This project has received funding from the European Union's Horizon EUROPE research and innovation program under grant agreement No. 101086512.

This project was funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant number 10066637].

Call: HORIZON-CL6-2022-GOVERNANCE-01
Project 101086512

INN WATER

Promoting social innovation to renew multi-level and cross sector water governance

D6.1: InnWater Multi-level Communication and Dissemination strategy and plan #V1

Author: Julie Magnier (OiEau)
Co-author: Natacha Amorsi (OiEau)

Delivery date: 31/08/2023

Disclaimer

This document reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

Intellectual Property Rights

© 2023, InnWater Consortium

All rights reserved.

This document contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

This document is the property of the InnWater Consortium members. No copying or distributing in any form or by any means is allowed without the prior written agreement of the owner of the property rights. In addition to such written permission, the source must be clearly referenced.

Project Consortium

Document information

Programme	HORIZON Research and Innovation Action - HORIZON-CL6-2022-GOVERNANCE-01-06
Grant Agreement N°	101086512
Project Acronym	**InnWater**
Project full name	Promoting social INNovation to renew multi-level and cross sector WATER governance
Start of the project	1 March 2023
Duration	36 months
Project coordination	Natacha Amorsi, Office International de l'Eau - OiEau
Deliverable	**D6.1: InnWater Multi-level Communication and Dissemination strategy and plan #V1**
Work Package	**WP6: Impact maximisation**
Task	**Task 6.1: Building InnWater Communication and Dissmeination ecosystem**
Lead Beneficiary	International Office for Water (OiEau)
Author(s)	Julie MAGNIER (OiEau), Natacha AMORSI (OiEau)
Contributor(s)	Natacha JACQUIN (OiEau)
Quality check	Gábor UNGVARI (REKK), Gustav THUNGREN (SIWI)
Planned Delivery Date	31/08/2023
Actual Delivery Date	31/08/2023
Citation	Magnier, J., Amorsi, N. (2023): InnWater Multi-level Communication and Dissemination strategy and plan #V1. Deliverable D6.1 EU Horizon InnWater Project, Grant agreement No. 101086512
Dissemination Level	Public

Revision history

Version	Date	Author(s)/Contributor(s)	Notes
V1	08/06/2023	Julie MAGNIER (OiEau), Natacha AMORSI (OiEau)	First version
V2	07/07/2023	Julie MAGNIER (OiEau), Natacha JACQUIN (OiEau),	Feedbacks from partners taken into account and results of the partners survey
V3	25/07/2023	Julie MAGNIER (OiEau)	Review by REKK and SIWI
V4	01/08/2023	Natacha AMORSI (OiEau)	Feedbacks and modifications by Natacha AMORSI
Vf	31/08/2023	Julie MAGNIER (OiEau)	Final version

Funded by the European Union
UK Research and Innovation

TABLE OF CONTENT

EXECUTIVE SUMMARY 6
LIST OF FIGURES AND TABLES 7
ACRONYMS 7
1. Introduction 8
1.1 Communication, dissemination (and exploitation) key objectives 8
1.2 Phases of InnWater communication and dissemination activities 9
1.3 Challenges of the communication and dissemination activities 10
1.4 Different blocks of communication and dissemination 11
1.5 A gender responsive communication plan 11
2. InnWater targeted audiences: the "Who" dimension of the strategy 13
2.1 Initial overview 13
2.2 Creation of the personas 13
2.2.1 InnWater personas: the link among Communication, Dissemination and Exploitation 14
2.2.2 InnWater personas: a work packages perspective 14
2.2.3 Method to create InnWater personas 15
2.3 First insight of InnWater personas 15
2.3.1 Association's persona 17
2.3.2 Water manager's persona 18
2.3.3 Researcher's persona 19
2.3.4 Small and Medium Enterprises' persona 20
3. InnWater messages and vision: the "What" dimension of the strategy 21
3.1.1 InnWater vision 21
3.1.2 InnWater general key messages 22
3.1.3 First key tailored messages to InnWater targeted audiences 23
4. InnWater materials and channels: the "How" dimension of the strategy 25
4.1 Communication and Dissemination Materials 25
4.1.1 Visual identity 25
4.1.2 Templates 25
4.1.3 Leaflets 27
4.1.4 Poster 29
4.1.5 EU funding statement 29

4.2 Communication and Dissemination Channels 31
4.2.1 Social media 31
4.2.2 Website 31
4.2.3 Events 32
5. InnWater communication and dissemination activities: the "When" dimension of the strategy 33
6. Partners roles and procedures 34
6.1 Overall structure 34
6.1.1 Role of the WP6 leader 34
6.1.2 Role of the WP6 workforce 34
6.2 General procedures 35
6.3 Planning to write new posts and articles 35
7. Monitoring 36
7.1 Key Performance Indicators 36
7.2 Reporting 37
8. Conclusion and next steps 38
References 39
Annex 1: List of InnWater Deliverables 40
Annex 2: Planning of WP6 monthly meetings 42
Annex 3: Stakeholders online survey 43
Annex 4: Overall planning of the project 45
Annex 5: Planning for partners to write new posts and articles – Version 1 46
Annex 6: Posts for social media and examples from LinkedIn and X (Twitter) 47
Annex 7: Project visuals 49
InnWater Work Packages 49
InnWater Governance structure 49
InnWater Method 50
InnWater Specific objectives 50
InnWater Pillars 51
InnWater Expected results 51

Funded by the European Union
UK Research and Innovation

EXECUTIVE SUMMARY

InnWater is a three years European project that has started in March 2023. It brings together 13 partners with different expertise and stakeholders from 6 countries, to promote social innovation to renew multi-level and cross sector water governance.

The Communication and Dissemination plan and strategy is a key document explaining the strategy chosen to communicate on the project and disseminate its outcomes. It details how the communication and dissemination activities will be carried out during the project, answering who (target audience), will receive what (key messages), when (time planner) and how (tools and channels used).

This document also shows how Communication and Dissemination activities will take into consideration gender equality, especially by working on the way we communicate using gender sensitive language.

This Deliverable D6.1 is part of Task 6.1 dedicated to the building of the InnWater communication and dissemination ecosystem, and led by OiEau, due at M6 (August 2023). It is linked with Task 6.2 related to the business and exploitation plan, as InnWater's method to work on the exploitation is embedded in the communication and dissemination activities. Thus, some elements of this Deliverable 6.1 such as the description of persona (or profiles) will be used for the Deliverable 6.5 Exploitation Road map and update V#1.

InnWater is part of a synergy group composed of three European projects, InnWater, GOVAQUA and RETOUCH NEXUS, all funded by the European Union's Horizon Europe Research Programme. Called WaterGovernance2027, this group will try to find synergies in terms or development, research and communication, which will be used to further develop the C&D strategy.

This document will be updated during the last year of the project (M34 – December 2025), to explain the main changes decided during the project, improve some parts if needed and adapt it to the context.

Annex 1 presents the Deliverables of InnWater and Annex 7 some graphs illustrating the project.

Key contacts of InnWater communication and dissemination: Julie Magnier (OiEau, j.magnier@oieau.fr), Natacha Amorsi (OiEau, n.amorsi@oieau.fr)

InnWater Work force is composed of at least one person per organisation and internally communicate via the distribution emails list: wp6-innwater@oieau.fr

All the documents related to WP6 are available on the project Teams platform

Social media: LinkedIn: https://www.linkedin.com/showcase/innwater

X (formerly Twitter): @InnWater_EU

Website: http://www.innwater.eu/

Funded by the European Union
UK Research and Innovation

LIST OF FIGURES AND TABLES

❖ Figures

FIGURE 1: PHASES OF THE INNWATER PROJECT AND ASSOCIATED MAIN MESSAGES 9
FIGURE 2: EXAMPLES OF COMMON GENDERED NOUNS AND ALTERNATIVES. SOURCE : TOOLKIT ON GENDER-SENSITIVE COMMUNICATION – EIGE 12
FIGURE 3: INNWATER TARGETED AUDIENCES, MAIN TOOLS FOR COMMUNICATION, DISSEMINATION, AND EXPECTED IMPACT 13
FIGURE 4: VALUE PROPOSITION CANVAS STRUCTURE 14
FIGURE 5: INNWATER VISION 21
FIGURE 6: TEMPLATES FOR WORD DOCUMENTS 26
FIGURE 7: TEMPLATES FOR POWERPOINT DOCUMENTS 26
FIGURE 8: INNWATER LEAFLET - VERSION 1 27
FIGURE 9: INNWATER PILOT SITE LEAFLET (EXAMPLE : EN VERSION FOR HUNGARIAN PILOT SITE) – VERSION 1 28
FIGURE 10: INNWATER POSTER – VERSION 1 29
FIGURE 11: EC LOGOS TO DISPLAY 30
FIGURE 12: SOME OF THE "DON'TS" WHEN ACKNOWLEDGING FOR EU FUNDING 30
FIGURE 13: FUNCTIONING OF THE INNWATER WORKFORCE 34

❖ Tables

TABLE 1: CHALLENGES WHEN COMMUNICATING ABOUT INNWATER 10
TABLE 2: KEY QUESTIONS OF INNWATER ON-LINE SURVEY 15
TABLE 3: INNWATER GENERAL KEY MESSAGES 22
TABLE 4: INNWATER'S FIRST KEY MESSAGES ACCORDING TO THE TARGETED AUCIENCES 24
TABLE 5: INNWATER'S MAIN COLOURS 25
TABLE 6: PARTNERS ROLE IN C&D ACTIVITIES 35
TABLE 7: INNWATER COMMUNICATION AND DISSEMINATION KPIS 36
TABLE 8: SHARED DOCUMENT FOR REPORTING C&D ACTIVITIES 37

ACRONYMS

C&D	Communication and Dissemination
CDE	Communication, Dissemination and exploitation
EC	European Commission
R&I	Research & Innovation
WEFE	Water, Energy, Food, Ecosystem
WP	Work Package

Funded by the European Union
UK Research and Innovation

1. INTRODUCTION

InnWater is a three years European project that has started in March 2023. It brings together 13 partners with different expertise and stakeholders from 6 countries, to promote social innovation to renew multi-level and cross sector water governance.

The InnWater Communication and Dissemination (C&D) strategy aims at ensuring the targeted audiences are reached through the lifetime of the project and beyond by:

- being clear about the objectives of the project and challenges faced (WHY);
- defining WHO are the targeted audiences;
- setting key messages for each targeted audience (WHAT);
- providing materials, channels and procedures to support effective C&D (HOW);
- setting a planning over the time frame of the project (WHEN);
- listing the monitoring tools.

The elaboration of this strategy is done in collaboration with all the project's partners and in accordance with EC guidances on Communication, Dissemination and Exploitation (Scherer et al., 2018), as well as guidances documents on gender-sensitive communication (EIGE, 2019).

This deliverable will be revised and updated in Month 34 of the project, to account for feedbacks but also new contextual elements.

1.1 Communication, dissemination (and exploitation) key objectives

As explained by the European Commission (Scherer et al., 2018), communication, dissemination and exploitation activities all aim to help maximise the impact of R&I actions. The activities can sometimes overlap, but differ in the objectives, focus and target groups that they address.

In the context of InnWater, the exploitation is linked to communication and dissemination. Indeed, the development of the InnWater personas will be used in the development of the value proposition canvas (which is the first step of the exploitation road map that will be presented in D6.5 (see section 2.2.1 for more details).

The overall objectives of the InnWater C&D strategy are to:

- Communicate and disseminate InnWater progress, results and outcomes
- Maximize the impact of the project
- Ease the transition from raising awareness on water governance to transferring InnWater results and outcomes to the targeted audiences
- Supporting the Pilot sites community (WP5) in their C&D activities
- Provide tailored recommendations to the different targeted audiences
- Provide guidelines with good practices for project partners to promote a gender-sensitive project communication.

InnWater Communication aims at promoting the project and its results, targeting at multiple audiences beyond the project own's community (gathered in the networks of the InnWater partners and in the pilot site community), including media and broad public.

InnWater **Communication objectives** are:

- Inform and reach out to targeted audiences about the project, its challenges and what it will bring to their everyday life, and ensure they are engaged;
- Pay attention to any behavioural differences between male and female targeted audiences;
- Clarify the common view on the project's objectives and outcomes to agree on a unified and consistent message for all the project partners;
- Ease the transition from raising awareness on water governance to transferring InnWater results and outcomes to the targeted audiences;
- Support the Pilot sites community in their C&D activities.

Dissemination is about transferring the knowledge and results of the project, with the aim to enable others to use and take up results, thus maximising the impact of the EU-funded research.

InnWater **Dissemination objectives** are:

- To make the results and tools developed through the InnWater project available to the targeted audiences;
- Provide tailored recommendations to the targeted audience;
- Provide concrete resources (tools, platform, training, policy briefs) to specific targeted audience;
- More informed and engaged stakeholders and end users (women, men, youth, the aged and ethnic minorities);
- Ensure that the project outputs will be used after the end of the project.

Exploitation is about setting the scene to the effective use of InnWater results, and translating research concepts into concrete solutions. Related specific objectives will be further detailed in D6.5 Exploitation Road map, due at month 18.

1.2 Phases of InnWater communication and dissemination activities

Three main phases are planned to ensure effective C&D activities, coinciding with the working plan of the project (Figure 1). The planning phases will allow to progressively narrow the scope from the general context and challenges to maximizing impact from the results of the project:

- M1-M18: Raise awareness on the importance of water governance as well as explain the project;
- M12-M32: Communicate results: progress made, tools and publications available, platform;
- M32-M36: Generate impact and facilitate replicability for the different targeted audiences.

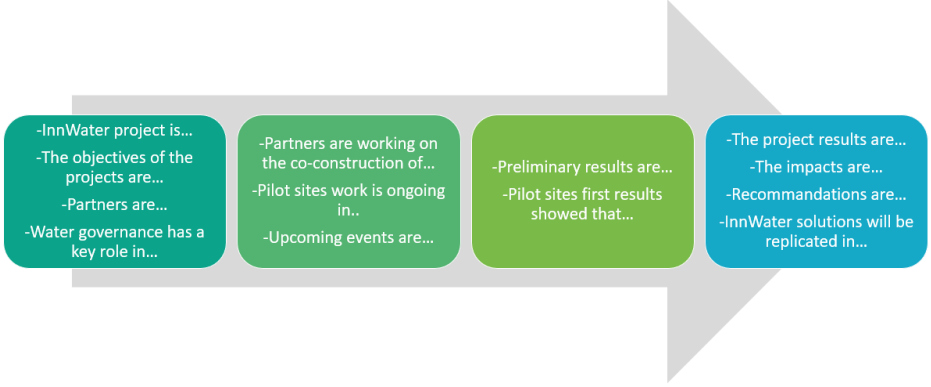


Figure 1: Phases of the InnWater project and associated main messages

Funded by the European Union
UK Research and Innovation

1.3 Challenges of the communication and dissemination activities

A joint activity involving InnWater partners during the kick-off meeting highlighted some challenges and attention points to take into account when communicating on the InnWater project and disseminating its results. They are presented in the table below.

On the message

- Awareness of the importance of water governance, benefits to be understood by everyone (to get support and feedback from society especially). Also for other main concepts like water management
- Importance of making some concepts understandable by the different targeted audiences (ex: water governance)
- Explain the concepts, but also give some reasons, context and links
- Key messages to adapt to the targeted audience. Be careful with citizens in particular.
- Do not create misunderstanding (ex: the project will lead to higher water prices)
- Staying objective (not subjective)

On the methodology

- Do not over-communicate, have clear, targeted and concise messages
- Different languages: a need for everyone to communicate in its own language
- Level of language to be tailored to the different audiences
- Important to involve stakeholders, not only to communicate towards them
- Feedbacks from Communication are needed all long the process
- Be careful of the time to draft publications, especially scientific one
- Empowerment: targeted audience are able to decide by themselves.

On the materials

- Be careful with using social media, on what messages we send to the public, taking into account local context and historical elements (ex. La Réunion and messages on water, which is a sensitive topic)
- Be careful on the different versions of the services and products: be coherent on the messages and don't give false info (ex: V1 very different from V2)
- Storyline (or Storytelling) could be an interesting tool, adapted to targeted audiences. To get people interest, the message should show the impact of the project on the society, and make it relevant to our everyday lives, so that people understand.

Specific points

- These C&D activities could help in creating link between pilot sites and local stakeholders
- Question on how to be sure we reached objectives?
- Each partner has its organisation networks but also each individual has its one: rely on both to communicate.

Table 1: Challenges when communicating about InnWater

1.4 Different blocks of communication and dissemination

The InnWater C&D strategy relies on three blocks interconnected to a cross-cutting and strategic layer.

The internal communication is dedicated to ensure smooth collaboration and exchange of information between partners on the progress and main news on the project, across its lifetime. WP6 monthly meetings have been planned (Annex 2), and shared documents are available on the project's platform, for all partners to indicate their activities related to communication and dissemination.

Activities related to this block also concern creating visual such as the logo, templates, leaflets, general presentation of the project, as well as provide tips and help for partners if needed.

The external communication aims at reaching stakeholders of the project. The materials created (logo, leaflets, posters…) are used, as well as the project website and social media (LinkedIn and X (Twitter)) to share news and outcomes of the project. The networks of the partners involved in InnWater will also be used to communicate the project, as well as other EU initiatives.

The dissemination block targets audiences that may take an interest in the potential use of the results of the project.

Public reports (deliverables), social innovation factsheet, policy briefs, events and roadshow will in particular be used to promote the project and engage with the targeted audiences. The dissemination level also aims at supporting the other WPs such as the Pilot sites. The objective is to start the replication of InnWater results.

The cross-cutting strategic layer brings together all these blocks to ensure that the C&D activities deliver useful and targeted messages and contents. In practice, it consists in being proactive with the three previous blocks to create awareness on the topics related to InnWater, liaise with other initiatives and pave the way for useful InnWater products and services.

1.5 A gender responsive communication plan

In 2007, the Council of Europe called for equality of treatment, especially no discrimination "such as sex, ethnic origin, religious belief […]" when public authorities work with private persons (Council of Europe, 2007).

Attention will be paid on several points while working on InnWater Communication and Dissemination activities:

- Continuously consider what impact the communication activities will have on gender relations and gender equality
- For target audience: take into consideration if women and men are presented as a homogeneous group
- Key messages: special attention will include sex-disaggregated data and gender-specific information
- Resources and materials: support material include webpages, brochures, videos, publications, etc. are inclusive and accessible to all genders, and stakeholders. Consider how women, men, are portrayed in each material.

- Communication channels and periodicity: How do women and men perceive the selected channels? Proposed channels will consider gender-based preferences.
- Monitoring and evaluation: in the monitoring of the communication plan, consider how the results may include sex-disaggregated data.

Gender-sensitive communication requires a comprehensive positioning and use of language and visuals contributing to the equal representation of women and men, equal benefiting from resources and opportunities, equal assumption of roles, protection of balance in decision-making processes, questioning stereotypes and mainstreaming gender equality.

All the summaries, reports and communication support will be written in a gender sensitive language.

InnWater will provide a guide (best practices) on inclusive language for written communications as well as visual and audio materials which are produced by the project. This Gender-Sensitive Communication guide is both a tool and an indicator of gender equality mainstreaming efforts of the project.

InnWater will be exemplary in its communication. The guide will focus on social innovative water governance. Particular attention will be paid not only to oral and written language, but also to images, messages and representations, showing, for example, the diversity of profiles and status. A glossary will be produced and put on the project platform to explain key terms to have a common understanding on how to use a gender sensitive language.

This guide will be based on existing guides, but with a focus on water governance. Examples will be given (Do, Don't).

The key principles for inclusive language use are:

- Recognise and challenge stereotypes.
- Be inclusive and avoid omission and making others invisible.
- Be respectful and avoid trivialisation and subordination.

Gendered nouns	Alternatives
X Businessman or businesswoman	√ Business executive
X Chairwoman or chairman	√ Chair or chairperson
X Female lawyer	√ Lawyer
X Policeman or policewoman	√ Police officer
X Repairman	√ Repairer, technician
X Steward or Stewardess	√ Flight attendant

Figure 2: Examples of common gendered nouns and alternatives. Source : Toolkit on Gender-sensitive Communication – EIGE

2. INNWATER TARGETED AUDIENCES: THE "WHO" DIMENSION OF THE STRATEGY

"Know your audience" is at the centre of InnWater communication and dissemination activities. To ensure the messages are well tailored, to provide meaningful contents, as well as to move from raising awareness towards engagement, a good knowledge of the targeted audiences is important. This is why InnWater has started to work on personas. Personas are typical users' profiles, representing a part of the targeted audience of a project (ex: researchers).

This section will show the method used to collect information from the persona, and how it fits in with the project.

2.1 Initial overview

To date, InnWater has identified five main groups of stakeholders as targeted audiences. Figure 3 proposes a first list of individual categories of stakeholders and also shows the foreseen activities in terms of communication, dissemination and their related impact.

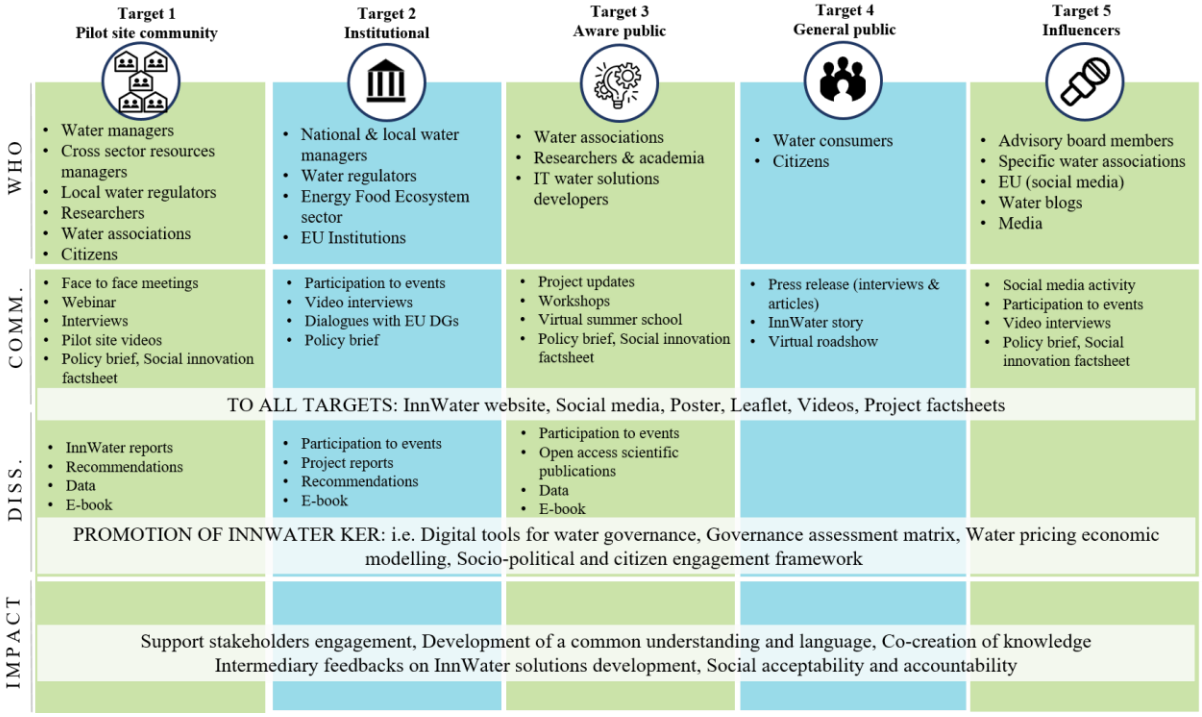


Figure 3: InnWater targeted audiences, main tools for communication, dissemination, and expected impact

The next step is to describe more precisely each of these categories of stakeholders, to know more about their needs, challenges and expectations.

2.2 Creation of the personas

'Know your audience' motto is highly important to develop InnWater C&D strategy. Two approaches are combined to gather the information on the stakeholders' profiles and to allow a targeted and tailored communication and dissemination, as well as to understand the

Funded by the European Union
UK Research and Innovation

specific needs of the potential users of InnWater results. The first approach uses the information on the InnWater personas (gathered for the CD) to set the ground for the exploitation. The second focuses on the specific needs of the potential end-users of InnWater results (reflected here through WP4 dedicated to the development of InnWater digital tools for water governance and WP5 dedicated to InnWater five pilot sites).

2.2.1 InnWater personas: the link among Communication, Dissemination and Exploitation

InnWater's method to work on the exploitation is embedded in the communication and dissemination activities. As stated in section 1.1, exploitation is about to set the scene to effectively use InnWater results and make concrete use of the research results (not restricted to commercial use).

Establishing InnWater stakeholders' profiles will feed the InnWater Value Proposition Canvas (inspired from Osterwalder et al., 2014), which is the first step towards the Business and Exploitation Road Map[1]. Indeed, the development of the Value Proposition Canvas aims at describing InnWater products and services (value proposition map, see fig.4) according to the targeted audiences' needs (target profile, see fig 4).

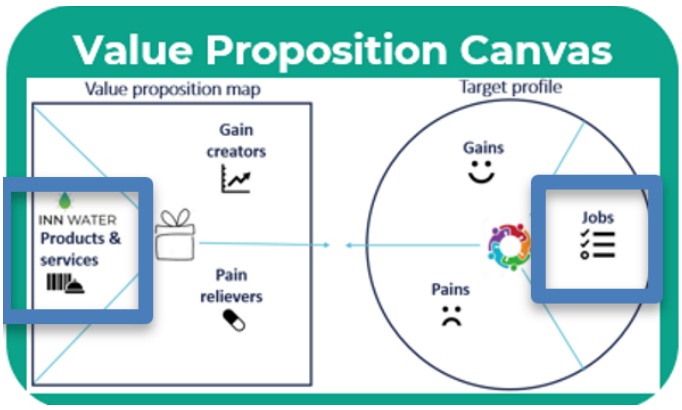


Figure 4: Value Proposition Canvas structure

2.2.2 InnWater personas: a work packages perspective

WP4 and WP5 are also inquiring stakeholders' profiles from other perspectives.

- WP4 (Digital tools for water governance) has open a survey also addressed to InnWater partners to link the different tools (that will be developed by WP4) to their potential end-users;
- WP5 (Experiencing innovative governance in Pilot Sites) has started to map the stakeholders involved in the pilot sites, considering their interest and influence.

Inputs from all WPs will be taken into account and reflected in InnWater personas and value proposition canvas. A that stage, WP6 has proposed to gather the information from the different WPs in an Excel so a common basis can be developed on the targeted audiences (i.e., categories, description, needs, etc.).

[1] D6.5, Exploitation Road map and update #V1, M18, Sensitive, under the lead of OiEau

Funded by the European Union
UK Research and Innovation

2.2.3 Method to create InnWater personas

The key action to create InnWater personas consists of gathering inputs directly from the stakeholders. To start at this stage of the project, an online survey was set at month three to collect the first insights from InnWater partners as they all represent targeted audiences of the project.

The aim of the online survey is to understand their needs and obstacles to perform their work in the field of water governance, to highlight their respective level of knowledge, influence and challenges, as experts within their organizations.

A series of questions inspired from Osterwalder and all (2014) method was combined to create the online survey (see Annex 3: Stakeholders online survey for the full on-line survey).

Within your organisation
Profile
What are your working themes?
Professional information
What are your key professional objectives?
What are your main tasks to reach out your objectives
Water governance related information
What are your specific tasks related to water governance
Which barriers are you facing to accomplish your tasks and reach your objectives?
Which drivers are helping you to accomplish your tasks and reach your objectives?
Networks
With which organisations are you working to reach to reach your objectives?
What are your sources of information?
Solutions
What are the solutions you expect from InnWater? How are they linked to the products and services expected from the project?

Table 2: Key questions of InnWater on-line survey

2.3 First insight of InnWater personas

11 out of 13 organizations involved in InnWater answered the online survey. They can be grouped according to their profile in 4 main categories: associations, researchers, water managers, small and medium enterprises (SMEs).

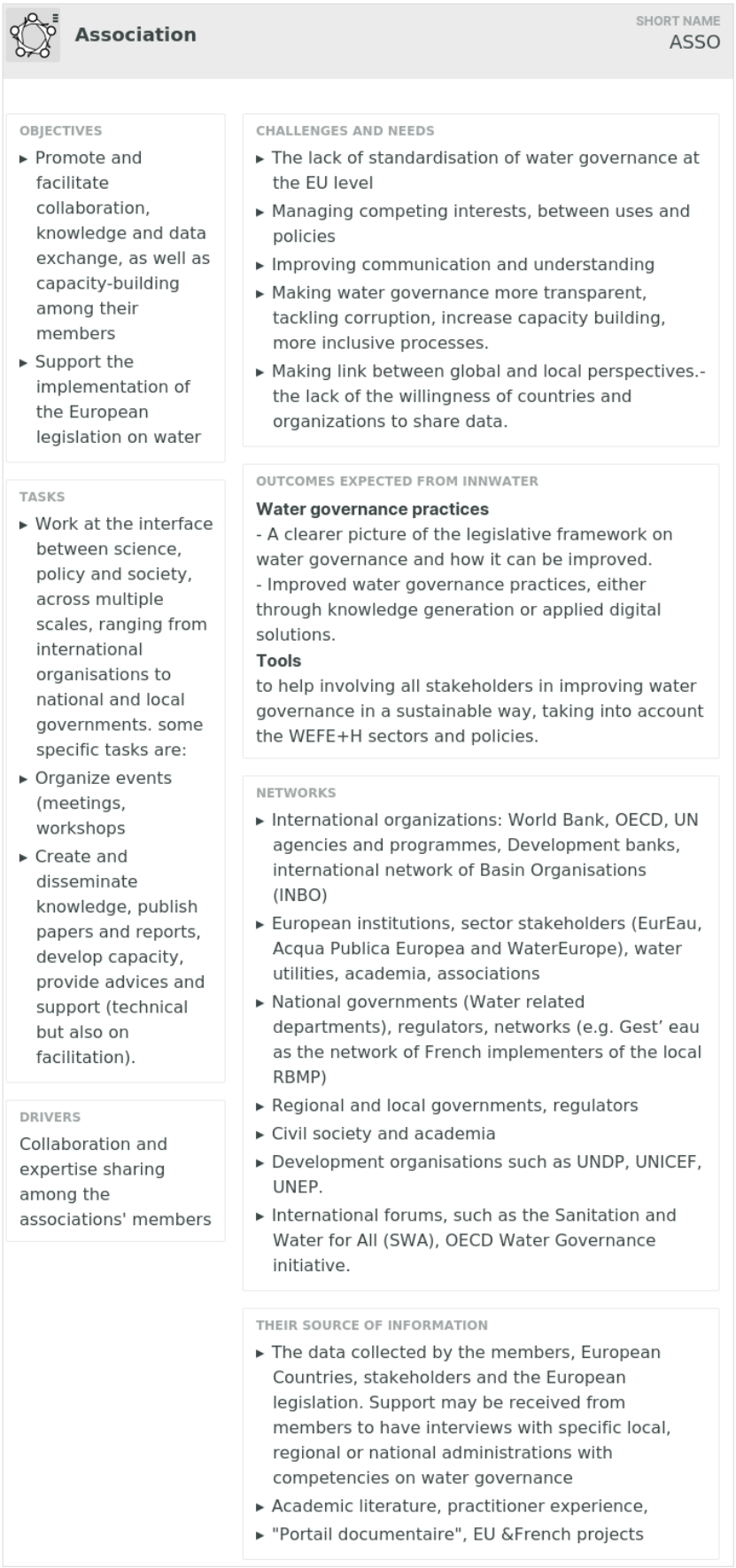
Their main working themes are related to water governance or economics, but the majority of partners have multidisciplinary tasks. They also work on water resources management, nature-based solutions, water utilities, transboundary cooperation, policy implementation, stakeholders' engagement, cooperation and dialogue, artificial intelligence, WEFE Nexus.

Regarding the implementation of their tasks, these organizations share some common challenges, such as managing competing interests between uses, or linking global and local

perspectives. Some challenges are more specific to some stakeholders, for example the lack of professionals specialized in green jobs for SMEs.

On the other hand, they can rely on some drivers like the existing European directives, but also initiatives, projects and networks. Climate change causing acute pressures on the environment is as well a factor supporting action and progress.

2.3.1 Association's persona



Association — SHORT NAME: ASSO

OBJECTIVES
- Promote and facilitate collaboration, knowledge and data exchange, as well as capacity-building among their members
- Support the implementation of the European legislation on water

TASKS
- Work at the interface between science, policy and society, across multiple scales, ranging from international organisations to national and local governments. some specific tasks are:
- Organize events (meetings, workshops
- Create and disseminate knowledge, publish papers and reports, develop capacity, provide advices and support (technical but also on facilitation).

DRIVERS

Collaboration and expertise sharing among the associations' members

CHALLENGES AND NEEDS
- The lack of standardisation of water governance at the EU level
- Managing competing interests, between uses and policies
- Improving communication and understanding
- Making water governance more transparent, tackling corruption, increase capacity building, more inclusive processes.
- Making link between global and local perspectives.- the lack of the willingness of countries and organizations to share data.

OUTCOMES EXPECTED FROM INNWATER

Water governance practices

- A clearer picture of the legislative framework on water governance and how it can be improved.
- Improved water governance practices, either through knowledge generation or applied digital solutions.

Tools

to help involving all stakeholders in improving water governance in a sustainable way, taking into account the WEFE+H sectors and policies.

NETWORKS
- International organizations: World Bank, OECD, UN agencies and programmes, Development banks, international network of Basin Organisations (INBO)
- European institutions, sector stakeholders (EurEau, Acqua Publica Europea and WaterEurope), water utilities, academia, associations
- National governments (Water related departments), regulators, networks (e.g. Gest' eau as the network of French implementers of the local RBMP)
- Regional and local governments, regulators
- Civil society and academia
- Development organisations such as UNDP, UNICEF, UNEP.
- International forums, such as the Sanitation and Water for All (SWA), OECD Water Governance initiative.

THEIR SOURCE OF INFORMATION
- The data collected by the members, European Countries, stakeholders and the European legislation. Support may be received from members to have interviews with specific local, regional or national administrations with competencies on water governance
- Academic literature, practitioner experience,
- "Portail documentaire", EU &French projects

Funded by the European Union
UK Research and Innovation

2.3.2 *Water manager's persona*

Ajuntament de Figueres
www.figueres.cat

KÖTIVIZIG

Westcountry Rivers Trust

Water managers

SHORT NAME
MANA

OBJECTIVES

- Implement a better and sustainable water management
- Protect water resources (rivers, streams water bodies)
- Manage extreme event like droughts and floods
- Educate the public in water management and river health

DRIVERS

- Budgetary constraints of governments
- Trust of local stakeholders
- Existing European Directives (e.g., Water Framework Directive)
- Climate change causing acute pressures on floods, droughts, pollution and biodiversity loss

SOURCE OF INFORMATION

- Websites on local initiatives such as https://wrt.org.uk/project/catchment-based-approach-website/
- Water data coming from ACA (Catalan Water Agency) and coming from our local water company.
- Information from the lead partner and from the PPs, professional consultations and meetings.

CHALLENGES AND NEEDS

- The inertia of the water management system with low consideration of governance or even the lack of structures supporting governance
- Cope with silo organisations, leading to a work on single benefit solutions rather than multi benefit solutions
- Negotiate rules on water resource management and nature-based solutions from an institutional point of view

TASKS

- Build Citizen Science as a way of increasing understanding within community groups but also empowering communities to take action
- Coordinate with the local water company the measures to face water scarcity
- Look for solutions and practical measures to be quickly implemented
- Build interconnectedness between different water sector silos, either uses (e.g. energy, food, tourism) or issues (flood, drought...)

OUTCOMES EXPECTED FROM INNWATER

Water governance practices

- Cooperation between partners from different backgrounds, in order to prepare solutions which can be standardized and used globally by stakeholders representing different sectors of water management
- Creation of Water Local Forum

Stakeholders engagement

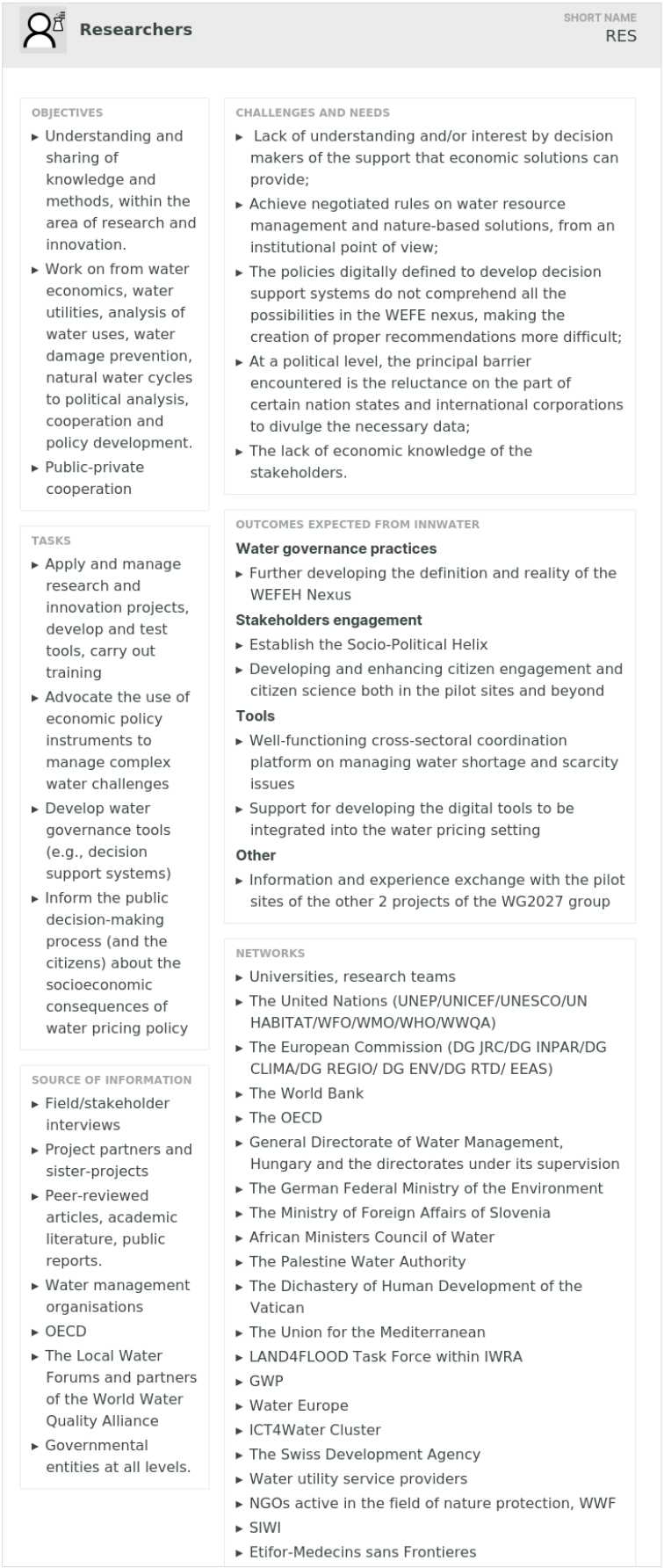
- Expanding Citizen Science investigations
- Creating stakeholders' communities to build on and articulate all the existing partnerships representing different sectors to a regional scale

NETWORKS

- Rivers Trust
- Environment Agency
- Water Companies
- Local Authorities
- NGOs
- Natural England
- Farmers Associations.

Funded by the European Union
UK Research and Innovation

2.3.3 *Researcher's persona*



Researchers

SHORT NAME
RES

OBJECTIVES

- Understanding and sharing of knowledge and methods, within the area of research and innovation.
- Work on from water economics, water utilities, analysis of water uses, water damage prevention, natural water cycles to political analysis, cooperation and policy development.
- Public-private cooperation

TASKS

- Apply and manage research and innovation projects, develop and test tools, carry out training
- Advocate the use of economic policy instruments to manage complex water challenges
- Develop water governance tools (e.g., decision support systems)
- Inform the public decision-making process (and the citizens) about the socioeconomic consequences of water pricing policy

SOURCE OF INFORMATION

- Field/stakeholder interviews
- Project partners and sister-projects
- Peer-reviewed articles, academic literature, public reports.
- Water management organisations
- OECD
- The Local Water Forums and partners of the World Water Quality Alliance
- Governmental entities at all levels.

CHALLENGES AND NEEDS

- Lack of understanding and/or interest by decision makers of the support that economic solutions can provide;
- Achieve negotiated rules on water resource management and nature-based solutions, from an institutional point of view;
- The policies digitally defined to develop decision support systems do not comprehend all the possibilities in the WEFE nexus, making the creation of proper recommendations more difficult;
- At a political level, the principal barrier encountered is the reluctance on the part of certain nation states and international corporations to divulge the necessary data;
- The lack of economic knowledge of the stakeholders.

OUTCOMES EXPECTED FROM INNWATER

Water governance practices

- Further developing the definition and reality of the WEFEH Nexus

Stakeholders engagement

- Establish the Socio-Political Helix
- Developing and enhancing citizen engagement and citizen science both in the pilot sites and beyond

Tools

- Well-functioning cross-sectoral coordination platform on managing water shortage and scarcity issues
- Support for developing the digital tools to be integrated into the water pricing setting

Other

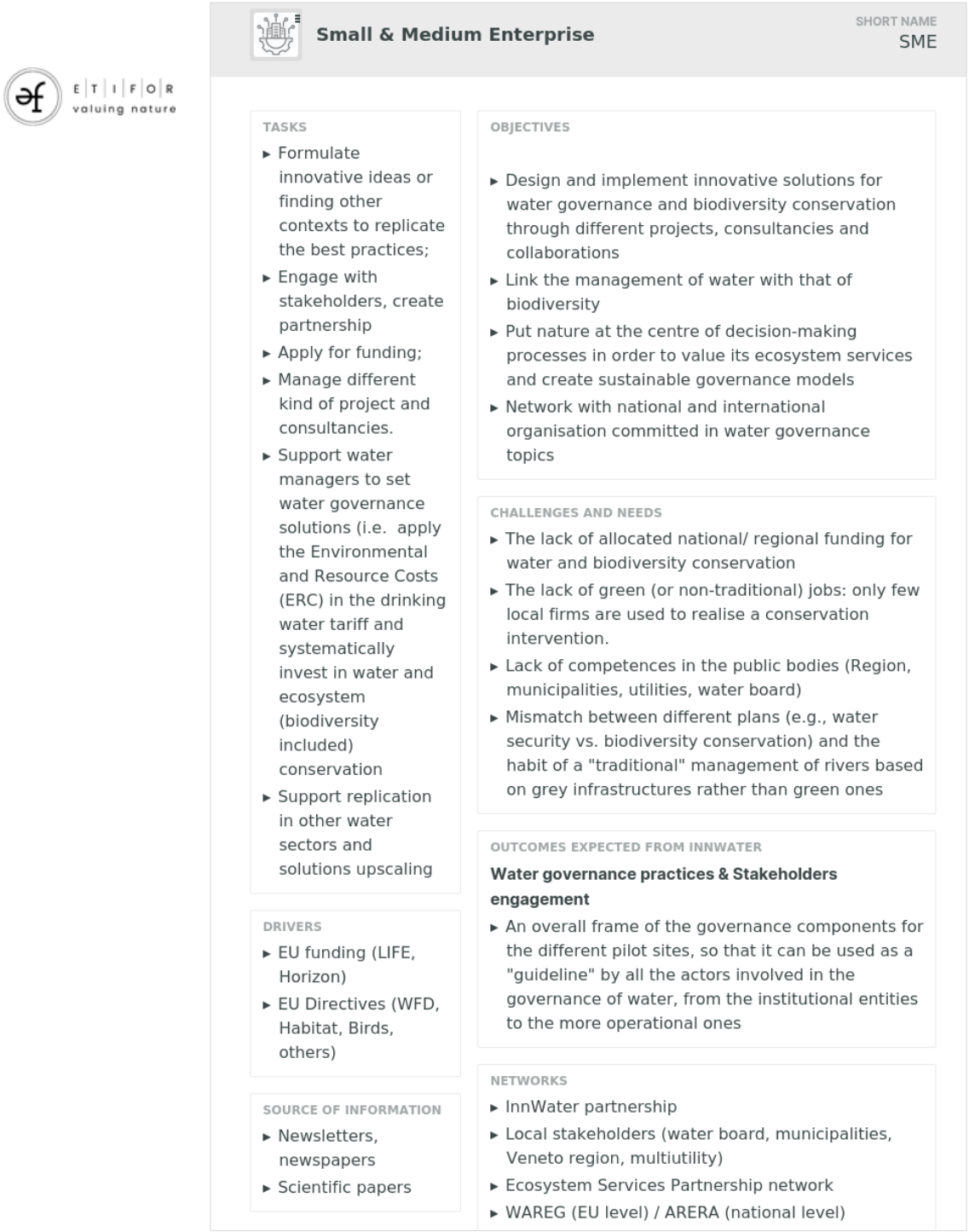
- Information and experience exchange with the pilot sites of the other 2 projects of the WG2027 group

NETWORKS

- Universities, research teams
- The United Nations (UNEP/UNICEF/UNESCO/UN HABITAT/WFO/WMO/WHO/WWQA)
- The European Commission (DG JRC/DG INPAR/DG CLIMA/DG REGIO/ DG ENV/DG RTD/ EEAS)
- The World Bank
- The OECD
- General Directorate of Water Management, Hungary and the directorates under its supervision
- The German Federal Ministry of the Environment
- The Ministry of Foreign Affairs of Slovenia
- African Ministers Council of Water
- The Palestine Water Authority
- The Dichastery of Human Development of the Vatican
- The Union for the Mediterranean
- LAND4FLOOD Task Force within IWRA
- GWP
- Water Europe
- ICT4Water Cluster
- The Swiss Development Agency
- Water utility service providers
- NGOs active in the field of nature protection, WWF
- SIWI
- Etifor-Medecins sans Frontieres

Funded by the European Union
UK Research and Innovation

2.3.4 *Small and Medium Enterprises' persona*



Small & Medium Enterprise

SHORT NAME
SME

TASKS
- Formulate innovative ideas or finding other contexts to replicate the best practices;
- Engage with stakeholders, create partnership
- Apply for funding;
- Manage different kind of project and consultancies.
- Support water managers to set water governance solutions (i.e. apply the Environmental and Resource Costs (ERC) in the drinking water tariff and systematically invest in water and ecosystem (biodiversity included) conservation
- Support replication in other water sectors and solutions upscaling

DRIVERS
- EU funding (LIFE, Horizon)
- EU Directives (WFD, Habitat, Birds, others)

SOURCE OF INFORMATION
- Newsletters, newspapers
- Scientific papers

OBJECTIVES
- Design and implement innovative solutions for water governance and biodiversity conservation through different projects, consultancies and collaborations
- Link the management of water with that of biodiversity
- Put nature at the centre of decision-making processes in order to value its ecosystem services and create sustainable governance models
- Network with national and international organisation committed in water governance topics

CHALLENGES AND NEEDS
- The lack of allocated national/ regional funding for water and biodiversity conservation
- The lack of green (or non-traditional) jobs: only few local firms are used to realise a conservation intervention.
- Lack of competences in the public bodies (Region, municipalities, utilities, water board)
- Mismatch between different plans (e.g., water security vs. biodiversity conservation) and the habit of a "traditional" management of rivers based on grey infrastructures rather than green ones

OUTCOMES EXPECTED FROM INNWATER

Water governance practices & Stakeholders engagement
- An overall frame of the governance components for the different pilot sites, so that it can be used as a "guideline" by all the actors involved in the governance of water, from the institutional entities to the more operational ones

NETWORKS
- InnWater partnership
- Local stakeholders (water board, municipalities, Veneto region, multiutility)
- Ecosystem Services Partnership network
- WAREG (EU level) / ARERA (national level)

3. INNWATER MESSAGES AND VISION: THE "WHAT" DIMENSION OF THE STRATEGY

By representing and summarizing a project, its progress and results, its main messages have to be defined carefully. The content of the messages has to be clear and adapted to the target.

Thus, different questions have to be answered, not only in the first phase of the project, but throughout the project's lifetime:

- What kind of issues will InnWater solve? What are the needs InnWater address?
- What is the added-value of InnWater? What progress will it bring?
- What kind of benefits will InnWater deliver?
- What will InnWater bring to the targeted audience's everyday life?
- How are the results going to be used?
- Will the project's results be capable of stimulating further innovation and use?
- What are the key messages related to the results that we want to communicate?
- What are the application areas that can benefit from the project's results?

A main step is to work on the vision and key messages of the project.

3.1.1 InnWater vision

The vision of the project represents the path that will be taken by the partners to reach the objectives of the project. The vision will not change during the life time of the project. The vision has been set with the partners during the face to face kick off meeting in April 2023 and finalised during WP6 meetings.

InnWater wants to reach its objectives by:

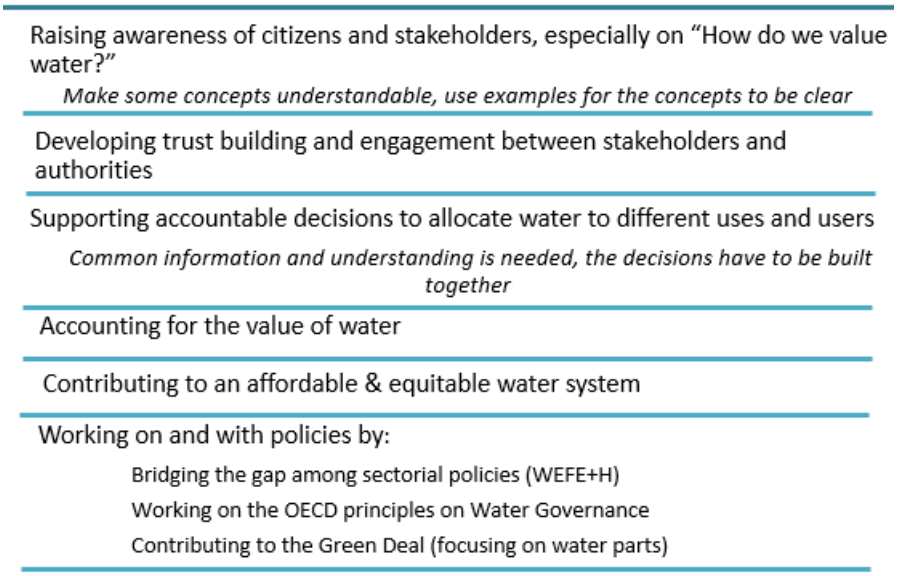


Figure 5: InnWater Vision

3.1.2 InnWater general key messages

If the objectives of InnWater will stay the same, the key messages on the activities and results of the project will on the other hand evolve all along the project lifetime, according to the work phases (see part 1.2).

InnWater main message

- *InnWater aims at supporting **innovative and inclusive governance** considering different sectors and management levels for a transition to **sustainable water systems.***

InnWater activities

- *InnWater will support multi-level and cross sector **water governance,** in association with **economic tools**, to support EU Green Deal transition while ensuring water systems **sustainability**.*
- *A **set of tools and services** will be developed for the benefit of water stakeholders, including a governance assessment matrix, guidance for stakeholders engagement, as well as simulations linking water resources management and economics activities.*

InnWater expected outcomes

- *InnWater will help **raising awareness** on the multi-level and cross sector governance issues to minimise water use conflicts.*
- *InnWater will help the implementation of **new governance mechanisms** covering the economics, regulatory, participatory dimensions, using InnWater tools.*
- *The **Pilot Sites communities** will be still running after the end of the project.*
- ***Partnerships** will be established with water managers to apply InnWater approach in new basins.*
- *A set of policy, regulation and economic **recommendations** to support **EU policy** implementation and new orientations will be achieved.*
- *Through the methods, tools, services and recommendations provided, InnWater will support a **sustanaible management of water** and the reduction of water-use conflicts due to the impact of **climate change***

Table 3: InnWater general key messages

Funded by the European Union
UK Research and Innovation

3.1.3 First key tailored messages to InnWater targeted audiences

Some elements from the online survey represent materials to understand, for each targeted audience, the aspects of InnWater of interest to them and how they can influence the project (Table 4).

Targeted audience	Key messages / Aspect of the project likely to be of interest	How can they influence the project
Pilot site Community	To improve water sustainability, InnWater will co-develop and test, in 5 Pilot Sites, tools considering different sectors and management levels: -A water governance assessment tool and guidance for water managers to implement governance-related actions; -A guidance for stakeholders' engagement at river basin level; -Support to decision making via information and modelling tools to better understand the interactions between water resources management and economic activities.	Give feedbacks and recommendations on the project outputs Foster collaboration and engagement Increase the exploitation of InnWater results
Institutional	A set of policy, regulation and economic **recommendations** for improvement and innovation on water governance will be achieved to support **EU policy** implementation. InnWater's tools will allow for science-based and cross-sectors policy decisions for basin managers, utilities and national authorities.	Give feedbacks and recommendations on the project outputs Support and increase the exploitation of InnWater results
Aware public	To improve water sustainability, InnWater will co-develop and test, in 5 Pilot Sites, tools connecting different sectors and management levels -A water governance assessment tool and guidance for water managers to implement governance-related actions; -A guidance for stakeholders' engagement at river basin level; -Support to decision making via information and modelling tools to better understand the interactions between water resources management and economic activities.	Give feedbacks and recommendations on the project outputs Foster collaboration and engagement Increase the exploitation of InnWater results
General public	InnWater will provide **tools and information** for decision makers and citizens to learn about **water governance**, explore possible scenarios for **action** and support evidence-based **decision** towards **sustainable water systems**.	Enhance project's visibility
Influencers	To improve water sustainability, InnWater will co-develop and test, in 5 Pilot Sites, tools connecting different sectors and management levels:	Enhance project's visibility Increase the exploitation of InnWater results

	-A water governance assessment tool and guidance for water managers to implement governance-related actions; -A guidance for stakeholders' engagement at river basin level; -Support to decision making via information and modelling tools to better understand the interactions between water resources management and economic activities.	

Table 4: InnWater's first key messages according to the targeted auciences

The work will go on by collecting information on stakeholders outside the project, to complete the panorama of targeted audiences.

This work will help fulfilling the Value Proposition Canvas, first step of the Business and Exploitation Plan.

4. INNWATER MATERIALS AND CHANNELS: THE "HOW" DIMENSION OF THE STRATEGY

4.1 Communication and Dissemination Materials

Appropriated materials are essential for an effective communication.

4.1.1 Visual identity

The logos were built on the basis of the logo created for the proposal, and submitted to all partners. A document was given to the consortium to unify the colours, fonts and police used for all InnWater Communication and Dissemination documents.

InnWater main colours are :

	CMYK 74 11 18 0 RGB 21 168 199 #15A7C7		CMYK 58 93 5 0 RGB 134 48 132 #863084
	CMYK 78 9 55 0 RGB 11 163 138 #0BA289		CMYK 27 20 21 2 RGB 195 195 195 #C3C3CB
	CMYK 59 0 87 0 RGB 121 186 73 #78B948		CMYK 68 0 70 0 RGB 83 179 112 #53B36F

Table 5: InnWater's main colours

4.1.2 Templates

Templates have been prepared for the Word and the PowerPoint presentations.

Funded by the European Union
UK Research and Innovation

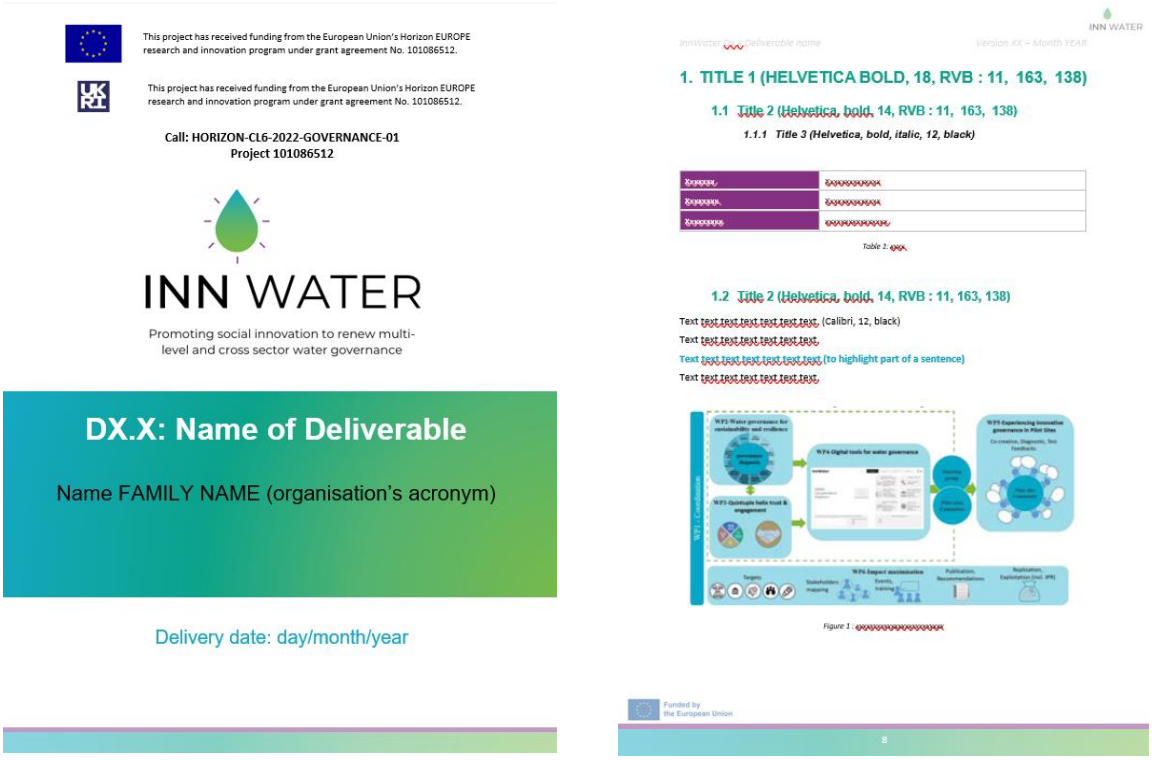


Figure 6: Templates for Word documents

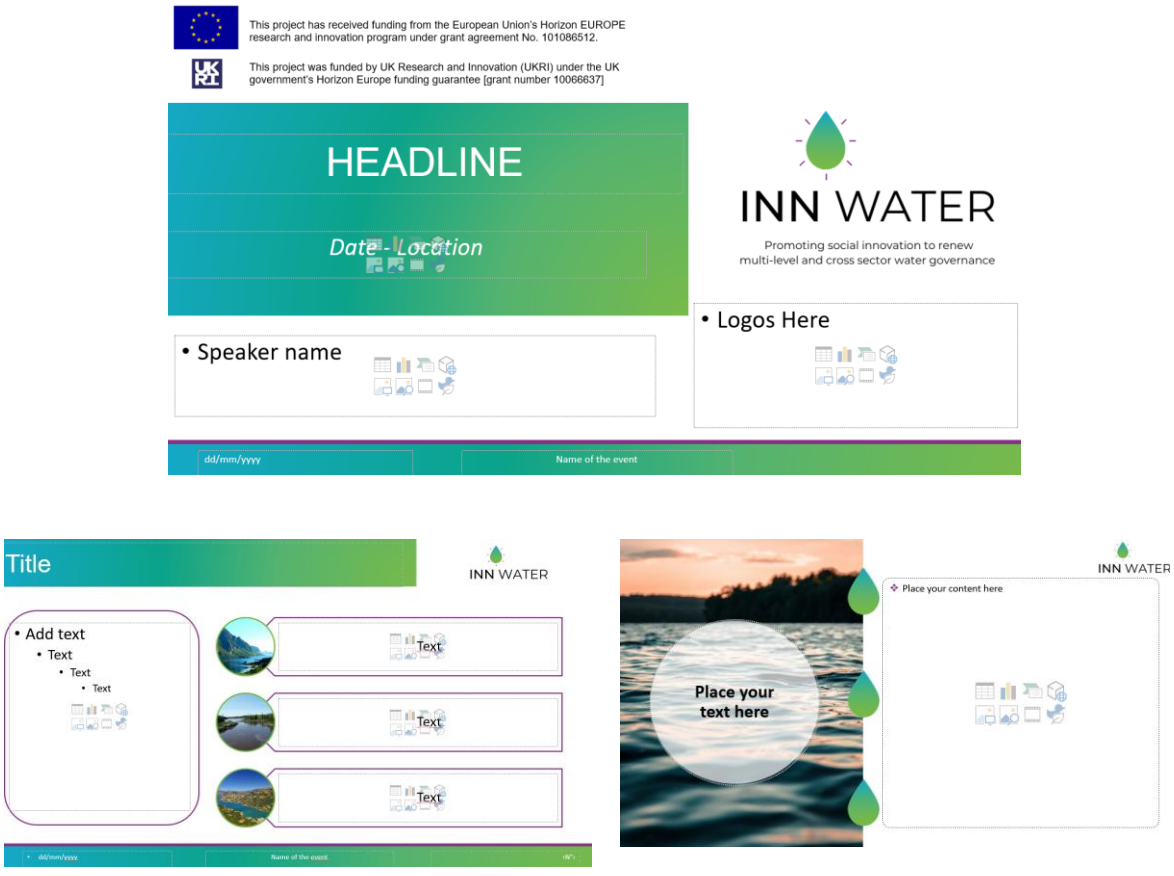


Figure 7: Templates for PowerPoint documents

4.1.3 Leaflets

A leaflet has been created to present InnWater. It still has to be validated with all partners, and then it will be translated in the different languages of the project (FR, ES, IT, HU).

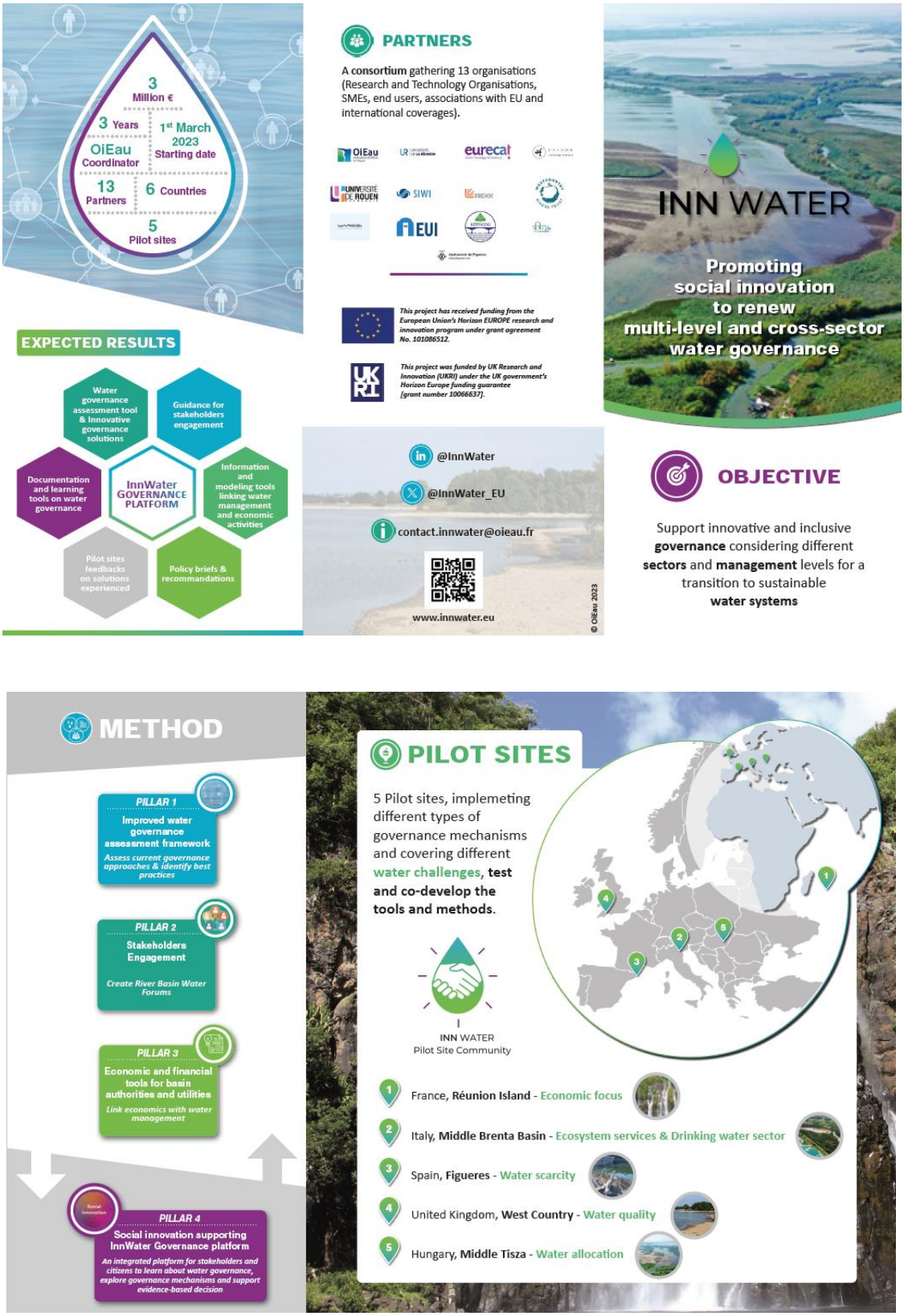


Figure 8: InnWater leaflet - Version 1

Pilot sites leaflets have also been created for the 5 Pilot Sites. They have a common part describing the project, and a specific part on the Pilot site stakeholders, challenges and ambitions.

After a validation by all Pilot Sites leaders, each Pilot site leaflet will be available in English, and each Pilot Site leaflet will also be translated in the local language.

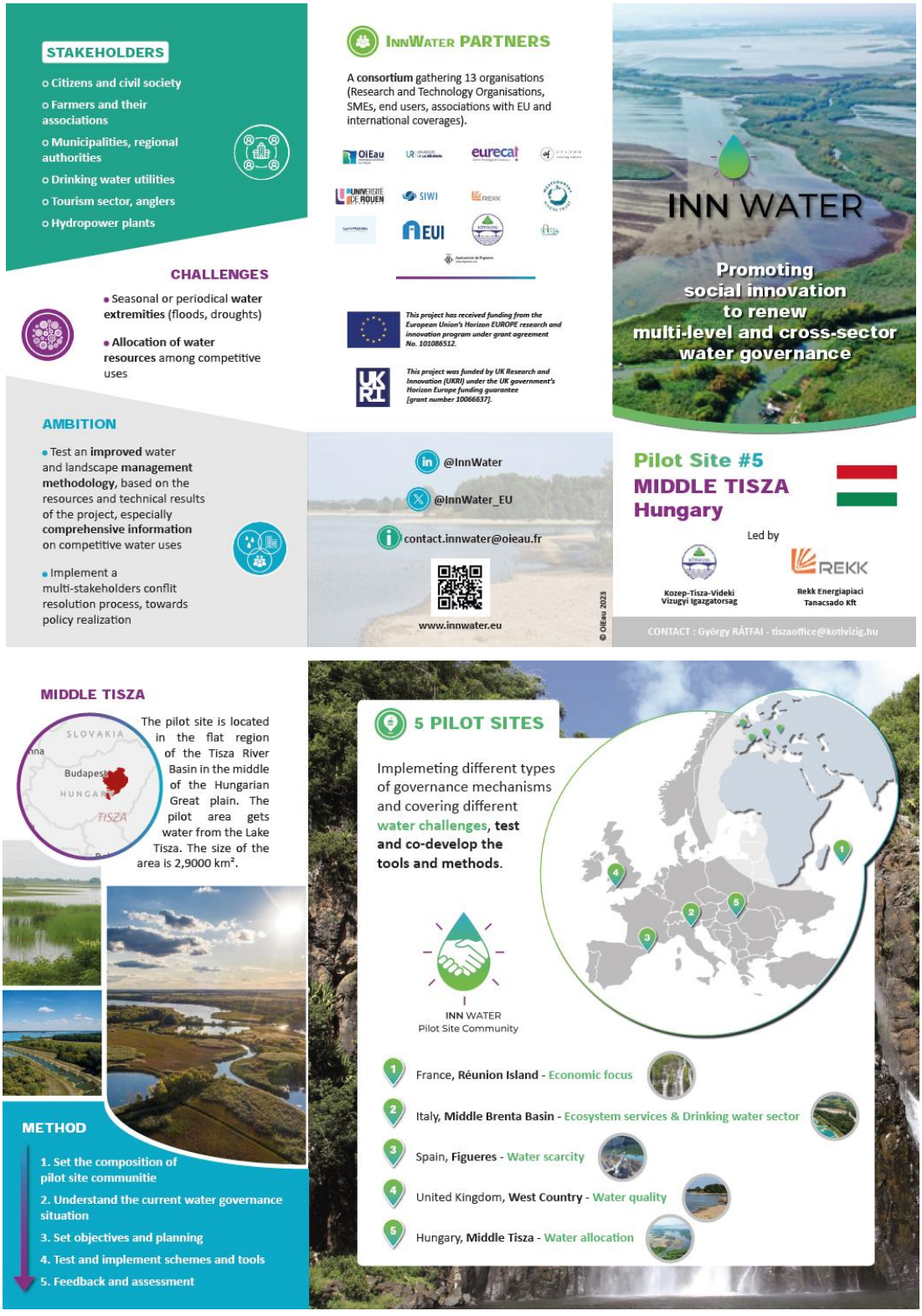


Figure 9: InnWater Pilot site leaflet (example : EN version for Hungarian Pilot site) – Version 1

4.1.4 Poster

A poster has been created. It will be used as a tool to present the project in face-to-face events like conferences, workshops, etc.

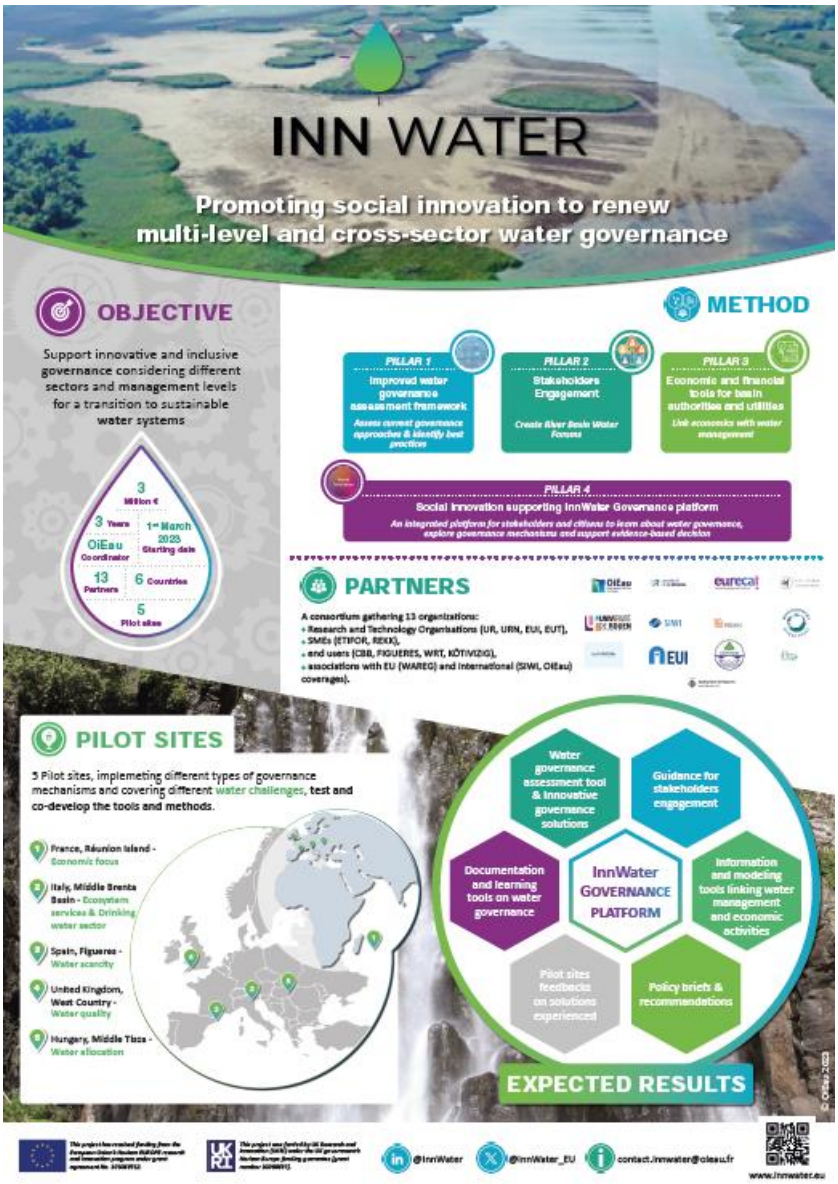


Figure 10: InnWater poster – Version 1

4.1.5 EU funding statement

All partners of the project will pay specific attention to acknowledge the EU funding in:

- all communication related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.),
- dissemination activities

- any infrastructure, equipment, vehicles, supplies or major result funded by the grant by displaying the European flag (emblem) and funding statement (translated into local languages, where appropriate).

The following sentence will be used, as stated in the Grant Agreement:

"This project has received funding from the European Union's Horizon EUROPE research and innovation program under grant agreement No. 101086512."

Figure 11: EC logos to display

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text (Figure 12).

Figure 12: Some of the "don'ts" when acknowledging for EU funding

More information is available here: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

As one of our partners is from United Kingdom, communication and dissemination materials should also display the following emblem and statement:

This project was funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant number 10066637].

4.2 Communication and Dissemination Channels

4.2.1 Social media

The social media are used in a complementary way with the website. InnWater accounts were created at the start of the project for both X (Twitter) and LinkedIn, the last one being a particularly relevant channel these last years for sharing news on technical and research projects.

News will be posted at least every week on each media.

- **LinkedIn** page is available at https://www.linkedin.com/showcase/innwater/

LinkedIn posts can reach until 3000 characters. Indeed, some description can be provided on any information, publication or event related to the project. This can also be the place to engage in some discussion with experts, asking for opinions and reaching a large panel of external stakeholders. LinkedIn is becoming more and more the reference tool to discuss about project witch a large panel of stakeholders.

OiEau is the administrator of InnWater account. On 1st August 2023, 126 people had already subscribed to the InnWater LinkedIn page.

- **X (formerly Twitter)** page is available at https://twitter.com/InnWater_EU

X is used for short messages (maximum 280 characters) mainly for live information like events. OiEau is the owner of the account, the other partners can retweet any post.

4.2.2 Website

The project website www.innwater.eu is used for communication and dissemination activities. It provides:

- information on the project activities, latest news, events, etc.
- overall information on the project: summary, objectives, workplan, method, the team. The WaterGovernance2027 cluster is also presented, which is a cluster of three projects all funded on the same line CL6-2022-GOV-01-06 of the European Union's "Horizon Europe Research and Innovation" program.
- a presentation of the 5 Pilot Sites

- the Key Exploitable Results
- a media centre with all communication materials, deliverables, press releases…

The InnWater Governance platform will be hosted on the website.

OiEau will be responsible for the maintenance of the website.

Partners' websites and European Commission websites will also be used to communicate on the project and disseminate its results. Other EU related project websites dealing with the same topics can also be used as an opportunity to communicate on InnWater.

A Zenodo account has been created for InnWater to regularly publish meta-data related to all the public publications.

4.2.3 Events

Different types of events can be distinguished:

- **internal events** directly linked to the project and organized in the context of the project. It can range from presentations on specific topics to stakeholders' workshops on Pilot Sites.
- **external events** where partners participate to inform about InnWater activities, results, etc.

These events can take the form of online or physical presentations, webinars, workshops, training, debates, but also networking activities.

The **WaterGovernance2027 Synergy group**, grouping InnWater, RETOUCH NEXUS and GOVAQUA, all funded by the CL6-2022-GOV-01-06 line of the European Union's Horizon Europe Research and Innovation Programmes, will be especially used to expand the communication on the project.

Existing platforms and initiatives linked to the project will also be used to communicate and disseminate on InnWater progress and results and potentially engage on specific actions: INBO events, Water Europe, UN-World Water Quality Alliance, European Forum on the Regulation of Water Services (EFRWS), World Water Week, Water4All events, etc.

5. INNWATER COMMUNICATION AND DISSEMINATION ACTIVITIES: THE "WHEN" DIMENSION OF THE STRATEGY

InnWater C&D activities started from the beginning of the project and will go on until the end.

Actions are implemented at different time scales:

- all along the project. The everyday life of the project is highlighted by Communication on a weekly basis through posts on social media (LinkedIn, X) and website articles, written by all the partners.
- according to the InnWater main deliverables or events. Policy briefs, social innovation factsheet, products and services, events related to the Pilot sites will for example be promoted (Annex 4).
- partners participation to events to present InnWater (a forecast of events is ongoing within WP6).

6. PARTNERS ROLES AND PROCEDURES

To facilitate the work on communication and dissemination, a structure has been settled for the partners, and procedures have been adopted.

6.1 Overall structure

6.1.1 Role of the WP6 leader

OiEau as the WP6 leader is responsible of:

- organising the work to be done for communication and dissemination activities in relation with all the partners
- monitoring progress and assessing the impacts of the actions
- identifying possible risks and proposing mitigation solutions in close collaboration with the Project Coordinator
- chairing the WP6 workforce meetings.

In addition, a project email address has been created for any communication or question on InnWater: contact.innwater@oieau.fr

6.1.2 Role of the WP6 workforce

To harmonize and coordinate the communication and dissemination activities of all the partners, the Pilot sites and the support partners during the entire duration of the project, a workforce has been set, composed of at least one contact per organization.

These contacts can be the communication officer of the organization. In that case, the contact has to be well aware of the current activities on the project. It can also be a duo composed of the technical partner and the communication officer of the same organization.

Their mission is to ensure that information on the activities and progress of the project are given and spread in due time, and to make the link with their own organization and networks to promote InnWater.

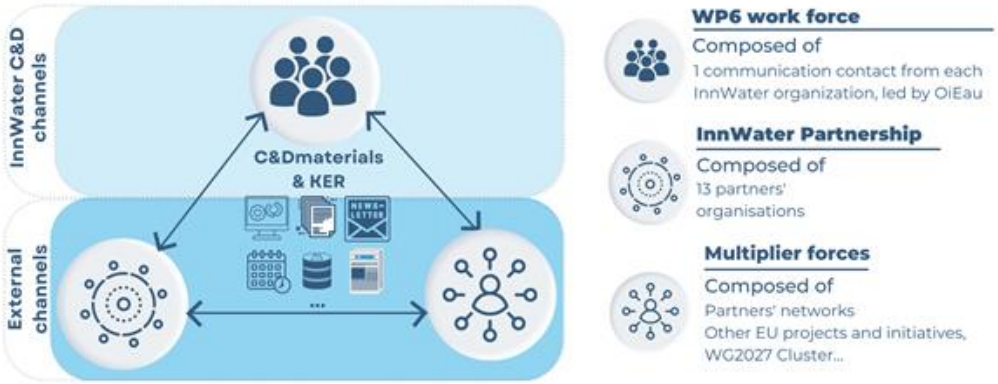


Figure 13: Functioning of the InnWater workforce

An email distribution list has been created: wp6-innwater@oieau.fr

6.2 General procedures

Communication and dissemination activities concern all the partners, and each organization has some person-months dedicated to WP6.

Partners are expected to use their work, experience and networks to communicate on the project, participate in social media and website writing, promote the project in all relevant events and activities, provide appropriate information to the workforce and identify opportunities for the project (Table 6).

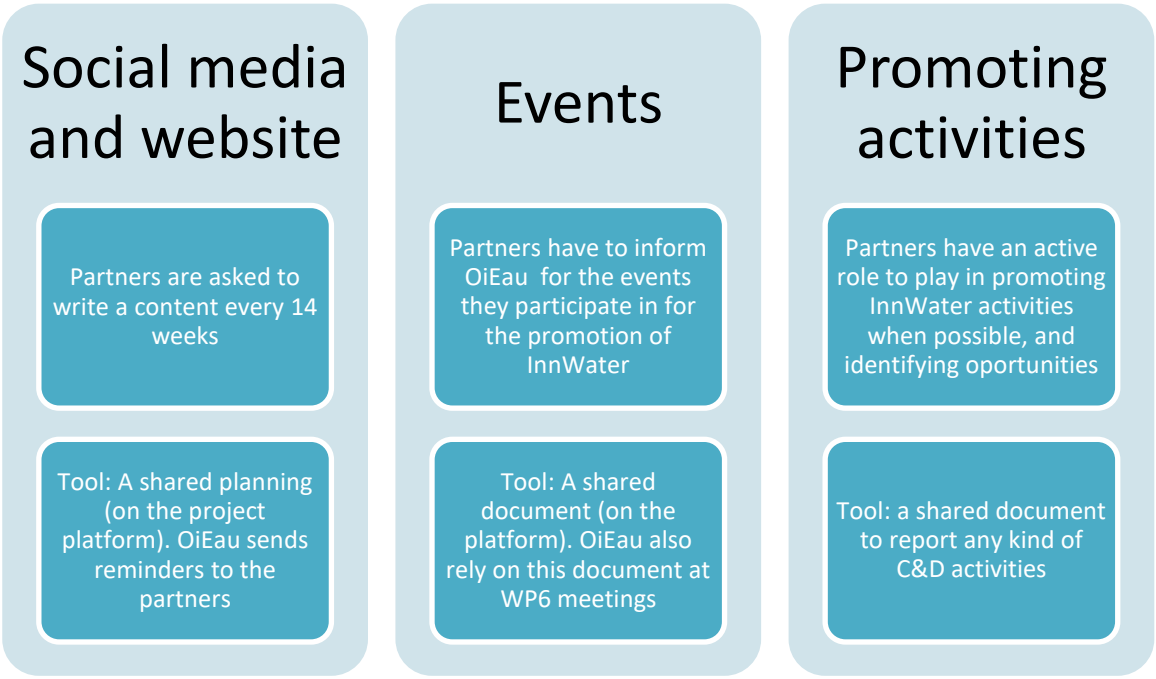


Table 6: Partners role in C&D activities

6.3 Planning to write new posts and articles

To ensure WP6 can have some content to inform regularly about the project and about partner's activities in relation with InnWater topics, a planning was settled for partners to write posts for social media and articles for the website (Annex 5). Each partner is asked to write something every 14 weeks in general. Some indications were given for the posts on social media (lists of posts on Annex 6). Template will be given for website articles.

7. MONITORING

7.1 Key Performance Indicators

The monitoring will be based on the Key Performance Indicators included in the Grant Agreement (Table 7).

The main tool proposed for monitoring is a shared document available on the Teams project platform, where partners have to inform every communication and dissemination activity they participate in (events, seminar, workshops, press release, interviews…).

They are also asked to deposit their main documents related to C&D on this same platform.

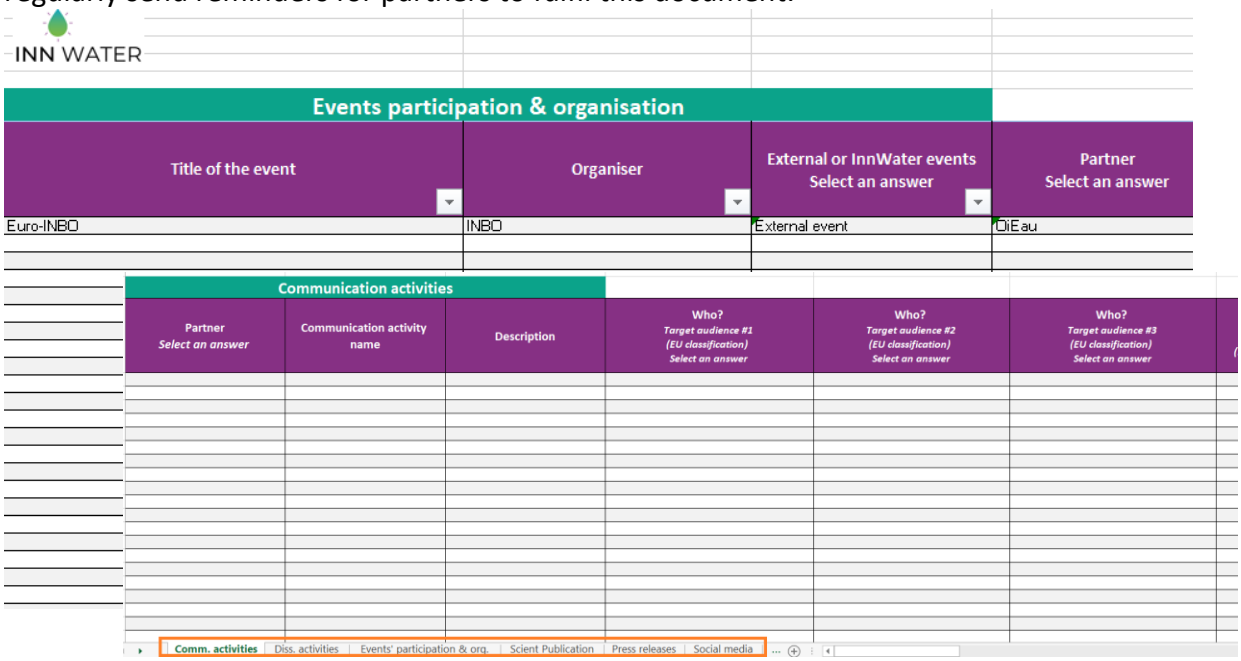
Action	KPI	When
Workshop	Workshop/webinar >= 2 per year	Started June 2023 with the Cluster
Webinars	-Organisation of workshop/webinar: twice a year -1 webinar per Pilot site dedicated to training *-WP5 KPI: 2 webinars per year for each Pilot site* *-WP5 KPI: 1 Pilot sites community webinar per year*	Some months after the beginning of the project
Press release	>= 2 per year	
Reviewed publications (non-scientific and non-peer)	3 specialized magazines	
Participation to events	Conferences >=13 Workshops >=13 Webinars >=13	Over the 3 years
Social media	Once a week	Every week
Website	2 updates per month	Every month
Video-interviews	>= 17	Starting February 2024
Press campaign	>=1 per year	Sept/Oct 2023
E-book	1	M34 (Dec 25)
Social innovation factsheet	1	M18 (Aug24)
Policy briefs	3	M12, M22, M34
Summer school (online)	1	Summer 2025
Roadshow (online)	1	2025

Table 7: InnWater Communication and Dissemination KPIs

7.2 Reporting

Two specific reports “Communication and Dissemination report and monitoring” will be delivered at month 18 and 36.

It will be mainly based on the shared document available on the project platform. OiEau will regularly send reminders for partners to fulfil this document.



INN WATER

Events participation & organisation

Title of the event	Organiser	External or InnWater events Select an answer	Partner Select an answer
Euro-INBO	INBO	External event	OiEau

Communication activities

Partner *Select an answer*	Communication activity name	Description	Who? *Target audience #1 (EU classification) Select an answer*	Who? *Target audience #2 (EU classification) Select an answer*	Who? *Target audience #3 (EU classification) Select an answer*

Comm. activities | Diss. activities | Events' participation & org. | Scient Publication | Press releases | Social media

Table 8: Shared document for reporting C&D activities

8. CONCLUSION AND NEXT STEPS

The coming steps are related to get and organize a first description of the profiles of each InnWater stakeholders' group (i.e water managers, researchers, water associations, etc.), and to refine the description of InnWater services and products expected on the other side. First project webinars will also be launched.

The possible synergies with other projects will also be discussed with the WaterGovernance2027 Synergy group to develop the C&D strategy.

Funded by the European Union
UK Research and Innovation

REFERENCES

Council of Europe, 2007. Recommendation CM/Rec(2007)7 of the Committee of Ministers to member states on good administration

EIGE – European Institute for Gender Neutrality, 2019. Toolkit on Gender-sensitive Communication. A resource for policymakers, legislators, media and anyone else with an interest in making their communication more inclusive.

Osterwalder A., Pigneur Y., Bernarda G., Smith A., 2014. How to create products and services customers want. Get started with Value proposition Design, Wiley John & Sons

Scherer J., Weber S., Azofra M., Ruete A., Sweeney E., Weiler N., Sagias I., Haardrt J., Cravetto R., Spichtinger D., Ala-Mutka K. (2018), Making the Most of Your H2020 Project, European IPR Helpdesk, May, 35p.

Funded by the European Union

UK Research and Innovation

ANNEX 1: LIST OF INNWATER DELIVERABLES

Deliverable Number	Deliverable Title	WP n°	Lead beneficiary	Type	Dissemination Level	Due Date months
D1.1	Info-pack for internal communication	WP1	1 - OIEAU	R — Document, report	SEN - Sensitive	3
D1.2	Quality Assurance and Monitoring Plan #1	WP1	3 - ETIFOR SRL	R — Document, report	SEN - Sensitive	5
D1.3	Quality Assurance and Monitoring Plan #2	WP1	3 - ETIFOR SRL	R — Document, report	SEN - Sensitive	12
D1.4	Quality Assurance and Monitoring Plan #3	WP1	3 - ETIFOR SRL	R — Document, report	SEN - Sensitive	24
D1.5	Quality Assurance and Monitoring Plan #4	WP1	3 - ETIFOR SRL	R — Document, report	SEN - Sensitive	36
D1.6	Initial Data Management Plan	WP1	5 - EUT	DMP — Data Management Plan	SEN - Sensitive	6
D1.7	Intermediate Data Management Plan	WP1	5 - EUT	DMP — Data Management Plan	SEN - Sensitive	20
D1.8	Final Data Management Plan	WP1	5 - EUT	DMP — Data Management Plan	SEN - Sensitive	35
D1.9	Privacy, ethics and security requirements	WP1	1 - OIEAU	R — Document, report	SEN - Sensitive	4
D1.10	Synergies with the CL6-2022-01-06 clustered projects	WP1	1- OIEAU	R — Document, report	PU - Public	12
D2.1	Enhanced water governance assessment tool	WP2	9 - EUI	R — Document, report	PU - Public	18
D2.2	Innovation in water governance: Reference Guide for programming	WP2	6 - SIWI	R — Document, report	PU - Public	24
D2.3	Assessing Water Governance: recommendations for water managers	WP2	3 - ETIFOR SRL	R — Document, report	PU - Public	35
D3.1	Citizen Engagement in Europe in the 21stCentury	WP3	5 - EUT	R — Document, report	PU - Public	8
D3.2	InnWater Citizen Engagement Methodology – A practical guidance tool and analysis framework for creating RBWF #V1	WP3	5 - EUT	R — Document, report	PU - Public	18
D3.3	InnWater Citizen Engagement Methodology – A practical guidance tool and analysis framework for creating RBWF #V2	WP3	5 - EUT	R — Document, report	PU - Public	36
D4.1	Water Governance diagnostic tool	WP4	3 - ETIFOR SRL	OTHER	PU - Public	18
D4.2	Modelling cross-sectoral interactions with water at river basin level	WP4	4 - URN	R — Document, report	PU - Public	24
D4.3	Methodology for analysing the socioeconomic performance of household water demand management policies	WP4	2 - UR	R — Document, report	PU - Public	20

D4.4	InnWater Governance platform #V1	WP4	5 - EUT	OTHER	PU - Public	18
D4.5	InnWater Governance platform #V2	WP4	5 - EUT	OTHER	PU - Public	28
D5.1	Preliminary pilot sites implementation guidelines	WP5	13 - WRT	R — Document, report	PU - Public	9
D5.2	Final pilot sites implementation guidelines	WP5	13 - WRT	R — Document, report	PU - Public	24
D5.3	Pilot sites implementation progress report	WP5	13 - WRT	R — Document, report	SEN - Sensitive	25
D5.4	Pilot sites implementation final report	WP5	13 - WRT	R — Document, report	PU - Public	36
D6.1	InnWater multi-level communication and dissemination strategy and plan #V1	WP6	1 - OIEAU	R — Document, report	PU - Public	6
D6.2	InnWater multi-level communication and dissemination strategy and plan #V2	WP6	1 - OIEAU	R — Document, report	PU - Public	34
D6.3	Communication and Dissemination report and monitoring #1	WP6	1 - OIEAU	R — Document, report	PU - Public	18
D6.4	Communication and Dissemination report and monitoring #2	WP6	1 - OIEAU	R — Document, report	PU - Public	36
D6.5	Exploitation Road map and update #V1	WP6	1 - OIEAU	R — Document, report	SEN - Sensitive	18
D6.6	Exploitation Road map and update #V2	WP6	1 - OIEAU	R — Document, report	SEN - Sensitive	36
D6.7	Replication methodology and implementation progress #V1	WP6	7 - REKK	R — Document, report	PU - Public	18
D6.8	Replication methodology and implementation progress #V2	WP6	7 - REKK	R — Document, report	PU - Public	34
D6.9	Policy Brief - year 1	WP6	6 - SIWI	R — Document, report	PU - Public	12
D6.10	Policy Brief - year 2	WP6	6 - SIWI	R — Document, report	PU - Public	22
D6.11	Policy Brief - year 3	WP6	6 - SIWI	R — Document, report	PU - Public	34
D7.1	H - Requirement No. 1	WP7	1 - OIEAU	ETHICS	SEN - Sensitive	3
D7.2	POPD - Requirement No. 2	WP7	1 - OIEAU	ETHICS	SEN - Sensitive	3
D7.3	AI - Requirement No. 3	WP7	1 - OIEAU	ETHICS	SEN - Sensitive	3

ANNEX 2: PLANNING OF WP6 MONTHLY MEETINGS

WP6 Monthly meetings are planned every 4th Monday of the month, with the work force.

Hereafter is the planning of the first 10 WP6 monthly meetings.

2023									2024
3/04	26/05	26/06	24/07	11/09	25/09	23/10	27/11	18/12	22/01

An Excel file called “Action log” is available on the project’s Teams platform, in order to allow every partner to follow the current tasks, what is done, in progress, or just started. It is updated every time it is needed, and serve as a basis for discussion during the monthly meetings.

N.	Task	Action Log description	Responsible	Support	Deadline	Completed (date)	Status	Comments
1	6.1	Worksforce setup	OIEAU	**ALL**	30/08/2023		Done	
2	6.1	Preparing Deliverables factsheets for the physical Kick-off meeting: C&D strategy and plan	OIEAU		01/04/2023	21/03/2023	Done	
3	6.1	DL factsheet: C&D report and monitoring	OIEAU		26/04/2023	25/04/2023	Done	
4	6.4	DL factsheet: Policy brief year 1	SIWI		26/04/2023	25/04/2023	Done	
5	6.2	DL factsheet: Exploitation roadmap and update	OIEAU		26/04/2023	25/04/2023	Done	
6	6.3	DL factsheet: Replication methodology implementation and progress	REKK		26/04/2023	25/04/2023	Done	
7	6.1	Kick-off meeting: Communication on the event	OIEAU	**ALL**	30/04/2023	30/04/2023	Done	
8	6.1	C&D Strategy: to send	OIEAU		08/06/2023	09/06/2023	Done	
9	6.1	C&D Strategy: to comment	**ALL**		23/06/2023	30/06/2023	Done	
10	6.1	C&D Strategy: Version 2	OIEAU		07/07/2023	07/07/2023	Done	
11	6.1	C&D Strategy: to Review	SIWI	REKK	25/07/2023	24/07/2023	Done	

Funded by the European Union
UK Research and Innovation

ANNEX 3: STAKEHOLDERS ONLINE SURVEY

InnWater Stakeholders Survey

INN WATER

Promoting social innovation to renew multi-level and cross sector water governance

Communication and dissemination is about sending well tailored messages and providing meaningful contents to the targeted audiences. To do so, a good knowledge of these audiences is primordial.

As InnWater partners, you are also representing some of these targeted stakehodlers. That is why we launch this online survey.

The **aim** is to understand your needs and obstacles to perform your work as experts within your organization, but also to highlight your respective level of knowledge and challenges. Expectations you have in InnWater solutions are also investigated.

Deadline to fill in the survey: 19 June. One answer per organization.

Thank you.

Organization

*Name

*Family name

*Organization

*Profile

Comment only when you choose an answer.

- Water manager
- Association
- Researcher
- Water regulator
- Water solutions developers (IT)
- EU Institutions
- Citizen
- Water consumer
- Media
- Other

*What are your working themes?

Professional information

*What are your key professional objectives?

*What are your main tasks to reach out your objectives?

Funded by the European Union

UK Research and Innovation

Water governance related information

*What are your specific tasks related to water governance?

*Which barriers are you facing to accomplish your tasks and reach your objectives?

*Which drivers are helping to accomplish your tasks and reach your objectives?

Networks

* With which organization are you working to reach your objectives?

*What are your sources of information?

Solutions

*What are the solutions you expect from InnWater? How are they linked to the products and services expected from the project?

GDPR

*Data protection

Choose one of the following answers

I agree that my personal data may be collected by OiEau for the only purpose of the work within the InnWater project. In application of the regulation, I have a right of opposition, access, rectification or deletion of my personal data. This right can be exercised by contacting the data protection officer by e-mail at the following address: dpo@oieau.fr

Submit

ANNEX 4: OVERALL PLANNING OF THE PROJECT

	Year 1										Year 2										Year 3											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
	Mar	Ap	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Ap	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Janv	Feb	Mar	Ap	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
	2023										2024												2025												2026	
Deliverables			D1.1 D7.1 D7.2 D7.3	D1.9	D1.2	D1.6 D6.1		D3.1	D5.1			D1.3 D6.9 D1.10						D2.1 D3.2 D4.1 D4.4 D6.3 D6.5 D6.7		D1.7 D4.3		D6.10		D1.4 D2.2 D4.2 D5.2	D5.3			D4.5					D6.2 D6.8 D6.11	D1.8 D2.3	D1.5 D3.3 D5.4 D6.4 D6.6
Milestones	MS1					MS12 MS13 MS15			MS4									MS5 MS11 MS14		MS6				MS2 MS7 MS8 MS9 MS10													MS3
Events		AG1													AG2												AG3									AG4
		EXTERNAL EVENTS																																		
Pilot sites activities, summer school, road show, press articles,																																				
Social media and website posts	SOCIAL MEDIA POSTS & WEBSITE UPDATES																																			

ANNEX 5: PLANNING FOR PARTNERS TO WRITE NEW POSTS AND ARTICLES – VERSION 1

	2023									
	Mar (M1)	April (M2)	May (M3)	June (M4)	July (M5)	Aug (M6)	Sep (M7)	Oct (M8)	Nov (M9)	Dec (M10)
1				**News Post** OiEau						
2									**News** EUT D3.1	
3	**News Post**. OiEau - Kick-off meeting					**News** OiEau				
4			**News Post** EUI							
5		**News Post.** SIWI						**News** EUI		
6					**News Post.** WRT PS Community logo					
7							**News** ETIFOR			**News** WRT D5.1
8				**News Post.** OiEau - Cluster launch						
9	**News Post** UR								**News** OiEau	
10						Highlighting some posts				
11			**News Post**							
12								**News**		
13		**News Post** REKK			**News Post.** OiEau					
14							**News** SIWI			**News** URN
15				**News Post.** WRT						
16	**News Post** ETIFOR								**News** FIGUERES	
17										
18			**News Post.** CBB							
19								**News** OiEau Euro-INBO		
20		**News Post** WAREG			**News Post** OiEau					
21							**News** REKK			
22				**News Post.** OiEau						**News** OiEau
23	**News Post.** URN								**News** ETIFOR	
24						Highlighting some posts				
25			**News Post**							
26		**News Post** OiEau - Physical KoM						**News** CBB		
27					**News Post** OiEau event to come					
28							**News** WAREG			
29				**News Post.** OiEau						
30	**News Post** EUT					**News** UR			**News** OiEau	
31										

ANNEX 6: POSTS FOR SOCIAL MEDIA AND EXAMPLES FROM LINKEDIN AND X (TWITTER)

Posts on LinkedIn and Twitter	Date
The importance of Citizen science	28/08/2023
EURO-INBO Conference	17/08/2023
What is water governance?	03/08/2023
Logo for the Pilot Site Community	21/07/2023
Quote from UN publication	11/07/2023
Presentation of WRT	27/06/2023
Launch of WaterGovernance 2027- Thanks	19/06/2023
Launch of WaterGovernance 2027-invitation 3	15/06/2023
Presentation of CBB	13/06/2023
Launch of WaterGovernance 2027-invitation 2	08/06/2023
Presentation of KÖTIVIZIG	06/06/2023
Launch of WaterGovernance 2027	01/06/2023
Presentation of SIWI	23/05/2023
Presentation of EUI	15/05/2023
Presentation of WAREG	11/05/2023
Physical kick-off meeting Day Two	27/04/2023
Physical kick-off meeting Day One	26/04/2023
Physical kick-off D-1	25/04/2023
Presentation of REKK	21/04/2023
Presentation of Eurecat	19/04/2023
Physical kick-off meeting D-10	17/04/2023
Physical kick-off D-20	07/04/2023
Reaction to French news	31/03/2023
Presentation of Université de Rouen Normandie	24/03/2023
Presentation of Etifor	21/03/2023
Presentation of Etifor	17/03/2023
Presentation of Université de la Réunion	09/03/2023
Online Kick-off meeting	03/03/2023
Launch of the project	01/03/2023

InnWater
109 abonnés
1 mois •

👉 It's tomorrow ! 🎉

The EU project InnWater, funded by the European Commission under the #HorizonEurope Research & Innovation programme, has its 2️⃣ days kick-off meeting.

The start of 3 years on the challenges of #watergovernance, social innovation and stakeholders' participation. 👥

Voir la traduction

InnWater @InnWater_EU · Jun 6

#partners

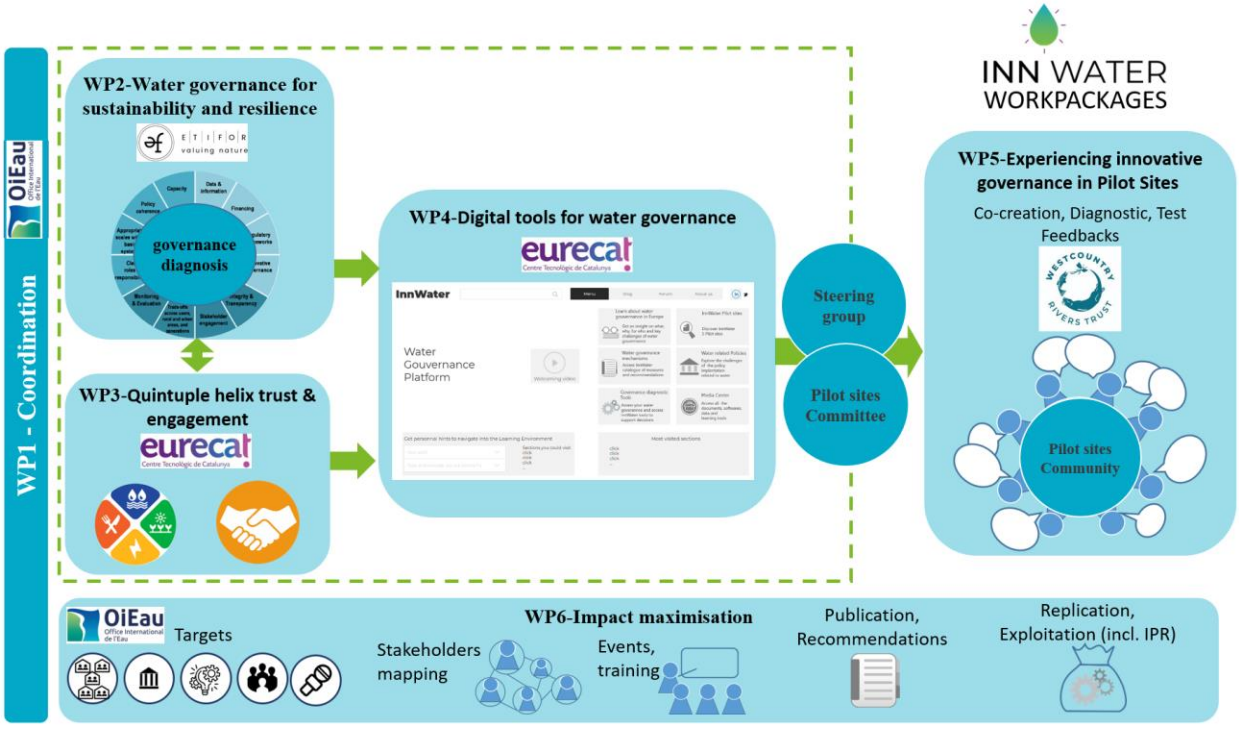
The Middle Tisza District Water Directorate (KÖTIVIZIG) 🇭🇺 is facing water allocation challenges.

👉Thanks to @InnWater_EU, KÖTIVIZIG aims to induce a successful adaptation process, built on comprehensive information and involvement of relevant stakeholders. 🗣️

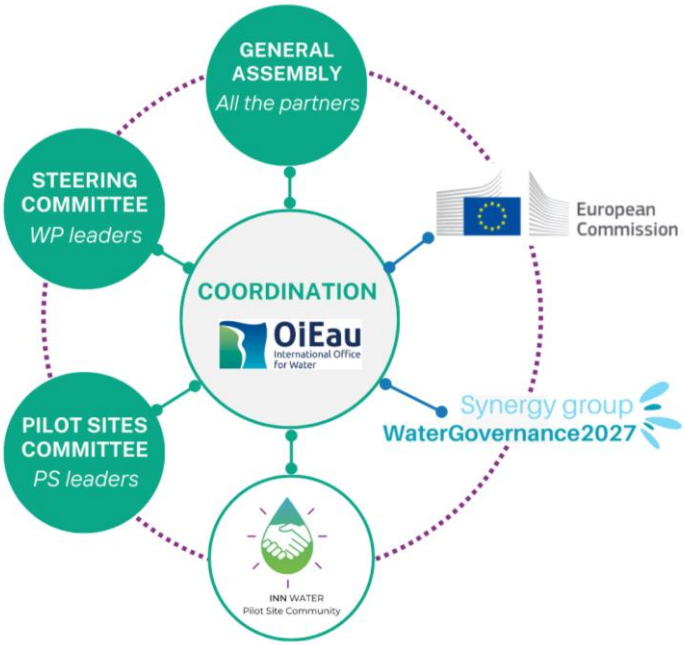
2 21

ANNEX 7: PROJECT VISUALS

InnWater Work Packages

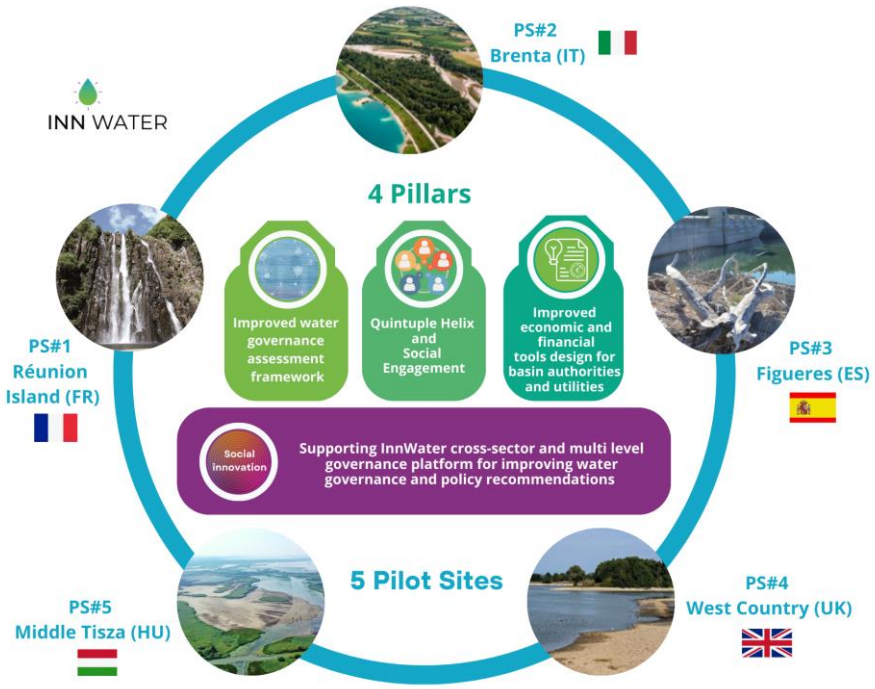


InnWater Governance structure

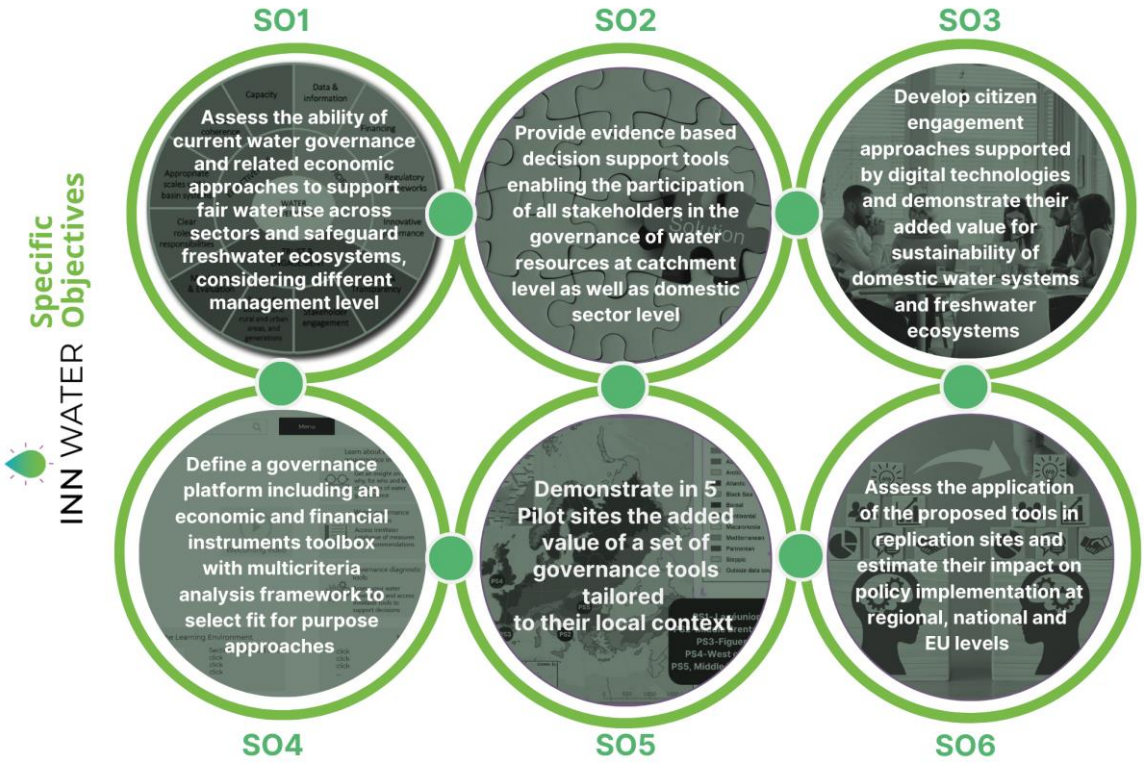


Funded by the European Union
UK Research and Innovation

InnWater Method

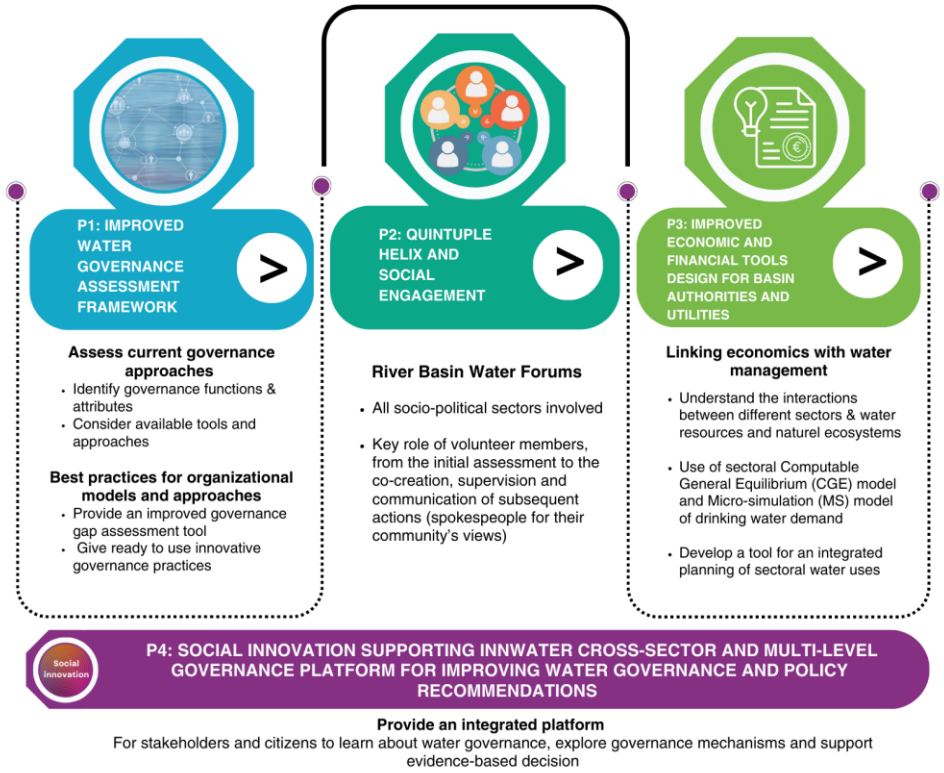


InnWater Specific objectives



Funded by the European Union
UK Research and Innovation

InnWater Pillars



InnWater Expected results

Funded by the European Union
UK Research and Innovation