



D 4 R U N O F F

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

D6.2 Communication materials, including website

December 2022

Chloe Chavardes (Three o'clock)

D6.2 Communication materials, including website	
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Author(s)	Chloe Chavardes (Three o'clock)
Contact	info@d4runoff.eu
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0.3	22.12.2022	Final version submitted to participant portal
0.2	16.12.2022	Updated document integrating comments sent to VCS as project coordinator for final review
0.1	01.12.2022	Three o'clock sends first draft of the deliverable is sent to INCOTEC for first review

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

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1 Introduction

1.1 Purpose of the document

Deliverable 6.2 Communication materials, including website, summarises all the communication materials and channels that have been designed and implemented at M6 to communicate and effectively disseminate the objectives and results of the D4RUNOFF project.

This document details the following materials:

- Website
- Visual identity and templates
- Social media channels
- Material: flyer and rollup

2 Website

A coming soon page on the D4RUNOFF website was rolled out at the start of the project to ensure digital presence and begin promoting the project through social media channels, while the website was being designed in the backend.

Figure 1 Coming soon page



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

The D4RUNOFF website was made public and released on 19 December 2022 www.d4runoff.eu.

It serves as the main communication and dissemination channel to inform and educate the project's stakeholders and public.

All other communication activities will link back to the website to drive visitors and engagement. The navigation and structure of the website are subject to change/revision as the project progresses based on analytics and feedback received from users.

The first version of the website is structured as follows:

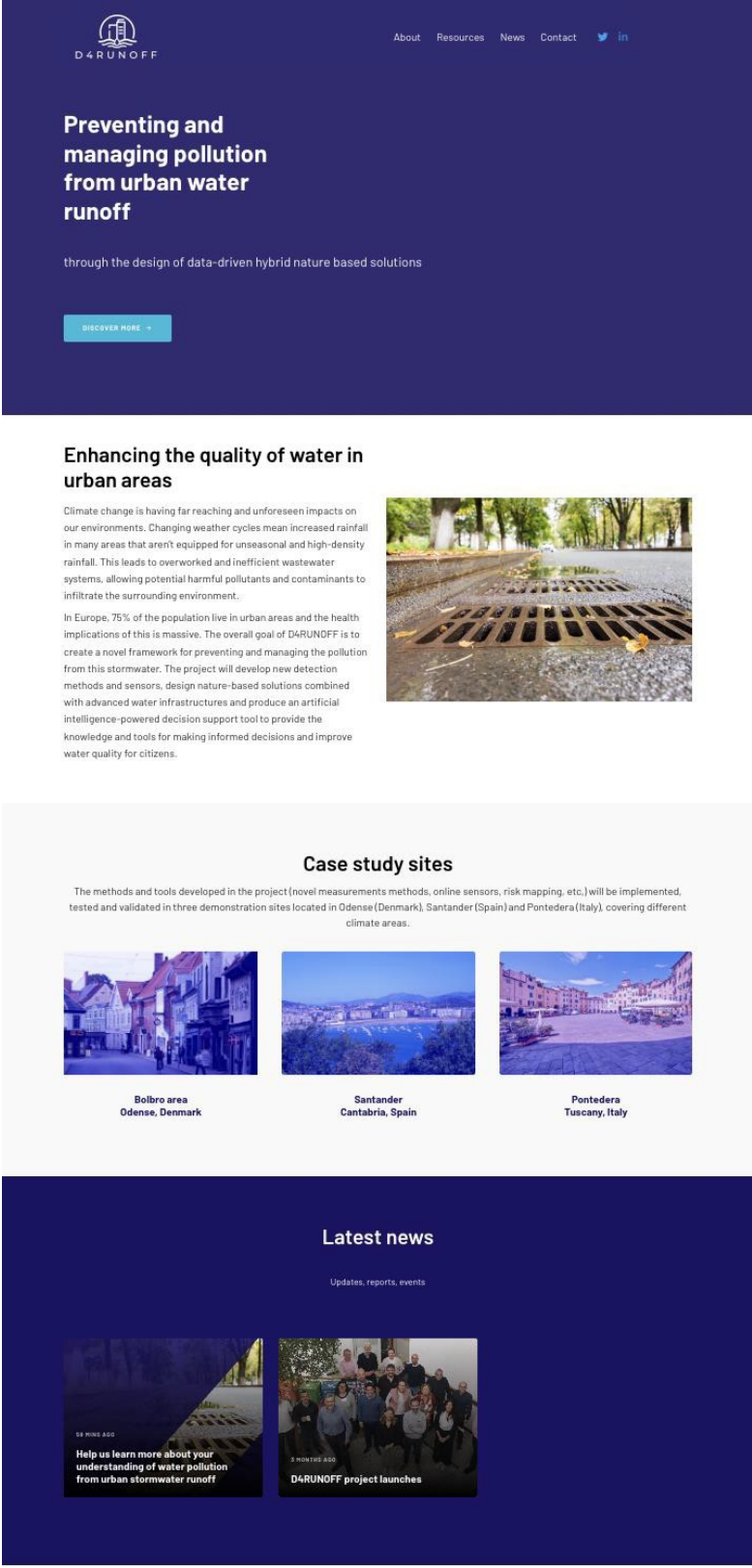
Table 1 Website navigation structure

Section	Content
Home	<ul style="list-style-type: none"> • Homepage
About	About the project <ul style="list-style-type: none"> • Context • Challenges • Objectives • Consortium
Resources	<ul style="list-style-type: none"> • Reports and deliverables • Briefing papers • Factsheets, infographics etc • FAQ (answering basic questions visitors may have on the topic or on the project)
News	<ul style="list-style-type: none"> • Project updates • Announcements • Related events
Contact	<ul style="list-style-type: none"> • Project contact

An update of the website is already planned in January 2022. A new section dedicated to the case study sites will be designed and integrated, as well as an update of the FAQ section in the Resources section.

Case studies	<ul style="list-style-type: none"> • Showcase for each case study with detailed description: objectives and results
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Figure 2 Homepage screenshot



The screenshot shows the D4RUNOFF homepage with a dark blue background. At the top left is the D4RUNOFF logo, and at the top right are navigation links: About, Resources, News, Contact, and social media icons for Twitter and LinkedIn. The main heading reads "Preventing and managing pollution from urban water runoff" with a subtext "through the design of data-driven hybrid nature based solutions" and a "DISCOVER MORE" button. Below this is a section titled "Enhancing the quality of water in urban areas" with a paragraph about climate change impacts and a photo of a stormwater grate. Further down is a "Case study sites" section with three images and captions: Bolbro area (Odense, Denmark), Santander (Cantabria, Spain), and Pontedera (Tuscany, Italy). The "Latest news" section features two articles: "Help us learn more about your understanding of water pollution from urban stormwater runoff" (13 HOURS AGO) and "D4RUNOFF project launches" (2 MONTHS AGO). At the bottom is a "Project partners" section with a list of logos.

Enhancing the quality of water in urban areas

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 potential harmful 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 the pollution from this stormwater. 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.



Case study sites

The methods and tools developed in the project (novel measurements methods, online sensors, risk mapping, etc.) will be implemented, tested and validated in three demonstration sites located in Odense (Denmark), Santander (Spain) and Pontedera (Italy), covering different climate areas.



Bolbro area
Odense, Denmark



Santander
Cantabria, Spain



Pontedera
Tuscany, Italy

Latest news

Updates, reports, events

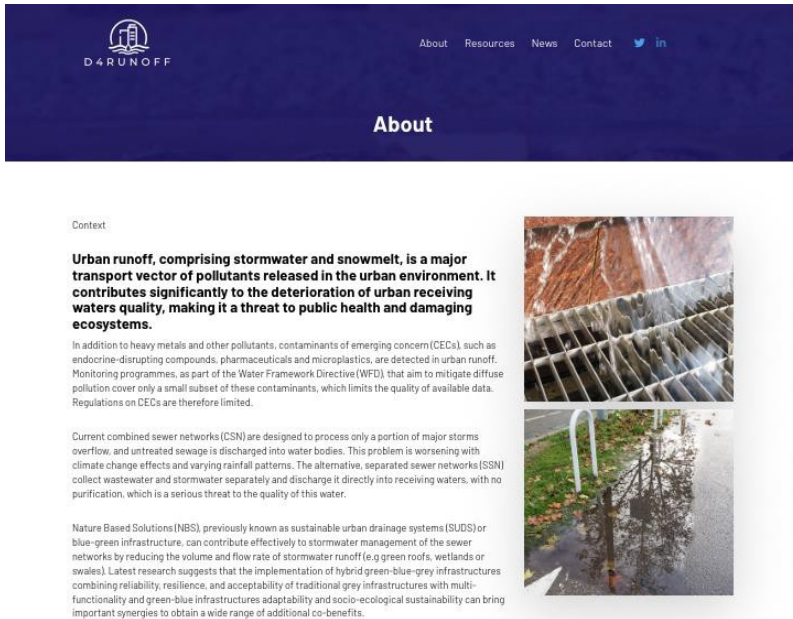


Project partners

The consortium involves 13 organisations from Denmark, Spain, Portugal, France and Italy with experts and interdisciplinary scientists in waste water management, urban planning and development, environmental science, artificial intelligence and data collection methodologies.



Figure 3 About screenshot



About

Context

Urban runoff, comprising stormwater and snowmelt, is a major transport vector of pollutants released in the urban environment. It contributes significantly to the deterioration of urban receiving waters quality, making it a threat to public health and damaging ecosystems.

In addition to heavy metals and other pollutants, contaminants of emerging concern (CECs), such as endocrine-disrupting compounds, pharmaceuticals and microplastics, are detected in urban runoff. Monitoring programmes, as part of the Water Framework Directive (WFD) that aim to mitigate diffuse pollution cover only a small subset of these contaminants, which limits the quality of available data. Regulations on CECs are therefore limited.

Current combined sewer networks (CSN) are designed to process only a portion of major storms overflow, and untreated sewage is discharged into water bodies. This problem is worsening with climate change effects and varying rainfall patterns. The alternative, separated sewer networks (SSN) collect wastewater and stormwater separately and discharge it directly into receiving waters, with no purification, which is a serious threat to the quality of this water.

Nature Based Solutions (NBS), previously known as sustainable urban drainage systems (SUDS) or blue-green infrastructure, can contribute effectively to stormwater management of the sewer networks by reducing the volume and flow rate of stormwater runoff (e.g. green roofs, wetlands or swales). Latest research suggests that the implementation of hybrid green-blue-grey infrastructures combining reliability, resilience, and acceptability of traditional grey infrastructures with multi-functionality and green-blue infrastructures adaptability and socio-ecological sustainability can bring important synergies to obtain a wide range of additional co-benefits.

Today, it is difficult to make informed decisions for the implementation of effective hybrid measures due to:

Challenge

1. Poor characterisation and monitoring of water pollutants, their sources, impacts and risks
2. Lack of knowledge and tools for the design, location and operation of NBS, including climate change, urban planning, pollution patterns as well as operating, risk, policy and social considerations

The project

The European D4RUNOFF project aims to tackle this challenge by developing a knowledge driven approach.

More specifically, the project will develop:

1. **Novel detection methods** for runoff pollutants characterisation
2. **Novel sensors for identifying and monitoring of CECs**, as well as new pollutants to obtain a deeper understanding of the pollution aspects linked to urban runoff and their actual impact on the environment.

The knowledge gained in this field will serve to build:

1. a **multi-criteria methodology for the design of cost-effective mitigation hybrid solutions** combining new and existing NBS and water infrastructures (i.e. blue-green-grey solutions)
2. an **AI-assisted management platform to support water management stakeholders** (i.e.: water utilities, public authorities) in the planning, operation and risk monitoring of the urban infrastructures for the design of effective strategies to cope and mitigate urban runoff events.

Concept



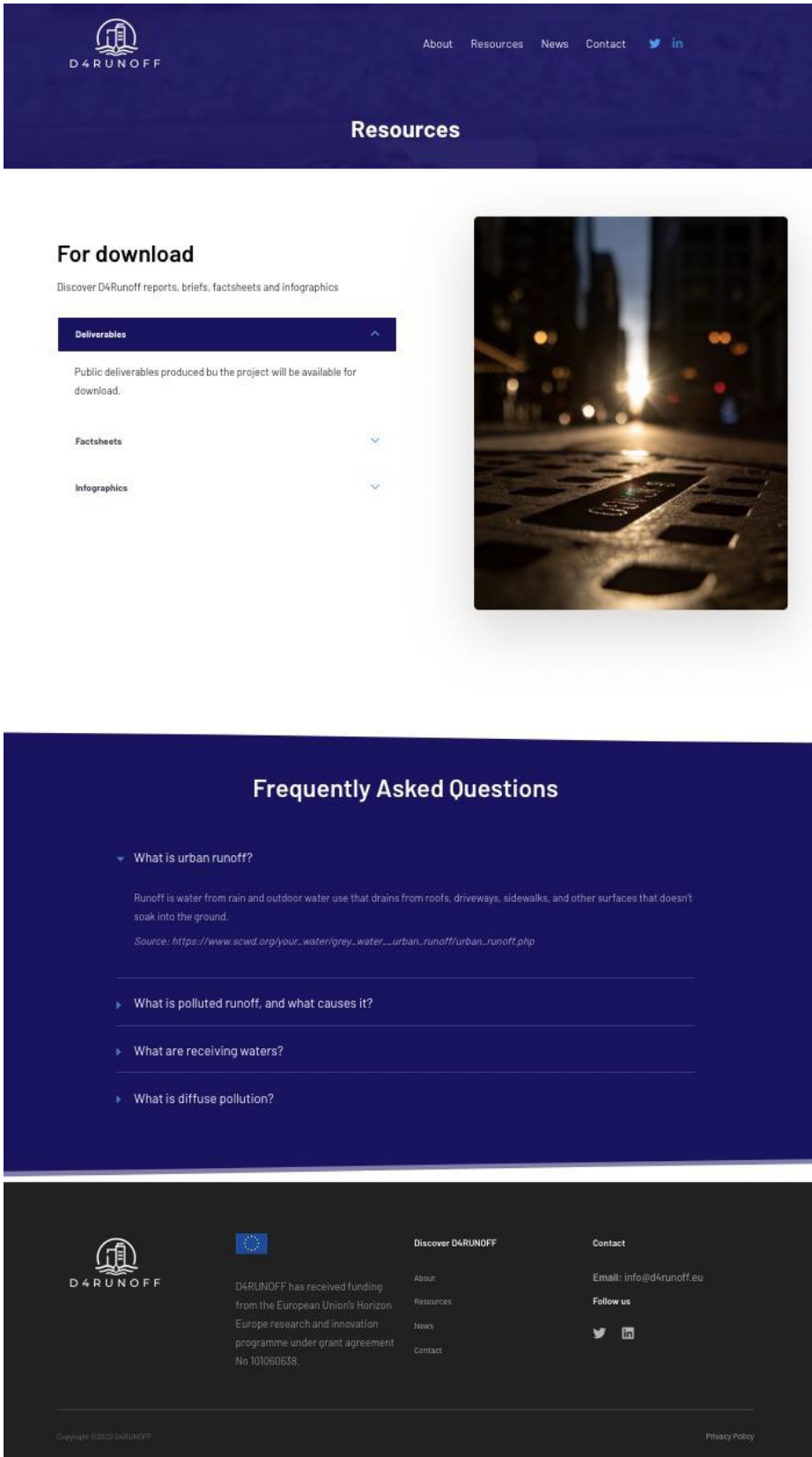
Case studies

The methods and tools developed in the project (novel measurements methods, online sensors, risk mapping, etc.) will be implemented, tested and validated in three demonstration sites.



The three sites are located in Odense (Denmark), Santander (Spain) and Pontedera (Italy), covering different climate areas.

Figure 4 Resources screenshot



The screenshot shows the 'Resources' page of the D4RUNOFF website. The page has a dark blue header with the D4RUNOFF logo and navigation links for 'About', 'Resources', 'News', and 'Contact', along with social media icons for Twitter and LinkedIn. The main content area is white and features a 'For download' section with a sub-header 'Discover D4Runoff reports, briefs, factsheets and infographics'. Below this is a list of categories: 'Deliverables' (expanded), 'Factsheets', and 'Infographics'. A large image of a wet street at night is positioned to the right of the download section. Below the main content is a dark blue section titled 'Frequently Asked Questions' with a list of questions: 'What is urban runoff?', 'What is polluted runoff, and what causes it?', 'What are receiving waters?', and 'What is diffuse pollution?'. The footer is dark grey and contains the D4RUNOFF logo, a European Union flag, funding information, navigation links, contact details, social media icons, and copyright/privacy policy information.

Figure 5 News screenshot

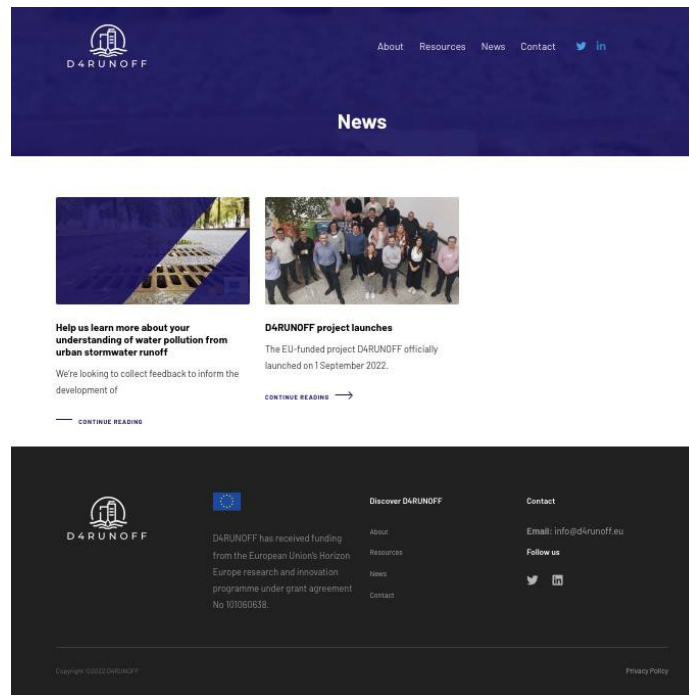
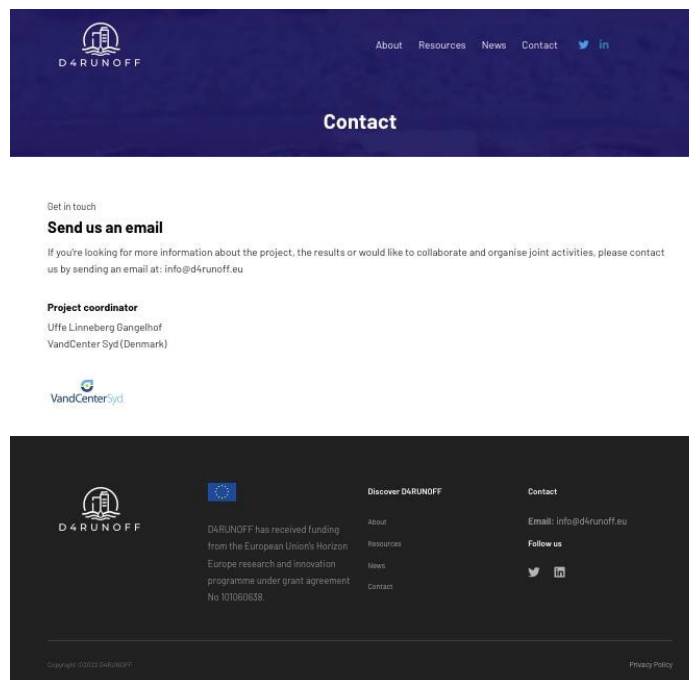


Figure 6 Contact screenshot



Analytics

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.



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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 Visual identity and templates

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.

3.1 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 7 D4RUNOFF logo light background

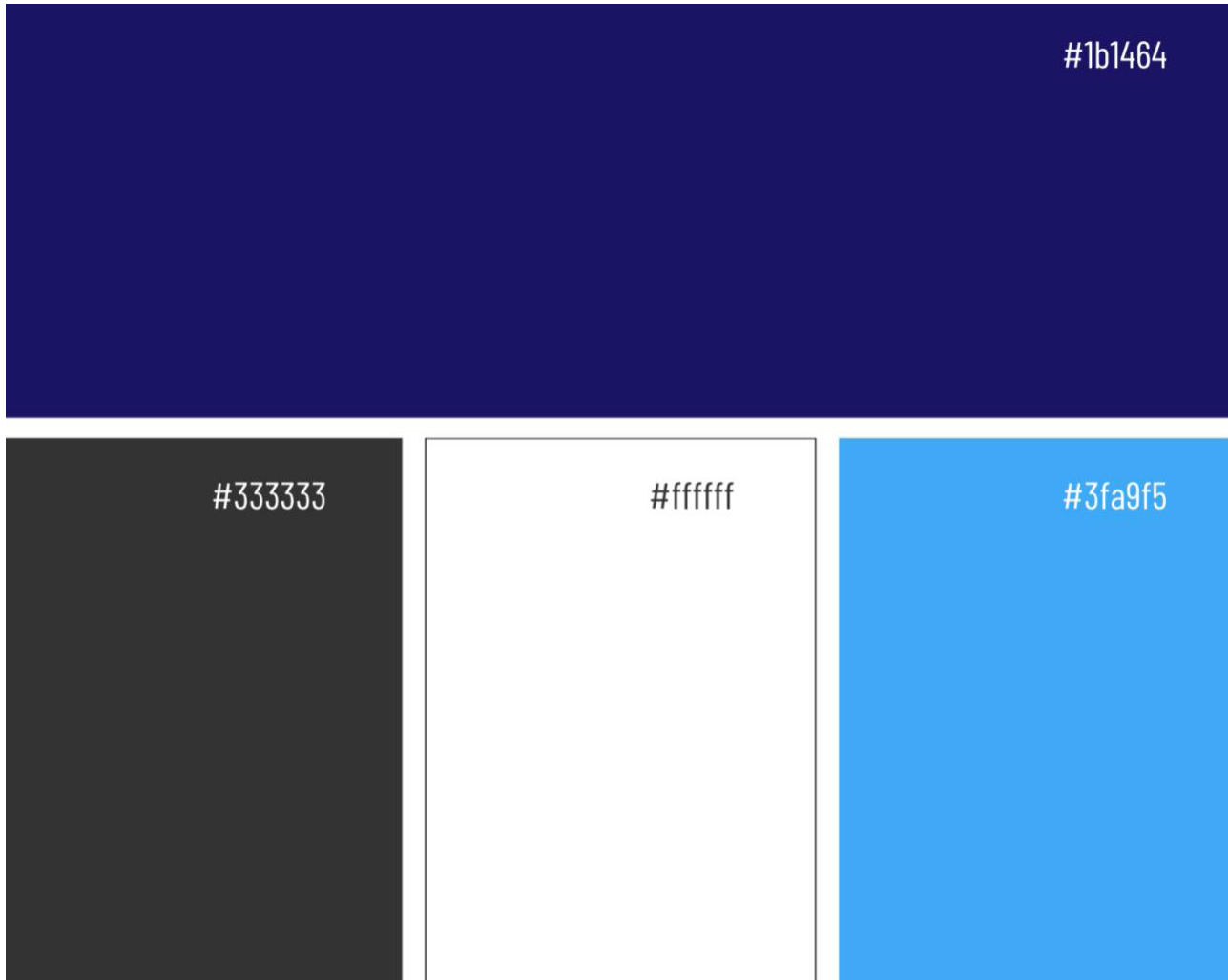


Figure 8 D4RUNOFF logo dark background



3.2 Brand colours

Figure 9 D4RUNOFF Brand colours



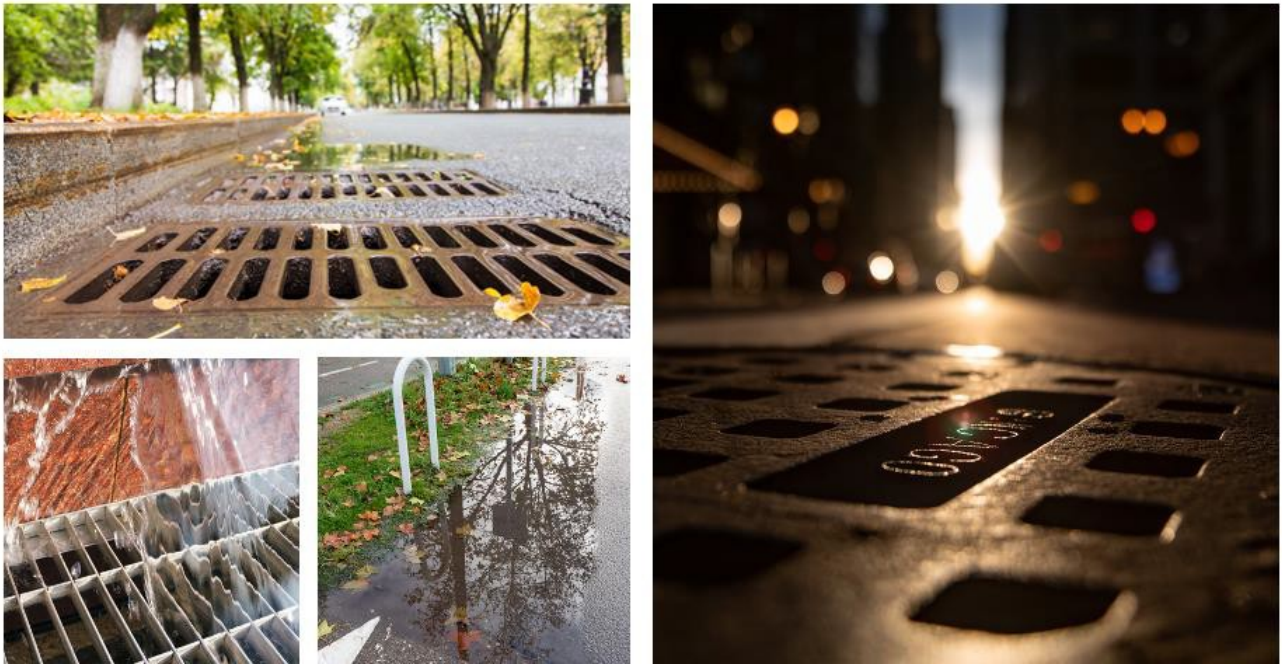
3.3 Imagery

A library of key images to be used by partners to illustrate the project when communicating about D4RUNOFF and disseminating knowledge has been built and will be further populated as the project advances.

Figure 10 Banner template



Figure 11 Image library



3.4 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.

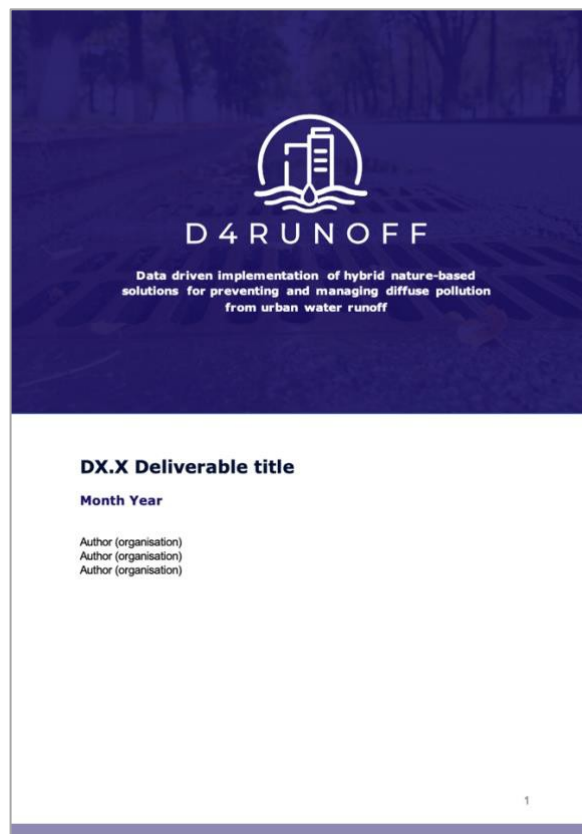
Figure 12 PowerPoint presentation template



3.5 Deliverable document

A deliverable template was produced to ensure consistency in all deliverables prepared and submitted by project partners.

Figure 13 Deliverable template



4 Social media channels

Two social media channels were created at the very start of D4RUNOFF: 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.

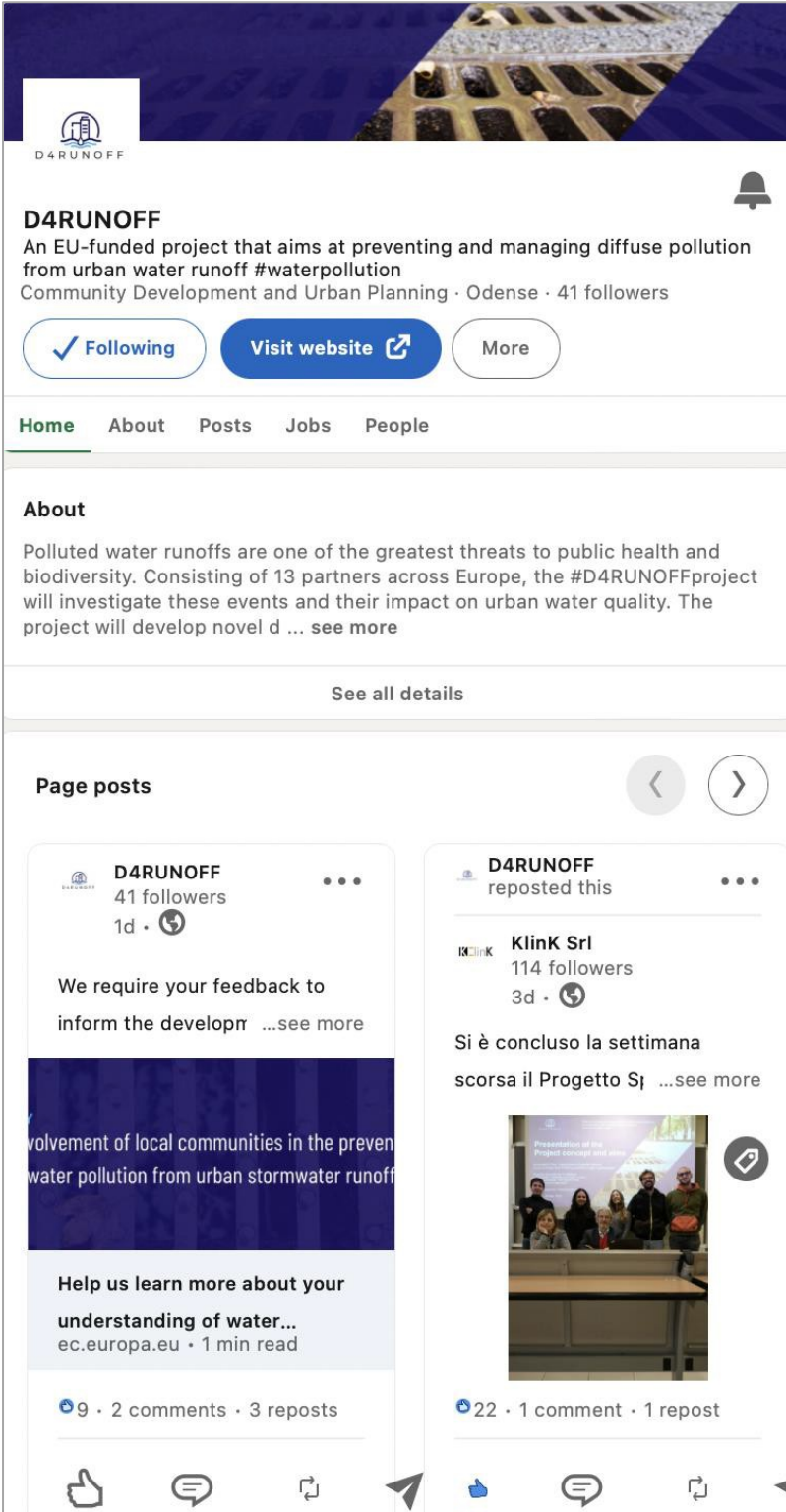
A content plan has been developed based on the project's activities, objectives and deliverables. D4RUNOFF will build on its partners' networks, engage with related accounts and projects, and share related information to increase its visibility.

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

Figure 14 LinkedIn page



The image shows a screenshot of the D4RUNOFF LinkedIn page. At the top, there is a header image of a stormwater drainage grate. Below it is the D4RUNOFF profile card, which includes the company name, a brief description of the project as an EU-funded initiative for managing diffuse pollution, and the location (Odense) with 41 followers. Action buttons for 'Following', 'Visit website', and 'More' are visible. The 'About' section provides more context on the project's goals and partners. The 'Page posts' section features two recent posts: one from D4RUNOFF asking for feedback on developer involvement, and another reposted by KlinK Srl reporting on the completion of a project week.

D4RUNOFF
An EU-funded project that aims at preventing and managing diffuse pollution from urban water runoff #waterpollution
Community Development and Urban Planning · Odense · 41 followers

Following Visit website More

Home About Posts Jobs People

About
Polluted water runoffs are one of the greatest threats to public health and biodiversity. Consisting of 13 partners across Europe, the #D4RUNOFFproject will investigate these events and their impact on urban water quality. The project will develop novel d ... see more

See all details

Page posts

D4RUNOFF
41 followers
1d · 🌐

We require your feedback to inform the developr ...see more

...v olvement of local communities in the preven water pollution from urban stormwater runoff

Help us learn more about your understanding of water...
ec.europa.eu · 1 min read

👍 9 · 2 comments · 3 reposts

D4RUNOFF
reposted this

KlinK Srl
114 followers
3d · 🌐

Si è concluso la settimana scorsa il Progetto Sj ...see more

👍 22 · 1 comment · 1 repost

Figure 15 Twitter page



5 Material: flyer and rollup

A flyer and a rollup have been produced to be used at events (conferences, fairs, workshops) to promote D4RUNOFF and give a brief overview of the project's objectives. They are available to all partners and will be updated as the project progresses, and results are achieved.

Figure 16 Flyer

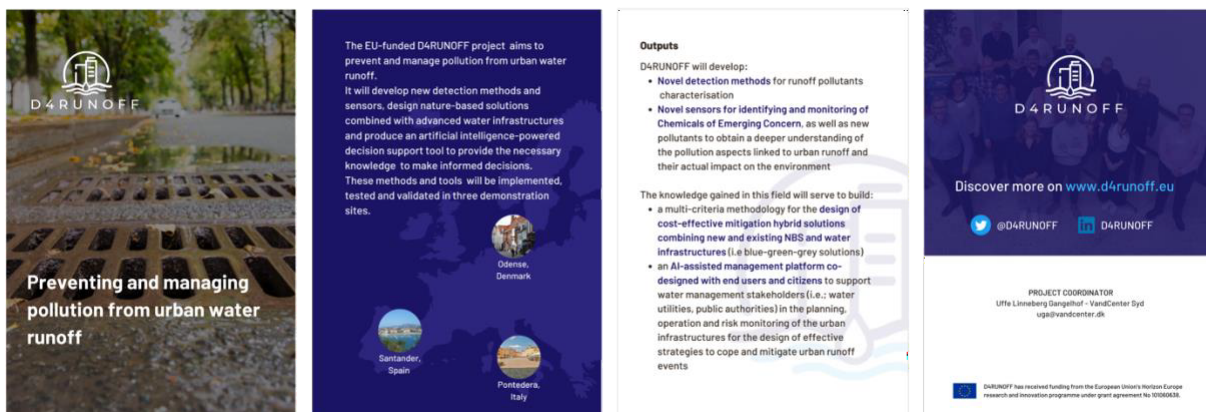



Figure 17 Rollup



D4RUNOFF

Preventing and managing pollution from urban water runoff

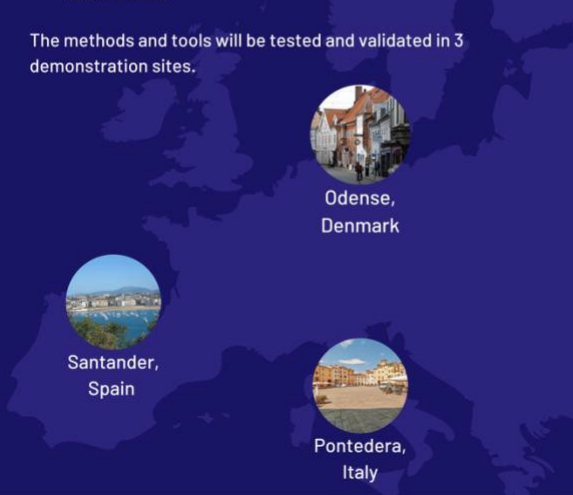
D4RUNOFF will develop:


- **Novel detection methods** for runoff pollutants characterisation
- **Novel sensors for identifying and monitoring of Chemicals of Emerging Concern**, as well as new pollutants to obtain a deeper understanding of the pollution aspects linked to urban runoff and their actual impact on the environment


The knowledge gained in this field will serve to build:


- a multi-criteria methodology for the **design of cost-effective mitigation hybrid solutions** combining new and existing NBS and water infrastructures (i.e blue-green-grey solutions)
- an **AI-assisted management platform co-designed with end users and citizens** to support water management stakeholders (i.e.; water utilities, public authorities) in the planning, operation and risk monitoring of the urban infrastructures for the design of effective strategies to cope and mitigate urban runoff events

The methods and tools will be tested and validated in 3 demonstration sites.






- 

Odense,
Denmark
- 

Santander,
Spain
- 

Pontedera,
Italy

 www.d4runoff.eu  @D4RUNOFF  D4RUNOFF



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