decisions. It is open to all partners involved in Task A.3. Given the broad scope of the Partnership's focus on various water-related issues, the board meets regularly to:

- Organise and update planned CDE activities.
- Coordinate with key stakeholders involved in communication efforts.
- Review and discuss the main messages to be communicated, based on priorities and tools (e.g., website, social media, newsletter).
- Provide content guidance to partners, if needed.
- Share key messages with partners.

- Encourage contributions from other partners to CDE activities.
- Invite relevant individuals to join board discussions.

Currently, most of the board's efforts are focused on preparing the bimonthly newsletter and identifying relevant topics for social media. The board will soon be restructured to integrate new partners who wish to join, particularly with the inclusion of new observing partners and in preparation for the third phase of the program. To support its work, partners will develop a Gantt chart outlining actions, deadlines, and progress toward achieving goals.

4.4 Water4All Website

The website has been live since June 2022, with the domain www.water4all-partnership.eu registered for this purpose. The temporary webpage hosted by ANR during the website's development has since been deleted. Since its launch, several updates and changes have been made to the website's structure. New sections have been added to highlight the upcoming activities of the Partnership, and the content is regularly updated to reflect evolving needs and ongoing developments.

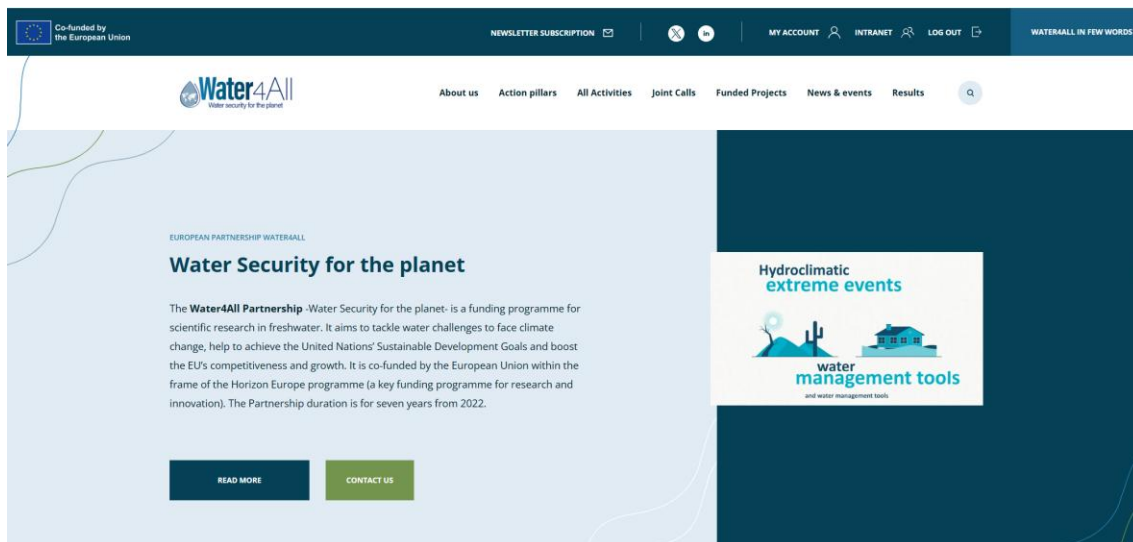


Figure 2 - Screen shots of the home page, website hosted by ANR

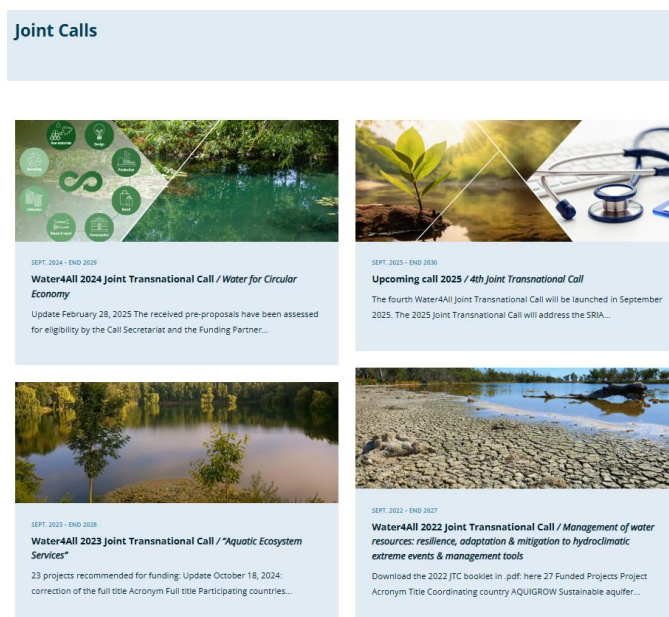
The development of the website has been carried out in two phases:

1. The **Launch Phase**: This phase is complete. The initial version of the website provided the Partnership with a functional tool, featuring a simple structure that included all the essential information needed to kickstart the Partnership.
2. The **Development Phase**: This ongoing phase aims to enhance the initial website and will continue throughout the Partnership's lifespan. The goal is to expand and refine the original structure, allowing it to accommodate additional information as the Partnership progresses and new activities emerge. Updates will be made as necessary to ensure the website remains relevant and up-to-date. In cases where changes are identified but do not require structural adjustments, the content will be updated without modifying the overall website framework. This phase will continue until the Partnership concludes.

Regarding the website's structure, the experience gained from the Water JPI allowed for the identification of key sections and subsections, which were then developed within the Water4All framework. Since the website's initial version, several updates have been implemented, including adjustments to the wording and organisation of sections. While the core elements of the first version have been maintained, their presentation has been improved, and additional information has been incorporated.

TABLE 5 - WATER4ALL'S CURRENT SECTIONS OF THE WEBSITE VS SECTIONS AT THE EARLY STAGES OF THE PROGRAMME.

Sections at the launch step	Sections running
1 – About Us (Mission & organisation - 3 sub-sections)	1 – About Us (2 subsections: Mission & Governance)
2 – Joint actions (2 sub-sections: Operational pillars / Pillar activities)	2 – Action pillars (5 subsections: 1 for each pillar)
3 – Joint Calls (organised by year)	3- All Activities
4 – Funded projects	4 – Joint Calls (3 subsections : Open calls / Past calls / Upcoming calls)
5 – News & Events	5 – Funded projects (with scroll to select call and Project acronym if necessary)
6 – Resources (library, logos, videos, toolkits...)	6 – News & Events (2 subsections: All / Newsletters)
	7 – Results (3 subsections : Key outcomes & communication tools / Deliverables / Research infrastructures
	8 – Intranet access (for Pillar B documents)



4.5 E-Newsletter

The e-Newsletter serves as a key tool for the Water4All Partnership to communicate relevant information to both the international and national communities. During the first two years of operation, the newsletter featured a wide range of articles, including updates on Water4All activities, relevant initiatives, progress and outcomes of other programs and projects, funding opportunities for researchers, international events, and general news on freshwater. However, it was decided to narrow the scope of the articles to focus solely on Water4All activities and its networks. This shift aims to provide more targeted content, prioritising quality over quantity for the newsletter's readers.

The active involvement of the Water4All consortium partners is essential to the newsletter's success.

The creation and dissemination of the e-newsletter involves two main steps.

1. Creation of the e-Newsletter:

The e-newsletter is produced and distributed every two months, excluding the European summer vacation period. Before December 2022, the newsletter was sent monthly, but since January 2023, its frequency has shifted to bimonthly. The content of the newsletter primarily consists of text, pictures, and links.

To streamline the contribution process, ISPRA has been appointed as the main organisation responsible for centralising the information provided by Pillar leaders. Partners can contribute by completing the e-newsletter template and sending their inputs either to ISPRA or to the ANR Communication team via email.

A dedicated e-newsletter template is available on the Teams platform for each upcoming edition. Pillar leaders, as primary contributors, can add their content to the template. Every two months, ISPRA contacts the Pillar leaders to collect their inputs, and all partners are informed that they can send their contributions directly to ISPRA or the ANR Communication team. A guide for writing articles or providing the required information is also available and sent as a reminder.

2. Dissemination of the e-Newsletter:

The e-newsletter is complete, the full content is published on the Water4All website. The newsletter is then distributed via email to registered subscribers using tools like Mailjet, reaching both national and international recipients within the Water4All members' and partners' networks. To increase visibility and engagement, a social media post is also shared across the network to direct audiences to the latest edition of the e-newsletter.

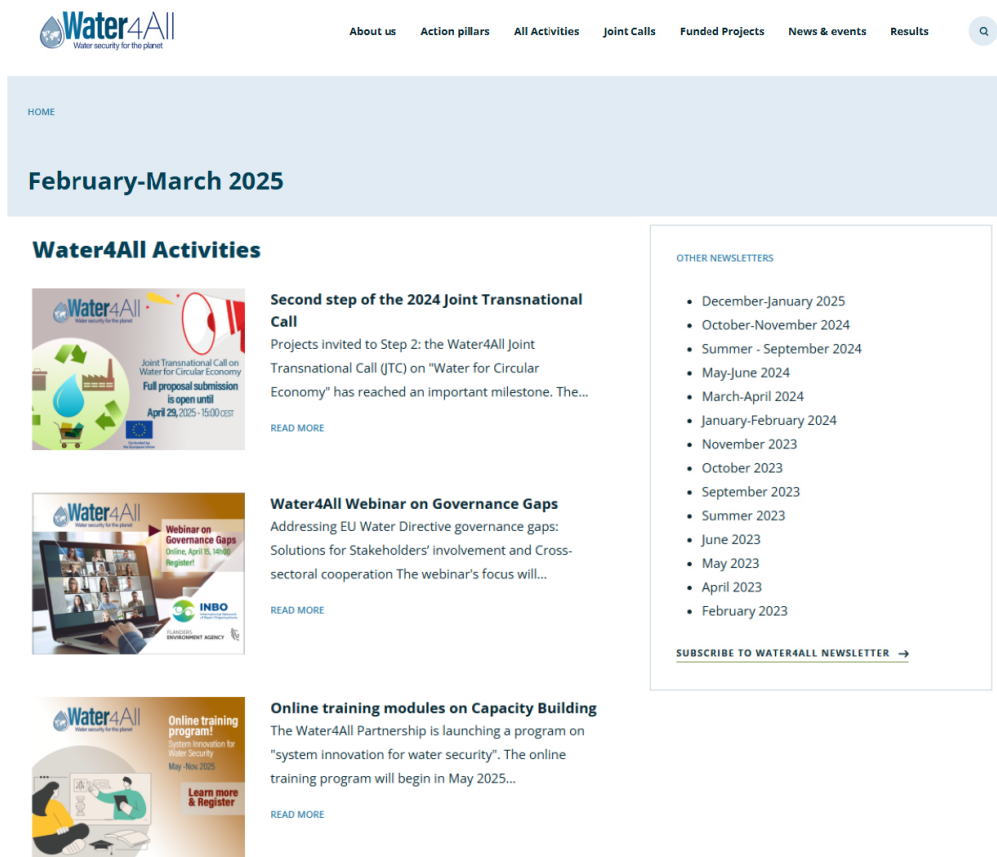


Figure 3 - Screen shots of the newsletter

4.6 Social media

The social media strategy for Water4All aims to broaden the reach of the Partnership's activities. It is important for Water4All to maintain its own social media profiles to ensure full control over the messaging and to effectively communicate with diverse audiences, rather than relying solely on partners' social media channels.

The primary social media platforms selected for the Partnership are LinkedIn and X (formerly Twitter). However, the X account has been suspended, and a Bluesky account is in the process of being set up. Additionally, a YouTube account has been created, though its activity is still limited.

Key actions for building a social media community include:

- Increasing the number of followers to reach a larger audience.
- Promoting social media engagement among identified target audiences.
- Leveraging Water4All partners and existing social media tools to enhance visibility.
- Ensuring the consistent dissemination of relevant content by encouraging active participation from Water4All consortium members involved in Task A.3. Members are asked to continuously update and publish content across the designated platforms.
- Inviting all partners to support the Partnership's communication efforts by sharing content through their own social media accounts.

The use of these platforms was decided based on the characteristics of each social media:

Twitter was chosen as a dynamic social media where information could be disseminated fast (and effectively) in short phrases and in volume. As mentioned above, Twitter is going to be replaced by Bluesky.

LinkedIn is a very professional based network where a more technical audience is found. On LinkedIn, more details can be given, and messages can be more extensive.

YouTube account is open for the Partnership. Videos are a powerful medium of communication that should be developed for Water4All.

As the Partnership evolves, the need to create other social media accounts might arise and other accounts could be created (e.g., Facebook, Instagram, TikTok or podcasts).

To ensure the overall coherence of the digital communication strategy and allow a global vision of the messages posted, ANR (the Communication team) schedules and coordinates the social media posts. Some assigned activities for the communication team as regards social media include, but are not limited to:

- Establish or validate the editorial lines
- Decide on the coming events to be shared
- Prepare and validate the messages to be sent
- Create a document to share relevant information with the Consortium members

The messages and content format on social media are designed according to the target audience and available platforms. The different contents available may be:

- Infographics
- Text (with or without an image)
- Information sharing
- Video (live or not): short ones are preferred
- Storytelling
- Series
- Podcasts
- Answer to frequently asked questions
- Testimony
- Quiz game
- Poll/votes
- Recycle publications that performed
- Events' promotion
- Quotations
- Curation of news content
- Relay content from partners

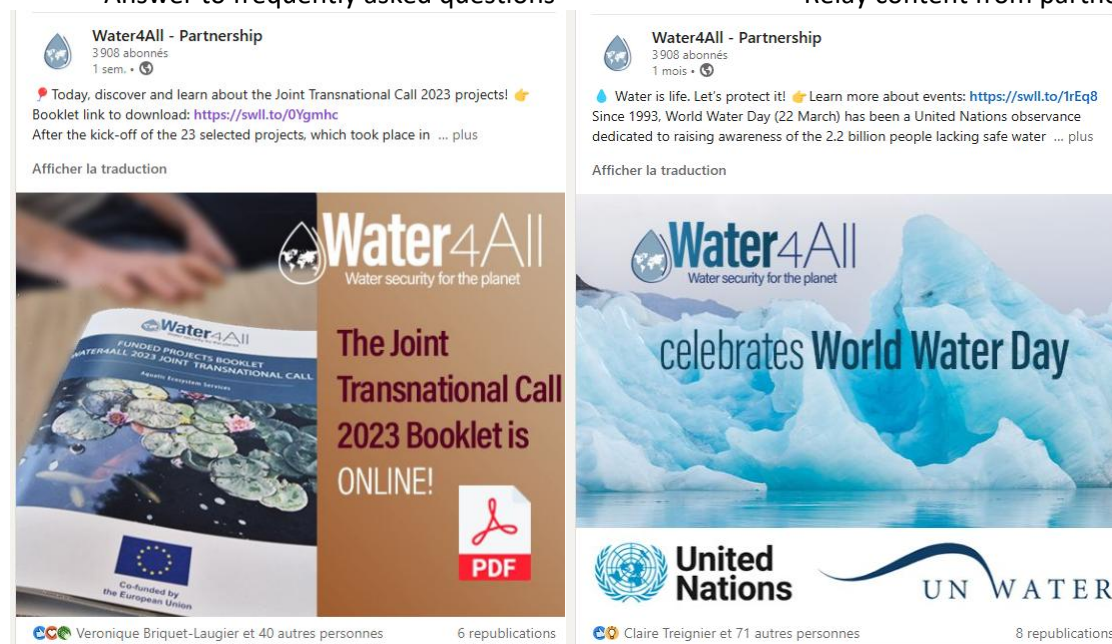


Figure 4 - LinkedIn post examples.

4.7 Events: workshops and meetings

To highlight key achievements, foster engagement with partners and stakeholders, and develop impactful activities, the Water4All Partnership will keep on participating in and promoting various events throughout its duration. **Several events were already identified in the initial version of the communication plan, and these will be leveraged to maximize outreach.** All thematic workshops and meetings organised within Water4All will be held to the highest standards, and, whenever feasible, will be scheduled back-to-back with other relevant activities for the sake of time and resource efficiency. In collaboration with event organisers and the Water4All Partnership Coordination Team, details about these events will be communicated through the channels described above.

Some of the annual or biennial international events where Water4All's participation is anticipated include:

- Cairo Water Week, Egypt
- COPs for the United Nations Convention to Combat Desertification, the Biodiversity Convention, or the Climate Framework Convention
- European Research and Innovation Days
- International Water Association World Water Congress & Exhibition
- Sustainable Research and Innovation Congress
- UN-Water Conferences (e.g., UN-Water Summit on Groundwater, UN 2023 Water Conference)
- Water Europe's Innovation Event
- World Water Forum (held biennially)
- World Water Week, Stockholm, Sweden
- Global Sustainable Technology and Innovation Community Conferences

4.8 Improvements made between PCDE version 1 and the current version

Over the course of the Water4All Partnership, several significant changes have been made to enhance the communication strategy, streamline the dissemination of information, and ensure a more effective engagement with stakeholders. These changes reflect a growing emphasis on clarity, quality, and the efficiency of communication efforts. Below are the key updates:

- **Organisation of the Communication Board:** The Communication Board now meets every two months, with a 15-day delay before publishing the newsletter. This schedule allows ample time to correct articles and incorporate final elements, ensuring the content is refined and aligned with the Partnership's goals.
- **Themes of the Newsletters' articles / other publications:**
 - The e-newsletter: The content now focuses exclusively on Water4All activities and its network. This shift improves the quality of the information shared with readers and maintains a more targeted approach.
 - Other news: Relevant updates that fall outside the scope of the newsletter are now published directly on the website or shared through social media, based on the specific needs and timeliness of the information.
- **Support organisation for communication and dissemination:**

- The division of communication tasks among partners has been streamlined, enhancing collaboration.
- A tool, Swello, has been implemented to facilitate more effective and efficient social media messaging, improving the overall reach and impact of posts.
- **Tools adapted to different levels of stakeholders:**
 - A multilingual leaflet has been developed in four additional languages, expanding the Partnership's communication outreach to a broader audience both within Europe and internationally.

These strategic updates ensure that Water4All's communication remains efficient and impactful.

Improvement required:

To further strengthen and enhance the communication and dissemination efforts within the Water4All Partnership, several improvements are needed to streamline workflows, foster greater engagement, and enhance the quality of information shared.

Firstly, the **Gantt chart used for task assignments** must be implemented in a more user-friendly manner to improve workflow management and task distribution. This will not only help in tracking progress more effectively but also ensure that partners are clear on their responsibilities and deadlines. By simplifying this tool, it will be easier for partners to collaborate and keep track of the milestones related to the communication activities.

Secondly, a **stronger involvement from all partners** is crucial for the success of the CDE efforts. While significant progress has been made in improving the organisation and structure of communications, it is essential that partners actively contribute and share relevant information about ongoing or completed activities. The Communication Board will continue to rely on pillar leaders to provide timely updates, but there is a need for a more robust, consistent input from the broader Partnership. Encouraging this active participation from all partners will help ensure that the information shared is comprehensive, diverse, and reflective of the collective progress made within the Partnership.

In addition, the **YouTube channel** should be further developed to expand its reach and improve its content. While the channel has been established, its activity remains limited. By creating engaging multimedia content, such as interviews with experts, project highlights, and visual representations of key achievements, the YouTube channel can serve as a dynamic tool for communication, reaching a wider audience and increasing the visibility of the Water4All Partnership.

Finally, to ensure that the communication strategies are truly meeting the needs of the partners and stakeholders, it is essential to develop a **survey that gathers feedback on the communication efforts and explores potential areas for improvement**. This will provide valuable insights into the effectiveness of the current methods and offer suggestions for future improvements. By actively seeking feedback, the Partnership can continuously adapt its strategies to ensure the maximum impact of its communication work.

These improvements will create a more efficient and inclusive communication framework, ensuring that Water4All remains on track in delivering clear, timely, and relevant information to its diverse audience.

5. Exploitation activities of Water4All

The exploitation activities within Water4All focus on ensuring the long-term impact and sustainability of the Partnership's results. One of the primary avenues for exploitation lies in the ongoing activities within Pillar D, which are designed to foster the **maturation and scaling of Water-oriented Living Labs (WoLLs)** and enhance their effectiveness in addressing water challenges.

A key exploitation activity is the capacity-building and mentoring efforts aimed at strengthening the strategic planning capabilities of stakeholders involved in WoLLs. By providing targeted support and training in strategic planning, the initiative will help maintain and improve the maturity and overall impact of WoLLs. This will not only enhance their operational effectiveness but also enable them to better address emerging water-related issues, creating a lasting legacy of knowledge and experience within the water sector.

Additionally, a series of six events focusing on financial instruments for supporting the implementation of key aspects of WoLLs will be held. These events aim to connect stakeholders with financial tools and resources, facilitating the implementation and scaling up of WoLLs across Europe and beyond. The exploitation potential of these events is significant, as they provide an opportunity for stakeholders to gain access to funding mechanisms, thereby ensuring the financial sustainability of WoLLs in the long term. **By addressing the financial barriers to scaling and sustaining these innovative water solutions, the events will contribute directly to the wider adoption and impact of WoLLs.**

Finally, the **WoLL clustering and WoLL-WoLL mentorship** activities present a unique opportunity to exploit shared challenges and solutions across the network. By facilitating collaboration and knowledge-sharing between different WoLLs, these activities will not only foster innovation but also **promote the replication of successful solutions across regions**. The mentorship model will enable experienced WoLLs to support and guide emerging ones, further strengthening the community and ensuring that the lessons learned from various projects are effectively disseminated and applied.

Together, these activities will contribute to the long-term exploitation of the knowledge, resources, and experiences developed through the Water4All Partnership, ensuring that the results are effectively transferred, scaled, and sustained beyond the project's lifetime.

To further enhance the exploitation of Water4All outcomes, a **matchmaking platform** will be developed to facilitate direct communication between problem owners (e.g., water utilities, municipalities, industries) and solution providers (e.g., researchers, startups, technology developers, living labs). This interactive platform will serve as a dynamic space where water-related challenges can be posted, and innovative solutions can be proposed and matched based on specific needs. By bridging the gap between demand and supply, the platform will accelerate the uptake of new technologies, services, and practices developed within Water4All and beyond. It will also encourage new collaborations, support business development opportunities, and foster a vibrant ecosystem that drives innovation in water management. The platform will be promoted widely across the Water4All network and continuously updated to ensure its relevance and user engagement.

6. Protection of Personal Data

As stated in the Grant Agreement and the Consortium Agreement, all Water4All partners must conform to the General Data Protection Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data ("General Data Protection Regulation"), and to its supplementary national legislation for collection and processing of data for which it will be responsible. Associated Parties shall also conform to their national legislation for Data protection.

The participants involved in the communication and dissemination activities described in this plan are varying and can be consortium participants, external Member States and non-Member States participants. For the non-EU Member States participating in Water4All joint activities (such as the Joint Transnational Calls), partners are requested to sign legal binding documents (e.g., Memorandum of Understanding, Standard Contractual Clauses) of compliance with ethics and Protection of Personal Data (POPD) regulation (national, EU and Horizon Europe).

The communication and dissemination activities with potential issues of POPD have been identified and are listed below:

- Meetings (functional, administrative)

- Workshops
- Seminars and conferences (with more external attendees)
- Mailing lists (communication & dissemination)
- Project website
- Project website intranet
- Newsletters
- Webinars
- Joint Transnational Calls (from definition to implementation of the calls and follow-up of the funded projects)
- Additional joint calls (from definition to implementation of the additional calls and the monitoring of funded projects / activities)
- Public presentations at external events (seminars, conferences, meetings, webinars, etc.)
- Additional research activities (Thematic Annual Programming action, etc.)

To appreciate the low level of POPD issues of this project, it is important to specify that no sensitive personal data are and will be processed. The POPD considerations are limited to information and informed consent of the subjects, and personal data protection concerning (professional) contact information (publicly available) of the subjects.

Respondents to Water4All activities (Joint Transnational Calls, meetings, Knowledge Hub development, workshops, dissemination and communication) will be given complete information about the processing of their personal data and the procedure for opting out. Their participation is voluntary and their informed consent will be obtained.

More information on the Data Protection provisions and informed consent procedures implemented will be available in the associated deliverable.

7. Monitoring and evaluating CDE activities

The organisation of CDE (Communication, Dissemination, and Exploitation) activities requires careful planning, clear deadlines, and an overview of progress over time to ensure effectiveness. Monitoring and evaluating these activities is essential to assess their impact and to guide improvements. This process will rely on a set of qualitative and quantitative indicators designed to measure performance and effectiveness. Regular evaluation will provide valuable insights, enabling the Partnership to refine its communication strategy and enhance its processes based on feedback and constructive input.

The following sections present the specific monitoring and evaluation indicators for Communication and Dissemination Activities (Section 7.1) and for Exploitation Activities (Section 7.2).

7.1 Monitoring and evaluation indicators for CDA

To analyse the impact of Water4All Partnership and CDAs, monitoring actions are carried out **every 12 months**. The indicators have been adapted from the Water JPI Communication Plan to monitor the CDAs performed and measure the increased impacts.

Analysing the performance of posts on social networks is a crucial step in evaluating the effectiveness of communication efforts. It enables the identification of community engagement levels and provides insights into the impact of the content shared. This analysis also serves as a valuable tool for refining audience

targeting strategies. To ensure transparency and continuous improvement, regular performance reports will be shared with stakeholders, partners, and the management team.

7.2 Monitoring and evaluating exploitation activities

Exploitation activities within Water4All are designed to ensure that the **project's results generate tangible impacts at commercial, societal, and political levels**. The goal is to guarantee that significant outcomes are effectively used both during the programme's lifecycle and after its official conclusion. Given the diversity of Water4All's planned activities, a broad range of exploitable results is expected, including policy recommendations, contributions to standardisation, innovative technologies, and dedicated platforms for knowledge sharing.

The nature of exploitation activities will vary depending on the type of result, the intended target audience, the partner responsible for transfer, the timeline for exploitation, and the resources available. To foster exploitation, Water4All will leverage various dissemination tools, such as the publication of policy briefs, peer-reviewed articles, and participation in major international conferences. Concrete actions are being undertaken, or will be undertaken, to promote and facilitate the use of project results, such as:

- Identifying areas, project partners, and partners within the Partnership that can adopt or further develop the project's outputs.
- Facilitating the transfer and exploitation of results by third parties.
- Engaging potential users through targeted communication channels, including networks, professional platforms, project websites, and social media.
- Monitoring and responding to market trends in the water sector and related fields.
- Using communication tools, such as interviews with key actors, to raise awareness and illustrate practical applications.

Continuous evaluation is essential to assess the effectiveness of exploitation activities and ensure that Water4All's outcomes have lasting value. Evaluation will help identify strengths and weaknesses in the exploitation process, measure whether activities have contributed to increased knowledge and capacity, and assess their usefulness in different water-related domains.

The performance of exploitation activities will be measured through several non-exhaustive indicators, including:

- The number of new activities, initiatives, or projects built upon Water4All's results.
- Increased support for activities by external researchers, educators, policy-makers, and other stakeholders.
- Growth in interest and participation from the target audiences.
- Demonstrated value of Water4All's results to partners, funding agencies, and the broader public.
- Number of applications, products, or policy changes developed as a result of the project's findings.

Through these efforts, Water4All aims to ensure that its legacy continues to contribute to innovation, policy development, and improved water management practices well beyond the official end of the programme.

D1.14 Water4All's Updated Communication Dissemination and Exploitation Plan

TABLE 6 - WATER4ALL'S IDENTIFIED INDICATORS FOR THE EVALUATION OF CDE ACTIVITIES.

		Nb. visitors, subscribers, clicks or views (global or specific pages)	Time sessions (web, pages)	Nb. docs, data/ down-loads	Nb. updates	User countries	Nb. of print-outs, views (retweet, like, comment)	Nb. followers / subscribers / views	Nb. of info /articles /doc on a subject	Nb. of events held/ participations
Digital communication (Partnership / Activities)	Website Water4All	X	X		X	X			X	
	E-newsletter	X				X		X		
	Platforms			X	X					
	Press releases	X							X	
Social Media (Partnership / Activities)	Tweets						X	X		
	LinkedIn						X	X		
	YouTube						X	X		
	Facebook						X	X		
	Podcasts	X								
Events (Partnership / Activities)	meetings, workshops	X						X	X	X
	Webinars	X						X	X	X
	networks / European, International events									X
Printable & digital docs (Partnership / Activities)	Leaflets, flyers, booklets								X	
	Policy briefs								X	
	Posters								X	
Classic media (Press / Radio)	Press releases								X	
	Articles								X	
	Interviews								X	

References

The main references are:

[Regulation \(EU\) No 1290/20138 of the European Parliament and of the Council of 11 December 2013](#)

[Voluntary Guidelines on framework conditions for joint programming in research 2010](#)

[European IPR Helpdesk Making the most of your Horizon 2020 Project – EU 2018](#)

[RDIEU Grants: Horizon 2020 Guidance Social media guide for EU funded RDI projects, 2020](#)

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[EU open data - The basics for EU data providers – EU Open data Portal- Edition 2016](#)



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