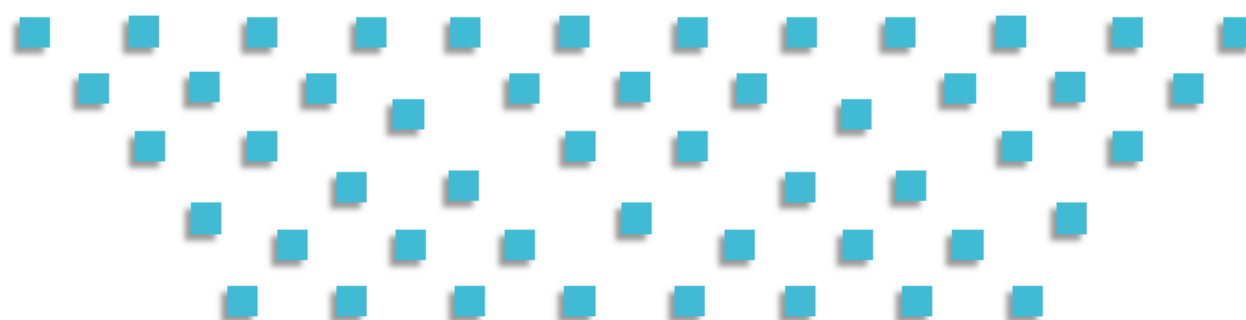




D6.2 Communication Kit

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18/12/2019



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821036.



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Document Information

Programme	H2020 – SC0511-2018
Project Acronym	Fiware4Water
Project full name	FIWARE for the Next Generation Internet Services for the WATER sector
Deliverable	D6.2:Communication kit including a website, social media and leaflet
Work Package	WP6: Ecosystem building for communication and dissemination strategy and activities
Task	Task 6.1: Communication and dissemination of project outcomes
Lead Beneficiary	OIEau
Author(s)	Natacha AMORSI (OIEau)
Contributor(s)	
Quality check	
Planned Delivery Date	30/10/2019
Actual Delivery Date	18/12/2019
Dissemination Level	Public

Revision history

Version	Date	Author(s)/Contributor(s)	Notes
Draft1	26/09/2019	Natacha AMORSI (OIEau)	
Draft2	15/10/2019	Natacha AMORSI (OIEau); Sonia Siauve (OIEau)	
Final	18/12/2019	Natacha AMORSI (OIEau)	

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List of acronyms

C&D: Communication & Dissemination

CDS: Communication and Dissemination Strategy

F4W: Fiware4Water

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I. Introduction

Fiware4Water (F4W) European project (n°821036) is a three years project that has started in June 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.

WP6 is dedicated to the ecosystem building for communication and dissemination (C&D) strategies and activities. The overall approach is to raise awareness on Fiware4water objectives, expected impacts, progress and innovation. *The main axe of WP6 goes from the raising awareness on the project to the engagement and the co-development of knowledge support with the following key audiences: water utilities, cities, River Basin Organisations, SMEs (i.e. developers and equipment suppliers), industrials and citizen.*

This deliverable **6.2 Communication kit including a website, social media and leaflet** aims at presenting and providing the backgrounds of the key channels chosen to communicate (website & social media) as well as the first general F4W leaflet.

The first section of the document deals with the presentation of F4W website.

The second section focusses on the two social media chosen for F4W: LinkedIn and Twitter to target the peers' communities and ensure a live information on the project's activities.

The third section presents the overall approach to feed these three channels.

The last section presents the content of the first F4W general leaflet.

Key contacts of F4W communication and dissemination: Natacha Amorsi (OIEau, n.amorsi@oieau.fr), Sonia Siauve (OIEau, s.siauve@oieau.fr) and Angeles Tajedo (Fiware Foundation, angeles.tejado@fiware.org)

F4W email contact: fiware4water@oieau.fr

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, the public ones are available in the section

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

II. F4W Website

II.1. Setting the scene and objectives

During the first General Assembly of F4W (June 2019, Brussels), partners agreed on going for a 'show window' website and on joining forces to use the social media to provide live update on the progress, events, networking activities with other initiatives, etc.. This choice reflects the change of practice witnessed over the last decade, which has brought the social media at the core of the virtual communication to settle engagement more than just communication with the targeted audiences.

The main objective of F4W website is to provide an overall picture of the project and offer the possibility to explore in one place all the ambitions, objectives, key activities (such as the demo cases and demo networks) of the project as well as providing a good insight on the innovations.

The information will be regularly updated according to the progress of the project. For example, a planning has already been set to gather news articles from partners in order to provide up to date information on the project twice a week (see section III).

II.2. Technicity

Three URL exist to access F4W website: <http://www.fiware4water.eu/>; <http://fiware4water.eu/>; <http://f4w.eu/>

The website has been developed by OIEau in PHP with CMS Drupal 7. It is hosted by one of OIEau server.

Two profiles exist to manage the website: (i) the administrator who has the full rights on the structure and the content of the website. Eric Vincent belonging to OIEau IT team is the administrator of F4W website; (ii) the editor who can update the content of the website. Evelyne Gautier, working at OIEau, is responsible for this task. The content it-self will be prepared or transferred to the editor by Natacha Amorsi (OIEau, WP6 leader).

II.3. Site map

F4W website is structured as followed:

- **Home**
- **News**
 - Latest news
 - Public events
 - Internal events
- **About**
 - Project summary
 - Objectives
 - Workplan
 - Partners
 - Advisory board

- Links
- **Smart Solutions**
 - Smart applications for raw water supply
 - Smart applications for water distribution
 - Smart applications for waste water treatment
 - Advanced water quality sensors
- **Demo cases**
 - Greece: Raw water supply optimisation case
 - France : Water distribution system management case
 - Netherlands : Intelligent control for wastewater case
 - United-Kingdom : Smart metering and citizen engagement case
- **Demo network**
 - Lower Danube, Middle and north Africa
 - International network of basin organisation
 - FIWARE Innovation hub
- **Documents**
 - Scientific publications
 - Newsletters
 - Dissemination activities
 - Deliverables
 - Communication materials
- **Contact us**
- The following project email has been created : fiware4water@oieau.fr

II.4. A few screen shots

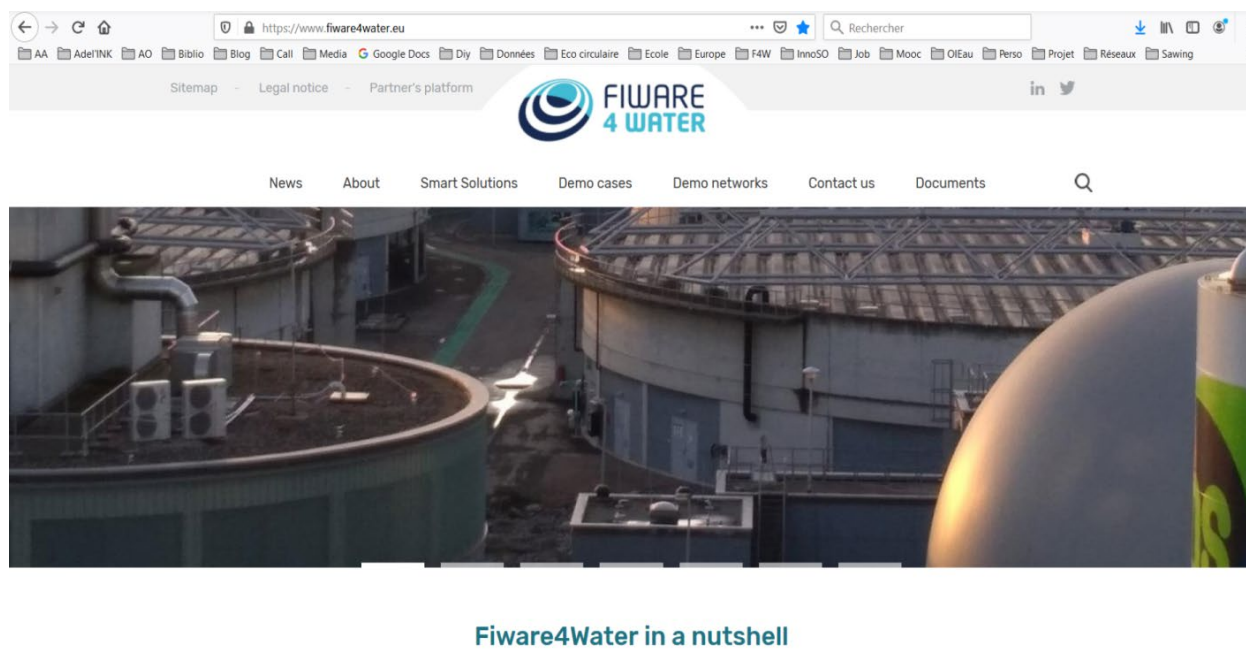


Figure 1: F4W website Home page

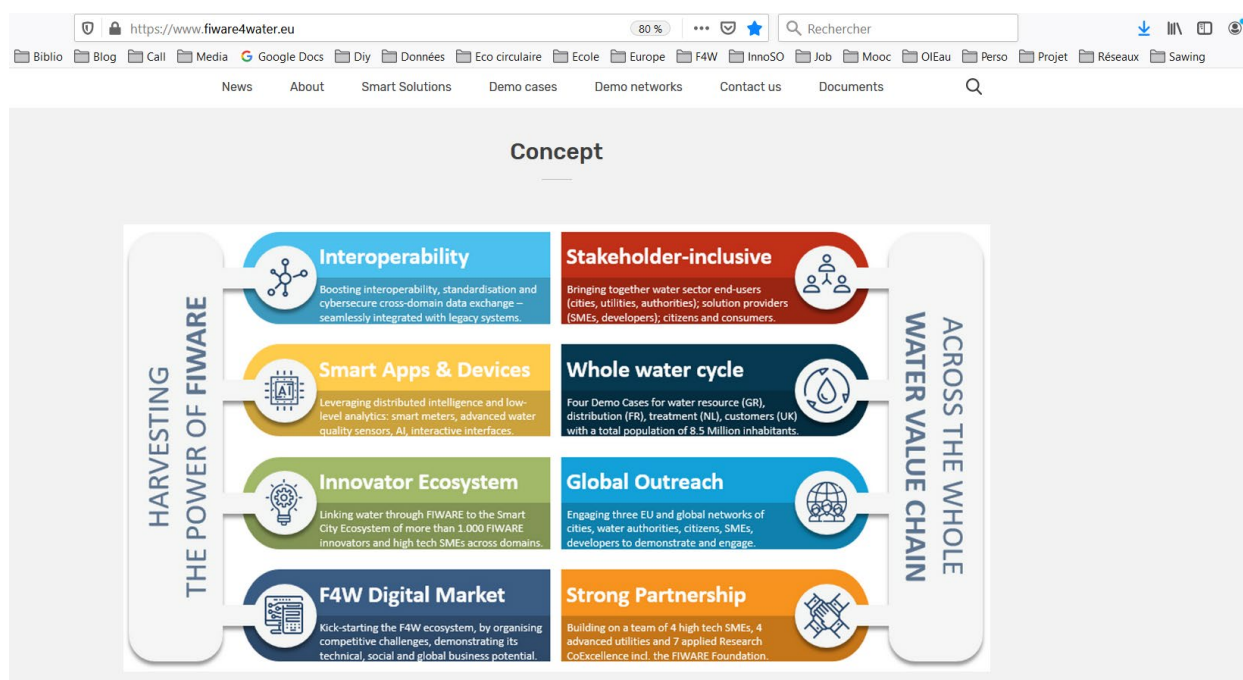


Figure 2: F4W website Concept in the Home page

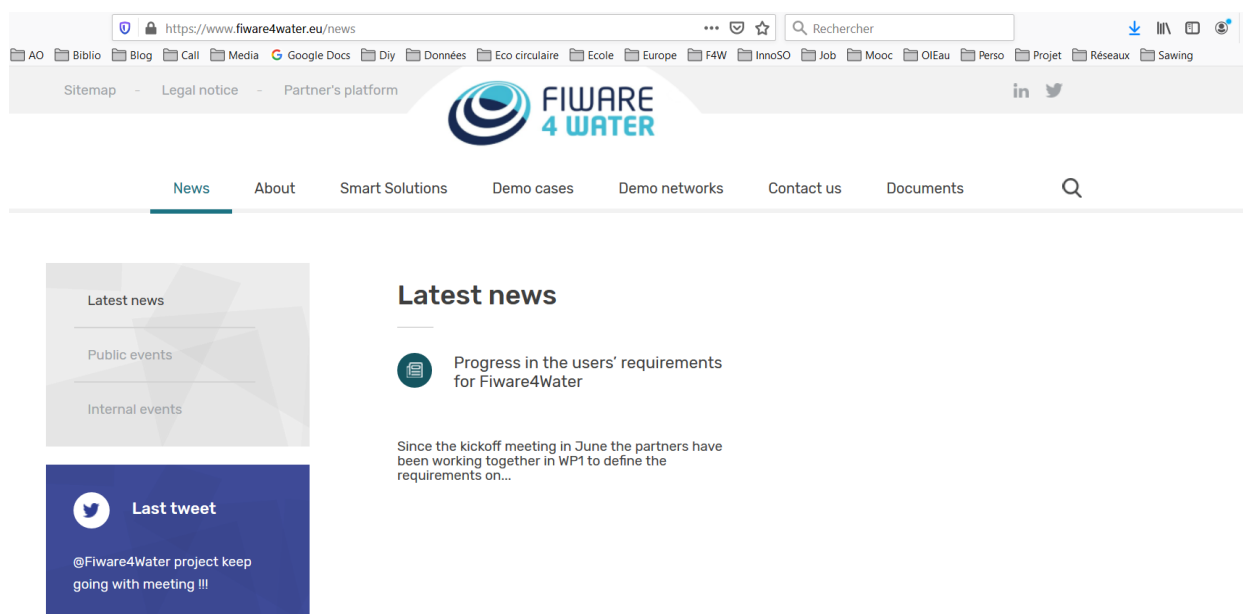


Figure 3: F4W website Latest news page in the News section

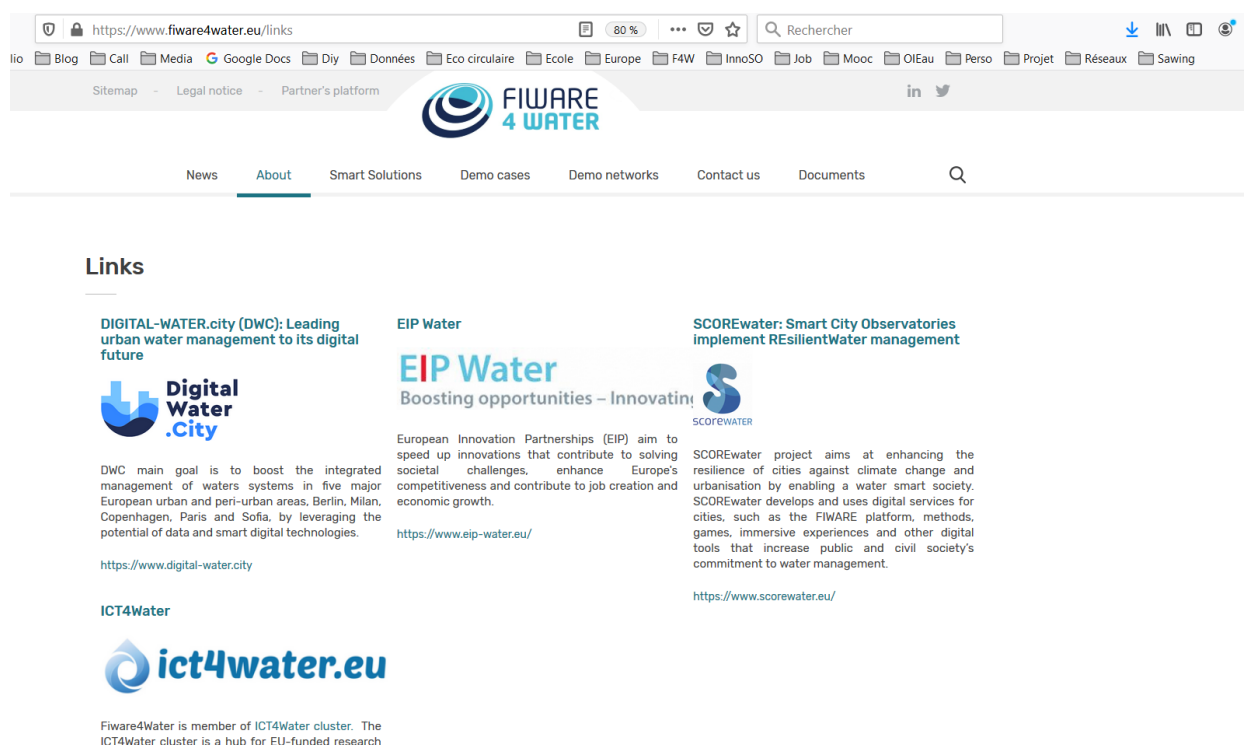


Figure 4: F4W website Links page in the About section

III. Social media

In a complementary way to the website the social media offers the possibility to focus on the on-going activities, events, news, etc. carried by the project and F4W partners. Two media have been chosen: LinkedIn and Twitter. Both of them have been open in June 2019 at the start of the project. These two social media are targeting peers communities and will aim at engaging with water utilities, SMEs, developers.

III.1. LinkedIn

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.

<https://www.linkedin.com/showcase/euprojetfiware4water>

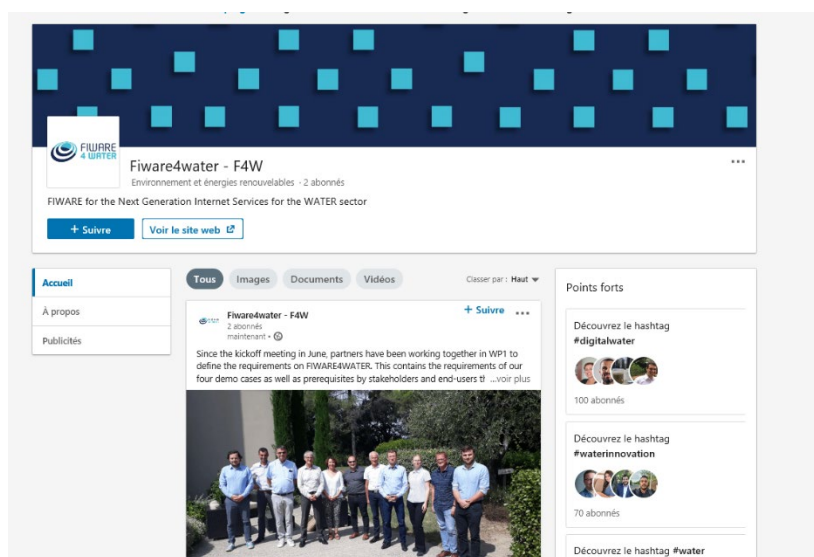


Figure 5: F4W LinkedIn page

III.2. Twitter

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. F4W twitter account has been open by OIEau and is facilitated with the support of F4W partners

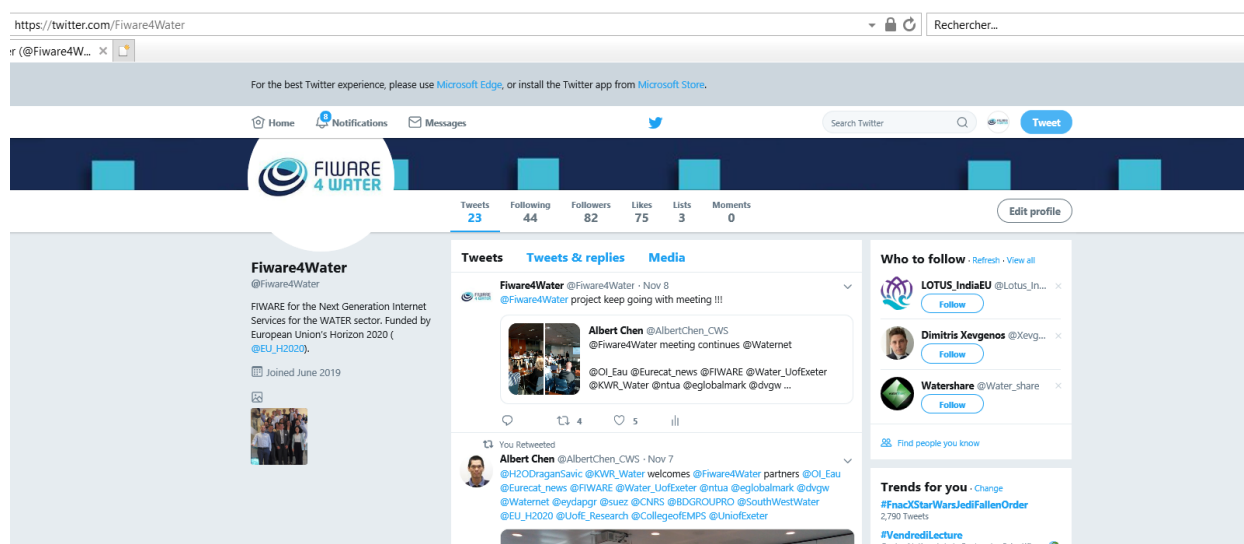


Figure 6: F4W Twitter page

IV. Approach to implement a dynamic and up to date communication and dissemination activity

The overall approach to implement F4W dynamic and up to date C&D activity combines dedicated resources from the project (the C&D work force, WP6 leader and partners) and a clear strategy to identify topics and gather appropriate content. The aim is to ensure that F4W is well promoted and embedded into the wider ecosystem of Digital Water events and initiatives.

Resources

Schematically, OIEau as WP6 leader (dedicated to the ecosystem building for communication and dissemination strategy and activities) has the responsibility to be active as contributor, organise and support the general C&D activity for the project (ex: planning for partners to write news article). Partners also play an important role on behalf of their organisation and as support to the C&D work task.

In addition, WP6 has settled at the beginning of the project a C&D work force. One of its task is to support the social media based activities. The work force group is composed of at least one person from each partners' organisation who is (are) involved in the communication.

Content

F4W C&D activities and in our current case activities related to F4W social media and website rely on two main sources of content coming from (i) the project, gathering that type of content is under the responsibility of OIEau as WP6 leader; (ii) the outside world and the watch organised by OIEau and partners on similar topics, events, news. In that case, different topics are considered such as events, other initiatives, innovations.

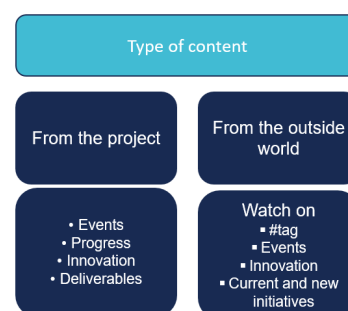


Figure 7: F4W social media type of content

IV.1. From the project

The key is to provide to our audiences updated information. Therefore, a planning has been set to gather from partners one news article (up to 2400 characters) per week on their activities, events to promote, promotion of F4W project, etc. In addition, OIEau as WP leader also writes one news article per week.

Flow of publication (see figure 8)

- (1) The news article represent the starting point of the flow of communication.
- (2) The news article is published on the website in the related section by OIEau
- (3) OIEau adapts the content of the news article to be compliant with the social media and then publish/post it.
- (4) From there partners promote, comment like, retweet on their social media account and their organisation's ones.

IV.2. With the support of F4W partners

Today, social media are used by all the organisations and initiatives to communicate, disseminate, and promote their activities as well as to engage with their potential targeted audiences.

Therefore, the partners also play an important role to support F4W social media C&D. share, retweet, like, comment the messages coming from F4W social media on their on social media. They specifically intervene in step 4 of figure 8 in terms of social media support to F4W.

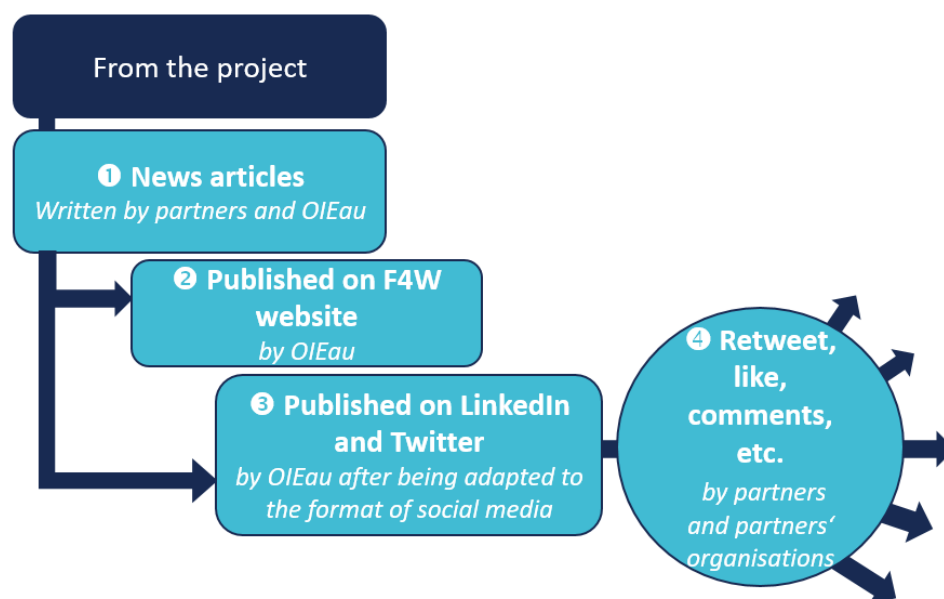


Figure 8: Main steps of the dynamic and up to date F4W C&D activity

V. Leaflet

As the choice was made to go for professional design the first step was to get the logo, which was delivered mid-December. Then, the graphic chart and leaflet would be produced by the professional. This step is under development. Nevertheless, the categories of information that will be presented in the Leaflet and the text that will be worked out is ready and presented hereafter.

Format of the leaflet: the leaflet will be an A3 format fold in to two.

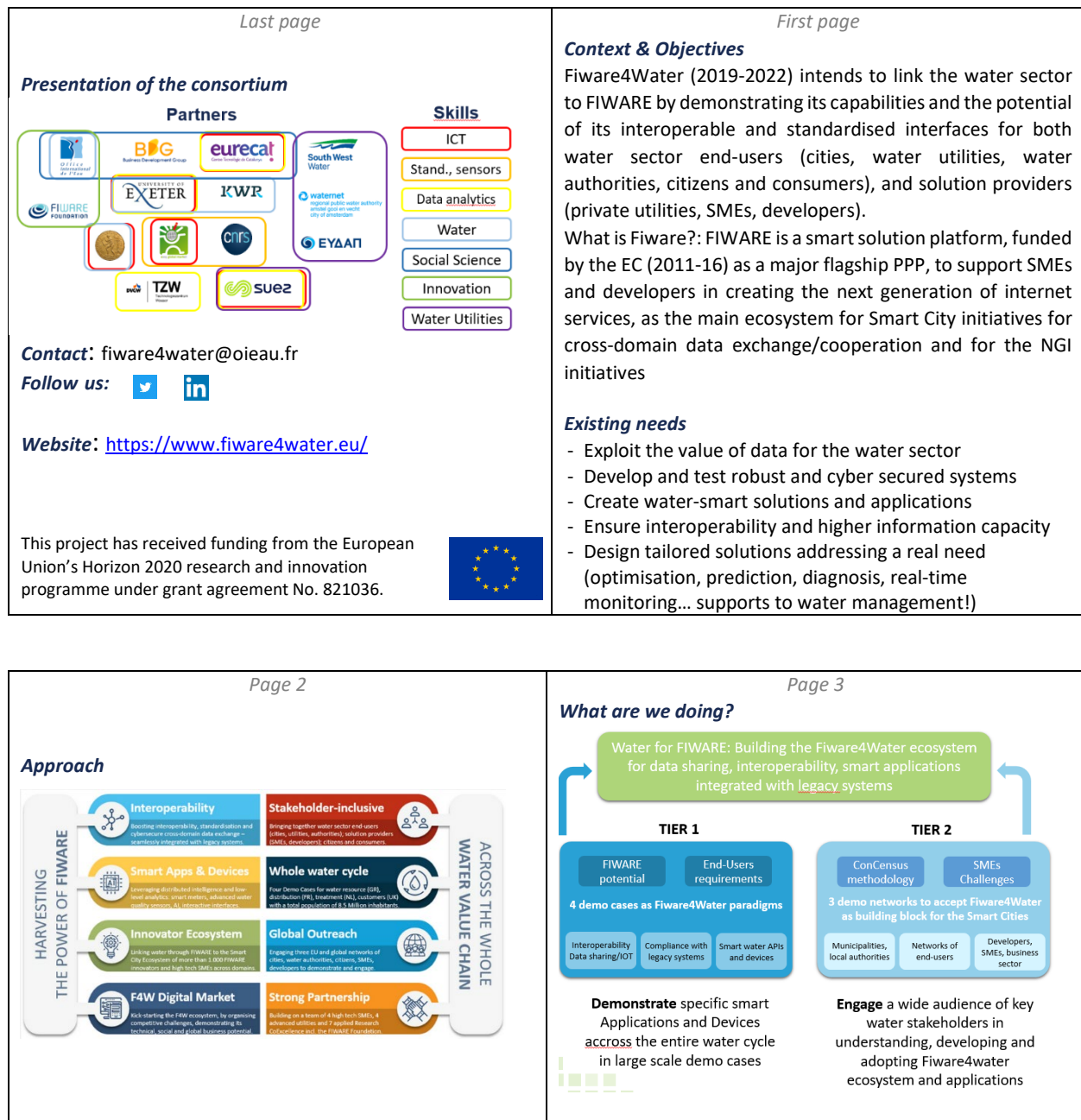


Figure 9: Presentation of the structure of F4W leaflet