



POWERSTEP

WP6 - Dissemination and valor- ization

D6.3: Communication kit for demo sites



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Dissemination level of this document

X	PU	Public
	PP	Restricted to other programme participants (including the European Commission Services)
	RE	Restricted to a group specified by the consortium (including the European Commission Services)
	CO	Confidential, only for members of the consortium (including the European Commission Services)

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Please refer to this report as target-oriented Communication Plan.



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Table of Content

Dissemination level of this document	2
Versioning and Contribution History	3
List of figures	5
List of tables	5
Executive summary	6
1. Communication strategy: Let's remind the basics	7
1.1. Objective of the project	7
1.2. Objective of WP6: dissemination and communication support.....	7
2. Toolkit for demo sites	8
2.1. Objectives and process.....	8
2.2. General tools.....	8
2.2.1. Project flyers	9
2.2.2. Project posters.....	9
2.2.3. Project mesh banner	10
2.2.4. Project X-banner	13
2.2.5. Energy-positive wastewater treatment plant scheme.....	13
2.3. Case study oriented tools.....	15
2.3.1. Case study flyers	15
2.3.2. Scientific poster template	15
2.3.3. Case study videos	16
2.3.4. Additional videos.....	17
2.3.5. Professional photos.....	18



List of figures

Figure 1: Project mesh banner	11
Figure 2: Mesh banner at Case Study 1 site Westewitz	12
Figure 3: Project X-banner	13
Figure 4: Energy-positive wastewater treatment plant scheme (English version)	14
Figure 5: Energy-positive wastewater treatment plant scheme (German version)	14
Figure 6: Mr. Ole Steensberg Ogelund (POWERSTEP Advisory Board Member)	18
Figure 7: Mr. Willy Verstraete (POWERSTEP Advisory Board Member).....	18
Figure 8: Hydrotech filter unit used for carbon Extraction at Westewitz Case Study 1	20
Figure 9: Chips for Main stream annamox reactor in Sjölanda Case Study Site 2.....	20
Figure 10: Petter Olsson (VWT) during Sjölanda Case Study 2 visit.....	20
Figure 11: MBBR reactor for main stream Annamox at Sjölanda Case Study 2 site	21
Figure 12: Willy Verstraete during the General Assembly at Case Study 3 at Avedöre ...	21
Figure 13: Project coordinator Christian Loderer at General Assembly in Copenhagen.	22
Figure 14: Project coordinator Christian Loderer with part Case Study 1 Westewitz team (Rabea Schubert: Case Study Site Manager; Petter Olsson: Engineer Hydrochtech).	22

List of tables

Table 1: List of case study flyers.....	15
Table 2: List of scientific posters.....	16
Table 3: List of case study videos.....	16
Table 4: List of professional photos	18



Executive summary

The POWERSTEP communication toolkit for demo sites aims to support the communication activities around the case studies at local level with regard to the demonstration of the energy-positive WWTP concept. On 20th May 2016, the Steering Committee agreed on a set of tools to be designed by ARCTIK whilst the printing process will be undertaken by the case studies. It includes a mix of general tools (i.e. project flyer, project posters, banners, illustrations, background videos) and case study-oriented productions (i.e. case-study flyers, scientific posters, case-study videos, photos).

The POWERSTEP communication toolkit is an evolutive tool that has been designed to support case-study leaders in their communication activities. As such, it is meant to be adapted to the communication needs and strategy of each case-study. It is also meant to be reviewed, updated and completed throughout the lifespan of the project.

The first version of the deliverable was published in June 2016. This report is an updated version, which provides the status update for the design and development of each tool. ARCTIK has been and will remain at the service of all case study leaders to develop tools, videos and other productions that will best promote their technologies, and POWERSTEP.



1. Communication strategy: Let's remind the basics

1.1. Objective of the project¹

The POWERSTEP project is built to achieve a real paradigm shift in wastewater treatment processes: to convert sewage treatment plants (STEPS) into power production facilities (POWER) while still achieving a high effluent quality for the treated wastewater.

1.2. Objective of WP6: dissemination and communication support

The general objectives of WP6 are the following:

- Build a team within the POWERSTEP consortium for dissemination purposes.
- Accelerate internal/external exchanges of information and networking opportunities.
- Ensure the scientific audience and recognition of POWERSTEP and its members.
- Facilitate market penetration of the POWERSTEP concept and technologies.
- Make wastewater power 'as famous as wind or solar energy': translate scientific processes into accessible knowledge.

As indicated in the **Deliverable 6.1 Target-oriented communication plan**², Arctik follows a three-step dissemination strategy. The first step: **“Information and knowledge management: set the foundation and process”**³ (M1 – M36) aims to install, develop and widespread the branding and values of POWERSTEP as a community of organisations working on the future wastewater treatment plant (WWTP). The aim is also to ease the exchange of information and knowledge between the different partners. The second phase of the strategy **“Know-how translation and targeted brokerage (M1 – M36)”**⁴ aims to establish a strong relationship with primary target groups whilst the third phase **“Large spectrum communication (M18-M36)”**⁵ will promote POWERSTEP as a key innovation breakthrough at a larger scale, to reach the public and media interest.

The **Deliverable 6.3 Communication kit for demo sites** fits into the second and third steps of the dissemination strategy by providing the right tools for the case study plants to use to communicate about POWERSTEP and their activities to the primary target audience and the public and the media, on the occasion of e.g. site visits, conferences, and fairs.

¹ Description of Action (DoA)

² Deliverable 6.1 "Target-oriented communication plan submitted on Cordis in November 2015.

³ Reference to DoA TASK 6.1

⁴ Reference to DoA TASK 6.2

⁵ Reference to DoA TASK 6.3



2. Toolkit for demo sites

2.1. Objectives and process

The communication toolkit for demo sites **refers to a set of tools developed to support the communication activities of the POWERSTEP case studies**. It includes a mix of project- and case study-oriented productions, designed to ease the dissemination of the POWERSTEP activities at the local level, while highlighting the added value of the demonstrations, which take place at the WWTPs. The communication toolkit supports the activities of the case studies regarding the demonstration of the energy-positive wastewater treatment plant concept.

The tools selected for production have been discussed during the POWERSTEP Steering Committee (SC) that took place on 20 May 2016 in Brussels. Together with the members of the SC, Arctik listed the tools that would be produced between June and December 2016. As a follow-up to the meeting, the case study leaders were contacted and invited to select the tools they would need among the list established.

Deliverable 6.3. “**Communication toolkit for demo sites**” is the result of these discussions and of the inputs received from the leaders of Westewitz, Sjölanda, Avedöre, Brunswick, Kirchbichl and Altenrhein case studies between 20 May and earlier December 2016.

This deliverable is the second version of the 6.3. A first version was published on 1st July 2016, which was meant to be updated until January 2017, or until all case-studies leaders have had the need to develop specific tools. Indeed, the communication toolkit follows the needs and the developments of the case study plants. This first version provides examples of the tools already available for some case studies. Arctik has been and will remain at the service of SC leaders to develop tools, videos and other productions to best promote the technologies, and POWERSTEP.

During the Steering Committee, it was agreed that the tools will be produced and designed by Arctik whilst the productions would be printed by the case studies according to their needs.

2.2. General tools

The general tools of the communication toolkit refer to productions that are oriented towards the entire project - emphasising the overall project perspectives rather than the case studies – in view to shed light on the project at the plant level and catch the eye of e.g. visitors.



2.2.1. Project flyers

English version of the flyer

The POWERSTEP project flyer was prepared in November 2015 by Arctik together with the support of the POWERSTEP Steering Committee members and was finalised in December 2015. The design was realised in December 2015 and finalised in January 2016.

The **final version** of the English flyer has been developed in two formats:

- A web format
 - A low resolution flyer to be used through digital channels (website upload, email sharing, social media posts...).
 - www.POWERSTEP.eu/system/files/generated/files/resource/POWERSTEPleaflet-web.pdf
- A print format
 - A high resolution flyer to be used by case studies and partners who would need to print copies.
 - www.POWERSTEP.eu/system/files/generated/files/resource/PowersteapLeaflet-v06Print.pdf

Arctik has printed 1,000 copies of the flyer in English. Copies are currently being disseminated in conferences or workshops. Arctik shared the web and print versions of the flyer with all project partners and partners with strong marketing and dissemination roles were also invited to print additional copies for their own communication activities.

German version of the flyer

Together with the SC members and the German partners of the project, it was decided to produce a German version of the flyer. The content was prepared in April / early May 2016; the design was produced in May 2016.

The **final version** of the German flyer has been developed in two formats:

- A web format
 - to be used through digital channels (website upload, email sharing, social media posts...).
 - www.POWERSTEP.eu/system/files/generated/files/resource/powersteapleafletdeweb.pdf
- A print format
 - to be used by case studies and partners who would need to print copies.
 - www.POWERSTEP.eu/system/files/generated/files/resource/powersteapleafletdeprint_0.pdf

2.2.2. Project posters

Project poster



The project poster describes and summarises the objectives, challenges, methodology, and expected outcomes of the project. This tool is meant to be used by the case studies to present the larger perspective of the entire POWERSTEP concept at the plant level (i.e. site visits, demonstration...) or at conferences and workshops.

The **final version** of the poster is available online:

- <http://www.POWERSTEP.eu/system/files/generated/files/resource/posterPOWERSTEPv04.pdf>

Case study poster

Contrary to the project poster, the case study poster aims to give the outline of the case studies and their added value and position within the project. This tool can be used to present the case studies and their individual contributions to the modular concept of energy-positive WWTP.

The **final version** of the poster is available online:

- <http://www.POWERSTEP.eu/system/files/generated/files/resource/posterPOWERSTEPcasesstudieshdv04.pdf>

2.2.3. Project mesh banner

The mesh banner provides a high visibility to the project at the plant level. It features the project visual identity, which allows visitors to see that the plant welcomes POWERSTEP. The mesh banner will help to catch the attention of visitors and neighbours with a large-scale (x by x m) display of the project logo. The tool is suitable for many weather conditions, including rain and wind, which strengthens its long-term usability. The current size available is 3m*1,5m.

The **final version** of the banner is available online:

- <http://www.POWERSTEP.eu/system/files/generated/files/resource/meshbanner3000x1500vf.pdf>





Figure 2: Mesh banner at Case Study 1 site Westewitz

2.2.4. Project X-banner

The X-banner provides additional visibility to the project inside the building(s) of the wastewater treatment plant. The tool has been developed to catch the eye of the visitors of the wastewater treatment plant and invites them to visit the project website to get more information about the project and what's going on at the plant level. Size format is 80cm*1800cm.

The **final version** of the X- banner is available online:

- <http://www.POWERSTEP.eu/system/files/generated/files/resource/xbannerPOWERSTEPv05.pdf>



Figure 3: Project X-banner

2.2.5. Energy-positive wastewater treatment plant scheme

An illustration of the “wastewater treatment plant of the future” using the technologies and concepts suggested in POWERSTEP has been designed. It offers the case study partners a scheme to explain what the entire project concept is about and how their case study is connected to the general idea of energy-positive wastewater treatment plant.



The WWTP illustrations were developed in Jpeg, eps and png formats. Versions of the illustration were provided to project partners for presentations and for web-illustration. It will also be used for the deliverable D6.4 Interactive Website.

The **final versions** of the scheme are available online in English as well as in German:

- <http://www.POWERSTEP.eu/system/files/generated/files/resource/capture-d-ecran-2016-06-15-a-15-46-31.png>
- <http://www.POWERSTEP.eu/system/files/generated/files/resource/wastewaterschema.png>

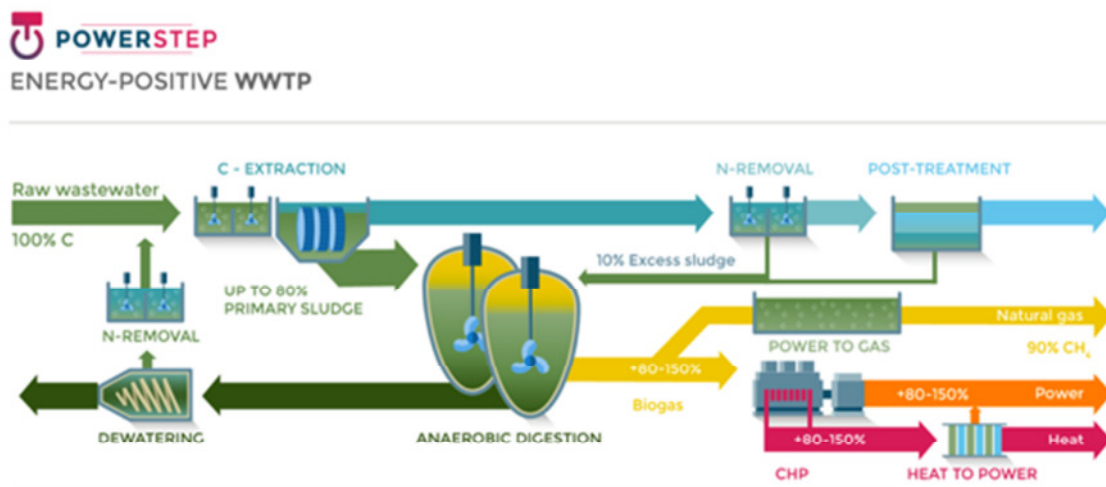


Figure 4: Energy-positive wastewater treatment plant scheme (English version)

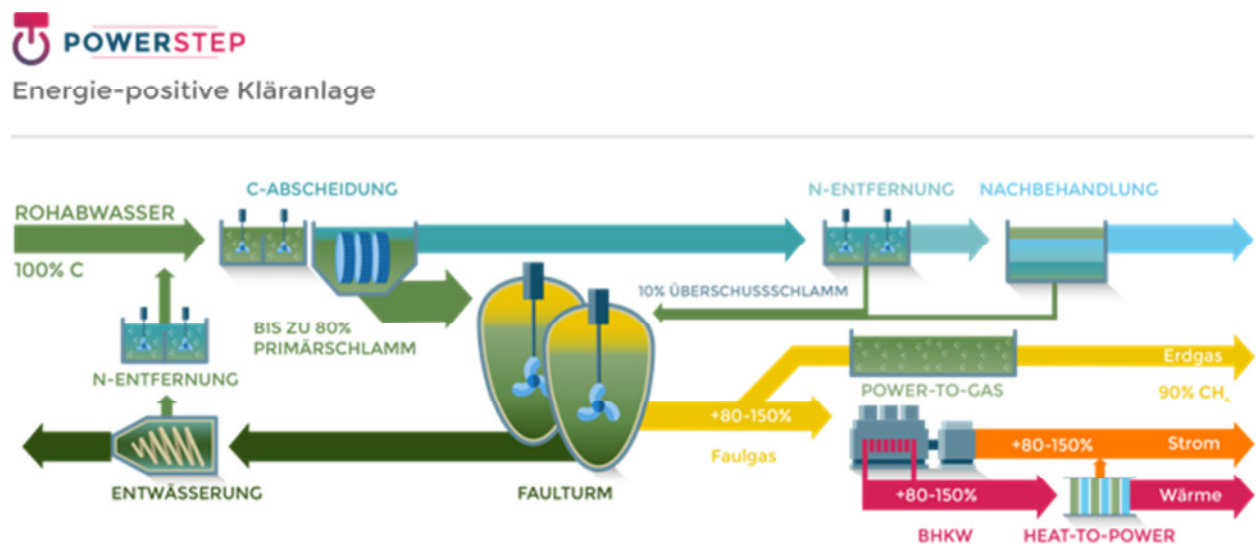


Figure 5: Energy-positive wastewater treatment plant scheme (German version)



2.3. Case study oriented tools

For effective communication of the POWERSTEP case studies, we have developed (and will keep on developing) a series of tools to support the communication of the sites and to shed light on their activities. The tools listed in this section are specific for each case study, therefore their content will be different. As indicated in section 2.1. Objectives and Process, we have developed productions for some of the case studies, according to their development. The missing case study oriented tools will be finalised later in the project.

2.3.1. Case study flyers

The case study flyer contains information and details about the process and technology at stake for each demonstration site. It provides a first explanation and the reason of existence of each case study. The format of these flyers has been thought to be included into the general POWERSTEP project flyer.

Table 1: List of case study flyers

Case study	Status	Link
Westewitz	ongoing	
Sjölunda	ongoing	
Avedöre	Finalised	https://dl.dropboxusercontent.com/u/264045690/POWERSTEP/5.%20CS%20flyers/FlyersCS3_web.pdf
Braunschweig	ongoing	
Kirchbichl	Finalised	https://dl.dropboxusercontent.com/u/264045690/POWERSTEP/5.%20CS%20flyers/FlyersCS5.pdf
Altenrhein		

2.3.2. Scientific poster template

The scientific poster template is a poster designed to allow the case study representatives to fill in information they want to highlight about their case studies for scientific presentations at e.g. events, workshops and conferences. The tool is made to be updated by the case study partners in a simple way, according to the development of the demonstration.

The **final version** of the scientific poster is available online:

- www.POWERSTEP.eu/system/files/generated/files/resource/postera1.pptx



Table 2: List of scientific posters

Case study	Status	Link
Westewitz	ongoing	
Sjölunda	Finalised	http://www.POWERSTEP.eu/system/files/generated/files/resource/poster-cs2-POWERSTEP_0.pdf
Avedöre	Finalised	http://www.POWERSTEP.eu/system/files/generated/files/resource/poster-POWERSTEP-biocat_0.pdf
Braunschweig	ongoing	
Kirchbichl	ongoing	
Altenrhein	ongoing	

2.3.3. Case study videos

Arctik is producing video interviews with the case study leaders. Their interviews are genuine chances to summarise in a 2-minute video the objectives, methodology and technology used in the wastewater treatment plants. With such a tool, partners can easily introduce what is being undertaken by the wastewater treatment plants and give an outline of their contributions to the energy-positive WWTP concept. All -videos were made available on the website and will be widely disseminated via Twitter and LinkedIn. All videos were sent to the interviewees for multiplication as well. More video interviews will be produced in the course of the project.

Table 3: List of case study videos

Case study	Status		Link
Westewitz	Finalised	Two videos were produced: - Rabea Luisa-Schubert, Case study manager - KWB -Johan Stüber, Berlin Technical University In addition, Veolia water technologies has kindly send us a technical video explaining the drum filter technologies.	http://www.POWERSTEP.eu/cs1-westewitz-germany
Sjölunda	Finalised	One video was produced Maria Piculell, Case-study SJÖLUNDA, Sweden	http://www.POWERSTEP.eu/case-studies/cs2-sjolunda-sweden
Avedöre	September 2016	One video was produced but unfortunately the sound quality made the video unusable	
Braunschweig	ongoing		
Kirchbichl	Finalised	One video was produced, Vanessa Parravicini, Case-study KIRCHBICHL, Austria	http://www.POWERSTEP.eu/case-studies/cs5-kirchbichl-austria
Altenrhein	ongoing		



2.3.4. Additional videos

Arctik has produced additional videos to illustrate the website with key interviews and visuals. These videos contribute to POWERSTEP visual identity and overall dissemination. Arctik produced the following videos:

- **Christian Loderer**, KWB (two videos)
 - Project kick-off - <http://www.POWERSTEP.eu/interview-dr-christian-loderer>
 - 18 months into the project - <http://www.POWERSTEP.eu/18-months-into-project-listen-to-POWERSTEP-project-manager>
- **Boris Lesjean**, KWB
 - Project kick-off! <http://www.POWERSTEP.eu/interview-boris-lesjean>
- **Professor Willy Verstraete**, POWERSTEP advisory board member
 - POWERSTEP project and its inspiring insights on recovery. <http://www.POWERSTEP.eu/interview-willy-verstraete-advisory-board-member-of-POWERSTEP>
- **Ole Steensberg Ogelund**, POWERSTEP advisory board member
 - Building a resource factory <http://www.POWERSTEP.eu/interview-willy-verstraete-advisory-board-member-of-POWERSTEP>

Additional background videos will be produced in the course of the project.

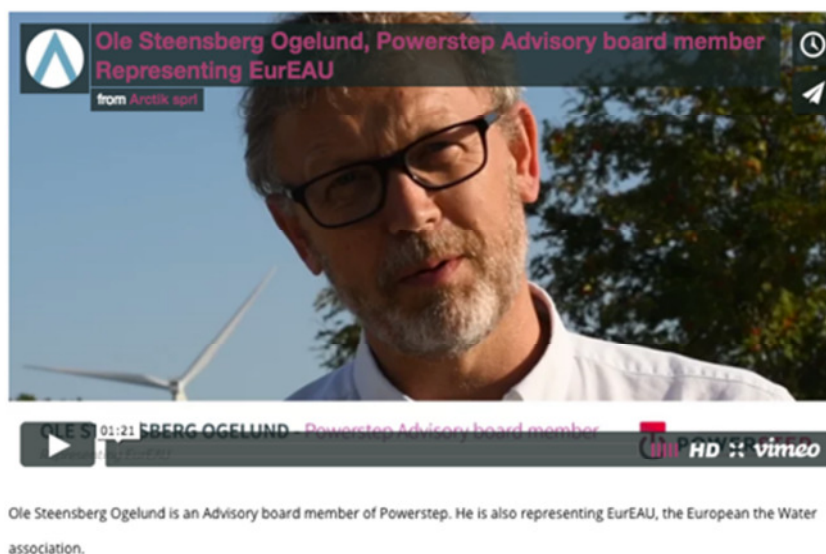


Figure 6: Mr. Ole Steensberg Ogelund (POWERSTEP Advisory Board Member)



INTERVIEW WITH WILLY VERSTRAETE - ADVISORY BOARD MEMBER OF POWERSTEP



"100 years of conventional activated sludge is enough!"

Professor Willy Verstraete of Ghent University (Belgium) speaks about the POWERSTEP project and its inspiring insights on recovery.

Figure 7: Mr. Willy Verstraete (POWERSTEP Advisory Board Member)

2.3.5. Professional photos

During the case-study visits, the general assembly, and at any given opportunity Arctik has taken professional photos to illustrate the case-study webpages as well as to support the overall dissemination. The camera used is a Nikon D 500. All photos were sent to the case-study leaders after a photo post treatment at Arctik. Photos were sent in jpeg format but Raw format are also available.

Table 4: List of professional photos

Case study	Status	Link
Westewitz	November 2016	https://www.dropbox.com/sh/0dho2tm8k3mrbq0/AAAgG9PV2NJgDHhcXwWYYUp3a?dl=0
Sjölunda	September 2016	https://www.dropbox.com/sh/xz9vlslg5kc7j2d/AAB5ivOZQ4EdaPqAQn55q3TWa?dl=0
Avedöre	September 2016	https://www.dropbox.com/sh/yb04ax0k9ongf73/AAD2KusqeHj1F3IjcoyTvO-ua?dl=0
Braunschweig	Site visit date to be	



	defined	
Kirchbichl	Site visit date to be defined	
Altenrhein	Site visit date to be defined	
Kick off meeting	September 2015	https://www.dropbox.com/sh/ypjb37vb54y9317/AACJyTKrxLbDhkGZc4orCzn5a?dl=0
General assembly	September 2016	https://www.dropbox.com/sh/yb04ax0k9ongf73/AAD2KusqeHj1F3IjcoyTvO-ua?dl=0



Figure 8: Hydrotech filter unit used for carbon Extraction at Westewitz Case Study 1





Figure 9: Chips for Main stream annamox reactor in Sjölunda Case Study Site 2



Figure 10: Petter Olsson (VWT) during Sjölunda Case Study 2 visit



Figure 11: MBBR reactor for main stream Annamox at Sjölanda Case Study 2 site



Figure 12: Willy Verstraete during the General Assembly at Case Study 3 at Avedöre





Figure 13: Project coordinator Christian Loderer at General Assembly in Copenhagen



Figure 14: Project coordinator Christian Loderer with part Case Study 1 Westewitz team (Rabea Schubert: Case Study Site Manager; Petter Olsson: Engineer Hydrochtech)