D4RUNOFF

Data driven implementation of hybrid nature-based solutions for preventing and managing diffuse pollution from urban water runoff

D6.1 Communication and Dissemination Strategy

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Chloe Chavardes (Three o'clock)
Sasha Rodrigues (Three o'clock)

D6.1 Communication and Dissemination Strategy	
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Deliverable lead	Three o'clock
Author(s)	Chloe Chavardes (Three o'clock) Sasha Rodrigues (Three o'clock) Contributors: Anna Rodeghiero (Klink), Jorge Rodriguez-Hernandez (UC)
Contact	info@d4runoff.eu
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0.4	13.06.2024	Revised version of deliverable: only revision is the Document history table detailed with QA process
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0.2	28.11.2022	Updated document integrating comments sent to VCS as project coordinator for final review
0.1	04.11.2022	Three o'clock sends first version of the deliverable to Klink for 1st review

R=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other
PU=Public, **SEN**=Sensitive, limited under the conditions of the GA

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Executive Summary

Polluted urban water runoff is a significant threat to public health and biodiversity. Changing rainfall patterns causing storm overflows and the discovery of new contaminants are only increasing the problems caused and it is important for urban planners, policy makers and water utilities to work together into order to mitigate the effects of diffuse pollution. One potentially scalable method of mitigation is implementing hybrid Nature Based Solutions (NBS). By identifying and monitoring water pollutants, their sources, and impacts, NBS can be scaled based on social needs, policy, and urban design. The synergies formed, knowledge gained and insights from the three pilot locations will be instrumental in developing hybrid NBS as scalable solutions.

Communication and dissemination are core activities in the D4RUNOFF project to ensure that the knowledge and the results generated in the project are communicated to the relevant stakeholders in a clear, consistent, and effective manner.

While dissemination activities focus on knowledge and information transfer towards stakeholders, communication activities focus on public communication and raising awareness.

This first version of the Communication and Dissemination Strategy (D6.1) includes the actions, tools, channels, and messages to be implemented to maximise the reach and impact of D4RUNOFF in the first 18 months of the project. This document will serve as the reference for project partners when communicating and disseminating information about D4RUNOFF. Delivered in M3, it will be updated to track and measure the impact of specific communication activities, metrics or key performance indicators (KPIs). The subsequent versions of the deliverable will be submitted D6.3 at M18 and D6.13 at M42.

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1 Introduction

1.1 Purpose of the document

This document sets out the Communication and Dissemination Strategy (D6.1) for the D4RUNOFF project. It also addresses specific objective (SO) 7 – knowledge transfer and engagement with stakeholders, including civil society.

1.1.1 Scope of the document

This document will cover the following elements:

- Communication objectives
- Key messages
- Target audiences and stakeholders
- Communication tools, mediums, and frequency of dissemination
- Branding
- Events
- Management of communication and dissemination activities

2 Project overview

Climate change is having far reaching and unforeseen impacts on our environments. Changing weather cycles mean increased rainfall in many areas that aren't equipped for unseasonal and high-density rainfall.

This leads to overworked and inefficient wastewater systems, allowing pollutants and contaminants to infiltrate the surrounding environment. In Europe, 75% of the population live in urban areas and the health implications of this is massive. The overall goal of D4RUNOFF is to create a novel framework for preventing and managing diffuse pollution from urban water runoff.

D4RUNOFF is a three-and-a-half-year project coordinated by VandCenter Syd. The consortium consists of 13 organisations from Denmark, Spain, Portugal, France, and Italy, with leading experts in innovative water management systems, healthy water environments, civil engineers, interdisciplinary scientists, and AI specialists.

3 Communication and dissemination strategy

3.1 Objectives

Maximising the impact of the project by coordinating activities on communication, dissemination and social engagement will ensure improved understanding and awareness of the impacts of urban runoff and promote the results and outputs of the project.

The communication and dissemination activities will involve interested parties, stakeholders, and the public at specific stages to enable future market replication and the commercial exploitation of the project's outputs.

To achieve this, the D4RUNOFF project has defined the following SOs:

- Increase the knowledge regarding urban runoff pollution sources and the impacts through the development of novel high-resolution suspect and screening and non-target screening (NTS) methods for Contaminants of Emerging Concern (CECs) detection and identification of the major CECs and relevant pollutants present in storm water source and assessing their fate in NBS.

- Develop cost effective advanced online sensors for targeted CECs, metals and microplastics for improving the monitoring of the water pollution derived from urban runoff.

- Enhance the implementation of advanced preventive and mitigation strategies to reduce diffuse pollution through the development of and innovative multiple-criteria decision analysis (MCDA) methodology integrated in Geographical Information System (GIS) for hybrid NBS design.

- Develop a risk assessment and mapping methodology to identify diffuse pollution hotspots for specific sites and considering climate change effects.

- Develop an AI based platform to facilitate the development of effective urban runoff and storm water management plans based on informed decisions.

- Implement and validate the D4RUNOFF approach in three case studies and five replication sites.

- Transfer knowledge and engage with stakeholders, including civil society.

3.2 Key Messages

In the first year, communication activities will revolve around creating awareness of the project, building a core stakeholder community, and drawing in stakeholders from the broader community.

D4RUNOFF will develop a new approach to prevent and manage diffuse pollution from urban water runoff through a data-driven design of hybrid nature-based solutions.

This key message will be supported by the following messages aimed at technical stakeholders and decision makers:

1. D4RUNOFF aims to support water utilities, urban planners and policymakers in defining robust urban runoff and storm water management plans and improve the quality of the water discharged to water bodies.
2. D4RUNOFF will develop a methodology for the design of cost-effective mitigation hybrid solutions combining new and existing nature-based solutions with water infrastructures (i.e blue-green-grey solutions).

3. D4RUNOFF will develop novel detection methods to characterise runoff pollutants, increasing and easing the capacity for identifying existing and new water pollutants (CECs)
4. D4RUNOFF will develop remote sensors that can detect and quantify metals, microplastics and CECs in wastewater and urban runoff in real-time, allowing short-term mitigation measures. (water utilities)
5. D4RUNOFF will identify the risks associated to water pollution from urban runoff, including the influence of climate change in the medium and long term (water utilities will be the main users, but also urban planners, municipalities, emergency managers or risk takers (insurance companies).
6. D4RUNOFF will produce a decision support tool for urban runoff management. This AI-assisted platform, co-developed with users and stakeholders, will help make more informed decisions when implementing hybrid solutions (water utilities, urban planners, water engineers, water utilities, public authorities and citizens)

General public message

D4RUNOFF aims to prevent and manage pollution from stormwater that does not infiltrate into the ground in urban areas. This runoff can contain harmful pollutants, which are then discharged into water bodies.

The project will develop new detection methods and sensors, design nature-based solutions combined with advanced water infrastructures and produce an artificial intelligence-powered decision support tool to provide the knowledge and tools for making informed decisions and improve water quality for citizens.

3.3 Target audiences and stakeholders

The key to effective communication is first identifying the right audiences and stakeholders. This ensures that the project's objectives are met, and the outputs and learnings will benefit the right groups.

The D4RUNOFF project is already connected to many key stakeholders through the consortium. In addition, there are several external projects and events who have expressed an interest in the project's methodologies and outputs.

D4RUNOFF will aim to reach stakeholders across the EU but will also engage with stakeholders at local level in each case study (DK, ES, IT) to involve them in the co-design process of the AI-assisted digital platform developed in WP4.

Further refinement of stakeholders both at project and local levels will follow as the project develops and will be included in the subsequent version of this deliverable D6.3 to be submitted at M18.

The project has identified five main stakeholder categories:

1. Policymakers and municipalities
2. Technical operators

3. Scientific community
4. Citizens and social society
5. Multipliers

The stakeholders and communication/engagement channels and actions are further detailed in the table below.

Table 1 Stakeholder identification at project and local levels

Stakeholder category	Types	Benefits of D4RUNOFF	Channels
Policymakers	Environmental protection agencies Municipalities Urban planners Wastewater managers/decisionmakers Water regulators (related to legislation and standardisation) Health stakeholders (e.g., public health authorities) EU level policymakers	Results will help policy makers define urban runoff and storm water management plans to improve the quality of the water discharged to water bodies Authorities will have a better understanding of urban water pollution and its consequences on health and the environment, and which hybrid NBS solutions would work best in their case (and their impact) Policymakers will have specific regulatory recommendations to prevent and mitigate pollution from urban runoff	Policy briefs Website Open day at case study sites Events and conferences Publications
Local engagement Local and regional policymakers and decision-makers **Actions** **Co-design process:** Workshop at case study sites, open day at case study sites, surveys, interviews			
Technical operators	Water utilities Engineering companies	Access to new knowledge about: • NBS • Risks related to water pollution from urban runoff	Dedicated content (briefs) Website Events and conferences Publications

		• Pollution at different points • New detection methods and sensors • New framework to implement effective NBS	Blueprint/Roadmap
Local engagement Industry and scientific collaborators **Actions** **Co-design process:** Workshop at case study sites, open day at case study sites, surveys, interviews			
Scientific community	Scientific organisations (environment and water related) Universities Research organisations	Access to new knowledge about: • NBS • CECs, pollutants • New detection methods and sensors • New framework to implement effective NBS	Scientific publications Events and conferences Website Social media
Citizens and social society	General public interested in: • water issues • NBS • urban pollution Citizen-centered associations/ NGOs that have an interest in water, urban environments, pollution	Citizens will: • be more aware of their environment • understand the impact of water pollution in urban areas • learn about the solutions that are being implemented	Website Social media
Local engagement Citizens and social society: inhabitants at case study locations, children, university students, social society (such as inhabitants association) **Actions** **Co-design process:** Workshop at case study sites, surveys, interviews, open day at case study sites **Other actions:** Educational game for children distributed in schools Gamification challenge to test AI platform			
Multipliers	European and international associations	Valuable knowledge to transfer to networks: technical, political,	Website Social media

	Clusters EU REA	scientific and research community	Events and conferences

Local engagement

External actors and multipliers: actors that have a specific interest in the success or failure of the technical, political or social process

Actions

Co-design process:

Workshop at case study sites, surveys, interviews, open day at case study sites

3.4 Visual identity

The visual identity of D4RUNOFF is key to ensure consistency and allow the project to be easily recognisable. The following sections describe the different materials and elements designed, including the D4RUNOFF project logo, colours, and graphic elements to be used in all communication and dissemination actions by all project partners.

3.4.1 Logo

The logo was designed as a clean, simple element to be easily recognisable. The elements in the logo (buildings) illustrate the urban environment in which D4RUNOFF is performing its work. The water droplet in the centre depicts water and the link between urban water runoff making its way into our natural environments.

Figure 1 D4RUNOFF logo light background

Figure 2 D4RUNOFF logo dark background

3.4.2 Brand colours

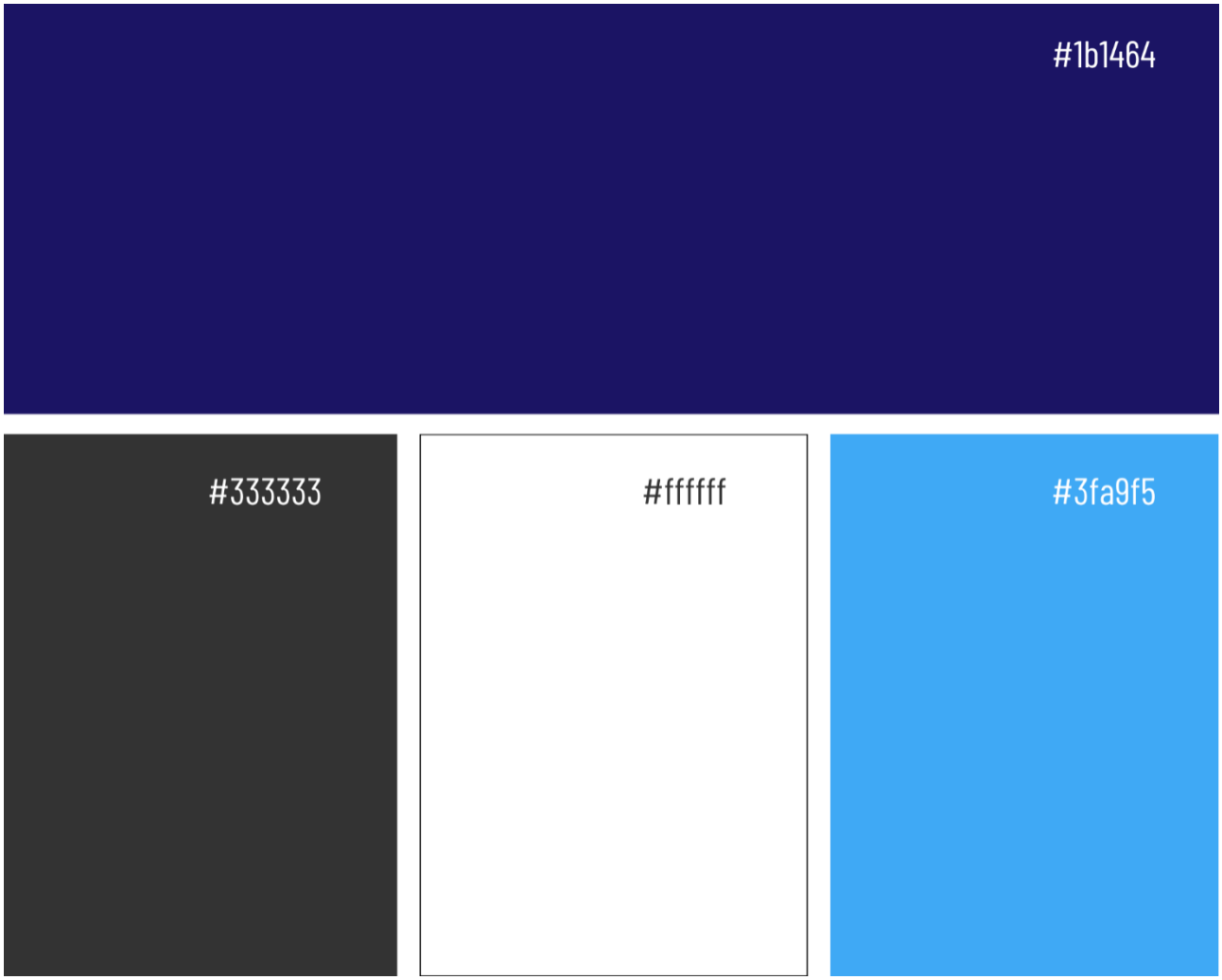


Figure 3 D4RUNOFF Brand colours

3.4.3 Imagery

A library of key images to be used by partners to illustrate the project when communicating about D4RUNOFF and disseminating knowledge will be developed.

3.4.4 Powerpoint presentation

A PowerPoint template was designed at the start of the project and distributed to partners to ensure that all presentations of D4RUNOFF are consistent.

Figure 4 D4RUNOFF PowerPoint presentation template

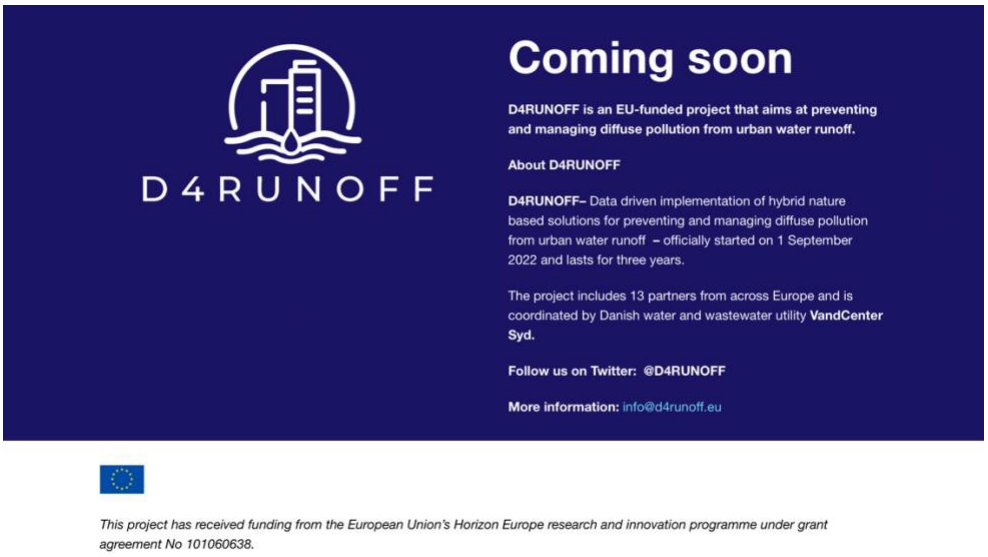
3.5 External communication

3.5.1 Website

The D4RUNOFF project website will serve as the main communication and dissemination channel to inform and educate the stakeholders and public. It will include project objectives, progress updates, challenges faced, pilot results, a glossary and other resources.

A coming soon page was set up to begin promoting the project through social media channels.

Figure 5 D4RUNOFF website



All other communication activities will link back to the website to drive visitors and engagement. The website, www.d4runoff.eu is D6.2 and will be delivered in M4. It will be structured as

follows. The navigation and structure are subject to change/revision as the project progresses based on analytics and feedback received from users.

Table 2 Website navigation

Section	Content
Home	• Homepage
Project	• Challenges • Objectives • Consortium
Pilots	• Pilots showcase
Resources	• Reports and deliverables • Briefing papers • Policy recommendations • Factsheets, infographics etc • PRs / press kit • Glossary

FAQ	• FAQ page to answer all questions visitors may have about:
	  ○ Diffuse pollution
	  ○ Urban water runoff
	  ○ NBS
	  ○ Project objectives
	  ○ …

News and events	• Project updates • Announcements • Related events
Contact	• Project contact • More information • Signup form for news alerts

The website will collect analytics on visitors and their activity with Google Analytics. The data collected will allow to continuously revise the Communication Plan to ensure the effectiveness of communication actions that are being implemented.

The project will specifically analyse:

- **Top active pages and session duration** – which information are visitors most interested in: news, information about project, resources, reports?
- **New vs returning visitors** – what is the website retention rate? Are there new visitors?
- **Visitor demographics** – where are visitors located? Country, city, language?
- **User acquisition** – through which channels are we acquiring users? Direct website access, search engine or social media?

Website Key performance indicators (KPIs)
Visitors – 500+ visits monthly
Downloads – 150 + downloads direct website

3.5.2 Social media

D4RUNOFF is present on Linkedin D4RUNOFF and Twitter @D4RUNOFF, the two social media networks most appropriate to reach the project's stakeholders, who are mostly professional. D4RUNOFF activities, news, and results will be turned into infographics, and other visuals that appeal to stakeholders and broader audiences.

A content plan will be developed based on the project's activities, objectives and deliverables. D4RUNOFF will build on its partners' networks, engage with related accounts and projects, and share related information to increase its visibility.

Type of content to be posted:

- Challenges addressed by D4RUNOFF
- Objectives
- Events, activities and news
- Project deliverables and reports
- Facts on urban water pollution, success stories
- Policy updates
- Related news
- Featured partners, key stakeholders

A total of three specific social media campaigns targeting citizens will be rolled out during the project. The campaign topic/focus will be based on results from the project, and in particular from the pilots. Videos, infographics, visuals and strong messages to raise awareness of water pollution in urban areas will be produced.

The first campaign will be launched at M18.

Hashtags

The following hashtags will be used when posting on LinkedIn and Twitter. At month 18, their impact and effectiveness will be assessed and revised if necessary.

#D4RUNOFFproject
#WaterPollution
#Diffusepollution
#BioDiversity
#UrbanRunoff
#NatureBasedSolutions
#HorizonEU
#reRearch

All partners will be asked to share D4RUNOFF posts and activities, and also post at their individual level to drive traffic towards the website and gain new followers on the social media channels.

On Twitter, they are asked to:

- Retweet all the tweets produced by @D4RUNOFF.
- Use the hashtag #D4RUNOFFproject every time they tweet or retweet D4RUNOFF news.

The same applies to LinkedIn, where partners will 'like' and 'share' the D4RUNOFF project posts to maximise visibility and reach a wider audience.

Social media Key performance indicators (KPIs)
Followers – +50 followers per quarter
Interactions – 200+ likes / reactions / shares /comments

3.5.3 Other communication materials

The project will develop communication support materials when needed to support consortium partners in communicating about D4RUNOFF.

Materials such as a brochure/flyer and a rollup will be developed by M6 (D6.2).

3.5.4 Content plan

Content pieces including project news, progress, major milestones achieved, data/results generated, original articles and interviews will be drafted and promoted on all the project's communication channels: website and social media.

Project deliverables and key outcomes will be turned into multiple editorial formats, such as infographics or briefs based on the audience we are trying to reach.

A content plan will be developed for the first year of the project at M5 with at least one content piece per month published and disseminated. Ideas for content will be shared during the Steering Committee meeting each month to make sure the flow of information is consistent with WP6 and progress can be communicated.

Media relations

Media relevant results will be promoted through press releases via traditional, specialised and social media. Project partners will adapt press and other communication materials, including translation where appropriate, and distribute them at European, national and regional scale through their networks.

A first Press Release PR n°01-22 will be issued in December 2022 to announce the project start. It will be distributed through social media and the consortium's networks and press offices. In addition to being published on partners' websites, we're aiming for D4RUNOFF to be mentioned on relevant websites and publications.

Media Key Performance Indicators (KPIs)

Mentions - at least 3 mentions in media/press for each press release issued and at least 5 during the project duration.

3.5.5 Education

A card game targeting children to generate awareness of water pollution in urban areas will be developed between M30-M42. This education activity will help children understand the impact of individual actions and discover new solutions to cope with this issue.

It is expected to be distributed in at least 3 schools on each pilot region.

This activity will be more detailed in the next deliverable D6.3 to be submitted in M18.

3.6 Dissemination

Each member of the consortium will have a role in the dissemination of project results to their professional and outreach networks. In particular, the partners responsible for delivery actions all have a long track record in the challenges addressed in the project and they will help disseminate the results of the project.

A signup form for stakeholders will be integrated into the website to begin building the distribution list to send news alerts, in accordance with GDPR regulations. Consortium partners will be encouraged to inform their contacts about this signup form to increase the number of subscribers.

3.6.1 Open days

3 Open day events will be organised: 1 at each pilot site. The goal of these events is to engage with local stakeholders and actors and promote D4RUNOFF. Local policymakers, water utilities, urban planners are some of the types of stakeholders who will be invited to join and learn about the project, its objectives and expected impacts.

The first Open Day is currently being planned and is expected to take place in Santander at M6. It will take place during 1 ½ day (morning) and will include a session that presents the D4RUNOFF project, a session on NBS experiences (with 3-4 speakers) and a visit of the case study site: “Las Llamas” Park (permeable pavement car park and wetland). City representatives are also expected to present their vision and experience with NBS.

This location and date were chosen due to the foreseen project meeting and the first co-design workshop on the platform with local stakeholders and end-users will take place. This will allow to maximise attendance and increase the events’ visibility.

3.6.2 Co-design process of AI-assisted platform

A specific action engaging stakeholders at local level in each case study location will take place as part of WP4. These stakeholders will be invited to co-design the AI-assisted platform in WP4 to identify their needs, habits, perceptions and main problems.

The first co-design workshop will last 1 ½ day and will be held in the afternoon of the first Open Day event in Santander (see section 3.6.1). This session is still being defined and is a work in progress.

3.6.3 Gamification challenge

A gamification challenge will be launched at the last Open Day event to get direct feedback from citizens on the social module of the AI-assisted platform. University students from UC will have tested it previously. Moreover, after this launch, the gamification challenge will be adapted to the other two case studies with the objective of collecting results in the three case studies.

At least +50 participants are expected to participate. D4RUNOFF partners will aim to involve city councils to promote citizen participation in the challenges. In addition to the results collected on the best possible solutions for urban drainage problems, a survey or interview will collect participants' feedback about the game (improvements, lessons learned, barriers, difficulties, etc.). Their experience in the decision-making process for water pollutant management will be key to evaluate the consideration of their opinions into the social module of the AI-assisted platform.

This is expected to take place between M24-M36.

3.6.4 External events, conferences and publications

D4RUNOFF research and results will be disseminated through participation in events, conferences, and being published in recognised scientific journals following an open access policy.

At least 5 scientific publications in relevant journals are targeted.

The following potential journals have been identified by the consortium as targets to disseminate D4RUNOFF research results.

Table 3 First list of targeted journals for publication

Journal Title	ISSN	Referent Institution	Open Access policy (Y/N)
Urban water journal	1744-9006 (online) 1573-062X (print)	Journal of the IAHS	N
Water Resources and Industry	2212-3717	In association with International Water Association (IWA)	Y
Sustainable Cities and Society	2210-6707	-	Y
Water Research Water Research X	0043-135 2589-9147	A Journal of the International Water Association (IWA)	N Y
Resources, environment and sustainability	2666-9161	-	Y

The following events have been identified to present papers and participate to promote D4RUNOFF.

At least 10 presentations/poster sessions on D4RUNOFF are planned during the project.

Table 4 First list of targeted events and conferences to present D4RUNOFF

Event	Organiser	Place	Foreseen date
Wastewater 2023	-	Birmingham, UK	25-26 January 2023
IoT World Congress	Fira internacional	Barcelona, ES	31 January - 2 February 2023
Water Market Europe 2023	Water Europe	Brussels, BE	14-15 March 2023
SETAC Europe 2023	SETAC Society of Environmental Toxicology and Chemistry - European Chapter	Dublin, IE	30 April-4 May 2023
EU Green Week	EC	Brussels	6-7 June 2023
18th Conference on Sustainable Development of Energy, Water and Environment Systems (SDEWES)	University of Zagreb and Instituto Superior Técnico Lisboa	Dubrovnik	24-29 September 2023

3.6.5 Policy recommendations

The knowledge generated during the project will be collected and assessed. Following analysis, policy recommendations will be developed with regards to EU policies relevant to the project scope, namely, the Water Framework Directive, the Urban Waste Water Directive, the bathing Water Directive, the Marine Strategy Framework Directive, the REACH Regulation or the Action Plan “Digital Single Market for Water Services”, among others, to enhance the uptake of the D4RUNOFF solutions.

2 versions of the policy brief will be produced: an initial version at M24 (D6.7) and at M41 a final version (D6.11).

They will be disseminated widely through the partner networks but also multipliers, such as the European Water Association or the European Environment Agency.

4 Collaboration

D4RUNOFF will organise clustering activities with other EU projects to maximise impact. We will identify synergies, exchange good practices and provide evidence for EU policy developments.

The common activities will include joint events and webinars to disseminate information on similar topics, run joint awareness campaigns, share relevant deliverables.

Examples of projects and clustering activities: Within H2020 LABPLAS and DITCEM, INL will run a bilateral workshop to identify synergies and share best practices. Moreover, sharing information of the prototypes developed in both projects (taking IPR into account) to address different problematics/targets.

In H2020 FORESEE PROJECT, which will end in 2022, UCA will share executive summaries of confidential deliverables to D4RUNOFF that will serve as a baseline to check the possible synergies and lessons learning in GIS-based multi-criteria decision-making tool.

Non-confidential information will be shared with other AQU projects related to water quality and advanced management, such as H2020 Nice, LIFE RESEAU (where ITG and VCS participate) or H2020 REWAISE. H2020 Nice has 11 NBS case studies to put in place, replicability will be studied among those case studies, leveraging the synergy between D4RUNOFF and NICE. Finally, synergies will be sought with the VANDALF project involving VCS and Copenhagen University and funded by Innovation Fund Denmark. The overall vision of VANDALF is to develop and implement flexible and dynamic effect-based tools to identify the chemicals causing the remaining 95-99% of toxicity in effluent water. Activities to be carried out will include case study visits, online meetings, stakeholder events, etc.

Results will be included in D6.5 (Initial report of clustering activities in M18 and action plan for further clustering activities) and D6.14 (Final report on clustering activities M42).

D4RUNOFF has been approached by other projects, namely WATERUN, and has been presented at the LIFE DrainRain project workshop.

Clustering actions will be discussed during the monthly steering committee meetings to coordinate them effectively.

5 Timeline delivery of actions until M18

	2022	2023				2024
	Q4	Q1	Q2	Q3	Q4	Q1
WP6 Deliverables	D6.1 Communication and Dissemination Strategy D6.2 Website					
Specific communications actions	• Logo design • PPT template designed • Social media accounts created • Website online • First Press Release published	• Open day event in Santander				• Intermediate update of Communication and Dissemination Strategy

	• Flyer and rollup designed					• Launch of first social media campaign
Continuous communications activities	**Website** Continuous updates, publishing of posts, articles, content At least 1 article per month					
	Social media Continuous management of LinkedIn and Twitter accounts At least 1 post per week (in addition to shares and retweets)					
	Publications and events Participation in conferences and publications in journals					
	Content Reports, infographics, briefs					
	Promotion, visibility and reach Communication and dissemination outputs and actions will be continuously promoted through the project's networks and through multipliers, including but not limited to local, national and EU stakholders, clusters, networks and associations					

6 Management and obligations

6.1 Procedures and obligations

Each partner will be asked to contribute to communication and dissemination activities. Background information about the project, such as objectives, published on social media will not require approval.

However, all articles covering project updates, partners' contributions, results and outputs will be approved by the involved partner(s) and the Coordinator, prior to their publication on the project's channels.

In accordance with Horizon Europe rules and obligations, all D4RUNOFF promotional, communication and dissemination material will include the EU emblem with the following acknowledgements. In addition, when displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Figure 6 Simple acknowledgement

Funded by the
European Union

Figure 7 Full acknowledgement

This project has received funding from the European Union's Horizon Europe research and and innovation programme under grant agreement no 101060638.

In addition, the following disclaimer must be included:

> Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

6.2 Reporting

All D4RUNOFF partners will be asked to report their communication and dissemination activities continuously

through a shared monitoring form available here https://forms.office.com/r/qjxaA6TA6X

This tool is a form to fill in and that exports as an Excel Spreadsheet. Partners will be able to report on events attended, papers presented at conferences, articles published in formal journals and on their website and overall social media activities, in addition to which target stakeholders they've reached.

The data recorded in this form will feed into the communication and dissemination reporting to the Commission and across the consortium to track activities and impact.