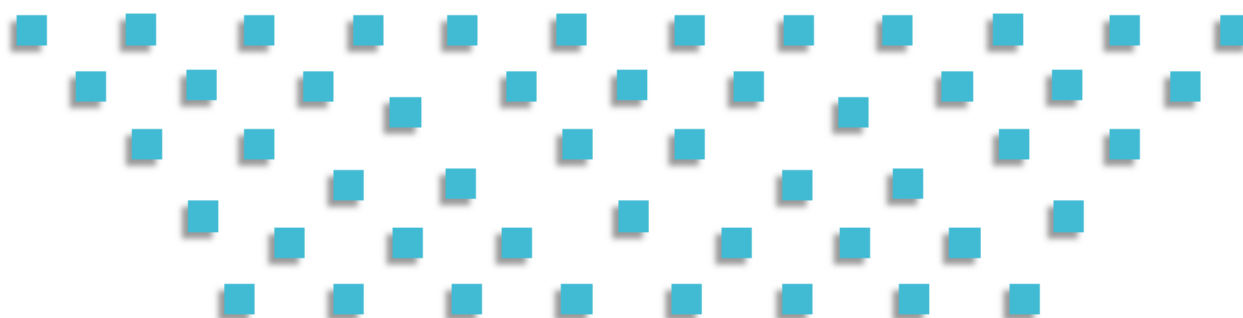




D6.1 Communication and dissemination strategy towards a smart water society

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List of acronyms

C&D: Communication & Dissemination
 CDS: Communication and Dissemination Strategy
 EAB: External Advisory Board
 F4W: Fiware4Water
 R&I: Research & Innovation
 STM: Scientific Technical Manager

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Executive summary

The **Communication and dissemination strategy towards a smart water society** is a key document explaining the strategic actions to reach out Fiware4Water targeted audiences that in the end will transform the project's outcomes into a success story by acknowledging the innovative water digital solutions developed by project.

This document opens on the key challenges to be tackled in order to understand the overall context that hinders F4W communication and dissemination. The introduction reminds the water sector specificities, the wide panel of audiences and the societal challenges faced by Fiware4Water, before highlighting the key objectives the Communication and dissemination strategy.

Once the scene is set, the fundamental question is addressed and explained: **what** messages and **how** (materials and channels) will they be conveyed to **who** (targeted audiences: Water utilities, SMEs, River basin organisations, Industrials users, Academia and Citizens/consumers) according to the best possible **when** (time planning)?

The communication and dissemination are led by OIEau but all Fiware4Water partners play an important role and are fully part of the Communication and dissemination success of the project. Beyond the consortium, each partner can act as a multiplier effect towards their peers' communities and other initiatives that are crucial for Fiware4Water. To support Fiware4Water partners to activate this multiplier effect, some tips, guidance and procedures are given.

Finally, to close the strategy, the set of activities and tools to monitor the communication and dissemination is detailed. They are of importance to assess their impacts, to feed the different progress reports for the European Commission and Fiware4Water as well as to adapt the strategy if needed.

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F4W Work force is composed of at least one person per organisation and internally communicate via the distribution emails list: f4w_wp6@oieau.fr

All the documents related to WP6 are available on the projects internal platform Freed camp

Social media: LinkedIn: <https://www.linkedin.com/showcase/euprojetfiware4water/>
twitter: Fiware4Water

Website: <http://www.fiware4water.eu/> ; <http://fiware4water.eu/> ; <http://f4w.eu/>

I. Introduction

Fiware4Water (F4W) European project (n°821036) is a three years project that has started in May 2019. The overall aim of the project is to link the water sector to FIWAREⁱ by demonstrating its capabilities and the potential of its interoperable and standardised interfaces for both water sector end-users and solutions providers.

All communication and dissemination activities are deployed in WP6 to engage with water utilities, cities, River Basin Organisations, SMEs (i.e. developers and equipment suppliers), industrials and citizen. F4W Communication and Dissemination (C&D) is the first corner stone of the Ecosystem building for C&D strategies and activities of the project.

The **Communication and Dissemination Strategy (CDS) towards a smart water society** aims at (i) explaining the key challenges faced by F4W to ensure the outputs of the project become outcomes and valuable knowledge for the key targeted audiences (ii) proposing clear materials, channels and procedures to implement F4W CDS (iii) setting a CDS planning over the time frame of the project.

More precisely, the strategy focuses on how F4W outcomes promotion will be implemented to reach out the targeted groups (water utilities, SMEs, industrials users, local authorities, policy makers and citizen) with clear indications on the planning, materials and channels to be used. It will take stock from WP1 requirements and WP5 social and economic impacts, targeting the sustainability of the project. It will also plan branding strategy. The strategy also includes a monitoring process that plays an important role to assess the impact of the C&D, to feed the different progress reports for the European Commission and Fiware4Water and to adapt the strategy if needed.

I.1. F4W Communication and Dissemination Strategy challenges

Challenge#1: The water sector specificities

To understand F4W C&D challenges, one may have to understand the specificities of the innovation within the water sector. Recent discussions (e.g. EIP Action Group Finnowater, backed by the FP7 project WaterPiPP, Water Public Innovation Procurement Policies, 2016) highlighted that the public sector is a key player for investments in the water sector. However, because of a range of institutional and industrial bottlenecks, such investments are hardly channelled towards innovative solutions. A non-exhaustive list of bottlenecks may include: **(i)** the water sector is very fragmented, with many ‘point solutions’ and a very large number of small management bodies. That implies that public sector often lacks the necessary expertise to assess and value correctly new approaches and technologies, thus preventing existing resources to flow to these new domains. **(ii)** Fragmentation and limited dimension of many management bodies also imply that, even when public entities intend to purchase advanced technologies, their demand is not “appealing” for the supply side. **(iii)** The water sector is highly regulated, given the potential impacts on health, environment, economy, etc. of any failure, making this sector risk-adverse, and hesitant to act as a “launching customer”. **(iv)** The specific regulatory structure of public procurement markets, where tenders and subcontracts rely on process guarantees, tends to favour technologies which already have a tracked record of successful operations.

Challenge#2: F4W CDS targets a wide panel of audiences

As F4W is aiming at bridging the gap between the water sector and the digital/data management, the audiences (see section II.3) of the project are quite diverse and evolve in very different contexts. Their priorities might vary from one to the other (commercial, environment, social and political) well as their related time scale in terms of return on investment or actions. This diversity is represented within the consortium itself. All the partners are involved in the C&D activities related to their own activities as well as spokesperson of the progress and general outcomes of the project and will act as a multiplier effect towards their peer communities. Different types of support of C&D and channels are set in order to embrace the diversity of audiences, accordingly tailor the messages to ensure they are well targeted.

Challenge#3: F4W addresses societal challenges

Behind the stakes of F4W C&D to promote the project results, progress and later on outcomes, an additional layer is also put into wider perspective. It refers to F4W contribution to societal challenges. One direct societal challenge is related to the H2020 framework: Climate action, environment, resource efficiency and raw materials. As stated by the Commission “*Activities in this Challenge will help increase European competitiveness, raw materials security and improve wellbeing. At the same time they will assure environmental integrity, resilience and sustainability with the aim of keeping average global warming below 2°C and enabling ecosystems and society to adapt to climate change and other environmental changes.*” To cover as much as possible the sub-themes related to the societal challenges a specific format of C&D will be used with the Social Innovation factsheet.

I.2. F4W Communication and Dissemination Strategy key objectives

As stated by the European Commission (Scherer J., 2018; European Union, 2013; web link [a]), communication and dissemination are two different concepts that can be completed by the exploitation¹ one. The **communication** mainly focusses on the general public and aims at reaching out to the society and show the impact and benefits of EU-funded R&I activities by addressing and providing for example possible solutions to fundamental societal challenges. Communication informs about and promote the project and its results/successes. It targets multiple audiences beyond the project's own community including media and broad public. **Dissemination** is about the knowledge and results transfer with the aim to enable others to use and take up results, thus maximising the impact of the EU-funded research. It focusses on audiences that may take an interest in the potential use of the results (in F4W case: water utilities, SMEs, industrials users, local authorities, policy makers, developers).

The general objectives of F4W C&D are to:

- Ensure the project visibility to reach out the maximum of audience by providing all the necessary materials and materials to communicate and disseminate with a special attention on tailoring messages to the different audience & Raise awareness for the project;
- Set the frame for the promotion of F4W benefits in terms of environmental impacts, social innovation and training;
- Develop and implement specific approaches for the communication and the dissemination to engage effectively with the different targeted audience;
- Better exploit Fiware4Water outcomes and services to offer as much as benefit as possible for the society as a whole and increase the impact of the project.

With the overall progress of the project (including the demo cases and later on the demo networks), **the objectives will also naturally be enlarged to**

- Generate market demands and tackle social challenges, an approach based on social innovation
- Build the Fiware4Water Ecosystem of SMEs (Demo Network#3)
- Promote the new knowledge and techniques with regards to the results of the demo cases and demo networks and communicate to a wider audience such as the policy makers and the general public on the benefits generated with the demo networks.
- Support and develop the F4W ecosystem for SMEs and open up on market awareness to pave the way to the exploitation plan (WP5).
- Ensure the dissemination, exploitation, sustainability of the project outcomes during and beyond the project life cycle to maximise its impact.

¹ The exploitation dimension of F4W will be tackled in specific deliverables at month 16 « F4W value Proposition Canvas », month 25 « F4W Business Canvas Model » and month 36 « F4W Exploitation Plan ». Nevertheless for clarification purpose, it seems important to highlight this concept. The exploitation (web link [a]) refers to the means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g. in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities).

II. Components of the Communication and Dissemination Strategy

The components of the CDS refer to the main organisation of C&D activities explained in the first section. They also refer to the key features that need to be addressed to ensure the C&D contents and ways of reaching out the audiences are efficient such as the messages (what) presented in section II.2, the targeted audiences (Who) presented in section II.3, the means (How) presented in section II.4, the planning (When) presented in section II.5².

II.1. Key elements of F4W Communication and Dissemination Strategy

F4W CDS is built on three holistic blocks that are all related to a transversal and strategic layer: the internal communication within the consortium to the dissemination levels targeting the peers' communities.

The internal communication ("get ready" mojo) consists in ensuring the flow of communication on the progress of the project among partners in order to ensure their awareness. To ensure a coherent approach and visibility of events and progress, a dash board will gather events and potential participations of partners. Monthly telos will be set. The internal communication block also consists in providing the key (templates) materials (leaflets, PowerPoint presentation and templates, social media, etc.), as well as the main tips and guidelines to get ready for their C&D activities throughout the life time of the project. The internal communication benefits from a co-creation process among partners.

The external communication ("reach out" mojo) corresponds to the level that is necessary to reach out the external world of the project. Typical activities are to prepare the logo and branding material, set up the project website, create social media accounts (Twitter and LinkedIn), and prepare project leaflets, etc. Messages on the progress and outcomes will be channelled through webinars, social media, newsletters, social innovation factsheets and an e-book. F4W will also take advantage of the ICT4WATER cluster newsletter (400+ recipients) and website to release items to other EC projects and link with them for common activities (e.g. common participation at innovation events).

The dissemination level ("target my peers" mojo). Targeting the peer communities (as detailed in Section 2): Public reports (deliverables), working papers, scientific articles and MOOC will be used to promote the project and engage with researchers and SMEs. A series of social media will be used to engage on a regular basis with the peers such as twitter (to share key messages on the progress of the projects or during events), LinkedIn (to engage specific discussion groups). The dissemination level also aims at supporting other WPs activities such as the demo Networks. For example, a conference with Demo Network#1 (developed within WP5) is planned during the second phase of the project (after month 18). The objective is to start the replication of Fiware4Water experience. The conference will gather selected stakeholders from Hungary, Serbia, Romania, Bulgaria, Moldova and Croatia to disseminate and engage with follower cities on Fiware4water innovation transfer (BDG). This task will also be coordinated with other ICT4WATER projects to organise scientific special sessions at International Conferences, with the

² At that stage, the CDS provides guidelines and tips and less example as the first C&D material are under development under the lead of OIEau.

guidance of the project Scientific and Technical Manager (STM - UNEXE), who will also advise on potential special issues in journals for scientific papers during Year 3 of the project.

The transversal strategic layer (“bringing it all together in one picture” mojo). The three previous blocks are closely connected. The internal communication represents the basis on which the communication and dissemination can take place. This first block is one main source of information directly coming from the partners and intermediary progress until the main goal of creating the first digital water platform is reached. The communication is a specific activity transforming the raw information into understanding for citizens and consumers to better apprehend how digital smart water solutions can change their everyday life. In parallel, the dissemination brings new knowledge into the sphere of the peers to initiate or provide innovation.

The transversal strategic layer relies on the co-creation process considering the bottom-up approach as well as determinant as the top down approach to deliver (i) end-users grounded solutions, (ii) understanding of the societal challenges the solutions aim at solving (water scarcity, monitoring, flooding, climate change, digital water efficiency, etc.) and (iii) social acceptance on the solutions. In practice, the strategy consists in being pro-active within the three blocks to prepare the internal forces to implement C&D in order to create awareness, liaise with others initiatives, and envisage potential F4W marketable products and services.

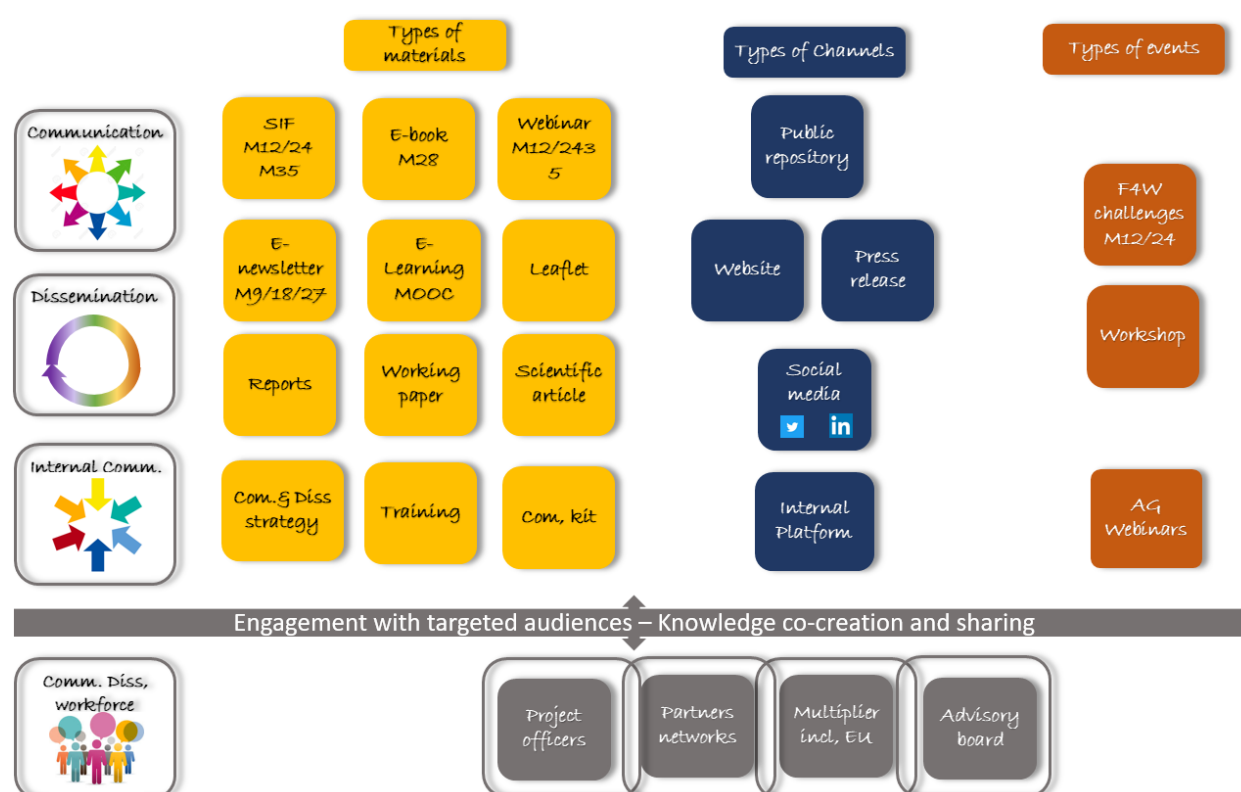


Figure 1 – Overall picture of F4W Communication and Dissemination

II.2. The “What”: messages and content

Behind the message and content

The “what” question really invites to a change of perspective that could be labelled as “put the targeted audiences’ shoes on”. The content of messages might be clear on the producer of knowledge side, but this is far from being enough to deliver understandable messages to the outside arena of the project. With this kind of game player in mind, as reminded by the European Union (2015), the first step to be taken to prepare any type of messages and content is to go through the following series of questions. This questions could be asked for any type of audiences. When it comes to dissemination activities, then an additional layer of issues should be tackled. In that case, the audiences are non-expert and the language should be tailored.

- What kind of **needs** does the project respond to?
- What kind of **problem** the propose solutions will solve and why this solution will be better than existing ones and in which areas?
- What **new knowledge** (results) the project will generate (assessment of the state of the art)?
- **Who** will use these results?
- What **benefits** will be delivered and how much benefit?
- How will end users be **informed** about the generated results?

Figure 2 - Key questions to prepare F4W communication & dissemination activities

Complementary tips addressing the challenge to write about research in everyday language are given by Dynarski and Kisher (2014).

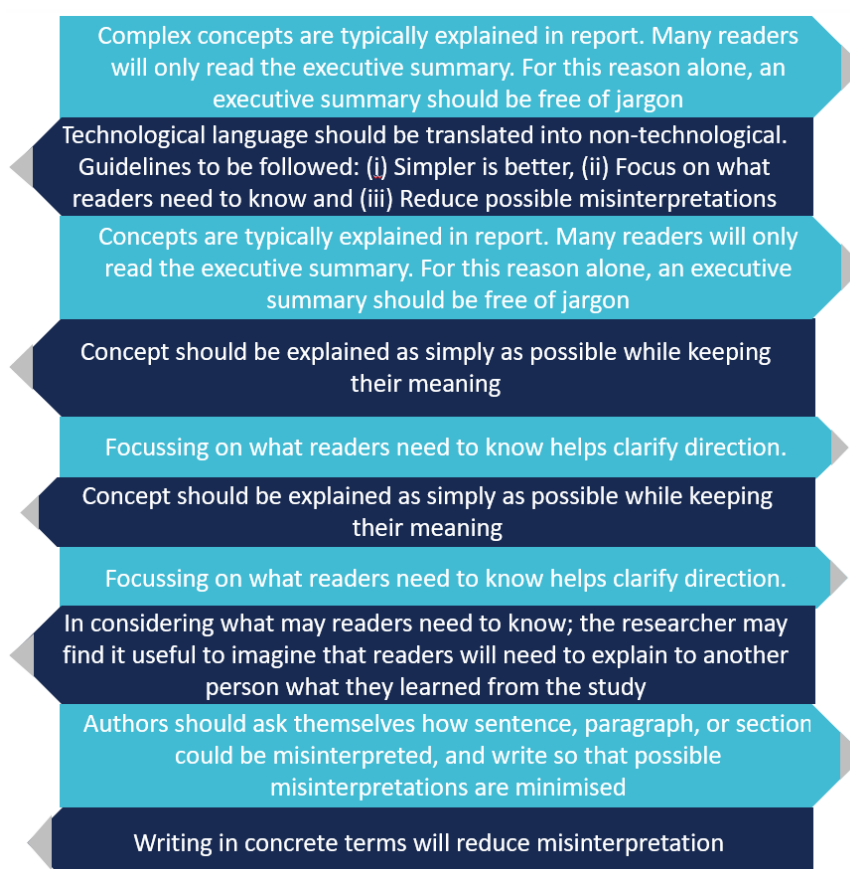


Figure 3 - Tips to write to about research in everyday language

F4W messages will evolve over the course of the project. In a simplified way, at the beginning of the project the messages will focus on its objectives, key activities and partners, then the light will be put on strategic activities and results of the demo cases and demo networks, to finally present F4W achievements and released impacts.

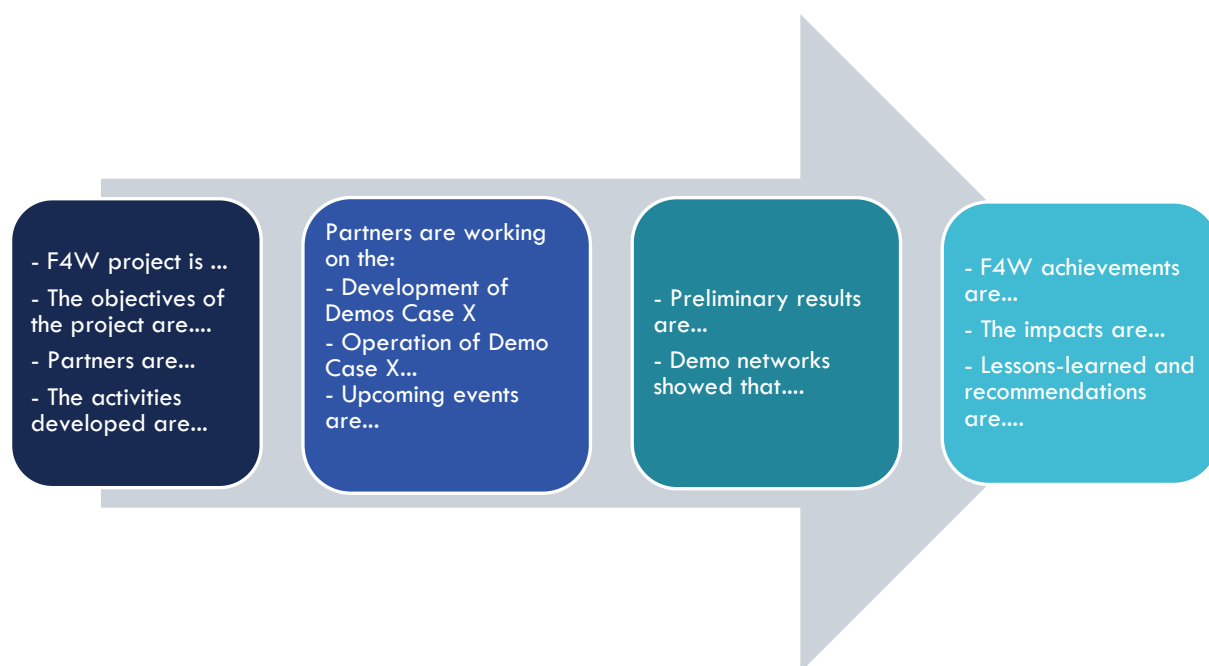


Figure 4 - Types of messages over the course of Fiware4Water

To start with, the main source of information to prepare the messages are the project content, where the objectives, expected impacts are listed and detailed. Then the first delivery (synthesised in the different reports and deliverable of the project, see annexe 1) of the WPs activities will be also used to communicate and disseminate on F4W activities and progress. In each case, special care will be dedicated to tailor the content of the messages to the targeted audiences.

II.3. The 'Who': The targeted audiences

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

F4W reaches out a wide audience and contributes to EU digital solutions development for water by linking the physical and digital world for water solutions. More specifically, F4W targets 5 mains categories of water and digital stakeholders' groups and in additions also ambitions to provide coherent vernacular knowledge for citizens and consumers.

In total, 6 main audiences are targeted: Water utilities, SMEs (developers & equipment providers), River basin organisations, Industrials users, Academia and Citizens & consumers (see table n°1 for their full descriptions). Thanks to the Demo cases and demo networks approach the stakeholders will be involved from the start in the knowledge co-development. In Tier 1 dedicated to the Demo cases, F4W focuses on Raw Water Supply (EL), Water Distribution (FR), Wastewater Treatment (NL) and Smart Meters with Citizen Engagement (UK). In Tier 2, F4W will engage through Demo Networks with a wide audience of Municipalities (Demo Network #1), Water Authorities (Demo Network #2) & Technology providers (Demo Network #3).

Along the time frame of the project, through dedicated prospective activities towards new representatives of each audiences, the 'Who' will be enlarged under the lead of OIEau and supply with regular communication and dissemination on F4W progress and outcomes.

Targeted audiences	Description	Partners and key activities linked to audiences
Water utilities	Operate water supply and wastewater treatment systems or provide operational and other specialized water services to system owners.	<ul style="list-style-type: none"> • WaterNet, 3S, SWW, EYDAP, OIEau. • 4 demo cases
SMEs (developers & equipment suppliers)	Private companies dedicated to the development of software, apps, tools based on water data & equipment suppliers	<ul style="list-style-type: none"> • FF, 3S, TWZ, NTUA, EGM, EURECAT, UNEXE, TWZ • SMEs challenges
River basin organisations	refers to any formal or informal entity that manages water resources at the basin scale.	<ul style="list-style-type: none"> • OIEau, UNEXE, BDG, NTUA • Network Case
Industrial users	Industrials users aiming at consolidating a communities of developers and SMEs that will be enable thanks to Fiware4water platform and access to data to propose innovative products (ex: App) to the water sectors	<ul style="list-style-type: none"> • EGM, 3S • Digital requirement & SMEs challenges
Academia	Researcher peers communities	<ul style="list-style-type: none"> • UNEXE, NTUA, CNRS • Scientific publication & event participation
Citizens & Consumers	Generally talking all persons not included in other categories with a special focus concept known as the Council of Citizen Engagement in Sustainable Urban Strategies (ConCensus)	<ul style="list-style-type: none"> • EURECAT, BDG, UNEXE • Network Cases

Table 1 - Fiware4Water targeted audiences

II.4. The 'How': materials and channels

A wide series of **materials and channels (including off and on line events)** will be deployed over the timeline of the project. The channels refer to all media that can be used to convey the project information, results and outcomes to the targeted audiences. The materials refer to the support that will capture the different messages and knowledge of the C&D.

F4W C&D is based on the combination of different channels, materials and interactive events (off and on line). OIEau as WP6 leader is in charge of the overall activities, set the frame for the materials and channels and provide support to partners when needed. Partners will also play an active role through the channels of their own organisation and own networks to convey F4W key messages and information (see section III procedures and partners' roles).

a. Communication and dissemination materials

Branding and visual identity are the first step to start with as they are the common basis to all the design, frames, templates of the materials and channels³.

Visual identity

The branding with a logo and graphic charter, is under finalisation. The decision was made, during F4W 1st General assembly in June 2019, to change the logo used for the proposal (figure n°5). From the logo the graphic charter will be set.



Three professional logos were presented (figure 6) during the second GA in Amsterdam in November 2019. Partners finally agreed for the sake the project to opt for the adaptation of the Fiware foundation logo.



After the final agreement from Fiware Foundation to use their logo for F4W, two logos can now be used.



Figure 7 shows the Fiware4Water logo. As figure 8 shows an adaptation for the Demo Cases. Later on, one logo will also be created for the Demo networks.



³ The basics for the C&D activities have been undertaken since the beginning of the project despite the absence of the final version of the logo and visual identity. The choice was made to use professional designers and present the results during the F2F General assembly in November 2019. At that date (18 December 2019), the logos are available and the professional designing is under finalisation.

Ppt presentation

A standard presentation of F4W is ready for partners to be used and adapted to the needs of their own presentation. This document comprises 20 slides specifying all the key components of the project from the consortium, objectives expected impacts, demo cases and networks, etc.

It is available on the partners platform (Freedcamp) in the folder WP6 and will be adapted with the new visual identify when ready.

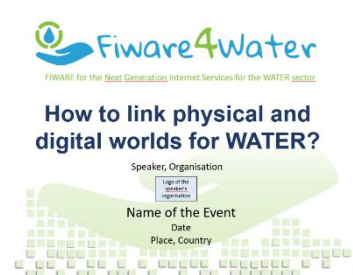


Figure 9 - F4W PowerPoint

Poster

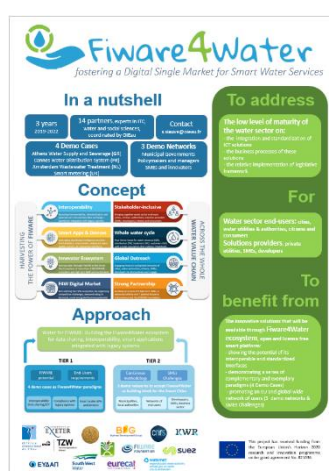


Figure 10 - F4W poster

A first version of F4W poster has been created and will be updated once the visual identity is finalised. It is available on Freedcamp in the WP6 folder.

Project leaflet

The printed leaflet providing key information on the projects related to its objectives, planning, expected outcomes and impacts is under professional development and will be delivered once the visual identity has been set up.

A second version of the leaflet will be prepared at mid-course of the project to provide a clear update on the first results of the projects and ambitions of the second tier of F4W.

Press release

Press-releases permit to raise awareness about the project activities, benefits and outputs. They have the specific status of being public statement that is given to the press. They will be used for example for F4W events, to announce break-out new knowledge on digital water, to share on the latest update at the scale of the demo cases and demo networks.

The first press release was made to announce the launch of the project in June 2019 and translated in French, English and Romanian (see annex n°3).

Website and social media news

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

The content of the news will vary based on the state of progress and delivery of the project. Each partner is committed to produce articles for the website and social media. They will be written in vernacular terms. To support this process, a F4W planning to collect articles has been set. It is available on the partners' platform and monthly sent as questionnaire to partners (see section III on procedures).

Scientific publications

In line with the "Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020", F4W partners will ensure open access to all peer reviewed publications relating to the project results. Considering that practical policies, namely from publishers side, are still going through major changes, and taking into account the incurred costs, F4W's strategy is summarized in the figure n°12 below.

Figure n°11 lists some of the pre targeted relevant journals including water and digital issues.

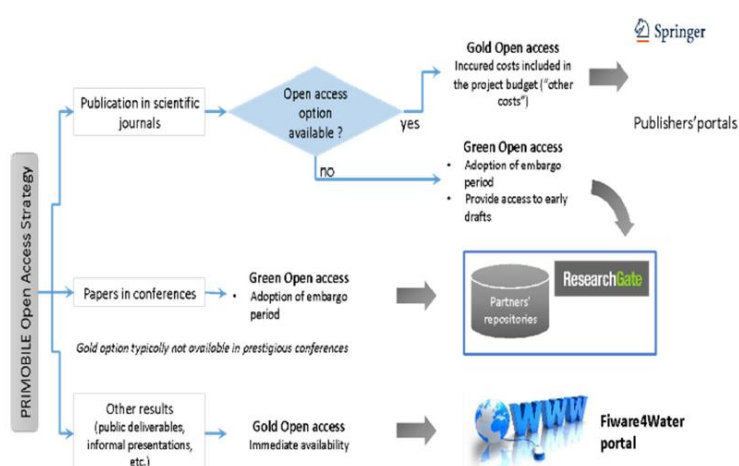


Figure 12 – F4W Open access strategy

Examples of relevant journals including water and digital issues

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

Figure 11 - Examples of relevant journals

Project public deliverables

The public deliverables deals with the reports, demonstrators, events entitled to specific tasks of the projects as well as specific C&D materials (E-book, social innovation factsheets). All public project deliverables will be available and downloadable on the project website and put in the open access platform Zenodo. This will permit to keep the public informed on the project's progress and to increase the knowledge on the project. The executive summary will be used a teaser in the news of the website and promoted through the social media.

b. Communication and dissemination channels

The channels refers both to the ones created for the sake of the project named *internal channels* such as the website and social media. The so-called *external channels* refer to the pre-existing ones relying on other initiatives and partners organisations.

INTERNAL CHANNELS

Website

The project website is used for both communication and dissemination activities. It is available at <http://www.fiware4water.eu/>, <http://fiware4water.eu/>, <http://f4w.eu/>. The website provides (i) updated information on the project activities, events, internal events, latest news (section news); (ii) overall information through its main sections: about, smart solutions, demo cases, demo networks; (iii) access to the deliverables press releases, communication materials, section document and (iv) contact to F4W staff and solutions providers.

The maintenance of the website is carried out by OIEau.

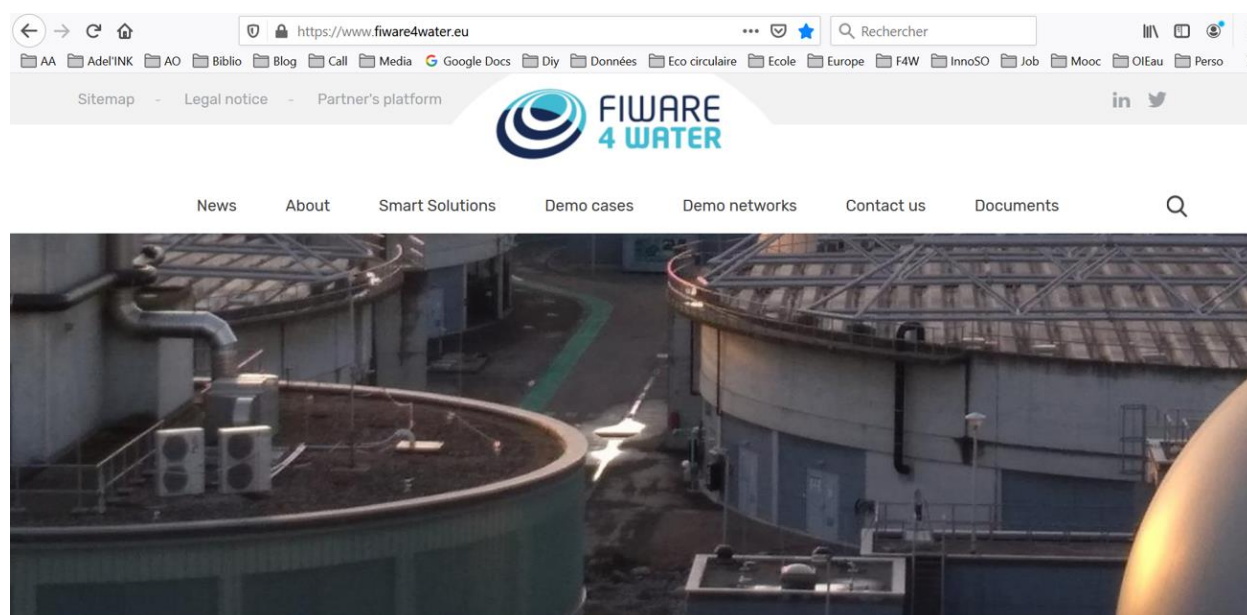


Figure 13 - F4W website homepage

Social media

The social media work in a complementary way with the website. To stick to the change of practice of internet and social media, the choice has been made to use the website as a show window and to use the social media to provide live and up to date information on F4W progress and activities.

F4W Twitter and LinkedIn accounts have been launched in June 2019⁴.

- LinkedIn⁵ account is: <https://www.linkedin.com/showcase/euprojetfiware4water>
The LinkedIn page can be an ideal location to engage with stakeholders. F4W LinkedIn page is considered as a platform for formal discussions, interaction, and communication of the project outputs. It can reach people interested in digital water issues and can also reach developers, water utilities, etc. OIEau opened a “show window” page in order to benefit from OIEau’s 5000 members. The facilitation of the page is under OIEau lead as administrator and other partners as moderators. All members can invite new persons to join the page.
- Twitter account is: <https://twitter.com/Fiware4Water>
Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets"). The message can reach 280 characters and is typically used for short live information and perfectly suit the need to communicate on break-out news or events communication. Its maintenance is under OIEau lead, partners can tweet and retweet F4W information.

Events

Three main categories of events can be distinguished:

- (i) events directly linked to the project;
- (ii) external events partners will participate to promote, communicate and disseminate on F4W outcomes as well as liaise with other initiatives;
- (iii) Fiware Foundation related events⁶ corresponding to the ones the foundation organises (i.e Fiware summit) as well the ones the foundation plays a key role such as the Smart City Expo World congress

In the first two cases, events can be off or on-line.



Figure 14 - F4W events and pre-listed external events

⁴ A community manager will be assigned by OIEau in December 2019 to ensure F4W social media are up and running.

⁵ See annex XX for short guidelines on LinkedIn

⁶ Fiware Board will agree on the calendar end of December, beginning of November.

EXTERNAL CHANNELS

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

Partners' website: Because communication starts among the consortium and through each partner's network, partners' are expected to promote F4W on their websites to relay information.

Other EU-related projects' websites: Other EU-projects dealing with the same topics can communicate about F4W on their websites (providing the link of F4W website). In the same way, the link to their website will appear on F4W website (backlinks).

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

Open access repositories. Zenodo will be used to publish F4W final results.

II.5. The 'When': overall planning of C&D activities

F4W C&D activities are due to occur from the start to the end of the project. Three main approaches are envisaged.

The first one consists in continually communicate on the project and provide information and knowledge at short period of time. This corresponds to the everyday day life of the project and aims at engaging with stakeholders to move from the awareness raising to develop a sense of familiarity on F4W topics.

The second approach consists in providing updated and combined information on F4W progress. The frequency of that type of C&D activities is 10 up to 18 months.

The third approach is F4W activities related to support and/or promote specific tasks of the project such as events related to the demo cases, demo networks, SMEs challenges, smart solutions development, etc.

Periodicity of C&D	C&D activities
Short	<ul style="list-style-type: none"> • Tweets • LinkedIn • Website update
Medium	<ul style="list-style-type: none"> • E-newsletter • Social Innovation Factsheet • E-book • Scientific publication
Activities related	<ul style="list-style-type: none"> • Poster / Leaflet • Press release • Support and promote demo cases & networks workshops, SMEs challenges, etc. • Public F4W deliverables

Figure 15 - Periodicity of F4W C&D activities

III. Procedures and partners' roles

To ease the overall process of C&D activities, the following procedures are proposed to partners. The aims of the procedures is to communicate and disseminate as much as possible in due course with the progress of the project, to set the opportunities of promoting the project as well as liaising with other initiatives (such as the ICT4Water cluster or the sisters projects funded on the same call SC5-11) and to report at the project scale what has been done during each period of the project.

III.1. Overall structure

Role of the Scientific and Technical Manager (STM - UNEXE), coordinator (OIEau) and WP6 leader (OIEau).

As STM, UNEXE will play a key role in internal and external communication especially dealing with the dissemination activities targeting the academia and scientific publication. STM is notably in charge of the review process.

In close relation, OIEau leading the IPR (the rules are edited in the Consortium agreement) and the data management (detailed in the Data Management Plan) will ensure the public data underlying communication and dissemination are made available on the public repository project created on the Zenodo platform.

As WP6 Leader, OIEau will orchestrate the communication and dissemination activities in a practical way to support their implementation as well as in ensuring the monitoring to assess the impacts and adapt the strategy accordingly.

Contacts:

STM, Lydia Vamvakeridou-Lyroudia, UNEXE, L.S.Vamvakeridou-Lyroudia@exeter.ac.uk, +44 1392 722922

Coordinator: Sonia Siauue, OIEau, s.siauue@oieau.fr, +33 5 55 11 31 19

WP6 leader: Natacha Amorsi, OIEau, n.amorsi@oieau.fr, +33 5 55 11 47 88/70

The role of the C&D workforce

In each partner's organisation, at least one specific communication and dissemination contact has been assigned. Altogether, they represent F4W C&D workforce having for missions to ensure partners are well informed on C&D activities, pass on the information and knowledge progress within their own organisation, and act as multiplier to convey F4W information and knowledge throughout their own networks.

The workforce will also have the specific mission to develop tailored messages to the different targeted audiences. Its first action will consist in working on leaflet specifically dedicated to the main targets: water utilities (with the support of EYDAP, Waternet, Suez, SWW), users (with the support of EUT for the citizens dimension), SMEs (with the support of FF), etc.

Contact: A specific WP6 email distribution list has been created: f4w_wp6-request@oieau.fr, including at least one person per organisation.

Role of the Advisory Board:

The External Advisory Board (EAB) is the body in charge of providing to the ExB expertise and recommendation on the on-going activities as well as advice on the orientations of the project. As it is composed of members/networks from shared and/or complementary competences from different fields, the EAB will also play the 'multiplier' role towards their networks in terms of F4W outcomes promotion. The members will also be mobilised for knowledge dissemination, sharing activities and when needed in the review process.

Composition of the EAB:

- International Network of Basin Organisation - INBO
- Aqua Publica Europea – APE
- Hungarian Water Association
- Elad Salomons, expert
- European Innovation Partnership on Water – EIP Water
- EC Join Research Centre - JRC

III.2. General approach

At the general scale, for the main types of C&D activities, the following approach is proposed to ensure a smooth and up to date communication and dissemination for F4W.

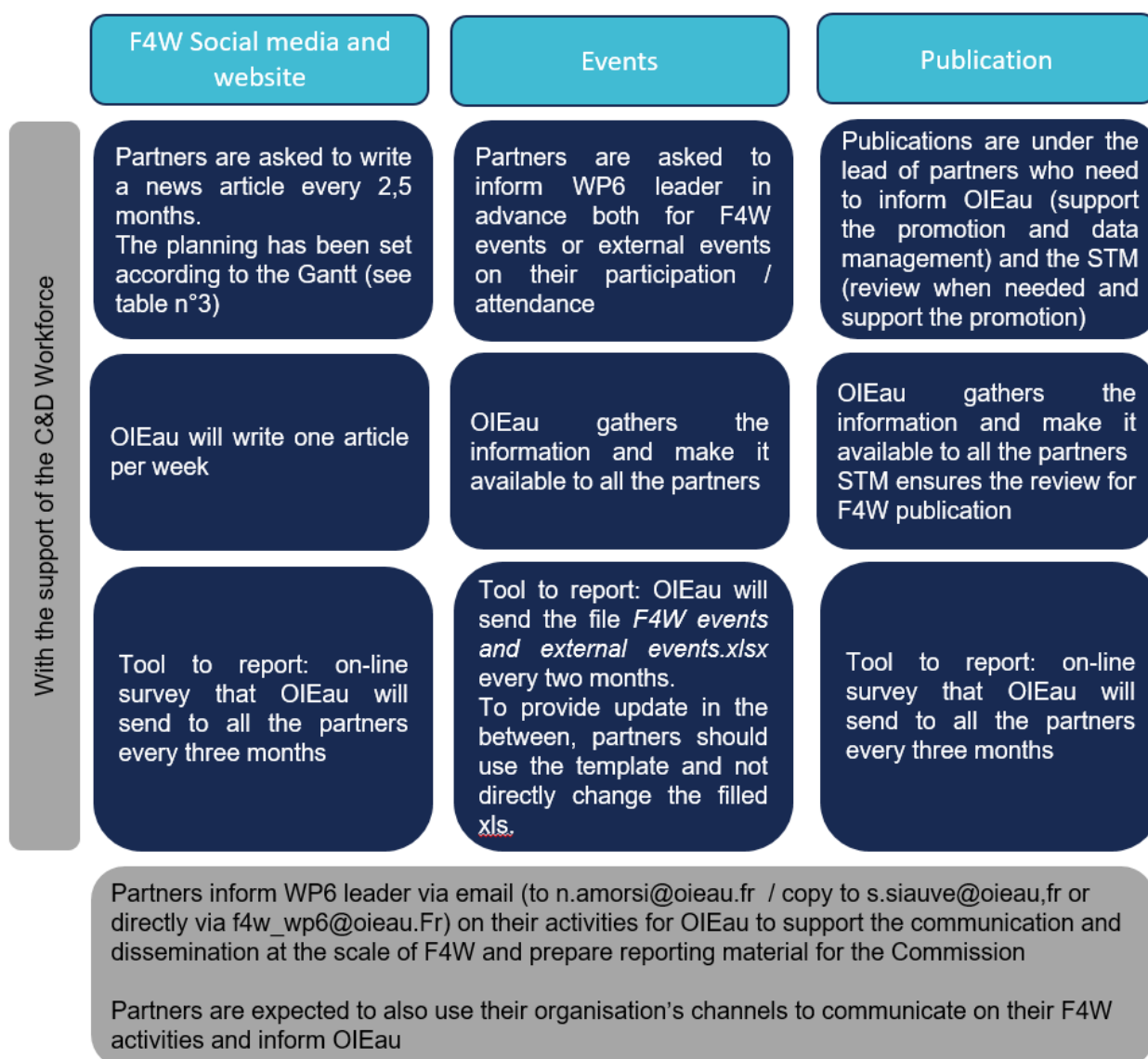


Figure 16 - General approach for partners' involvement in C&D

III.3. Procedures and partners' involvement

The following table offers a synthesis of partners' involvement in terms of communication and dissemination on behalf of F4W and insight of the related procedures.

C&D Activities	Objectives	Procedure	Partners' roles
E-newsletter	<ul style="list-style-type: none"> Promote, communicate, disseminate. The newsletter will provide at one instant combined information on the progress and forthcoming events activities; issued at M9, 18, 27 	<ul style="list-style-type: none"> One month before the due date, OIEau will contact the workforce to set the editing lines of the newsletter. V1 of the newsletter will be reviewed (STM procedure) OIEau will edit the newsletter 	<ul style="list-style-type: none"> Some of the articles will come from the ones written by partners for the Website and social media (see corresponding line of this table). Under the lead of OIEau, partners will be asked to complete, provide more details when needed OIEau and partners will send out the e-newsletter to their own networks OIEau will promote it on F4W website and social media
Events	Promote, communicate, disseminate, liaise	<ul style="list-style-type: none"> OIEau will send the file <i>F4W events and events participations.xlsx</i> every two months to all the partners and make it available on Freedcamp in WP6 folder. For any update in the between, partners are asked to use the template (<i>F4W events and external events template.xlsx</i>) and not change directly the filled doc on Freedcamp. 	<ul style="list-style-type: none"> For external events: complete the information before (to put the event on F4W radar) and after the event (to share information of the presentation made, pictures taken, etc.) OIEau announces event participation on F4W social media; partners on their organisation social media
Press release	Inform through the press to announce events, communicate on results	<ul style="list-style-type: none"> Inform the STM and WP6 Leader 	<ul style="list-style-type: none"> At the scale of the project OIEau prepares a text in English. Partners adapts it and translate it if needed At the scale of F4W WP activities. Partners are in charge of writing the press release and inform OIEau as WP6 leader.
Public deliverables	Project progress	<ul style="list-style-type: none"> Send the executive summary to OIEau 	<ul style="list-style-type: none"> OIEau promote the public deliverables on the F4W website and social media , inform the consortium and Advisory board Partners promote the public deliverables on their own social media
Poster/leaflet	Promote, communicate, disseminate	<ul style="list-style-type: none"> For poster and leaflet on WP activities, inform the STM and WP6 Leader Fill in the F4W-Questionnaire to report on communication and dissemination activities that will be sent every 3 months by OIEau 	<ul style="list-style-type: none"> At the scale of the project, the poster & leaflet are under the lead of OIEau. These documents are available (on Freedcamp in WP6 folder). At the scale of WP, these documents can be adapted by partners according to their F4W needs
PowerPoint presentation	Promote, communicate, disseminate	<ul style="list-style-type: none"> Inform the STM and WP6 Leader 	<ul style="list-style-type: none"> OIEau has prepared an overall presentation of the project that can be adapted by partners for their own F4W uses. The presentation if available on Freedcamp in WP6 folder.

Scientific publication	Promote, Disseminate	<ul style="list-style-type: none"> - Inform the STM, the coordinator and WP6 Leader - Fill in the F4W-Questionnaire to report on communication and dissemination activities that will be sent every 3 months by OIEau 	<ul style="list-style-type: none"> - Partners are expected to inform OIEau and the scientific coordinator when publication are written. The references can be shared in the questionnaire that will be circulated every three months
Website, social media news article	On line and live information on the project to communicate, promote on the progress, the deliverables, reports, announce forthcoming events, share during the events, share outcomes, etc.	<ul style="list-style-type: none"> - Check the planning to write article (table n°3 of this documents and available on Freedcamp in the folder WP6) - Write article for the due date - Send it to OIEau or f4w_wp6@oieau.fr - OIEau informs the STM before using it on the website, social media 	<ul style="list-style-type: none"> - In order to implement a dynamic communication process, partners are expected to write article on a regular basis. Size of the article: 1200 up to 2400 all characters included. Ideally provide photos as well. OIEau will collect the articles that will be used to regularly update the website and social media. - Partners are encouraged to use their own social media (LinkedIn and Twitter) to support F4W C&D on a regular basis
End-users and stakeholders participation	Collaborate with F4W water utilities (ex: EYDAP, 3S, South West Water, WaterNet) to promote F4W progress and outcomes	<ul style="list-style-type: none"> - identify different types of events (Personnel info day, mass media events, project advertisement in the media, and live coverage with them as Leaders in the DCs, Governmental info meetings, SME's info days, etc.) for partners to participate - identification made by OIEau and from partners' own network and communication activities 	<ul style="list-style-type: none"> - Promote water utilities involvement in FW4 - Highlight the success stories at the scale of F4W Demo Cases - Demonstrate to other water utilities the added value of F4W

Table 2 – Partners' role towards key C&D activities

IV. Monitoring

The monitoring will be synthesised in a specific report *Fiware4Water* dissemination and communication that will be issued at month 12, 24 and 36.

Different tools are proposed to set the monitoring. For example, *the website impact* will be monitored thanks to Google Analytics system, which enables counting the number of visitors, seeing their provenance, etc. In the same way, *Twitter and LinkedIn analytics* allow to monitor the traffic on F4W profiles.

The following *Key Performance Indicators* are used to monitor the overall dissemination activities during the project.

Dissemination	target
Number of related conferences in which <i>Fiware4Water</i> will be active	>= 2 per year
Number of generic medias (press) releases	>= 2 per year
Number of publication in scientific conferences (Web of Science / Scopus)	>=10
Number of publication in scientific journals (from Science Citation Index / Scopus)	>=6
Organizing special sessions and other dissemination actions	>=4
Involving stake-holders through impact creation mechanisms (multipliers)	>=50
PhD thesis	>=3

Table 3 - Dissemination KPIs

Three dash boards will be used by WP6 to collect information and report on activities

F4W planning to write articles for social media and website.

Partners are expected to write a news article⁷ to share on the F4W activities and progress every two months and a half. Put altogether, it corresponds to one article per week. The day to send the article is Tuesday. In addition, OIEau will write a news/article per week to be issued on Fridays. The planning is also available on Freedcamp in the folder WP6.

Planning for partners to write articles		
12/12/19 - OIEau		
Until June 2020		
Organisation	Date of the first article per organisation	Date of the 2d article
TWZ	10/12/2019	31/03/2020
NTUA	17/12/2019	07/04/2020
EUT	07/01/2020	14/04/2020
UNEXE	14/01/2020	21/04/2020
FF	21/01/2020	14/07/2020
CNRS	04/02/2020	28/04/2020
EYDAP	11/02/2020	05/05/2020
EGM	18/02/2020	12/05/2020
KWR	25/02/2020	19/05/2020
3S	03/03/2020	26/05/2020
BDG	10/03/2020	02/06/2020
WNT	17/03/2020	09/06/2020
SWW	24/03/2020	16/06/2020
OIEau	every week from the 03/12/19	

Table 4 - Planning for partners to write news articles

⁷ The article size is comprised between 1200 and 2400 all characters included. Photo and images are added value.

F4W events and external events

Two types of events are considered. The ones related to F4W activities at the scale of the demo cases, demo networks and SMEs challenges and the ones external to F4W where partners can attend to promote, communicate, disseminate and liaise with other initiatives such as the ICT4Water cluster, the sisters' projects (funded by the same call SC5-11). A dash board will be used and sent every two months to partners. The corresponding document (F4W events and external events.xlsx) is available on Freedcamp in the WP6 folder. Another file (F4W events and external events template.xlsx) is also available for partners to update information in the between.

	Fields to describe events	Description
General information	Title of the event	
	External event or F4W events	
	Types of event	Conference, meeting, on line meetings, etc.
	Nb of participants	Estimation when external events, number of participants when F4W events
	Scale of the event	Local, regional, national, European, international
	Type of event	Webinar, conference, meeting, etc.
	Short presentation	Text
	Web-Link	URL
	Date	
	City	
	Country	
Ext. event	Who attended?	Name of the person
	Organisation	Organisation of the person who attended (or intend to)
	Type of presentation	Oral presentation, poster, booth, working or networking sessions, etc.
	F4W partners attendance	Name of the organisation
	Number of leaflets distributed	
	Reminder	Have I Informed the WP6 leader OIEau (n.amorsi@oieau.fr and cc s.siauve@oieau.fr)?
F4W event	F4W organisation in charge of the event	
	Who made the presentation	Name of the person
	Organisation of the person who presented	
	Type of presentation	Oral presentation, poster, booth, working or networking sessions, etc.
	Reminder	Have I Informed the WP6 leader OIEau (n.amorsi@oieau.fr and cc s.siauve@oieau.fr)?

Table 5 - F4W events and external events dashboard

F4W reporting on communication and dissemination

A questionnaire will be sent every 3 months (from December 2019) to all the partners to collect their C&D activities. It aims at monitoring the efforts delivered by partners to communicate and disseminate on F4W. It serves multiple objectives as it will help to (i) support the Communication and Dissemination impacts assessment, (ii) provide an integrated view to all the partners on the communication and dissemination effort of F4W and (iii) prepare the Communication and Dissemination reports as well as the progress reports for the European Commission. It is divided into 4 main questions on (i) participation to external events, (ii) liaison and networking, (iii) publication and (iv) social media (see annexe n° for the full questionnaire).

V. Annexe 1: List of F4W deliverables

Deliverable Number	Deliverable Title	WP Number	Lead beneficiary	Type	Dissemination Level	Due Date (in months)
D1.1	Requirements from use cases	WP1	3 - NTUA	Report	Public	6
D1.2	Requirements from end-users	WP1	4 - EUT	Report	Public	6
D1.3	Requirements for innovation	WP1	10 - FF	Report	Public	6
D1.4	Gap analysis and final requirements	WP1	10 - FF	Report	Public	8
D2.1	Specification of system architecture for water consumption and quality monitoring	WP2	10 - FF	Report	Public	12
D2.2	Extension of FIWARE ecosystem with Big- Data and AI frameworks	WP2	2 - EGM	Other	Public	18
D2.3	Extension of FIWARE for supporting water management and quality monitoring usecases	WP2	4 - EUT	Report	Public	36
D3.1	FIWARE-enabled applications for Raw Water Supply	WP3	3 - NTUA	Demonstrator	Public	30
D3.2	FIWARE-enabled applications for Water Distribution	WP3	4 - EUT	Demonstrator	Public	30
D3.3	FIWARE-enabled applications for Waste Water Treatment	WP3	6 - KWR	Demonstrator	Public	30
D3.4	FIWARE-enabled applications for Customers	WP3	5 - UNEXE	Demonstrator	Public	30
D3.5	FIWARE-enabled Water Quality Sensors	WP3	8 - CNRS	Demonstrator	Public	30
D3.6	Lessons learned and recommendations to the EC for future FIWARE_smart applications	WP3	4 - EUT	Report	Public	36
D4.1	FIWARE4_Raw water supply system real-time operational management	WP4	9 - EYDAP	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	30
D4.2	FIWARE4_Leakage Management	WP4	12 - 3S	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	30
D4.3	FIWARE4_Water Quality Monitoring and Pollution Response	WP4	7 - DVGW-TZW	Demonstrator	Confidential, only for members of the consortium (including the	30

					Commission Services)	
D4.4	FIWARE4_ Intelligent Control for Wastewater Treatment	WP4	11 - WATNL	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	30
D4.5	FIWARE4_ Smart Metering and Citizen Engagement	WP4	14 - SWW	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	30
D4.6	FIWARE4_ Water Demonstrations: Performance, Insights and Lessons Learned - a technical brief and recommendations	WP4	6 - KWR	Report	Public	36
D5.1	A Study of the current public perception digital water and other related innovations, and recommendations	WP5	4 - EUT	Report	Public	6
D5.2	The Fiware4Water City and Follower City Conference and Joint Declaration Of Intent signed	WP5	4 - EUT	Report	Public	24
D5.3	Report on the application of ConCensus	WP5	4 - EUT	Report	Public	30
D5.4	Fiware4Water Value proposition canvas	WP5	1 - OIEau	Report	Confidential, only for members of the consortium (including the Commission Services)	16
D5.5	Fiware4Water Business Model Canvas	WP5	1 - OIEau	Report	Confidential, only for members of the consortium (including the Commission Services)	25
D5.6	The Fiware4Water Exploitation Plan	WP5	1 - OIEau	Report	Confidential, only for members of the consortium (including the Commission Services)	36
D5.7	Synergies with the SC05-11-2018 cluster	WP5	5 - UNEXE	Report	Public	12
D5.8	Report on synergies with the SC05-11-2018 cluster	WP5	5 - UNEXE	Report	Public	36
D6.1	Fiware4Water communication and dissemination strategy towards a water smart society	WP6	1 - OIEau	Report	Public	6

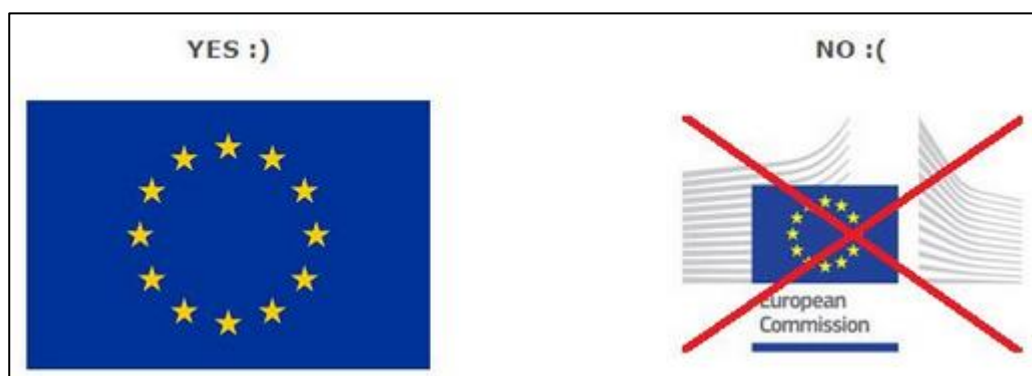
D6.2	Communication kit including a website, social media and leaflets	WP6	1 - OIEau	Other	Public	5
D6.3	E-newsletter	WP6	1 - OIEau	Other	Public	9
D6.4	Webinars and eLearning materials	WP6	1 - OIEau	Other	Public	12
D6.5	Social Innovation factsheet	WP6	1 - OIEau	Report	Public	24
D6.6	Fiware4Water challenges	WP6	10 - FF	Other	Public	24
D6.7	Fiware4Water dissemination and communication report	WP6	1 - OIEau	Report	Public	36
D6.8	E-book	WP6	1 - OIEau	Other	Public	28

VI. Annexe 2: Reference to the European Union

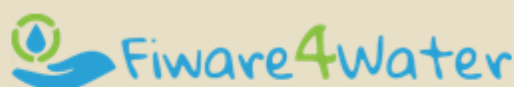
All the key C&D materials must refer to the EU funding and use the appropriate EU flag as followed: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 821036”.

The following sentence should be added on public report *“The dissemination of results herein reflects only the author’s view and the Commission is not responsible for any use that may be made of the information it contains”*.

Moreover, the EU emblem must be used and not the European Commission’s logo.



VII. Annexe 3: First press release



FIWARE for the Next Generation Internet Services for the WATER sector

Press information

Brussels, 10th June 2019

Launch of the H2020 Fiware4Water project

An innovation project to demonstrate the feasibility to use Big Data and IT tools to manage Water Resources

Our consortium of fourteen European partners is proud to announce the start of the project Fiware4Water, the 10th of June 2019, in Brussels. This project of research and innovation, funded by the European Commission and coordinated by OIEau, will link the water sector to the smart solution platform "FIWARE", which objective is to support SMEs and developers in creating the next generation of Internet services. All the water end-users will benefit from this action, being cities, water utilities, water authorities, solution providers and citizens.

FIWARE is an open IT platform which was created under the Public-Private Partnership Program on the Future Internet (FI-PPP) launched by the European Commission in 2011. Since its creation, this community has evolved and is today a global ecosystem of developers, innovation centres, accelerators, cities, SMEs and start-ups. It facilitates the development of innovative digital solutions.

Regarding the water sector, the IT development of applications and management tools using Big Data is quite late, especially because it is a very fragmented sector and because of persisting problems regarding systems interoperability, data standardization, semantics and formats exchanges.

The Fiware4Water project therefore intends to link the water sector to the FIWARE IT platform. Several interfaces and tools will be developed for the benefit of all the end users of the water sector and will be demonstrated through 4 demo cases all around Europe:

- Water Supply System of the City of Athens (GR),
- Drinking water distribution network of the city of Cannes (FR),
- Amsterdam Wastewater Treatment Plant (NL),
- Smart meters for the citizens of Cranbrook (UK).

In a second phase, the aim will be to inform and engage with all the potential actors and end-users throughout Europe via the creation of 3 networks of actors: one for municipalities, one for water authorities and one for technology providers.

To reach these objectives, fourteen European partners will be involved during 3 years (from 1st June 2019 to 31st May 2022). Our consortium gathers FIWARE staff, ICT experts, representatives of the water sector, municipalities and business development experts.

The project has a global budget of 5.7 M€, with 5M€ provided by European Commission.

It is officially launched on Monday 10th June 2019, in Brussels.



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 821036.



Press Contact

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FIWARE for the Next Generation Internet Services for the WATER sector

Comunicat de presă

București, 7 iunie 2019

Lansarea proiectului Fiware4Water finanțat prin programul Horizon 2020

Un proiect inovator pentru demonstrarea fezabilității utilizării BIG DATA și instrumentelor IT pentru managementul resurselor de apă

Un consorțiu format din 14 parteneri europeni va începe proiectul "Fiware4Water" pe 10 iunie 2019 la Bruxelles. Acest proiect de cercetare-inovare, finanțat de Comisia Europeană și coordonat de OIEau (Biroul Internațional al Apei, din Paris), va conecta sectorul de apă cu platforma de soluții inteligente "FIWARE", al cărei obiectiv implică susținerea IMM-urilor și a dezvoltatorilor IT în crearea soluțiilor viitoare de servicii de internet pentru sectorul apei. Toți utilizatorii serviciilor de apă vor beneficia de rezultatele proiectului, printre aceștia numărându-se operatorii de servicii de apă, autoritățile publice, dezvoltatorii de soluții IT și cetățenii.

FIWARE este o platformă IT deschisă, care a fost creată sub parteneriatul Public-Privat pentru Viitorul Internet (FI-PPP), lansat de Comisia Europeană în 2011. De atunci, această comunitate a evoluat și este astăzi un ecosistem global al dezvoltatorilor, centrelor de inovare, municipalităților, IMM-urilor și start-up-urilor. Platforma facilitează dezvoltarea de soluții digitale inovatoare.

În ceea ce privește sectorul apei, dezvoltarea de aplicații de management cu ajutorul domeniului IT, folosind Big Data este chiar întârziată, în special din cauza fragmentării sectorului și a problemelor legate de operabilitatea sistemului, standardizarea datelor, semanticilor curente și a formatelor de schimb de informații.

Fiware4Water intenționează să conecteze sectorul de apă la platforma IT FIWARE. Vor fi dezvoltate câteva interfețe și aplicații ce vor fi în beneficiul utilizatorilor finali din sectorul apei. Aceste rezultate vor fi aplicate în 4 studii de caz în Europa:

- Sistemul de alimentare cu apă din ATENA (Grecia),
- Sistemul de distribuție al apei din CANNES (Franța),
- Stația de tratare a apei reziduale din AMSTERDAM (Olanda),
- Sistemul de contorizare inteligent din CRANBROOK (Marea Britanie).

În faza a doua a proiectului, dorința partenerilor este de a informa și a lucra activ cu diferiți actori și utilizatori finali din piața din Europa, prin crearea a 3 rețele de lucru: una a municipalităților, una a autorităților publice și alta a furnizorilor de tehnologie.

Pentru atingerea acestor obiective, cei 14 parteneri în consorțiul Fiware4Water vor lucra timp de 3 ani (din 1 Iunie 2019 până la 31 Mai 2022). Partenerii din consorțiul proiectului reprezintă Platforma FIWARE, experți ITC, reprezentanți ai sectorului de apă, municipalități și experți în dezvoltarea afacerilor.

Proiectul are un buget total de 5,7 M€, din care 5 M€ sunt fonduri ale Comisiei Europene.

Proiectul Fiware4Water va fi lansat în mod oficial Luni 10 iunie 2019, la Bruxelles.



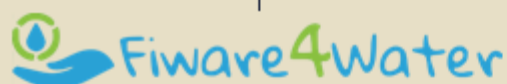
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FIWARE pour les services Internet de la prochaine génération
dans le secteur de l'Eau

Communiqué de presse

Bruxelles, le 10 juin 2019

Lancement du projet H2020 Fiware4Water

Un projet d'innovation pour démontrer la faisabilité de l'utilisation du Big Data et des outils informatiques pour la gestion des ressources en eau

Notre consortium de quatorze partenaires européens est fier d'annoncer le lancement du projet Fiware4Water, le 10 juin 2019, à Bruxelles. Ce projet de recherche et d'innovation, financé par la Commission européenne et coordonné par l'OIEau, reliera le secteur de l'eau à la plateforme de solutions intelligentes "FIWARE", dont l'objectif est d'aider les PME, les développeurs et les entrepreneurs dans la création des services Internet de la prochaine génération. Tous les utilisateurs finaux de l'eau bénéficieront de cette initiative, à savoir les villes, les entreprises de distribution d'eau, les autorités de l'eau, les fournisseurs de solutions et les citoyens.

FIWARE est une plateforme informatique ouverte qui a été créée dans le cadre du programme de partenariat public-privé sur l'internet du futur (FI-PPP) lancé par la Commission européenne en 2011. Depuis sa création, cette communauté a évolué et constitue aujourd'hui un écosystème mondial de développeurs, de centres d'innovation, d'accélérateurs, de villes, de PME et de start-up. Elle facilite le développement de solutions numériques innovantes.

En ce qui concerne le secteur de l'eau, le développement informatique des applications et des outils de gestion utilisant le Big Data est assez tardif, notamment parce qu'il s'agit d'un secteur très fragmenté et en raison de problèmes récurrents d'interopérabilité des systèmes, de standardisation des données, de sémantique et de formats d'échange.

Fiware4Water a donc l'intention de relier le secteur de l'eau à la plateforme informatique FIWARE. Plusieurs interfaces et outils seront développés pour le bénéfice de tous les utilisateurs finaux du secteur de l'eau et testés à travers 4 démonstrateurs en Europe :

- Le système d'approvisionnement en eau de la ville d'Athènes (Grèce),
- Le système de production et de distribution d'eau potable de la ville de Cannes (France),
- La station d'épuration des eaux usées d'Amsterdam (Pays-Bas),
- Les compteurs intelligents pour les citoyens de Cranbrook (Royaume-Uni).

Dans une deuxième phase, l'objectif sera d'informer et d'engager tous les acteurs potentiels et les utilisateurs finaux à travers l'Europe par la création de 3 réseaux d'acteurs : un pour les municipalités, un pour les autorités de l'eau et un pour les fournisseurs de technologie.

Pour atteindre ces objectifs, quatorze partenaires européens seront impliqués pendant 3 ans (du 1er juin 2019 au 31 mai 2022). Notre consortium regroupe des membres de la fondation FIWARE, des experts en TIC, des représentants du secteur de l'eau, des municipalités et des experts en développement économique.

Le projet est doté d'un budget global de 5,7 M€, dont 5 M€ financés par la Commission européenne.

Il sera officiellement lancé le lundi 10 juin 2019, à Bruxelles.



Ce projet a été financé par le programme de recherche et d'innovation Horizon 2020 de l'Union européenne dans le cadre de la convention de subvention N° 821036.



Contact Presse

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VIII. Twitter

To increase F4W awareness and facilitate instant communication, each partner will have access to the F4W Twitter page. We invite you to publish news about your activities, events you are attending, project/site progress etc. as often as possible. If each partner is using Twitter at least once a month, we will increase our audience and generate more traffic on our website.

How to use Twitter in a few words:

A **tweet** is simply a post on Twitter. Tweets are limited to 140 characters; they must be simple and easy to understand.

In your tweet, use **Hashtag #**: Hashtags are used to streamline relevant topics by keyword or phrase by grouping them together, to make it easier to find and follow tweets from people who are talking about the same thing. In the case of F4W, it could be for example: #digitalwater #NGI #waterutilities #ResearchImpactEU, etc.

Using **@**: You can mention other users in your Tweet, using **@**. If you include multiple @usernames in your Tweet, all of those people will see your Tweet in their Notifications tab. And they can reply using @Fiware4Water.

For example, the European Commission advises: *“Please use **#ResearchImpactEU** hashtag and tag us **@EU_H2020** whenever you are announcing 'breaking news' which clearly shows the real impact of your EU funded research (e.g. TV/radio/newspaper features)”*.

Retweet: If you see something relevant for F4W project, press “Retweet” to spread the word instantly. To make it relevant, you can add to the Tweet you are Retweeting a short text, to explain why you are retweeting.

Follow: If you see news from another user/organization/project you like, follow them so that we can see their news each time they publish something.

Followers: Our goal is to gather many followers and promote the F4W.

Sometimes, if you follow someone they'll follow you back.

For example, we have other H2020 projects following us, but also individuals, companies, international associations, etc. Having journalists as followers is interesting because they can spread information related to F4W to a wider network.

More support can be found at: <https://support.twitter.com/articles/215585>

IX. Questionnaire for partners to report back on their communication and dissemination activities

To be filled every 3 months via an on line questionnaire sent by OIEau

Introduction

This questionnaire aims at monitoring every three months the efforts delivered by partners to communicate and disseminate on F4W. It serves multiple objectives as it will help to (i) support the Communication and Dissemination impacts assessment, (ii) provide an integrated view to all the partners on the communication and dissemination effort of F4W as a whole and (iii) prepare the Communication and Dissemination reports as well as the progress reports for the European Commission.

Name:

Organisation:

Email:

Participation to external events

How many external events did you attend on behalf of F4W ?

Answer: number

Please fill the file F4W events and external events.xlsx available on Freedcamp in WP6 folder

Liaison and networking

1. Did you have interactions with **similar projects or initiatives** on behalf of F4W (from June 2019 to December 2019)?

If no (following question)

If yes

- How many (approximately)
- Could you briefly describe:
 - the type of interactions:
 - name the project/initiative
 - the topic of the interactions:

2. Did you have interactions with **SMEs or industrial users** (including developers and equipment suppliers) on behalf of F4W (from June 2019 to December 2019)?

If no (following question)

If yes

- How many (approximately)
- Could you briefly describe:
 - the type of interactions:
 - name the project/initiative
 - the topic of the interactions:

3. Did you have interactions with **water utilities** on behalf of F4W (from June 2019 to December 2019)?

If no (following question)

If yes

- How many (approximately)

- Could you briefly describe:
 - o the type of interactions:
 - o name the project/initiative
 - o the topic of the interactions:

4. Did you have interactions with **river basin organisations** on behalf of F4W (from June 2019 to December 2019)?

If no (following question)

If yes

- How many (approximately)
- Could you briefly describe:
 - o the type of interactions:
 - o name the project/initiative
 - o the topic of the interactions:

5. Did you have interactions with **Consumers/Citizens** on behalf of F4W (from June 2019 to December 2019)?

If no (following question)

If yes

- How many (approximately)
- Could you briefly describe:
 - o the type of interactions:
 - o name the project/initiative
 - o the topic of the interactions:

Publication

How many publications (all types including for example press release) did your organisation write as main author or co-authors on F4W, all types of media included i.e. local websites, journals, magazine, newspaper, etc. (from June 2019 to December 2019)?

Please provide the reference for each of them:

Social media

How many tweet (and retweet) did your organisation send on F4W, from June 2019 to December 2019?

- Answer: Number
- Can you copy/paste some of them:

How many LinkedIn posts did your organisation send on F4W, from June 2019 to December 2019?

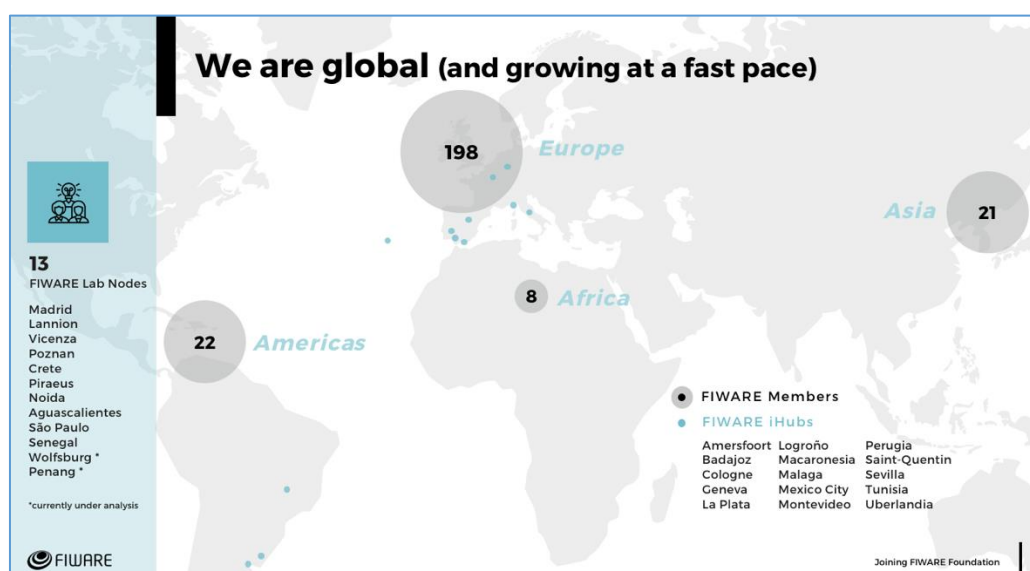
- Answer: Number
- Can you copy/paste some of them

X. SMEs Ecosystem Building

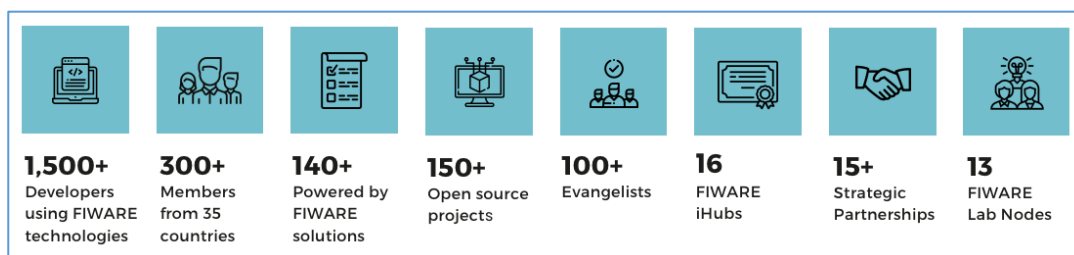
Building upon the FIWARE iHubs programme, FIWARE4Water aims to create an inclusive and continuously growing network of water management innovation hubs. The idea is to implement a technology transfer program to support water management-oriented SMEs in addressing the challenges in their own value chains, while supporting system integrators (innovators) in developing smart water management solutions for addressing these challenges. Above all, the network of water management innovation hubs will contribute to a rapid commercialization of those smart water management solutions through the FIWARE4Water platform for smart water management.

The FIWARE⁸ Ecosystem accelerates the emergence of innovative marketplaces of smart portable and interoperable solutions, guiding industries, governments, universities, and civil society to develop their smart vision. This ecosystem shares a common vision and promotes open source technologies and standards as main drivers for the development of smart solutions in a faster, easier, interoperable and affordable way, avoiding vendor lock-in scenarios, whilst also nourishing FIWARE as a sustainable business model.

The Foundation does that with the support of a growing global community that shares the vision and efforts of making FIWARE open source technology the best instrument for industries, governments, universities and associations to reach their full potential and scale up their activities to enter new markets and grow their businesses. On that front, FIWARE open source technology has been successfully used in the development of smart platforms, ranging from Japan to Uruguay, to name but a few ways in which FIWARE technologies have been getting cities and regions ready for the smarter future.



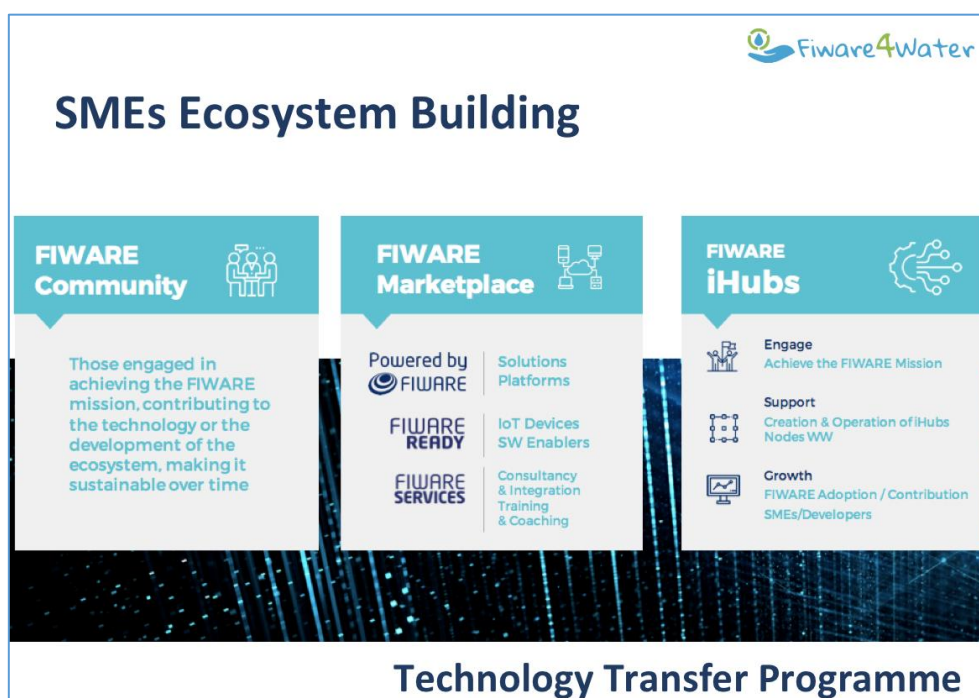
⁸ Fiware is a smart solution platform, funded by the EC (2011-2016) as a major flagship PPP, to support SMEs and developers in creating the next generation of internet services, as the main ecosystem for Smart city initiatives for cross domain data exchange/cooperation and for the NGI initiative;



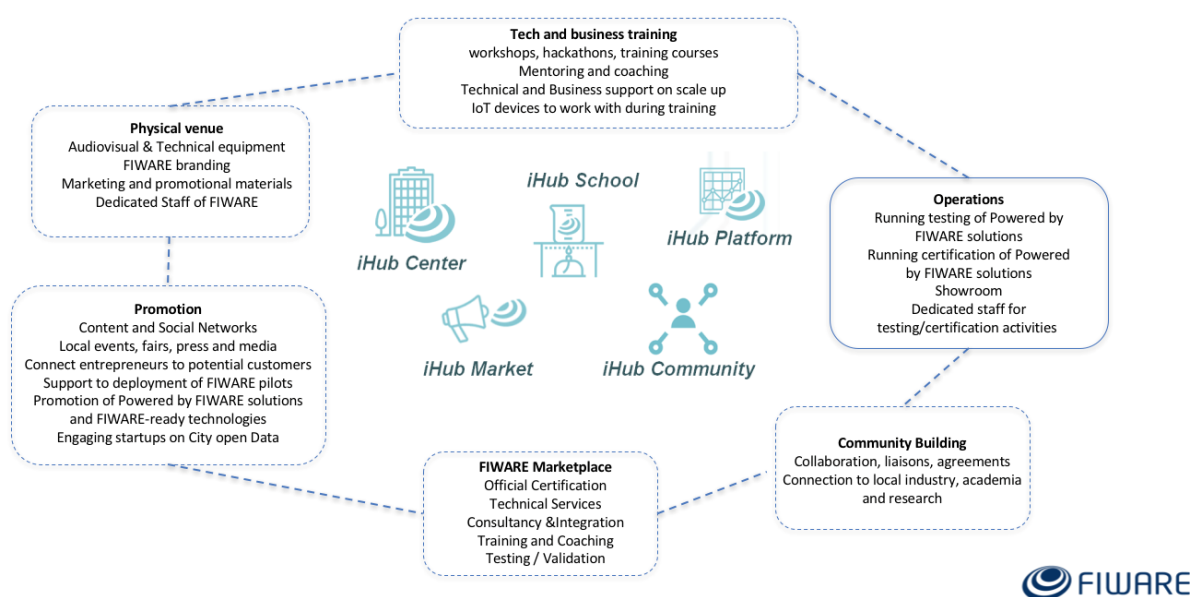
With FIWARE, we expect SMEs to gain market share by becoming part of a sustainable innovation-driven ecosystem, visible through the FIWARE Marketplace, leveraging on continuous marketing effort and supported by a vibrant Community. The objective is to bring SMEs better opportunities to reach target customers and partners and raise funding.

Main tools used by the FIWARE Foundation to accelerate the development of Smart Solutions on different sectors are:

- The FIWARE Marketplace is a global one-stop shop that gives access to a wide range of “Powered by FIWARE” solutions and platforms, FIWARE-ready technologies and solutions, as well as related training, coaching, consultancy, integration and support services. The “Powered by FIWARE” and “FIWARE-ready” labels help entrepreneurs to gain visibility and credibility, essential to building partnerships and gaining market traction.
- The FIWARE iHubs: a **FIWARE iHub** is a centre that promotes the adoption of open source FIWARE platform technologies to accelerate businesses. The main objective of the FIWARE iHubs network is to address the traditional barriers for business expansion of SMEs and large companies, by providing innovative technologies and an ecosystem that connects them to their target markets. When brought together, these places create a pivotal connection between industry-leading data scientists, smart solution experts, and business strategists and the leading investors, entrepreneurs, academic institutions, technologists, community partners, and talent in the most significant innovation ecosystems across the country.
- FIWARE iHubs focuses on matchmaking market solutions with internal challenges, accelerating the development, use and commercialization of FIWARE solutions, and nurturing a culture of digital innovation and collaboration at a local level. We understand that the driving force of the data economy is the collaboration between the many players in society, not just a single individual or company.



FIWARE iHubs requirements / overview



XI. FIWARE4Water Challenges Roadmap

The FIWARE Community and FIWARE's target audience will be encouraged to support the development of specific water-related applications using FIWARE. This will increase internal and external interoperability of water services within the smart city and will better position FIWARE in the Smart Cities Market. In order to boost participation, we will involve facilitators, sponsors and other stakeholders. Winner solutions will be showcased in a world class event (example FIWARE Summit, SCEWC, etc...)

1.- Facilitators: water utilities, technological centres, public administrations with the ambition of improving competitiveness through better access to technological and business development activities and fostering innovation through the adoption of new technologies and community building.

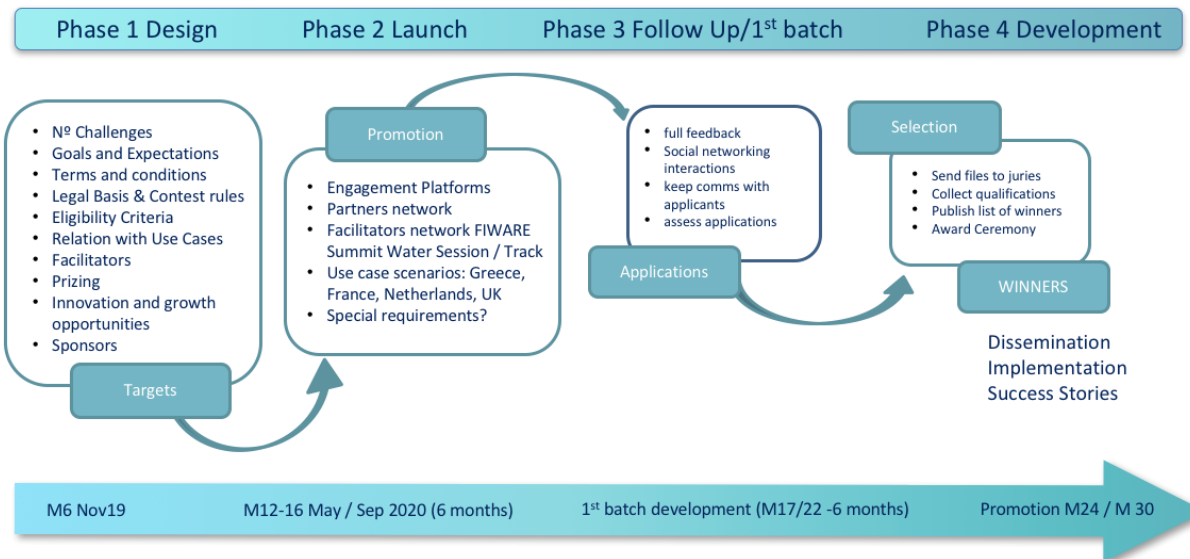
We will look for: new markets development, competitiveness, digital transformation, vision and future, solvency, expertise, reputation and support.

2.- Technology Providers: Cutting-edge technology experts selling tech in global markets, FIWARE Based (or interested in)

We will look for: FIWARE technical expert candidates, Knowhow in water, energy, industry & smart cities, access to international markets.

3.- Innovation Hubs: access new technologies, innovation, activities and resources oriented to Supporting startups, pilot programmes, etc...

FIWARE4Water - The Challenges - Roadmap



*final dates depending on the availability of the platform

XII. References

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Weblinks

[a] [ec research and innovation participant portal glossary/reference terms](#)

[b] <https://en.wikipedia.org/wiki/Twitter>
