

MADFORWATER

**DevelopMent AnD application of integrated technological and management solutions
FOR wasteWATER treatment and efficient reuse in agriculture tailored to the needs of
Mediterranean African Countries**

Deliverable No.	7.6
Deliverable Full title	First report on the dissemination activities and materials. Visual identity, promotion materials, online engagement with stakeholders, media activity, technical dissemination
Work Package No. and Title	WP7 - Dissemination, communication and capacity building
Lead beneficiary (extended name and acronym)	PNO INNOVATIEADVIES BV (PNO)
Authors (Acronyms of beneficiaries contributing to the deliverable)	PNO, CIAOTECH
Status (F: final; D: draft; RD: revised draft):	D
Planned delivery date	30/11/2016 (M6)
Actual delivery date	23/11/2016
Dissemination level: (PU = Public; PP = Restricted to other program participants; RE = Restricted to a group specified by the consortium; CO = Confidential, only for members of the consortium)	PU
Project website	www.madforwater.eu
Project start date and duration	Start date of project: 01 June 2016 Duration: 48 months

The communication reflects only the author's view and the Executive Agency for Small and Medium-sized Enterprises is not responsible for any use that may be made of the information it contains.



This project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 688320

Content

1	Introduction	3
2	Visual Identity	4
2.1	The project logo.....	4
2.2	Project presentation templates.....	5
3	Dissemination materials and tools	5
3.1	MADFORWATER Website	6
3.2	Brochure /Leaflet.....	7
3.3	Poster.....	8
3.4	MADFORWATER Social Media channels	9
3.5	Project Video	11
4	List of Dissemination events	11

1 Introduction

This deliverable deals with all the activities realized in the first six months of the project in order to disseminate the MAD4WATER project results. The document includes a description of the communication channels and tools that have been adopted and will be adopted to disseminate the MADFORWATER project objectives and future results as well as a description of the strategy to reach the different stakeholders.

The key point is to make sure that the project's outcomes are widespread to the appropriate target stakeholders, at appropriate times, with an appropriate methodology.

This report includes the initiatives related to first six months of the project and is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the deliverable will be updated on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

The document will look at the communication materials realized and the preliminary initiatives carried out within the first six months of activities.

Aim of the Dissemination and communication activities is:

- 💧 To widespread the project objectives and potential benefits towards the stakeholders in order to generate awareness without compromising IPR;
- 💧 To obtain feedback and suggestions about the intermediate project results so as to get a comprehensive validation from stakeholders covering all the targeted market sectors
- 💧 To spread out the project outcomes and results not only at European and North African levels but also globally, in order to:
 - 💧 create awareness of the MADFORWATER potential;
 - 💧 expand the project network as well as gathering and incorporating valuable input from all stakeholders;
 - 💧 ensure that there is an on-going reporting of the MADFORWATER results to all the relevant stakeholders;
 - 💧 support research entities and SMEs in maximizing the impact of their participation in EC-funded projects;
 - 💧 foster international cooperation between European and MAC research and industrial partners in the field of water.

The deliverable 7.6 provides an analytic overview on the dissemination activities and materials as follows:

- 💧 The project Logo
- 💧 The project presentation templates
- 💧 The MADFORWATER Website
- 💧 The Brochure
- 💧 The poster

2 Visual Identity

The dissemination of the project starts with the project visibility. The project identity is linked with a consistent representation of the MADFORWATER logo on project materials and tools. An attractive graphical representation helps to provide interested parties with the message that the project is disseminating.

2.1 The project logo

The logo has the capability to make the project recognizable as it defines its identity for its whole duration. It's used in every document produced within the project context and in every kind of contact to the external environment.

It's necessary that every event, presentation, newsletter, deliverable, brochure, poster, etc. make use of this image and be consistent with its style.

For the MADFORWATER project a graphical logo has been selected among several ideas realized with the main intention to remember the name of the project in one hand and the main project goal (water efficiency in agriculture) on the other.

The logo selected to represent the MADFORWATER project was the last one shown in the following figure.



Figure 1: proposed project logo ideas

2.2 Project presentation templates

The following project presentation template has been realised and adopted for the MADFORWATER project.

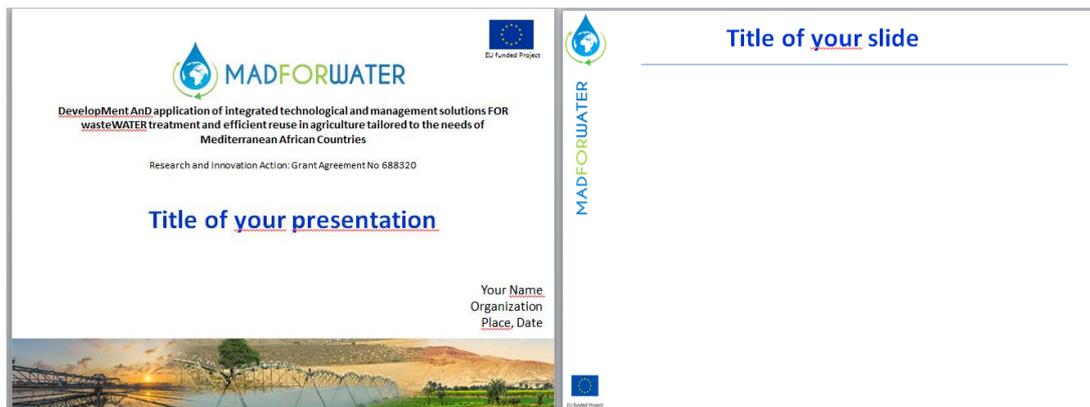


Figure 2: project presentation templates

Unless the European Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) display the EU emblem and
- (b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 688320”. When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the partners may use the EU emblem without first obtaining approval from the Commission. This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means. Moreover, any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

3 Dissemination materials and tools

Several dissemination materials and tools have been produced throughout the first six months of the project. The dissemination materials has been realized according to different communication needs, to various event typologies and to follow the project evolution and results.

In the following points the dissemination tools realized are reported.

3.1 MADFORWATER Website

The MADFORWATER website has been implemented at M3 and is being continuously updated. Here below the main sections of the web.

The following is the Homepage : <http://www.MADFORWATER.eu/>.

The web areas that are available to each user are:

-  HOME
-  ABOUT MADFORWATER PROJECT: At a glance – Background - The Project – Benefits
-  PARTNERS
-  NEWS & EVENTS
-  PUBLIC DOCUMENTS
-  Q&A
-  CONTACT
-  PRIVATE AREA



Figure 3: MADFORWATER website

Additionally, the website contains a private restricted area for internal use (only for the consortium partners), for document sharing, storage of project deliverables, etc. The private website, set-up at M 3, is updated on a regular basis. After the login in the private area the users are redirected to the Innovation Place web-platform at the following link: <https://www.innovationplace.eu/>.

The French and Arabic versions of the web site pages have been prepared, and will be uploaded in the website by the end of December 2016 (M8).

3.2 Brochure /Leaflet

The first brochure is reported hereafter (figure 4). In the brochure, the MADFORWATER objectives and benefits are described, together with a contact sections and the logos of the partners involved in the project.



Figure 4: MADFORWATER brochure

3.3 Poster

A poster is reported hereafter (figure 5). In the poster, the MADFORWATER ratio, objectives, as well as the technologies affected by the project are described, together with a contact sections and the logos of the partners involved in the project.



MADFORWATER

Sustainable water supply and sanitation is fundamental to the food security, health, survival, societal well-being and economic growth of developing countries, especially in Africa. Developing countries are also particularly vulnerable to water-related problems which are expected to be exacerbated in the future by more frequent and severe floods and droughts due to climate change.

www.madforwater.eu

Objectives

The general objective of MADFORWATER is to develop an integrated set of technological and management instruments for the enhancement of wastewater treatment, treated wastewater reuse for irrigation and water efficiency in agriculture, with the final aim to reduce water vulnerability in selected basins in Egypt, Morocco and Tunisia.

MADFORWATER will primarily tackle the integration of the supply (wastewater treatment) and demand (water reuse in agriculture) sides and the consequent adaptation of the proposed solutions to the local context through:

- + The installation and optimization of four field pilot plants of integrated wastewater treatment and efficient reuse in agriculture.
- + A participatory and multidisciplinary approach for the design of technologies and management solutions, attained by means of an international cooperation framework characterized by a consolidated collaboration between EU and Mediterranean African Countries (MAC) partners.
- + A strong dialogue between the consortium and numerous MAC and international stakeholders involved in the Stakeholder Advisory Board, to maximize the suitability of the proposed solutions in relation to the local context, and therefore the expected long term impact of the MADFORWATER technologies, water management strategies and policies.

The Concept

The MADFORWATER concept is based on a continuous and synergetic interaction between four main domains: water supply, water demand, adaptation and integration.

WATER SUPPLY and WATER DEMAND are the **VERTICAL DOMAINS**, or fields of action, consisting in the development of technological and non-technological solutions to reduce water vulnerability and the impact of water scarcity in agriculture by increasing the amount of available irrigation quality water (**SUPPLY**) and reducing the amount of water consumed in agriculture (**DEMAND**).

ADAPTATION and INTEGRATION are the **HORIZONTAL DOMAINS**, or transversal actions, through which the project valorizes the "vertical" interventions, by ensuring that their outcomes will be technically and culturally suitable for the environmental and socio-economic context of the target countries (**ADAPTATION**). Furthermore, the outcomes are amplified and maximized through the integration of the technological solutions with economic and regulatory instruments within each vertical domain and through the combined application of the two vertical domain solutions (**INTEGRATION**). Through a comprehensive set of research and innovation actions, MADFORWATER will deliver new cutting edge solutions for a long term decrease of water vulnerability in the target MACs.

MADFORWATER Technologies

<p>Wastewater treatment technologies</p> <ul style="list-style-type: none"> Controlled biogas with anaerobic/anaerobic digestion and production capacity, for the better treatment of municipal WW (pre-treatment) and for the treatment of discharge canal water Wastewater treatment plant with innovative high capacity, surface aeration, for the secondary treatment of municipal WW Controlled wetlands with hybrid growth-promoting/biostabilis, for the tertiary treatment of municipal WW Bioplastic city production of energy (biogas), digesters and bioplastic with bioremediation of biomass, for the better treatment of municipal WW (pre-treatment) and biogas production WW Controlled anaerobic/aerobic hybrid system, for the treatment of municipal WW Hydroponic (Nutrient film technique) process, for the treatment of fully/vegetable wastewater WW Advanced oxidation + phytoremediation compounds extraction with selective extraction + membrane filtration technology, for the treatment of urban WW Advanced equipment for wastewater with bioremediation, for the treatment of urban WW 	<ul style="list-style-type: none"> Controlled biogas digestion, for the treatment of biogas WW Membrane Bioreactor (MBR) for the treatment of biogas WW Open adoption with innovative aeration, for the treatment of biogas WW <p>Water reuse and efficient irrigation technologies (applicable to dry water reuse types)</p> <ul style="list-style-type: none"> Innovative crop rotation for water security and safety, through the addition of hybrid growth-promoting/biostabilis to the irrigation water Low pressure micro-sprinklers adapted to dry climates and to treated WW Low pressure control of mobile adapted to dry climates and to treated WW Re-engineered surface irrigation systems based on controlled gate pipes Large capacity and moisture sensor controlled for soil water Open source software tool to determine the optimal irrigation amount and schedule
--	--

The project has received funding from the European Union's Horizon 2020 Research and Innovation program under Grant Agreement n° 685020

Figure 5: MADFORWATER poster

3.4 MADFORWATER Social Media channels

In order to increase the project visibility and implement an effective dissemination strategy, MADFORWATER accounts have been created on the world’s most famous social networks (i.e. LinkedIn and Facebook).



Figure 6: MADFORWATER LinkedIn



Figure 7: MADFORWATER Facebook

3.5 Project Video

A first video has been produced aiming at describing the project main features, addressing the general public. It has been published on the homepage of the project website and shared through the project social media channels.

4 List of Dissemination events

Partners are requested to maintain an active participation within the dissemination strategy. Proactive and balanced levels of participation will have profound effects throughout the whole project, and will guarantee that the dissemination techniques are applied to the fullest possible extent. Dissemination Tables have been distributed to each partner in order to collect and monitor dissemination progress. The following table aims at summarizing the activities implemented in the first 6 months of the project.

Table 1 – Dissemination activities implemented in the first 6 months of the project

Type of activities	Main leader	Title	Date	Place	Type & Size of the audience	Country addressed	Link
Conference	UNIBO	Water Global Expo - Ecomondo 2016 Fair. General presentation on the MADFORWATER project	8 November 2016	Rimini (Italy)	Scientific community, industries and civil society (110)	Europe	
Conference	UNIBO	GRICU - The 2020 horizons of chemical engineering. Presentation of UNIBO results relative to WP2. Title: "RECOVERY OF PHENOLIC compounds from olive mill wastewater through an adsorption/desorption process"	13 September 2016	Anacapri (Italy)	Scientific community, industries and civil society (150)	National	
Publication on the JPI newsletter	UNIBO	Short article on MADFORWATER in the newsletter of JPI Water (www.waterjpi.eu)	November 2016	web	General Public	Europe	

Publication	UNIBO	D. Pinelli, A.E. Molina Bacca, A. Kaushik, S. Basu, M. Nocentini, L. Bertin, D. Frascari, 2016. Batch and continuous flow adsorption of phenolic compounds from olive mill wastewater: a comparison between non-ionic and ion exchange resins.		International Journal of Chemical Engineering, Vol. 2016, Article ID 9349627. Doi: 10.1155/2016/9349627.		Europe	
Post on the website	SKE	A reference to the contribution of our company to the project with the link of project's website (http://www.madforwater.eu/)		SKE website	Scientific community, industries and civil society	National/Europe	http://www.euromarket-cy.com/
Conference	NJU	252nd ACS National Meeting organized by American Chemical Society	24 August 2016	Philadelphia, USA	Scientific community, industries and civil society >1.000	World	
Post on the website	NJU	NJU Group website of Prof. Li Aimin		web	Scientific community, industries and civil society >500	National	http://www.njutopcr.org/
National TV programme	NWRC	Description of the project in a TV program	13 July 2016	Nile TV Channel	Scientific community, industries and civil society		

Post	NWRC	Project description in NWRC Web Site	1 August 2016	website	>10.000	Europe	
Press release	NWRC	Press release in Elahram news paper	9 July 2016	Elahram news paper	Scientific community, industries and civil society	National	
News in newsletter	NWRC	NWRC quarterly news letter	30 July 2016	NWRC newsletter	Scientific community, industries and civil society 600	National	
Meeting	NWRC	NSF Meeting with USA-NSF director of cooperation in NWRC facility	27 October 2016	NWRC facility	7	National	
Conference	ALTERRA	Project presentation at the COP 22 conference on climate change (Marrakech. Morocco)	15 November 2016			World	
Conference	ALTERRA	1 st Stakeholder meeting in the national Research Center in Cairo.	17 November 2016	Il Cairo (Egypt)		Egypt	

Post on Facebook	CIAOTECH /PNO	MADFORWATER PROJECT website	5 October 2016	Facebook MADFORWATER Account	Companies/ Research organizations/ Industrial associations	Europe	https://www.facebook.com/madforwater/
------------------	---------------	-----------------------------	----------------	------------------------------	--	--------	---

