

WATERGRID Communication and Dissemination Strategy

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AND DROUGHT MANAGEMENT'
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Abbreviations

EC	European Commission
GA	Grant Agreement
SWG	Smart Water Grid
NBS	Nature Based Solutions
C&D	Communication and dissemination

Project Partners

WRT	Westcountry Rivers Trust lbg
LEITAT	Acondicionamiento tarrasense asociacion
GO	Global omnium medioambiente, S.L.
VIC	Fundacion de la Comunitat Valenciana
SUA	Slovenska polnohospodarska univerzita v Nitre
ECOENERGY	Civic Association Ecoenergy

EWA	Energy and water agency
NATUURPUNT	Natuurpunt
TUDELFT	Technische universiteit delft
ACONIUM	aconium GmbH
BOKU	Universitaet fuer bodenkultur wien
VIRIDIAN	Viridian Logic Ltd
WU	Wageningen university and Research
VU	Stichting vu
FIBL	Forschungsinstitut fur biologischen landbau Stiftung (associated)
TUM	Technische universitaet muenchen muenchen
IIASA	Internationales institut fuer angewandte systemanalyse
BEIA	Asociatia beia - grid institute
LIST	Luxembourg institute of science and technology
ICONS	ICONS
EQY	Euroquality SAS
WE	Water Europe

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Publishable Summary

The WATERGRID Communication and Dissemination Strategy establishes a unified framework for all consortium partners to maximise project impact across national and European scales.

Beyond simply sharing information, this strategy paves the way for active engagement to amplify the project's impact and results. It seeks to build broad awareness and support for the WATERGRID approach among the water management community. By gathering relevant stakeholder input throughout the project's duration, the strategy ensures a lasting contribution to both sectoral discussions and related value chains.

By leveraging an initial survey of partners' capabilities, the project ensures synchronised outreach that effectively targets key umbrella organisations in water management, drought resilience, and spatial planning.

The strategy adopts an adaptive lifecycle approach, aligning specific interaction formats with project milestones to ensure the most relevant content reaches the right audience at the most impactful time. This process is reinforced by co-creation processes and context-specific engagement of stakeholders at demonstration and validation sites supported by the Stakeholder Engagement Toolbox. Ultimately, this living document provides the methodology to move from initial scoping to the final capitalisation of results, ensuring that WATERGRID's innovations trigger lasting follow-up activities and meaningful policy shifts in climate-resilient water management.

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1 Introduction

The WATERGRID project aims to pioneer and validate the Smart Water Grid (SWG) concept, fundamentally enhancing climate resilience in water management in Europe. While primarily focused on mitigating the impact of extreme drought, this development is comprehensively framed within an Integrated Catchment Management paradigm, ensuring a holistic approach across the entire catchment basin.

1.1 Strategy Objectives and Scope

This Communication and Dissemination (C&D) Strategy (D6.1) establishes a robust framework to maximise the impact of WATERGRID within the **EU Mission on Adaptation to Climate Change**. The strategy moves beyond basic information sharing to facilitate the active **uptake** of results and the adoption of **Nature-Based Solutions (NBS)** across European basins.

To ensure precision in our outreach, the strategy distinguishes between two primary categories of actors:

- **Target groups:** Broad audiences, including the general public and peripheral industry actors, who receive information to increase general awareness and project visibility.
- **Stakeholders:** Active participants—from local site operators to European policy-makers—who engage directly with project results, co-creation of the SWGs, participate in validation, or influence long-term scaling.

These categories of actors are addressed through five strategic pillars designed to ensure a lasting legacy for the Smart Water Grid concept:

- **Awareness & visibility:** Elevating the project's profile among the general public and specialised audiences to highlight the role of SWGs in climate transformation.
- **Community engagement:** Building a robust network of **stakeholders** to generate interest and support regional partners in communicating their specific roles and successes.
- **Result promotion:** Ensuring that key milestones and technical outputs (the "Evidence Portfolio") reach the water management value chain at the optimal time for practical application.
- **Policy influence:** Translating project data into actionable insights for **Target groups** in government, informing regional and European decision-making toward climate-resilient water cycles.

- **Collaborative networking:** Channelling information through existing regional networks to build lasting partnerships that persist beyond the project's duration.

1.2 Key Project Outputs

The C&D activities are built around the promotion and uptake of six core exploitable results:

- **Evidence Portfolio:** to reduce any knowledge gaps, project partners will compile evidence to support decision-making and drive action on Smart Water Grids (SWGs).
- **Smart Water Grid Protocols:** the WATERGRID partners are developing clear step-by-step guides for the design, maintenance, and operation of a Smart Water Grid.
- **Digital Platform & Design App:** This online hub will feature catchment-wide models and an intuitive Design App that guides users on how to integrate Nature-Based Solutions into their own local SWGs.
- **Digital Twin Monitoring:** The Platform is linked to a Monitoring Programme that provides real-time data via a Digital Twin, supporting long-term, predictive maintenance of the systems.
- **Operationalising Toolkit:** This comprehensive toolkit addresses the vital social, governance, and economic factors needed to ensure the successful and sustainable adoption of SWGs.
- **Policy briefs:** Synergies to ensure the integration of SWGs into policies.

1.3 Impact and Evaluation

Dissemination efforts focus on transferring lessons learned and socio-economic analyses to the European Commission, water authorities, and national governments. By highlighting the factors that facilitate or hinder SWG adoption, WATERGRID provides decision-makers with the tools to build long-term drought resilience.

This strategy is a living document. It includes established processes for message alignment at regional and global levels and will undergo a final evaluation (update) in Month 46 to measure total outreach and impact against the project's initial KPIs.

2 Communication and Dissemination Strategy

The overall WATERGRID communication and dissemination strategy is based on a series of key messages tailored for specific audiences, as well as on a comprehensive and consistent project description.

2.1 Target Groups

In a complex transnational cooperation project, with the involvement of twenty-two partner institutions, five demonstration sites, three validation sites, and thirteen countries, the target groups are by nature relatively broad and diverse.

The strategy distinguishes between broad **Target groups** (awareness) and specific **stakeholders** (active engagement) to ensure the replication and exploitation of results. The dissemination activities will primarily target the following strategic target groups:

- **Investors and decision makers:** Create economic incentives to implement SWGs for water resources and drought management by bridging the evidence gap and promote flexible, cost- and resource-effective implementation.
- **Planners of SWGs:** Provide easy-to-use tools and approaches to enable local planning of SWGs, understanding the benefits and co-benefits of large-scale connected NBS in a SWG as no-regret solutions for drought mitigation.
- **Constructors of SWGs:** Support the sound construction of innovative NBS and SWGs with a tailored process.
- **Maintainers of SWGs:** Facilitated maintenance of SWGs, incorporating climate change in risk analysis of water management, tools to simulate water availability and use to support long-term maintenance.
- **Policy makers:** Breaking governance and policy silos, creating synergies in water resource management sectors
- **Scientific community:** Interdisciplinary approach of water and drought management, modelling and planning; multidimensional understanding of landscape and infrastructural transformations, with focus on societal, economic, governance and institutional.
- **General public:** any groups or individuals not directly involved in the development of NBS and SWG but that might be affected (citizens, residents, communities, consumers, visitors, tourists...)

To move beyond simple dissemination, it is helpful to categorise the level of involvement:

- Participants: who do we involve?
- Multipliers: who will spread our message?
- Takers: who might use our results?
- Audience: who else would be affected or at least reached by our project?

Target groups	
Participants	▪ Local and/or regional public authorities in WATERGRID demonstration and validation sites ▪ Water companies, water utilities, experts working in water management and supply ▪ Land owners, farmers ▪ Engineers, craftsmen ▪ Inhabitants
Multipliers	▪ Policymakers on regional, national and EU levels ▪ Environmental EU agencies ▪ Regional and Local organizations responsible for water management, ▪ Local river and basin authorities ▪ Relevant ministries
Takers	▪ Local communities of WATERGRID participants such as landowners, farmers ▪ Spatial planners, environment ministries, experts working in water management and supply, craftsmen, and engineers ▪ Thematically related projects and initiatives in the wider Europe ▪ Policymakers on regional, national and EU levels ▪ Scientific community from universities, food research institutes, forestry, energy and agriculture, PhD candidates
Audience	▪ Wider public, secondary recipients ▪ Public authorities generally involved in approving NBS and environs ▪ Schools ▪ Environmentally and thematically engaged groups such as chambers of engineers, and their individuals



- Potential investors in arising opportunities such as production shift in agricultural assets, start-ups

Table 1: Overview of WATERGRID's target groups

The term 'stakeholder' has been a topic between partners and will thus be re-focused during the project's processes, helping to distinguish between those directly affected and those nearby, those relevant to decisions and those more influential for the perception, as well as those with a practical mindset and those who are positioned for long-term follow-up. While all deserve to be addressed by our dissemination, for some, a back channel and for some even a role in our communication might be the suitable approach.

After having detailed roles and functionalities for the project per site (and partner), the SWOT- or pattern approach will lead to a more versatile characterisation.

2.2 Key Project Messages

The key messages were developed according to the basic features of WATERGRID and are designed to characterise the project. Across Europe, climate change is increasing both heavy rainfall events and prolonged periods of drought. Water is often available at the wrong time and in the wrong place: excess water causes flooding, while communities, agriculture, and ecosystems later face severe shortages. Traditionally, water management has focused on draining water away as quickly as possible after floods. WATERGRID promotes a different approach: by thinking in terms of a Smart Water Grid, water can be stored, controlled, and distributed later when it is needed most. Using nature-based solutions and digital tools, WATERGRID turns excess water into a valuable resource for drought prevention and climate-resilient water management. The WATERGRID project will focus on these key messages:

Key message	Target group(s)
▪ WATERGRID builds drought resilience by transforming how water is stored, distributed, and reused through nature-based smart water grids across Europe.	Investors and decision makers, Planners of SWGs, Policy makers, General public
▪ The project focuses on water batteries, i.e. nature-based solutions that store water when it is abundant and release it when it is scarce.	
▪ WATERGRID enables communities to store and control water more efficiently, reducing vulnerability to extreme droughts and climate	

change impacts.	
Integrated catchment management is at the heart of WATERGRID, linking landscapes, water bodies, and infrastructure into a coordinated system that works with nature.	Investors and decision makers, Planners of SWGs, Constructors of SWGs, Maintainers of SWGs, Policy makers, General public
By using landscapes as a natural system to move water, WATERGRID restores natural flows while improving water availability where and when it is needed.	
Smart drainage systems in WATERGRID help retain water in the landscape instead of losing it, turning drainage from a problem into a solution.	
Drought prevention is strengthened through real-time monitoring and digital tools that support early action and smarter water management decisions.	Investors and decision makers, Planners of SWGs, Constructors of SWGs, Maintainers of SWGs, Policy makers, Scientific community
WATERGRID combines nature-based solutions and digital technologies to create standards, protocols, and tools that can be replicated across Europe.	
Demonstration and validation sites show that Smart Water Grids work in diverse regions, from Mediterranean to mountainous and Atlantic catchments.	
WATERGRID actively involves local stakeholders in Smart Water Grid and nature-based solution activities on the local level, ensuring continuous feedback between project development and stakeholder expectations, co-creating solutions that strengthen social ownership, trust, and long-term acceptance of SWGs.	Planners of SWGs, Constructors of SWGs, Maintainers of SWGs, Policy makers, General public
By scaling-up Smart Water Grids, WATERGRID aims to increase water availability by 20% and deliver major economic savings, supporting long-term climate-resilient water management in the EU.	Policy makers, Scientific community, General public

Table 2: Key messages related to target groups

To facilitate easy adoption, aconium will provide a **Project Identity Toolkit** in the WATERGRID document repository for all partners. This toolkit includes standardised descriptions in varying lengths:

- The Elevator Pitch (One sentence): For social media bios and quick introductions.

- The Executive Summary (One paragraph): For press releases and event brochures.
- The Full Narrative (Half page): For the website, "About" sections, and formal reports.

2.3 Timeline

A timeline has been created that gathers key communication and dissemination activities towards the main operational objectives throughout the project. As shown in Figure 1, the timeline transitions from foundational brand-building to the dissemination of validated results and final exploitation.

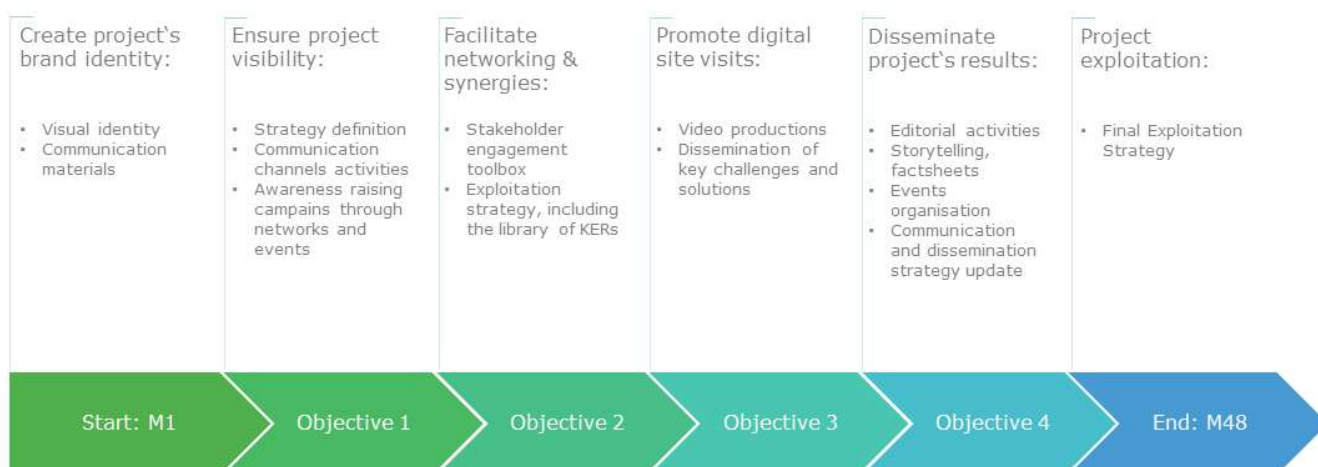


Figure 1: Strategic timeline

3 Visual Identity and Communication Toolkit

3.1 Visual Identity

To provide an easily identifiable and memorable identity of WATERGRID, aconium has developed a clear project branding with a unified vision in compliance with EU guidelines. A project internal style guideline has been created to ensure the identity is cohesive and consistent for all WATERGRID communication and dissemination activities. It contains design rules regarding the use of the logo, the WATERGRID colour scheme, fonts and other conventions and is shared in the WATERGRID intranet with all partners.



Figure 2: WATERGRID logo

The WATERGRID partner consortium decided to create its own WATERGRID project logo to increase the recognisability of the project.

The logo includes the following elements

- figurative mark
- word mark

The image can be interpreted as a waterdrop with a leaf and a network. The word mark includes a Wi-Fi symbol. The colours of the logo symbolise water and nature.

The logo can be displayed in colour on a white background. The black and white version is only allowed in black and white communication. In case a restless or dark background is used, adding the negative logo version is possible.

To ensure readability, the WATERGRID logo must always be displayed at a minimum size of 28 mm in width. The appearance of the logo varies greatly depending on the medium. Therefore, please see below a list of specified logo sizes for different types of media and the project's colour scheme.

Medium	ideal logo width	Medium	ideal logo width
Print		Digital	
Print A4	35 mm	Screen Smartphone	200 px
Print Business Card	28 mm	Screen Tablet	230 px
Print Sign (A2+)	75 mm	Screen Desktop	280 px
		Powerpoint 16:9	52 mm

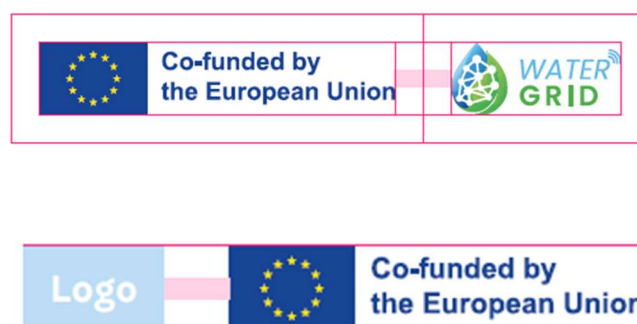
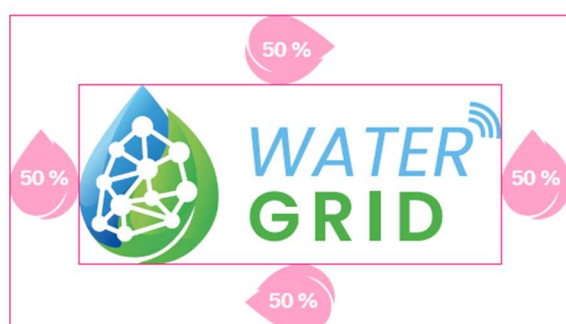


Figure 3: WATERGRID logo specifications

Primary colours

Water	80 %
C M Y K	60 %
60 10 0 0	
R G B	40 %
99 185 233	20 %
HEX	
#63b9e9	10 %

Secondary colours

Ocean	80 %
C M Y K	60 %
100 70 0 0	
R G B	40 %
8 80 157	20 %
HEX	
#08509d	10 %

Pear	80 %
C M Y K	60 %
50 0 80 0	
R G B	40 %
142 193 82	20 %
HEX	
#8ec152	10 %

Leaf	80 %
C M Y K	60 %
70 0 90 0	
R G B	40 %
79 175 75	20 %
HEX	
#4faf4b	10 %

Soil	80 %
C M Y K	60 %
0 55 80 70	
R G B	40 %
105 62 21	20 %
HEX	
#693e15	10 %

Clay	80 %
C M Y K	60 %
0 55 70 50	
R G B	40 %
147 87 50	20 %
HEX	
#935732	10 %

Figure 4: WATERGRID logo and colour scheme

Note that the introduced colours can be represented differently from screen to screen or printer to printer, especially if no colour management is put in place. **It is not allowed to use shades of the colours or to darken or lighten them for design purposes in any other way.**

The **CMYK** colour values are supposed to be used in desktop publishing programmes (e. g. Adobe InDesign) to prepare professional print products. The **RGB** colour values are supposed to be used for screen applications such as websites or apps. In addition, RGB values should be used for office programmes (e. g. Microsoft Word, Excel or PowerPoint). Even though these programmes may offer the possibility of using CMYK colours, the colour output in printing or on screen can produce very different results as opposed to RGB values.

3.1.1 Information on EU Funding – Obligation and Right to Use the EU Emblem

Any communication or dissemination activity related to the project (in any form, including electronic) must acknowledge the support received.

I. European Union Funding

The EU emblem and the specific funding statement are mandatory. The emblem must be displayed with appropriate prominence.

- Standard Funding Statement:



This project has received funding from the European Union's Horizon EUROPE research and innovation programme under grant agreement No 101180636

- For Infrastructure, Equipment, and Major Results:

"This [infrastructure] [equipment] [insert type of result] is part of a project that has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101180636."

II. SERI Funding (Swiss Participants)

As WATERGRID is co-funded by the Swiss State Secretariat for Education, Research and Innovation (SERI), project partners must acknowledge this support in all public documents and publications associated with the project results.

SERI Funding Statement:

"This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI)."

A guideline and logos have been provided for the partners [here](#).

III. Visual Identity and Logo Prominence

- Prominence Rule: When the EU emblem is displayed alongside other logos (e.g., project logo or partner logos), the EU emblem must be displayed at least as prominently and visibly as the other logos.
- Size Hierarchy: In practice, this means the EU emblem should be equal to or larger than other logos; it cannot be relegated to a smaller or less visible position.

- Swiss Complementarity: Given the nature of Swiss participation, the SERI logo and statement should be placed with similar prominence to the EU emblem when showcasing results involving Swiss beneficiaries.

3.1.2 Disclaimer Excluding Agency Responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains, as follows:

"Responsibility for the information and views set out in this document lies entirely with the authors"

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced.

3.2 Communication Support Materials

Templates for deliverables, slides, agendas and minutes that are all in line with the overall WATERGRID visual identity were produced and made available to all partners.



Figure 5: Presentation template



Figure 6: Templates for agendas, minutes and deliverables

3.3 Language

The language of the communication campaign is clear and factual. The specific wording, however, is to be tailored to the respective communication material, the media-related characteristics and the relevant target groups. Aiming at a more specialised audience, the text of several dissemination materials may show a higher level of complexity and usage of more specific terminology than the website and the social media channels, which are customised for the general public.

To reach an international audience, the main WATERGRID website, social media channels, the newsletter and several dissemination materials are provided in UK English. However, since the project's conception does entail numerous actions of the local populations in the partner countries, translation of dissemination materials to the respective national languages will be required in many cases. While some dissemination materials will be translated within the WATERGRID project by the participating partners, the integration of the translation will in some cases be done by aconium to ensure consistency in design and formatting.

4 Communication and Dissemination Channels

4.1 Website

The [WATERGRID website](#) is a fundamental tool for the project's interaction with the public. A determined effort will be made to present information in a manner that can be understood by members of the public. The project's website was launched in February 2026 and is hosted and will be maintained by aconium for three years post-project. The website includes key information on WATERGRID, such as the project's objectives, participating partners, general information about the WATERGRID methodology and network, news and events. The website is also linked to the WATERGRID social media channels as well as to all partners' websites. aconium is regularly collecting information about upcoming and attended events and news from all partners to publish this information on the website and on the WATERGRID social media channels. The language of the website is English.

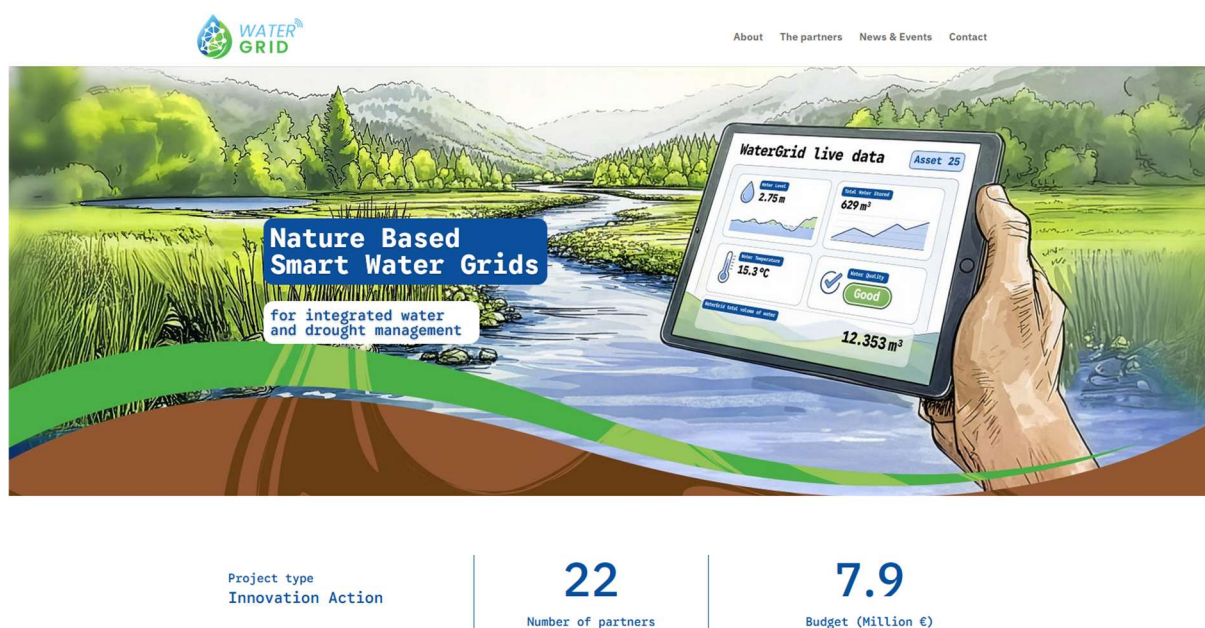


Figure 7: Start page of WATERGRID website

The website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the

screen size of the device it is viewed on, regardless of whether the device used is a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, Matomo will be used as analytic tool. Regular reports will provide insights regarding:

- How many users visit the website?
- Which pages are viewed the most?
- How often are documents published downloaded?

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

4.2 Social Media

Social media channels play a major role in interacting with the WATERGRID target groups, the Community of Interest and the general public throughout the project lifecycle. They can engage users to participate in WATERGRID events and activities, and will constantly direct traffic to the WATERGRID website. To maximise the dissemination of results and the coverage of the project, the first WATERGRID social media channel ([LinkedIn page](#)) was launched in October 2025. A channel on YouTube will be set up in 2026. Posts and videos will include new results published on the website, workshops, conferences, events and information regarding nature-based solutions such as grids of rivers and ponds to store and control water, drought management and building drought resilience, integrated catchment management, climate adaptation as well as news and learnings from the demonstration and validation sites.

The existing social network channels of consortium partners, projects, networks and other multipliers in the field of water management will be widely exploited to maximise the impact of WATERGRID towards multiple and broad audiences.

While the social media channels will be hosted by aconium, entries will be generated with the input of all partners. Partners are encouraged to share photos and information on visited events with aconium to be uploaded in the news section of the website and on social media. aconium will regularly ask the partners for updates. If partners use their own channels to spread information about WATERGRID, they are encouraged to use #WATERGRID and @WATERGRID, or to promote the link to the website of WATERGRID. Within the lifetime of WATERGRID, all common project social media channels will be regularly administered, and the network of followers and relevant stakeholders will constantly be expanded to ensure an appealing and up-to-date online presence of WATERGRID.

Social Media Content Types

The following type of content will be shared on social media to address our communication objectives:

Objectives	Content type
Raising awareness	- By regularly sharing updates, news articles, and multimedia content highlighting the importance of NBS and the potential impact of SWG on communities and the environment. - By providing educational content on sustainable practices and resilience-building measures.
Building engagement	- By encouraging followers to share their own experiences, insights, and perspectives on NBS - By showcasing the project's research findings, best practices, and success stories on effective SWG.
Promoting the project's milestones	By sharing updates and reminders on social media to drive attendance and build excitement around these key moments
Influencing policy and decision-making	By highlighting the economic, environmental, and social benefits of climate resilience, WATERGRID can help to build support for policies and initiatives that prioritise resilience and sustainability.
Building partnerships and collaborations	By sharing content of related projects, engaging with other users, and highlighting the work of complementary organisations, WATERGRID social media channels will contribute to building relationships.

Table 3: Social Media content types

Social Media Main Hashtags

A first list of hashtags related to WATERGRID has been developed and will be used to maximise the project's visibility on all channels:

- #WATERGRID
- #SWG
- #SmartWaterGrid
- #NatureBasedSolutions
- #NBS

- #ClimateAdaptation
- #WaterSecurity
- #Resilience
- #ResilientFuture
- #ClimateResilience
- #DroughtResilience
- #WaterResilience
- #FloodResilience
- #InnovationInAction
- #Drought
- #HorizonEurope
- #EUResearch
- #IntegratedCatchmentManagement
- #WaterInnovation
- #Sustainability
- #NaturalFloodmanagement

Social Media Analytics

We will track our social media metrics regularly to see how our content is performing and adjust our strategy accordingly. The following metrics will be monitored:

- Conversion: The number of people who have taken a specific action as a result of the communication, such as following the project's account, visiting the website, attending an event, or applying to a call.
- Engagement: The level of interaction and participation from the audience, such as likes, comments, shares, retweets, and clicks.

A monitoring excel file will be set up to monitor monthly results and will be made available on the project's SharePoint.

4.2.1 LinkedIn

A LinkedIn page was created for WATERGRID under the handle [@WATERGRID](https://www.linkedin.com/company/watergrid). LinkedIn will be our main channel for project communication.

Relevant stakeholders from the WATERGRID target groups will be added to the LinkedIn network. Partners will reach out to relevant partners from their networks, plus any contacts from other energy efficiency-related projects and events.

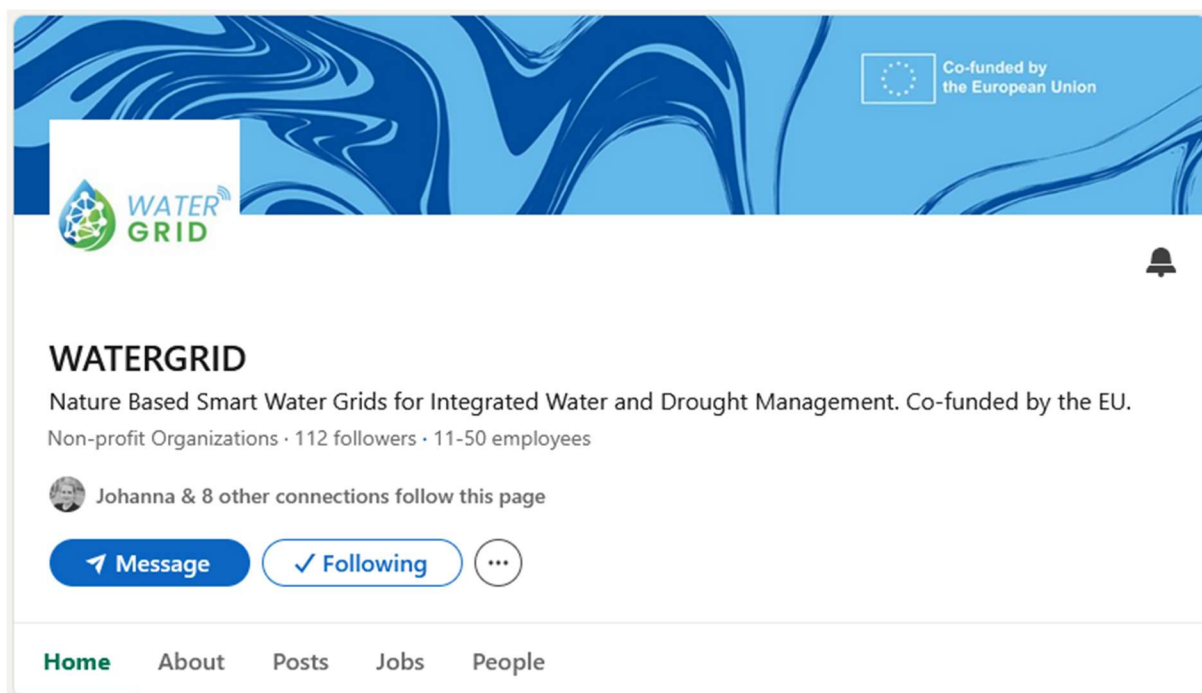


Figure 8: WATERGRID LinkedIn account

Several types of formats will be used, such as carousels, PDFs, reports, videos, photos, etc., taking advantage of LinkedIn's possibility of going into detail, and further disseminating the project's messages, its objectives, and its achievements to stakeholders.

4.2.2 YouTube

WATERGRID will produce different video material, which will be made available on the project's own YouTube channel for broad access. Over the project's lifetime, the channel will host short informational videos explaining the Smart Water Grid concept and presenting the project results to highlight the role of nature-based solutions in climate-resilient water management. Digital site visits that showcase the demonstration and validation sites will also be published on YouTube. By using video content, the channel aims to reach a broad audience—including policy makers, practitioners, researchers, and the general public—and to support knowledge transfer, replication, and long-term impact beyond the duration of the project.

4.3 Media Relations and third-party Platforms

To maximise outreach without duplicating efforts, WATERGRID utilises a "multiplier" approach. Rather than maintaining a standalone project newsletter, the strategy leverages the established distribution tools, professional networks, and platforms of the consortium partners.

Press Releases

Press releases are timed with key project milestones to inform the public and improve the perception of Smart Water Grid (SWG) interventions. To meet the project's ambitious target of at least 20 press releases, the consortium adopts a localised strategy:

- **National & Regional Context:** Partners will adapt central project news into localised releases for national media, ensuring relevance to regional water challenges.
- **Coordination:** All releases are cross-promoted via WATERGRID's social media channels to ensure maximum digital coverage.
- **Milestone Focus:** Releases will profile the validation sites, launch of the Digital Twin, and the publication of key Policy Briefs.

On 7 October 2025, the first official WATERGRID press release was issued by Westcountry Rivers Trust in English.

All future press releases will be announced via the WATERGRID social media channels, where the news are shared by partners and other contacts.

Strategic Platform Entries

The project will actively contribute content (articles, news entries, and results) to topic-relevant platforms and third-party newsletters. This allows WATERGRID to reach specialised communities in water governance, agriculture, and climate adaptation. Key targeted platforms include:

Category	Platforms & Networks	Scope and relevance to WATERGRID
Water & Environment	Water Europe Platform & Newsletter	European platform for water innovation and policy, addressing smart water systems and integrated management.
	Global Water Partnership (GWP) –	International network promoting integrated water resources management (IWRM) and drought prevention.

	Newsletter & Knowledge Platform	
	CIWEM	Professional body providing practice-oriented insights on water management and drought risk.
	NEWAVE – Next Water Governance Network	Network focused on innovative water governance approaches and policy innovation.
Nature-Based Solutions	NetworkNature / NBSINFRA Platform	EU platform supporting research, innovation, and uptake of NBS, including communities of practice.
	Oppla – Nature-based Solutions Knowledge Platform	Global platform connecting research, policy, and practice regarding natural capital and NBS.
	Ecosystem Knowledge Network	Knowledge-sharing platform for ecosystem services and nature-based solutions.
	Connecting Nature Enterprise Platform / Resource Centre	Supports the implementation and scaling of NBS through business models and practical guidance.
	Green Infrastructure Partnership	Promotes the planning and management of green infrastructure and related policy updates.
EU Missions & Policy	European Climate Adaptation Platform (Climate-ADAPT)	The EU's main knowledge platform on climate adaptation, offering guidance on drought risk and water resilience.
	EU Mission Ocean and Waters Service Portal Newsletter	Shares news and tools from the "Restore our Ocean and Waters" Mission, covering freshwater resilience.
	EU Mission Soil Platform Newsletter	Provides updates on the "Soil Deal for Europe," specifically regarding soil health and sustainability.
Regional & Governance	ICLEI Europe Newsletter	Supports cities and regions with info on climate adaptation and integrated water management.
	Earth System Governance Network	Global research network working on governance challenges related to water and sustainability transitions.
	IEMA – Institute of Environmental Management & Assessment	Professional network covering environmental governance and policy implementation tools.

Land Use &
Agriculture

[IFOAM Europe](#)

Umbrella organisation for the organic movement; focuses on soil and water stewardship and agroecology.

Table 4: Key targetet platforms

5 Dissemination Activities

This chapter outlines the practical execution of dissemination, rooted in the initial partner survey, which mapped the consortium's collective reach and expertise.

5.1 Consortium Dissemination Profile

To spread news and results of WATERGRID more effectively, all partners will participate to varying degrees in the dissemination of project results and communication of news and activities.

The dissemination strategy is built upon an internal online survey conducted in late 2025. This survey mapped the consortium's networks, interests, and engagement capacities to ensure a targeted and efficient outreach program.

Priority Ranking

As shown in Figure 7, partners prioritised raising awareness of the WATERGRID concept and promoting the demonstration sites and local actions for the first project year.

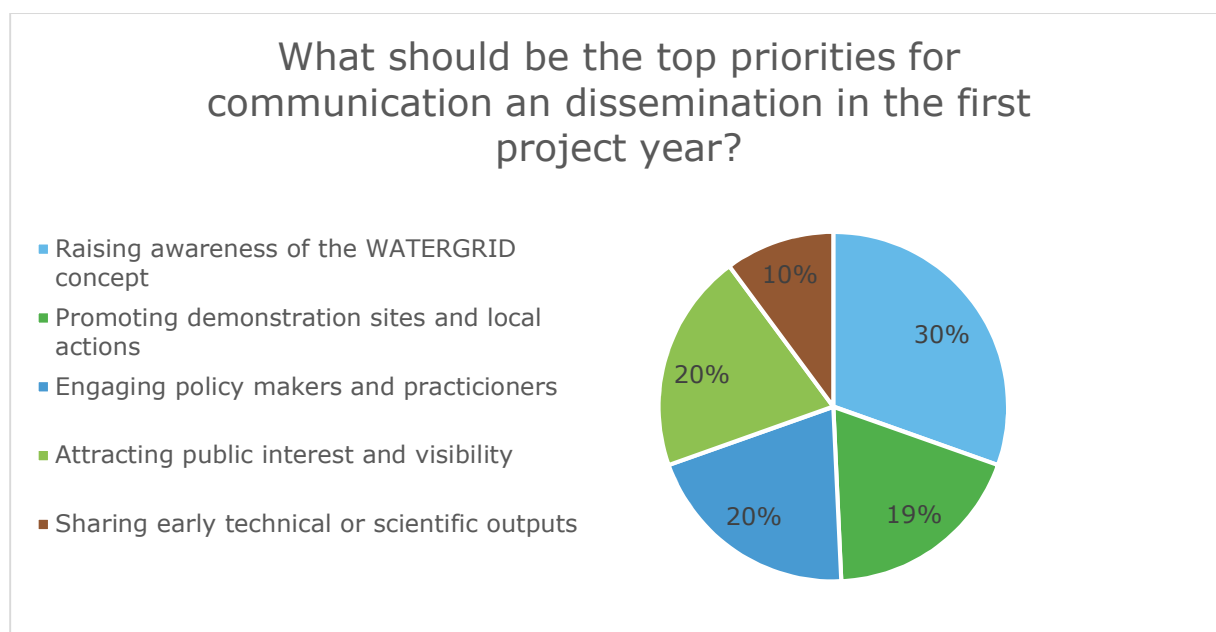


Figure 9: Priorities for the first project year

Stakeholder Access

The survey confirmed that the consortium has direct access to the "bulk groups" of the water management value chain, specifically the scientific community, policymakers, and SWG planners (Figure 9). This allows for a dual-track approach: broad "Target Group" awareness and specialised "Stakeholder" engagement at the demonstration site level.

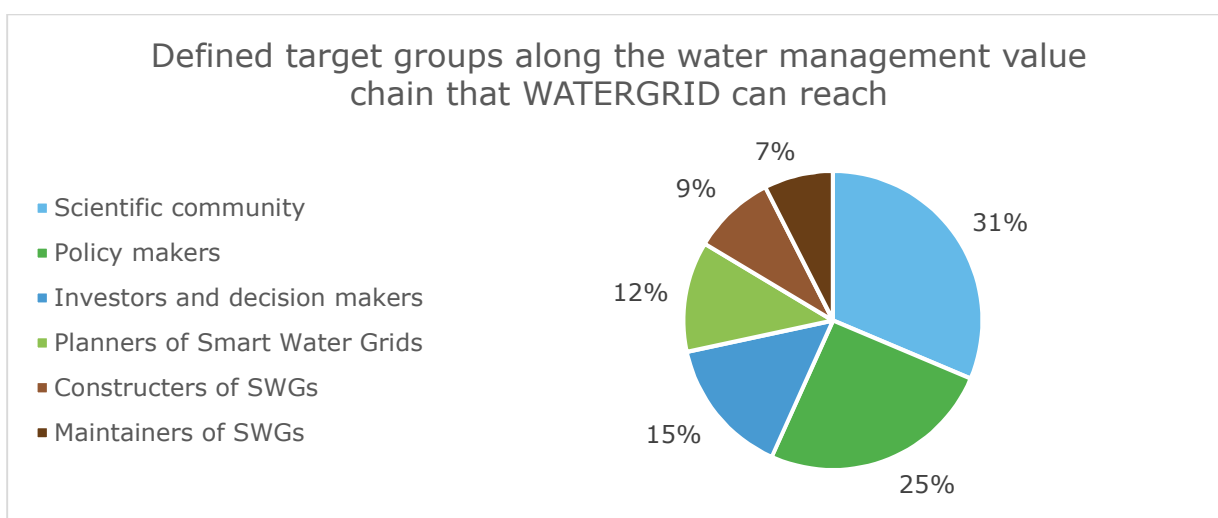


Figure 10: Target groups most likely to be reached by WATERGRID partners

The Multiplier Effect

With over two-thirds of partners maintaining networks exceeding 50 key contacts (see Figure 10), the consortium acts as a force multiplier. This ensures that information shared via social media and partner websites triggers follow-up interest among indirect target groups.

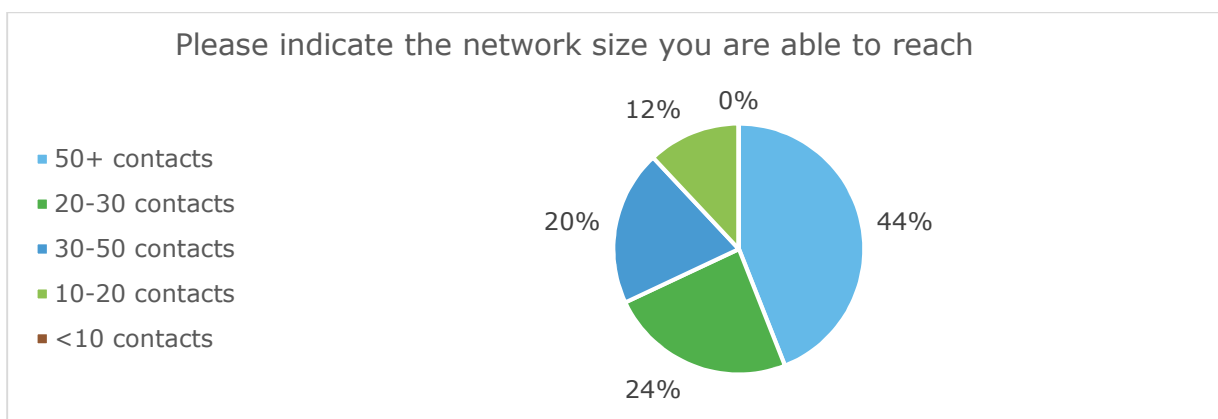


Figure 11: Size of WATERGRID partners' outreach networks

To ensure consistency and reduce duplication of work, each partner has appointed a dedicated contact person.

In summary, partners have stated that clear guidance, example posts, as well as key messages will be helpful. It was also suggested to provide template texts and materials ready to be sent out in order to avoid duplicated work, as well as materials directed at stakeholders related to the demonstration sites (Figure 11).

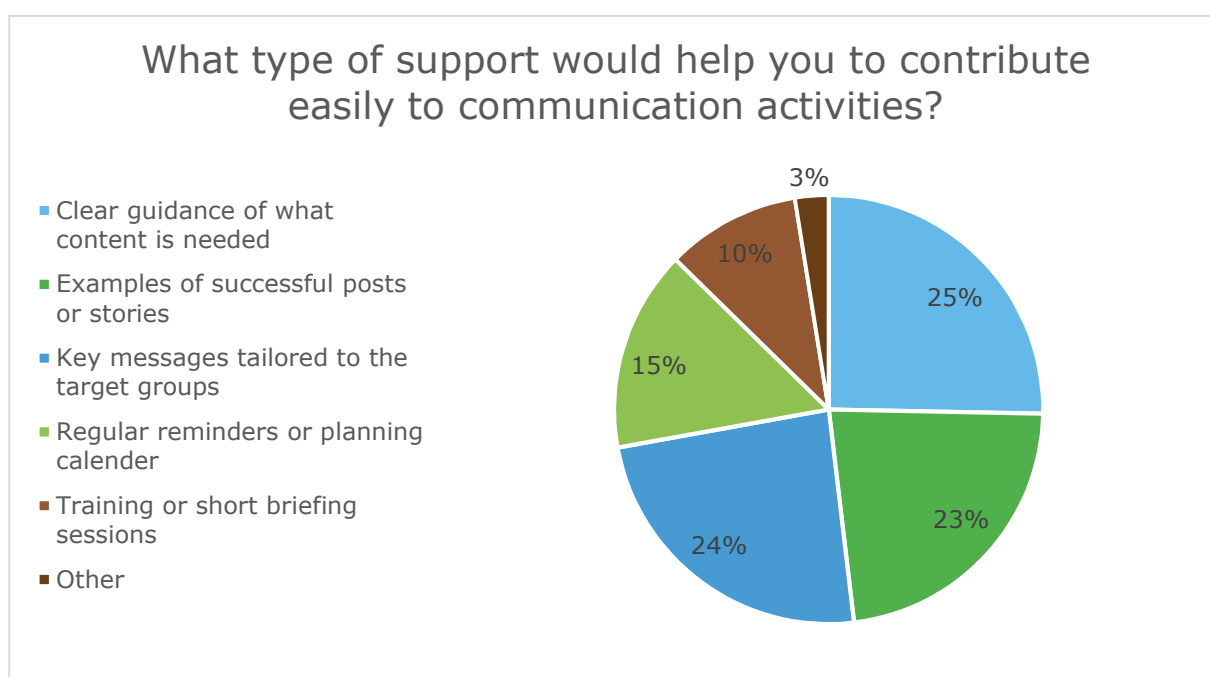


Figure 12: Support requested/suggested by partners

5.2 Strategic Networking

To maximise the exploitation of results, WATERGRID actively engages with high-level networks, clusters, and sister initiatives. While Section 4.3 focuses on dissemination channels, this section outlines bilateral collaborations designed to synchronise research efforts, harmonise technical protocols, and co-create policy recommendations.

Clustering with EU-Funded Initiatives

The project prioritises "Clustering" with other Horizon Europe consortia to ensure that Smart Water Grid (SWG) innovations are part of a larger, cohesive knowledge base. Primary clusters include:

- **Resilience & NBS Cluster:** Active exchange with projects such as NBS4Droughts or WATERADAPT to align methodologies for nature-based drought mitigation.
- **Climate Action & Governance Cluster:** Liaising with localised climate initiatives like Net Zero Cities and PROTECT to integrate water management into broader urban and regional resilience strategies.
- **Formal Institutional Liaisons:** Establishing a feedback loop with the Secretariat of the EU Mission on Adaptation to Climate Change and the European Environmental Agency (EEA) via the Climate-ADAPT network to ensure WATERGRID outputs feed directly into EU-level monitoring.

Management of Collaborations

To ensure these collaborations lead to tangible outcomes, the consortium will maintain a **Networking Matrix** (Excel-based). This internal tool tracks:

1. **Project/Initiative Name:** The target partner.
2. **Priority Level:** Based on technical or policy overlap.
3. **Contact Owner:** A designated WATERGRID partner responsible for the relationship.
4. **Coordination Mechanism:** Planned joint activities such as co-hosted workshops, joint policy briefs, or shared sessions at major international water conferences.

5.3 Dissemination Material

To ensure the high-level uptake of project findings, WATERGRID will develop a modular toolkit of dissemination materials. These assets are designed to translate complex technical outputs from the various Work Packages into accessible formats for targeted stakeholders, thereby stimulating regional engagement and supporting the project's long-term legacy.

The portfolio comprises the following strategic elements:

- **Storytelling Articles:** These narratives profile the demonstration sites, "humanising" the technical data by sharing real-world experiences, local challenges, and the practical implementation of Smart Water Grids.
- **Infographics:** High-impact data visualisations designed to simplify the SWG concept and provide intuitive illustrations of climate resilience metrics across the catchments.

- Factsheets: Technical one-pagers focused on specific results, KPIs, and validation data. These are tailored for expert audiences and technical practitioners who require concise evidence.
- Policy Briefs (in collaboration with T7.4): Strategic documents that translate technical project outcomes into actionable recommendations. These briefs align WATERGRID's results with EU climate policy and regional water governance frameworks, serving as a key tool for the project's exploitation phase.

5.3.1 General Visibility Tools

a) The General Project Presentation

It will serve as the foundational narrative for WATERGRID, ensuring a "unified voice" across the diverse consortium. It is designed to give a general overview of WATERGRID at fairs, meetings, conferences, workshops and related events.

It is made available to all partners in the WATERGRID shared workspace in pptx format and can be adapted to the specific needs of the partner presenting. This presentation will be updated as project progresses to communicate specific intermediate results. This will be done by aconium in correspondence with the coordination team (WRT & EQY) based on the results from deliverables and the summaries of the Periodic Reports.



Figure 13: Power Point presentation

Lifecycle and Content Updates: To ensure the presentation remains a relevant dissemination tool, it will be updated iteratively to reflect the project's transition from concept to validated results:

- Updates: Major updates will coincide with Periodic Reports and the submission of key technical deliverables.
- Quality Control: aconium will manage the visual and content updates in close coordination with the project coordinators (WRT and EQY), ensuring all data presented is accurate and aligned with the latest evidence from the demonstration sites.

b) Project Poster

A central project poster will be developed based on the WATERGRID visual identity. This serves as a "high-level" summary for use at exhibitions, demonstration sites, and institutional offices, providing an immediate visual hook for the project.

c) Rollup Banner

In alignment with the consortium's feedback (Figure 13) and the project's commitment to sustainable resource management, physical roll-up banners will not be mass-produced for every partner. Instead, the project will adopt a two-tier approach to physical branding:

- **On-Demand Production**: The project will provide high-resolution, print-ready templates based on the project poster and key infographics. Partners can use these to produce banners locally if specific regional events or site-level workshops require them.
- **Central Events**: A set of high-quality roll-up banners will be produced centrally for use at major international milestones, such as high-level scientific conferences and the WATERGRID Final Conference.

This approach ensures that physical branding is used strategically and only where it adds significant value to the project's visibility.

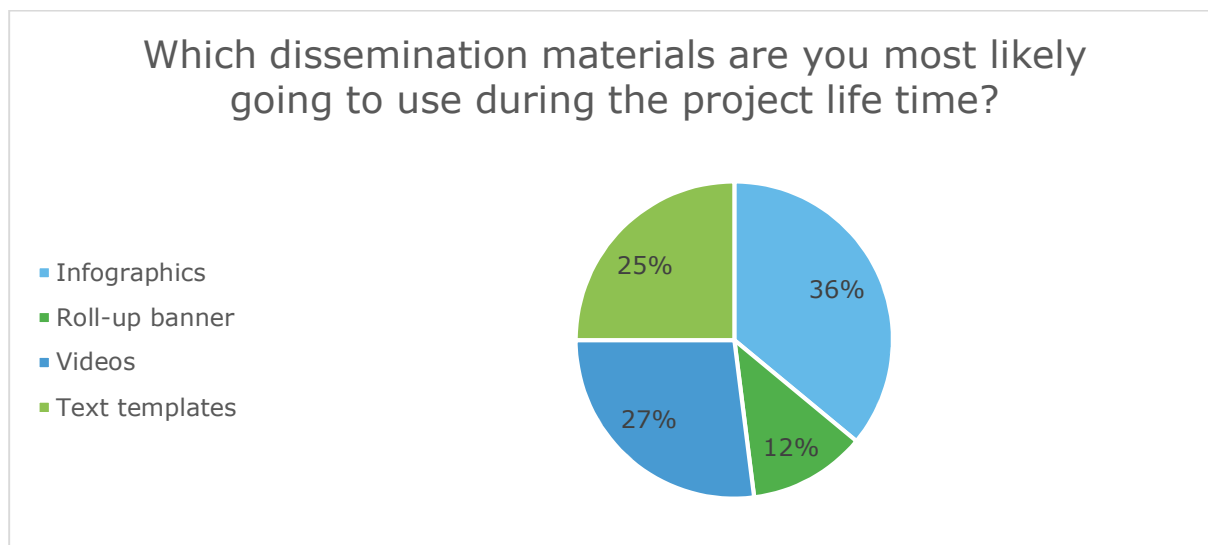


Figure 14: Partners' use of materials at events

5.3.2 Result-based Outreach

The project will produce a suite of versatile print and digital assets designed to translate the Smart Water Grid (SWG) concept into accessible formats for both technical and non-technical audiences.

a) Project Leaflets

At least two editions of the official WATERGRID leaflet will be published to reflect the project's evolution:

- Edition 1 (Concept): Focuses on the methodology, the Integrated Catchment Management paradigm, and the vision of the demonstration sites.
- Edition 2 (Results): Focuses on validated outcomes, the Operationalising Toolkit, and policy recommendations.

Production & Translation: To ensure maximum local impact, a "Central Design, Local Delivery" model will be used. aconium will provide the master English versions and manage the layout. To ensure cultural and linguistic relevance, national partners will provide translations, which aconium will then format to maintain brand consistency.

Distribution: An initial batch of high-quality English leaflets will be produced and distributed centrally by aconium (supported by the dedicated communication budget). Furthermore, high-resolution, "print-ready" files will be provided to all partners for localised printing as required by regional activities.

b) Infographics

The project will prioritise the development of high-impact infographics to demystify the SWG concept. These assets will be:

- Modular: Designed in various formats for easy integration into videos, technical presentations, and the project website.
- Data-Driven: Used to visualise complex catchment-wide dynamics and the impact of Nature-Based Solutions (NBS) on drought resilience.

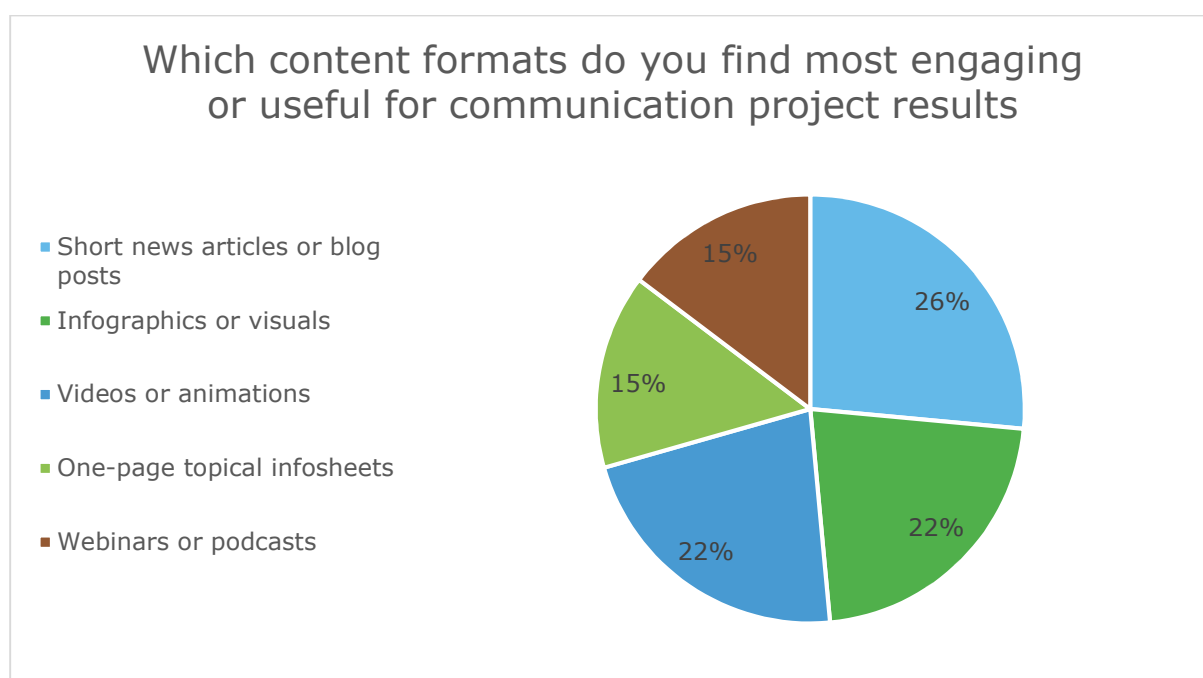


Figure 15: Partners' use of dissemination materials

c) Publications

The WATERGRID consortium is committed to the highest standards of scientific dissemination. Scientific reports will be published in peer-reviewed national and international scientific journals, including those with open access, to enable the highest availability of selected results to the scientific community (according to the IPR protection strategy and to the GA and the CA).

Targeted Journals and Industry Outreach

The consortium has identified a strategic list of high-impact, peer-reviewed journals for the dissemination of technical and socio-economic results. Beyond

academia, results will be translated for professional audiences through industry journals and public authority magazines to ensure practical uptake.

The following list compiles possible peer-reviewed journals (in alphabetical order) in which partners plan to publish during WATERGRID:

- Agricultural Economics
- Ecology and Society
- Environmental and Resource Economics
- Environmental Research Letters
- Environmental Planning and Management
- Environmental Policy and Governance
- Environmental Policy and Planning
- Environmental Science & Technology;
- Hydrology and Earth System Sciences
- Global Change Biology
- Journal of Hydrology
- Journal of Water Resource and Protection
- Nature Water
- River Research and Applications
- Water Conservation Science and Engineering
- Water Research
- Water Resources Management
- Water Resources Research

The following topics of publications have already been identified during the application phase. The list will be extended as the project progresses.

- Adaptation to Climate Change in Agriculture: The Role of Innovations and Policies (SUA)
- Governance and Policy Innovations in Water Retention (SUA)
- Governance scripts – joining actor-level capabilities and patterns of collaboration for transformative change (WUR)
- Lock-in profiles – methodology and common patterns (WUR)
- Modelling the benefits of catchment-scale NBS (afforestation, wetlands) under climate change (IIASA +Viridian)
- Overcoming lock-ins for implementing nature-based solutions in water scarcity governance – evidence from 5 Smart Water Grids (WUR)

5.4 Promotional Events and Workshops

WATERGRID utilises both physical and digital events to foster stakeholder engagement and ensure knowledge transfer. These activities are designed to demonstrate the project's technical viability and to build a community of practice around Smart Water Grids.

All organised and attended events will be cross-promoted via the WATERGRID website, newsletter, and social media channels to maximise reach.

5.4.1 Digital Site Visits

To bridge the gap between local innovation and European-scale replication, WATERGRID will produce five high-impact digital site visits. These videos serve as "virtual laboratories," allowing stakeholders to explore the technical and nature-based solutions (NBS) without the geographical or financial constraints of physical travel.

Each video is a modular communication tool, typically structured as follows:

- The Vision: A brief animated introduction to the WATERGRID concept.
- The Challenge: Contextual footage of the specific site and the local climate/water stressors.
- The Solution: Drone-supported visuals of NBS interventions integrated with screen-recorded data from digital twins or monitoring tools.
- The Impact: Summary of validated results and key learnings for replication.

The production process follows a structured approach, which will be overseen by aconium and implemented in close partnership with the demonstration sites:

1. A detailed script is developed by aconium in collaboration with demonstrator and replicator partners,
2. Tailored animations are created or selected from existing material to support key messages,
3. Local site footage and images are recorded. This will include shooting drone footage, either by aconium or commissioned by aconium to suitable services providers,
4. Presentations are screen-recorded, either as mock presentations or during workshops,
5. All elements are compiled into a coherent, high-quality video that communicates WATERGRID's results in a clear and compelling way.

Dissemination and Utility

The videos will be hosted on the WATERGRID YouTube channel and cross-linked with the Project Website. Beyond standalone viewing, they are designed to be embedded in training modules, presentations, policy workshops to convey key learnings and project outcomes.

5.4.2 Participation in Conferences and Fairs

Visiting and actively participating in events is crucial to identify and directly address important stakeholders for WATERGRID that might become part of a community of interest. Each partner will be responsible for identifying relevant events, which are in line with the theme of the project. aconium provided a template to collect this information from the partners regularly. These events will be integrated to the event calendar of the WATERGRID website as posted on social media. Regular updates will make the calendar an attractive source of information for all WATERGRID partners and stakeholders along the water management value chain.

All partners are encouraged to present WATERGRID at conferences, meetings and workshops where sectoral target groups participate. To support the dissemination activities of the partners at events,

aconium created a general project presentation and will produce digital and/or printed dissemination material such as a poster, leaflets and information videos to be distributed at events. The dissemination plan will ensure that participation in these events is coordinated and cost-efficient for the project. All partners are expected to attend at least two relevant events in the lifetime of WATERGRID where they will present the project's progress and results. As indicated in the survey, all partners will regularly attend events throughout the duration of WATERGRID (Figure 15).

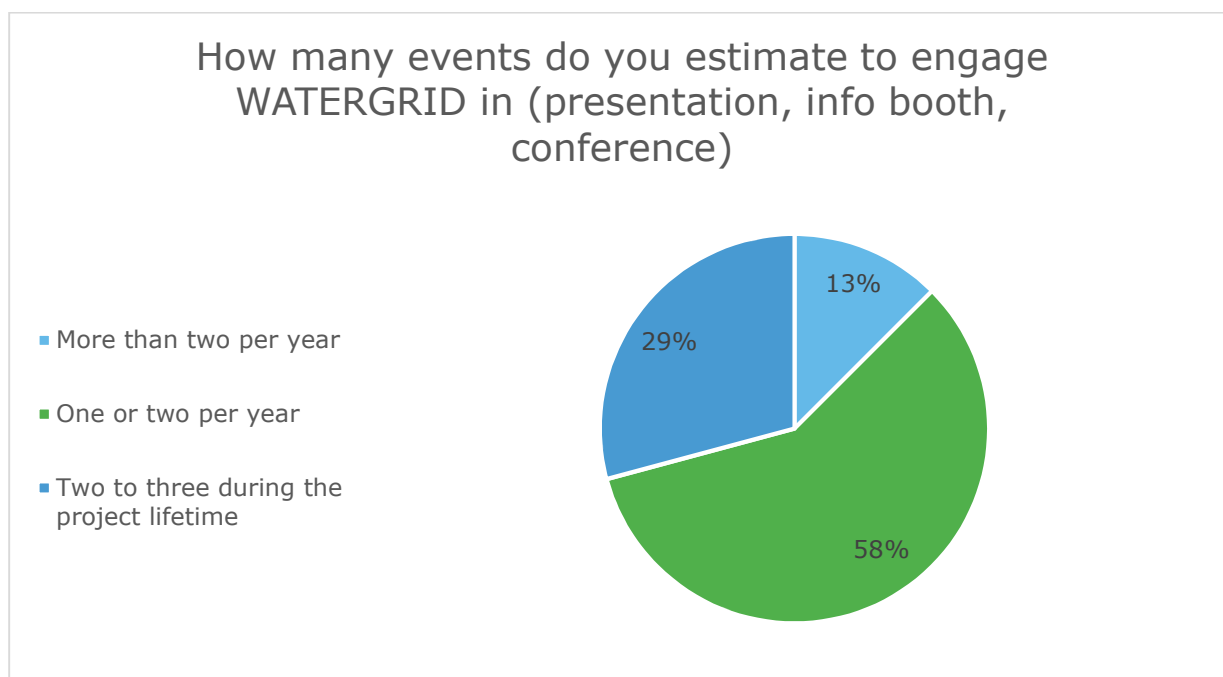


Figure 16: Frequency of attendance of events related to WATERGRID

Attended events and the respective contribution of WATERGRID partners will be regularly collected by aconium for the reports on dissemination and communication activities in month 46 (D6.2 –Communication and dissemination strategy update). A selection of attended events will be displayed in the news section of the WATERGRID website.

Suggested participation to events and fairs

- Horizon Europe Info Days,
- EU Green Week,
- European Week of Cities and Regions;
- European Research and Innovation Days;
- World Water Forum
- World Water-Tech innovation summit
- International World Water Congress
- Congress of the European Association of Agricultural Economists (EAAE)
- European Urban Resilience Forum (EURESFO)
- International Association of Hydro-Environment Engineering and Research (IAHR): World Congress and European Congress
- Earth System Governance Conference
- International Conference on Public Policy
- Transformations Conference

6 Communication and Dissemination Procedures

6.1 Reporting Dissemination and Communication

In order to streamline internal data collection, a standardised Dissemination and Communication Reporting questionnaire was developed. This tool ensures that all partners provide the necessary qualitative and quantitative data required for the project's Periodic Reports.

It consists of two sections: Events visited and Dissemination & Communication Activities (scientific publications, newsletters, press releases). aconium will use this questionnaire to track progress and prepare the respective deliverables as well as the reports on C&D activities. The questionnaire will be circulated among the partners on a monthly basis, and a brief overview will be presented in each consortium meeting. To harmonise the collected information, selected answers are given in drop-down menus.

The template to collect information about events attended and activities contains the following entries:

- Date
- Type of event
- Name of event
- Event host
- City, country
- Topic covered
- Partner attended
- Contribution of WATERGRID to the event
- Target group reached
- Further information (Link)

The template to collect information about dissemination activities of the partners contains the following entries:

Communication activities:

- Activity type
- Content summary

- Format
- Location
- Link
- Outreach metrics (number of recipients, likes, shares)
- Number of stakeholders engaged
- Impact summary

Publications:

- Number of scientific publications submitted
- Number of technical publications submitted
- Topic of the publication
- Target journal/magazine
- Open Access

To ensure legal compliance and maximise project visibility, partners must follow a **dual reporting process** for every peer-reviewed publication.

Step 1: The Legal Obligation (EC Portal)

Partners must report publications in the Funding & Tenders Portal (Continuous Reporting module) immediately upon publication.

- Requirements: Link to Grant No. 101180636, ensure Immediate Open Access, and provide a DOI.
- Support: aconium provides a 1-page "Portal Cheat Sheet" in the repository for those unfamiliar with the upload process.

Step 2: The Impact Trigger (aconium Notification)

Simultaneously, partners must notify aconium (via the internal tracking questionnaire). This is essential for:

- Social Media Amplification: Allowing us to feature your results on LinkedIn/X.
- KPI Tracking: Measuring the project's cumulative scientific reach.
- Compliance Check: Ensuring EU/SERI funding logos and statements are correctly displayed.

The template also contains information on IPR and datasets needed for the periodic reports.

6.2 Key Performance Indicators

The communication and dissemination activities are reviewed according to a set of quantitative and qualitative performance indicators. The evaluation of the activities portrays the extent to which the dissemination objectives have been progressed. To track the success and coverage of WATERGRID communication and dissemination, several performance indicators will be measured and reported in the upcoming dissemination reports. Communication channels from all partners will generally count towards reaching targets throughout the duration of the project. The scope of the dissemination plan is defined with the following Key Performance Indicators (KPIs).

For communication activities:

Website and social media statistics				
Key indicator	Poor impact	Good impact	Excellent impact	WATERGRID expected impact
Project webpage visits	<10.000	10.000 – 50.000	>50.000	>2.500 by M12 >7.000 from M24 >15.000 from M26
Material downloads from the website	<500	500 – 1.500	>1.500	>1500
Social media - number of impressions (monthly average)	<500	500 – 1000	1000 – 1500	>1000
Social media followers	<250	250 – 1.000	>1.000	>500
Number of press releases	<7	7 – 15	>15	20

E-mailings or placings in newsletters	<7	7 – 15	>15	8
Number of information videos	<3	3 – 7	>7	3
Leaflets and number of hard copies distributed	<100	100 – 1.000	>1.000	1.000
Roll-ups	0	1 – 3	>3	5

Table 5: Key indicators for WATERGRID web and social media statistics, communication material

For dissemination activities:

Dissemination: events and publications				
Key indicator	Poor impact	Good impact	Excellent impact	WATERGRID expected impact
Number of fairs, conferences and workshops of the consortium representing WATERGRID	<10	15 – 25	>25	>15
Joint events/workshops organised with other EU-projects and initiatives	<5	5 – 10	>10	5
Number of peer-reviewed publications (journals and conferences)	<3	3 – 6	>6	>15

Number of digital site visits (of WATERGRID demonstration sites)	1 – 2	3 – 5	>5	5
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Table 6: Key indicators for WATERGRID dissemination events and publications

7 Conclusion

The WATERGRID Communication and Dissemination Strategy serves as a dual-purpose roadmap: it outlines the formal obligations to the European Commission while providing a practical framework for partners to align their outreach activities.

As a living document, this strategy will be refined throughout the project lifecycle. A future update (D6.2) will integrate the evolving technical milestones and feedback from our target groups, ensuring that WATERGRID's results are consistently communicated in a language that maximises European-wide impact and replication.

8 Annexes

Annex A: Contractual Obligations as displayed in the GA/CA and Open Access principles

Hereafter some obligations from the Grant Agreement (GA) and Consortium Agreement (CA) to bear in mind with regard to communication and dissemination.

Dissemination of own (including jointly owned) results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties, including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

By exception to the 45 calendar days' notice, the prior notice period shall be reduced to 15 calendar days only for the following dissemination activities: poster presentations, slides and abstracts for oral presentations at scientific meetings. In this case, any objection to the planned dissemination shall be made in writing to the Coordinator and to the Party or Parties proposing the dissemination within 10 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the dissemination is permitted.

An objection is justified if

- (a) the protection of the objecting Party's Results or Background would be adversely affected, or
- (b) the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed, or
- (c) the proposed publication includes Confidential Information of the objecting Party

The objection has to include a precise request for necessary modifications.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 60 calendar days from the time it received publication notice it raises such an objection. After 60 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed.

In the case of publications with deadlines, the involved Parties will aim to solve the issue in an amicable fashion without jeopardizing the deadline.

Dissemination of another party's unpublished results or background

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.

Cooperation obligation

The Parties undertake to cooperate to allow the timely submission, examination, publication and defense of any dissertation or thesis for a degree that includes their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

Use of names, logos or trademarks

Nothing in the Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

Open Access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

- (b) Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- (c) Ensure open access to the deposited publication – via the repository – at the latest:
- (d) On publication, if an electronic version is available for free via the publisher, or
- (e) Within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (f) Ensure open access – via the repository – to the bibliographic metadata that identify the deposited publication.
- (g) The bibliographic metadata must be in a standard format and must include all the following:
 - (h) the terms “European Union (EU)” and “Horizon Europe”;
 - (i) the name of the action, acronym and grant number;
 - (j) the publication date, and length of embargo period if applicable, and
 - (k) a persistent identifier

In addition, the beneficiaries can choose between two (2) routes towards open access, namely:

- (a) **Self-archiving / 'green' open access** – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access be granted only after an embargo period has elapsed.
- (b) **Open access publishing / 'gold' open access** - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers.
 - The most common business model is based on one-off payments by authors. These costs, often referred to as Article Processing Charges

(APCs) are usually borne by the researcher's university or research institute or the agency funding the research.

- In other cases, the costs of open access publishing are covered by subsidies or other funding models.

For more information, please visit:

- https://research-and-innovation.ec.europa.eu/strategy/strategy-research-and-innovation/our-digital-future/open-science/open-access_en
- <https://erc.europa.eu/manage-your-project/open-science>
- https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results_en

Annex B: Survey on dissemination activities

Purpose of the survey: To spread news and results of WATERGRID more effectively, all partners will participate to varying degrees in the dissemination of project results and communication of news and activities. This survey will help identify your interests and capabilities in this process. The information will flow into the general communication and dissemination plan.

Status: Internal

1. Please write a short text (5 sentences maximum) about your organisation, your role and ambition in WATERGRID. This text will serve as a basis for an „Introduction to the project partners“-series on the project website and LinkedIn.

[open text]

2. Which of the defined target groups along the water management value chain can you reach easiest?

Target groups: Investors and decision makers; Planners of Smart Water Grids; Constructors of SWGs; Maintainers of SWGs; Policy makers; Scientific community

3. Please indicate the network size you are able to reach.

<10 / 10-20 / 20-30 / 30-50 / 50+ contacts

4. What type of support would help you contribute easily to communication activities in addition to templates, which you will receive shortly? (Multiple choice – select all that apply)

- ☐ Clear guidance on what kind of content is needed
- ☐ Examples of successful posts or stories
- ☐ Key messages, tailored to the target groups
- ☐ Regular reminders or planning calendar
- ☐ Training or short briefing sessions
- ☐ Other (please specify)

5. Which communication channels should concentrate on reaching which of WATERGRID's audiences? Please specify the target group(s).

Project website

Investors and decision makers

LinkedIn

Planners of Smart Water Grids

X

Constructors of SWG(s)

Video-based formats

Maintainers of SWG(s)

Newsletters

Policy makers

Press-release / media outreach

Scientific community

6. How many events do you estimate to engage WATERGRID in (presentation, info booth, conference visit)?

More than two per year / One or two per year / Two to three throughout the project duration

7. Which dissemination materials are you most likely going to use during the project life time?

Infographic (e-version/printable) / Roll-up banner / Videos / Text templates

8. Which content formats do you find most engaging or useful for communicating project results?

Short news articles or blog posts / Infographics or visuals / Videos or animations / One-page topical info sheets / Webinars or podcasts

9. What should be the top priorities for communication and dissemination in the first project year?

Raising awareness of the WATERGRID concept / Promoting demonstration sites and local actions / Engaging policy makers and practitioners / Attracting public interest and visibility / Sharing early technical or scientific outputs

10. Considering your (organisation's) role in the WATERGRID project, what communication topics can you already suggest at this point?

[open text]

11. Are there any new channels or communication formats you would recommend exploring? Please specify the target group(s) for each of your recommendation.

[open text]



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