Title: Dissemination and Communication Strategy

Summary: This document sets out a detailed strategy for the communication and dissemination of information stemming from DEMEAU research and activities. It outlines a plan for dissemination activities which connect research outputs with the relevant target audiences by means of the appropriate communication tools.

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Summary

The dissemination strategy for the DEMEAU project is the main document outlining the demonstration and dissemination activities that will take place throughout the project.

The objective of Work Package 61.1 is to ensure an effective dissemination of project results to all relevant stakeholders, most importantly to utilities, policy makers, and standardisation bodies, as well as to the general public. The ultimate goal is to facilitate the market deployment and exploitation of the technologies investigated within the project.

The dissemination strategy is structured in two main parts. *Part A: Background Information* presents the rationale, tools, and activities used for dissemination in DEMEAU. *Part B: Practical Information* contains a timeline, checklist, and calendars for internal and external events. These materials should be used regularly by partners to keep track of the activities, responsibilities, and cooperation needs between their work areas and the dissemination tasks.

The dissemination strategy plans dissemination activities which connect research outputs and the relevant target audiences by means of appropriate communication tools. By doing so, the strategy serves as the main guiding document with the following aspects:

- WHAT the DEMEAU project is disseminating (key message),
- WHO we aim at in the DEMEAU project (target audiences),
- HOW to reach these audiences (channels),
- WITH WHAT type of material the audiences will be approached (materials) and
- WHEN the different activities and events will take place (events)

Finally, an evaluation process outlines simple monitoring and evaluation methods and specifies how risks and difficulties can be addressed. This process is crucial for a successful dissemination strategy, which needs to be regularly reviewed and updated, according to new developments in the project, sector, and market.

The information flow between the partners is defined throughout the entire strategy, and the responsibilities of each partner in contributing and furthering dissemination of the project results are appointed.

PART A: BACKGROUND INFORMATION

1 Introduction

The dissemination of research activities and project results in DEMEAU, a three year EU-funded FP7 project will play a vital role in helping the drinking water and wastewater sectors to realise safe, cost-effective, and sustainable services, ultimately securing public health. The objective of DEMEAU is to demonstrate the suitability and cost-effectiveness of innovative methods and technologies to reduce levels of emerging pollutants in drinking water and wastewater by promoting the uptake of knowledge, prototypes, and practices from previous EU research.

DEMEAU showcases four groups of promising technologies: Managed Aquifer Recharge (MAR), hybrid ceramic membrane filtration (HCMF) together with automatic neural net control systems (ANCS), hybrid advanced oxidation processes (HAO), and bioassays. In addition, life-cycle assessments will be conducted to identify the enabling and constraining factors and to ensure a successful implementation of these technologies. Through its partnership with research institutions and water utilities, DEMEAU creates launching sites for the featured technologies and addresses barriers to their market implementation. The project consortium consists of 17 institutions from 5 EU countries and includes universities, research institutions, innovative SME's, launching water utilities, and policy makers.

The importance of timely and effective communication of project activities and results is inherent to the success and overall impact of DEMEAU, and a well-developed dissemination strategy that specifically identifies and addresses the needs of project communication provides a solid framework for the course of the project. Work Area 6.1 of DEMEAU is specifically dedicated to dissemination and has the following objectives:

- Ensuring a successful run-time and final dissemination of project results to all relevant stakeholders
- Facilitating the market deployment and exploitation of the technologies through the organization of demonstrations at the utilities and tailored workshops

This dissemination strategy outlines the specific methods, tools, and activities that will be employed as part of the DEMEAU to help the project to achieve its objectives in the coming years.

2 Principles of dissemination

2.1 Rationale for a dissemination strategy

Dissemination of project outputs is crucial for the uptake of research results and the ultimate success of a research project. Its importance is underscored by the contractual obligation to disseminate research results in the European Framework Program. A dissemination strategy is defined as the document that presents and structures the utilization of a 'combination of appropriate tools to present, make known, and provide access to research results to a specific target audience through clear and specific messages in a certain period of time' (APRE, 2010). It takes stock of the project's current status, resources, and limitations and maps target groups. It defines the key messages that will be communicated to the target groups and chooses the appropriate dissemination channels and material, as well as the timing of the dissemination activities. The strategy establishes the parameters under which the activities are planned, implemented, and evaluated and guides the communication flow between partners. After this planning phase, the dissemination strategy also lays out a path for monitoring and evaluation, which allows the tracking of the performance of dissemination for the sake of analyzing it, learning from mistakes, and promoting success to improve further communication. The dissemination strategy will be reviewed on a yearly basis to update the list of activities and events that have been carried out and those that are planned for the following year. The benefits of a communication strategy are that it removes ambiguity and increases the coherence of the communication activities.

The dissemination activities in the DEMEAU project will follow best practices of successful dissemination that have been observed throughout research projects in the water and other sectors (Nickel et al. 2011):

- Use diverse dissemination means that reach the intended audiences
- Tailor dissemination messages, channels, and means to the characteristics of the target audiences, for example by using the appropriate language and level of technicality
- Appropriately time dissemination activities based on the project goals in each phase, including early dissemination for promoting project awareness
- Draw upon existing resources, relationships, and networks within the project consortium and from the target audience sector
- Involve the target audiences early in the project and maintain personal contact

2.2 Information flow and responsibilities among the partners

In order to carry out dissemination following the previously mentioned best practice criteria, the input from all partners is needed. This is particularly important for the DEMEAU project, where the research partners have direct relationships with the associated utilities, which are also a primary target group and the main actors involved in the technology demonstrations organized by DEMEAU.

The different relationships, necessary information flow, and responsibilities of the different partners and actors are shown in Figure 1.

The different coloured texts and arrows indicate the activities and responsibilities of the different partners as well as whom the activities are targeted at. The dissemination partner (Ecologic Institute - green) has the following tasks: 1) help to define and formulate the messages according to target group needs, 2) provide the templates, dissemination tools, material, and timing laid out in the dissemination strategy, and 3) support the organisation of events. Ecologic Institute is also responsible for disseminating directly to the target groups through the website, networks, and conferences. The green arrow between the 'Research

Partners' and 'Utilities and all Target Groups' indicates that dissemination of project results and materials for which Ecologic Institute is responsible and will use the networks of research partners.

The input, contributions, and regular dissemination by the 'Research Partners' and all consortium partners (blue) is necessary to ensure that dissemination activities realise their full potential. The research partners need to provide the dissemination partner with information for the website and news, and they are expected to notify the coordinator and Ecologic Institute of completed deliverables, publications, and any promotional events. The research partners also need to forward and further disseminate the information prepared by Ecologic Institute through their communication channels (contact databases, Twitter, LinkedIn, national press, and local stakeholders) in order to ensure that existing resources, relationships, and networks are taken advantage of and that the contact to the target groups is strengthened. Finally, the research partners act as mediators between the consortium and the associated utilities.

The target groups and mainly the utilities play an important role in the project: At their sites, they will demonstrate the technologies developed by the research partners. They should also be encouraged to express their needs and obstacles to those facilitating implementation of these technologies, as this will help the project better direct its products to the market. The utilities benefit through the DEMEAU project by promoting their innovative approach to dealing with emerging pollutants and by raising awareness about the modernization of their plants.

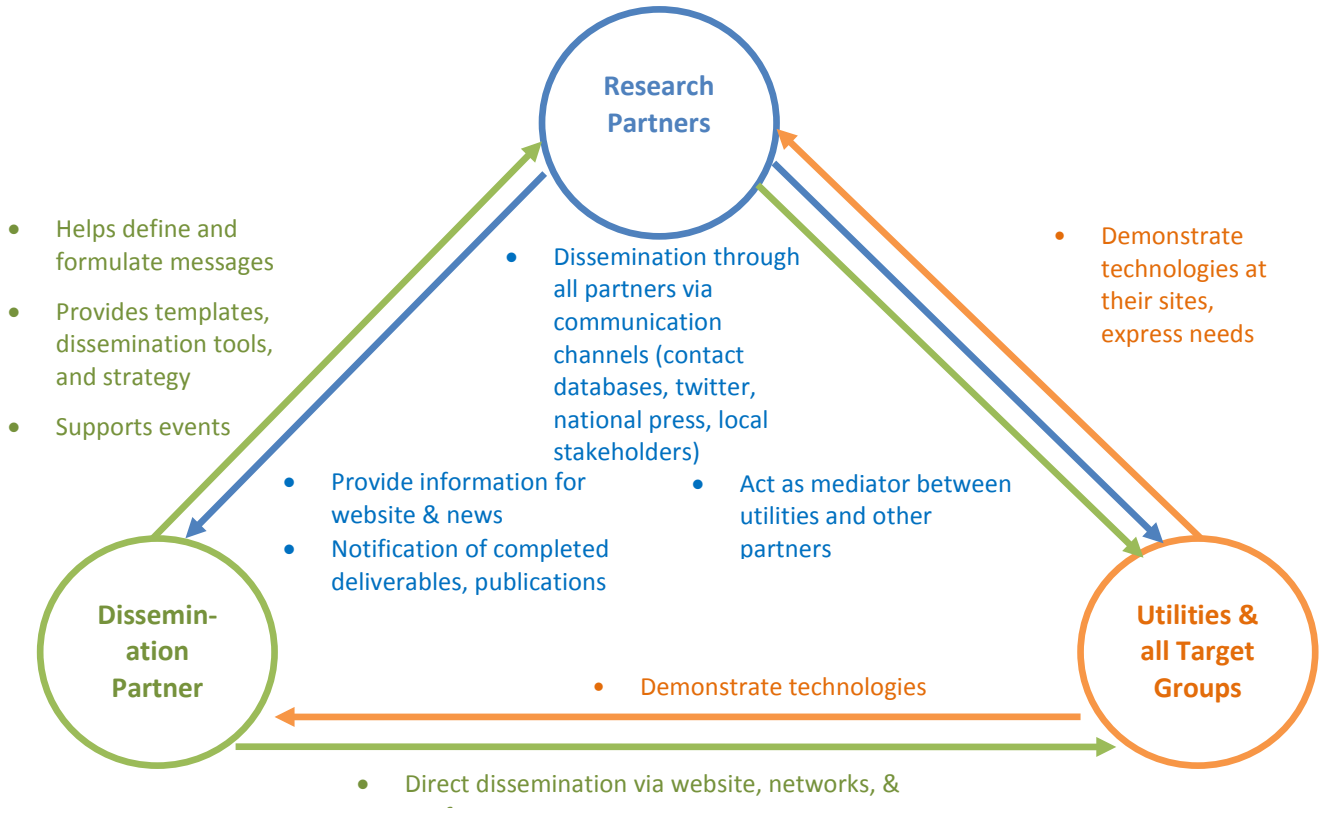

Figure 1: Dissemination responsibilities among project partners.

3 Key message and storyline (WHAT)

Disseminating a project and its result requires establishing a key communication message that weaves together all promotional material, presentations, articles, and all print and media messages. This integrated approach ensures that messages are communicated in a consistent manner, allowing for a stronger impact of the dissemination effort. The key message also needs to take into consideration the communication goal of the project. Depending on the project purpose, communication objectives can include: increasing the understanding of a topic, increasing use, influencing behaviour or decision-making, triggering discussions, getting feedback, and exchanging information.

For DEMEAU, the main communication goals according to the consortium members are: i) to raise awareness of the technologies to address emerging pollutants, ii) to influence specific policies or policy-makers, iii) to encourage increased stakeholder participation in the project and the sectors it addresses, and iv) to secure future technology clients (cp. Figure 4: Communication goal). The project's key messages and specific results will be in line with these communication goals.

DEMEAU is a complex project, as it addresses different technologies for drinking water and wastewater applications that must target a large variety of emerging pollutants. The scientists and technicians working on one technology are not necessarily experts on the other technologies in the project. Generally, the public and policy-makers have little in-depth knowledge of the industrial processes involved in drinking water and wastewater treatment and are not acquainted with the scientific technical terms. In order to disseminate the DEMEAU project results to scientists from different disciplines, create a science-policy interface, and reach the general public, it is crucial to establish a clear storyline that connects the different technologies and shows how they help to achieve the main goal of the DEMEAU project- addressing emerging pollutants in drinking water and wastewater. The following box describes the DEMEAU storyline.

Box 1: DEMEAU Storyline

Worldwide, the drinking water and wastewater sectors are challenged to assure safe, cost-effective, and sustainable water supply and sanitation services. The challenges are intensified by:

- an ever-growing world population, especially in urban areas
- more floods and droughts as a result of climate change
- aging infrastructure that is less efficient and more vulnerable to contamination
- demanding policy targets for sustainable water services
- difficult detection and treatment of emerging chemical and microbiological pollutants

The challenges presented by emerging pollutants have become especially clear in recent years, as research has revealed their severe repercussions for human and environmental health. Several European research projects on drinking water and wastewater have produced a suite of novel technologies and practices for the treatment, monitoring, and detection of emerging pollutants. These technologies are supported by a high level of expertise and experience, are of broad interest to the global water sector, and have great market potential for SMEs. However, their market deployment and implementation has not yet been realized. Thus, DEMEAU plays a key role in promoting and spreading these promising technologies to address emerging pollutants and to further clarify how they tackle emerging pollutants:

- *Managed Aquifer Recharge (MAR)*: Enables the storage of water in periods of good resource

quantity and uses natural degradation of pollutants.

- *Hybrid ceramic membrane filtration (HCMF)*: Combines ceramic membranes with processes such as coagulation, pre-coats of powdered activated carbon or ion exchange pre-treatment; can remove a broad spectrum of pollutants.
- *Hybrid advanced oxidation processes (HAP)*: Good candidates to treat surface water and municipal wastewater effluents, which are a main source of emerging pollutants; offer flexible solutions to treatment processes for water purification.
- *Bioassays*: Reliable and potentially cost-effective means to monitor and detect emerging and unknown pollutants based on their biological effects; can be used for safety evaluations and water quality assessments, as well as to monitor the efficiency of MAR, HAP, and HCMF.

The overall objective of DEMEAU is to promote the uptake of knowledge, innovative technologies, prototypes, and practices to help the drinking water and wastewater sectors to address emerging pollutants. DEMEAU demonstrates these technologies through its cooperation with water utilities, which act as launching customers. This commitment includes the utilities' willingness to contribute to the up-scaling and full-scale implementation of the selected technologies. DEMEAU also addresses drivers and barriers to implementation, which may differ considerably for each technology (e.g. costs, authorization, public perception, etc.) and provides environmental life cycle assessments (LCAs) and economic life cycle costings (LCCs) to stimulate a broader implementation and exploitation of the technologies.

DEMEAU will produce the following deliverables:

- Successful demonstration of promising technologies to remove emerging pollutants in the drinking water and wastewater sectors
- A protocol for the implementation of bioassays in the water quality monitoring programmes of water utilities
- Unique selling propositions (USPs) to foster market implementation in the most promising application areas and benchmarking with the current, most-competitive technologies to expand the potential application area
- Measures to support market penetration and uptake of the promising technologies
- A lasting impact and legacy through the dissemination of project outcomes to water utilities, water authorities, technology providers, policy makers, and standardisation bodies

Figure 2 presents a drafted visual of the discussed storyline. Pictures a) (illustrating the technical water cycle) and b) (illustrating sources of emerging pollutants) will be merged into one picture as the story line is further developed. This visual could be used for the animation/movie that will be produced in the third year of the project to explain emerging pollutants to policy makers and the general public.

The following aspects of the visual will be refined:

i. The picture should present sources for emerging pollutants more distinctively (households, agriculture, hospitals, industry, etc.)
ii. Spots where the different technologies could be applied should be shown more precisely in the picture (e.g. infiltration basins)
iii. Arrows showing water cycle linkages should only be illustrated between drinking water purification and wastewater treatment plants (i.e. the technical water cycle)

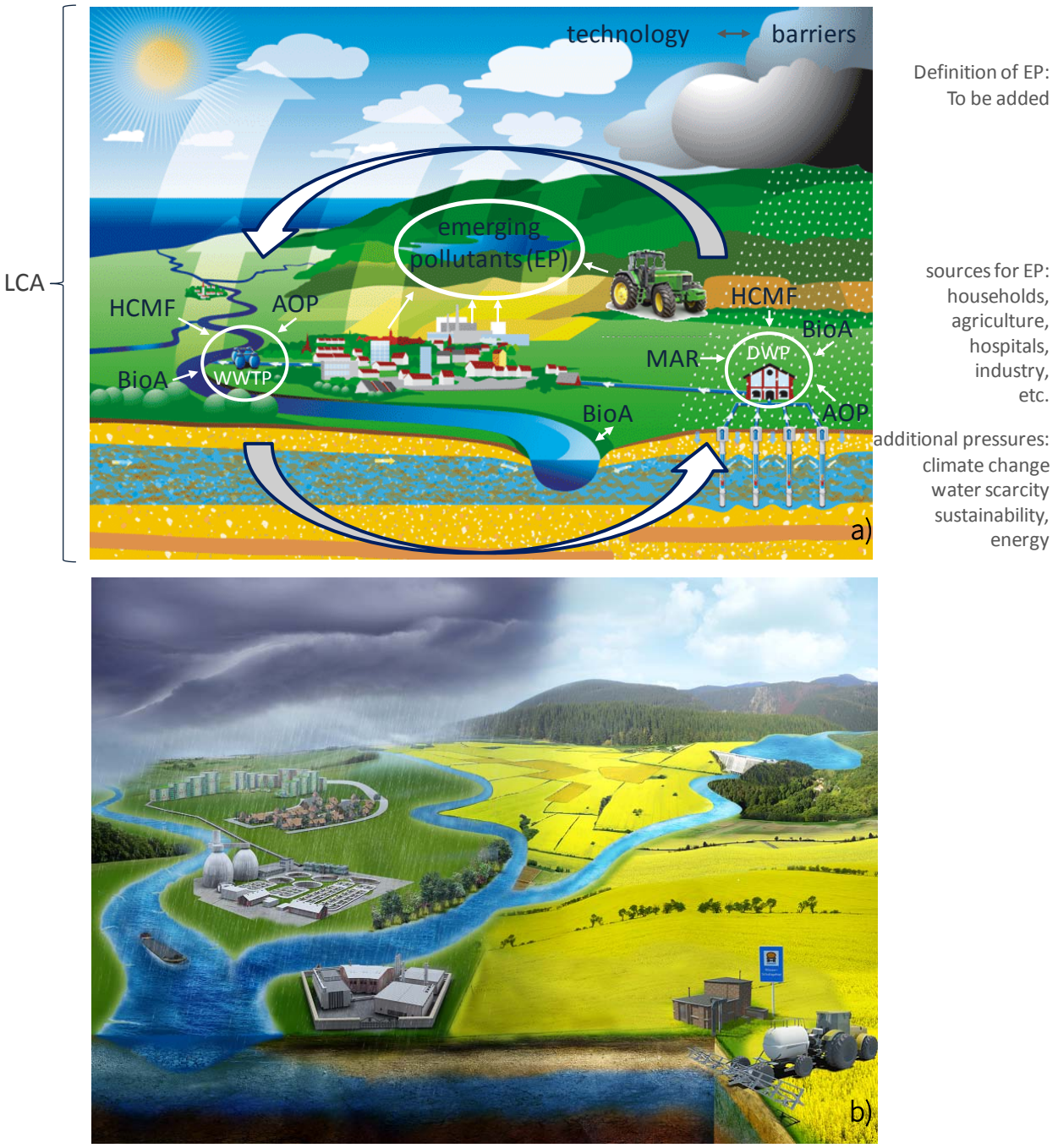

Figure 2: **Pictures as inspiration for the storyline[1].**

Legend: MAR: Managed Aquifer Recharge, HCMF: Hybrid Ceramic Membrane Filtration, HAP: hybrid Advanced Oxidation Processes, BioA: Bioassays

[1] The graphical realization will be provided by a designer.

4 Target audiences and their characteristics (WHO)

Addressing the target audiences of a research project is a crucial factor in the uptake and use of the research results. Targeting these audiences through appropriate dissemination means and activities is the main objective of the dissemination work in the DEMEAU project.

The target groups for dissemination were already broadly defined in the proposal stage of DEMEAU and are developed further here:

- The *technology suppliers/producers* include skilled scientists and researchers in engineering centres. DEMEAU's *technology end users* are utilities that acquire and apply technologies developed internally and externally. These end users often come from engineering, industrial design, and business management backgrounds.
- *Standardization institutions* are an important player for the implementation of the technologies because they help to build consensus and standardize the technologies, thereby furthering regulatory acceptance. Standardization institutions treat their members with priority and seek to strengthen their position in the global marketplace while contributing to the safety and health of consumers and the protection of the environment. As there is no BREF (Best Available Techniques References) working group on municipal wastewater treatment, DEMEAU will seek collaboration will CEN/TC 165/WG 40 "Wastewater treatment plants > 50 PT", which works on standards for general requirements and special processes for wastewater treatment plants, and the accreditation bodies ISO and DIN.
- The *scientific community* includes universities, research centres, and consultancies. Scientists are generally well targeted in the project by using the professional networks and contacts of scientists directly involved in DEMEAU.
- *Policy Makers* have a policy-specific agenda. To reach and influence policy, it is imperative to understand their interests and match dissemination outputs to their needs and priorities. Examples of collaborating authorities on national level are ACA (Spain), GEUS (Denmark), UBA (Germany), Berlin Senate (Germany), and IGME (Spain). On a European level, collaborating authorities could be DG Environment, DG Clima, DG Regio, and DG Agri.
- *The general public and other stakeholders* can be reached through the use of different media such as the website, events, and social media like Twitter. Dissemination targeted at these groups needs to be presented in a simple, logical way that emphasizes the importance of the project for environmental and human health. If the aim is to raise awareness amongst local stakeholders, basic information about the project should be provided in the respective language.

A survey of target audiences was conducted in the first months of the project. It was sent to all project partners, asking them to provide three stakeholders or target groups. DEMEAU partners provided 22 different stakeholders. This sample is not exhaustive and does not provide a complete picture of the target audiences and their characteristics in the DEMEAU project. However, it gives a first impression of the categories of stakeholders, according to which the message, channels, and materials should be adapted in the dissemination strategy. The survey allowed for the categorisation of target groups into more specific stakeholders. The groups, representing the main target groups (policy, technology, science, general public) were divided into the following categories and subcategories:

- Policy: ministries, water management organizations
- Standardisation institutes

- Science: scientific organizations, universities
- Technology: utilities, technology suppliers, associations
- General public: NGOs, broader public, media

Only the relevant subcategories (selected for at least one target group) are shown in Figure 3.

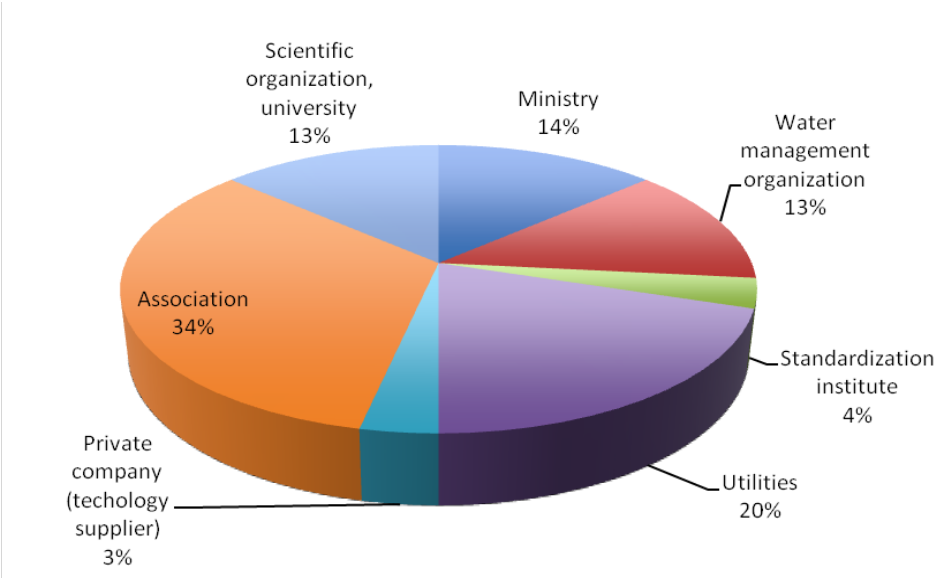

Figure 3: DEMEAU target groups.

The DEMEAU target groups provided by the partners were mainly technology suppliers and users (including associations of drinking water and wastewater technology) (46 %), policy makers (ministries, water management organizations) (35 %), scientific organizations and universities (14 %), as well as standardization institutions (4 %). The general public will be reached mainly by the dissemination partner Ecologic Institute through different channels such as local and national media or social media. However, research partners should keep in mind the importance of public perception for a successful implementation of the technologies and the fact that the general public can also play an important role as multipliers or advocates for changing policies. All partners should therefore keep in mind the possibility and need to use all channels and materials for the dissemination of their project results to all target groups.

The following graphs record the number of responses given by DEMEAU project partners concerning the characteristics and preferences of their target groups. It should be noted that more than one answer could be selected for each question and therefore the total number of responses differs between the different graphs.

As a result of the conducted survey, the most important communication goal for DEMEAU is to raise awareness within the target groups (cp. Figure 4). However, influencing policies and policy makers, encouraging increased stakeholders participation, acquiring future technology clients, as well as working towards public acceptance were also identified as important goals.

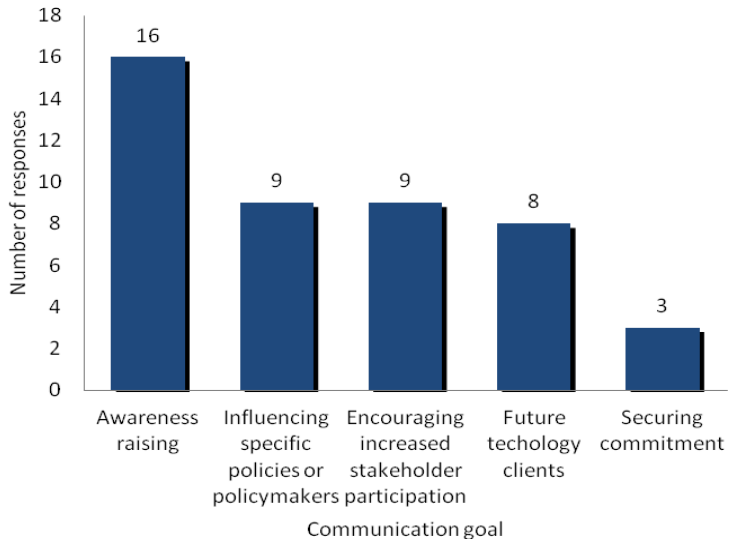

Figure 4: Communication goal.

The level of operation of target groups is mainly at the national and regional level, however, approximately 30 % of the target groups also operate at the European level. Several associations and smaller water utilities operate at the local level (cp. Figure 5). This highlights the needs of all partners to disseminate to their national and regional contacts, while staying highly relevant at the European level.

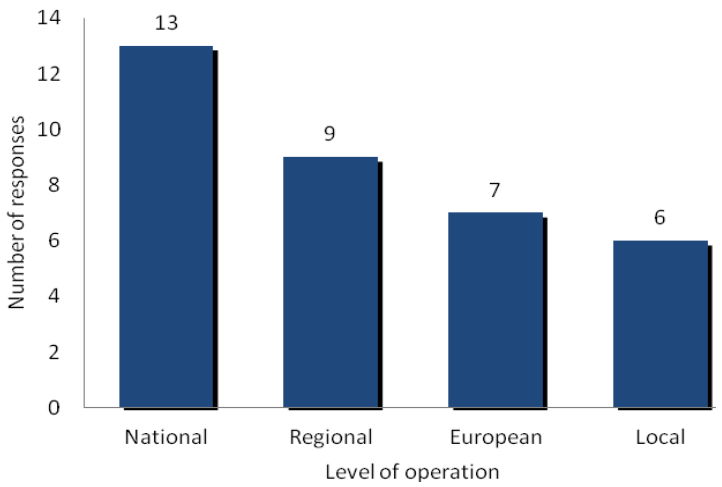

Figure 5: Level of operation of target groups.

Whilst most of the target groups can be reached through English, the local audiences can be more effectively addressed in their native language. Due to the geographical distribution of partners, German, French, Spanish Dutch, and Catalan are the most relevant languages. Documents, such as the project leaflet, will be translated into these languages (cp. Figure 6).

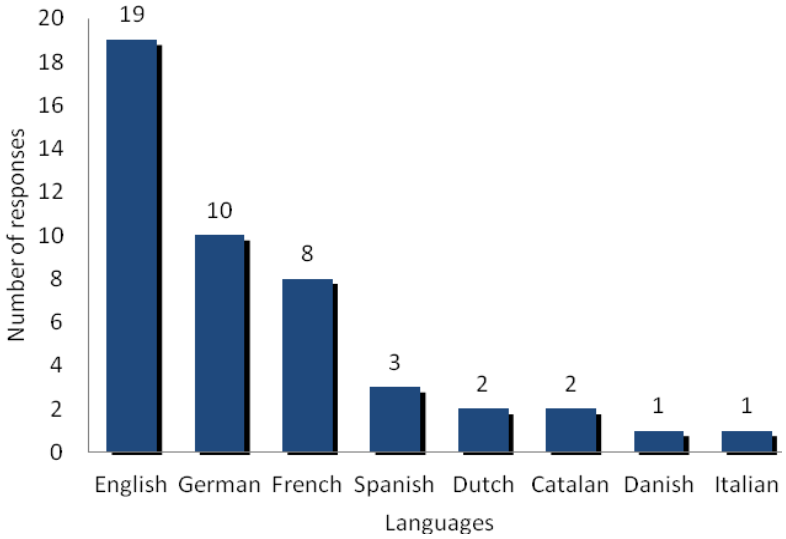

Figure 6: Target group languages.

The types of events to be used for dissemination should be mainly conferences, demonstrations, workshops, and seminars. To a lesser extent, training courses, brokerage events, and briefings would also be appropriate (cp. Figure 7).

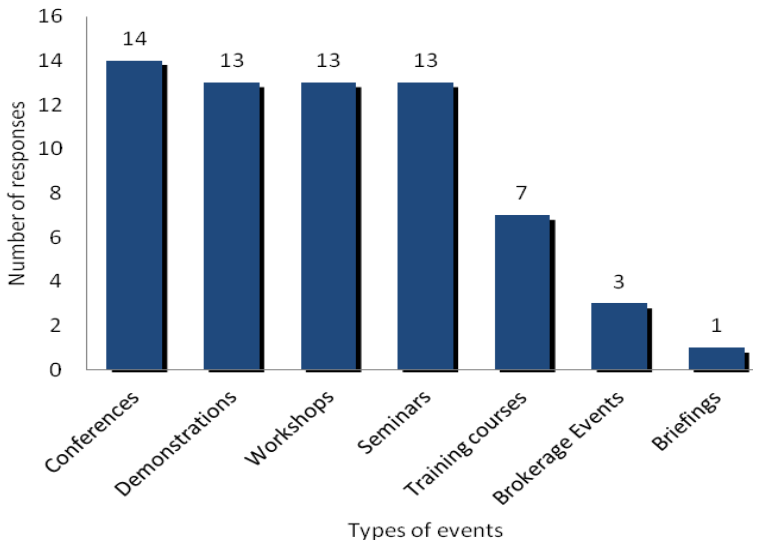

Figure 7: Type of events attended by DEMEAU's target groups.

The choice of event depends on the target group and on the communication goal. For example, for the in-depth discussion of a technology to further the development of research, a small seminar is appropriate. For showing innovative technologies to other utilities, demonstration events are most adequate. Conferences and workshops, possibly coupled with a small demonstration, can be useful for bringing together a policy, scientific, and technological audience to address barriers.

Scientific journal articles were nominated as a popular dissemination tool for sharing research results amongst a scientific audience (cp. Figure 8). For a wider audience that is already aware of the project, newsletters and reports will maintain the flow of information. Flyers, fact-sheets, brochures, press

releases, and the website will be the main tools to disseminate and to raise awareness amongst a wider audience. Factsheets and brochures can also be used for a more specific audience but would need to be adapted to the specific field of interest of these audiences.

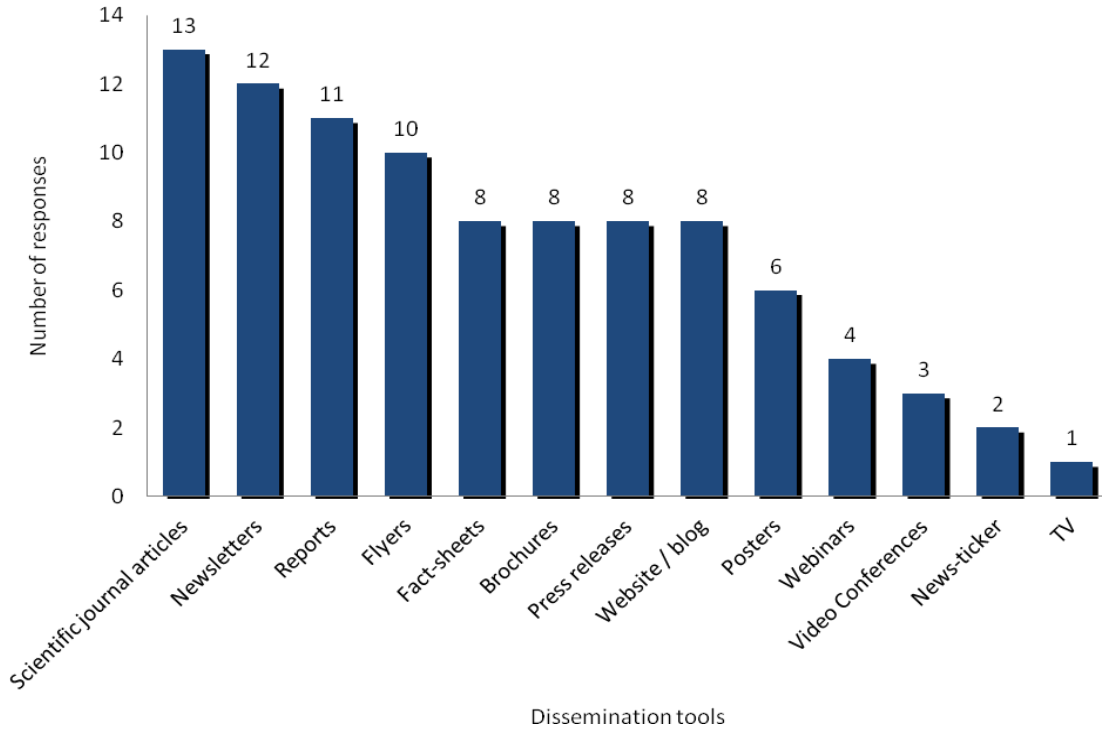

Figure 8: Dissemination tools for DEMEAU's target groups.

5 Channels for dissemination (HOW and WHEN)

Dissemination channels are the modes of transmission through which the key message will be spread to the identified target groups. The dissemination materials, described in chapter 6, make use of the dissemination channels to reach the audiences.

The choice of channel used for dissemination has a fundamental impact upon the success and outcomes of communication activities. Different dissemination channels have different strengths and weaknesses, and different channels need to be used according to the communication goal and target group. The dissemination channels used for DEMEAU include:

- The project website (section 5.1)
- Social media (section 5.2), including RSSfeeds, Twitter, and LinkedIn
- Professional networks (section 5.3)
- Print media (section 5.4), such as various journals and newsletters
- Interpersonal channels using various types of events (section 5.5).

Online media channels have the benefit of reaching a potentially large audience in a short amount of time. This offers the opportunity for DEMEAU's results to be distributed to a large number of stakeholders, especially the broader public, and possibly to policymakers. Especially social media provides the opportunity to reach previously unidentified stakeholders through its multiplier effect. Although the uptake of the information is difficult to verify, the number of downloads, followers, group members, and active discussion participants gives an indication of the project's prominence. Professional networks and print media are targeted more specifically at the technology users, scientists, experts, and practitioners working in the field of water technologies and emerging pollutants. These channels are the most relevant to ensure the awareness of DEMEAU amongst technology suppliers and users, the scientific community, and standardization institutions. The interpersonal channel, mostly in the form of face-to-face meetings and events, involves a considerable effort in the initial stages to capture the interest of the individual and to encourage them to travel or dedicate time. Therefore, it addresses a smaller audience than online and print media but enables a long-lasting relationship and has the advantage of directly involving the stakeholders and promoting exchange and dialogue, thereby increasing the chances of the communication message's uptake.

The channels for dissemination that will be used in DEMEAU have been carefully selected based on the target group survey and discussions with the consortium. They are described in more detail in the following sections.

5.1 Website

The DEMEAU website (Figure 9) is a key element of the project's dissemination and communication strategy, since the World Wide Web offers a powerful communication platform for internal and external purposes.

Figure 9: Screen shot of the projects' website: www.demeau-fp7.eu.

The **internal area** of the DEMEAU's website is where registered users can post and search for documents, improving communication between consortium members and fostering knowledge exchange amongst DEMEAU partners. The collection of resources is searchable by categories: work package, deliverable, document type, file status, etc. When new documents are posted, the creator of the document can tag it according to its content. This tagging system makes it easy for internal users to locate the information they are looking for.

The **external public area** of the website serves as a knowledge platform for the target audiences and as a place to publish findings and provide open access to documents and information, such as reports, publications, and project-related news. It facilitates interaction with external communities and relevant stakeholders and improves dissemination of project results to specialists, potential users of the technologies, and public authorities, as well as to the general public. A central concern of the website is to address the different target groups according to their individual needs. Therefore, the website elements are firstly tailored to the target groups' specific characteristics, and secondly, a specific filter function was implemented to sort the information available on the website according to the target groups. By clicking on a specific target group in the target group cloud, a website visitor can quickly find target group-specific information.

An overview of the key website elements and their main functions is given in Table 1. The elements are available for all the target groups; however, some elements are tailored to specific target groups, like the technology pages, which address technology suppliers and end users as well as the scientific community.

Table 1: DEMEAU's main website elements.

Website element	Function of the element
Target group cloud	Filter function
Newsticker	Provide short messages with news on the technology implementation
Technology pages	Description of technologies
About	Description of the project and partners
News	Summaries of recent results, events, and achievements
Events	Announcement of upcoming events; information repository for past events
DEMEAU sites	Interactive map indicating the demonstration sites, locations, and profiles
Results	Publication of final versions of reports, deliverables, and results
Links	Provides additional information and interconnects with other networks
Internal area	Platform for internal communication amongst consortium members
Twitter, LinkedIn, RSS feed buttons	Allow interested stakeholders to follow discussions and new information through RSS feeds or social media

The website's technical set-up, maintenance, and content management are carried out by Ecologic Institute. The content input is the responsibility of the project coordinator and the work package leaders.

5.2 Social media

DEMEAU's social media strategy aims at providing interested stakeholders with information and new developments in the project, but it also reaches out to new target groups and a broader audience. Therefore, a variety of channels are used to disseminate information. However, it is recommended to match the dissemination strategy to mediums already used by the target groups. The Social Media platforms used are RSS FEED of the news section (to keep interested stakeholders updated), Twitter (to reach a broader and undefined audience) and Linked In (for discussion, exchange, and dissemination within a professional and scientific community as well as with other stakeholders). In order to maintain consistency regarding content and frequency, Ecologic Institute prepares and offers these tools and provides general templates for each dissemination channel. The Consortium provides the content for the messages, as the partners hold the knowledge and awareness about relevant progress and news within the project and at the utility, and they can best judge what would be an interesting message to share with their target groups.

All partners should sign up for the **RSS feed** to receive regular updates about news on the website. In addition, other stakeholders should also be encouraged to sign up for the RSS feed.

Twitter is useful once it reaches a critical mass of followers and if messages are sent out regularly. The DEMEAU Twitter account will be administered by Ecologic Institute, however all consortium members/WA Leaders need to provide messages that they wish to be tweeted according to the template provided on the internal website. All partners or partner organisations that have a Twitter account should follow @DEMEAUFP7 and retweet messages to their own followers. Sending messages through Twitter is done through very short messages, which are relevant to broader discussions and are categorized with hashtags. A list of relevant hashtags will be defined and used by Ecologic Institute and the partners to categorize

tweets. The same message in the tweet will be posted in the Newsticker on the DEMEAU homepage. The project twitter account @DEMEAUFP7 has been established, and its effectiveness will be reviewed after the first project year.

LinkedIn has become a global player in the professional networking scene. All partners should join the LinkedIn Group 'DEMEAU FP7 Project' and sign up to receive notifications about new developments/comments in the DEMEAU group (under 'Settings/Email preferences'). Ecologic Institute will help manage the discussions on LinkedIn.

Each WA or partner (for the larger institutions) should identify one person that will be responsible for providing Ecologic Institute with the necessary information and retweeting or answering questions being discussed on LinkedIn. The contact persons are summarized in Table 2. To maximize visibility and reach, DEMEAU messages should be retweeted and shared on the respective organisation accounts.

Table 2: Twitter and/or LinkedIn Accounts of the DEMEAU consortium.

WA	Consortium Partner	Twitter account	LinkedIn account
1	KWB		Gesche Grützmacher
2	KWR	@KWR_Water	Erwin Beerendonk, Gerard van den Berg, Theo van den Hoven
3	EAWAG		Christa McArdell
4	BDS		Bart van der Burg
5	FHNW		Christoph Hugi
5.1	Quantis	@Quantis_intl	Yves Loerincik, Quantis-international
6	Ecologic	@DEMEAUFP7	Ecologic Institute

Social media works most effectively when a critical mass of 'followers' and active participants, who read and forward the message or engage in a discussion, is obtained. Therefore, the cooperation from all partners is crucial to the success of social media channels and each partner needs to participate in project dissemination via these channels. Relevant organisations and people to follow on Twitter or groups to join on LinkedIn (except for the DEMEAU consortium accounts) are summarized in Table 3. Several of the Websites and Blogs mentioned below could also be listed as networks in Table 4 and print / online media journals in Table 5.

Table 3: Relevant organisations/people to follow on Twitter or groups to join on LinkedIn.

Name of Group/Network/Person	Topic	Type (Website, Linked In, Blog)
Circle of Blue	Water news	Website / Blog
Emerging substances and pharmaceuticals	Research and discussions on emerging pollutants	LinkedIn
Frans Schulting	Global water research coalition	LinkedIn
Max Schachtler	ARA Neugut	LinkedIn
National Geographic water crisis	Water crisis (quantity and quality)	Website / Blog

Ooska News	Water news (world)	Website / Blog
Peter Stocks	Association of Rhine Water works Utrecht	LinkedIn
Tally Fox - The Water Network	Everything related to global water issues	Website
Ulrich Bosshart	Stadt Zürich Wasserversorgung	LinkedIn
Water Footprint Network/Forum	Water footprint calculation and use	LinkedIn
Water Pros	Water professions communication platform	LinkedIn
Water saving, recycling, grey water	Water reuse	LinkedIn
Water Technologies	Promoting water technologies	LinkedIn
Water Treatment Professionals	Professional communication platform	LinkedIn
Water Use in LCA	LCA	LinkedIn

5.3 Professional networks

DEMEAU and DEMEAU partners use several professional networks to disseminate project results. Some of these are networks of projects with similar topics and objectives, such as the Resource Efficiency Cluster or Pharmas. A list of the DEMEAU partners' networks is presented in Table 4. The networks help to organize joint activities, create awareness of innovation in other projects, and share information. Networks of professionals, such as WssTP and the European Water Community, bring together experts in the field. The European Innovation Partnership is an EU policy-driven initiative that aims at uptake, innovation, and transfer of innovation from research to the market; Projects are currently being developed under this framework.

Table 4: Professional networks.

Networks	Consortium contact
Environmental Technologies Action Plan	ECOLOGIC, KWR: check for developments
European Innovation Partnership (Water)	ECOLOGIC, KWR: check for developments
European Water Community	ECOLOGIC
European Water Initiative	ECOLOGIC
FP7 2012 Resource Efficiency Cluster	ECOLOGIC
Innovation Seeds	ECOLOGIC
Nireas Intl Water Research Center, Cyprus	Eawag
Norman network	Eawag
Pharmas	ECOLOGIC, BDS
WISE-RTD	ECOLOGIC
WssTP	KWR
Aqua Research Collaboration (ARC)	KWR, IWW

Apart from regularly checking new development on networks and feeding project information into them, each partner is required to make use of his / her professional contacts as well as those of the institution

where he / she works. Partners will thus help to disseminate newsletters, results, announcements, etc. through direct emailing to contacts in the partners' databases.

5.4 Print media

Printed media complement digital media by giving a more permanent record of the project's messages. It is important to identify the journals and magazines that are read by the relevant target groups. A list of the national and international journals that are relevant for DEMEAU are summarized in Table 5. DEMEAU will try to publish notes, news, and articles in these journals.

Table 5: Print media overview.

Name of newsletter/ magazine	**Key topics the magazine addresses**	**Level** (EU, National, Regional, local)	**Target group** (Science, Tech., Policy, Public, Media)
Energie Wasser Praxis	Energy and water	DVGW members, national	Technology, science
EUWID	Water business	National	Technology, policy
gwf - Wasser|Abwasser	Technologies	National	Technology, policy
Journal of Water and Health	Water and health	International	Technology, science
Korrespondenz Abwasser	Water treatment	National	Technology, science
Wasser und Abfall	Technologies	National	Technology, policy
Water Research	Science, technologies	International	Science, technology
Water Science and Technology	Science, technologies	International	Science
Water Utility Management International	Water utility management	International	Technology, policy
Water21	Business, technologies	International	Technology, policy
wwt	Water treatment	National	Technology, science

5.5 Events

The CIS-SPI conference proceeding from the November 2012 meeting in Brussels stress the important role that face-to-face communications plays for dissemination, either through the organisation of events or visits. Several other projects that evaluate the effectiveness of dissemination tools state that 'direct contact with the targeted audience is ranked among the most effective dissemination activities' (APRE, 2010). The events should be targeted at a specific audience(s), and the organisation of a session in another (existing) event is less time and money consuming.

Within the DEMEAU project, the Dissemination Partner, Ecologic Institute, also coordinates the strategic planning of events and supports partners in the organisation of demonstrations at the utilities and tailored workshops. In addition, Ecologic Institute keeps track of the participation of all partners in external events (submitting conference abstracts, participating in conferences, and presenting the technologies developed in DEMEAU) and makes partners aware of conferences in their relevant sectors. Finally, the dissemination partner is responsible for organising the Final Conference of the project.

The events planned to support and enhance the project communication and dissemination in DEMEAU are briefly described below

5.5.1 Associate utility events

These events serve to show the benefits of the demonstrated water technologies compared to the conventional ones. Utility events in general take the form of a two day event that includes presentations and field trips aiming to demonstrate the technology to several target groups, mainly the consortium partners, technology users, scientists, policy makers (in some cases), and the broader public. For a preliminary schedule of utility events, please refer to chapter 9.

5.5.2 Tailored workshops

The tailored workshops are aimed at overcoming barriers identified in WP 5.2 and generating solutions for the market deployment of the technologies. In May 2013, a preliminary analysis of enabling and constraining factors for market uptake will be available, which can serve as a basis for the organization of succeeding workshops. For a preliminary list of tailored workshops, please refer to chapter 9.

5.5.3 Final conference

The final conference will bring together national and EU policy makers, regulators, and NGO's to present and discuss the outcomes of the project. To ease attendance for EU policymakers and others, DEMEAU will seek to host the conference in Brussels at an opportune time, e.g. back-to-back with a larger policy-related event. All relevant parties will be invited several weeks in advance. In addition to presentations from consortium partners, the event will feature input from critically-minded third-party discussants, and the sessions will be professionally moderated. Coffee breaks, lunch, etc. will provide plenty of time for informal discussions, and the coordinators will make themselves available for interviews during the event.

The final conference is an opportunity to take stock, to review the project's achievements, and pose questions that merit further exploration.

5.5.4 Attendance at external conferences and events

All consortium members should try to present and distribute DEMEAU information and material when attending conferences relevant to their research fields. A comprehensive list of relevant events is presented in chapter 10. Partners should indicate when DEMEAU is presented at any external conferences and look for relevant events where they could participate.

6 Dissemination material (WITH WHAT)

Dissemination material is the specific device or product that bears a communication message for a target group. The dissemination material presents factual information in a way that helps the audience to understand the project, its results, etc.

These materials come in a wide variety of forms, each having their unique strengths, limitations, costs, and characteristics. The appropriateness or feasibility depends on a variety of factors, including the nature of the communication goal, the characteristics of the target group, and the dissemination channel in question. It should be noted that a particular material can often be used via different channels. Whichever tools are used, it is important to maintain consistency in the aesthetic appearance and message.

DEMEAU's dissemination strategy chooses appropriate dissemination materials, including digital and print materials for each target group (science, technology, policy, public, and other stakeholders reached through media). All materials will be made available for download on the project's website. The dissemination materials that will be used to support the objectives of DEMEAU are presented below under the following categories: Corporate Design, Digital Material, and Print Material.

6.1 Corporate design: Logo and templates

The consortium has a broad research experience in very different areas. Therefore, it will be important for the success of the project to noticeably connect these experiences and research areas. This is visibly realized by a corporate design including a project logo (cp. Figure 10) and the design of all printed and digital media. In order to assure a consistent appearance of the project, various templates were professionally designed, including: word templates for project reports, meeting agendas, minutes, news stories, and newsticker/Twitter messages, as well as a power point presentation template, a poster template, and templates for the project flyer and the technology brochures. A strong corporate design has an impact on the project members and improves the target groups' awareness of the project. It presents a professional image of the project and helps to increase trustworthiness. A uniform corporate identity ensures that the project will be recognized and remembered by its target audiences.

Figure 10: Project logo

6.2 Digital material

Various digital materials will be provided throughout the course of DEMEAU. Table 6 summarizes the digital material, the target groups that they address, and their preparation cycles.

Table 6: Overview of digital material developed for DEMEAU.

Material	Target group	Preparation cycles
Technology newsticker	All, media	Every two to three weeks
News stories	Technology	When applicable
Newsletters	All, media	Once per year
Press releases	Media	When applicable
Movie/Animation	Policy makers, general public	One movie at the end of the project

6.2.1 Technology newsticker

The technology newsticker provides a window to the ups and downs of technology implementation via short messages and/or on-site pictures that will be produced in cooperation with the launching utilities approx. every two to three weeks, depending on the momentum of developments. The technology newsticker creates a feeling of involvedness and proximity to the project's progress and achievements. It addresses all target groups, especially media. A template for how to structure and write newsticker messages is available in Annex-B and on the internal area of the website for all partners to download.

Dissemination channels used: the technology newsticker will be disseminated through the website and social media (cp. sections 5.1 and 5.2).

6.2.2 News stories

Prominent news addressing the technology target group are going to be published on the website whenever new information about the technologies is available. A template for how to structure and write news stories is available in Annex-C and on the internal area of the website for all partners to download.

Dissemination channels used: the news stories will be disseminated through the website and social media (cp. sections 5.1 and 5.2).

6.2.3 Newsletters

Prominent news will be compiled into a newsletter for active distribution to all target groups, especially the media, on an annual basis. The newsletter will be prepared both as a pdf and as an email in html, so that it can be printed or accessed electronically. The email version will include the titles of the news stories and a link to the website whereas a pdf of the newsletter can be downloaded. Ecologic Institute provides the newsletter template in March 2013. The Newsletter will function both as digital and as print material.

Dissemination channels used: the newsletter will be disseminated through the website, social media, professional networks, and print-outs at conferences (cp. sections 5.1 to 5.5). In addition, it will be distributed through contact databases of partners and through direct emailing.

6.2.4 Movie/Animation

A short movie/animation will be produced in the third year of the project to explain emerging pollutants and the benefits of the investigated technologies for policy makers and the general public. The picture developed for the storyline (cp. section 3) will be the base for the video, increasing the familiarity with the project.

Dissemination channels used: the movie/animation will be disseminated through the website and social media (cp. sections 5.1 and 5.2).

6.3 Print material

One project leaflet and one technology brochure for each technology (4 in total) will be prepared within the DEMEAU project. Moreover, a final report will be published at the end of the project's runtime, and scientific publications will be published when new data is available. Table 7 summarizes the print material envisaged for DEMEAU, the target groups that they address, and their preparation cycles.

Table 7: Overview of print material for DEMEAU.

Material	Target group	Preparation cycles
Project leaflet	All, media	One project leaflet, completed
Technology brochures	Policy makers, general public	At the end of the project
Final reports	All, general public	One final report
Scientific publications	Science	When applicable

6.3.1 Project leaflet

The project leaflet (flyer) aims at generating interest in the research project amongst the broadest possible audience (mass distribution) using a professional graphical design. The complete project leaflet can be found in the Annex-A. The leaflet will be distributed at all DEMEAU related events.

Dissemination channels used: The project leaflet will be disseminated through the website, social media, professional networks, and as print-outs at conferences (cp. sections 5.1 to 5.5).

6.3.2 Technology brochures

A brochure will be developed for each technology (4 in total). The brochures will be compiled for each technology to elucidate their beneficial effects and will address "lessons learned" during implementation, as well as issues related to exploitation. Brochures will be distributed at DEMEAU project events and more widely together with event announcements. Their purpose is to create further awareness amongst the concerned actors, the general public, and policy makers. The brochures bear the corporate design, will be approximately six A4 pages in length, and can be folded-out (cp. Figure 11).

Dissemination channels used: The technology brochures are targeted at a scientific audience and will be disseminated through the website, through professional networks, and as print-outs at conferences, workshops, and utility events (cp. sections 5.1 to 5.5).

Figure 11: Draft of the technology brochures.

6.3.3 Final report and deliverables

The final report will address a wide audience, including the general public. It will describe the work carried out to achieve the project's objectives, present main results and conclusions, noting their potential impact and use, and will be suitable for direct publication by the European Commission. Scientific publications will be tailored at the scientific community.

Partners will notify Ecologic Institute about the state of other deliverables, so that relevant deliverables can be advertised accordingly.

Dissemination channels used: The final report and deliverables will be disseminated through the website, and news about their appearance will be posted on social media channels and highlighted in newsletters (cp. sections 5.1).

6.3.4 Press releases

News stories related to the DEMEAU topic will be monitored and press releases will be issued when the DEMEAU subject matter has important information to share. A conclusive press release will be issued on the day of the final conference. The main target group of the press releases is the media.

Dissemination channels used: Press releases are targeted at the media to reach a wider audience. They will be disseminated through media and press contacts.

7 Monitoring and evaluation

The dissemination cycle of a project follows several steps. First, the key messages of the project or project output/result are defined. Then, the adequate target groups are selected, the communication channels and appropriate tools for this target group are chosen, and the dissemination activity is carried out. Subsequently, an evaluation of the dissemination activity with qualitative and quantitative indicators needs to be conducted. Finally, the results of the evaluation will be incorporated into a revised dissemination strategy.

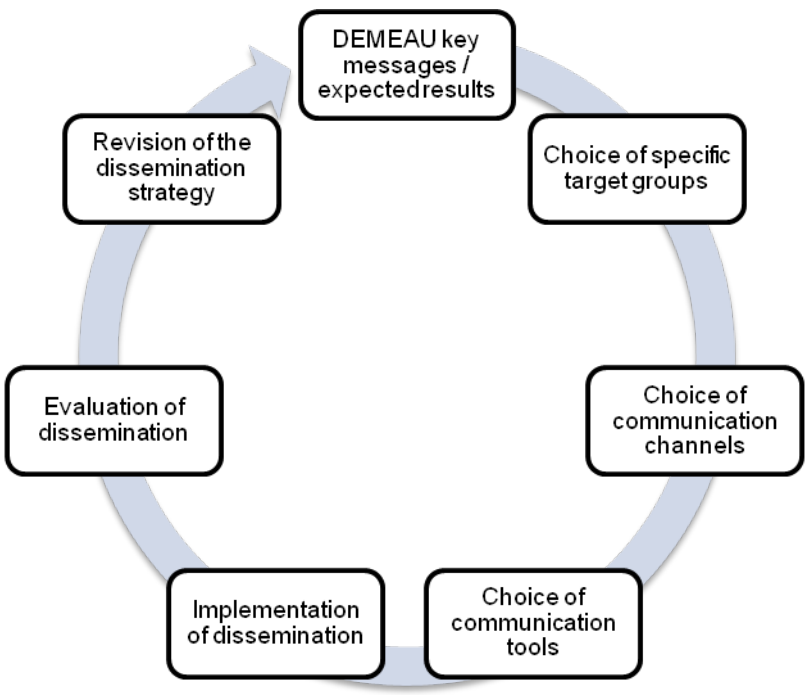

Figure 12: Project dissemination cycle.

The purpose of the evaluation of the DEMEAU dissemination approach and activities is to assess the uptake of knowledge about technologies that reduce levels of emerging pollutants and ensure safe, cost-effective drinking water and wastewater services.

The planning for monitoring and evaluation needs to be set from the beginning of the project to define the indicators and to gather data. This section shortly defines how dissemination will be monitored and measured. At each consortium meeting, partners will be asked to report on dissemination activities carried out or planned. According to this information, the monitoring and evaluation process will be reviewed to ensure the strategy remains on track and that problems can be ruled out quickly.

The evaluation will highlight success factors as well as gaps and barriers; through its flexibility, it will allow the dissemination planning and activities to be better adapted to the project objectives, target group needs, and to respond to possible shifting circumstances (such as the entry into force of a new policy). The evaluation is based on a set of qualitative and quantitative indicators, which collect information about the impact in accordance with the objectives of the project. Feedback stems from different sources:

- Internal feedback from project partners, gathered through observations during consortium discussions and from questionnaires that each project partner needs to fill out
- External feedback, which is gathered through short questionnaires handed out at each dissemination event
- The data gathered through project activities e.g. monitoring the website clicks etc.

A list of possible indicators is included below:

Table 8: Indicators for evaluation.

What is evaluated?	Indicator
Dissemination strategy	Use of dissemination strategy and internal website to guide the dissemination activities
Target groups	Spread of target groups, interaction with target groups
Communication message	Conciseness
Dissemination channels	
• Appropriateness of dissemination channels	Contact databases, number and sector of followers on twitter, LinkedIn etc.
• Website	Traffic, appearance, ease of navigation, search trending,
• Networks	Size, composition, geographic spread, regularity of interaction
Dissemination material	
• Press releases	Frequency of DEMEAU mentioned in news
• Newsletters	Circulation, hits, downloads
• Movie / Animation	Views
Events	Outcomes, attendance, participant type, location, feedback

PART B: PRACTICAL INFORMATION

8 Timeline and Checklist

Figure 13 provides an overview of DEMEAU's dissemination elements described in chapters 3, 5, and 6.

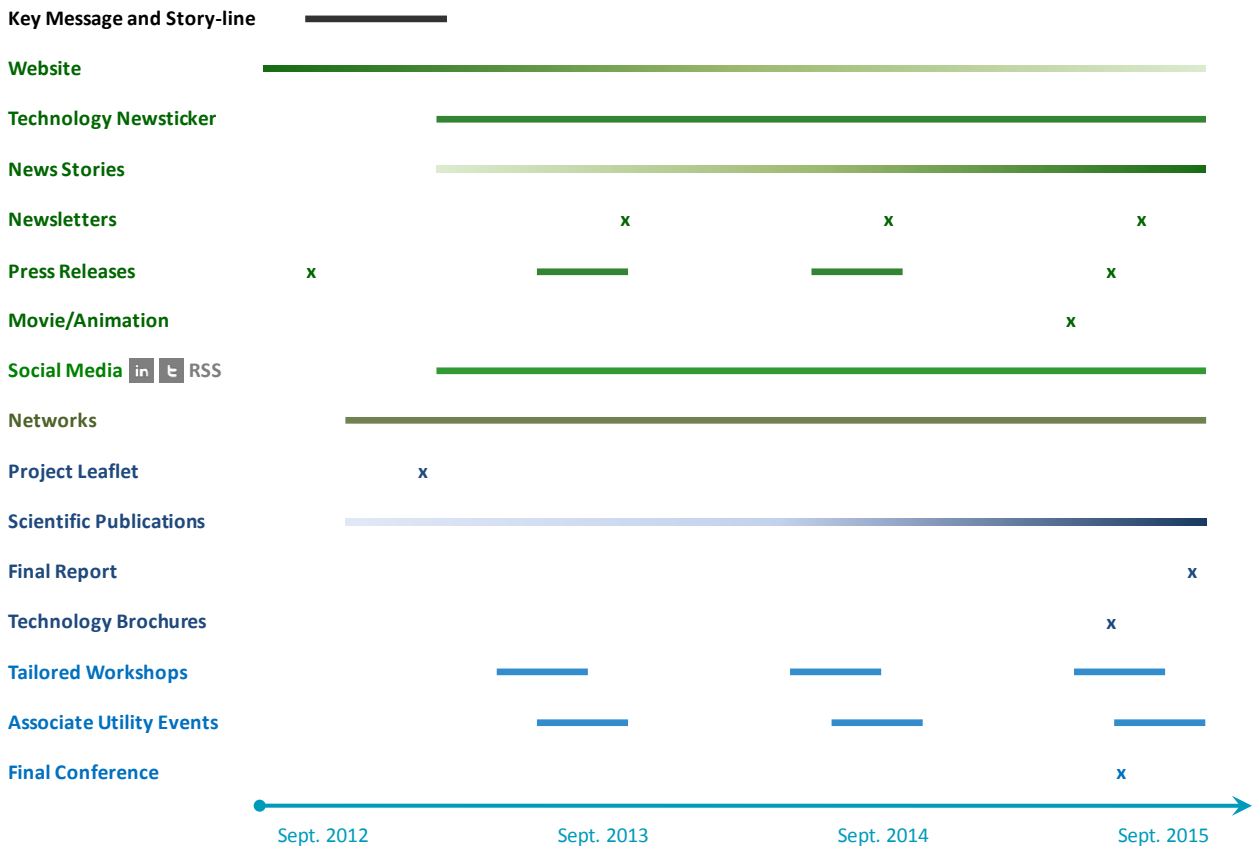

Figure 13: Draft of timeline. Green refers to social media, dark blue refers to printed media, and light blue refers to events.

Table 9 provides a checklist that project partners should use to know which type of information they need to provide to the dissemination partner and when.

Table 9: Checklist.

Activity	Prepare for dissemination	Notifying partners
Engagement with new utility	• Information about the utility to be put on the website (see DEMEAU Sites)	Project coordinator, Ecologic Institute
Publication or Deliverable	• News story summarizing the content of the publication • Newsticker message announcing the publication of the Article / Deliverable • Upload publication / deliverable on internal / external website	Project coordinator, Ecologic Institute, All partners
Achievements / Progress	• News story presenting the achievement • Newsticker message highlighting the progress • Possibly prepare article for newsletter	Project coordinator, Ecologic Institute, All partners
Other news relevant for the sector	• Newsticker message pointing to the relevant news	Ecologic Institute and all partners if relevant
Events	• As early as possible, notify Ecologic of your need/intention to organize an event • List of possible participants to be invited (developed in cooperation with Ecologic Institute) • Draft agenda and objective of the event • News story and newsticker message announcing the event	

9 Event Calendars

This section provides an overview over events planned within the DEMEAU project and opportunities to present DEMEAU at external events.

9.1 DEMEAU Events

Table 10: Events in WA1.

Type of activities	Utility	State of the technology	Main leader	Title/Main topic	Date	Place	Type of audience	Countries addressed*
Utility event	DUNEA	All drinking water utilities in DEMEAU think about using dunes in the future, given their infrastructure is aging.	Gerard van den Berg, Ecologic	Project Kick-off	November 8 and 9, 2012	Den Hague, Netherlands	Scientists, Technology users, Policy makers	All EU
Utility event	Berliner Wasserbetriebe (BWB)	Identification of the optimum conditions to remove emerging pollutants in MAR systems were presented. An approach for assessing long term effects of MAR on ambient groundwater resources was also explored.	Berlin Center of Competence for Water (KWB), BWB (Berliner Wasserbetriebe) , Ecologic Institute	Regulation, authorization, implementation	Winter 2013	Berlin, Germany	Local, Policy Makers, Scientists	Local and all EU
Workshop/ Utility event	Aigues de Barcelona	AB has been at the forefront of implementing Managed Aquifer Recharge and has already applied the technique in the Llobregat region. The utility operates different types of MAR systems such scarification of the river bed to improve natural infiltration of surface water to the aquifer, aquifer storage and recovery with their pumping wells as well as waste water reclamation.	Ecologic Institute, CETaqua (Water Technology Center), Aigues de Barcelona	Presentation of MAR, discussion of scientific developments and regulatory barriers	Fall 2014	Cornellà de Llobregat, Barcelona, Spain	Scientists, Technology users, Laboratory staff	Local and all EU

Table 11: Events in WA2.

Type of activities	Utility	State of the technology	Main leader	Title/Main topic	Date	Place	Type of audience	Countries addressed*
Utility event & project steering board meeting	PWN, Andijk, NL	Fullscale application of CeraMac technology.	KWR Watercycle Research Institute	Visit of plant	Spring 2014	Andijk, the Netherlands	Scientists, Technology users	All EU
Utility event	WAG Nordeifel mbH, Roetgen, Germany	First demonstration of Automatic Neural Net Control Systems (ANCS) for Ultra Filtration in a drinking water plant.	Ecologic Institute, Aquatune, KWR Watercycle Research Institutek, IWW Water Center , FHNW	ANCS demonstration, presentations of results on HCMF implementation in Birsfelden, CH, and first outcomes of the LCA and LCC analysis	Summer 2015	Roetgen, Germany	Scientists, Technology users	German speaking community

Table 12: Events in WA3.

Type of activities	Utility	State of the technology	Main leader	Title/Main topic	Date	Place	Type of audience	Countries addressed*
Utility event & final consortium event	WWTP Neugut, Zurich Water Works	Full-scale application of Advanced Oxidation Techniques in Switzerland at the WWTP Neugut and the drinking water plant in Zurich.	Eawag, Ecologic Institute	Final consortium meeting, discussion of results	Summer 2015	Dübendorf, Switzerland	Scientists, Technology users	All EU

Table 13: Events in WA4.

Type of activities	Utility	State of the technology	Main leader	Title/Main topic	Date	Place	Type of audience	Countries addressed*
Workshop/ Utility event	Centre d'Analyses Environementales	Bioassays present promising effect-based monitoring technology for wide application. Current barriers to implementation mostly due to cost and communicating significance of effect-based monitoring (as opposed to traditional methods) for capturing emerging pollutants to water utilities. Further research on synergies with other technologies is necessary for maximum effectiveness.	KWR, EAWAG, VERI, BDS, Ecologic Institute	Presentation of Bioassays, discussion of scientific developments and regulatory barriers, Demonstration	Winter 2015	Paris, France	Scientists, Technology users, Laboratory staff, Water utilities	All EU

Table 14: Events in WA5.

Type of activities	Utility	State of the technology	Main leader	Title/Main topic	Date	Place	Type of audience	Countries addressed*
Workshop/ Utility event	Aigues de Barcelona	MAR is already used in several places in the EU. To fully exploit the technology, barriers especially in regulation need to be removed.	FHNW, KWR	Group work on drivers and barriers for MAR implementation	Fall 2014	Cornellà de Llobregat, Barcelona, Spain	Scientists, Technology users, Laboratory staff	All EU
Workshop / Utility event	WAG Nordeifel mbH, Roetgen, Germany	First demonstration of Automatic Neural Net Control Systems (ANCS) for Ultra Filtration in a drinking water plant.	IWW Water Center, FHNW	Group work on drivers and barriers for ANCS implementation	Summer 2015	Roetgen, Germany	Scientists, Technology users	German speaking community

Events in WA5 will follow the assessment of possible obstacles to market uptake and will be closely coordinated with WA6.

9.2 External Events

The list of conferences below is an overview of events relevant to the DEMEAU topic and where DEMEAU could be presented.

Table 15: External events.

Start	End	Name	Location	Call for Papers	DEMEAU involvement	Website
20.02.2013	21.02.2013	Grundwasserkolloquium; Niedersächsisches Grundwasserkolloquium	Braunschweig, Germany	-	KWB	
17.02.2013	19.02.2013	UK 14th National Young Water Professional Conference 2013	Darlington, UK			
22.02.2013	25.02.2013	Second International Conference on Sustainable Watershed Management	Sarigerme, Turkey			www.igemportal.org/?Dil=1&SID=691
04.03.2013	07.03.2013	ANAKON 2013	Essen			https://www.gdch.de/veranstaltungen/tagungen/tagungen-2013/anakon-2013.html
05.03.2013	09.03.2013	Cebit	Hannover			
06.03.2013	07.03.2013	World Water-Tech Investment Summit	London, UK			www.worldwater.rethinkevents.com
12.03.2013	14.03.2013	4th International Conference on Organic Solvent Nanofiltration	Aachen			www.avt.rwth-aachen.de/OSN2013/
12.03.2013	16.03.2013	ISH	Frankfurt			http://www.messen.de/de/7746/in/Frankfurt%20am%20Main/ISH/info.html
13.03.2013	15.03.2013	46. Essener Tagung für Wasser- und Abfallwirtschaft	Aachen			http://www.essenertagung.de/
16.03.2013	24.03.2013	Equitana	Essen			http://www.messen.de/de/7677/in/Essen/Equitana/info.html
20.03.2013		IUVA Special Session on UV for Drinking Water at AMERICANA	Montréal, Canada			http://iuva.org/events
20.03.2013	21.03.2013	FORUM FERNWASSERVERSORGUNG ATT/DVGW-Gemeinschaftsveranstaltung	Unterföhring/München			http://www.trinkwassertalsperren.de/fileadmin/att/pdf/Fernwasserforum2013.pdf
22.03.2013		World Water Day	Geneva, Switzerland			www.pranasustainablewater.ch/en/press/world_water_day.php
07.04.2013		1st International Conference on Desalination Using Membrane Technology	Sitges, Spain			
08.04.2013	10.04.2013	Ion-Exchange Membrane processes	L'Aquila, Italy			http://www.desline.com/courses.php>

Start	End	Name	Location	Call for Papers	DEMEAU involvement	Website
08.04.2013	12.04.2013	Hannover Messer	Hannover			http://www.hannovermesse.de/de/ueber-die-messe/daten-und-fakten/naechste-termine
09.04.2013	12.04.2013	Fifth International Conference Swimming Pool & SPA	Rom			www.icsps-rome2013.it
09.04.2013		Emscher-Lippe-GESPRÄCHE zu einer nachhaltigen Wasserwirtschaft	Gelsenkirchen			
15.04.2013	17.04.2013	WETEX 2013 - Internationale Messe für Wasser, Energie, Technologie und Umwelt	Dubai			www.wetex-uae.com http://www.wetex-uae.com/
16.04.2013	19.05.2013	AquaConSoil; 12th International UFZ-Deltares Conference on Groundwater Soil-Systems and Water Resource Management	Barcelona, Spain	01.02.	CETaqua	http://www.aquaconsoil.org/AquaConSoil2013/Start.html
23.04.2013	26.04.2013	Wasser Berlin International	Berlin, Germany	-	KWB	
23.04.2013	26.04.2013	Wasser Berlin	Berlin			
24.04.2013	25.04.2013	DVGW Bezirksgruppenfachtagung Südwest	Limburg a.d.Lahn			http://www.dvgw-saar.de/veranstaltungen/veranstaltungen/bezirksgruppen-fachtagung-suedwest/
24.04.2013	26.04.2013	IWA Asset Management for Enhancing Energy Efficiency in Water and Wastewater Systems	E-Marbella			http://www.iwahq.org/1sd/events/iwa-events/2013/asset-management.html
29.04.2013	03.05.2013	7th IWA Specialist Conference on Efficient Use & Management of Water	Toronto, Ontario, Canada	15. 01.		
02.05.2013	03.05.2013	Klimakonferenz "Klimawandel in Stadt und Region"	Berlin			http://www.bbsr.bund.de
06.05.2013	08.05.2013	Wasser 2013, Jahrestagung der Wasserchemischen Gesellschaft	Goslar			https://www.gdch.de/veranstaltungen/tagungen/tagungen-2013/wasser-2013.html
21.05.2013	24.05.2013	Water in the Anthropocene	Bonn			http://24488.cleverreach.de/m/4309163/0-dcf804f83026515d07d0848699b3005b
03.06.2013	04.06.2013	PHARMA CLUSTER, intern. CONFERENCE "Pharmaceutical products in the Environment: is there a problem?"	France, Nîmes			
03.06.2013	06.06.2013	10th IWA Leading Edge Conference on Water and Wastewater Technologies	Bordeaux, France			www.let2013.org
03.06.2013	06.06.2013	WFD Lille 2013	Lille			http://www.wfdlille2013.eu/
03.06.2013	06.06.2013	Leading-Edge Conf. Water & Wastewater Technologies	Bordeaux			www.let2013.org
04.06.2013	05.06.2013	IUVA and TZW	Karlsruhe, Germany	31. 01		http://iuva.org/events
11.06.2013	12.06.2013	Forschungskonferenz des Umweltbundesamtes: Klimarobustes und nachhaltiges Deutschland - Wie gestalten wir die Transformation?	Dessau			www.anpassung.net

Start	End	Name	Location	Call for Papers	DEMEAU involvement	Website
16.06.2013	20.06.2013	Micropol & Ecohazard; 8th IWA Specialist Conference on Assessment and Control of Micropollutants/Hazardous Substances in Water	Zürich, Switzerland	-	EAWAG, KWR, BDS	http://www.micropol2013.ch/index_EN
23.06.2013	27.06.2013	Novatech 2013	Lyon, France			www.novatech.graie.org
25.06.2013	29.06.2013	The 7th IWA Specialised Conference and Exhibition on Membrane Technology in Water and Wastewater Treatment	Toronto, Canada			www.iwa-mtc2013.org
26.06.2013	29.06.2013	8th International Conference of EWRA Water Resources Management in an Interdisciplinary and Changing Context	Porto, Portugal			www.ewra2013.ewra.net
27.06.2013	28.06.2013	IWA Regional Conference on Waste and Wastewater Management, Science and Technology	Limassol, Cyprus			www.wwwmst.org
27.06.2013	28.06.2013	Demografischer Wandel - Chancen für die Wasserwirtschaft?	Weimar			http://www.dwa.de/eva/evanonFlyers/37.pdf
01.09.2013	06.09.2013	2013 World Water Week; Water Cooperation - Building Partnerships	Stockholm, Sweden	07. 01		
05.09.2013	07.09.2013	CEST2013 - International Conference on Environmental Science and Technology	Athens, Greece			cest2013.gnest.org
18.09.2013	20.09.2013	11th IWA Conference on Instrumentation, Control and Automation	Narbonne, France			www1.montpellier.inra.fr/ica2013
22.09.2013	25.09.2013	IUVA World Congress 2013	Las Vegas, Nevada	01. 02	KWR	www.worldcongress2013.org/
29.09.2013	02.10.2013	"Micropollutants in the water cycle"	Schloss Maurach, Germany	-		
15.10.2013	19.10.2013	Managed Aquifer Recharge: Meeting the Water Resource Challenge (ISMAR8)	Beijing, China	31.01.	CETaqua	http://ismar8.org/
15.10.2013	18.10.2013	7th Brazilian Congress of Advanced Oxidation Technology	Recife, Brazil			www.ufpe.br/7epoa1cipoa
17.10.2013	18.10.2013	Industrial Water Solutions Expo Summit	Sao Paulo, Brazil			www.mackbrooks.com
22.10.2013	24.10.2013	FILTECH	Wiesbaden, Germany	14.02		www.filtech.de
29.10.2013	30.10.2013	Industrial Water Solutions Expo Summit Brazil	Sao Paulo, Brazil			www.iws-exposummit.com
29.10.2013	30.10.2013	10. Aachener Tagung; Wasser und Membranen	Aachen, Germany	31.01		
13.11.2013	14.11.2013	INDUSTRIETAGE WASSERTECHNIK; Management, Aufbereitung und Ressourceneffizienz	Fulda, Germany	20.02		
26.11.2013		IFAT India	Mumbai, India	-		www.ifat.de/ifatindia

Start	End	Name	Location	Call for Papers	DEMEAU involvement	Website
05.11.2013	08.11.2013	Aquatech Amsterdam	Amsterdam, The Netherlands			www.amsterdam.aquatechtrade.com
04.11.2013	08.11.2013	International Water Week 2013	Amsterdam, The Netherlands		KWR	www.internationalwaterweek.com
02.12.2013	04.12.2013	Water Expo China + Water Membrane China	Beijing, China			www.waterexpochina.com
08.05.2014	14.05.2014	Interpack	Düsseldorf			
05.05.2014	09.05.2014	IFAT ENTSORGA	Munich, Germany			Web: www.ifat.de/en
16.06.2014	18.06.2014	IWA Particle Separation Conference	Sapporo, Japan			
19.06.2014	18.06.2014	Biofiltration Conference	Japan			
21.05.2014	26.05.2014	IWA World Water Congress & Exhibition 2014	Lisbon, Portugal			Web: www.iwa2014lisbon.org
08.10.2014	11.10.2014	Rehacare International	Düsseldorf			http://www.messen.de/de/7637/in/D%C3%BCsseldorf/Rehacare%20International/info.html
12.11.2014	15.11.2014	Medica	Düsseldorf			http://www.messen.de/de/9696/in/D%C3%BCsseldorf/Medica/info.html
20.04.2015	23.04.2015	Wasser Berlin	Berlin			

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European Commission 2010: Communicating research for evidence-based policymaking – A practical guide for researchers in socio-economic sciences and humanities. European Commission, Directorate-General for Research, Socio-economic Sciences and Humanities Publications Office of the European Union, Luxembourg.

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Nickel, D, von der Weppen, J and Newman, J 2011: Dissemination practices: Assessment of the dissemination practices of FP projects already ended. Deliverable N D1.2 WaterDiss2.0. www.waterdiss.eu/sites/default/files/D12_Dissemination%20practices-deliverable_final.pdf

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Annex-A Project Leaflet

DEMEAU Works for Cleaner Water

The water and waste water sectors face tremendous challenges to assure safe, cost-effective and sustainable water supply and sanitation services. **DEMEAU promotes the uptake of prototypes and practices** from previous EU research projects to address emerging pollutants in water and waste water.

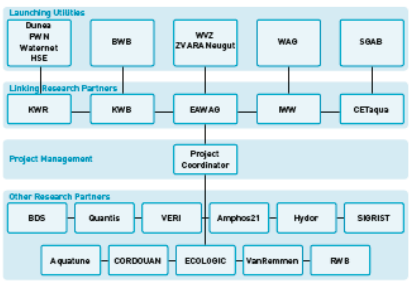
Essential in the DEMEAU approach is the **cooperation with water utilities** that have committed to act as launching customers for the selected technologies. Existing and improved performance assessment methodologies will be used to **benchmark the novel technologies** against existing ones. This is to demonstrate the suitability and cost-effectiveness of the prototype technologies.

Demonstration sites launched by utilities will act as transfer points for the technologies and will generate market opportunities for the SME's involved.

The DEMEAU project runs from September 2012 until August 2015.

A Strong DEMEAU Consortium

The DEMEAU consortium consists of 17 members from five different EU countries. These members include universities, research institutions, innovative SME's, water utilities and policymakers.



DEMEAU

Demonstrating promising technologies to address emerging pollutants in water and waste water

Project Coordinator: KWR Watercycle Research Institute
Theo van den Hoven: Theo.van.den.Hoven@kwrwater.nl

Dissemination Partner: Ecologic Institute
mail@demeau-fp7.eu

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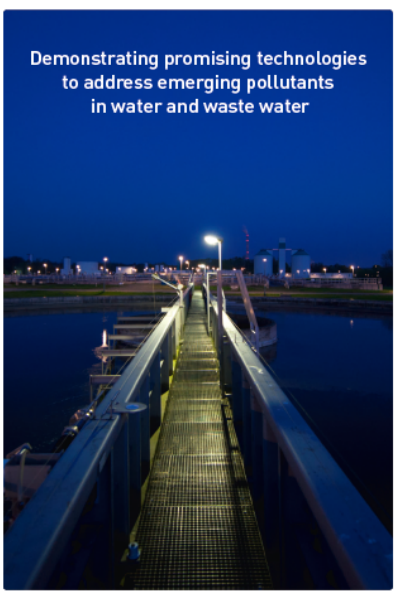
DEMEAU

Demonstrating promising technologies to address emerging pollutants in water and waste water



This research has received funding from the European Union's Seventh Framework Programme under the grant agreement no. 308339.

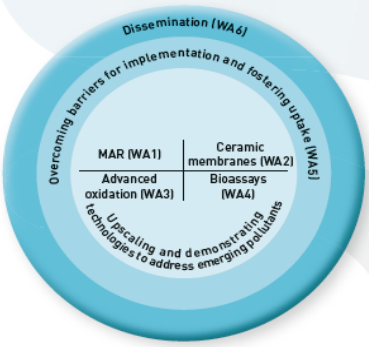
DEMEAU in a Nutshell

The **EU funded** FP7 project DEMEAU is a **three-year demonstration project on promising technologies that tackle emerging pollutants in water and waste water**. DEMEAU promotes the uptake of knowledge, prototypes and practices from previous EU research and focuses on four groups of promising technologies:

- Managed Aquifer Recharge (MAR)
- Hybrid Ceramic Membrane Filtration
- Hybrid Advanced Oxidation Processes
- Bioassays

DEMEAU seeks cooperation with relevant policy makers, regulators and standardization bodies at Member State and European level and also aims at knowledge exchange between technology producers and users.

The project aims to demonstrate projects through action research with universities, research institutions, innovative SME's, launching water utilities and policy makers. DEMEAU addresses several EU Directives, including: The Drinking Water Directive (DWD), Council Directive 98/83/EC



Demonstrating Promising Technologies

Managed Aquifer Recharge (MAR)

MAR is a supplementary measure to reach good quantitative and good qualitative water status by regulating the water cycle on the basin scale. DEMEAU will address policy barriers to MAR through demonstrating best practices, clarifying benefits and limitations and providing recommendations related to MAR authorization.

Hybrid Ceramic Membrane Filtration

Hybrid ceramic membranes can be used to remove pathogens, particles, and organics from treatment water. Because they are more resilient under extreme conditions (e.g. temperature, pH and chemicals), they have a better overall filtration performance than alternative membranes. DEMEAU will stimulate their application to remove emerging pollutants by addressing cost-efficiency and process optimization.

Hybrid Advanced Oxidation

UV-based and chemical oxidation processes are preferred treatment technologies for the elimination of emerging pollutants in drinking water and wastewater because of their flexibility, long-term stability, low costs, and controllability. DEMEAU's contribution to controlling these technologies at full-scale will improve the robustness of the processes, thereby facilitating the uptake of these technologies.

Demonstrating Promising Technologies

Bioassays

Recent technological developments have provided powerful quantitative in vitro bioassays to effectively measure a wide range of major classes of toxicants in water. These rapidly expanding methods, provide comprehensive monitoring systems for a wide range of toxicants at higher throughput and reduced costs, without the use of experimental animals. DEMEAU will work to increase regulatory acceptance of these in vitro bioassays and to further optimize and demonstrate them.

Life Cycle Assessment

Aspects of environmental impact and cost assessment in the life cycle (LCA/LCC) of the innovative technologies demonstrated in this project will be addressed to support decision making and to prevent problem-shifting between different parts of the life cycle or between environmental impacts. DEMEAU will explore and elaborate on potentially effective implementation routes for this selected group of technologies based on unique selling propositions (USPs) for each technology.

Annex-B Newsticker / Twitter message template

Document type:	NEWSTICKER ARTICLE
Created by:	
Subject:	
WP:	
Date:	
Status:	Draft / Final

Title ▪ max 64 characters (with spaces) ▪ Phrase the heading in a way that it makes sense, even when standing on its own.	
Main Text ▪ max 140 characters (with spaces)	
Target Group Tag ▪ Policy, Science, Technology, Public, Media	
Graph or Picture to be added ▪ Illustrate data and information graphically, particularly when making comparisons.	
Link to webpage ▪ where more information is available (if applicable)	

Annex-C News story template

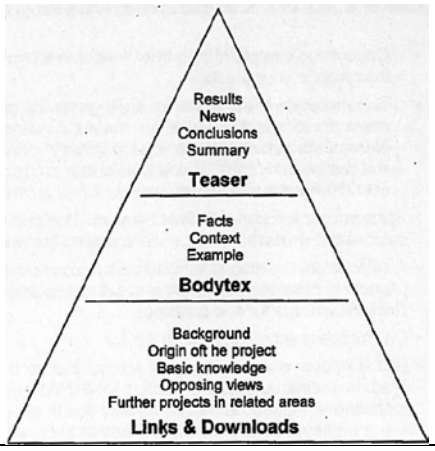
Document type:	NEWS STORY ARTICLE
Created by:	
Subject:	
WP:	
Date:	
Status:	Draft / Final

General advice on writing a news story article:

Internet users do not have much time. Texts on the internet must be roughly 50 % shorter than on paper: short sentences (max 1 sub clause), short paragraphs (150 words).

Users want to find out about the most important issues in the article, without having to read through it all. Get to the point straight away in the first sentence of the article and of each paragraph. Do not build up tension. The style of the inverse pyramid gives a good indication:

The following elements are generally read by internet users: heading, subheadings, first sentence, captions, sentences in bold font, links, lists and charts.



Title ▪ max 64 characters ▪ Phrase the heading in a way that it makes sense, even when standing on its own.	
Teaser ▪ All significant key words should be mentioned in the heading and teaser. ▪ The teaser should include news, a summary, results and conclusions.	
Long Text ▪ Deal with one topic per paragraph. Answer e.g. the following questions, one per paragraph: What is the topic? What is new about this? Which results have been achieved? What is the use of these results? Which steps are going to follow next?	

What has lead to this project? Background? Which methodology was used? ▪ The first paragraphs of the main text present the informative facts, the context and, if applicable, an example or quotation. Only then should the article go deeper (e.g. background, origin of the project etc.) ▪ Add meaningful subheadings. ▪ Use bullet points or numbers when listing different points, instead of writing full sentences with commas. ▪ You can emphasize parts of the text by using bold font (Watch out not to overuse!)	
Graph or Picture to be added ▪ Illustrate data and information graphically if possible. Provide a picture if available.	
Target Group Tag Policy, Science, Technology, Public, Media	
Links ▪ Additional information and basic knowledge should be provided through links (e.g. legal texts).	