SCOREwater

Smart City Observatories implement REsilient Water Management

DELIVERABLE D7.2

SCOREWATER COMMUNICATION AND DISSEMINATION PLAN

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REVISION HISTORY

Version	Reason for changes	Name	Date
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PROJECT ABSTRACT

SCOREwater focuses on enhancing the resilience of cities against climate change and urbanization by enabling a water smart society that fulfils SDGs 3, 6, 11, 12 and 13 and secures future ecosystem services. We introduce digital services to improve management of wastewater, stormwater and flooding events. These services are provided by an adaptive digital platform, developed and verified by relevant stakeholders (communities, municipalities, businesses, and civil society) in iterative collaboration with developers, thus tailoring to stakeholders' needs. Existing technical platforms and services (e.g. FIWARE, CKAN) are extended to the water domain by integrating relevant standards, ontologies and vocabularies, and provide an interoperable open-source platform for smart water management. Emerging digital technologies such as IoT, Artificial Intelligence, and Big Data is used to provide accurate real-time predictions and refined information.

We implement three large-scale, cross-cutting innovation demonstrators and enable transfer and upscale by providing harmonized data and services. We initiate a new domain "sewage sociology" mining biomarkers of community-wide lifestyle habits from sewage. We develop new water monitoring techniques and data-adaptive storm water treatment and apply to water resource protection and legal compliance for construction projects. We enhance resilience against flooding by sensing and hydrological modelling coupled to urban water engineering. We will identify best practices for developing and using the digital services, thus addressing water stakeholders beyond the project partners. The project will also develop technologies to increase public engagement in water management.

Moreover, SCOREwater will deliver an innovation ecosystem driven by the financial savings in both maintenance and operation of water systems that are offered using the SCOREwater digital services, providing new business opportunities for water and ICT SMEs.

EXECUTIVE SUMMARY

Communication, dissemination and engagement are pillars of excellence and innovation evenly balanced with our technical endeavours. Project communications are vital to supporting SCOREwater goals and will specifically seek to facilitate SCOREwater's significant broader ambitions:

- Promote active engagement and knowledge sharing between 3 demonstration cases, project partners, a range of professional stakeholders and engage with citizens.

- Increase external communication and promotion of the project evidence base, case studies, experiences and outcomes, so as to widely promote the principals of SCOREWATER. Due to several activities (mainly through social media) we build up the database and reach a big European audience with digital newsletters, communication tools and events.

- Stimulate, promote and share, through an ongoing platform, project principals, support and exploit new business opportunities for new smart water digital tools.

A range of accessible and compelling content delivered using the latest visual, digital, video and journalistic techniques will aim to stimulate targeted expert and non-expert audiences. An additional layer of international outreach and collaboration will further support replication and international commercial success of European expertise.

The WP7 will be coordinated by FC, with substantial strategic input from all partners.

The links to file locations, provided in this document, are restricted to the use of SCOREwater partners.

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D7.2 SCOREwater Communication and dissemination plan, v 1, 31 October 2019

1. INTRODUCTION COMMUNICATION AND DISSEMINATION PLAN

Within 48 months SCOREwater want to implement new Water Smart Tools facilitated in more European cities. This will be achieved by strategically planned communication activities in three phases:

1) to build interest, feeling of urgency and gain an understanding of the projects,
2) to continuously inform about the progresses
3) to educate and engage.

1.1. KEY DISSEMINATION OBJECTIVES

SCOREwater wants to influence and gain the interest of actors at European and local levels with targeted actions to:

- Create an understanding of the problems and create a feeling of urgency for innovations and relevance for the target audience
- Build awareness and trust in project ambitions with high quality content and credible performance results across multiple channels
- Develop targeted messages for professional and public stakeholders
- Disseminate knowledge and experiences generated by SCOREwater
- Support innovation and living lab methodologies with knowledge, case studies and data generated by SCOREwater
- Create an environment to replicate and exploit innovations

1.2. SCOREWATER TARGET AUDIENCE AND STAKEHOLDERS

SCOREwater has separated two target audiences:

1) Internal Stakeholders
- SCOREwater project partners in Amersfoort, Barcelona and Göteborg

2) External Stakeholders
- Governments in Europe
- Municipalities
- Universities/Academic Students
- Developers
- Developers/ICT/Start Ups
- Companies
- Citizens

1.2.1. SCOREWATER STAKEHOLDERS PLAN

The dissemination plans will be focused on delivering tailored messages and information to the different stakeholders. In Table 1, what is relevant for each external stakeholder in the SCOREwater project is described.

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Table 1. SCOREwater stakeholders plan

Stakeholder	Issues	Outcome
Governments Municipalities Water authority	• Identify bottlenecks • Optimize Water systems • Economic development (on several levels) • Environmental sustainability	• Testing and validation of SCOREwater results • Replication of ideas and tools
Universities Students Research labs	• Knowledge distribution • Awareness • Innovate new technology	• New innovation • Commitment to the Water Smart Society
Developers ICT Start Ups	• Innovating and improve tooling • Collaborators and catalysts for delivery	• New FIWARE applications • New business development
Companies	• Collaborators and catalysts for delivery • Investment	• New business development • Stimulate replication of new ideas and applications
Citizens	• Key sustainable society • Engagement in water monitoring • New practical ideas • Provides feedback for improvement	• New mind-set • New behaviour

1.2.2. SCOREWATER NETWORKS

To achieve impact and results, SCOREwater will have to reach out to a large group of stakeholders.

Table 2. SCOREwater partners' networks

SCOREwater partner	Local & national networks	European Networks
FC	• Existing network (3.500 stakeholder) • 7 Dutch OASC Cities • RIVM • Waterschappen • G40 • NL Smart City • RVO	• 98 European OASC cities • 10 European FIWARE iHubs • FIWARE Foundation • TM Forum • EIP Smart Cities
COA	• 7 Dutch OASC Cities • RIVM • G40 • NL Smart City • RVO	• 98 European OASC cities • 10 European FIWARE iHubs • FIWARE Foundation • TM Forum • EIP Smart Cities

SCOREwater partner	Local & national networks	European Networks
CIV	• 30 Dutch municipalities and provinces • Co-founder of Dutch FIWARE-lab • Platform provider for IRIS-project Utrecht	• www.dataplatform.nl standards based, open data service and ecosystem for local governments with over 2000 datasets, based on FIWARE
HR	• 115 Dutch municipalities • 15 water boards • Rijkswaterstaat	• WeObserve - ecosystem of citizen observatories for environmental monitoring (EC-H2020 CoP of citizen observatories across Europe) • HR participates in GROW and Ground Truth 2.0
ICRA	• Plataforma española tecnológica del agua (PTEA)	• 5 International Water Association Specialist, task and working groups, which sum more than 50 water research groups. • EIP Real Time Water Quality Monitoring (AG100) • 179 members of the WssTP, the European Technology Platform for Water
IVL	• IoT Sverige - a strategic innovation programme • VA-cluster Mälardalen - joint academic and utility R&D programme • The Swedish Water Platform	• EIP Real Time Water Quality Monitoring (AG100) • CTRL+SWAN - Cloud Technologies & ReaL time monitoring + Smart WAter Network (AG126) IWA ICA specialist group • WssTP, Water Supply and Sanitation Technology Platform • SPIRE, Sustainable Process Industry • NORMAN, Network of reference laboratories, research centres and related organisations for monitoring of emerging environmental substances
IERMB	GRATS (Research network in Water, Landscape and Sustainability): • Geography Department – UAB • GRMATIG - UdG • ICTA –UAB • IN3- UOC Through AMB: • ACR+: The Association of Cities and Regions for Recycling and Sustainable Resource Management	Through AMB: • MedCities: Network of Mediterranean Cities for Urban Sustainable Development • EMA: European Metropolitan Authorities • Metropolis: World Association of the Major Metropolis
SCAN	• Catalan Water Partnership (CWP) • Ris3CAT - Catalan Water Community • AQUAESPAÑA	• Smart Water Networks (SWAN) • European Reference Networks for Critical Infrastructures Protection (ERNCIP) • Joint Research Centre (JRC) • International Water Association (IWA)

SCOREwater partner	Local & national networks	European Networks
EUT	• E Ris3CAT - Catalan Water Community • Associació Cluster Digital de Catalunya	• EIP water • ICT4Water cluster • OGC (Open Geospatial Consortium) • AIOTI (Alliance for the Internet Of Things Innovation) • BDVA (Big Data Value Association)
BCASA	• AEOPAS (Spanish Association of Public Operators of Supply and Sanitation) • AMAP (Catalan Association of Municipalities and Entities for Public Water Management) • Memorial de l'aigua (it promotes activities related to water) Through BCN City Council: • Compromís Ciutadà per la Sostenibilitat (Sustainability citizen commitment) • Compromís Ciutadà pel Clima (Climate commitment of Barcelona)	• EIP Water - RTWQM - Real Time Water Quality Monitoring • Urban Water Agenda 2030 (Core Group of Cities) • Aqua Publica Europea (The European association of public water operators) Through BCN City Council: • 100 resilient cities network

1.3. COMMUNICATION AND DISSEMINATION ACTION PLAN

To get a more consistent and up-to-date action plan, Future City Foundation will provide every three months a communication and dissemination action plan.

The action plan is available to the project partners via the SCOREwater sharepoint (link). It currently includes the first trimester plan.

The internal communication team is formed by one representative of the Amersfoort case, one of the Barcelona case and one of the Göteborg case.

2. GOALS FOR THE COMMUNICATION ACTIVITIES

To achieve an efficient communication, existing partner networks and events will be used, as well as tools and activities created within SCOREwater. We will also work with digital marketing and communication. The digital channels will be chosen based on the preference of each target audience. Next to that, each communication tool or event has its own predefined target indicator. With these goals, the action(s) can be evaluated for a more efficient communication.

THE GOALS ARE:

1) Creating a database with interested stakeholders;

2) Knowledge sharing;

3) Showing case studies and results;

4) Stimulating and facilitating innovation.

2.1. COMPELLING CONTENT

Whether online, at an event or in person; original, insightful content is at the heart of SCOREwater strategy. A variety of **editorial, video and visual content** will be developed to share on digital media channels, championed by stakeholders and social media influencers. In today's world, the value and interest in the quality of the content, not the channel. By focusing on the message, not the medium we will help create a credible, sustainable interest in SCOREwater activities and solutions.

2.2. INTERVIEWS *(goals 1, 2 and 3 for external target audience)*

Throughout the project, key technical experts, end users and stakeholders will respond to written and/or video interviews relating to their experiences, ambitions and challenges. We will interview people both internal and external to the project's consortium. Three to four interviews per year and a total of 12 will be produced. Initially published on the project website, quotes, images and points of view expressed will drive social media activities and public relations actions.

2.3. NEWS *(goals 1, 2 and 3 for external target audience)*

Short news and blog posts with key SCOREwater developments and resources to share will be produced regularly and distributed quickly on digital and online media. Future City Foundation works with partners to develop the right story angle and writing style to make it interesting for readers. Event reports may also feature, with key takeaways and interesting resources highlighted. Locally generated and submitted content from partners will provide additional news content for SCOREwater social media and website.

Amersfoort is Europese proeftuin voor waterbeheer
16/10/2019

Effectief waterbeheerproject in Amersfoort creëert kansen...
14/10/2019

SCOREwater zorgt voor veerkracht van Europese steden
24/09/2019

Figure 1. News on our website

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2.4. VIDEOS DURING EVENTS *(goals 1, 2 and 3 for external target audience)*

We will produce short videos to give a taste of the event that has just taken place and share it both on our website and social media channels.

Figure 2. Post event video produced

2.5. WEB PLATFORM / MARKETPLACE *(goals 1, 2, 3 and 4 for in- and external target audience)*

SCOREwater gets its own web platform which is directly connected to other websites of the partners. On the website we want to create several pages with general information about SCOREwater, the separate projects in Amersfoort, Barcelona and Göteborg, updates from those projects, news related to SCOREwater and results. In this way we have one place (The Digital Smart Water Society) to share our knowledge, data and other information with each other and our target audience. This is the central place where we want to build the Smart Water Society together with governments, companies, students, developers and citizens which are interested in new Smart Water Tools for a liveable city in the future. Also, the place to join the community and to register for the newsletter and the link to the social media channels. When needed and result are there, we create a digital marketplace on the website of SCOREwater, to share new tools and ideas with other cities in Europe. This marketplace stimulates other cities to use and innovate these tools for a better liveable city in the future. The website went on September 2019. We will add the hackathon and market place pages on a later stage.
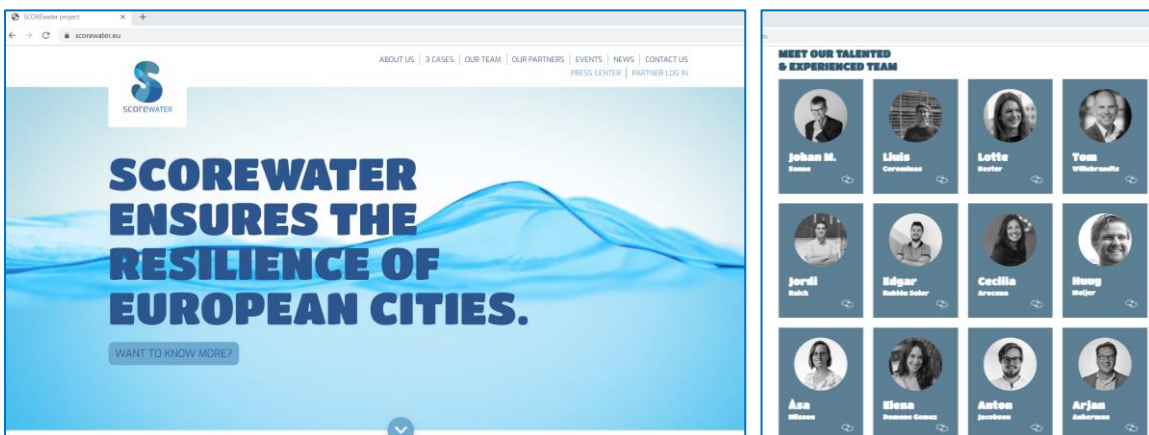

Figure 3. Website pages

2.6. SOCIAL NETWORKS AND DIGITAL MEDIA *(goals 1, 2 and 3 for external target audience)*

Social media will be used to inform and stay connected with the professionals, policy makers and scientific community as well as reach out to an interested general public.

In the professional domain, **LinkedIn** will be used to host a 'company page' to feed with project news and developments and targets invited to follow. The platform has unique monthly visitors that will also generate healthy organic search and reference for SCOREwater content. Future City Foundation especially encourages individuals from the consortium to post updates and articles about their work and challenges from a personal point of view. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact.

SCOREwater will also use **Twitter** as social media channel. It is a productive platform to listen, observe, showcase, promote and interact with professionals, EU and national policy makers, academia and the scientific community. A lively twitter feed will aim to:

- Distribute SCOREwater original content

- Aim to attract and maintain the interest of key influencers and thought leaders

- Enhance and amplify presence before, during and after events

Further to these, YouTube will be used hosting the short event videos and suitable SCOREwater editorial content will be pushed to a number of video channels in science, technology, environment and water management. With a constantly evolving social media landscape, SCOREwater will remain open to using any appropriate social media network or tool to meet the right target audience.

To have the best use of our social media channel, a guideline has been created and share on our SharePoint. (link)

2.7. DIGITAL NEWSLETTERS *(goals 2 and 3 for external target audience)*

At least every quarter (and if needed more often) we want to share information, status of the projects, case studies, instruction tools and if available peer-reviews and knowledge to help the Smart Water Society within a digital newsletter to the SCOREwater Community build up through the website. The newsletters will also be used as invitations to events from SCOREwater. The input for the newsletters will be provided by the Communication Team. First newsletter will be sent in November 2019.

2.8. PR *(goals 1, 2 and 3 for external target audience)*

PR is a very important tool for reaching the target audiences. SCOREwater will create several articles to inspire and engage the citizens and to reach a higher level of the value of water. Furthermore, interviews with stakeholders and technical experts relating to their experiences of SCOREwater as well as independent articles to profile the performance of the project will be published on the project website and will be shared with influential multiplier websites in specialist media and stakeholder networks (for example the FIWARE iHub Network throughout Europe). The Communication Team will discuss with each partner to select the right media and journalists for each country and in Europe. With the final list of journalists, we want to create a direct communication and discuss what those media need to stimulate the PR of SCOREwater. Together and based on the finale schedule of the projects we want to discuss the total campaign plan for each media in each country.

We have been already mentioned on a Dutch national newspaper AD News. (link)

In the new book of author Jan-Willem Wesselink, A smart city, this is how you do it. Connected, flexible and meaningful: make the real future city, SCOREwater project is described in a full chapter.

2.9. ASSESSING IMPACT

SCOREwater will use a wide range of channels to be visible, credible and ultimately inspire professional and public audiences to take action. SCOREwater distributes and engages on numerous platforms.

Where media is 'shared' and 'owned' by SCOREwater – such as articles, Twitter, LinkedIn, Instagram and website – data and analytics are going to be tracked and analysed. However, knowing when a journalist or even scientific publisher has cited SCOREwater ('earned' media) is more difficult to achieve.

SCOREwater will use a variety of sources to try and achieve the best possible assessment and understanding about how and when audiences receive and interact with our messages and content. Web and social media monitoring are how we aim to achieve this.

2.10. WEB MONITORING

Web monitoring refers to the process of testing and verifying interaction of end-users with websites, web applications and social media accounts. It is a critical process since it provides information regarding uptime and downtime and overall performance and response. For the SCOREwater website, it will be monitored not only regarding common metrics but also in order to register the total number of sessions during different project periods. It is also interesting to investigate the top locations to gain perspective of the project's global impact. Overall, the most interesting quantities to be monitored are:

- Total number of visits
- Average session and visit duration
- Number of frequent & one-time visitors
- Visiting prime time
- Visitors' location

Internally, Future City Foundation will monitor these and share in detail with the consortium at consortium meetings. Additional monitoring frequency can be done around specific events, campaign actions or local demonstration site initiatives.

2.11. SOCIAL MEDIA MONITORING

In a similar way, the social media will be monitored as a way to determine the volume and sentiment of online interaction. Many kinds of data are accumulated during the acquisition process, from simple information as statistics on likes, followers, re-tweets etc. to more complex such as comments, downloads etc. LinkedIn, Instagram, YouTube and Twitter accounts will be monitored for that purpose in order to identify their overall impact on different target groups. Social media monitoring is often referred to as SMMS (Social Media Management Software), which is an application that facilitates successful engagement in social media across different communication channels. It monitors inbound and outbound conversations and evaluates the usefulness of a social media presence.

2.12. OFFLINE AND PRINT MATERIALS

A selection of printed communication and dissemination materials will be developed to support face to face meetings, at events, workshops and conferences and extend exposure to SCOREwater actions through poster sessions and other static displays.

To respond to the many opportunities for static display or visual support, roll banners giving the key facts and outputs of the project, with a call to action for further engagement will be designed and made available for each case leader member to produce and use themselves.

Figure 4. SCOREwater roll banners

2.13. EXTERNAL EVENTS

During the project, all partners and demonstration cases are expected to capitalise on available outreach opportunities at events for professional, academic and public audiences. Local, national and international events are critical to:

- Build awareness and trust in SCOREwater actions and solutions to accelerate the use of new smart digital water solutions.

- Facilitate knowledge exchange and transfer in academia, research and policy spheres

- Inspire a broader public to move towards the use of these new water technology solutions.

SCOREwater will be represented in a series of national and International workshops and conferences. Partners attending these events are expected to engage with specialist groups of stakeholders and be confident ambassadors of the project.

By connecting with these audiences, SCOREwater can disseminate information about the solutions demonstrated and developed at the relevant level of detail, providing particular reference to specialist areas. Representatives will actively participate in relevant events to provide an opportunity to exchange experience and ideas about all aspects of the project and will allow for detailed and personalised contact with specialists. In addition, it is a perfect dissemination platform for the project results.

The SCOREwater project are going to be presented to the following external events:

- 07-10-2019 European Week of Regions and Cities , B8 - Utrecht Region at Brussels, Belgium

- 10-10-2019 Get Connected 2019 Annual Conference for the Utrecht Region in The Netherlands

- 05-11-2019 EU Innovation Project Pavillon at Aquatech at Amsterdam, The Netherlands

- 18-11-2019 WOW Dinner Barcelona, a network Dinner during the Barcelona

2.14. HACKATHONS *(targets 2, 3 and 4 for external target audience)*

Two hackathons will be organized by the central Communication Team, because we want to reach out to the whole of Europe. One hackathon for citizens to create new ideas and the other for developers to develop new Smart Water Tools. These hackathons will use the data, knowledge and information from the project and will be organized in year 3 and 4. Themes of the Hackathons will be developed during the project, so that we can be topical and stimulate the right outcomes.

2.15. SERIOUS GAME, APPS *(targets 2, 3 and 4 for external target audience)*

UNI in Gothenburg, and other science centres in Barcelona, Amersfoort and other parts of Europe, will play a vital role to reach and engage the public as well as teachers and students. UNI develops transformational exhibits and programs that are made available at the science centres and through a digital platform. Together with SCOREwater, UNI will create two programming themes: technology as a facilitator for sustainability and secondly sustainable life under water.

WP7 will work to expand these programs to other science centres in Europe and stimulate them to create new programs. Next to the programs, UNI will open a new technology exhibit in November 2018 designed to invite especially girls to the technology field with the goal to spark an interest and possibly influence future career choices. The exhibit has been co-designed with girls aged 14-16 to ensure that girls' needs are properly addressed, and SCOREwater will be integrated into the content. Next to the public engagement via science centres, WP7 will adapt a serious game previously developed at ICRA to include a new mini-game which aims at enhancing public awareness of proper oil and grease separation, proper disposal of wet wipes and educated antibiotics consumption. Another adaptation is that information from players will be collected to evaluate the success of the serious game in raising awareness. The serious game will be validated through sessions in 3 primary schools. Once the serious game has been validated it will be then used to enhance public awareness in six primary schools belonging to the three neighbourhoods monitored in WP4. Within WP7, ICRA is responsible for the development of the serious game and IERMB for the activities run at schools. Both will participate in the interpretation of the results to measure the success in public awareness.

2.16. PUBLICATIONS AND EVENTS REPORTING

A regular reporting of past events and actions, plus upcoming highlights for the project and within each ecosystem will be conducted twice a year. Regular meetings of key WP7 contacts will serve to update this and discuss actions to amplify and support a publication or event.

Future City Foundation will request a formal input from partners about their communications and disseminations activities every six months and make available to all in the collective online workspace. More important events will also be a source of interviews, articles, news releases, social media activity and more. A regular conference call dedicated will be held every two months.

3. PROJECT BRANDING

On D7.1, an attractive and consistent visual identity will facilitate meeting communication and dissemination objectives and reflect project values and goals. This includes logos, info graphics and standard templates such as PowerPoint and Word presentations/letterheads. It also advises the consortium on correct acknowledgements of EU funding and EU flag. A strong and dynamic visual identity is important in many ways, to:

- Provide an easily identifiable and attractive design to facilitate dialogue and recognition with key stakeholders and influencers.

- Give a brand platform for improved market knowledge of SCOREwater solutions to support replication and take up – possibly including continued commercial development and investment well beyond the lifetime of the project.

- Enhance exploitation potential of research, business models and innovations.

- Support collaboration activities with relevant projects and initiatives at a local, national and European level.

3.1. LOGO

A logo has been designed to give a striking and memorable visual identity for the project. The Logo must not be altered or adapted by project partners, but used in its current form. Care must be taken to not distort the dimensions of the Logo.

Figure 5. SCOREwater logo

3.2. COLOUR BLUE

A The 'S' is placed over circles crossing each other, cutting each other at the intersections. This creates different shapes filled with all kinds of blue, as water comes in multiple shades of blue.
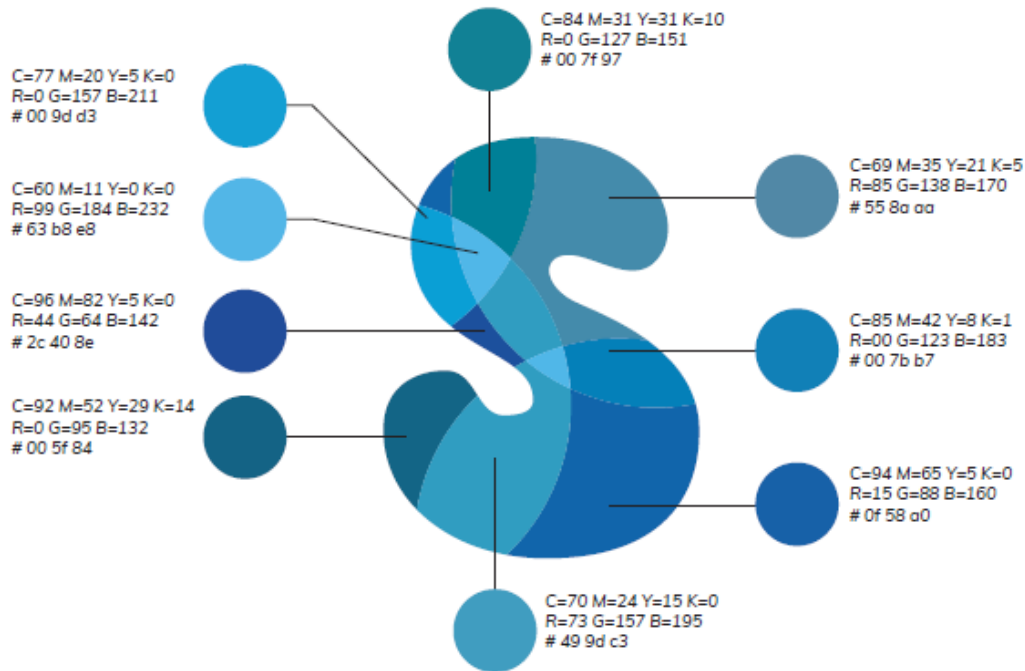
C=84 M=31 Y=31 K=10
R=0 G=127 B=151
# 00 7f 97

C=77 M=20 Y=5 K=0
R=0 G=157 B=211
# 00 9d d3

C=69 M=35 Y=21 K=5
R=85 G=138 B=170
# 55 8a aa

C=60 M=11 Y=0 K=0
R=99 G=184 B=232
# 63 b8 e8

C=96 M=82 Y=5 K=0
R=44 G=64 B=142
# 2c 40 8e

C=85 M=42 Y=8 K=1
R=00 G=123 B=183
# 00 7b b7

C=92 M=52 Y=29 K=14
R=0 G=95 B=132
# 00 5f 84

C=94 M=65 Y=5 K=0
R=15 G=88 B=160
# 0f 58 a0

C=70 M=24 Y=15 K=0
R=73 G=157 B=195
# 49 9d c3

Figure 6. Colour blue

3.3. SECONDARY COLOURS (PRINTWORKS-WEBSITE ONLY)

In printworks like flyers, brochures, adverts, posters etc, we can also use the following secondary colours besides the blue colours. These colours can be used as a contrast colour besides the blue.

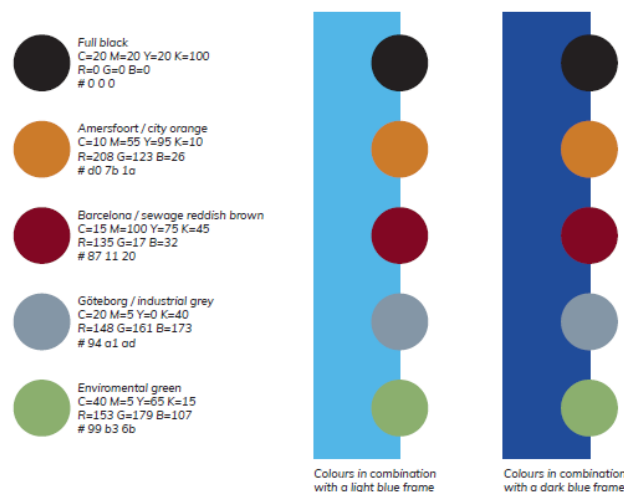On our website is used to differentiate the three cases pages, news and events.

Full black
C=20 M=20 Y=20 K=100
R=0 G=0 B=0
# 0 0 0

Amersfoort / city orange
C=10 M=55 Y=95 K=10
R=208 G=123 B=26
# d0 7b 1a

Barcelona / sewage reddish brown
C=15 M=100 Y=75 K=45
R=135 G=17 B=32
# 87 11 20

Göteborg / industrial grey
C=20 M=5 Y=0 K=40
R=148 G=161 B=173
# 94 a1 ad

Enviromental green
C=40 M=5 Y=65 K=15
R=153 G=179 B=107
# 99 b3 6b

Colours in combination with a light blue frame

Colours in combination with a dark blue frame

Figure 7. Secondary colours

3.4. TEMPLATES

Word and PowerPoint templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. Templates have been distributed to project partners and available on designated SharePoint.
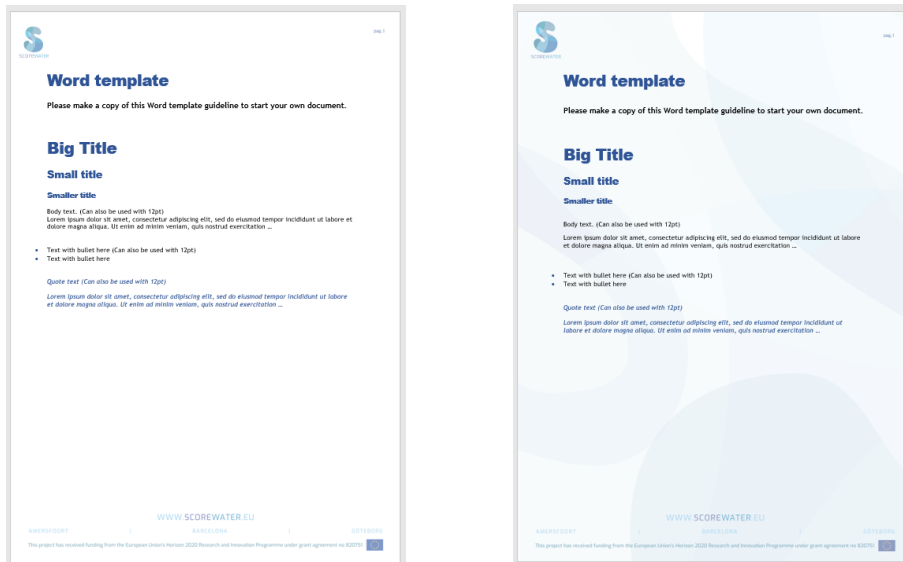

Figure 8. PowerPoint templates

Figure 9. Word templates

Also a set of social media banners and logo icons for use on LinkedIn, twitter and Instagram, YouTube has also been developed.

Figure 10. Social media banner template

3.5. EUROPEAN COMMISSION ACKNOWLEDGEMENT

The support of the European Commission must be recognized in all publications and outputs produced by the SCOREwater project. For example:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°820751.

Or, in the introduction to a text: *The research leading to these results received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°820751.*

Where possible, the EU logo should also be displayed, according to the rules set out by the European Commission.

3.6. INFOGRAPHICS

In a modern multi-channel environment, it is difficult to get someone's attention, to capture his or her imagination, especially in the fast-paced digital world. By working with SCOREwater content, consortium experts and a lively design team, a series of info graphics will be produced. These will be deployed to attract new interest, increase engagement and deliver powerful messages clearly.
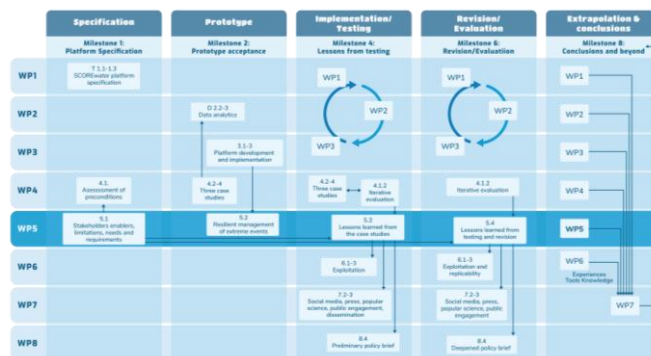

Figure 11. Infographic WP5

3.7. WRITTEN IDENTITY AND KEY MESSAGES

Whether communicating online or via other means, it is essential to provide a clear and concise overview of SCOREwater scope, ambition and targets. To this end, a written identity provides a resource for accurate and consistent internal and external publications, documentation and communications.

The written identity can be translated in other languages for local dissemination and communication purposes; and supports the unique local audiences and objectives across the city ecosystems.

The written identity and key messages are still evolving and will be distributed to project partners and available on SCOREwater SharePoint.

3.8. ABOUT THE PROJECT

SCOREwater focuses on enhancing the resilience of cities against climate change and urbanization by enabling a water smart society that fulfils SDGs 3, 6, 11, 12 and 13 and secures future ecosystem services. We introduce digital services to improve management of wastewater, stormwater and flooding events.

These services are provided by an adaptive digital platform, developed and verified by relevant stakeholders (communities, municipalities, businesses, and civil society) in iterative collaboration with developers, thus tailoring to stakeholders' needs. Existing technical platforms and services (e.g. FIWARE, CKAN) are extended to the water domain by integrating relevant standards, ontologies and vocabularies, and provide an interoperable open-source platform for smart water management. Emerging digital technologies such as IoT, Artificial Intelligence, and Big Data are used to provide accurate real-time predictions and refined information. We implement three large-scale, cross-cutting innovation demonstrators and enable transfer and upscale by providing harmonized data and services.

SCOREwater develops and tests three large-scale demonstrations cases for collecting, computing and presenting various data tailored to needs of our stakeholders. In Barcelona we initiate a new domain "sewage sociology" mining biomarkers of community-wide lifestyle habits from sewage. In Amersfoort we develop new water monitoring techniques and data-adaptive storm water treatment and apply to water resource protection and legal compliance for construction projects within the Göteborg-case.

We develop new water monitoring techniques and data-adaptive storm water treatment and apply to water resource protection and legal compliance for construction projects. We enhance resilience against flooding by sensing and hydrological modelling coupled to urban water engineering. We will identify best practices for developing and using the digital services, thus addressing water stakeholders beyond the project partners. The project will also develop technologies to increase public engagement in water management. Moreover, SCOREwater will deliver an innovation ecosystem driven by the financial savings in both maintenance and operation of water systems that are offered using the SCOREwater digital services, providing new business opportunities for water and ICT SMEs.

WWW.SCOREWATER.EU

AMERSFOORT | BARCELONA | GÖTEBORG

4. CONCLUSION

SCOREwater communication and dissemination actions set off at a good pace, with a lively PR campaign, decent sector press coverage and a popular professional social media profile.

Tools and content to help the entire consortium be SCOREwater ambassadors are available and being added to with social media maps, branding tools and templates available to all. Key messages and editorial content has also been shared to help coordinate and communicate effectively.

Online, a branded, dynamic website is being launch. It is a coordinated landing point for the project, with visual identity, messages, facts and figures the same in written and offline channels.