

**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**

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## 1 Introduction

This deliverable deals with all the activities planned for 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 plan includes the initiatives related to project duration 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 (D7.2 Dissemination Plan) will be regularly updated on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

As said, this document defines the dissemination strategies and actions as well as the activities behind the dissemination campaign. The document will look at the communication materials realized (further documented in the Deliverable 7.6 - "First report on the dissemination activities and materials. Visual identity, promotion materials, online engagement with stakeholders, media activity, technical dissemination" - and to be realized, the initiative MADFORWATER is planning and also the preliminary initiatives carried out within the first six months of activities (ref. D7.6 ).

The document is articulated in 5 main sections:

### Section 2 MADFORWATER Project presentation

Introducing the purpose of this deliverable and presenting the main objective of the project.

### Section 3 MADFORWATER approach to Dissemination

Relates to the MADFORWATER approach to its dissemination where the communication strategy is being presented in order to reach a real impact on the relevant stakeholders. It also deals with the aggregation of the MADFORWATER relevant stakeholders and explaining which methodology has been chosen in order to guarantee their successful engagement.

### Section 4 Dissemination materials and tools

Reports on the dissemination materials developed and the ones planned.

### Section 5 Partners dissemination

Present the activities carried out and planned by each consortium partner including conferences, press release, presentations and papers.

## 2 MADFORWATER Project presentation

This deliverable presents a plan of the dissemination 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,

The deliverable 7.2 provides a general overview on the dissemination approach, including the following main points:

- 💧 The available dissemination channels and instruments,
- 💧 The major stakeholders and targets groups to focus on,
- 💧 The main dissemination strategies actions for the first year for each partner,
- 💧 The MADFORWATER events, publications and all the other disseminations activities.

For the presentation of the project three main aspects have been taken into account: A brief explanation of the project, general goals and the expected benefits as well as challenges that this project presents in its development:

### The Project

MADFORWATER is a research and innovation project funded by the European Union's Horizon 2020 programme and coordinated by the University of Bologna. Its full title is "DevelopMent ANd application of integrated technological and management solutions FOR waste water WATER treatment and efficient reuse in agriculture tailored to the needs of Mediterranean African Countries".

### 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.

## Benefits

### The main benefits and impacts of MADFORWATER are:

- 💧 MADFORWATER will implement innovative technical approaches and solutions resulting in an increasing long-term trend of wastewater treated in Egypt, Morocco and Tunisia. The project's technologies and solutions will be piloted in four locations.
- 💧 MADFORWATER will provide tools for a better water vulnerability analysis, leading to a correct identification of the most water-vulnerable areas and to potential areas for treated wastewater reuse in agriculture.
- 💧 MADFORWATER will develop decision support tools and economic instruments leading to an operational and effective application of integrated water management.
- 💧 MADFORWATER will support the capacity building of local actors in relation to the implementation of the selected technologies, strategies and policies, through training, knowledge transfer and increased social acceptance activities.
- 💧 MADFORWATER will increase economic and social well-being in Mediterranean African Countries, through an increased agricultural production, a higher food security, a decreased food contamination, a decreased cost of waste water treatment, and an increased income and employment in the water treatment and agricultural sectors in Egypt, Morocco and Tunisia.
- 💧 MADFORWATER will support the achievement of internationally agreed water-related goals in Egypt, Morocco and Tunisia by increasing treated wastewater reuse in agriculture, reducing groundwater catchment, implementing integrated and participated water management approaches at basin and country level, reducing fertilizer consumption and decreasing energy consumption and CO2 emissions.
- 💧 MADFORWATER will increase the competitiveness and market penetration in MACs of European water and irrigation industries.

## **3 MADFORWATER approach to Dissemination**

In the next section the approach taken for dissemination purpose will be explained. It is based on three main pillars: The methodology, dissemination channels that will be used and the stakeholders that will be targeted.

### **3.1 Methodology: objectives, actions included, partners responsibilities**

#### **Objectives**

The MADFORWATER project will effectively communicate with the external world, in order to:

- 💧 Engaging the entire consortium;
- 💧 Widespread project results to the stakeholders
- 💧 Raise public consensus on the environmental, social and economic benefit of the proposed solution

To this end a defined dissemination methodology is needed. The MADFORWATER dissemination methodology is sustained by the following key points:

- 💧 The dissemination strategy establishes a plan to promote the widespread adoption of MADFORWATER initiatives;
- 💧 Realization of dissemination materials

- 💧 Activities to ensure wide visibility

### **Actions included**

These actions included in the strategy are:

- 💧 Design of the MADFORWATER brand (logo, colour, pictures etc );
- 💧 Realization of promotional materials such as: website, brochures, template for project documents, power point presentations, newsletters, etc.;
- 💧 Stakeholders analysis to build awareness around project initiatives and valorize project results;
- 💧 Launch of a media campaign existing through the use of articles in magazines, press releases, social networks, newsletters etc;
- 💧 Participation in the most important events such as exhibitions, conferences, workshops, specialized international meetings, etc.;
- 💧 Synergies with other projects and initiative

### **Partners responsibilities**

The strategy foresees to actively involve all the partners. The partner responsible for dissemination (PNO) is working to ensure proper information to support the full communication of the project results.

All consortium partners have an important role in the diffusion of project results and all the partners are committed to present project outcomes in order to obtain a balanced participation from each partner. Partners are contacted to define and execute dissemination efforts in order to provide a structured and dynamic approach to the communication of project results.

The research of events has started at the beginning of the project, it is still ongoing and it will continue till end of project. Each semester an update of the list with the relevant events is sent to the entire consortium. The results of the research are posted on the project communication website in order to promote an active participation by both partners and contacts.

## **3.2 Dissemination channels**

In the following table, the dissemination channels of the MADFORWATER projects are provided.

**Table 1: dissemination channels**

Channels	Link	N. of users
MADFORWATER website	<a href="http://www.madforwater.eu/">http://www.madforwater.eu/</a>	/
MADFORWATER LinkedIn account	<a href="https://www.linkedin.com/company/10866865?trk=tyah&amp;trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A10866865%2Cidx%3A1-1%2CtarId%3A1479383759492%2Ctas%3Amadforwa">https://www.linkedin.com/company/10866865?trk=tyah&amp;trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A10866865%2Cidx%3A1-1%2CtarId%3A1479383759492%2Ctas%3Amadforwa</a>	21
MADFORWATER Facebook account	<a href="https://www.facebook.com/madforwater/">https://www.facebook.com/madforwater/</a>	/
Innovation Place: CIAOTECH/PNO web-portal (Europe) (news published through news and newsletter)	<a href="https://www.innovationplace.eu/">https://www.innovationplace.eu/</a>	> 10,000
Ricerca&innovazione: CIAOTECH/PNO web-portal (Italy) (news published through news and newsletter)	<a href="http://www.ricercaeinnovazione.it/">http://www.ricercaeinnovazione.it/</a>	6,000
Facebook (By using the INNOVATION PLACE account)	<a href="https://www.facebook.com/innovation.place.pno?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/innovation.place.pno?fref=pb&amp;hc_location=profile_browser</a>	200
LinkedIn Innovation Place group	<a href="https://www.linkedin.com/groups/4086674">https://www.linkedin.com/groups/4086674</a>	836
LinkedIn Innovation Place company page	<a href="https://www.linkedin.com/company/innovation-place">https://www.linkedin.com/company/innovation-place</a>	111
Twitter Innovation Place	@INNOVATION_PL	235

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**InnovationPlace** is an on line service supporting organisations to achieve their strategic R&D objectives through the matching and managing of R&D projects, organisations and grants. InnovationPlace is based on the Open Innovation paradigm, with the active involvement of industry leaders, multinational organisations, high-level research centres, public bodies and innovative SMEs all around Europe. During the last years the number of users registered in the web platform has drastically increased. The InnovationPlace platform will play a strategic role for the MADFORWATER project in order to implement an effective and efficient dissemination action, since it can reach more than 10,000 pre-selected organizations and research centres at a European level, ensuring to reach a wide public specifically focused on R&D projects.
- 
**Ricerca & Innovazione** is the Italian Open Innovation platform that supports collaborative research through the successful combination of research and development projects, excellent European organizations and the most important public funding opportunities at European, national and regional level. The Ricerca & Innovazione platform will play a strategic role for the MADFORWATER project in order to implement an effective and efficient dissemination action, since it can reach more than 6,000 pre-selected organizations and research centres at a national level (Italy), ensuring to reach a wide public specifically focused on R&D projects.
- 
 The world's most famous social networks: **Facebook, LinkedIn and twitter.**



Figure 1 MADFORWATER website

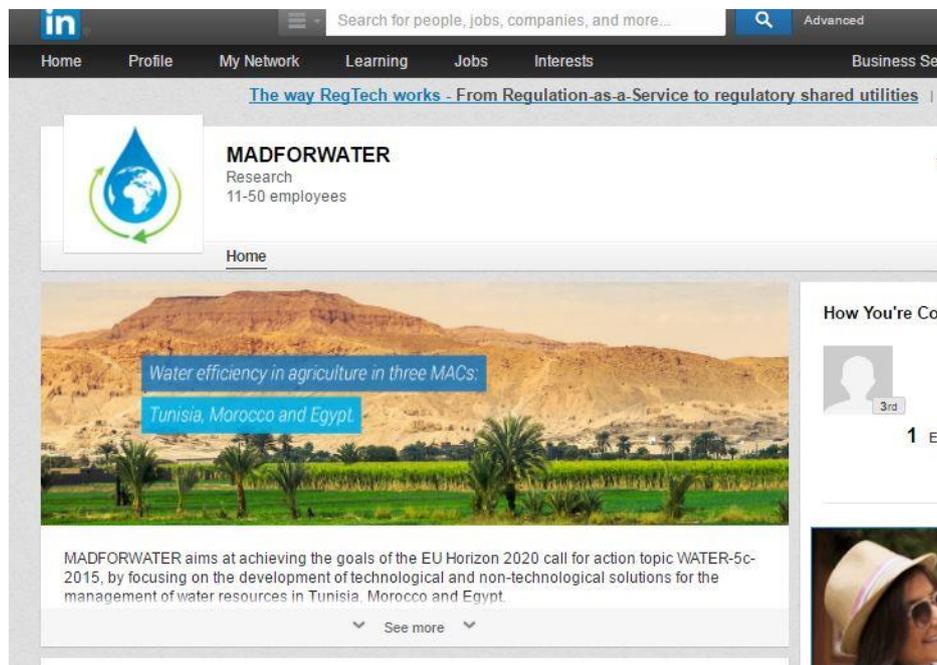
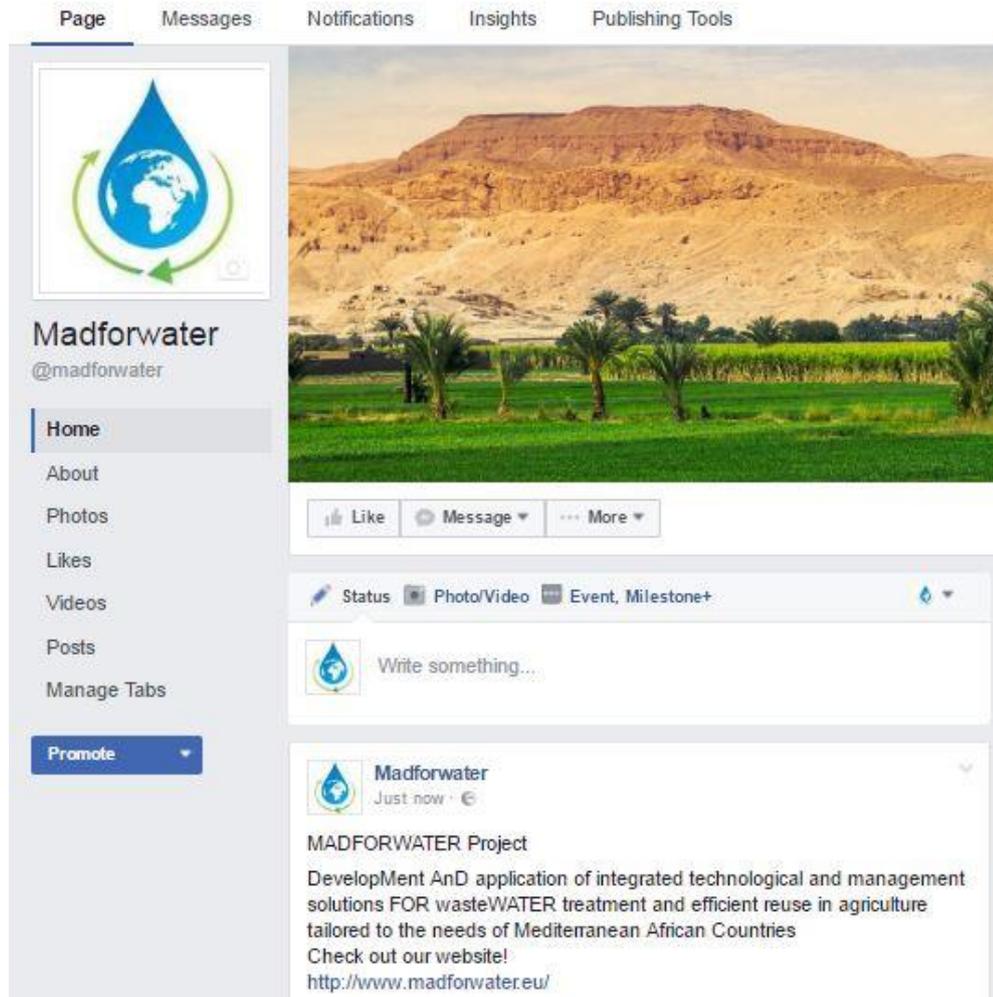
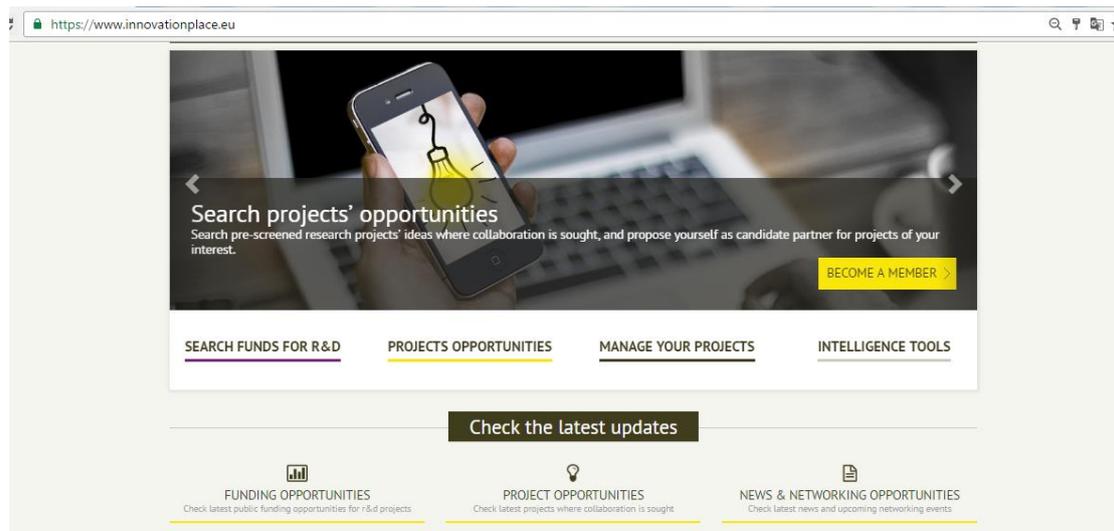


Figure 2: LinkedIn



**Figure 3: Facebook**



**Figure 4 Innovation Place**



Figure 5: Ricerca & Innovazione



Figure 6: twitter Innovation Place for MADFORWATER

### 3.3 MADFORWATER stakeholders

The main identified target groups that will be addressed during the MADFORWATER project are:

- 💧 **Industrial and agricultural communities/associations:** Industrial and agricultural communities will be involved with the aim of maximizing the suitability of the solutions, approaches and technologies proposed by MADFORWATER
- 💧 **Researchers:** research groups dealing with the topic of the MADFORWATER approaches and technologies related to water reuse in agriculture, wastewater treatment and wastewater management, food security
- 💧 **Citizens, policy makers:** water efficiency in agriculture, water management and water related policy, as well as food security in the MAC are one of the key issues policy makers and citizens deal with today. For this reason the audience for dissemination activities will include for example national or local policy makers, responsible for many decisions.

The success of the MADFORWATER results to enter the market and the society is based on the knowledge that the target audience has about the MADFORWATER project. The following table shows for each group the most effective dissemination tools and channels to be used.

**Table 2: identified stakeholders**

Target group	Communication material	Communication channel
Companies	MADFORWATER website News/newsletter Press release MADFORWATER electronic brochure MADFORWATER paper brochure	Exchange of links with related project/websites Industrial and agricultural journals/magazines Invitation to MADFORWATER events Direct link on website of partners involved MADFORWATER website Social network: LinkedIn, twitter Partners communication channel: Innovation Place, Ricerca & Innovazione, ...
Researchers	Communication in international conferences (oral/written) Posters Scientific papers News/newsletter MADFOWATER electronic brochure MADFORWATER paper brochure	International conferences Scientific journals Direct link on the website of partners involved MADFORWATER website Social network: LinkedIn, twitter Partners communication channel: Innovation Place, Ricerca & Innovazione, ... Invitation to MADFORWATER events
Wide audience and policy makers	News/newsletter MADFORWATER articles MADFORWATER brochure	MAFORWATER Website Popular journals/magazines Invitation to MADFORWATER events Social network: LinkedIn, twitter, facebook

## 4 Dissemination materials and tools

Several dissemination materials and tools have been produced and other will be produced throughout the entire course of the project. The dissemination materials will be realized according to different communication needs, to various event typologies and to follow the project evolution and results.

In relation to the dissemination materials and tools already produced in the first six months of the project, they are analytically described in the Deliverable 7.6 “First report on the dissemination activities and materials. Visual identity, promotion materials, online engagement with stakeholders, media activity, technical dissemination”.

In the following points a schematic recap of the dissemination tools already realized are reported:

- 
**MADFORWATER Logo:** 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.

- 💧 **Project template:** MADFORWATER project templates for presentations have been realised with main attention to recall the project logo and visual identity.
- 💧 **Project website:** a dedicated project website, created at the beginning of the project (M3 on line) and maintained active for at least 3 years after the end of the project. The main pages of the public section will be available also in French and Arabic.
- 💧 **Brochure:** the MADFORWATER objectives and benefits are described, together with a contact sections and the logos of the partners involved in the project, in the brochure.
- 💧 **Poster:** In the poster, the MADFORWATER ratio, objectives, benefits and impact, 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.
- 💧 **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).

Below are listed further dissemination tools to be implemented in the framework of an effective, efficient and well-structured project dissemination strategy:

- 💧 **Articles:** several non-scientific articles will be prepared for special magazines, such as Water JPI, EIP Water, H2O, Water Governance, NWP newsletter, Water Resources and Economics, Science Eaux et Territoire.
- 💧 **Scientific open-access publications:** most project partners are highly prolific authors of papers in high impact journals.
- 💧 **Connection with relevant Web portals:** The project results will be disseminated to policy makers, water authorities and water professionals through various international platforms and web portals (EU and MAC).
- 💧 **Videos:** technical videos (at least 5) aimed at presenting the project outcomes to a technical audience, as well as 2 professional-quality promotional-informative videos (3 and 15 minutes) addressed to the general public will be available on the project website, on YouTube and on the websites of the project partners. The videos will be realized when more results will be available to the consortium and more insights will be obtained, so that the stakeholder should be involved more closely in the project. The video will be sent at the stakeholders identified, and it will be uploaded on the MADFORWATER website and widely disseminated through all the channels identified in table 2.
- 💧 **Conferences/workshop attendance:** An intense effort will be made to disseminate findings through presentations at international research and professional conferences, such as IWA Leading Edge Conference on Water and Wastewater Technologies, International Phytotechnologies Conference, International Commission on Irrigation & Drainage Congress, IWRA World Water Congress, International Conference of Agricultural Economists, International Conference of the European Water Resources Association. In particular project partners will be involved in the organization during the 2017-2019 period

of several conferences in which a wide visibility will be given to MADFORWATER:; Int. Conf. on Environmental Engineering and Management (Italy, 2017), European Bioremediation Conference (Greece, 2018), IBS-EFB Joint Symposium (2019), Ecomondo (yearly symposium of the water and waste sectors, 1200 participating companies).

#### **Final conference**

The consortium will organize a final scientific MADFORWATER event in the framework of a larger conference, in which the project's results will be presented and discussed with the attending stakeholder community.

#### **Press releases**

Short press releases (at least three) announcing the project progresses, updates, news, relevant participation to the main events will be periodically prepared and widespread through the channels reported in table 1 and by using the partners' websites.

#### **Newsletter**

Project updates and relevant news will be widespread to the wide audience through a newsletter produced every year, which will be translated in French and Arabic. Below the relevant issues that will be treated are reported:

<b>Newsletter number</b>	<b>Month</b>	<b>Issues of newsletter</b>
1	12	Role of the organizations involved in the project and updates on the first year project results
2	24	Updates on partners participation to relevant events (realized and planned) and updates on the second year project results
3	36	Updates on partners participation to relevant events (realized and planned) and updates on the third year project results
4	48	Updates on the final project results

## **5 Partner dissemination**

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 will be distributed to each partner in order to collect and monitor dissemination progress. Each table will summarize the dissemination activities that will be attended during the project or foreseen by each partner within the coming months.

**Table 3- Events, publications and other dissemination activities already implemented**

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 ( <a href="http://www.madforwater.eu/">http://www.madforwater.eu/</a> )		SKE website	Scientific community, industries and civil society	National/Europe	<a href="http://www.euomarket-cy.com/">http://www.euomarket-cy.com/</a>
Conference	NJU	252nd ACS National Meeting organized by American Chemical Society	24 august 2016	Philadelphia, USA	Scientific community, industries and civil society >1.000	Worldwide	
Post on the website	NJU	NJU Group website of Prof. Li Aimin		web	Scientific community, industries and civil society >500	National	<a href="http://www.njutopcr.org/">http://www.njutopcr.org/</a>
National TV programme	NWRC	Description of the project in a TV program	13 July 2016	Nile TV Channel	Scientific community, industries and civil society	Egypt	
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		
News in newsletter	NWRC	NWRC quarterly news letter	30 July	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	Water-Energy-Food Research and Innovation to address the nexus in the Mediterranean. Project presentation at the COP22 conference on climate change (Morocco)	15 November 2016			World	
Conference	ALTERRA	1 <sup>st</sup> Stakeholder meeting in the national Research Center in Cairo.	17 November 2016	Cairo (Egypt)		Egypt	
Post on Facebook	CIAOTECH /PNO	MADFORWATER PROJECT website	5 October 2016	Facebook MADFORWATER Account	Companies/ Research organizations/ Industrial associations	Europe	<a href="https://www.facebook.com/madforwater/">https://www.facebook.com/madforwater/</a>

