



Political and sOcial awareness on Water EnviRonmental challenges GA N.687809

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Abstract	[This document is concerned with developing the initial dissemination strategy and plan for POWER detailing the objectives and planned activities for the duration of the project.]



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Executive Summary

Deliverable 5.1 is related to *WP5 Dissemination and outreach of the results, Task 5.1 Networking and liaisons and Task 5.2 Project Corporate Design and Dissemination material and activities*. This document is concerned with developing the dissemination concept for POWER detailing the objectives and planned activities for the duration of the project. The idea of the concept is to ensure a targeted, continuous and structured flow of information to stakeholders in order to increase and maintain stakeholders' interest and awareness. Dissemination is a continuous activity during the whole project. All relevant results will be distributed widely according to the dissemination concept.

This deliverable is structured in 3 chapters. The first chapter **introduction** outlines the purpose of dissemination – to raise awareness, to inform and to engage the target audience and to promote the project and its results –, and the responsibilities of all the involved partners. The second chapter gives an overview about the objectives, key messages, target audiences, the supporting materials for dissemination, dissemination methods and activity plans as well as the expected impacts of dissemination based on KPIs. The main **objective of all activities** is to increase the expected impact among the target audience, to engage with additional stakeholders and to make water management visible. The overall **key message** is that POWER provides a new vision and a number of strategies for a transition towards improving the sustainability of the Urban Water Cycle Systems (UWCS) of their city / municipality / region. The **target audience** unites a variety of different stakeholders on which we focus like international & national policy makers, local & regional politicians, officers and experts (municipal, academic, business), local community participants and activists. Chapter two also provides an overview of the supporting dissemination materials like styleguide and corporate design, templates, posters etc. Furthermore, it presents the used dissemination **methods** with focus on the purpose of dissemination. We will use methods e.g. newsletters, press releases or social media to raise awareness, to inform the target audience, to engage with target groups and to promote the project. The **dissemination activity plans** illustrate the tools used to disseminate the POWER project results like presentations, demonstrations, networking activities. In the last section of this chapter the dissemination plan provides the roadmap to achieve the following **impact** by month 48 (excerpt):

- **8** POWER newsletters distributed
- **8** CA newsletters distributed
- **9,000** recipients of POWER news through newsletters
- To **70** networks the POWER newsletter distributed
- Presence in up to **50** external events and conferences
- **36** presentations, special sessions, workshops etc. on external events and conferences
- **20** co-operation partners like networks and organization which are multipliers of the POWER project
- **23** scientific/professional publications and conference papers

By month 18 we have already achieved (excerpt):

- **4** POWER newsletters distributed
- **5** CA newsletters distributed
- **5,000** recipients of POWER news through newsletters
- To **20** networks the POWER newsletter distributed
- Presence in up to **26** external events and conferences
- **24** presentations, special sessions, workshops etc. on external events and conferences
- **8** co-operation partners like networks and organization which are multipliers of the POWER project
- **1** scientific publication is published, **5** under review or already submitted

The next steps will be to increase our outreach by using all of our dissemination methods, to demonstrate the POWER DSP to our target audience and to disseminate the results of our key demonstration cities to a wide audience to generate followers. Within the next weeks we will produce another POWER newsletter, extend our distribution list, publish a press release when the DSP is going online and intensify our networking activity by doing an excursion to a POWER related issue on our International Climate Alliance Conference.

The third chapter, **conclusions**, illustrates how important dissemination is to this project and its impacts and which important factors have been identified to support the dissemination of it. Especially our extensive use of different methods and the networking co-operation with the EIP Water – Action Group City Blueprints and NetwerCH2O are important factors for our dissemination activities.

By nature, dissemination, communication and engagement are closely related and as a consequence, D5.1 and D5.2 are well aligned with each other. Measures for communication and engagement also support dissemination (and vice versa). As a consequence, some overlapping between the two documents cannot be avoided completely, but are reduced to a minimum.

1 Introduction

This document describes the dissemination plan of POWER – a CAPS project funded by Horizon2020 (Dec 2015 – Nov 2019). “The CAPSSI initiative aims at designing and piloting online platforms creating awareness of sustainability problems and offering collaborative solutions based on innovative networks of people, ideas, services and technologies enabling new forms of social innovation” (CAPS website, 20.07.2017).

The purpose of dissemination is

- **to raise awareness** e.g. with press releases, flyers, brochures in order to let others know what we do and to ensure maximum visibility of project key facts, objectives, activities etc.
- **to inform** e.g. through newsletters, journal articles, reports in order to educate the community
- **to engage** e.g. through workshops, demonstrations, liaising activities in order to get input and feedback from the community
- **to promote** e.g. POWER website, conference presentations, events in order to showcase our outputs and results (European Commission, Elaborating a Dissemination Plan, 30.01.2012)

Furthermore, key performance indicators (KPIs) are defined in order to measure the effectiveness and impacts of the dissemination tools (section 2.6).

The dissemination plan was prepared under management of WP5 leader Climate Alliance. The strategy has been developed in close consultation with the coordinator.

All partners have to contribute to the dissemination strategy and plan through:

- Input in the discussions in the kick-off meeting
- Review and comments on the draft papers
- Participating on events and conferences for dissemination and multipliers per country
- Participating actively in training sessions, on demonstrations and workshops
- Contributing project results through social media, project partners websites and newsletter
- Upload general information to the DSP to the 4 EIP Water Priorities (water reduction consumption, water quality, extreme weather events, variables related to water conservation)
- Contributing to press releases, and distributing flyers and brochures to interested parties

2 Dissemination Concept

Key elements of the POWER dissemination concept are outlined in table 1. Further details are described in the following subsections.

Table 1: Elements of the dissemination concept of the POWER project

Target audience	Message	Method	Value for the target audience
Politicians	Awareness raising for the problems which are associated with the change of climate, mitigation and adaption measures Awareness of citizen needs related to water issues	CA newsletter Articles Press release Flyer Event presentations Poster DSP Social media	Citizen engagement Alternative tool to disseminate information Citizen engagement tool, that can be used to influence policy decisions Participation is necessary To save money with good water management Increase political legitimacy

		<p>Final conference Project website</p> <p>In the pilot cities: Direct engagement via targeted briefing notes Invitation to workshops</p>	<p>In the pilot cities: Able to meet the needs of their constituents and answer questions from them</p>
<p>Municipal Officers and Experts</p>	<p>Water as a critical resource</p> <p>Understand the challenges of water issues in long term city planning</p> <p>Good cooperation between different municipal departments are necessary</p>	<p>CA Newsletter Articles Press release DSP Pub Online forum Social media Conferences and events</p> <p>In the pilot cities: Direct engagement via targeted briefing notes Invitation to workshops Feedback to the POWER DSP via officer to citizen dialogue Direct contact and education to citizens during the consultation hours in the office</p>	<p>Best practise of the four key demonstration cities</p> <p>Share best practice within their field of expertise</p> <p>Opportunity to communicate with other target groups</p> <p>Platform to learn about and share best practice</p> <p>Opportunity to achieve urban water goals</p> <p>In the pilot cities: Improvement in service delivery for aspects of city management e.g. city landscaping, planning, infrastructure growth Reinforce trust of citizens about the drinking water quality of tap water and water services</p>
<p>Academic Experts</p>	<p>Awareness raising for the problems which are associated with the change of climate e.g. flood risks, water quality, water scarcity etc., mitigation and adaption measures</p> <p>Provide access to real data on householder behaviour for scientific research</p>	<p>Scientific journals DSP Pub Online forum Conferences and events Social media Project website Project newsletter</p> <p>In the pilot cities: Access to anonymised data Results based evidence for different approaches in citizen engagement Education programs (EDUCASSA)</p>	<p>Share best practice within their field of expertise</p> <p>Opportunity to communicate with other target groups</p> <p>Platform to learn about and share best practice</p> <p>Promising scientific subject to study</p> <p>In the pilot cities: Greater understanding of behavioural aspects of citizen's use of water Increase awareness about the importance of non-potable water</p>
<p>Business Representatives</p>	<p>Understand and act to the challenges of climate change, flood risks, water quality, water scarcity, water</p>	<p>Project newsletter Flyer Event presentation DSP Pub</p>	<p>Increase awareness and preparedness</p> <p>Share best practice within their field of expertise</p> <p>Find out information about water issues and engage with topics and targets</p>

	conservation etc. on their business and the opportunity for improvement	<p>Online forum Industry events Hackathons Social media</p> <p>In the pilot cities: Chamber of commerce newsletter</p>	<p>specific to their needs Share services and products Help to achieve their own sustainable development goals DSP can help to achieve the goals of water utilities e.g. water conservation</p> <p>In the pilot cities: Improving profitability and environmental credentials</p>
Locals	<p>Understand climate change and water as a critical resource and the effect their actions can have on water use</p> <p>City councils helping citizens to address water issues</p>	<p>Project newsletter Flyer Poster DSP Pub Online forum Social media Presentations</p> <p>In the pilot cities: Council or utility website Direct engagement at public events – World Water day etc. Press releases to local press – printed and other media. Direct engagement with new householders via developers’ welcome pack (MKC)</p>	<p>Increase awareness and preparedness Find out information about water issues and engage with topics and targets specific to their needs</p> <p>In the pilot cities: Save money and contribute to saving natural resources locally Improved understanding of local environmental issues Reduce the potable water consumption by promoting the use of non-potable water Reinforce trust of citizens about the drinking water quality of tap water and water services</p>
Activists	<p>Lobbying with City Councils To promote water related topics</p>	<p>Project website Project newsletter Flyer Poster Events DSP Pub Social media</p>	<p>Exchange of expertise Increase awareness and best-practise Multiplying information Platform to increase awareness of their role, organisation and the projects that they are involved with</p> <p>In the pilot cities: Opportunity to contribute to fora on the DSP, providing another channel for their message</p>
The EU H2020 community and the international scientific community	<p>Scientific activities in a collaborative space where formal and informal teams and networks promote</p>	<p>Scientific papers Events & conference Social media Project newsletter</p>	<p>State-of-the-art progress through sharing of scientific knowledge and synergies through cross-project cooperation with other CAPS-projects, Netwerch2O, EIP Water etc.</p>

(including students and young researchers)	sharing of best practices and experiences on water management	Project website	
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2.1 Objectives

The overall objective of the POWER dissemination concept is to increase the impact of the project among the target audiences. These target audiences and the expected impacts of the project development are detailed hereafter.

To raise interest for the project activities and ensure the widespread reception of its results, dissemination activities are extremely relevant for this project during its whole lifecycle.

Special emphasis will be given to the engagement of additional stakeholders (like the EIP Water – Action Group City Blueprints and Netwerch2O) so far excluded from the innovation process (removing barriers for users at risk of exclusion and for those who consider themselves unsuited for participation).

Hence POWER aims to make water management “visible”:

- in taking it out of the domain of the professional and engage with the user and the politician,
- in making water management more relevant and in adjusting it to the needs of the public and politicians so that both can better understand the risk of “business as usual”.

The specific objectives of this concept are to

- provide a framework for dissemination
- list routes of dissemination and means/media
- identify relevant stakeholders

Table 2: Overall POWER dissemination objectives and approaches

POWER Objectives	Dissemination approach to support objective
OO1. Set up a user-driven Digital Social Platform (DSP) for expansion and governance of POWER existing water networks	<ul style="list-style-type: none"> - Best practice repository combining top-down and community-driven bottom-up strategies. - Group discussion forums for community knowledge sharing. - Deliverables on best-practices on addressed water issues in the project (D3.1, D4.7 and D4.10) feeding into best practice repository and made available and distributed through the POWER DSP and follower cities.
OO2. Ensure the involvement, in a progressive way, of a POWER wide society knowledge community	<ul style="list-style-type: none"> - POWER will apply an innovative approach to ensure user involvement in POWER DSP and in the dissemination of POWER results through gamification, awareness and visualization techniques. Rather than building solely on competitive elements, the POWER gamification strategy will focus on collective achievements and community building measures (e.g. through community challenges, collective awareness blueprint) and incentivisation rewards will make use of social recognition rather than tangible prizes. We will disseminate our experiences and research results from this approach to the wider POWER community of experts and stakeholders in scientific publications, presentations and by publishing success stories on the POWER best practice repository. - Easy to use functionalities for sharing best practices and community contributions from the POWER DSP through existing social networks

	<p>(Facebook, Twitter, etc.) will be provided in the DSP.</p> <ul style="list-style-type: none"> - The whole POWER consortium supports the KDCs in the content development for the DSP PUB, which includes the gamification and engagement models (M3.3 and M3.4 respectively) with particular focus on citizens (including volunteers and NGOs). - A draft action plan for communication and engagement is being developed for attracting users to the DSP for the entire project period and implement a first set of communication and engagement actions (described in detail in D5.2).
OO3. Ensure social, technological, environmental, and political uptake based on sound evidence knowledge	<ul style="list-style-type: none"> - D4.7 outlines what governance conditions will be analysed in order to judge the responsiveness of the governance environment to the innovations developed in the POWER project. On the basis of this analysis, which will run from 2017 until 2018, participatory workshops will discuss the results with members of the governance networks in each KDC. Subsequently D4.10 will be developed as a guidance document and a strategy to spread the adoption of the DSP and other knowledge developed in the project. This document will be specifically directed to the follower cities and municipalities. - Dissemination of newsletters, articles, scientific papers, press releases etc. through networks Netwerch2O, EIP Water, etc. - D5.2 complements dissemination with action plan details on specific communication and engagement actions measures (knowledge mobilization workshops, social hub activities, industry panels, training sessions) for different DSP target groups and stakeholders like networking events with policy makers, industry representatives, academic researchers, SMEs, hackathons.
OO4. Transfer and scalability of the POWER new participatory model environment to other communities including in the different domains and societal challenges (including multidisciplinary networks, organisations, new actors so far excluded, SMEs, academics, students and hackathons, NGOs and volunteers, citizens)	<ul style="list-style-type: none"> - Presentation of POWER results at scientific conferences, political meetings, professional networks and associations. - Science café workshops with citizens, experts, students, NGOs, municipal representatives etc. - Exchange with other CAPS projects through newsletters, networking meetings at EU events and conferences. - Promotion of best practices and good work conducted by citizens, utilities, municipalities and politicians through the DSP. - In addition to D5.1, D5.2 will extend specific details which focus on communication and engagement.
OO5. Create new collaborative business models across the established disciplines and borders	<ul style="list-style-type: none"> - D5.7 will provide a business plan for expansion and sustainability based on the market analysis results.

Table 3 provides an overview about the primary POWER dissemination objectives, activities, deliverables and several checkpoints according to the 3 phases during the project duration. These phases are subdivided into phase 1: Initial awareness phase (m1-m20), phase 2: DSP ramp-up phase (m20-m36) and phase 3: Scale up phase (m36-m48).

Table 3: Primary POWER dissemination objectives, activities, deliverables and checkpoints

Phase	Objective	Activities	Dissemination deliverables	Dissemination checkpoints
<i>Phase 1: Initial awareness phase (m1-m20)</i>	Inform Awareness	Project website Project partners websites Social media Project newsletters CA newsletters Flyer / Roll-up / Poster Articles Event presentations	D5.1 Project dissemination plan and material: It provides the plan for the project dissemination of results, including channels, activities and materials.	M5.1 POWER Web Platform running Connect POWER with all project partners Establish social media channels for POWER dissemination Provide a dissemination plan Create dissemination materials Publish the first scientific publication Start of POWER newsletter activities Disseminate POWER on events and conferences Establish networking co-operation
<i>Phase 2: DSP ramp-up phase (m20-m36)</i>	Inform Awareness Engage Promote	Project website Social media Project newsletters CA newsletters Flyer / Roll-up / Poster Articles Press releases Event presentations Demonstrations Workshop trainings, social hub activities, industry panels	-	Feed the POWER website and social media with POWER information Publish further newsletters Publish press releases (running DSP and best practise repository) Intensify networking co-operations Publish further scientific publications Disseminate POWER on events and conferences Offer DSP demonstrations First workshop trainings, social hub activities, industry panels Motivate local authorities filling content into the best

				practice repository
Phase 3: Scale up phase (m36-m48)	Inform Awareness Engage Promote	Project website Social media Project newsletters CA newsletters Flyer / Roll-up / Poster / Brochures Articles Press releases Event presentations Demonstrations Workshop trainings, social hub activities, industry panels	D5.8 Dissemination activities final report, including final conference report: It reports all dissemination activities performed during the project lifecycle	M5.4 POWER final conference realised Feed further the POWER website and social media with POWER information Publish further newsletters Publish press releases Intensify networking co-operations Publish further scientific publications Disseminate POWER on events and conferences Offer DSP demonstrations Second workshop trainings, social hub activities, industry panels Motivate local authorities creating her own DSP within the POWER project

2.2 Key Messages

To achieve their common goal, all partners will dedicate much effort to disseminating project results at all levels be it internally by the participating organisations and the consortium, as well as on regional, national, European or international levels. The overall message to be communicated to all target audiences is that POWER provides a new vision and a number of strategies for a transition towards improving the sustainability of the Urban Water Cycle Systems (UWCS) of their city / municipality / region.

Table 4: Dissemination Message for target groups

Key words	Key messages
Water crisis, Cross-sectorial, holistic planning and policies	The onset of climate change, growing demand on finite water resources from agriculture, industry and cities, urban flooding and increasing pollution in many areas are hastening a water crisis that can only be addressed by cross-sectorial, holistic planning and policies – local, regional, international and global.
Governance systems	Overcome barriers in water-related governance systems whilst introducing technical innovations, to a broader market and apply the participatory collective approach developed by POWER.
Critical resource, everyone is	Water is the most critical resource on earth today. Everyone is affected by too much, too little, poor quality, waste water.

affected	
Water priorities	POWER addresses water priorities: <ol style="list-style-type: none"> 1. Water consumption reduction 2. Water quality 3. Extreme weather events (surface water flood risk) 4. Variables related to water network efficiency

The support from the H2020 programme of the European Commission will be acknowledged in all communications.

2.3 Target audiences

POWER responds to the challenges by:

- harnessing the collaborative nature of ICT to create awareness
- reducing the gap between stakeholders of specific city challenges
- addressing scalability and deployment for new cases
- involving excluded stakeholders being based on the network (e.g. EIP Water - Action Group City Blueprints; and Netwerch20)
- engaging with decision makers, professionals and the general public

Key to the POWER approach is the involvement of three target groups, making it:

- **Top-Down:** Politicians and mayors will be supported in the implementation of EU water and climate policy → International and national policy makers, local, regional Politicians
- **Middle-Out:** Professionals will share knowledge and experiences to keep up to date with current best practices → Officers and experts (municipal, academic, business)
- **Bottom-Up:** Households and businesses will use the DSP to find out about water issues affecting them and be enabled to change behaviours to promote water sustainability and security → Local community participants, activists and business

Additional important key actors in this WP are network partners of the public sector, such as communal or city networks or associations. All these actors have already an interest or should be motivated to support their members or customers to overcome barriers in water-related governance systems.

Having usually a large network as background, environmental associations can ensure a broad communication to important stakeholders. Environmental online and offline (printed) media has to be mentioned as well as they have a wide range for dissemination e.g. Bund für Umwelt und Naturschutz Deutschland – BUND e.V., Friends of the Earth, Naturschutzbund Deutschland (NABU).

Another actor is the Covenant of Mayors Office (CoMo), it is responsible for the coordination and the daily management of Covenant of Mayors. Covenant of Mayors objective is to increase the capacity of local authorities to deal with sustainable energy planning and support the preparation of Sustainable Energy Actions Plans.

2.4 Ethical Requirements and Procedures for Dissemination

Dissemination activities may involve the collection of personal data (such as email address and other contact details), and the photography and/or recording of individuals. The ethical requirements deliverables D6.1, D6.2 and D6.3 set out the procedures that will be followed, including approval and informed consent for gathering personal data and secure data storage, subject to relevant legislation and guidance.

2.5 Supporting Materials for Dissemination

2.5.1 Styleguide and Project Corporate Design

The styleguide defines all relevant aspects of the POWER visual communication and how they are used. In three chapters the styleguide explains the logo and its positioning, the corporate design colours and the corporate design fonts. The corporate design will be used in all dissemination materials (printed and electronic). The styleguide and corporate design have to be created in the first six project months and will be updated if necessary.

For example: Logo

For the corporate design a new logo was created. The Logo consists of an image element (the drop shaped graphic) and the lettering “POWER - A social response to global water issues.” The logo is available and will be used in all dissemination materials (printed and electronic).

Objectives

- The logo conveys clearly the thematic reference to water and the project’s topic.
- The colouring reflects the subject’s content and objectives.
- The logo is available in colour and in black & white.
- RGB is used for digital images, CMYK for prints.
- The typography reflects the subject’s content and objectives.
- The logo is created lengthwise and square.
- The logo files have the format eps and jpg.
- Two different resolutions – 72 dpi and 300 dpi - of the logo are available.

Colour type and application



The CMYK logo is available for all print products which are produced in 4c Euroscale print processes.



Online and within beamer presentations the RGB version should be applied.



The single colour logo is used for all basic print products (i. e. letterhead, stamp, etc).



2.5.2 Templates

The following materials are developed:

- Leaflet template in EN
- Roll up template in EN
- Poster template in EN
- Templates for reporting in EN (excel, word, powerpoint)
- Newsletter template in EN
- Presentation template in EN

The templates have to be created in the first six project months and will be updated if necessary.

For the participating countries UK, Germany, Spain a leaflet in their national languages (EN, DE, SP, CAT) has been created and is available as an online flyer on the POWER website. A printed leaflet is available in German and in English language. The leaflet represents the project's 'business card' and introduces the projects concept and the website. The leaflet is designed and translated in co-operation with the project partners and distributed among the target groups.

2.5.3 Flyers and Brochures

A POWER brochure will be produced in the last year of the project to present the topic, objectives, activities and project results of the project. This brochure, called CLIMAIL, will be available as an online magazine on the POWER project website and the project partners websites. The POWER brochure will be created in the last phase of the project (M37-48) in a pdf-format and will be distributed by all project partners to their networks and through social media to the target groups.

Leaflets were created in the first 6 months of the project. They are designed in line with the POWER corporate design. The leaflets were produced as printed materials and as electronic versions (pdf-format). The printed leaflets are available in English and German, the electronic version in 4 different languages: English, German, Spanish and Catalan. The leaflets are and will be handed out to our target audience and represent as the project's 'business card' the projects concept and the website.

For example: Leaflet (POWER Leaflet_English.pdf)



The POWER Digital Social Platform enables an integrated approach, which will enhance the potential for comparison and benchmarking of all cities involved. Other cities will also contribute their knowledge and experience. POWER has over 50 follower cities to which the project results will be transferred. Members of EJP Water Action Group, City Blueprints and NETWORK H₂O will be involved once the DSP is operating successfully.

Get in touch!
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#poweh2020

The partners

Project funded by the European Commission under the 2020 Programme, EJP 421614 - "Water: Sustainable Practices for Sustainability and Social Transformation".

- POWER Leaflet_English
- POWER Leaflet_Spanish
- POWER Leaflet_Catalan
- POWER Leaflet_German
- POWER Roll-up
- POWER-Poster

2.5.4 Posters and Roll ups

Posters are excellent instruments to approach people and get personal feedback. They allow a simple and clear description of the project, and can be easily transported and displayed at any type of event, such as exhibitions, conferences, workshops or poster sessions. An attractive roll up has been produced for POWER.

The design of both materials is in line with the corporate design. They contain next to the message also a link to the POWER website and to the POWER social media sites and are mainly used for networking purposes at events. The poster and the roll up are electronically available in English; the Consortium partners are expected to produce both of them in their language to advertise POWER locally.

For example: Poster template (POWER Poster_English.pdf)



2.6 Dissemination Methods and Activity Plans

Table 5 presents the overview of dissemination methods we will use to raise awareness, inform the audience, to engage with target groups and to promote the project. This will be followed by explanatory subsections with roadmaps and KPIs.

Table 5: Overview of dissemination methods

Method	Purpose	Explanation
Newsletters**	Awareness Inform	The POWER newsletter, some project partners newsletters and newsletters of other organisations will be used to announce the project, to give regular updates, develop a profile and get buy-in.
Project website*	Awareness Inform Engage Promote	The POWER website is one of the most versatile dissemination tools. It contains information for different audiences. It is also the entry point to the KDCs DSPs. We add news on it regularly so people keep coming back. We showcase the project and engage with the community.
Project partners websites*	Awareness Inform Engage Promote	Information about the POWER project is spread on our project partner websites to reach a wide and different audience.
Social media*	Awareness Inform Engage Promote	To disseminate project relevant information to a wide audience we use interactive platforms of social media like Twitter, LinkedIn and Facebook. These will be fed regularly with news.
Press releases**	Inform Promote	Through press releases we announce the important achievements in this project. It is planned to produce 6 POWER press releases which will be distributed through project partners.
Flyers, brochures	Awareness	Flyers in printed form are handed out at conferences and events. The electronic version is circulated electronically and available at the POWER project website. The printed flyers are available in English and German, the electronic flyers in English, German, Spanish and Catalan. A glossy brochure is created in English and German and available in an online magazine.
Posters, roll ups	Awareness	Posters are excellent instruments to approximate people and get personal feedback. They allow a simple and clear description of the project, and can be easily transported and displayed at any type of event, such as exhibitions, conferences, workshops or poster sessions.
Networking activities**	Engage	Participation in international events and conferences e.g. CAPs program or other where social innovation is in focus. They are excellent opportunities to learn from each other, discuss common issues and get feedback on our work.
Presentations**	Engage Promote	On national and international conferences or events we have the opportunity to present our achievements in POWER with experts in the field in different ways e.g. conference posters, in situ sessions, power-point-presentations, information, desks etc.
Workshops, trainings, social hub activities and	Engage	The “link and scale up approach” for public engagement on the bases of the project is implemented by the means of a set of actions (workshops, trainings, etc.) to raise extended awareness. POWER has

industry panels*		planned to organise knowledge mobilisation workshops or trainings (1 per year starting from 2017), social hub activities (continuous, by the means of the DSP) and industry panels (1 per year, starting from 2017). These workshops will be small interactive events focused on engagement to achieve specific objectives.
Demonstrations**	Engage	Demonstrations will be hold as an information desk or workshop on an event when DSP is running. This method will be useful to get feedback from users or experts on particular issues. To get appropriate feedback from stakeholders early in the project we have involved 4 demonstration cities which give us feedback on functionality, usability and look-and-feel.
Scientific and professional publications	Inform	Journal articles are important to share information to the professionals. The articles will be published in relevant disciplines and on the website.
Case studies	Inform	With our four demonstration cities we like to explain to the community what we did and what we have learned so others can benefit from our experience.
Reports and other documents	Inform	Reports on specific topics will be posted on the POWER website so they are accessible to a wide audience.
Best practice repository**	Awareness Inform Engage Promote	The POWER best practice repository will disseminate our experiences and research results from this approach to the wider POWER community of experts and stakeholders in scientific publications, presentations and by publishing success stories.
Actions in the pilot cities*	Awareness Inform Engage Promote	Actions in the pilot cities have to be adjusted by the local needs e.g. press releases to the local press, workshops and stands, welcome packs to new householders, stand as direct engagement on a public event, feed information to the councils website, produce targeted briefing notes etc.

* These methods are communication and engagement methods and will be explained in detail in the D5.2 report.

** These methods are important for dissemination and communication/engagement and will be mentioned with different aspects in both D5.1 and D5.2

2.6.1 Press releases

During the project duration press releases according to the project progress will be published by each project partner (6 at least). Therefore CA will prepare a draft which will be adopted and translated in national languages by the project partners. The project partners will send the press releases through their network and to additional contacts. Opportunities to publish press releases and to raise awareness, to inform about the project progress, to engage with our target audience and to promote our project are: the project start, world water day, public deliverables, start of the DSP and best practise repository as well as the final conference. Milestones will be defined in D5.2 as part of the communication activities.

2.6.2 Newsletters

The POWER newsletter is a dissemination and communication method. In the dissemination activity the newsletter serves as a tool to distribute results and interim results, whereas in D5.2 it serves as a communication and engagement tool.

A POWER newsletter will be published every 6 months starting with M6. The work package leader will ask project partners for information and articles to compose and publish in the newsletters. The project partners forward the POWER newsletter to their networks and multipliers e.g. City BluePrint Cities and Netwerch2O (see 2.5.6).

Stakeholders and multipliers will be informed about the project objectives and measures, relevant legislation or political initiatives, good practice cases, tools, events, and about the experiences through electronic newsletters.

For the POWER newsletter we established a stand-alone solution in CMS typo3, created a layout oriented to the styleguide and include an unsubscribe and subscribe section which is connected with a database. The content is based on several deliverables (e.g. D3.1 and D3.2) and news coming from co-operation partners. To promote an open approach, we use for the newsletter a Creative Commons license (CC BY). We guarantee data protection based on German law reasoned by running the project newsletter and eClimail on German servers – the procedure: The recipients have to accept once by a click, that they are willing to receive a newsletter (opt in).

We will make sure that the newsletters content will be published on the POWER website.

As well on the international level, the electronic newsletter eClimail of CA will be used to disseminate current results of the project (articles according to project progress, at least 8).

All project partners will publish articles in their newsletters (according to project progress, at least 8). The results of POWER will be published in an online magazine of Climate Alliance newsletter CLIMAIL Europe (EN/DE) in the final months of the project.

Up to M18 we published 5 Climate Alliance eClimail newsletters with POWER project information in English and German and 4 POWER project newsletters with a total reach of ~22,700 recipients. The POWER newsletters were spread to our co-operation network partners and project partners networks (number of recipients unknown).

Central elements for dissemination will be the offers of POWER like e.g.:

- Best practices in city water management (M6)
- Guidance for the analysis of UWCS governance in municipalities and regions (M17)
- The digital Social Platforms (DSP) (the Hub M18, the Public Tier M20 and Mobile Applications M22)
- Trends and pressures and City Blueprints of partner cities (M44)
- Guidance for an integrative multi-objective assessment method to enhance sustainable transitions of UWCS in municipalities and region (M46)
- The public events in the pilot cities (like networking events with policy makers, industry representatives, academic researchers, SMEs, hackathons, knowledge mobilisation workshops; social hub activities; industry panels; training sessions (according to implementation stage).

Media Work with press releases to reach mass media is described in D5.2 Communication strategy and roadmap.

Table 6 gives an overview about the newsletters, which are going to be used to disseminate results of the POWER project. Table 7 identifies the KPIs for the method newsletter.

Table 6: Dissemination roadmap for newsletters

	2016	2017	2018	2019
1Q.	1. eClimail, Climate Alliance Newsletter (3 distribution lists)	3 rd POWER Newsletter		

2Q.		4. eClimail, Climate Alliance Newsletter (3 distribution lists) CAPSSI Newsletter ICT4Water Newsletter 4 th POWER Newsletter	6 th POWER Newsletter 6. eClimail, Climate Alliance Newsletter (3 distribution lists)	8 th POWER Newsletter
3Q.	1 st POWER Newsletter 2. eClimail, Climate Alliance Newsletter (3 distribution lists)	5. eClimail, Climate Alliance Newsletter (1 distribution list)		
4Q.	2 nd POWER Newsletter 3. eClimail, Climate Alliance Newsletter (3 distribution lists)	5 th POWER Newsletter	7 th POWER Newsletter 7. eClimail, Climate Alliance Newsletter (3 distribution lists)	8. eClimail, Climate Alliance Newsletter (3 distribution lists)

Table 7: POWER KPIs for dissemination - newsletters

Dissemination KPIs	Phase 1 m1-m20	Phase 2 m20-m36	Phase 3 m36-m48	Overall
Number of recipients of newsletters with POWER news	5,000	7,000	9,000	9,000
Number of POWER project newsletters sent out	3	3	2	8
Number of Climate Alliance eClimail newsletters sent out	3	3	2	8

2.6.3 Networking activities

Networking activities are an important action to disseminate and communicate POWER project information and results to our target audience. For this reason, networking activities are mentioned in both deliverables D5.1 and D5.2 with a different focus (dissemination vs. communication).

One aim of POWER dissemination activities is to develop a transnational municipal network effect. Networking events with qualified participants including follower cities,¹ policy makers, industrial representatives, researchers, SME and hackathons will be attended by the POWER consortium and links to existing initiatives by implementing cross-projects collaboration will be exploited as much as possible.

¹ *Follower cities* can also refer to *target cities*. These terms are used interchangeably in this deliverable. As explained in D5.2, *Target Cities* will be formally invited to participate as *Follower Cities* in the third quarter of 2017.

There will be strong networking activities with other institutions on national and EU level (networks of cities like Energy Cities, ICT4Water, Covenant of Mayors etc.) to support activities with a powerful approach. Their members will be informed through different forms of communication (newsletters, news, etc.) about POWER opportunities. CA has a large database with 4,500 contacts to municipalities in Europe. Information will be disseminated over various other newsletters, e.g. Netwerch2O, City Blueprint Cities.

International dissemination beyond the EU borders can be realised by our scientific project partners through participating on international conferences and events or by publishing scientific papers or by all project partners by co-operating with networks like City BluePrint Cities and by publishing articles and news in the world-wide social media.

POWER will also build on the Sustainable Energy and Climate Action Plans of EU cities (SECAP) and the benchmark of the Covenant of Mayors. It will address the water related aspects of baseline emission inventory (sheet BEI: A. Energy consumption of buildings, B2. Hydroelectric production, C2. Waste water management), mitigation actions (sheet Mitigation Actions: Key Actions), monitoring report for mitigation (sheet Monitoring Report), adaptation scoreboard (sheet Adaptation Scoreboard), climate change risks and vulnerabilities (sheet Risks and Vulnerabilities: 2. Climate hazard, 4. Impacts), adaptation actions (sheet Adaptation Actions), adaptation report (sheet Adaption Report), being developed for the Covenant of Mayors.

The networking activities will be established through the whole duration of the project (M1-48) with intense focus on phase 2 and 3.

Already established network co-operations are

- CAPS
- ICT4Water
- Netwerch2O
- Dubrovnik Declaration of Intent Signatories
- Energy Cities, Covenant of Mayors
- EIP Water - Action Group City Blueprints
- BlueSCities
- ALEO-Network
- Emscher Genossenschaft/ Lippeverband

Following networks will be approached:

- EUROCITIES
- CEMR
- IWA Cities of the Future group
- BUND-Netzwerk / Friends of the earth network

and more.

The established co-operations have to be nurtured the whole project duration by having regular contact, sending information, newsletter, events where POWER is represented, news etc. It is an intensive process but very effective.

Table 8: Dissemination roadmap for networking activities

	2016	2017	2018	2019
1Q.	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs 3 rd POWER Newsletter to NETWERCH2O, BlueSCities, Dubrovnik Declaration of Intent Signatories, EIP Water - Action Group City Blueprints, CAPS, ALEO-Network (all project partners)	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs EUROCITIES, Start of co-operation BUND-Network & Friends of the earth, Start of co-operation	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs
2Q.	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs	ICT4Water, Start of co-operation Energy Cities, Networking during their annual conference Telecom with 'National Flood Forum' in LCC World Water Day – direct public engagement via stand in shopping centre in MK, UK Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs ICT4Water, Social network co-operation Covenant of Mayors, Start of co-operation 4 th POWER Newsletter to NETWERCH2O, BlueSCities, Dubrovnik Declaration of Intent Signatories, EIP Water - Action Group City Blueprints, CAPS, ALEO-Network (all project partners) Telecom with 'CRT' in LCC Leicester Riverside Festival	World Water Day – direct public engagement via stand in shopping centre including press release in MK, UK Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs IWA Cities of the Future group, Start of co-operation	World Water Day – direct public engagement via stand in shopping centre including press release in MK, UK Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs

3Q.	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs 1 st POWER Newsletter to NETWERCH2O, BlueSCities, Dubrovnik Declaration of Intent Signatories, EIP Water - Action Group City Blueprints, CAPS, ALEO-Network (all project partners)	Emscher Genossenschaft/ Lippeverband, Start of co-operation Presentation to 'Friends of the Earth' Contacting local volunteer, charity and activist groups Emscher Genossenschaft/ Lippeverband, Joint event at the CA international conference Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs
4Q.	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs 2 nd POWER Newsletter to NETWERCH2O, BlueSCities, Dubrovnik Declaration of Intent Signatories, EIP Water - Action Group City Blueprints, CAPS, ALEO-Network (all project partners)	Contacting local volunteer, charity and activist groups Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs CEMR, Start of co-operation	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs	Meetings with different delegations (governmental ministers, business and academic experts etc.) of the KDCs

Table 9: POWER KPIs for dissemination – networking activities

Dissemination KPIs	Phase 1 m1-m20	Phase 2 m20-m36	Phase 3 m36-m48	Overall
Number of networks to which we forwarded the POWER newsletter (other organization e.g. CAPSSI community)	10	50	70	70
Number of networks, organization etc. which are multipliers of the POWER project	5	10	20	20

2.6.4 Presentations on Conferences and Events

Presentations and conferences are a dissemination and communication method. Due to the importance of the effect of conferences and events, table 10 was also included in D5.2.

Presentations to create awareness of the importance of the POWER DSP model are a central dissemination activity for the whole consortium. The importance of POWER with regard to environmental challenges to European society and beyond will be visualised at selected events and the project's progress will be

promoted using the websites and social networks. To attract the interest of potential stakeholders' project partners will participate on national, European and international events and conferences (table 10).

Taking part on this and other events and conferences includes spreading disseminating materials & networking activities and additionally presentations, scientific publications, conference posters, in-situ-sessions, workshops or demonstrations.

The participation on events and conferences started from the very beginning of the project and was intensified with the finalized dissemination materials (M6) to the end of the project (M48).

Final POWER Conference

The results, experiences and recommendations of POWER will be presented to and discussed with policy makers and other stakeholders at a final conference within the last six months of the project (M43-M48). The conference will also serve as a networking possibility for promoters and multipliers. It will be linked to a larger event to attract more participants, e.g. Climate Alliance Annual Conference October 2019 or similar conference. The conference aims at an international audience and will be held in English.

If the final conference will be held at the Climate Alliance Annual Conference we propose to choose one of four types of possible incorporation of the final conference into the CA conference:

1. It is the topic of the CA conference with a conference title refers to "WATER AND CLIMATE CHANGE". This would include a plenum session in the morning where attend min. 100 participants, four workshops of our 4 demonstration cities in the afternoon where they deal with their appropriate topic.
2. A half-day event of the CA conference during the general assembly of CA members. This would include a general overview, a demonstration of the DSP and afterwards 4 parallel in-situ-sessions of the key demonstration cities presenting the four topics.
3. A half-day event - a day before the CA conference starts. This would include a general overview, a demonstration of the DSP and afterwards 4 parallel in-situ-sessions of the key demonstration cities presenting the four topics. In the evening a get-together would take place organized by the city.
4. A stand-alone event, situated approx. in Frankfurt, Germany. Two possible events could take place:
 - a. A half-day event which would include a plenum with general overview, a demonstration of the DSP and afterwards 4 parallel in-situ-sessions of the key demonstration cities presenting the four topics.
 - b. A full-day event which include a plenum with general overview, a demonstration of the DSP and afterwards 4 parallel in-situ-sessions of the key demonstration cities presenting the four topics. Followed by excursion to city of Frankfurt most advanced water related projects.

The audience of Climate Alliance Annual Conference consists of international municipal experts or local and regional politicians, our project partners, the follower cities e.g. City Blueprints, Netwerch2O and others. We expect the participation of up to 100 attendances.

We will announce this final conference through the POWER project website, social media, newsletter and press release.

Table 10: Schedule of events and conferences used for POWER dissemination & communication

	2016	2017	2018	2019
Jan			5 Cycles of Conferences "Aigua I Mon", Sabadell, Spain	
Feb		DSI Fair 2017 – a CAPSSI Event, Rome, Italy	BDEW (German Association of Energy and Water Industries): Project group	BDEW (German Association of Energy and Water Industries): Project group

			digitalization of water management (date & place confirmation pending)	digitalization of water management (date & place confirmation pending)
Mar	NETWERCH2O Conference and General Assembly, Pisa, Italy	Waterwise 2017 – ICT4Water Cluster Event, London, UK Resilience Workshop at Open University, Heerlen, The Netherlands	Waterwise Water Efficiency Conference & Water Saving Week (date & place confirmation pending) Flood and Coast 2018, Telford, UK	Waterwise Water Efficiency Conference & Water Saving Week (date & place confirmation pending) Flood and Coast 2019 (date & place confirmation pending)
Apr		Energy Cities Annual Conference, Stuttgart, Germany Meeting of the Union for the Mediterranean, Valletta, Malta	Energy Cities Annual Conference (date & place confirmation pending) UK Water Saving week & Waterwise annual conference, London, UK	Energy Cities Annual Conference (date & place confirmation pending) UK Water Saving week & Waterwise annual conference (date & place confirmation pending)
May	Adaption Future Conferences 2016, Rotterdam, the Netherlands CAPS Community Meeting and Workshop, Berlin, Germany First International ECSA Conference 2016, Berlin, Germany	Water Nexus Conference 2017, Dresden, Germany Save Water Southeast conference, Woking, UK Salón Tecnológico del Agua, XXXIV Jornadas Técnicas de AEAS, Tarragona, Spain	National Climate Alliance Conference 2018, Kaiserslautern, Germany International Conference on ICT for Sustainability (ICT4S), Toronto, Canada	National Climate Alliance Conference 2019, (date & place confirmation pending), Germany
Jun	Strategieworkshop Klima-Bündnis im Energiereferat Frankfurt am Main, Frankfurt am Main, Germany ICT4Water Cluster Meeting, Jerez, Spain DSI4EU: Shaping the Future of Digital Social Innovation, Brussels, Belgium	The annual international Congress of the Energy Agency Rhineland-Palatinate, Mainz, Germany ICPP 3 – Singapore 2017 – The International Conference on Public Policy, Singapore EUSEW, Brussels, Belgium Dagstuhl Seminar: Citizen Science Design & Engagement, Wadern,	International Workshop on the Social Web for Environmental and Ecological Monitoring (SWEEM 2018, (date & place confirmation pending) 3rd Efficient Water Systems International Conference, Lefkada Island, Greece	

		Germany AWWA – American Water Works Association – Annual Conference & Exposition, Philadelphia, USA		
Jul	Integration von Klimaschutz und Klimaanpassung auf kommunaler Ebene, Freiburg, Germany	Research Seminar at National University of Singapore, Singapore Research Seminar at Lee Kuan Yew School of Public Policy, National University of Singapore	Annual CAPS community workshop organized by CAPSSI (date & place confirmation pending) Multi Conference on Computer Science and Information Systems MCCSIS (date & place confirmation pending) 13th International Conference on Hydroinformatics, Palermo, Italy Conference on Interdisciplinary Social Sciences, Granada, Spain	HCI International 2019, Amsterdam, Netherlands
Aug				
Sep	Wassersensible Stadtentwicklung in der wachsenden Stadt Frankfurt am Main, Frankfurt am Main, Germany	International Climate Alliance Conference 2017, Essen, Germany WATEC 2017, POWER side event, Tel Aviv & Jerusalem, Israel EIP WATER CONFERENCE 2017, Cluster Meeting, Porto, Portugal	World Water Week (date & place confirmation pending)	World Water Week (date & place confirmation pending) WATEC 2019, Tel Aviv & Jerusalem, Israel
Oct	International Climate Alliance Conference & Climate Star Gala, Krems an der Donau, Austria India-EU Water Forum. World Sustainable Development Summit 2016, Delhi, India		International Climate Alliance Conference 2018, Barcelona, Spain European Utility Week (date and place confirmation pending) i-KNOW International Conference on Knowledge Technologies and Data-driven Business (date and place confirmation pending) Earth System Governance Conference, Lund, Sweden	International Climate Alliance Conference 2019, place tbc European Utility Week (date and place confirmation pending)

Nov	Web Summit 2016 Lisbon Alpha Exhibition, Lisbon, Portugal			
Dec	Wassersensible Stadtentwicklung für lebenswerte, klimaangepasste und ressourcenleichte Städte, Wiesbaden, Germany			

Table 11: POWER KPIs for dissemination - events

KPIs for dissemination	Phase 1 m1-m20	Phase 2 m20-m36	Phase 3 m36-m48	Overall
Number of participation on events and conferences	20	15	15	50
Number of presentations, special sessions, workshops etc. on events and conferences	12	12	12	36

2.6.5 Scientific and Professional Publications

Results of the project are published in technical conferences and journals, with special focus on the new platforms and technologies developed. This action is important for two reasons: (a) new technologies need to be subjected to comments of technical committees putting it to test in comparison with other similar techniques; (b) new technologies need to generate traction and demonstrate their potential early on. Some of the published information may be sensitive and of commercial interest; the consortium agreement will layout guidelines to follow in the cases where the article contains confidential material, or where the technology is in the process of being patented.

Already published or submitted/under review scientific and professional publications are:

- a. The work on the governance capacity framework developed in WP 4 and described in D4.7 (accepted) has already led to first paper submissions within the POWER project introducing the Governance Capacity Framework's assessment method:
 - Koop SHA, Koetsier L, Van Doornhof A, Van Leeuwen CJ, Brouwer S, Dieperink C and Driessen PJ (2017) Assessing the governance capacity of cities to address challenges of water, waste, and climate change. Water resources management. DOI: 10.1007/s11269-017-1677-7 <http://rdcu.be/s33P>
- b. Furthermore, the City Blueprint – assessing the city's water management trends pressures and performances (activities of D4.5, due month 44) – is already being applied in multiple target cities. Individual cases studies that have been performed in developing (D4.7) and applying (D4.8) the governance capacity framework and City Blueprint framework (D4.5) are included in three submitted publications. These publications also ensure global validity of the frameworks (cases studies in India and USA):
 - Aartsen M, Koop SHA, Hegger D, Goswami B, Oost J and Van Leeuwen CJ (2017) Increasing Water Governance Capacity in Urban India: Identifying key conditions to improve water services in Ahmedabad. Regional Environmental Change (Submitted)
 - Feingold D, Koop SHA and Van Leeuwen CJ (2017) City Blueprint Approach: Lessons to improve the management and governance of urban water cycle services in the USA. Environmental management (Submitted)
 - Koop SHA, Van Leeuwen CJ and Brouwer S (2017) Assessing governance capacity to address water challenges. Global water forum (Submitted)

- c. Review of ICTs in Urban Water Governance Initiatives worldwide: The key point of the article is that most forms of DSP facilitated citizen-government interactions are not high on democratic participation and deliberation spectrum and comprise lower forms of participation such as being informed and taking part in monitoring. Public managers and policy networks need to reform for closer stakeholder engagement. This fits the tasks D4.1 and D4.7
- Mukhtarov, F., Dieperink, C., and Driessen, P. The Potential Influence of ICT Applications on Public Deliberation in Urban Water Governance. *Urban Studies*. (Under review)
 - Feingold D, Koop SHA and Van Leeuwen CJ (2017) City Blueprint Approach: Lessons to improve the management and governance of urban water cycle services in the USA. *Environmental management* (Submitted)

The planned scientific and professional publications mentioned in table 12 will be released in phase 2, starting in M20 with intense focus of publishing in phase 3.

Table 12: Roadmap of planned scientific & professional publications

Topic	Relevant publication outlets (journals, conferences, professional magazines, etc.)
Public perception of water quality [in the city of Wuxi, China]	Relevant journals: - Journal of Environmental Management - Environment, Development and Sustainability - Sustainability [MDPI]
About socio-technical requirements	Submission of conference paper to: - Thirteenth International Conference on Interdisciplinary Social Sciences (25-27 July 2018, Granada, Spain)
Communicating water challenges through social media	Publication of article in: - 'Geoscientist': professional magazine of Geological Society of London
Flood risk awareness	Publication of article in: - 'The Environment Magazine': professional magazine of CIWEM (Chartered Institution of Water and Environmental Management)
Sustainable Urban Drainage Systems (SUDS) for planners/architects	Web article for: - Susdrain (www.susdrain.org) ('the community for sustainable drainage')
Discussion paper: role of public participation in addressing water challenges	Relevant journal: - 'Quarterly Journal of Engineering Geology and Hydrogeology'
ICT in Water Governance	Relevant journal: <i>Urban Studies</i>
Collaborative learning in flood risk management in the UK with the assistance of DSP	Relevant journal: <i>Journal of Environmental Policy and Planning</i>
A comparative paper with four cases studies in terms of implementation of DSPs based on deep case study approaches	Relevant journal: <i>Global Environmental Change</i>
An in-depth case study of behavioral change in Milton Keynes for water conservation using survey methods	Relevant journal: <i>Environmental Communication</i>

A methodological paper on mixed methods in studying water governance which combines urban governance capacity assessment and in-depth case studies with the example of Leicester	Relevant journal: Water Policy
ICT, Gamification and Social Innovation	Relevant journals: - International Journal of Human-Computer Interaction - Social Innovation eJournal - DVGW energie wasser-praxis - European Public & Social Innovation Review (EPSIR) - Environmental Innovation and Societal Transitions - International Environmental Science and Policy
Exploring attitudes to reduce water use and willingness to pay in the UK	Relevant journals: - Journal of Environmental Management - Journal for Cleaner Production
Near real-time feedback on water use in communal or public buildings: do we use less water?	Relevant journals: - Hydrology and Earth Systems Science - Journal of Environmental Management
Public perception of water reuse schemes in two European Cities (UK and Spain)	Relevant journals: - Journal of Cleaner Production - Science of the Total Environment
Citizens and Science interaction in water environmental challenges (results from Citizens' Science projects)	Relevant journals: - Hydrology and Earth Systems Science - Journal of Hydrology - Journal of Smart Cities
Assessing the impact of social media campaigns in raising awareness on water environmental challenges	Relevant journal: - Science of the Total Environment

Table 13: POWER KPIs for dissemination – scientific & professional publications

Target	Phase 1 m1-m20	Phase 2 m20-m36	Phase 3 m36-m48	Overall
Number of scientific & professional publications (peer-reviewed journals, conferences, book contributions, public reports, ...)	1	6	16	23

2.6.6 Demonstrations

Demonstrations will be held as an information desk, presentation or workshop on events or conferences when DSP is going public. Climate Alliance will organise 5 demonstrations of the DSP and best practise repository on 5 Climate Alliance conferences – on the International Climate Alliance Conference 2017, Essen, Germany (M21), National Climate Alliance Conference 2018, Kaiserslautern, Germany (M29), International Climate Alliance Conference 2018, Barcelona, Spain (M34), National Climate Alliance Conference 2019, place confirmation pending, Germany (M41), International Climate Alliance Conference 2019, place confirmation pending (M46). Furthermore our consortium partner Hagihon will have demonstrations on the WATEC event in Tel Aviv or on the side-events in Jerusalem in 2017 (M21) and in 2019 (M45), where they demonstrate the DSP and its possibilities to a wide target audience.

This method will be useful to get feedback from users or experts on particular issues, to generate interest on our POWER project and to mobilize followers.

To get appropriate feedback from stakeholders early in the project we have involved 4 demonstration cities which give us feedback on functionality, usability and look-and-feel.

Table 14: POWER KPIs for dissemination – demonstrations

Target	Phase 1 m1-m20	Phase 2 m20-m36	Phase 3 m36-m48	Overall
Number of demonstrations	n/a	4	3	7

2.6.7 Pilot case studies and POWER best practice repository

With our four Key Demonstration Cities we like to explain to the community what we did and what we have learned, so others can benefit from our experience.

The demonstration cities are the first users to populate the DSP. They upload four different case studies:

- Milton Keynes: Reduction of water consumption
- Sabadell: Water quality
- Leicester: Surface water flood risk
- Jerusalem: Variables related to water conservation

These four cities together with the networks EIP Water – Action Group City Blueprints and Netwerch2O build a large network dealing with the four topics. With the go-live-state of the DSP hub the four demonstration cities are able to fill in their case studies into the DSP Hub (M18); follower cities will be able to participate in the DSP Pub by M21.

The POWER best practice repository serves as an umbrella providing an overall view to the outside world and a central entry point to the POWER DSP with its instances in the pilot cities. It is accessible to all stakeholders beyond the Key Demonstration Cities and connects and disseminates discussion, exchange and sharing within KDC communities to the outside world. The best practice repository is an important pillar of the POWER dissemination approach, transferring insights and major results from local use of the DSP to broader audience and stakeholders thus extending and supporting the other POWER dissemination channels described in this report. As it also aims to engage with a wide community of follower cities, experts, professionals and other stakeholders, it is described more extensively in D5.2 (and as an important extension to the POWER DSP, its technical details are outlined in D2.3). Figure 1 shows the concept screen of the overview of featured best practices covering the four main water challenges tackled in POWER.

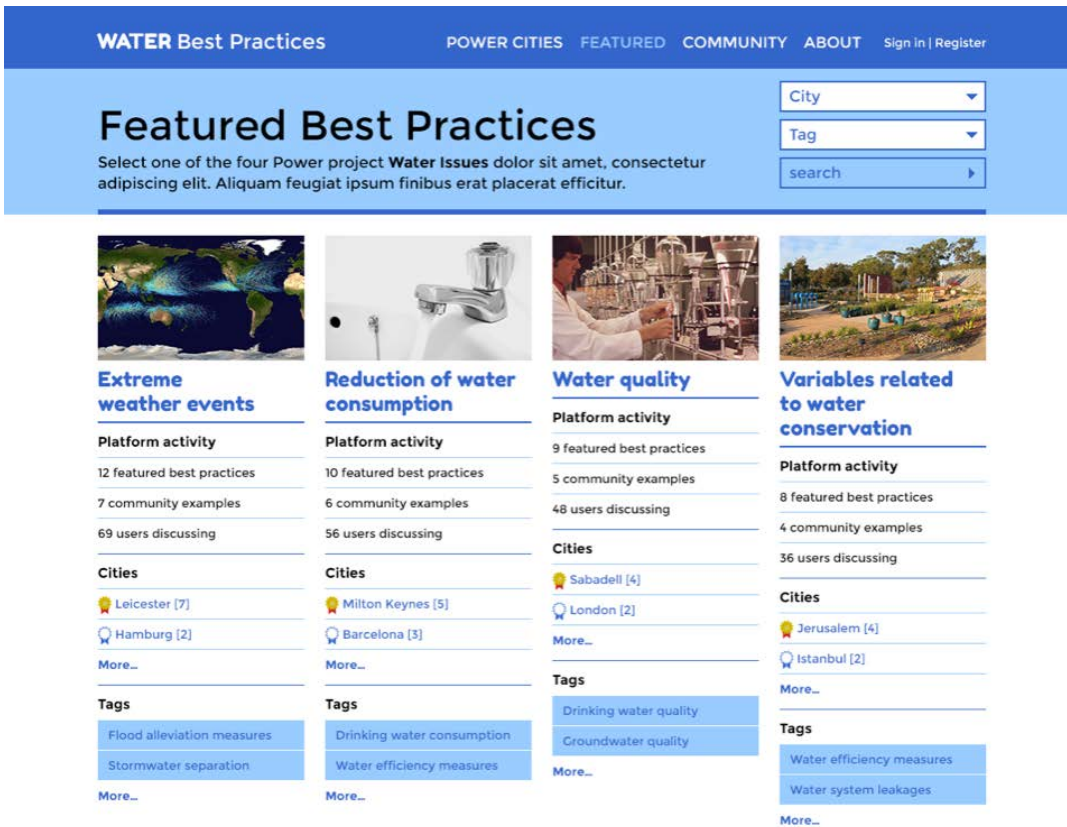


Figure 1: Concept screen of the featured best practices overview

2.6.8 Reports and other documents

A major expression of external dissemination is the production of deliverables. Over the entire project duration (M1-M48), the POWER consortium will produce 31 official deliverables of which 10 deliverables are public. Therefore they will be made publicly available in the project website resources area, social media, if appropriate in the newsletter and press releases in order to spread the project excellence and disseminate knowledge to our target groups.

2.6.9 Executive Advisory Board

The project Executive Advisory Board (EAB) has been recently developed since M18, it can be expected to commence its activities from M20 onwards. The EAB is composed of representatives of relevant scientific and professional institutions who can objectively evaluate, from different specialist perspectives, the progress of the action to date (membership of the EAB is described in D5.2).

Besides reviewing and offering continuous input and feedback to the project partners, the EAB will ensure essential cross-sector bridge-building during the project and greatly enhance the communication and dissemination of the project's activities, helping to look beyond the natural life of the action.

The EAB will be expected to convene virtually in M24, M30, M36 and M42 meetings as well as having an important role during the Final Project Conference.

2.7 Impact of Dissemination Activities

A series of key performance indicators (KPI) has been defined, to measure the impact of the dissemination activities carried out by the project consortium:

Table 15: POWER KPIs for dissemination – target values

Tools	KPIs	Target value
Newsletter	Number of recipients of newsletters with POWER news	~9,000
	Number of POWER project newsletters sent out	At least 8
	Number of Climate Alliance eCLIMAIL newsletters with POWER information sent out	At least 8
	Number of other networks to which we forwarded the POWER project newsletter (other organizations e.g. CAPSSI community)	70
Other Websites	Number of POWER project news on other websites e.g. project partners website, Covenant of Mayors website etc.	>50
Press releases	Number of press releases	At least 6
Events and conferences	Number of events and conferences where leaflets are spread	At least 50
	Number of presentations, special sessions, workshops etc. (at least 3 per project partner)	At least 36
Networking activities	Number of networks, organizations etc. which are multipliers of the POWER project	20
Demonstrations	Number of demonstrations	7
Scientific and professional publications (peer-reviewed journals, conferences, book contributions, public reports, ...)	Number of scientific and professional publications	23
Best practice repository	Number of visits	4,000
	Number of contributions	100

The KPIs regarding only communication and engagement methods, described in table 5, are mentioned in D5.2

3 Conclusions

The second draft of the deliverable D5.1 presents a more detailed plan as a precondition for successful dissemination which is important to generate more impact and identify followers for this initiative. With our transdisciplinary consortium of academic partners, local authorities, ICT experts and pilot cities we have the great opportunity to offer fruitful solutions for water related problems with an innovative DSP which are scientifically and practical tested. Various materials were and will be created to distribute our solutions to the whole target audience. These materials were and will be disseminated through different methods and activities to the project partners' networks which range from locals to academics to municipality officers. Everyone, from locals to politicians, can participate from the results of this EU-project. On basis of this a main focus in this project is dissemination; therefore an extra task for dissemination was set up. Our **key activities** with the greatest impacts are our enormous distribution list which is import for different methods we use like newsletter, social media, invitations to our workshops/ trainings/ social hub activities/ industry panels and networking activities, our presence and activities on numerous events and conferences on which we represent POWER and demonstrate its tools.

Key stakeholders are City Blueprints Cities and the Netwerch2O which can give an immense impulse for disseminating the project and its ideas to a wide network of cities. A further important factor in doing dissemination is that our project tool, the **DSP** is going online. **Follower cities** can only be reached by dissemination and by demonstrating the DSP to them. Only by having a working DSP and showing its possibilities they can discover its value.

Also we have to highlight next to the DSP the impact of the **best practice repository**. Local authorities can participate with less effort and technical knowledge at the POWER project by using the best practise repository tool and load up their best practice water projects. They can represent their actions and results in different languages to a wide range of interested stakeholders and experts. It is a first step which can lead to the idea to use an own POWER DSP and further to be a follower city.

Last but not least we have to accentuate the importance of the **individual actions** made by the pilot cities themselves. These interactive actions like stands or workshops with interested parties enable the cities (politicians and municipally officers & experts) to get in a close contact with business representatives, locals and activists, to involve them and to disseminate the message of this project.

This dissemination concept helps the whole consortium to reach the objectives of the POWER project and aims to ensure a wide spreading of the POWER results and a major impact.

4 References

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European Commission, http://ec.europa.eu/chafea/management/Fact_sheet_2010_06.html, (30.01.2012)