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INN WATER

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

D6.2: InnWater Multi-level Communication and Dissemination strategy and plan #V2

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EXECUTIVE SUMMARY

Deliverable D6.2 provides an updated multi-level communication and dissemination strategy for InnWater at Month 34 (December 2025). It takes stock of what has been done since the project started in March 2023, refines the priorities for the final months and clarifies how InnWater's outputs will remain visible and reusable after the end of the project.

The document first recalls the overall ambition: supporting more inclusive and better coordinated water governance by making InnWater's work understandable, accessible and useful for the people concerned. It explains how communication, dissemination and exploitation are connected, in particular through the growing focus on Key Exploitable Results (KERs), and how the strategy has progressively shifted from general project visibility towards more result-oriented messages.

A consolidated overview of activities since the first strategy (D6.1) is then presented. It shows how the website has become the main entry point for information and public results, how news items, event pages, the media center and pilot-site pages document major outputs, and how LinkedIn has emerged as the central social media channel for professional audiences. Public deliverables, communication materials and scientific or technical publications are briefly mapped to the main types of audiences they serve.

On this basis, the updated strategy sets clear priorities for the remaining months of the project. It identifies the audience segments that are now central – water managers and public authorities, technical practitioners, researchers and students, NGOs and local partners – and those that require specific effort, such as political decision-makers outside the “water circle” and potential replication territories. It confirms that communication and dissemination will concentrate on a limited number of anchors: the website, the InnWater governance platform, the Learning Environment and LinkedIn, supported by a small set of key formats such as KER factsheets and short videos.

A concrete communication rhythm is outlined for the final phase: visibility around the latest events and webinars, a stronger spotlight on KERs and core tools in early 2026, and targeted communication linked to the Final General Assembly and the public opening of the governance platform. Each major message is associated with a stable access point (platform page, factsheet, website) to facilitate reuse.

Finally, the deliverable explains how these arrangements extend beyond the formal end of InnWater. The governance platform including Learning Environment will host tools, pilot sites illustration and learning resources over the longer term, while the project website will act as a gateway to these assets and to public deliverables. The WaterGovernance2027 cluster and partners' own networks and training activities will provide additional channels for maintaining visibility and integrating InnWater outputs into future initiatives. Monitoring arrangements and attention to gender equality, social inclusion and ethics provide the cross-cutting frame within which communication and dissemination will continue to be steered.

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FV	22/12/2025	Ananda ROHN, Julie MAGNIER (OiEau)	Final version

Related deliverables

D6.1: InnWater Multi-level Communication and Dissemination strategy and plan #V1 was the former version of the strategy. As communication, dissemination and exploitation are intrinsically linked, there is also strong connexion with *D6.5 – Exploitation Road map and update #V1* and *D6.6 – Exploitation Road map and update #V2*.

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ACRONYMS

CGE	Computable General Equilibrium (model)
EU	European Union
GA	General Assembly
GESI	Gender Equality and Social Inclusion
INBO	International Network of Basin Organizations
KER	Key Exploitable Result
KPI	Key Performance Indicator
PS	Pilot sites
SME	Small and Medium-sized Enterprise
WEFE	Water–Energy–Food–Ecosystems nexus
WG2027	<i>WaterGovernance2027</i> (synergy group InnWater–GOVAQUA–RETOUCH NEXUS)
WP	Work Package

INTRODUCTION

InnWater began in March 2023 and runs for three years. The project brings together 13 organisations from six countries that work on different aspects of water management and governance. Their common goal is to explore how tailored multi-level and cross-sector water governance associated with economic and financial tools can support a transition to more sustainable water systems. InnWater looks at the interactions between institutions, sectors and territories, and examines how these relationships can be strengthened to support a fair and coordinated use of water resources.

Communication and dissemination are part of this effort. They help organise how the project shares information, explains its work and reaches the groups it seeks to involve. The first version of the strategy, delivered in August 2023 at Month 6 (D6.1), set the initial communication framework. It presented the audiences and personas, the first set of key messages, the visual identity and the early plan for communication activities. It also explained how these elements support the wider objectives of the project, including citizen engagement, capacity building and the exchange of practices across the pilot sites.

Since the publication of D6.1, the project has expanded its activities. Work has progressed within and across the five pilot sites, and several meetings and webinars have been organised to involve local actors and discuss governance challenges. The project has also taken part in events at European and national levels and continued to publish updates on its website and social media profiles. As the project progressed and results were identified, communication and dissemination activities also focused on actions surrounding these outputs, supporting their exploitation and thus impact maximisation. These developments have gradually shaped the communication and dissemination needs of the consortium and highlighted areas where the strategy requires an update.

InnWater is also part of the WaterGovernance2027 synergy group together with GOVAQUA and RETOUCH NEXUS. This collaboration has supported joint initiatives and opened new channels to reach decision-makers, practitioners and other stakeholders.

Deliverable D6.2 provides the updated communication and dissemination strategy at Month 34. It reflects the progress made since the first version of the strategy, outlines the adjustments agreed by the consortium and presents the approach that will guide InnWater's communication and dissemination activities during the final phase of the project and beyond.

1. CONTEXT AND PURPOSE OF THE UPDATED STRATEGY

This first part sets the scene for the updated communication and dissemination strategy. It briefly recalls how InnWater and WP6 approach communication and dissemination, and why the first strategy delivered at Month 6 (D6.1) now needs to be adjusted.

Since August 2023, the project has moved from start-up to full implementation: pilot-site activities, external events and online communication have expanded, and InnWater now reaches a broader range of audiences than initially anticipated. At Month 34, the consortium therefore agreed to update the strategy so that it reflects this new situation and provides clear guidance for the final year of the project. Part 1 explains this context, clarifies the objectives and scope of Deliverable D6.2, and introduces the main elements that structure the revised approach.

1.1. Project and WP6 Overview

InnWater is a three-year project funded under Horizon Europe. It started in March 2023 and brings together 13 organisations from six European countries. The partners work on different aspects of water governance and explore how cooperation, social innovation and shared learning can support more inclusive and coordinated decision-making. The five pilot sites play a central role, as they offer concrete situations where governance challenges and opportunities can be discussed and tested with local actors.

Communication and dissemination are part of this approach. They present progress across the consortium and help keep information accessible to the groups concerned by water governance. In a project that relies on dialogue and engagement, communication also links activities taking place at different levels and supports exchanges with practitioners, authorities, civil society and research organisations.

The first communication and dissemination strategy was delivered at Month 6 in August 2023. It set the initial framework for InnWater's outreach, including the identification of audiences and personas, the first key messages, the visual identity and the links between communication, dissemination and exploitation. WP6 coordinates this work: it manages the website and social media, prepares shared tools, supports partners in developing materials for meetings and events, and follows communication activities in the pilot sites and within the WaterGovernance2027 synergy group.

In this deliverable, communication, dissemination and exploitation are understood as complementary but distinct dimensions. **Communication** focuses on making the project and its activities visible to relevant audiences and maintaining a coherent public image. **Dissemination** is about sharing results and knowledge in a form that allows others to understand, cite and reuse them. **Exploitation** concerns the way InnWater outputs can be taken up after the project, for example in policies, operational practices or new services.

1.2. Why Updating the C&D Strategy at M34

The first communication and dissemination strategy was delivered at Month 6 (August 2023), when the project was still in its initial phase. Most activities were being launched and the consortium had limited experience with the audiences it wanted to reach. The strategy reflected the information available at that time and provided a useful framework for the early months of InnWater.

Since then, the project has moved into a much more active phase. Work in the five pilot sites has generated meetings, workshops and exchanges with a wider range of actors than initially anticipated. Participation in external events has increased, and InnWater has been invited to present its work in various European, national and regional settings. As a result, the project now reaches new groups and a broader public.

This expansion has made coordination more important. As partners produce more materials and results, there is a need to **keep messages coherent across channels** and to adapt the initial framework to what has been learned in the pilot sites and through events. The growing use of the website, social media and news items also calls for a more structured approach for the final year.

For these reasons, the consortium agreed to update the communication and dissemination strategy at Month 34. The revised strategy aligns communication and dissemination with the current stage of the project and provides guidance for the remaining activities, so that the main results can be shared in a consistent way with the different audiences reached by InnWater, supporting sustainable exploitation.

1.3. Objectives, scope and boundaries of the updated strategy

The updated communication and dissemination strategy focuses on **the final phase** of InnWater. Its objective is to explain how communication should be organised from Month 34 onwards to support the dissemination and exploitation of the project's results. It clarifies which audiences are most relevant at this stage, what type of messages are useful, and which tools and channels will be used.

The strategy builds on D6.1 and on the **experience gained** since August 2023, including website updates, social media activity, partner communication and participation in events. Rather than redefining the overall approach, it refines and prioritises it so that communication and dissemination remain coherent and focused on the most useful formats for InnWater's target audiences.

In practice, the strategy provides guidance for partners when preparing communication materials and contributing to InnWater's online tools. It does not monitor performance or revisit the technical content developed in the work packages. Instead, it defines the frame within which communication and dissemination will be organised during the remaining months of the project and beyond.

2. OVERVIEW OF C&D ACTIVITIES SINCE D6.1

Reviewing the communication and dissemination activities carried out during the project is essential when updating the strategy. Understanding what worked well, what did not, which channels were most effective towards which audience, and which messages had the greatest impact provides the basis for informed adjustments. This section therefore presents an overview

2.1 Website and online content

The InnWater website remains the main hub through which the project communicates with its audiences. Managed and regularly updated by OiEau, it is maintained at a steady pace, generally at least twice per month and whenever partners share new information or an activity takes place. The homepage provides a clear entry point to the project’s content and highlights the most recent updates, offering visitors an immediate overview of InnWater’s ongoing work (Figure 1).

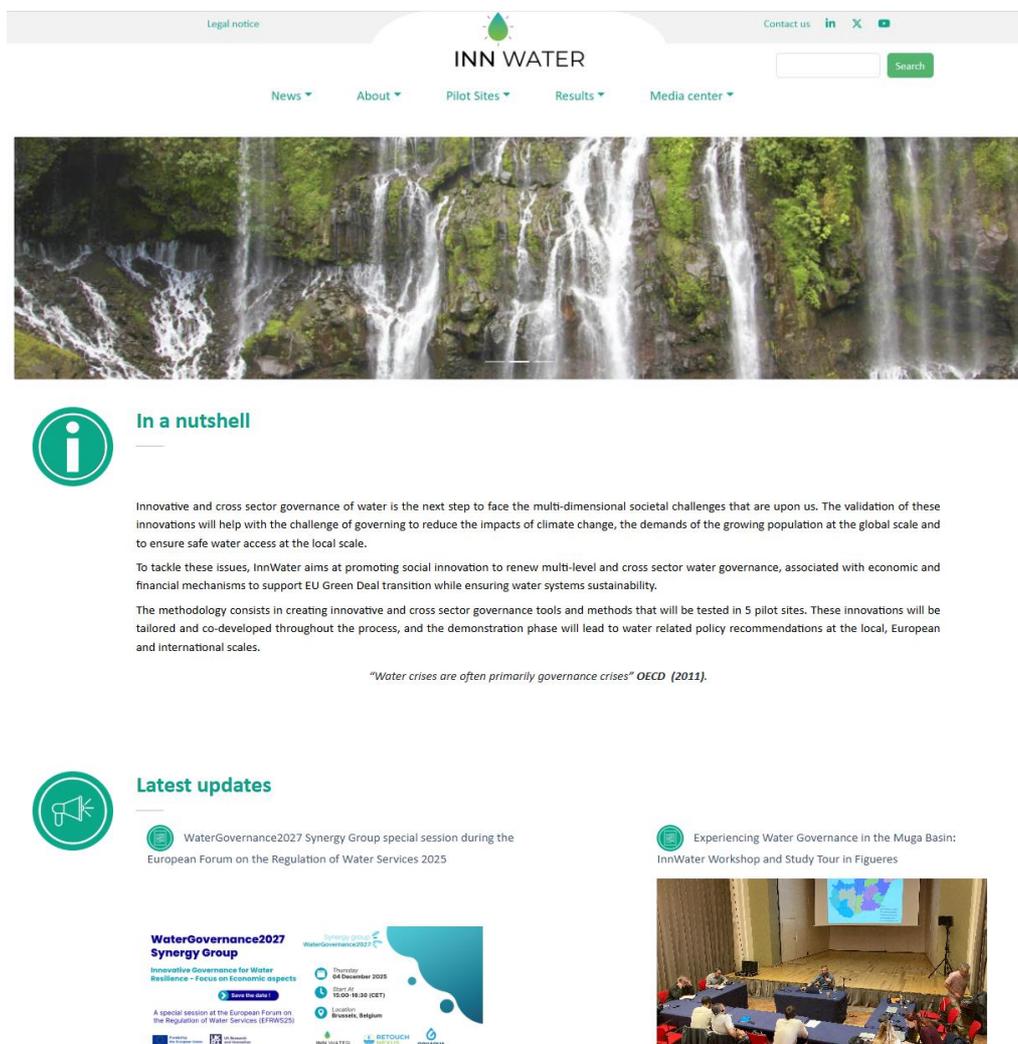


Figure 1: Website - Home page

The structure of the site has remained stable since its launch, which has helped build familiarity among returning users. The homepage presents the project in a concise manner and directs visitors to the most recent updates. As shown in Figure 2 (Latest News), the news items published over the past period cover a wide range of activities: progress in the pilot sites, the release of major deliverables such as the Reference Guide for Programming (D2.2), updates from General Assemblies, the launch of the Open Call for Replication, and training activities such as the 2025 Summer School. These items are written in an accessible format and provide stakeholders with a clear overview of the project’s milestones as they occur.

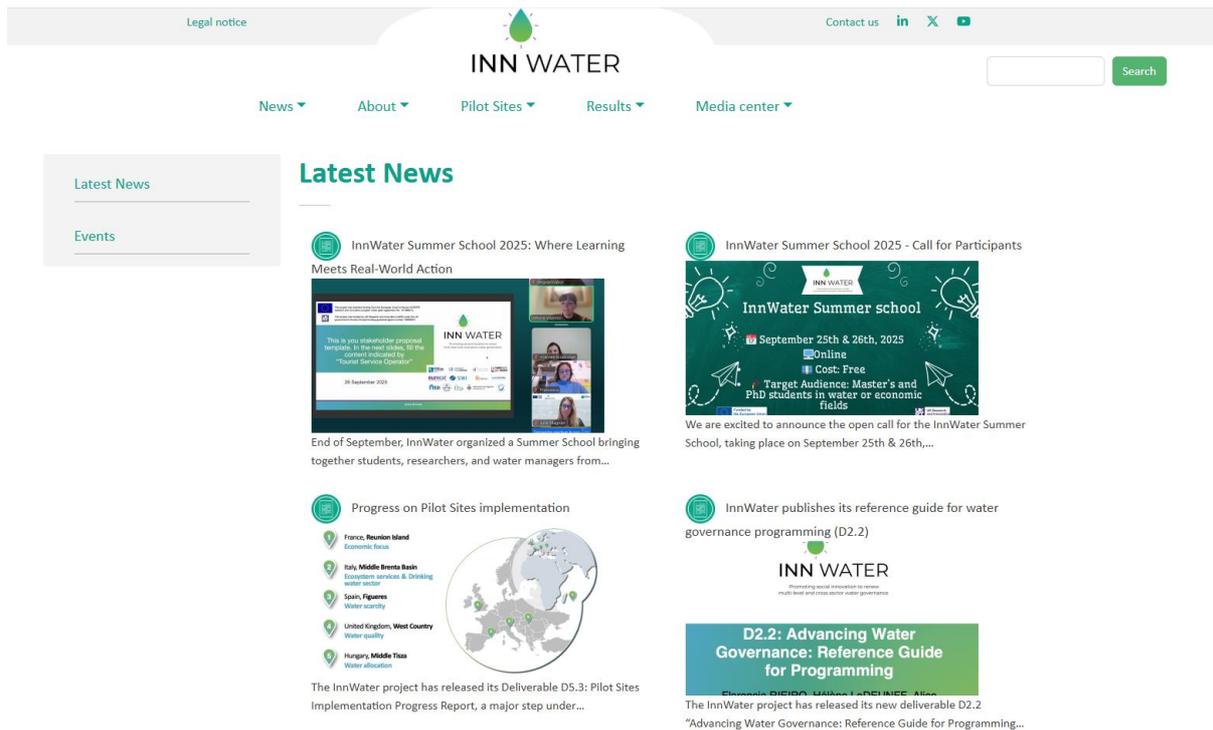


Figure 2: Website - Latest News

To support the dissemination of results during the final phase of the project, a new “**Results**” section has been added to the main menu. This section consolidates all public deliverables, policy recommendations and Key Exploitable Results, making it easier for users to navigate and access the outputs produced across work packages. Figure 3 (Deliverables page) illustrates how reports such as the Governance Platform V2 (D4.5), the socio-economic performance methodology (D4.3), the cross-sectoral modelling deliverable (D4.2) or the Pilot Sites Implementation Guide (D5.2) are presented in a standardised and accessible way. This development responds directly to Horizon Europe requirements on visibility and open access, and strengthens the website’s role as a dissemination tool rather than a simple communication interface.

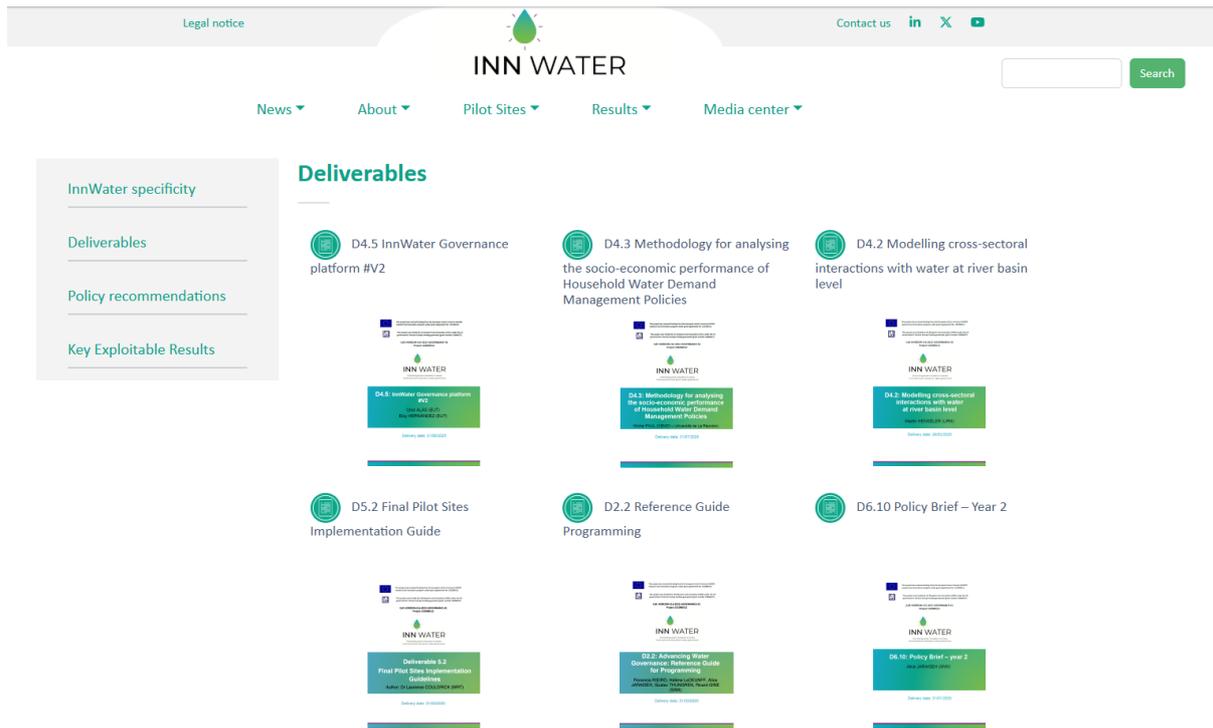


Figure 3: Website Results-Deliverables

The “About” pages provide **background** on the project’s objectives, workplan and methodology, as well as a presentation of the consortium and the WaterGovernance2027 synergy group. These pages help contextualise InnWater within the broader landscape of European research on water governance and highlight the value of collaboration with GOVAQUA and RETOUCH NEXUS. They also ensure transparency on the structure of the project, in line with EU communication standards.

Each **pilot site** has a dedicated page, accessible from the main menu. These pages include a description of the local context, the environmental issues addressed and visual elements illustrating each territory. They are updated when relevant progress occurs and help show how InnWater is implemented in diverse geographical and institutional settings. Figure 4 (Pilot site page – Réunion) shows how these pages combine narrative content with images to offer a clear presentation of the pilot site’s challenges and activities.

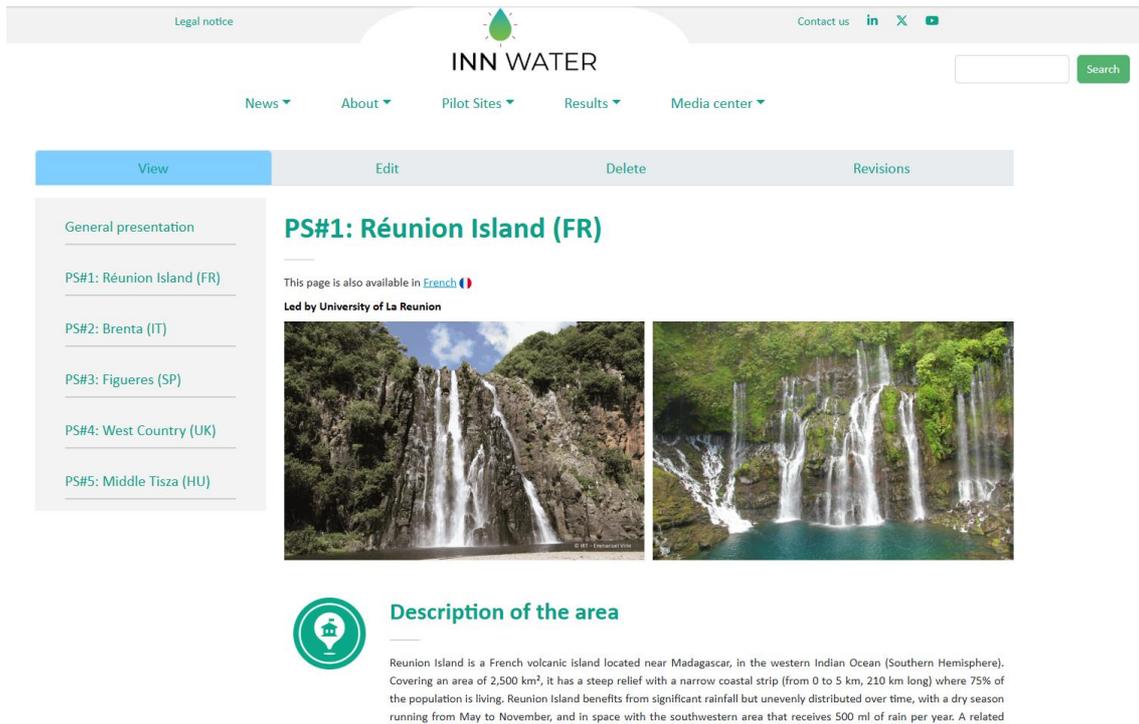


Figure 4: Website – Pilot sites #1 example

The **Media Center** provides access to all communication and dissemination materials produced over the course of the project, including interviews, videos, press releases, scientific publications, project articles and communication templates. It functions both as a public resource and as an internal support tool for partners wishing to reuse or adapt material for their local dissemination activities. Figure 5 (Media Center page) illustrates the diversity of these resources, which range from interviews with pilot site representatives to video summaries of key events.

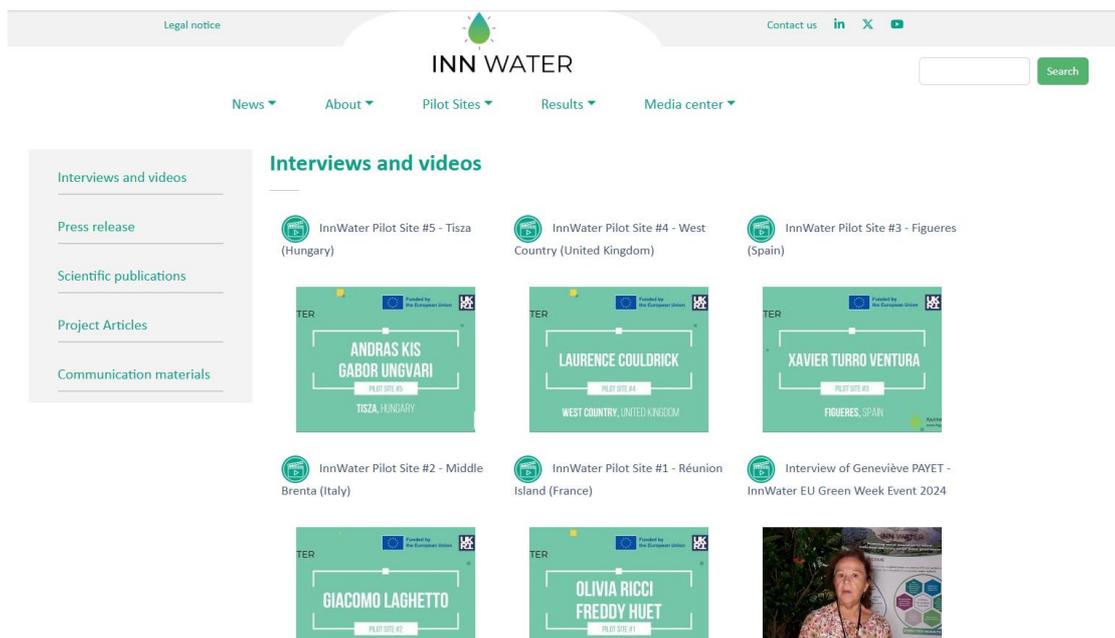


Figure 5: Website – Media Center

The website also plays a strategic role in supporting social media activity. Most LinkedIn posts redirect readers to the site, ensuring that announcements, event summaries and public deliverables remain accessible beyond the immediacy of social media timelines. Qualitative traffic observations indicate that peaks in visits generally correspond to the publication of major updates such as the release of deliverables or the organisation of events, confirming the website's function as the main anchoring point of the project's communication ecosystem.

As the project enters its final months, the website will become increasingly focused on presenting the project's main results and supporting replication activities. Combined with regular updates and a stable structure, this evolution ensures that the website continues to meet the visibility, transparency and open-access requirements of Horizon Europe while providing a coherent and reliable information source for all audiences engaged in InnWater.

Since its launch in September 2023, the website has received almost 5 000 visits from around 3 500 unique visitors, generating close to 10 000 page views. Most of this activity took place in 2025, when key milestones such as the Summer School call, the open call for replication and cluster events were announced. This confirms that the website is a key communication and dissemination tool, mainly consulted when specific opportunities or results are promoted.

2.2 Social media

Social media has been used throughout the project to relay key moments, highlight activities taking place in the pilot sites and direct interested audiences towards the InnWater website. **LinkedIn** has been the main channel, with X (formerly Twitter) used in a more complementary way, especially during the first years of the project. Typical LinkedIn posts combine short texts, visuals and links to the website, for example to present a workshop, a General Assembly or a Summer School activity.

Since the launch of the InnWater accounts in early 2023, activity has been maintained at a regular pace, with posts shared in most months between March 2023 and late 2025. The posting rhythm has followed the main milestones of the project: General Assemblies, local workshops and meetings in the pilot sites, transversal webinars, use of InnWater tools, publication of key deliverables, launch of the Open Call for Replication and, more recently, the organisation of the Summer School (Figure 6). This approach is consistent with the initial strategy, which aimed to keep a steady presence on social media while aligning the intensity of communication with the project calendar rather than imposing purely numerical targets.

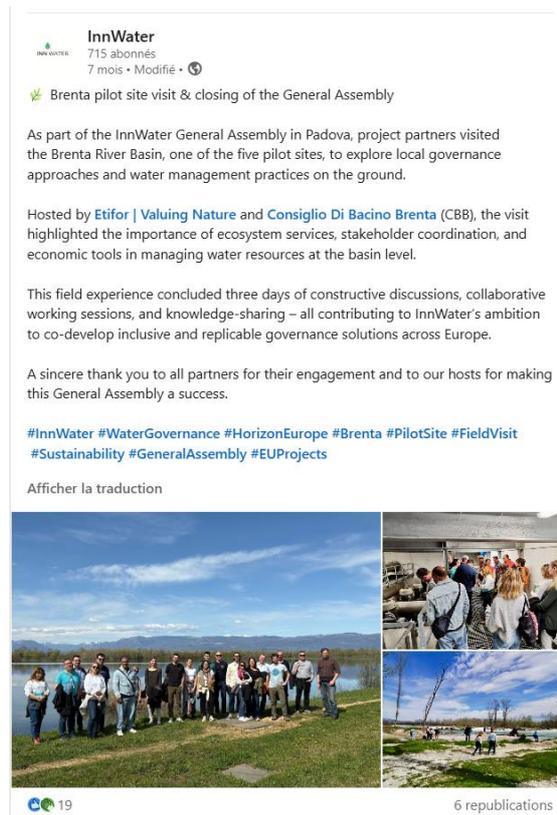


Figure 6: Post example of an InnWater event (General Assembly Padova 2025)

Some posts also document consortium life and collaboration, such as General Assemblies, internal seminars and joint sessions with the WaterGovernance2027 synergy group. Several posts present written outputs and deliverables, for example the publication of the Reference Guide for Programming, pilot site implementation reports or policy briefs (Figure 7). Additional content highlights InnWater’s contributions to external events, webinars and conferences, as well as interviews with partners and short articles on governance topics. Together, these posts help to show both the concrete work carried out on the ground and the conceptual advances made by the project. Partners are encouraged to interact with and share these posts from their own institutional accounts where relevant, in order to extend the project’s reach..

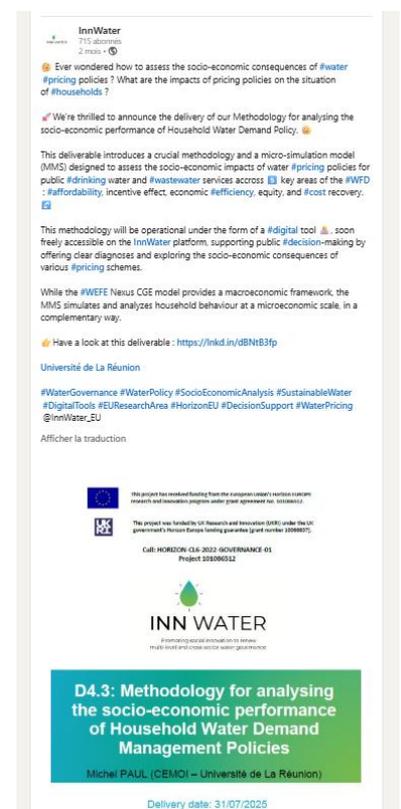


Figure 7: Example of communication post on new deliverable

2.2.1 X page

The X account (@InnWater_EU), created in February 2023, plays a more modest but complementary role. By November 2025, it has 45 followers and follows 61 accounts, with the latest post published in May 2025 (Figure 8). X has mainly been used to relay key announcements, live updates from events and links to InnWater news or partner activities, in a shorter format adapted to the platform, as shown. Over time, communication efforts have progressively shifted towards LinkedIn, which offers a format better suited to the project’s audiences and to the type of content that InnWater needs to share in its final phase. This decision was also influenced by the deterioration in moderation practices and trustworthy reliability of this social network.

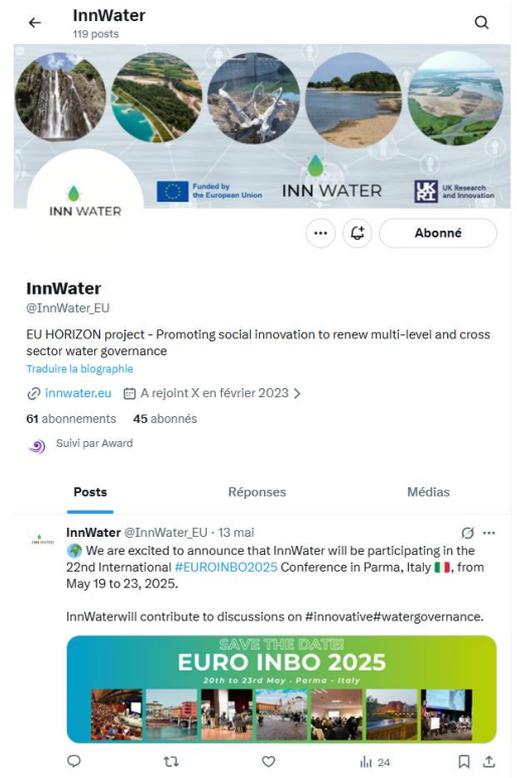


Figure 8: Overview on InnWater’s X page

2.2.2 LinkedIn page

On LinkedIn, the InnWater page has reached 715 followers by November 2025 (Figure 9). This page generated a significant number of interactions with users (17,433 impressions, 424 reactions and 15 reposts over the last 12 months – from 20/11/2024 to 19/11/2025). These indicators confirm that LinkedIn has become the central social media channel for the project, both in terms of reach and interaction with content. The current level of activity and audience is consistent with the scale and thematic focus of InnWater.

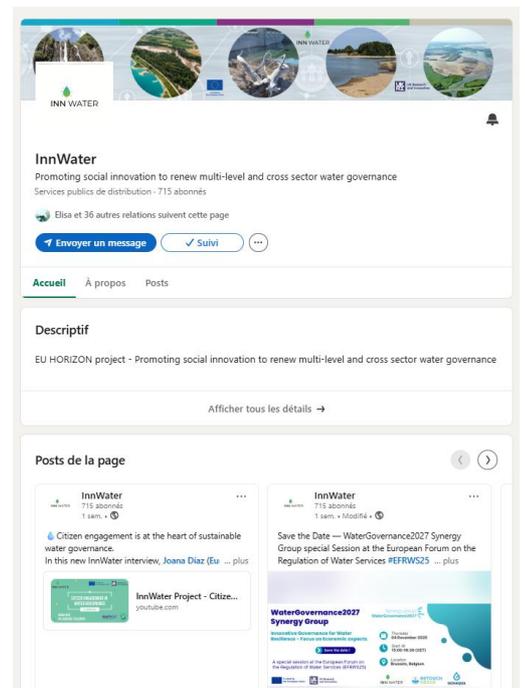


Figure 9: Overview on InnWater’s LinkedIn page

The follower base on LinkedIn is largely composed of professionals already involved in or interested in water governance. According to the follower analytics, most subscribers work in public water and sanitation services, river basin organisations and water agencies, research institutes and universities, environmental NGOs and associations, consultancy companies and local or regional authorities. A smaller but visible share of the audience comes from European and international networks, as well as policy or funding institutions. This composition, summarised in Table 1, reflects the target audiences identified in the communication and dissemination strategy and suggests that the page is reaching the stakeholders for whom InnWater’s results are most relevant.

Table 1 : Summary of the followers’ sectors of InnWater’s LinkedIn account

InnWater persona	Who are they, roughly?	Share of LinkedIn followers (approx.)
Private sector & SMEs	Companies, industries, consulting firms, IT, agriculture, energy, etc.	50%
Water managers & public authorities	Public water utilities, local authorities, agencies, environmental departments, public health...	20%
Researchers & academia	Universities, research centres, think tanks, scientific publishing	15%
Associations / NGOs & networks	Civic organisations, environmental NGOs, professional associations, foundations...	15%

In practice, many posts on both platforms redirect readers to the InnWater website to read full news items, access project articles or download public deliverables. This connection between social media and the website has helped keep the communication ecosystem coherent and has ensured that content remains accessible beyond the immediate visibility of social media feeds.

2.3 News, events, media

This section describes how news items and events have been used since the publication of D6.1 to give visibility to InnWater activities and results, and to support the update of the communication and dissemination strategy. Rather than multiplying short announcements, the project has focused on a limited number of news items and event pages that mark clear steps in the implementation of InnWater, either at consortium level or within the pilot sites.

On the **website**, the “Latest News” section gathers fourteen articles that reflect the main stages of the project since 2023. They cover, for instance, the launch and outcomes of the InnWater Summer School 2025, the publication of key deliverables such as the D2.2 Reference Guide for Programming and the D5.3 Pilot Sites Implementation Progress Report, the launch and extension of the Open Call for Replication, as well as the mid-term overview “A look back at the first half of

the InnWater project”. Other news document the work carried out in the pilot sites, such as community meetings in La Réunion and Figueres, or transversal activities within the WaterGovernance2027 synergy group, including the policy brief and joint webinar on water resilience. The overall structure and diversity of these articles are illustrated in Figure 2, which shows how InnWater has used the news section to document key milestones rather than day-to-day activity.

In parallel, a dedicated “Events” section presents the main conferences, workshops and online events where InnWater has been visible. Eight events are currently listed. They include activities organised directly under the InnWater framework, such as the transversal webinar on citizen engagement and the workshop and study tour in Figueres, as well as contributions to external events, for example the participation in the INBO World General Assembly, the EURO-INBO conferences, the European Forum on the Regulation of Water Services and a partner’s event during the EU Green Week. Figure 10 provides an overview of this section and illustrates the balance between InnWater-led events and the project’s presence in existing European and international forums on water governance. It also reflects the way the WaterGovernance2027 synergy group has been used to increase the project’s visibility through joint sessions and shared policy messages.

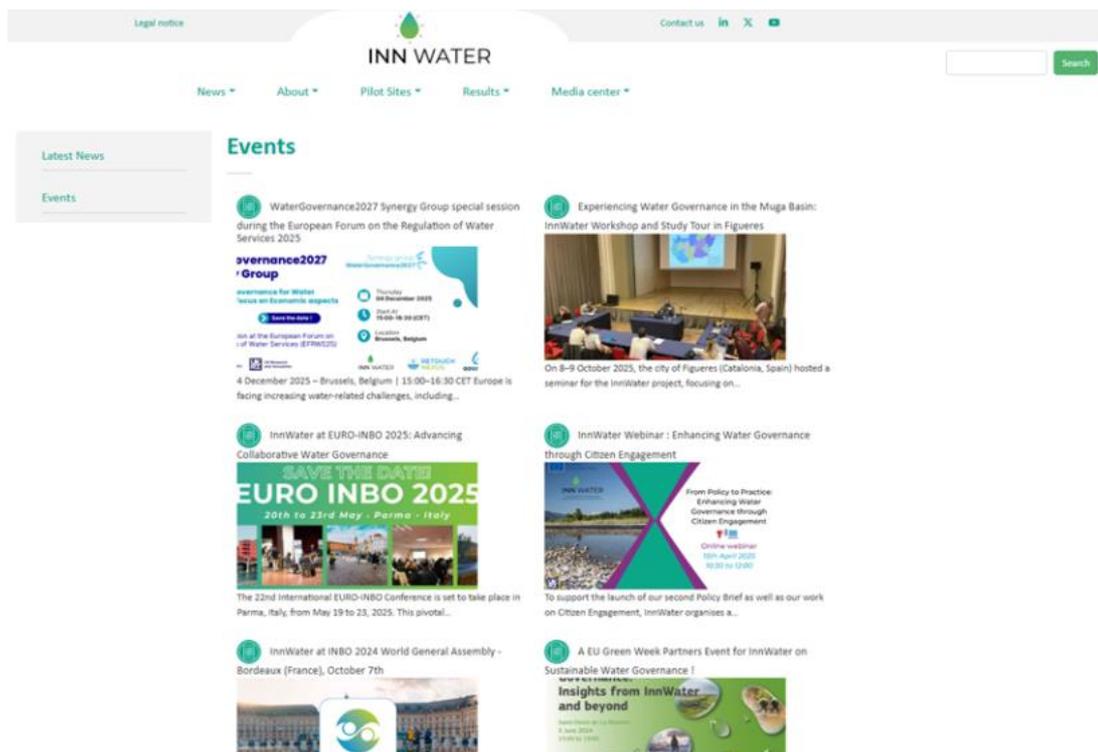


Figure 10: Events” section of the InnWater website.

2.4 Open dissemination and publications

Public results are mainly shared through the “**Results**” section of the InnWater website. Public deliverables from WP1, WP2, WP3, WP4, WP5 and WP6 are uploaded once approved, with their number, title and a short description. They include, for example, the enhanced water governance assessment tool and reference guide, the citizen engagement methodology, pilot site implementation guides, replication reports and policy-oriented documents. This gives basin authorities, regulators, utilities, NGOs and researchers direct access to the core methods and findings of the project.

In addition to these reports, the consortium has produced a range of communication and support materials. These cover the general project leaflet, pilot site leaflets, posters and roll-ups for events, slide templates, short videos and visual summaries of key tools, in particular the economic tools and governance resources developed under WP2, WP3 and WP4. These materials are made available through the Media Center, in sections such as “Communication materials”, “Interviews and videos” and “Project articles”, so that partners and external users can easily reuse them in meetings, workshops or training activities.

Partners also contribute with scientific and technical publications that build on InnWater work. When possible, these outputs are made available in open access and referenced in the “Scientific publications” subsection of the Media Center, with links to journals or repositories. This complements the project deliverables and supports the visibility of InnWater approaches within academic and expert communities.

All publicly shared documents comply with **the open access** requirements of Horizon Europe. Deliverables and communication materials are available free of charge, without registration, and partners are encouraged to allow reuse when it is compatible with their mandates and with ongoing exploitation discussions. In practice, open dissemination now goes beyond basic visibility: it organises InnWater results in a form that can already be taken up by water-governance stakeholders. This structure provides a first layer for the transfer of tools and guidance and will be used as a basis for the exploitation work planned for the final stage of the project.

Table 2 : Summary table of the InnWater Results

	Title	Owner	Contributors	KER
R1	Multi-level and cross sectors governance recommendations (incl. policy, regulation, economic) - Policy briefs	SIWI	OiEau, EURECAT, WAREG	NO
R2	Reference guide for programming – Effective governance practices	SIWI	Etifor, WAREG	YES
R3	Water Governance assessment tool	EUI, Eurecat, Etifor, SIWI		YES
R4	WEFE Nexus Macro-economic simulation	URN	UR, EUT	NO

R5	Water pricing tool	UR	REKK, URN	YES
R6	Inclusion of environmental costs within water tariff and pricing	UR, Etifor, URN		
	R6a - examples of Brenta			NO
	R6b - examples of Coral reef in La Réunion			NO
R7	Raising awareness and training support tools	OiEau	EUI EUT, WRT	NO
R8	Self-sustaining Governance community including - How InnWater has improved Water Governance in each PS?	PSWRT	UR, Eurecat, Figueres, Etifor, CBB, REKK, KÖTIVIZIG	NO
R9	Citizen Engagement approaches and method	Eurecat	SIWI, Etifor, REKK, OiEau	YES
R10	InnWater Governance platform	Eurecat, OiEau	UR, URN, Etifor, all partners	YES
R11	AI Assistant	Eurecat		NO

The **Key Exploitable Results (KERs)** concentrate the project’s most directly reusable assets, bringing together governance diagnostics and programming guidance, economic tools, citizen-engagement approaches and the InnWater governance platform. Their added value comes from the way they can be combined and applied in real policy settings, for instance by linking a governance assessment with follow-up action, connecting tariff debates with distributional analysis or embedding participation methods in ongoing basin processes. Around these KERs, InnWater has also produced policy briefs, methodological reports, pilot site implementation guides, replication guidance, training modules and scientific publications. These “non-KER” results provide complementary outputs to support a cross-sector and multi-level water governance.

In terms of maturity, several results are already ready for dissemination and use beyond the pilot sites, while others still require additional calibration, simplification or the involvement of specific relay partners. Governance-related outputs and citizen-engagement approaches are generally close to “plug-and-play” use for basin organisations, regulators, utilities, NGOs and training institutions. Economic and modelling components, especially those relying on detailed local data or WEFE-CGE simulations, remain more demanding in terms of expertise and input requirements and are more likely to be used initially through partnerships rather than as stand-alone self-service tools. This differentiated maturity is taken into account in the exploitation planning and in the way InnWater presents and prioritises its results for different audiences and uses.

Several actions have been taken to increase the visibility and usability of InnWater results, with particular attention to the **KERs**. Each key result is described through a concise **factsheet** using a common template (owner, target audiences, value proposition, expected benefits, exploitation path); an example of this template is provided in Annex 2. These factsheets are used both internally and as outward-facing documents shared via the project website, the governance platform, partner channels or the Horizon Results Platform. In parallel, the main results are

progressively integrated into the governance platform and the Learning Environment, which act as central access points for tools, pilot sites illustration and training resources. Experience from the first exploitation cycle shows that visibility depends less on multiplying messages than on linking each major result to a stable, well-identified access point (platform page, factsheet, training module) and to concrete examples from pilot and replication sites. In this sense, the KERs form the backbone of InnWater's exploitation strategy, while the wider set of results ensures that they can be understood, adapted and reused in a variety of governance and policy contexts.

3. UPDATED STRATEGY AND END-OF-PROJECT COMMUNICATION PLAN

3.1 Personas and audiences

Deliverable D6.1 defined **five core personas** to structure InnWater’s communication: decision-makers and regulators, water managers and basin authorities, practitioners and intermediary organisations, researchers and students, and organised civil society. In D6.2, the aim is not to redefine these personas, but to use them as an analytical lens to interpret monitoring data (website, social media, participation in events) and to clarify which audiences should be prioritised in the final phase of the project. Detailed quantitative analyses (distribution of LinkedIn followers and reactions website traffic) are presented in chapter 2; this section offers a synthetic reading, focused on audiences actually reached and those that remain less engaged.

Overall, the data accumulated since the beginning of the project confirm that InnWater’s C&D strategy mainly reaches audiences that are already involved in water and environmental governance. By the end of 2025, the InnWater LinkedIn page brings together more than 700 followers, mostly from professional sectors linked to water services, public authorities, consultancies and specialised SMEs, as well as academic and civil society communities. Consistently with this, participation in workshops on the pilot sites, transversal webinars and WaterGovernance2027 activities shows strong involvement of basin authorities, water utilities, experts and young professionals, and a more sporadic presence of elected representatives and generalist NGOs. This overall pattern confirms the relevance of the personas defined in D6.1: the audiences actually reached largely fall within the categories initially targeted, even though their relative weight differs between channels.

The 2025 Summer School is a particularly illustrative case. Designed around the economic tools developed in InnWater (assessment of environmental and resource costs, WEFE-CGE models and related approaches), it primarily targeted PhD candidates and postdoctoral researchers. Website data show that the page “InnWater Summer School 2025 – Call for Participants” is among the most visited pages and one of the main entry points to the site, accounting for around 6% of all page views and a little over 10% of visits starting on the site. This highlights the project’s capacity to strongly mobilise research and training communities when the contents are clearly aligned with their needs (economic tools, pedagogical resources, structured case studies).

In the final phase of the project, the strategy therefore does not seek to modify the personas defined in D6.1, but rather to **specify which segments should receive particular attention**. Monitoring data confirm that water managers, public authorities and technical practitioners remain the core target group for governance tools, programming guidance, the InnWater governance platform and replication resources. Researchers, PhD candidates, post-docs and advanced students form another key audience, already engaged through the Summer School on economic tools and through the Learning Environment, for whom training modules, case studies and scientific publications remain the preferred types of resource. Finally, NGOs, networks and local partners involved in the pilot sites are especially concerned by citizen-engagement approaches and concrete territorial stories, rather than by technical reports alone.

Some segments, however, remain only weakly reached in the current monitoring, in particular political decision-makers outside the “water circle”, more generalist NGOs, citizen groups and,

beyond the five pilot sites, territories that could replicate InnWater approaches. The final phase of the strategy explicitly aims to start reaching these audiences more effectively. Among other actions, the formats currently under development – **motion design videos** presenting the project, its main tools and pilot site dynamics, synthetic KER factsheets and other short visual materials – are designed for all personas, but are also expected to make it easier for less specialised audiences to engage with the results and to extend InnWater’s reach beyond its core community of experts.

3.2 Key Messages

Since the adoption of the first communication and dissemination strategy, InnWater’s key messages have gradually evolved: they no longer aim only to present the project, but increasingly to highlight concrete results and how they can be used. At the outset, communication focused mainly on the overall ambition of InnWater, its pilot sites, and its contribution to multi-level water governance and social innovation. In the final phase, the emphasis shifts to tools, methods and deliverables that can be directly used by target audiences: the governance assessment tool and programming reference guide, citizen-engagement methodologies, economic tools, the governance platform, policy briefs and the emerging KER portfolio.

This evolution also requires greater attention to certain sensitive aspects, in particular water pricing and environmental and resource costs, the use of economic and WEFE-CGE models, and the way local data and scenarios are presented. The updated strategy favors factual, transparent messaging that clarifies what the tools do, what they do not do, and how they can support local decision-making without prescribing a single solution. Whenever tariffs, economic impacts or crisis situations are mentioned, InnWater communication frames them in terms of options, trade-offs and co-benefits, and links them to participatory processes carried out with pilot-site stakeholders rather than to abstract recommendations.

Throughout the project, the consortium has maintained a relatively **stable and simple** lexicon in English, structured around a limited set of notions (water governance, resilience, social innovation, citizen engagement, WEFE nexus, pilot sites, economic tools), explained in a series of project articles to which partners can refer for any report or presentation. This **shared vocabulary**, reused across the website, social media, deliverables and policy briefs, helps to ensure overall consistency and facilitates the gradual presentation of KER and more exploitation-oriented communication during the project’s final year.

3.3 Channels and priority formats

In InnWater, the different channels have not played the same role and do not offer the same potential for the final phase of the project. **The website and the LinkedIn page** have emerged as the two central pillars of external communication: the website serves as an entry point and reference for all information and public deliverables, while LinkedIn is the main channel to reach professional communities in water and environmental governance, building on partners’ networks and the WaterGovernance2027 cluster. Face-to-face and online or hybrid events

(general assemblies, pilot site meetings and workshops, transversal webinars, the Summer School, cluster sessions) remain important moments to engage basin authorities, practitioners, networks and young professionals, but their impact depends above all on the digital content that follows and extends these exchanges, rather than on their sheer number.

The priority formats for the end of the project are directly linked to this configuration. The website and LinkedIn remain the main vectors to showcase deliverables, document progress on the pilot sites and present policy-relevant outputs. The twelve results factsheets are intended to provide concise, reusable summaries of key results, easily embedded in the website and shared by partners. A short series of motion design videos focusing on the project and the governance platform, the pilot sites and the main tools (governance assessment, WEFE-CGE model, economic tool) completes this set by offering short, visual content suited to circulation on social media or to introducing events. In parallel, the InnWater governance platform and the Learning Environment are treated as central hubs: they host tools, case studies and learning materials, and serve as preferred entry points for basin managers, consultants, students and potential replication sites interested in applying InnWater approaches in practice.

In the last 2 months of the project, each major **result** (policy brief, KER, launch or update of a tool, major event) will be associated with at least one clear, reusable digital asset, published on the website and relayed via LinkedIn. This also applies to the final deliverables, which bring together and structure the project's main contributions and will be made available online when they are public. The aim is not to increase the volume of posts, but to ensure that each communication points towards a tool, resource or training support that enables practical reuse of InnWater's results. This refocusing limits the dispersion of efforts and aligns communication more directly with exploitation priorities.

3.4 Social media communication plan

Between early December 2025 and the end of the project, online communication will rely mainly on the InnWater LinkedIn page, relaying content published on the project website. The target rhythm is around two posts per week, alternating between highlighting KER, sharing videos, relaying project and partner events, posting simple indicators on results and communicating around the Final General Assembly (Annexe 3).

In December 2025, communication focuses on the WaterGovernance2027 cluster event in Brussels and on the transition towards a more results-oriented phase. A first post presents the cluster, its objectives and InnWater's place among the member projects. A second post focuses on the event itself (format, key messages, InnWater's participation), with a link to a dedicated page on the cluster or project website. For this occasion, an A5 leaflet is produced and distributed at the event; as shown in Figure 11 below, this is a concise flyer presenting the WaterGovernance2027 cluster, its projects and their shared objectives. In parallel, an interview video previously recorded by the InnWater coordinator at OiEau on water resilience is published on the website and relayed on LinkedIn. An end-of-year post summarises a few key advances (deployment of tools, progress on the pilot sites, first replication prospects) and announces that early 2026 will be devoted to showcasing concrete results.



Figure 11: A5 flyer presenting the WaterGovernance2027 cluster and its projects at the Brussels event

In January 2026, posts will place greater **emphasis on project outputs**. Several publications will gradually present different KER using a consistent format: one result per post, a short message on what it enables (for example in terms of governance, water economics, citizen engagement or replication) and a link to a more detailed page or factsheet on the website. Other posts will focus on governance tools, economic tools and citizen-engagement methodologies, specifying the audiences concerned (basin managers, public authorities, practitioners). The topic of replication will be introduced through one or two posts that explain the general logic (moving from pilot sites to other territories) and, where possible, illustrate intentions or early examples. One or two partner videos (interviews or feedback centred on a tool or pilot site) will complement this sequence and make it easier for organisations involved in the project to share the content.

In February 2026, communication will accompany the last visible steps of the project. Several posts will be devoted to the **Final General Assembly**: announcing the event, highlighting key moments while it takes place (photos, quotes and key messages), then a short recap once the meeting has ended. Other posts will present the opening and functioning of the governance platform, as well as the role of the Learning Environment for training and capacity building. A video dedicated to the pilot sites, shared with a recap post and links to related resources, will provide an overview of the territorial experiments carried out in InnWater. One or two additional posts will highlight simple indicators on the project's results (types of tools developed, diversity of pilot site contexts, main fields of application), with links to more detailed content for those who wish to go further.

Posts linked to an event, the launch of a new tool, the release of a result factsheet or a video will be treated as priorities, provided they point to stable content on the website, the platform or the Learning Environment. Purely institutional or repetitive posts will be kept to a minimum. Synergies with the cluster and partners will mainly rely on re-sharing InnWater content rather than producing parallel messages, in order to amplify a limited number of key posts without overloading newsfeeds. A summary table of the planned LinkedIn schedule for the period December 2025, February 2026 is included in Annex 3, indicating for each week the type of content planned (cluster post, KER, video, General Assembly, platform), the corresponding format and the link with the project's main activities.

3.5 Beyond the project

After the end of the project, several mechanisms will take over to ensure that the tools, methods and case studies developed in InnWater remain accessible and used.

The **InnWater governance platform** is at the core of this architecture. It brings together the project's main tools (governance diagnostic and assessment, economic modelling components, citizen engagement methodologies, programming and implementation guides) as well as part of the feedback and lessons learned from the pilot sites. The public version is due to be made available online by late January / early February 2026, in connection with the final General Assembly. From the outset, the platform was conceived as a space following the same organization and having strong connection with other projects, going beyond the sole scope of InnWater, in particular GOVAQUA who was created using the same platform development tool, and whose timeline extends one year beyond InnWater. This multi-project logic gives the platform a leading role in ensuring the durability of results: InnWater tools and resources remain visible and usable within a living environment, fed by other initiatives on water governance. The Learning Environment complements this by providing a more pedagogical component: training modules, case studies and thematic pathways for students, young professionals, basin authorities and practitioners. Taken together, the platform and the Learning Environment form the main mechanism for discovering, testing and reusing InnWater approaches after the project ends.

The project website retains a showcase and gateway function. It continues to present the context and objectives, the pilot sites and a selection of emblematic results, and provides access to public deliverables (reports, guides, policy briefs, summary documents) through a dedicated "Results / Publications" section. Direct links point towards the InnWater governance platform and the

Learning Environment for users wishing to move from an overview to the operational use of tools or training resources. The website is thus organised around stable content (project presentation, results pages, KER factsheets, videos), while the platform carries more of the long-term dynamic and inter-project capitalisation.

The **WaterGovernance2027** cluster offers another visibility framework beyond the formal duration of InnWater. The project's results are presented there alongside those of GOVAQUA and RETOUCH NEXUS, within a shared perspective on water governance in Europe. The fact that GOVAQUA is also present on the platform and continues its activities after InnWater helps keep the approaches and tools developed in the project in the spotlight, particularly for European audiences already engaged on governance and resilience issues. Links established with other European initiatives and networks on water, the WEFE nexus or adaptation provide additional channels for integrating selected InnWater building blocks into new contexts.

Partner networks further extend this dissemination over time. Each organisation can reuse project results in its own activities: regulators' networks, operators' associations, basin networks, NGOs, universities, training centres and research institutions. Guides, methodologies, replication matrices and case studies can feed into recurring training courses, seminars, summer schools, master's modules or capacity-building programmes. On the territorial side, teams from pilot and replication sites are encouraged to continue mobilising InnWater outputs within their usual dialogue arenas (basin forums, planning processes, consultation mechanisms, communication with local stakeholders).

Other communication and dissemination materials produced at the end of the project complete this picture. **Results factsheets** offer a short, structured presentation of each tool or result, easily embedded on partner websites, on the platform or on the cluster website. **Videos** (presenting the project, the governance platform, the pilot sites, and the main economic and governance tools) can be used in conferences, webinars, training sessions or territorial awareness-raising actions, supporting exploitation. Same goes for the Learning Environment's pedagogical content (modules, diagrams, examples drawn from pilot sites and replication processes), which can be reused in other projects or curricula, with InnWater acknowledged as the source. Taken together, these elements provide partners, water actors and training communities with a set of immediately usable resources to sustain the use of InnWater results beyond the lifetime of the project.

4. CROSS CUTTING ASPECTS

4.1 Monitoring

4.1.1 Key Performance Indicators (KPIs)

In this deliverable, the focus is solely on how the communication and dissemination KPIs are monitored in practice, and not on the quantitative results themselves, which will be developed in deliverable *D6.4 Communication and dissemination report and monitoring #2*. For reference, Table 3 below simply restates the InnWater communication and dissemination KPIs without further description or analysis.

Table 3 : InnWater Key Performance Indicators

Activities	KPI
Organisation of workshops/webinars	>=2 per year
Organisation project webinars	<ul style="list-style-type: none"> • 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
On-line roadshow	
Press release	>=2 per year
Non-scientific and non-peer reviewed publications	number of specialized magazines: 3
Training	Training addressed in several PS webinars
Social media (LinkedIn + Twitter)	Post once a week
Website	2 updates per month Visit >=3000 per month (during the last period of the project)
Press campaign including local media campaign	>=1 per year
Participation to events	Conferences>=13, Workshop >=13, Webinars >=13
Video - interviews	>=17
Social medial followers	LinkedIn>=400, Twitter>=400
E-book	

Monitoring is organised around a **shared Excel file** hosted on the project collaborative space (Teams). This file is made up of several sheets, each dedicated to a specific type of activity: InnWater webinars and workshops, meetings and capacity-building actions in the pilot sites, participation in external events, press and media coverage, publications, website and social media content, and audiovisual material. For each activity, partners are invited to enter basic information such as the date, location, partners involved, type of audience, approximate

participation, communication materials produced and relevant links. This provides a structured inventory of InnWater communication and dissemination activities across the consortium.

The file (Figure 12) is regularly updated by partners and reviewed during WP6 meetings. At each meeting, the coordination team reminds partners to add new events and outputs as they occur. This systematic collection serves several purposes: it facilitates communication around upcoming or recently organised events (for example by identifying opportunities to publish a news item or LinkedIn post), it simplifies requests for articles or short summaries from partners, and it ensures that the project maintains a consolidated overview of activities in the pilot sites, work packages and different countries.



Figure 12: Structure of InnWater's communication and dissemination monitoring file

On this basis, WP6 can regularly extract and aggregate data from the file to track progress against the KPIs defined for communication and dissemination. The shared file makes it possible to check which indicators have already been reached, which ones require further attention and how the different channels contribute to InnWater's overall visibility.

4.1.2 Reporting

Beyond the collection of KPIs, InnWater has progressively put in place simple reporting practices that help turn monitoring information into shared discussion and practical decisions. At consortium level, communication and dissemination activities are regularly discussed during WP6 meetings, General Assemblies and informal exchanges. Partners are invited to briefly present recent and upcoming activities, indicate where they would welcome support (for example for news items, social media posts or event communication) and signal any specific opportunities or difficulties. External trends and developments, such as cluster events, policy debates or calls for contributions, are also taken into account when adjusting priorities. These exchanges help maintain a shared overview of communication efforts across the project and ensure that the strategy remains responsive to partners' needs and to the broader context in which InnWater operates.

This reporting has not been limited to documenting activity a posteriori; it has been used to adjust priorities along the way. Discussions within the consortium have, for instance, confirmed the value of concentrating efforts on a small number of effective channels rather than multiplying platforms. The strong performance of certain contents, such as the Summer School call, pilot site pages or posts on governance tools, has supported the decision to make these themes more prominent in the final communication phase. Conversely, more modest results on generic project posts or low-traffic pages have led to a clearer focus on result-oriented messages (tools, KER, platform, replication) instead of broad "project promotion" campaigns.

Reporting has also played a role in shaping the end-of-project strategy. The synthesis of KPIs and feedback from events has fed directly into the updated C&D strategy (this deliverable) and into the planning of the last months: greater emphasis on videos and motion design to explain complex tools, systematic association of each major result with at least one reusable digital asset, and clearer links between InnWater communication and the exploitation of KER and the governance platform. In this sense, reporting acts less as an administrative exercise and more as a learning mechanism: it helps identify which formats and messages actually work for InnWater's audiences, and it informs how the project presents and organises its results for use beyond its formal end.

4.2 Gender equality and social inclusion charter

As parts of projects funded by the European Commission under the Europe Horizon Programm, Gender Equality and Social Inclusion (GESI) are essential principles.

GESI principles are not only ethical commitments but also a key lever for the fair and sustainable management of water resources. Gender inequalities and social disparities often have a direct impact on access to water, participation in water governance decision-making, and resilience to water-related crises. The integration of GESI therefore helps ensure a more equitable distribution of the benefits of water policies and encourages the proactive participation of all stakeholders.

With this objective in mind, InnWater has adopted a **GESI charter** (Annex 4) and is committed to actively integrating GESI in all project activities through a charter based on five fundamental principles:

- **Inclusive Management Practices** ensuring that all voices, including under-represented groups' ones, are heard in water governance.
- **Integration of Gender Equality and Social Inclusion Objectives** in every phase of the project, from conception to implementation.
- **Special attention to Inclusive Communication** to ensure fair access to project information and results.
- **Assessment of InnWater's Impact on Gender and Social Inclusion.**
- **Regular Monitoring of Gender Equality** in the project, especially thank to a dedicated Gender Coordinator.

Further details on the activities implemented under this GESI Charter, as well as monitoring processes and feedback from project partners, will be provided in *D6.4 Communication and Dissemination report and monitoring #2*.

4.3 Ethics

Activities carried out under communication and dissemination purposes follow ethics consideration regarding:

- *D7.1 Ethical Aspects of Humans' involvement*: informed consent procedures (information letter and consent forms), authorisation to record image and voice, ensure gender equality and social inclusion in line with our GESI charter

- *D7.2 Ethics requirements for the protection of personal data: anonymisation, no personal data collected.*

More details are given in the above-mentioned Ethics deliverables.

CONCLUSION

The updated communication and dissemination strategy presented in this deliverable provides a clear framework to accompany InnWater through its final months and beyond the formal end of the project. Building on the experience gained since the first strategy at Month 6, it consolidates what has worked well, adjusts priorities where needed and clarifies how communication, dissemination and exploitation will remain closely connected around a limited number of key anchors and formats.

Over the past two and a half years, InnWater has progressively put in place a coherent communication and dissemination ecosystem, centred on the project website, the InnWater governance platform, the Learning Environment and LinkedIn, complemented by key project events. The overview of activities and monitoring arrangements shows that these tools now provide a solid basis for making results visible, traceable and reusable by different audiences. The updated strategy confirms this architecture and shifts the emphasis towards Key Exploitable Results (KERs), concrete tools and tested approaches that can directly support water governance processes in and beyond the pilot sites.

Looking ahead, the deliverable sets out a pragmatic, time-bound communication plan for the last phase of InnWater, with a focus on the WaterGovernance2027 cluster event, the highlighting of KERs and core tools, and the communication around the Final General Assembly and the public opening of the governance platform. It also explains how the platform, the Learning Environment and the website will continue to serve as stable access points for InnWater outputs after the project, supported by partners' own networks and training activities. In parallel, simple but robust monitoring and reporting arrangements, together with attention to gender equality, social inclusion and ethics, provide a common frame for steering communication choices.

For the European Commission, the added value of this strategy lies in the way it operationalises multi-level communication and dissemination in a complex governance project. InnWater offers a practical example of how to connect EU-funded research and innovation with basin organisations, regulators, utilities, NGOs, local partners and training institutions, using a limited number of well-designed tools rather than multiplying channels. The approach developed here – structuring results around KERs, anchoring them in shared platforms, linking them to concrete cases and training resources, and coordinating communication within a project cluster – can inform future Horizon Europe actions in the field of water governance and, more broadly, support the Commission's objectives on transparency, participation and the reuse of project outputs.

Overall, D6.2 translates the lessons learned since the start of InnWater into a focused, operational roadmap. It is designed to help partners use the remaining time of the project effectively, while laying the foundations for a sustained, meaningful use of InnWater's results in European water governance beyond the project lifecycle.

ANNEXES

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 21st Century	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	WP3	5 - EUT	R — Document, report	PU - Public	36

	analysis framework for creating RBWF #V2					
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: EXAMPLE OF A KER FACTSHEET



December 2025

Result Factsheet

WATER GOVERNANCE ASSESSMENT TOOL

RESULT Type:
ICT software digital solution



InnWater has received funding from the European Union's under Horizon Europe programme, Grant agreement n° 101086512

Description

The Water governance assessment tool is an online application to assess governance gaps for a river basin, city or region, inspired on the 12 principles of Water Governance from the OECD. The tool provides a visual assessment of governance systems, to facilitate discussions between different actors (e.g., water managers, regulators, associations, and cross-sector stakeholders) about governance challenges and potential solutions. It is available in the languages of the project pilot sites: English, French, Italian, Catalan, Spanish, and Hungarian. The tool connects the identified governance gaps with inspiring governance practices mapped from case studies across Europe and provides an AI-powered narrative report with the assessment.

Target Audiences

Water Managers

Professionals responsible for the planning, allocation, and management of water resources, requiring insights into governance practices to optimize resource use and compliance with regulations.

Water Regulators

Authorities and agencies that enforce water-related policies and standards, who need a tool that provides actionable data to inform policy adjustments and regulatory decisions.

Water Associations

Organizations that represent the interests of water users, advocating for effective governance and needing access to assessments that support their advocacy.

Citizens

Individuals and community groups with an interest in water governance, seeking transparency, involvement in governance processes.

Cross-Sector Stakeholders

Representatives from sectors such as energy, food, and the environment, who interact with water systems and require a broader understanding of governance.

We specially need

Since this tool is the joint effort of several organizations within the project, we foresee the need to establish a joint ownership agreement that provides guidance in case of potential exploitation scenarios. This agreement should respond to questions related to :

- 1 Plans for jointly or independently using the joint work;
- 2 Handling of enhancements or derivative works;
- 3 Who can modify or update? Under which conditions?



3 Result Factsheet
Water governance assessment tool

Unique value proposition

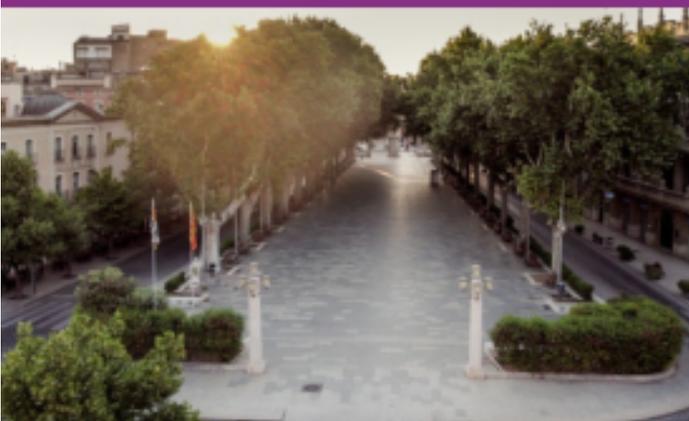
The tool delivers value by offering a structured, digital, and internationally aligned methodology for evaluating and improving governance systems, connected with inspiring case studies to improve water governance gaps. The tool's value is reinforced by its accessibility (it is free to use), its alignment with OECD water governance principles, and its adaptability to various contexts. It is a globally usable digital platform designed not only for evaluation, but also for learning, decision support, and institutional improvement.

Use beyond the project life

Maintained beyond the project by the owners: Eurecat, Etifor, Oieau, EUI, SIWI as part of the Governance platform. Offered as a service to river basin authorities and utilities, with support to keep the tool current and possibly to be expanded to new territories.

Impacts

Improved decisions in water governance: faster diagnostics and prioritised actions. Economic efficiency via low cost per assessment, environmental gains through climate-resilient planning and scientific value from structured data.



Key benefits



Low effort for users, high decision value for authorities and utilities.



Condenses water governance principles in a clear radar + narrative IA-based report.



Fast, comparable and friendly way to diagnose water governance gaps.



Links governance insights with examples of solutions made to improve each water governance principle.

Replicability

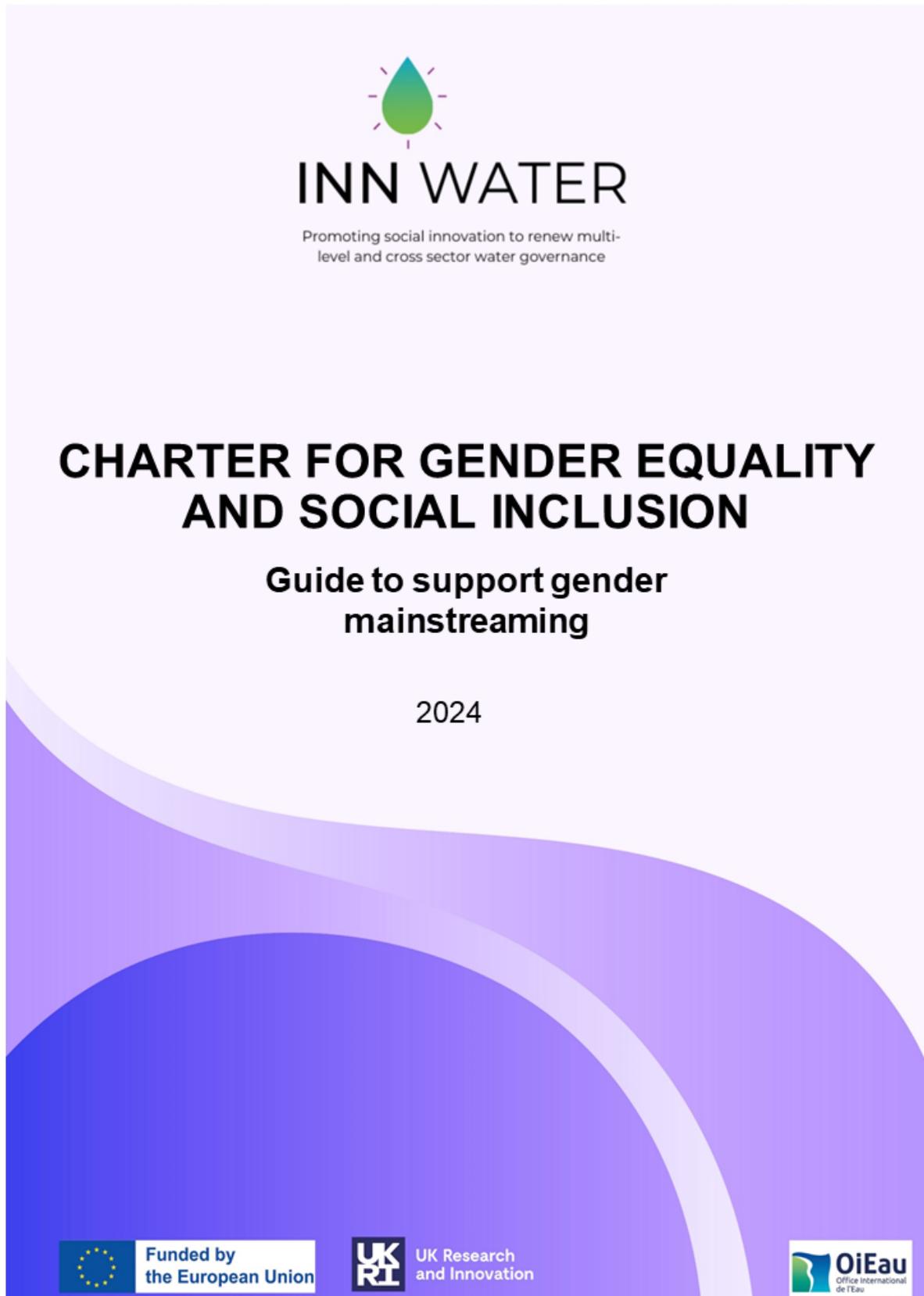
Cloud-based and configuration-driven (questionnaire, scoring, narrative, languages). Deployable to new basins and authorities with minimal setup via templates and APIs.

Eurecat
European University Institute
Etifor | Valuing Nature
Stockholm International Water Institute

Legal requirements - IPR
Ownership is from Eurecat and ETIFOR, EUI and SIWI.
Copyright in software and content, and compliant with EU law and the GA document

3 Result Factsheet
Water governance assessment tool

Annex 4: CHARTER FOR GENDER EQUALITY AND SOCIAL INCLUSION



CHARTER FOR GENDER EQUALITY AND SOCIAL INCLUSION

1 INCLUSIVE MANAGEMENT PRACTICES for the duration of the project.

- Ensure gender diversity in the project's decision-making bodies,
- Raise awareness and initiate discussions on gender issues,
- Actively encourage the participation of all genders, with particular focus on disadvantaged groups
- Creating an inclusive working environment.

2 GENDER EQUALITY AND SOCIAL INCLUSION OBJECTIVES

- Move towards Sustainable Development Goal (SDG 5) "Achieve gender equality and empower all women and girls",
- Pay attention to gender balance and representation of vulnerable groups in InnWater activities,
- Test and validate the results of the project from a gender point of view,
- Use the checklist.

3 SPECIAL ATTENTION TO INCLUSIVE COMMUNICATION

- Use inclusive language,
- Pay attention to gender diversity in communication products,
- Avoid gender stereotypes in visuals,
- Avoid communication that reinforces gender stereotypes,
- Communicating the integration of the gender dimension into the project.

Social characteristics to be aware of include, but are not limited to:

- *Gender*
- *Race*
- *Class*
- *Disability*
- *Marital status*
- *Immigration status*
- *Geographical location*
- *Level of education*
- *Religion*
- *Ethnicity*

4 IMPACT OF InnWater IMPLEMENTATION ON GENDER

- Consider InnWater objectives under the light of gender balance,
- Identify inequalities, barriers and opportunities,
- Identify good practices integrating the gender dimension and lessons learned to pass them on.

5 MONITORING GENDER EQUALITY IN InnWater

- Carry out a gender analysis of InnWater activities,
- Define and use gender-specific indicators to improve knowledge (adapt UNESCO indicators).



WHAT CAN WE DO? Some tips

1 PROMOTE INCLUSIVE PROJECT MANAGEMENT PRACTICES for the duration of the project.

Raising awareness and discussing gender issues

- Organise 1 or 2 awareness-raising sessions for staff at the start of the project,
- Define terms to have a common vocabulary,

Actively encourage the participation of women and ensure that there is parity in terms of exchanges and in the allocation of roles (WP leader for example, speakers at meetings, etc.),

Create an inclusive working environment where every member of the consortium feels valued and respected, regardless of gender or other social characteristics,

Commit to a policy of zero tolerance of discrimination especially on the grounds of sex, or age,

Promoting work-life balance

- Avoid meetings late at night or early in the morning,
- Organise travel in advance,

Appoint a gender coordinator for the project

2 SETTING TARGETS FOR GENDER EQUALITY AND SOCIAL INCLUSION IN INN WATER ACTIVITIES

In the project design

- Define objectives for integrating gender and other social characteristics into the project's innovative proposals
 - Integrate the gender and social dimensions when analysing the project's tools and methods to see if there are any specific issues related to gender or any other social characteristics (inventory),
 - Integrating the gender and social dimensions into the definition/creation of actions, tools and methods,
 - Implement actions, tools and methods that take account of the gender and social dimensions.
- Collect gender-specific indicators to measure the achievement of objectives (see §5),
- Ensure that economic measures do not unbalance gender relations.

Respect gender diversity and social inclusion in meetings and workshops

- Balance the number of women and men in the allocation of speaking time,
- Balance the number of women and men taking part, particularly in consultation workshops,
- Ensure social inclusion by targeting vulnerable groups
- Plan awareness-raising sessions to combat gender stereotypes.

On the ground, experiment/test actions integrating gender and social dimensions in Pilot Sites

- Taking diversity into account (balancing women, men, vulnerable groups for social inclusion) when recruiting volunteers for local water forums, for example,
- Implement innovations (or actions) on the ground that encourage the participation of women and people with socio-economic and/or geographical difficulties.



WHAT CAN WE DO? Some tips

3 FOCUS ON INCLUSIVE COMMUNICATION

Using inclusive language

- Avoid using masculine generic words to designate mixed groups,
- Use epicene terms (words whose form does not vary between masculine and feminine),
- Use alphabetical order.

Develop communication without gender stereotypes, both orally and in writing

- Use images and illustrations that represent the diversity of genders and roles,
- Avoid gender stereotypes in visuals,
- Ensure that there is a balance between the number of women and men in communication media and speaking time and roles (in interviews, images, videos, verbatim reports, computer graphics, etc.).

Communicate how can InnWater take gender equality and social inclusion into account?

- Writing articles, posts on social networks, posters at events, etc,
- Promote the work carried out with women and vulnerable groups as part of the project,
- Produce publications on the methods used,
- Drafting publications on lessons learned and feedback from the project team.

Examples: Chairman =) Chairperson

4 ANALYSE THE IMPACT OF InnWater ACTIVITIES ON GENDER EQUALITY AND SOCIAL INCLUSION

! These actions are linked to §5 on monitoring

Look at the impact of the project on gender equality and social inclusion

- Identify whether there are any specific benefits that the project brings to women and men, and to vulnerable groups such as access to governance, recognition of their role in implementing experiments in the field, etc.
- Identify inequalities, obstacles and opportunities in the project

Identify good practice and lessons learned,

- Gather and share feedback information, lessons learned, data, policy recommendations at European, regional and national levels.



WHAT CAN WE DO?

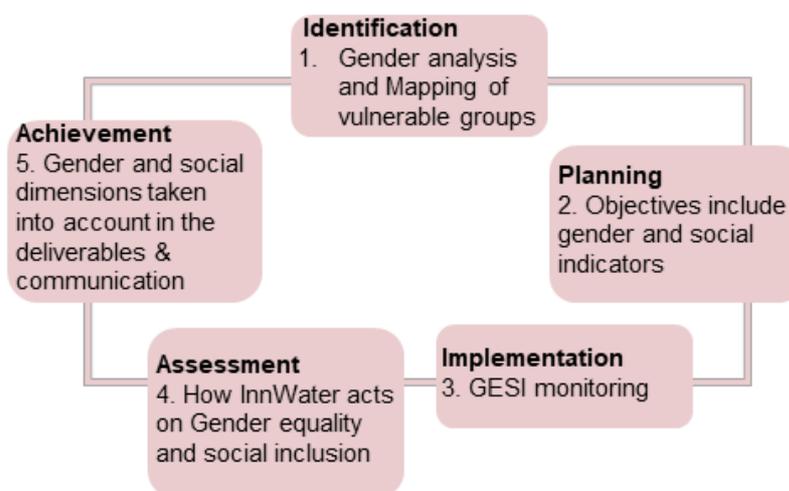
Some tips

5 MONITORING GENDER EQUALITY AND SOCIAL INCLUSION IN INN WATER

Impact of the project activities: what does InnWater contribute to?

- **Perception** by vulnerable groups and male and female members of local communities of the effects of the project's actions (possibly by means of a questionnaire distributed at forums, meetings, workshops, etc.) – *by WP and PS leaders?*
 - Access to governance, enhancing their role in implementing experiments in the field
 - Obstacles, inequalities, barriers and opportunities in the project
- A gender equality and social inclusion **training/awareness-raising programme** is drawn up for the local stakeholders involved in the project (outside the consortium) – *WP6?*
 - Yes/no/why, if yes % men % women who have benefited from training/awareness-raising,
- **Impact of water tariffs** on vulnerable groups as well as men and women; consider the impact on women and men of possible changes in water tariffs on the basis of assumptions (e.g. based on national data on income differences between men and women – *WP4?*)
- **Policy brief** including recommendations based on GESI experience in InnWater (M34)

Recap: Steps to take gender equality and social inclusion into account in InnWater





CHECK LIST

Self-evaluation

Check list*		Yes/No		
		Before start-up	Mid term	At the end
1	Have I taken steps in the management of the project to ensure that decision-making processes is gender balance oriented?			
2	Have I carried out a gender analysis and mapping of vulnerable groups to understand the differential impact of InnWater on men and women including different socio-economic groups?			
3	Have I identified priority actions in the project aimed at promoting gender equality and social inclusion?			
4	Have I implemented priority actions to promote the balanced participation of men and women in project activities, as well as vulnerable groups?			
5	Have I used gender-specific indicators taking into account intersectionality to analyse the impact of the project?			
6	Have I used project monitoring and evaluation indicators to measure progress in promoting gender equality and social inclusion?			
7	Have I organised or taken part in awareness-raising and/or training sessions on gender equality and social inclusion as part of the project?			
8	Have I used inclusive, non-stereotypical language?			
9	Have I organised or taken part in specific communication actions on gender in the project?			
10	Do the project's communication materials present a balanced representation of men and women in various roles and responsibilities?			
11	In my activities, have I proposed adjustments or adaptations based on feedback and lessons learned to improve the project's GESI approach?			
12	<i>Adding specific questions to the implementation of the project</i>			

* Some can be non relevant, depending on the event/deliverable/tool...



INN WATER

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



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