



POWERSTEP

WP6 – Dissemination and valorization

D 6.8: Final workshop: international conference



The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement^o 641661

Deliverable 6.8	Final workshop: international conference
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Abstract	The POWERSTEP final conference was organised in Munich on the 16-17 May on the occasion of IFAT, which is the world's leading trade fair for water, sewage, waste and raw materials management. Leading up to the event, an intensive marketing campaign was organised to promote the event to relevant audiences. Over the two days of the conference, around 200 stakeholders attended the event.

Dissemination level of this document

<input checked="" type="checkbox"/>	PU	Public
<input type="checkbox"/>	PP	Restricted to other programme participants (including the Commission Services)
<input type="checkbox"/>	RE	Restricted to a group specified by the consortium (including the European Commission Services)
<input type="checkbox"/>	CO	Confidential, only for members of the consortium (including the European Commission Services)

Versioning and Contribution History

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v.03	2018-06-14	Riikka Pohjankoski (ARCTIK)	3 rd Draft
	2018-06-15	Christian Loderer (KWB)	Final Version



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Executive summary

The POWERSTEP final conference, entitled “Wastewater treatment plants as resource recovery factories – No longer a dream”, was organised on 16-17 May at the IFAT Trade Fair in Munich, Germany. IFAT is the world's leading trade fair for water, sewage, waste and raw materials management.

Discussions around innovations that enable new Resource Recovery Factories were at the core of this two-day conference which featured POWERSTEP project partners who presented their state-of-the-art research, representatives of related H2020 research and innovation projects working on the circular water economy, and recognised experts from the field of wastewater treatment.

The participants learned about the European and energy framework in which the WWTP as a renewable energy source operates, whilst also investigating the market deployment potential. Each topic was developed and shaped to meet the IFAT audience expectations: to learn, be questioned and challenge the discussions.

Around 200 stakeholders in total attended the two-day event. An intensive marketing campaign, including social media activities, creation of marketing materials and contacting of relevant organisations, was undertaken to promote the conference. The speakers' presentations have been published on the POWERSTEP website following the conference.



1. Introduction

The POWERSTEP final conference “*Wastewater treatment plants as resource recovery factories – No longer a dream*” was organised on 16-17 May at the IFAT Trade Fair in Munich, Germany.

Centered around innovations enabling new Resource Recovery Factories, the two-day event featured a mix of presentations and panel discussions and attracted around 200 participants. An intensive marketing campaign took place before the event.

This report provides information on the conference and on the promotional activities undertaken.



2. POWERSTEP final conference at IFAT 2018

The POWERSTEP final conference “Wastewater treatment plants as resource recovery factories – No longer a dream” was organised at the IFAT 2018 Trade Fair on 16-17 May.

The goal of this 2-day conference, supported by the International Water Association (IWA), was to raise awareness about innovations that enable new Resource Recovery Factories and the results achieved in the course of the project more generally.

The event was well attended by its target audience, in other words, by stakeholders from the water and wastewater community, including scientists, industry, utilities and policymakers. In total, around 200 people attended the conference over the two days, which saw a lot of interesting discussions and exchanges.

The topics of the conference ranged from technical to market and policy related. While the first day focused on introducing POWERSTEP and technologies for energy-positive wastewater treatment, the second day covered also topics such as the market potential and legal and market conditions for energy-positive WWTPs, as well as how policy can promote energy-positive WWTPs.

In total, the conference featured 30 presentations. These were given by the POWERSTEP project partners who presented their state-of-the-art research, as well as by industry players, representatives of related H2020 research and innovation projects working on the circular water economy, and recognised experts, such as David C. Stuckey from Imperial College London. In addition, a European Commission representative, Evdokia Achilleos from EASME, took part as one of the keynote speakers, a panelist and as a moderator.

In closing the conference, the following key messages were highlighted by the project coordinator Christian Loderer from KWB:

- No longer a dream: technologies are ready!
- WWTPs can be energy-neutral today and energy-positive tomorrow!
- We need political support to exploit wastewater as a clean biofuel!
- With POWERSTEP, WWTP operation becomes greener at a similar cost to before!
- Don't underestimate the power of wastewater!
- Your flush, your energy!

The full conference programme and all the presentations are available via the POWERSTEP website: <http://powerstep.eu/powerstep-final-conference>





Figure 1: Keynote speech by David C. Stuckey from Imperial College London: "WWTPs as part of the energy transition game"



Figure 2: Panel discussion with representatives from the European Commission, industry and public sector



Figure 3: Christian Loderer (KWB) closes the 2nd day of the POWERSTEP conference summarising the project's key messages



3. Marketing campaign

A wide range of marketing activities were undertaken to promote the final conference to the target audiences:

3.1. POWERSTEP website

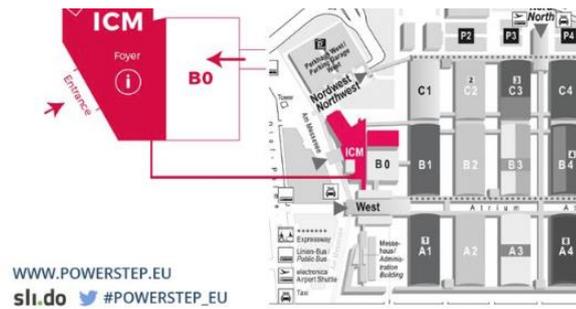
An early announcement of the conference was published on the POWERSTEP website. For this, a specific section was created for the final event, which, following the event, has been updated with information about and presentations from the conference: <http://powerstep.eu/powerstep-final-conference>. Before the event, the page included the programme, informational text about the upcoming event, instructions to find the conference room as well as a registration form created using Google Forms.



POWERSTEP FINAL CONFERENCE

“
DON'T
UNDERESTIMATE
THE POWER OF
WASTEWATER
”





“

REGISTER AND DISCOVER THE CIRCULAR WASTEWATER
 ECONOMY!

”

Registration

Please register by completing the form below.
 If the form doesn't appear, please use Google Chrome as your internet browser.



Figure 4: Screenshots of final conference page on POWERSTEP website

In addition, an event item on the conference was added in the 'events' section of the POWERSTEP website.

3.2. IFAT website

The project contacted the IFAT organisers and inquired about possibilities to have the POWERSTEP conference included within the IFAT conference website in the 'Supporting Program' section. Following this contact, information (description, event details, visuals, video) was provided to IFAT about the POWERSTEP event for uploading on the conference website.



WASTEWATER TREATMENT PLANTS AS RESOURCE RECOVERY FACTORIES - NO LONGER A DREAM - SUPPORTED BY IWA

Special Events

PARTICIPANT

(International experts from science, industry and politics who are focusing on innovations in the area of wastewater treatment as well as energy), Speaker
Dr. Christian Loderer (Kompetenzzentrum Wasser Berlin gGmbH, Project and Innovation Manager), Moderator

KOMPETENZZENTRUM WASSER BERLIN GGMHB UNTERSTÜTZT VON IWA

Cicerostraße 24
10709 Berlin

ICM - ROOM 5

PRINT

SAVE AS PDF

SAVE AS ICAL

REMEMBER

SHARE

SHARE

TWEET

MAIL

Event description

Dates

All events of the exhibitor

"Transforming WWTP from net power consumers into energy neutral or even energy positive service providers is no longer a dream. Discussions around innovations that enable these new Resource Recovery Factories will be the core of this two-day conference. Delegates will learn of the European and energy framework in which the WWTP as a renewable energy source operates, whilst also investigating the market deployment potential. The wastewater sector has a potential in the energy transition for Europe. Don't underestimate the power of wastewater. Come and discover the circular wastewater economy!

For more information and the programme, visit <http://powerstep.eu/powerstep-final-conference>"
"Transforming WWTP from net power consumers into energy neutral or even energy positive service providers is no longer a dream. Discussions around innovations that enable these new Resource Recovery Factories will be the core of this two-day conference. Delegates will learn of the European and energy framework in which the WWTP as a renewable energy source operates, whilst also investigating the market deployment potential. The wastewater sector has a potential in the energy transition for Europe. Don't underestimate the power of wastewater. Come and discover the circular wastewater economy!

Event type: Lecture
Topic: Special Events
Event language: English

Weitere Informationen unter: <http://powerstep.eu/powerstep-final-conference>

Event venue:
ICM - Room 5



Figure 5: POWERSTEP conference on IFAT website

3.3. Conference programme

The drafting of the conference programme was coordinated by KWB, after which it was put into layout by ARCTIK 's graphic designer. The layout was done following to the project's visual brand and the logos of the supporting organisations and projects were included. A web version for the website as well as a print version for the event were prepared. The programme is available on the POWERSTEP website at: http://powerstep.eu/system/files/generated/files/resource/programme-final-web_0.pdf.

POWERSTEP

WASTEWATER TREATMENT PLANTS AS RESOURCE RECOVERY FACTORIES: - NO LONGER A DREAM -

Supported by

IWA
the international water association

POWERSTEP has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement no. 641661.

slido #POWERSTEP_EU
WWW.POWERSTEP.EU

In collaboration with projects:

INCOVER

SMART-Plant

ENERWATER

AquaNES

PROGRAMME

WEDNESDAY 16/05/2018 (Room 5 - ICM)

09:30 – 10:00 - Registration & Coffee

10:00 – 10:15 - Conference opening and welcome
Christian LODERER, *Project Coordinator of H2020 Action POWERSTEP, Berlin Centre of Competence for Water (Germany)*
Evdokia ACHILLEOS, *Senior Project Advisor, Unit H2020 Environment and Resources, European Commission (EASME)*
Joachim HEIDEMEIER, *Head of Department III 2, German Environmental Agency (Germany)*

10:15 – 11:40 - WWTPs as resource recovery factories: no longer a dream
Moderator: Boris LESJEAN, *Innovation Director, Veolia (Germany)*

- Keynote: WWTPs as part of the energy transition game
David C. STUCKEY, *Professor of Biochemical Engineering, Imperial College London (UK)*
- POWERSTEP – An example on how to become an energy-positive WWTP
Christian LODERER, *Project Coordinator of POWERSTEP, Berlin Centre of Competence for Water (Germany)*

11:40 – 12:25 - How relevant is the bio-energy pathway for other sectors?
Moderator: Christian LODERER, *Project Coordinator of POWERSTEP, Berlin Centre of Competence for Water (Germany)*

- Short presentations by: Aerzener Maschinenfabrik GmbH, Evonik, German Biogas Excellence
- Panel discussion
Evdokia ACHILLEOS, *Senior Project Advisor, Unit H2020 Environment and Resources, European Commission (EASME)*
Joachim HEIDEMEIER, *Head of Department III 2, German Environmental Agency (Germany)*

Figure 6: Screenshot of the final conference programme

3.4. A5 flyer

A concise double-sided A5 flyer was prepared in advance for distribution at IFAT, with the aim of attracting a maximum number of people visiting IFAT to the conference. The flyer was available at the Veolia stand and distributed to visitors by IFAT conference hostesses around the exhibition area.



3.5. Press release

A press release on the recently published policy brief was written by ARCTIK and sent to 4,191 recipients via a mailing using Campaign Monitor. The recipients included over 1,000 media contacts. The press release on the policy brief was used as a hook to promote the conference; a mention about the final conference was included within the 'Note to Editors' section at the end of the press release.



PRESS RELEASE
Brussels, 14 May 2018

Policy Brief: *The potential of the wastewater sector in the energy transition*

A newly released Policy Brief from the EU-funded project PowerStep demonstrates that turning wastewater treatment plants into efficient renewable energy generators firmly complements the current goals of strengthening the European economy, coupled with securing its energy system and making a significant contribution to Europe's international climate and sustainable development commitments. The Brief puts forward a set of policy recommendations at the EU level aimed at enabling the full potential of energy neutral or energy positive wastewater treatment plants using the PowerStep concept.

Today, European wastewater treatment plants consume the equivalent of more than two power plants' worth of energy every year and consume a considerable chunk (a fifth) of municipalities' electricity bills. The costs incurred by society equate to approximately €2 billion a year. Nonetheless, these plants could be producing up to twelve power plants' worth of efficient, renewable, flexible energy to contribute towards a low-carbon, circular development of the European economy.

The PowerStep project has demonstrated a range of full-scale lab-tested innovations for energy-positive wastewater treatment. At its heart, the concept is based on the extraction of increased organic matter from wastewater which is converted into biogas and subsequently applied to new or existing plants at a similar cost to conventional treatment, resulting in a reasonable payback time.

Boris Lesjean, Innovation Director of Veolia Germany, said: *"PowerStep has demonstrated the energy potential of wastewater as a local renewable energy. The industry is prepared to support European countries that wish to embrace this forward-thinking concept. Appropriate and stable European and national policy frameworks are required to fully exploit this potential."*

By detailing exactly which factors should be considered in influencing and directing future EU policy, the Brief explores and outlines the benefits of facilitating projects such as PowerStep. For example, the recognition of biogas from sewage as a renewable energy source and prioritising public support for it, the European Union can bolster the adoption of PowerStep technologies in wastewater treatment plants to support Europe in becoming a renewable energy leader.

The Brief also touches upon the necessary changes needed to be made vis-à-vis green public procurement criteria for wastewater treatment plants as well as investments and public subsidy policy. If extended and access simplified, the pair can unlock the full potential of energy neutral or energy positive wastewater treatment plants using the PowerStep concept.

In summation, the Brief highlights some of the major prospects and benefits the PowerStep concept can deliver for Europe, if EU policies are adapted and shaped to enhance the uptake of innovative wastewater technologies. By adhering to the 'Juncker Plan' as well as the Energy Union's five pillars,





PowerStep fully aligns with the EU's Energy Efficiency First commitment and it has the potential to aid the EU in reaching its renewable energy targets along with ensuring a flexible, affordable and secure energy system. This will lead Europe towards having a climate neutral water sector which produces greener, more sustainable energy as well as fostering innovation, green job growth and a circular economy.

"The POWERSTEP Policy Brief is a strong statement from the project consortium to policy-makers that energy-neutral or even energy-positive WWTPs are no longer a dream."

Christian Loderer, PowerStep Project Coordinator,
Berlin Centre of Competence for Water

Contact:

Riikka Pohjankoski, PowerStep Communications, ARCTIK – Communication for Sustainability,
riikka.pohjankoski@arctik.eu, tel. +32 (0)2 646 58 81

Notes to Editors:

Join the final PowerStep conference at IFAT 2018, 16 – 17 May 2018, Munich, Germany.

Find out more about the event at <http://powerstep.eu/powerstep-final-conference>

Download the full policy brief 'THE POTENTIAL OF THE WASTEWATER SECTOR IN THE ENERGY TRANSITION' at <http://powerstep.eu/potential-of-wastewater-sector-energy-transition-policy-brief-published>

The new policy brief published by the project shows how turning wastewater treatment plants into efficient renewable energy generators is a good fit with the current goals of strengthening the European economy and its energy system.

To enable the full potential of energy neutral or even energy positive wastewater treatment plants using the PowerStep concept, the main recommendations of the policy brief are that EU policymakers:

- #01 Recognise biogas from sewage as a renewable energy with a lower environmental footprint than other forms of biogas and biofuels.
- #02 Prioritise renewable energy from sewage for public support.
- #03 Extend green public procurement (GPP) criteria for wastewater treatment plants so that they promote energy neutral or energy positive plants as well as energy efficiency.
- #04 Grant access to cohesion/structural funds contingent on energy efficiency investments, including in wastewater treatment plants.
- #05 Make public subsidies for energy production at wastewater treatment plants contingent on the application of energy management systems.
- #06 Define power-to-gas (P2G) as a form of energy storage.

Figure 8: POWERSTEP press release for dissemination activities during before and during the IFAT

The news about the policy brief was picked up by different media and websites, including Energy Post, the Brussels Times, and EUWID. A comprehensive review of the media coverage for POWERSTEP can be found on the POWERSTEP website at: <http://powerstep.eu/resources/media-coverage>. Copies of the press release were also printed for the final conference and were available for attendees.



3.6. Interview with Director-General of DG Energy, Dominique Ristori

An interview was conducted with the Director-General of Dominique Ristori to raise awareness of POWERSTEP, the recently published policy brief and the final conference at IFAT. The Director-General was approached with a letter and once the interview was confirmed, a set of interview questions were prepared by ARCTIK in collaboration with a freelance journalist Hughes Belin who also interviewed the Director-General. The interview took place on 30 April at the European Commission's studio in the Berlaymont building, after which time coding and final editing of the video were organised by ARCTIK.

The interview can be watched on the POWERSTEP website at: <http://powerstep.eu/interview-dominique-ristori-director-general-of-dg-energy>. The final product has been uploaded on the POWERSTEP website, promoted on social media and shown at the POWERSTEP final conference at IFAT.

INTERVIEW WITH DOMINIQUE RISTORI, DIRECTOR-GENERAL OF DG ENERGY



WATCH: Exclusive interview with Dominique Ristori, Director-General of DG Energy, European Commission, on the contribution of the PowerStep project to the EU's Energy Union goals.

Figure 9: Video interview with Director-General of DG Energy Dominique Ristori



ARCTIK @Arctik_EU · Apr 30

This morning we interviewed @ristori20, Director-General of @Energy4Europe on the #POWERSTEP_EU project, which fits into many of the #EnergyUnion dimensions. Find out more in the new policy brief: bit.ly/2J2vHDS



1 13 8

ARCTIK @Arctik_EU · May 17

Watch interview w/ @ristori20, Director-General @Energy4Europe on #POWERSTEP_EU & EU energy policy: bit.ly/2lqHaRO

At #IFAT2018? Join us this afternoon for a session on how policy can promote energy-positive WWTPs 📍 Room 5, ICM, Western part of the trade fair!



Marguerite GAZZE and 5 others liked

1 3

Carmen Mena Abela @menaabela · May 16

Interview with Director General @Energy4Europe @ristori20 about our #H2020 #POWERSTEP_EU project final conference taking place at #IFAT2018 in #Munich next two days: bit.ly/2INbsxk

WATCH: Exclusive interview with Dominique Ristori, Director-General of DG Energy, European Commission, on the contribution of the PowerStep project to the EU's Energy Union goals.



16 15

Figure 10: Examples of social media posts on the interview with Mr Dominique Ristori



3.7. Mass mailing

A mass mailing to advertise the conference was prepared by ARCTIK and sent to 4,191 recipients. To make the mailing appealing and to raise the interest of the readers towards the topic of the final conference, the content of the mailing combined 3 interlinked topics: the press release on the POWERSTEP policy brief, the video interview conducted with Director-General of DG Energy Dominique Ristori as well as an announcement about the final conference.

POWERSTEP - Press Release No Images? [Click here](#)




POWERING EUROPE WITH WASTEWATER

Policy Brief available now!

The potential of the wastewater sector in the energy transition

A newly released [Policy Brief](#) from the EU-funded project PowerStep demonstrates that turning wastewater treatment plants into efficient renewable energy generators firmly complements the current goals of strengthening the European economy, coupled with securing its energy system and making a significant contribution to Europe's international climate and sustainable development commitments. The Brief puts forward a set of policy recommendations at the EU level aimed at enabling the full potential of energy neutral or energy positive wastewater treatment plants using the PowerStep concept.

Press release

Policy Brief



WATCH: Exclusive interview with Dominique Ristori, Director-General of DG Energy, European Commission, on the contribution of the PowerStep project to the EU's Energy Union goals.



PowerStep is hosting a 2-day conference at IFAT 2018 in Munich, Germany on 16-17 May.

Join us and discover the opportunities technologies developed by PowerStep can offer EU energy markets!

Find out more about the event and register your interest at bit.ly/2lwBCEX



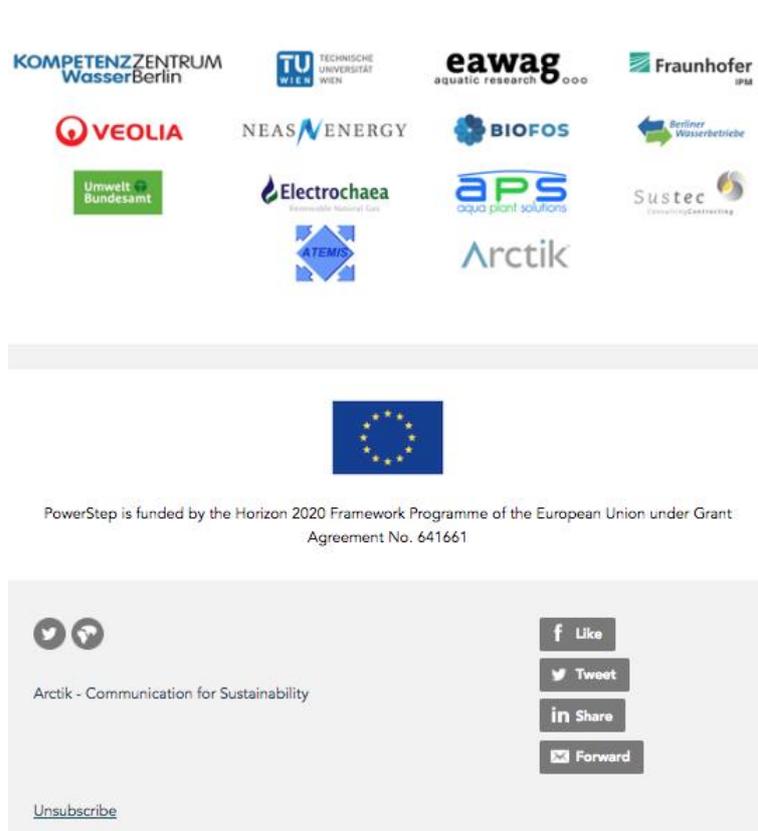


Figure 11: Mass mailing using the following text was used for dissemination activities

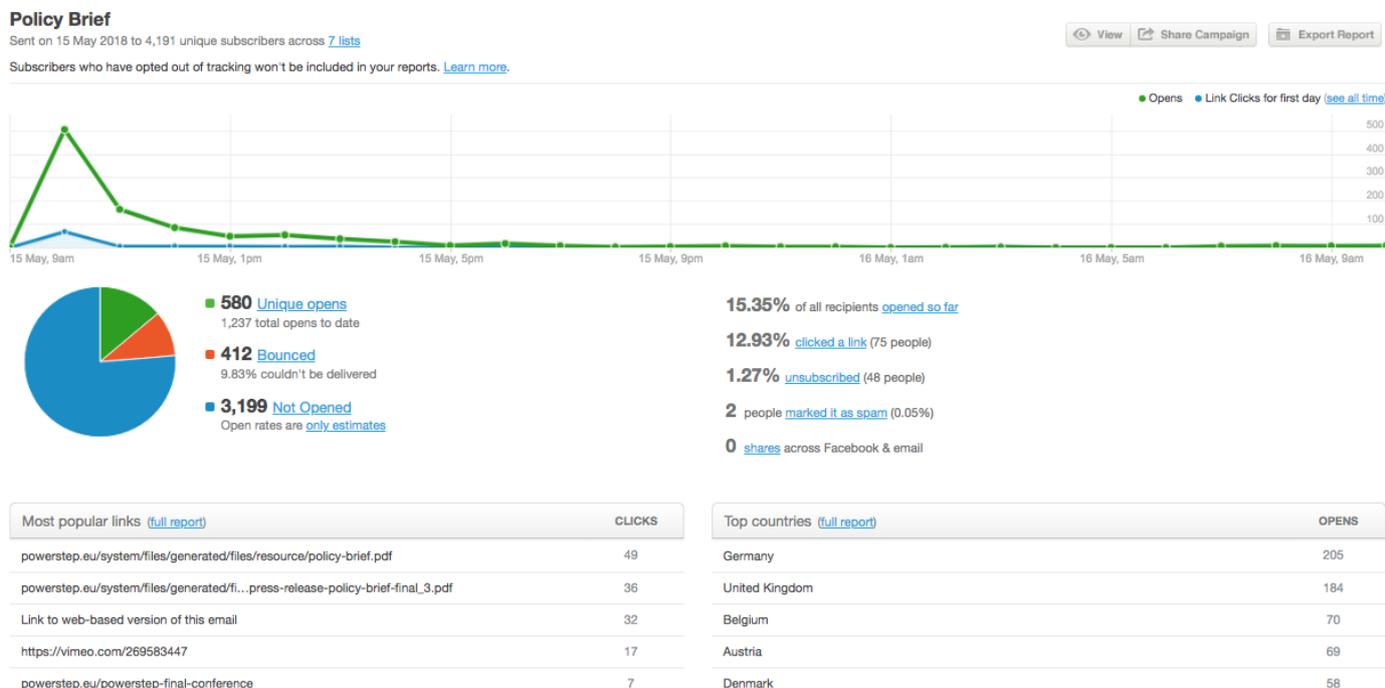


Figure 12: POWERSTEP mailing campaign report



The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement° 641661

3.8. Contacting multipliers

ARCTIK and KWB also **contacted relevant organisations in the water sector** (EIP Water, WssTP, EurEau, and IAWD/Danube Water Programme) and requested these organisations to post the final conference advertisement on their websites and newsletters. A ready-to-use text and visuals were provided to the organisations contacted. All of the organisations contacted posted the event announcement on their website and/or included it in their newsletters.

20/06/2018
The International High-Level Conference on International Decade for Action "Water for Sustainable Development"

1/07/2018
DEX Summer School: Advanced course on water quality management

7/11/2018
Save the Date: Balkans Joint Conference and Exhibition - Water and Nature

9/10/2019
11th Eastern European YWP Conference

WASTEWATER MANAGEMENT AND TREATMENT
@ REGIONAL

Kompetenzentrum Wasser Berlin
Wastewater Treatment Plants as Resource Recovery Factories - No Longer a Dream
Munich, Germany // 16 May 2018

Conference / Workshop

Transforming municipal wastewater treatment plants (WWTP) from net power consumers into energy neutral or even energy positive service providers is no longer a dream.

Today's cutting-edge technologies, such as Resource Recovery Factories, have become more affordable for many cities and regions, empowering urban areas with a new source of flexibility in their energy system while also facilitating their commitment towards climate goals.

Discussions around innovations that enable these new Resource Recovery Factories will be at the core of this two-day conference which will feature recognised experts. Participants will learn about the European and energy framework in which the WWTP as a renewable energy source operates, whilst also investigating the market deployment potential.

The project is committed to working in close collaboration with both academia and the industry, therefore each topic has been developed and shaped to meet the IFAT audience expectations: to learn, be questioned and challenge the discussions.

The wastewater sector has a potential in the energy transition for Europe. Don't underestimate the power of wastewater. Come and discover the **circular wastewater economy!**

The conference will take place on 16-17 May at the IFAT Trade Fair in Munich, Germany. It is organised in the framework of the H2020 POWERSTEP project that has received funding under the European Union HORIZON 2020 - Innovation Actions - Grant agreement n°641661.

More Information

Figure 13: Final conference announcement on DANUBIS.org platform

EIP Water Online Market Place
Boosting opportunities – Innovating water

Contact | Register | Login

Home > Events > Wastewater Treatment Plants as Resource Recovery Fac...

ABOUT | **EVENTS** | EIP WATER ARTICLES | ACTION GROUPS | FUNDING | MY MARKET PLACE | HELP

Wastewater Treatment Plants as Resource Recovery Factories - No Longer a Dream
Transforming municipal wastewater treatment plants (WWTP) from net power consumers into energy neutral or even energy positive service providers is no longer a dream.

Today's cutting-edge technologies, such as Resource Recovery Factories, have become more affordable for many cities and regions, empowering urban areas with a new source of flexibility in their energy system while also facilitating their commitment towards climate goals.

Discussions around innovations that enable these new Resource Recovery Factories will be at the core of this two-day conference which will feature recognised experts. Participants will learn about the European and energy framework in which the WWTP as a renewable energy source operates, whilst also investigating the market deployment potential.

The project is committed to working in close collaboration with both academia and the industry, therefore each topic has been developed and shaped to meet the IFAT audience expectations: to learn, be questioned and challenge the discussions.

The wastewater sector has a potential in the energy transition for Europe. Don't underestimate the power of wastewater. Come and discover the **circular wastewater economy!**

WEBSITE: <http://powerstep.eu/powerstep-final-conference>

#POWERSTEP_EU

EVENT INFORMATION

Date of event:
● Wednesday, May 16, 2018
● Thursday, May 17, 2018

Location:
● Munich / IFAT

Website:
Event website

Other event information:
✕ Event includes lunch
✕ Event includes dinner

Contact | Legal | FAQ | About this website

Figure 14: Final conference announcement on EIP Water website



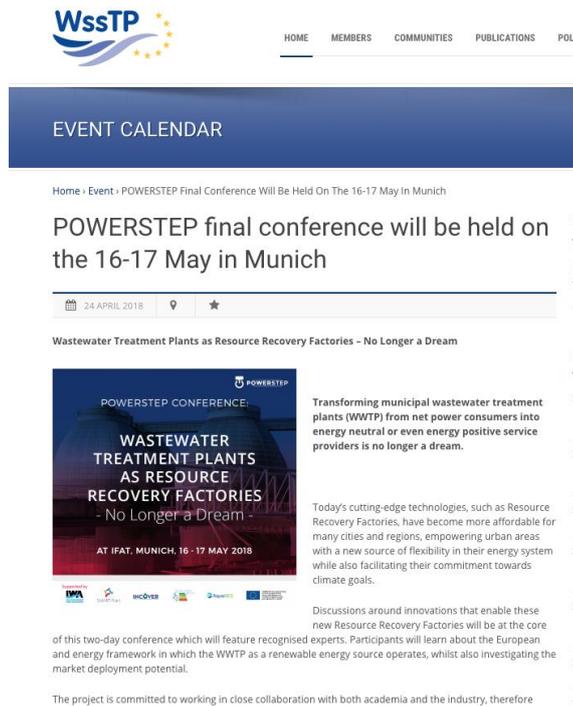


Figure 15: Final conference announcement on WsSTP website

KWB and ARCTIK also provided the partnering H2020 projects (SmartPlant, INCOVER, ENERWATER, and AquaNES) with ready-to-use communication materials (event description as well as social media posts and visuals) on the conference for use on their websites and social media. Detailed social media statistics on the final conference are listed below under section 3.10.

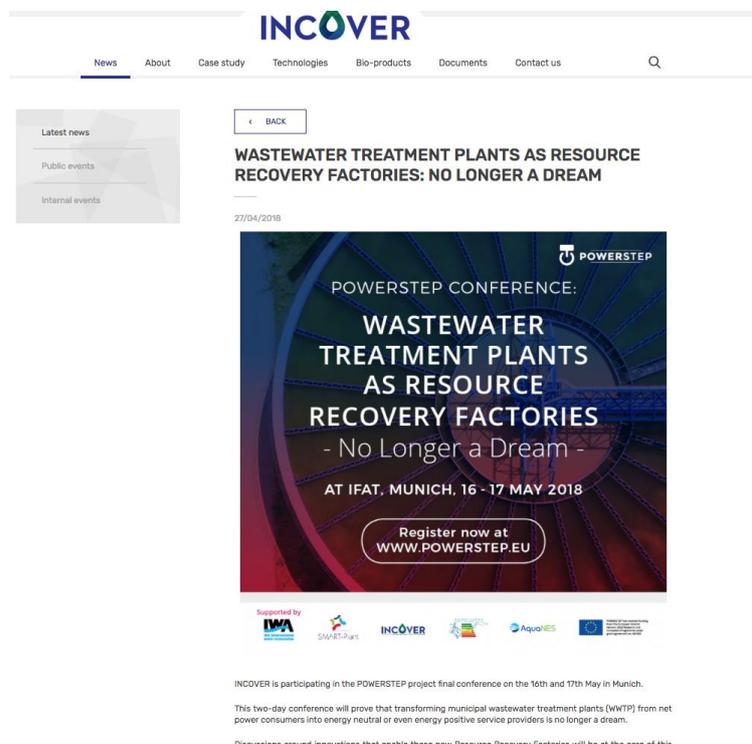


Figure 16: POWERSTEP conference advertisement on the H2020 project INCOVER's website



The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 - Innovation Actions - Grant agreement^o 641661

3.9. Coordination of marketing efforts with IWA

The event was supported by the International Water Association (IWA). ARCTIK and KWB coordinated some of the marketing efforts for the conference together with IWA. ARCTIK provided a description of the event and a visual for IWA for publishing an event announcement on the IWA website. The event gained a lot of visibility via the IWA website: All-time visits to the event page were 1,249 page views, of which 1,087 are unique views. The page can be found at:

<http://www.iwa-network.org/events/wwtp-as-future-resource-recovery-factories-no-longer-a-dream-supported/>



ABOUT US OUR WORK EVENTS COMMUNITIES AWARDS LEARNING BLOG MEDIA RESOURCES MEMBERSHIP

WWTP as Future Resource Recovery Factories, No Longer a Dream – Supported

COUNTRY Germany
CITY Munich (IFAT)
START DATE 16/05/2018
END DATE 17/05/2018
WEBSITE powerstep.eu



Transforming municipal wastewater treatment plants (WWTP) from net power consumers into energy neutral or even energy positive service providers is no longer a dream. Today's cutting-edge technologies, such as Resource Recovery Factories, have become more affordable for many cities and regions, empowering urban areas with a new source of flexibility in their energy system while also facilitating their commitment towards climate goals. Discussions around innovations that enable these new Resource Recovery Factories will be at the core of this two-day conference, which will feature recognised experts. Delegates will learn of the European and energy framework in which the WWTP as a renewable energy source operates, whilst also investigating the market

Figure 17: POWERSTEP conference announcement on IWA website



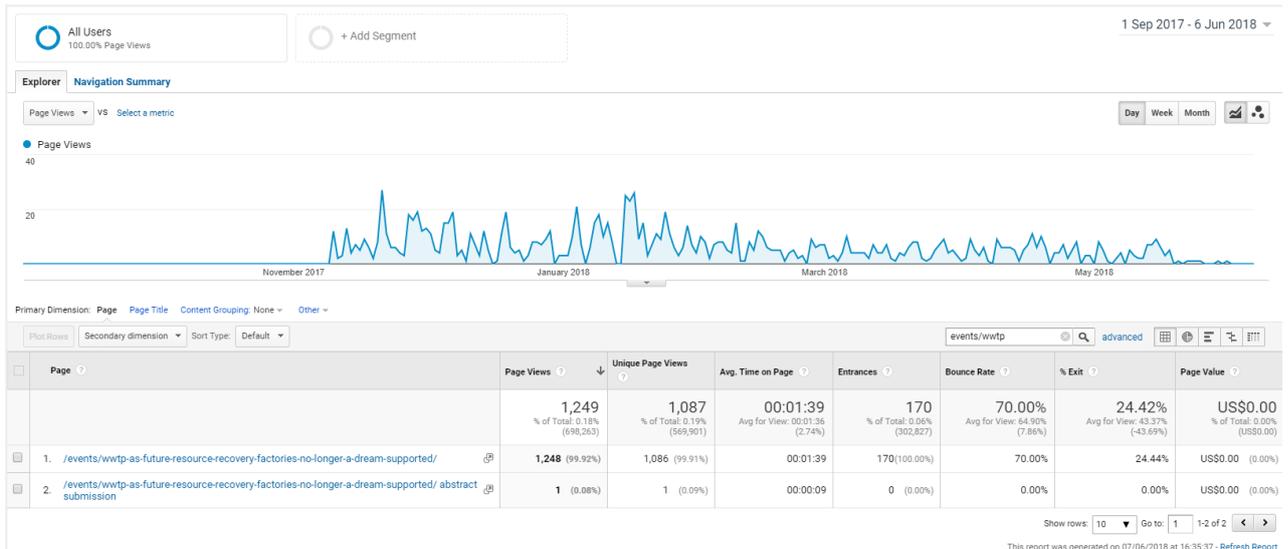


Figure 18: IWA website statistics

In addition, ARCTIK provided a list of 23 **ready-to-use social media posts** with dedicated visuals for IWA. In total, IWA published two tweets using the visuals and retweeted 8 tweets posted by others about the final conference. Statistics on the twitter posts are included below in section 3.10.

IFAT IWA social media		
Topic	Post	Visual
General promotion of conference	At #IFAT2018, discover innovations in the wastewater sector with the 2-day #POWERSTEP_EU conference - an exciting and innovative project that will see wastewater treatment plants transform from energy consumers into energy providers. Register now at bit.ly/2Co2bM4	
General promotion of conference	The #POWERSTEP_EU project is hosting a 2-day conference at #IFAT2018! This is your opportunity to discover innovations that will enable Europe's transition to an #EnergyUnion. Register for the event at bit.ly/2Co2bM4	
General promotion of conference	Don't underestimate the power of wastewater! #POWERSTEP_EU will be at #IFAT2018. Register for the POWERSTEP conference to discover how the project's innovative technologies will contribute to eco-innovation and strengthening of EU policy. bit.ly/2Co2bM4	
General promotion of conference	European wastewater treatment plants cost society €3 billion a year. Yet they have the potential to produce 12 power plants' worth of energy. #POWERSTEP_EU shows us how at their upcoming conference at #IFAT2018. Register your interest now at bit.ly/2Co2bM4	
Juncker priority	Find out how #POWERSTEP_EU aligns with and strengthens the priorities of the Commission with its newly published policy brief and upcoming conference at #IFAT2018! http://powerstep.eu/resources/policy	
Juncker priority	With #POWERSTEP_EU, wastewater treatment plants have a great potential to support green job growth in Europe & push for more efficient use of resources. Discover more at the upcoming conference at #IFAT2018. Register now at bit.ly/2Co2bM4	
	Security, affordability and sustainability. The EU's goal of an #EnergyUnion is more reachable with projects like #POWERSTEP_EU. Find out more at the final event for the	

Figure 19: List of ready-to-use social media posts provided to IWA



Finally, a Facebook event was also established by IWA to further promote the conference on social media: <https://www.facebook.com/events/414109125708807/>

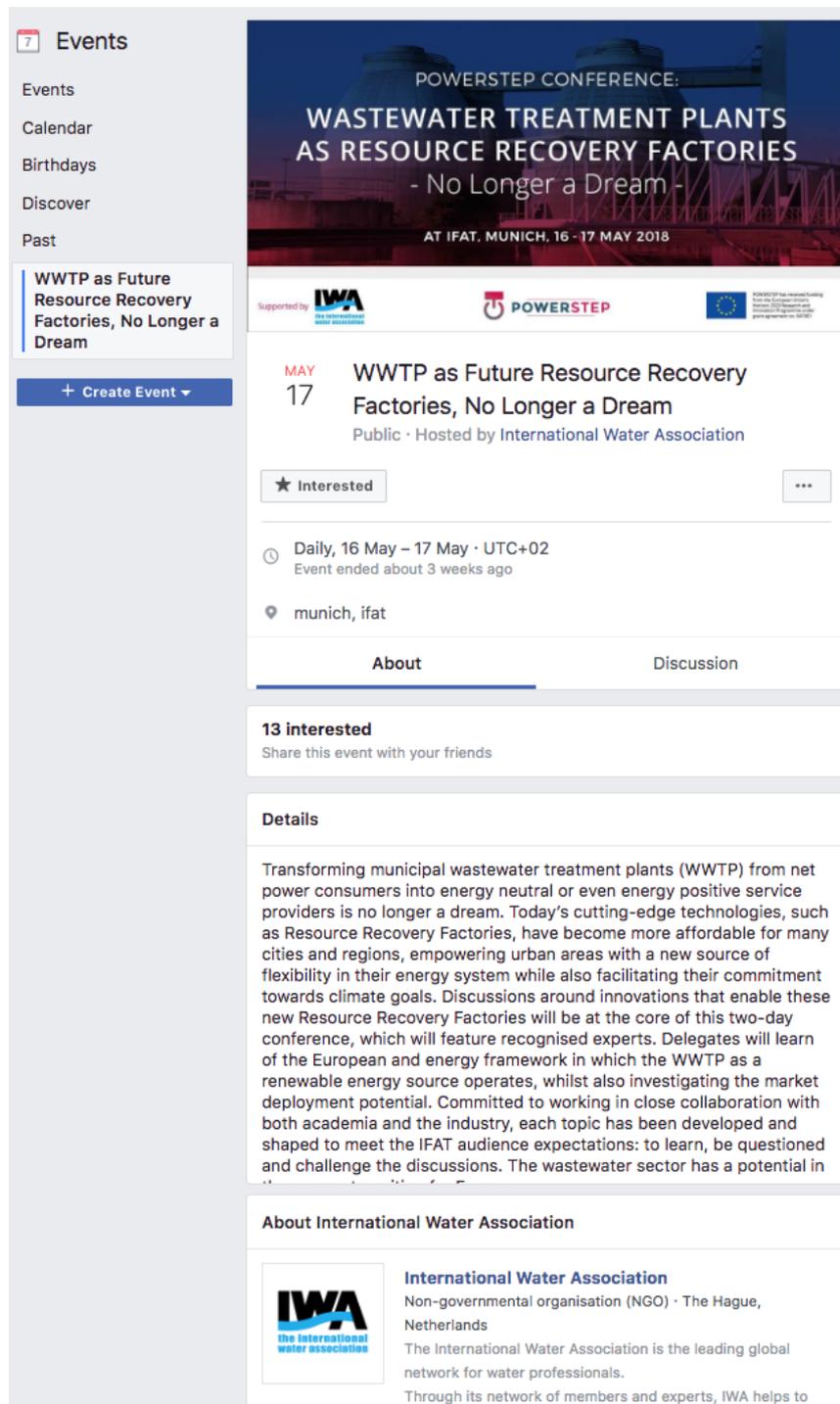


Figure 20: Facebook event created by IWA

On Facebook, the total event reach was 1,386 people. In total, 3 people clicked the link for a ticket. The combined Facebook and LinkedIn statistics indicate that 14,475 people were reached with the posts by IWA. This number excludes reach via twitter. Statistics per post on Facebook, LinkedIn and twitter are provided below in section 3.10.



3.10. Dissemination via IWA Connect platform

As a member of the IWA network, the project coordinator Christian Loderer from KWB had access to and was able to use the IWA Connect platform as a dissemination channel. Several posts were done via this channel to reach out to various Specialist Groups and the broader IWA network.



Christian Loderer in [The Source Magazine](#)

16 April - 10:27

Your IFAT 2018 Ticket is your FEE entrance to our IFAT 2018 POWERSTEP Conference - Program available NOW

Please find here the preliminary program for our IFAT 2018 POWERSTEP Conference supported by IWA as well as other H2020 projects:

http://powerstep.eu/system/files/generated/files/resource/programme-v7_0.pdf

Figure 21: Example of a post on IWA Connect

3.11. Social media

Social media was used intensively during the months leading up to the conference. Twitter in particular, but also LinkedIn were actively used by ARCTIK and the project coordinator Christian Loderer. In addition, visibility for the conference was also gained on Facebook with the help of IWA.

Detailed statistics on social media activities can be found below.

3.11.1. Twitter

The below statistics show the tweets posted about the final conference using the hashtag #POWERSTEP_EU. This list only includes tweets using the official hashtag #POWERSTEP_EU or those using the word POWERSTEP.

The social media activities for the conference started already at the beginning of 2018 but intensified in April-May. In order to communicate about the event in an appealing and professional way, ARCTIK prepared a list of 27 tweets which were posted on a regular basis from the ARCTIK twitter account with dedicated visuals prepared by ARCTIK's graphic designer. As mentioned above, some of these ready-to-use tweets and visuals were also shared with IWA and the partnering H2020 projects, who used them directly or retweeted tweets posted by ARCTIK.

For non-ARCTIK accounts, it is not possible to get statistics on the number of impressions nor about the number of clicks.



IFAT social media				
Date of publication	Topic	Twitter	Visual	Accounts to tag
20/04/2018	General promotion of conference	At #IFAT2018, discover innovations in the wastewater sector with the 2-day #POWERSTEP_EU conference - an exciting and innovative project that will see wastewater treatment plants transform from energy consumers into energy providers. Register now at bit.ly/2CoZbN4		IWA Network, H2020 SMART-Plant, INCOVER, EUSciComm, UN-Water, Sorigué
23/04/2018	General promotion of conference	The #POWERSTEP_EU project is hosting a 2-day conference at #IFAT2018! This is your opportunity to discover innovations that will enable Europe's transition to an #EnergyUnion. Register for the event at bit.ly/2CoZbN4		IWA Network, H2020 SMART-Plant, INCOVER, EUSciComm, UN-Water, EnviroChemie GmbH, Xylem Deutschland
30/04/2018	General promotion of conference	Don't underestimate the power of wastewater! #POWERSTEP_EU will be at #IFAT2018. Register for the POWERSTEP conference to discover how the project's innovative technologies will contribute to eco-innovation and strengthening of EU policy. bit.ly/2CoZbN4		IWA Network, H2020 SMART-Plant, INCOVER, EUSciComm, UN-Water, EnviroChemie GmbH, Xylem Deutschland

Figure 22: Screenshot of ARCTIK's social media scheduling

Table 1: List of tweets

ACCOUNT	DATE	TWITTER	IMPRESSIONS	ENGAGEMENTS (clicks, retweets, likes)
ARCTIK ACCOUNT – @Arctik_EU	18.12.2017	@CLoderer @Hananel_EU meeting in #berlin to prepare #powerstep_eu #IFAT event	1015	11
	27.02.2018	#POWERSTEP_EU conference at @IFATworldwide in May → → http://bit.ly/2CoZbN4 . A detailed programme will be published soon! #wastewater #innovation #H2020 #IFAT2018	1409	16
	07.03.2018	#POWERSTEP_EU final conference will take place at @IFATworldwide on 16-17 May. Register and discover the circular #wastewater economy! → → http://powerstep.eu/powerstep-final-conference..	3310	40
	22.03.2018	Today is the #WorldWaterDay, a perfect moment to register for the #POWERSTEP_EU conference at @IFATworldwide in May: Discover the circular #wastewater economy! http://powerstep.eu/powerstep-final-conference ...	705	24
		Don't underestimate the power of #wastewater. Join us on 16-17 May at @IFATworldwide for #POWERSTEP_EU final conference: http://powerstep.eu/powerstep-final-conference ... #WorldWaterDay	1137	17
	23.03.2018	#POWERSTEP_EU GA Day2: @CLoderer introducing the final conference "Wastewater Treatment Plants as Resource Recovery Factories - No Longer a Dream" organised at @IFATworldwide. Register now http://www.powerstep.eu	483	3
	04.04.2018	#POWERSTEP_EU final conference "Wastewater Treatment Plants as Resource Recovery Factories - No Longer a Dream" will be held on 16-17 May during #IFAT18. Head over to the PowerStep website and secure your spot → http://powerstep.eu/powerstep-final-conference ...	1589	26



04.04.2018	<p>Attending #IFAT2018? Come and learn about today's cutting-edge technologies and the potential of the #wastewater sector in Europe's energy transition →□→□</p> <p>Register for the #POWERSTEP_EU conference at http://powerstep.eu/powerstep-final-conference ... #IFAT18</p>	833	9
13.04.2018	<p>Will you be at #IFAT2018? Your ticket gives you access to the conf "WWTPs as resource recovery factories - No longer a dream!", organised by #POWERSTEP_EU and supported by @IWAHQ & #H2020 projects working on the topic of #resourcerecovery and #WWTP.</p>	2383	25
17.04.2018	<p>At #IFAT2018, discover innovations in the wastewater sector with the 2-day #POWERSTEP_EU conference - an exciting and innovative project that will see wastewater treatment plants transform from energy consumers into energy providers. Register now at http://bit.ly/2CoZbN4</p>	3317	27
19.04.2018	<p>Security, affordability and sustainability. The EU's goal of an #EnergyUnion is more reachable with projects like #POWERSTEP_EU. Find out more at the final event for the project at #IFAT2018 - register at http://bit.ly/2CoZbN4</p>	297	9
20.04.2018	<p>At #IFAT2018, discover innovations in the wastewater sector with the 2-day #POWERSTEP_EU conference - an exciting and innovative project that will see wastewater treatment plants transform from energy consumers into energy providers. Register now at http://bit.ly/2CoZbN4</p>	3493	21
	<p>#POWERSTEP_EU can help make Europe a renewable energy leader! Discover just how at the final conference taking place at #IFAT2018. Get informed with the newly published policy brief →□http://powerstep.eu/resources/policy ...</p>	288	6



	23.04.2018	To keep alive the goal of limiting global warming to 2°C, 2/3 of EU's low-carbon investments need to be in energy efficiency. At #IFAT2018, find out why one investment should be in #POWERSTEP_EU. Don't miss your chance to register for the final event at http://bit.ly/2CoZbN4	319	6
		The #POWERSTEP_EU project is hosting a 2-day conference at #IFAT2018! This is your opportunity to discover innovations that will enable Europe's transition to an #EnergyUnion. Register for the event at http://bit.ly/2CoZbN4	760	9
	24.04.2018	With #POWERSTEP_EU, wastewater treatment plants have a great potential to support green job growth in Europe & push for more efficient use of resources. Discover more at the upcoming conference at #IFAT2018. Register now at http://bit.ly/2CoZbN4 !	547	3
	25.04.2018	A climate neutral water sector becomes more possible with eco-innovative projects such as #POWERSTEP_EU. PowerStep will be present at #IFAT2018 for its final conference to discuss how this transformation can take place. Register your interest now at http://bit.ly/2CoZbN4	401	1
	25.04.2018	Join us at #IFAT2018 for the #POWERSTEP_EU final conference where the latest policy brief that explores how the project will support the 5 pillars of the European #EnergyUnion will be discussed. Get informed before the day and read the publication here: http://powerstep.eu/resources/policy ...	1552	3
	26.04.2018	By decreasing energy consumption & at the same time raising energy production, #POWERSTEP_EU transforms wastewater treatment plants into real power producers ↪ Don't miss out on attending the final project conference at #IFAT2018. Registration open at http://bit.ly/2CoZbN4	3116	23



		To keep alive the goal of limiting global warming to 2°C, 2/3 of EU's low-carbon investments need to be in energy efficiency. At #IFAT2018, find out why one investment should be in #POWERSTEP_EU with the new policy brief available at https://bit.ly/2J2vHDS	362	1
	27.04.2018	Find out how #POWERSTEP_EU aligns with and strengthens the priorities of the Commission with its newly published policy brief and upcoming conference at #IFAT2018! http://powerstep.eu/resources/policy ...	403	2
	30.04.2018	The #POWERSTEP_EU project is hosting a 2-day conference at #IFAT2018! This is your opportunity to discover innovations that will enable Europe's transition to an #EnergyUnion. Register for the event at http://bit.ly/2CoZbN4	2558	36
	02.05.2018	#POWERSTEP_EU is a prime example of the #CircularEconomy in action! Using wastewater to recover previously lost energy prevents waste and increases resource efficiency! Find out more from the new policy brief at http://powerstep.eu/resources/policy ... and final #IFAT2018 conference	456	2
		Energy resources for Europe, from Europe: #POWERSTEP_EU shows us exactly how EU can enhance its energy production & therefore energy security. Register for PowerStep's final conference at #IFAT2018 to find out more!	1113	15
	04.05.2018	#POWERSTEP_EU is a prime example of the #CircularEconomy in action! Using wastewater to recover previously lost energy prevents waste and increases resource efficiency! Find out more from the new policy brief at http://powerstep.eu/resources/policy ... and final #IFAT2018 conference	262	1



07.05.2018	European wastewater treatment plants cost society €2 billion a year. Yet they have the potential to produce 12 power plants' worth of energy. #POWERSTEP_EU shows us how at their upcoming conference at #IFAT2018. Register your interest now at http://bit.ly/2CoZbN4	4341	38
08.05.2018	#POWERSTEP_EU has the potential to push Europe towards increasing green energy production & clean energy technologies. The final project conference will reveal how at #IFAT2018 - register now for the event at http://bit.ly/2CoZbN4	336	3
09.05.2018	By rethinking waste as a resource, #POWERSTEP_EU brings to light the great potential Europe has to accelerate the #CircularEconomy! At #IFAT2018, attend the final project conference to discover what the future holds for PowerStep. Register now at http://bit.ly/2CoZbN4	777	6
11.05.2018	As securing Europe's energy resources becomes increasingly important, #POWERSTEP_EU can offer innovative solutions to bridge the gap between coal & renewables. Find out exactly how with the newly published policy brief at http://powerstep.eu/resources/policy ... and final conference at #IFAT2018.	2125	22
14.05.2018	With #IFAT2018 only a few days away, we are looking forward to #POWERSTEP_EU's two-day final project conference! Registered and attending? Check out the programme for the day at https://bit.ly/2lbYBVY	961	21
14.05.2018	#POWERSTEP_EU will provide opportunities for a flexible and adaptable European energy market. Biogas produced by PowerStep WWTP can be stored and used during times of lacking ☀️ or ⚡️ energy! For more insights register for the project's final conference at #IFAT2018.	1828	22



15.05.2018	By making the move from pilot scheme to full-scale commercial operation, #POWERSTEP_EU fosters eco-innovation in Europe. Explore the project in-depth at the final conference at #IFAT2018 - register your interest now at http://bit.ly/2CoZbN4	895	9
	Boris Lesjean from @VeoliaDE opens the first session of the #POWERSTEP_EU Conference at #IFAT2018. Find out exactly how WWTP can become energy providers by visiting Room 5 of the ICM in the Western part of the trade fair! pic.twitter.com/CfOKdlmLFx	1924	37
16.05.2018	David C. Stuckey @imperialcollege looks at the outlook for sewage and industrial WWT in his keynote at #POWERSTEP_EU Conference at #IFAT2018. Attending IFAT? Check out our full event programme & join us at Room 5 of ICM → http://powerstep.eu/powerstep-final-conference ...	235	5
	#IFAT18 https://twitter.com/cloderer/status/996361268964585473 ...	186	2
	The #POWERSTEP_EU conference at #IFAT2018 is already in full swing! Join us this afternoon at Room 5 of the ICM Building to learn about the innovative technologies behind the project. Check out the programme at: http://powerstep.eu/powerstep-final-conference ...	581	27
	PRESS RELEASE - 📰 Hey #IFAT2018- Wastewater treatment plant can become energy neutral, even energy positive! #ifat18 #IFAT ▶▶▶ https://bit.ly/2L6xxoP	239	4
	+++ Press Info +++ @IFATworldwide 📰 #IFAT2018- Wastewater treatment plant can become energy neutral, even energy positive! #ifat18 #IFAT ▶▶ https://bit.ly/2L6xxoP	289	8



		<p>Couldn't make it to the #POWERSTEP_EU conf at #IFAT2018 today? Join us tmrw for Day 2 to find out the potential deployment opportunities for this project's innovative technologies and the benefits they can provide WWTPs in Europe! Agenda  http://powerstep.eu/powerstep-final-conference ...</p>	239	5
		<p>Concluding the first #POWERSTEP_EU conf day at @Veolia booth. Tomorrow in Room 5 of ICM at #IFAT2018, don't miss out on an exciting day of presentations and panel discussions around energy-positive WWTPs - check out here all topics on the agenda: http://powerstep.eu/powerstep-final-conference ... https://twitter.com/VeoliaDE/status/996810023857721344 ...</p>	289	
		<p>Part II of the #POWERSTEP_EU conference at #IFAT2018 takes place today in Room 5 of ICM, 9:30-17:45. Today's topics include the role of policy in promoting energy-positive WWTPs & #H2020 projects towards a circular water economy, among other. Join us to discover more! pic.twitter.com/FHqfnacjQb</p>	1205	27
	17.05.2018	<p>Watch interview w/ @ristori20, Director-General @Energy4Europe on #POWERSTEP_EU & EU energy policy: http://bit.ly/2lqHaRO At #IFAT2018? Join us this afternoon for a session on how policy can promote energy-positive WWTPs →   Room 5, ICM, Western part of the trade fair!</p>	310	4
	<p>"Self-sufficient WWTP is not illusionary, nor visionary... this is reality today!" says Boris Lesjean from @VeoliaDE at #POWERSTEP_EU conf @IFATworldwide. Join us in Room 5 of ICM in the western part of the trade fair for more insights http://powerstep.eu/-final-conference ...</p>	842	16	



		Time for market and policy discussions! @Hananel_EU moderating a panel with representatives from industry, politics, utilities and research at #POWERSTEP_EU Conference @IFATworldwide. Read the project's policy brief at http://powerstep.eu/potential-of-wastewater-sector-energy-transition-policy-brief-published ...	635	16
		Ulf Mieke from KWB explains at #POWERSTEP_EU conf at #IFAT2018 how #POWERSTEP_EU aligns with and strengthens the priorities of the @EU_Commission. Find out more in the new policy brief http://powerstep.eu/potential-of-wastewater-sector-energy-transition-policy-brief-published ...	699	14
		The role of communication to make #circulareconomy attractive? @Hananel_EU from @Arctik_EU presents the building blocks and success stories of #POWERSTEP_EU communications at the project conf at #IFAT2018. #scicomm #H2020 #ResearchImpactEU	752	27
		Press Release 📢 "Policy Brief: The potential of the wastewater sector in the energy transition" → □ → □ → □ https://bit.ly/2L6xxoP #IFAT18 #IFAT @IFATworldwide #IFATMunich	1783	17
		.@CLoderer closing the #POWERSTEP_EU Conference @IFATworldwide & summarising the project's key messages. Check them out at http://powerstep.eu/powerstep/key-messages ...	315	9
	CHRISTIAN LODERER – @CLoderer	16.04.2018	One month to go! The #POWERSTEP_EU project is hosting a 2-day conference at #IFAT2018! This is your opportunity to discover innovations that will enable Europe's transition to an #EnergyUnion. Register for the event at bit.ly/2CoZbN4 @EPentimalli @EU_EASME @EU_ecoinno	n/a



20.04.2018	Mark our #POWERSTEP_EU Final Conference in our personal IFAT calendar by searching for IWA here: exhibitors.ifat.de/de/rahmenprogr... @IFATworldwide @IWAHQ @EU_EASME @EU_ecoinno	n/a	8likes 4retweets 1reply
03.05.2018	Here your way to our #POWERSTEP_EU keynote speach given by Prof. David C. Stucky (Imperial College London) on the topic "WWTPs as part of the energy transition game!" on the 16.5.2018 at the '#IFAT2018 in Munich @EPentimalli @EU_EASME @EU_ecoinno @Arctik_EU @IFATworldwide	n/a	4likes 1retweet
12.05.2018	Suitcase for IFAT & #POWESTEP_EU conference (16.&17.5) is packed! Final program & our venue click here: powerstep.eu/powerstep-fina... @Arctik_EU @wasserbetriebe @EU_EASME @IFATworldwide @menaabela @VeoliaDE @VeoliaWaterTech @EawagResearch @EU_ecoinno @neasenergy @tuviaenna @EPentimalli	n/a	10likes 4retweets
15.05.2018	YOUR IFAT Ticket is YOUR entrance card to your #POWERSTEP_EU conference. Learn more about energy-positive WWTPs. @IFATworldwide @EU_ecoinno @VeoliaWaterTech @VeoliaDE Find here where to join us:	n/a	4likes 1retweet
15.05.2018	Check out latest #POWRESETEP_EU news including an interview with Mr. Ristori @ristori20 (Director General DG Energy) & about #POWERSTEP_EU final conference taking place at #IFAT next two days: powerstep.cmail19.com/t/ViewEmail/j/... @IFATworldwide @EPentimalli @menaabela @EU_ecoinno @EU_EASME	n/a	4likes 4retweets
16.05.2018	Use "Sli.do" to ask questions during our #POWERSTEP_EU conference today and tomorrow at the #IFAT2018. Use your Smartphone , enter #POWERSTEP_EU and ask your question @IFATworldwide @EU_ecoinno @EU_EASME @EPentimalli @VeoliaWaterTech @VeoliaDE @eureau @wsstpeu	n/a	3likes 1retweet



		Ready for our #POWERSTEP_EU conference today and tomorrow looking Forward Meeting Out at ICM (Room 5) follow the arrows @Arctik_EU @IFATworldwide @menaabela @EPentimalli @IWAHQ @VeoliaDE	n/a	5likes 1retweet 1reply
		Great 1st day of your #POWERSTEP_EU conference with interesting key-note by Prof. David Stuckey, great presentations and interative discussions. Join uns tomorrow, wenn Start at 10:00 Looking @EU_ecoinno @EU_EASME @Arctik_EU @wasserbetriebe @EPentimalli @menaabela @IFATworldwide	n/a	9likes 2retweets
		#POWERSTEP_EU is Part of the largest environmetal Exhibition in Europe! Join us tomorrow to and discussion with US about Energy positive WWTPs. @Arctik_EU @menaabela @IFATworldwide @EU_EASME @EU_ecoinno @EPentimalli	n/a	4likes 1retweet
	17.05.2018	Yesterday we had a great first day of our #POWERSTEP_EU conference at #IFAT2018. Great High-Level presentations, interative discussions & interesting Statements from Politician, researches & Industrie about Energy-positive WWTPs. Join us entrence West, ICM, room 5.@IFATworldwide	n/a	5likes 2retweets
		WWTP and Power-2-Gas is a beginning of a Love Story. The #POWERSTEP_EU Project was the Promoter of thst Love Story! @IFATworldwide @EU_ecoinno @E_Achilleos @EPentimalli @EU_ecoinno @Electrochaea	n/a	4likes 3retweets
		Important Takehome message from NEAS A/S presentation during thr #POWERSTEP_EU conference during the #IFAT2018 @IFATworldwide @neasenergy @Arctik_EU @menaabela @E_Achilleos @EU_EASME @EU_ecoinno	n/a	5likes 3retweets
		Legal Session at our #POWERSTEP_EU conference @EU_ecoinno @EU_EASME @menaabela @EPentimalli	n/a	3likes 1retweet
		Panel discussion in legal issues and what #POWERSTEP_EU partners like research, industry and utilities. @EU_EASME @EU_ecoinno @neasenergy @menaabela @EPentimalli	n/a	2likes 1retweet



		Thanks our H2020 Partner Projects to give presentations at our #POWERSTEP_EU conference! @EnerwaterPro @INCOVERproject @smart_plant_eu @EU_EASME @EU_ecoinno @EPentimalli @E_Achilleos @menaabela	n/a	12likes 4retweets
	31.05.2018	All presentations from our #POWERSTEP_EU Final conference during the IFAT 2018 are available now: powerstep.eu/powerstep-fina... @EU_EASME @EU_ecoinno @EPentimalli @menaabela @Arctik_EU @wsstpeu @eureau	n/a	4likes 4retweets 1reply
WSSTP – @wsstpeu	23.04.2018	#POWERSTEP_EU final conference will be held on the 16-17 May @IFATworldwide in Munich. Let's highlight the power of plants to resolve the #wastewater treatment issue. Come& discover the circular wastewater economy! powerstep.eu/powerstep-fina...	n/a	6likes 6retweets
VEOLIA DEUTSCHLAND – @VeoliaDE	26.04.2018	#Veolia ist einer der Hauptpartner des EU-Projekts #POWERSTEP_EU. Während der #IFAT2018 findet vom 16.-17.05. die finale POWERSTEP Konferenz statt. Alles zum Projekt, Programm und zur Anmeldung für die Konferenz finden Sie unter bit.ly/PowerstepKonf_... #VeoliaIFAT	n/a	
	16.05.2018	Mit Boris Lesjean, Leiter Innovation und Damian Cazalet, Projektingenieur, beteiligt sich #Veolia aktiv an der zweitägigen Abschlusskonferenz des EU-Forschungsprojekts #POWERSTEP_EU auf der #IFAT2018. #VeoliaIFAT	n/a	9likes 6retweets 3replies
		Mit einem "Französischer Abend" neigt sich der dritte Messetag der #IFAT2018 auf dem Stand von #Veolia zusammen mit den Teilnehmern der PowerStep-Konferenz dem Ende zu. #VeoliaIFAT #POWERSTEP_EU	n/a	5likes 1retweet
USTART – @USTART_de	26.04.2018	"Don't underestimate the power of wastewater". Join us at #POWERSTEP_EU final conference on the 16-17 May at #IFAT18 to discover innovative solutions that will foster Europe's shift into an #EnergyUnion. Find out more here: powerstep.eu/powerstep-fina...	n/a	2likes



	16.05.2018	"NO LONGER A DREAM". The #POWERSTEP_EU conference kicks off today at #IFAT18 to discuss solutions that turn wastewater into a resource. powerstep.eu/powerstep-fina...	n/a	3likes 2retweets
IWA NETWORK – @IWAHQ	03.05.2018	A #ClimateSmartWater sector becomes more possible with eco-innovative projects such as #POWERSTEP_EU. PowerStep will be present at #IFAT2018 for its final conference to discuss how this transformation can take place. Register your interest now at bit.ly/2CoZbN4	n/a	9likes 5retweets 1reply
	16.05.2018	A climate neutral #water sector to keep alive the goal of mitigating #GlobalWarming. If you're at #IFAT2018 today, don't miss the @WaCCliM_Project experiences in emerging economies wacclim.org/events/water-t... and #POWERSTEP_EU's lessons from #Europe powerstep.eu/system/files/g...	n/a	13likes 6retweets 1reply
CEDRIC HANANEL – @Hananel_EU	16.05.2018	Today most interesting conference in #IFAT2018 is #powerstep_EU ... researchers debates with utilities and industries on the next step to take in #wastewater treatment plant #energy #circulareconomy	n/a	4likes 1retweet
THEKLA HEINEL – the_hei	16.05.2018	Join inspiring Powerstep event at the IFAT! #Powerstep_eu	n/a	
MARCO RANIERI – @MarcoRanieri_EU	16.05.2018	Our Senior Project Adviser @E_Achilleos is at #POWERSTEP_EU final conference at #IFAT2018 in #Munich #Germany. WWTPs can be #resources #recovery #factories! What to know more about this #H2020 #EUfunded project?? powerstep.eu	n/a	5likes 3retweets
		Transforming #municipal #wastewater #treatments #plants (WWTP) from net power #consumers into #energy neutral or even energy positive service providers is no longer a dream - Check the ongoing final conference of our #H2020 #POWERSTEP_EU bit.ly/2CoZbN4 at #IFAT2018	n/a	5likes 1retweet



CARMEN MENA ABELA – @menaabela	16.05.2018	Interview with Director General @Energy4Europe @ristori20 about our #H2020 #POWERSTEP_EU project final conference taking place at #IFAT2018 in #Munich next two days: bit.ly/2INbsxk	n/a	15likes 16retweets
		Within its final conference at #IFAT2018 our #H2020 #Powerstep_eu project just released the #PolicyBrief "The potential of the #wastewater sector in the #EnergyTransition " - #DOWNLOAD it here: bit.ly/2J2vHDS	n/a	7likes 7retweets
	17.05.2018	Our #H2020 project @smart_plant_eu @INCOVERproject and aquanes.eu participated yesterday in the #Powerstep_eu final conference at #IFAT2018 on Energy-positive WWTPs. Stay tuned for today sessions: bit.ly/2CoZbN4	n/a	5likes 7retweets 1reply
		Discover more about our #H2020 #EUfunded #POWERSTEP_EU project in this great visual tool: sc5.easme-web.eu/?p=641661 - the @EU_EASME data hub @EU_ecoinno @E_Achilleos @CLoderer	n/a	3likes 3retweets
		#POWERSTEP_EU #PressRelease at #IFAT2018- #wastewater treatment plant can become #energy neutral, even energy positive! □ □ bit.ly/2L6xxoP @CLoderer @Arctik_EU @EPentimalli @E_Achilleos @EU_ecoinno	n/a	5likes 4retweets
EUSCICOM – @EUSciComm	17.05.2018	Interview with Director General Energy4Europe @ristori20 about our #H2020 #POWERSTEP_EU project final conference taking place at #IFAT2018 in #Munich next two days: bit.ly/2INbsxk pic.twitter.com/1ENJZmn0ci twitter.com/menaabela/stat...	n/a	
		Within its final conference at #IFAT2018 our #H2020 #Powerstep_eu project just released the #PolicyBrief "The potential of the #wastewater sector in the #EnergyTransition " - #DOWNLOAD it here: bit.ly/2J2vHDS pic.twitter.com/XdAC2WRNo 3 twitter.com/menaabela/stat...	n/a	1reply



<p>JAVIER CLAROS – @JClarosB</p>	<p>17.05.2018</p>	<p>En #IFAT2018 nice experience and interesting EU projects @RUN4LIFE_H2020 and #powerstep_eu</p>	<p>n/a</p>	<p>1like 2retweets</p>
<p>ENERWATER PROJECT – @EnerwaterPro</p>	<p>24.04.2018</p>	<p>“ENERWATER methodology presented in the POWERSTEP conference at IFAT 2018 by @UniversidadeUSC and @Aggerverband ”</p>	<p>n/a</p>	<p>15 likes 4 retweets</p>
<p>H2020 SMART-Plant – @smart_plant_eu</p>	<p>17.04.2018</p>	<p>#H2020 @powerstep and @smart_plant_eu together @IFATworldwide @EU_ecoinno</p>	<p>n/a</p>	<p>7 likes, 2 retweets</p>

3.11.2. LinkedIn

LinkedIn was also used to promote the conference. The LinkedIn statistics have been collected in the table below. Only posts explicitly mentioning POWERSTEP have been recorded.

Table 2: List of LinkedIn posts

ACCOUNT	DATE	POST	IMPRESSIONS	ENGAGEMENT (likes, shares, comment)
ARCTIK	May 2018	Are you coming to #IFAT2018 ? Discover innovations in the wastewater sector with the 2-day #POWERSTEP EU conference - an exciting and innovative project that will see wastewater treatment plants transform from energy consumers into energy providers. Register now at https://bit.ly/2CoZbN4	120	-
ARCTIK	April 2018	Registration is open for the #POWERSTEP EU conference at @IFATworldwide in May → http://bit.ly/2CoZbN4 . A detailed programme will be published soon! #wastewater #innovation #H2020 #IFAT2018 #CircularEconomy	164	1 like
ARCTIK	February 2018	Arctik will be organising the final conference of the Powerstep project at #IFAT2018 REGISTER & DISCOVER THE CIRCULAR WASTEWATER ECONOMY!	155	-
Cédric Hananel (ARCTIK)	17 May 2018	Great conference today on Circular economy in the wastewater industry. Thanks to Veolia, Neas, Biofos, UBA and Eureau for contributing to the policy discussion. #IFAT #powerstep EU	n/a	23 likes
Cédric Hananel (ARCTIK)	May 2018	This week, I have been invited as a speaker and moderator at a conference on Wastewater and the circular economy at #IFAT . https://lnkd.in/e-DuPjm	n/a	10 likes



Christophe Thévignon (ARCTIK)	May 2018	<p>#POWERSTEP_EU will provide opportunities for a flexible and adaptable European energy market. Biogas produced by PowerStep WWTP can be stored and used during times of lacking  or  energy! For more insights register for the project's final conference at #IFAT2018. https://t.co/eHAfn6h3Jq</p> <p>#POWERSTEP_EU will provide opportunities for a flexible and adaptable European energy market. Biogas produced by PowerStep WWTP can be stored and used during times of lacking  or  energy! For more insights register for the project's final conference at #IFAT2018. https://t.co/eHAfn6h3Jq</p>	n/a	-
Christophe Thévignon (ARCTIK)	May 2018	With #IFAT2018 only a few days away, we are looking forward to #POWERSTEP_EU 's two-day final project conference! Registered and attending? Check out the programme for the day at	n/a	-
Christian Loderer (KWB)	June 2018	All presentations from our #POWERSTEP_EU Final conference during the IFAT 2018 are available now:	n/a	9 likes
Christian Loderer (KWB)	May 2018	#POWERSTEP_EU Sticker get accepted at the IFAT2018, great to see that our project leader to awareness building	n/a	3 likes
Christian Loderer (KWB)	17 May 2018	Legal barriers and #POWERSTEP_EU , a discussion right now at the Conference by interesting presentations!	n/a	10 likes
Christian Loderer (KWB)	17 May 2018	WWTP and Power-2-Gas is a beginning of a Love Story. The #POWERSTEP_EU Project was the Promoter of the beginning of this Love Story	n/a	15 likes
Christian Loderer (KWB)	17 May 2018	Yesterday we had a great first day of our #POWERSTEP_EU conference at IFAT2018. Great High-Level presentations, great interactive discussions and interesting Statements from Politician, researchers and Industrie people about Energy-positive WWTPs. Join us today for the 2. Day at IFAT (entrance West, in the ICM, room 5).	n/a	15 likes, 1 comment



Christian Loderer (KWB)	15 May 2018	Room prepared, presentations ready. Join us tomorrow at the IFAT ICM (Room5) to learn about Energy-positive WWTPs and that they are no dream any longer!	n/a	29 likes
Christian Loderer (KWB)	14 May 2018	Check out the latest #POWERSTEP EU News including an interview with Mr. Ristori (Director General DG Energy) and about your #POEWRSTEP EU Final conference in Munich the next two days: https://lnkd.in/deEUpiU	n/a	4 likes
Christian Loderer (KWB)	May 2018	YOUR IFAT Ticket is YOUR entrance card to your #POWERSTEP EU conference tomorrow. Learn more about energy-positive WWTPs. Find here where to join us:	n/a	3 likes
Christian Loderer (KWB)	May 2018	My suitcase for IFAT next week is more or less packed and yours? Join us at our #POWERSTEP EU Conference on the 16. & 17. of May and find out more about energy-positive WWTPs. For the final program and our venue click here: https://lnkd.in/evXD5GW	n/a	16 likes, 3 comments
Christian Loderer (KWB)	May 2018	Here your way to our keynote speech given by Prof. David C. Stucky (Imperial College London) on the topic "WWTPs as part of the energy transition game!" on the 16.5.2018 at the IFAT in Munich	n/a	1 like
Christian Loderer (KWB)	May 2018	The final program for our #POWERSTEP Conference during the IFAT 2018 is online! https://lnkd.in/dBuQups .	n/a	2 likes
Christian Loderer (KWB)	May 2018	By decreasing energy consumption & at the same time raising energy production, #POWERSTEP EU transforms wastewater treatment plants into real power producers ✂️ Don't miss out on attending the final project conference at #IFAT2018 . Registration open at http://bit.ly/2CoZbN4	n/a	24 likes
Christian Loderer (KWB)	April 2018	Mark our #POWERSTEP EU Final Conference in your calendar following the link:	n/a	1 like



Christian Loderer (KWB)	April 2018	One month to go! The #POWERSTEP_EU project is hosting a 2-day conference at #IFAT2018 ! This is your opportunity to discover innovations that will enable Europe's transition to an #EnergyUnion . Register for the event at	n/a	9 likes
Christian Loderer (KWB)	April 2018	Your IFAT Ticket is your Entrance to an great 2-days Conference during the IFAT 2018 titled "WWTPs as resource recovery factories - No longer a Dream!" organized by POWERSTEP and supported by IWA as well as other H2020 projects around the topic resource recovery and WWTP. Don't forget "YOUR FLUSH - YOUR ENERGY" When: 16. & 17. of May 2018 Where: ICM, Conference room 5 (ground floor) Fees: NO Conference fees, your IFAT ticket is your entrance Program: https://lnkd.in/dunwscw Looking forward seeing you our Event!	n/a	13 likes
Christian Loderer (KWB)	February 2018	Please check out first informations concerning our POWERSTEP Final Conference during this year's IFAT 2018. The program will be available soon:	n/a	28 likes
Stefano Longo (ENERWATER project)	17 May 2018	What is the current energy situation in a WWTP? At the final POWERSTEP conference we discussed how to measure energy efficiency at WWTPs using the ENERWATER methodology in order to make WWTP energy neutral/positive	n/a	15 likes
Dines Thornberg (POWERSTEP partner)	16 May 2018	Spændende præsentationer på IFAT i München. Laurent Lardon har netop fortalt om de gode resultater på Electrochaeas metaniserings anlæg på BIOFOS Renseanlæg AVEDØRE.	n/a	1 like
Dora Stefansdottir (POWERSTEP partner)	17 May 2018	Yesterday I was one of the speakers in the #POWERSTEP_EU conference at #IFAT2018 . Great first day of the conference and it will continue today!	n/a	4 likes



IWA	May 2018	At #IFAT2018 , discover innovations in the wastewater sector with the 2-day #POWERSTEP EU conference - an exciting and innovative project that will see wastewater treatment plants transform from energy consumers into energy providers. Register now at bit.ly/2CoZbN4	5,019	58 likes, 73 clicks
IWA	May 2018	#POWERSTEP EU is a prime example of the Circular Economy in action! Using wastewater to recover previously lost energy prevents waste and increases resource efficiency. Find out more from the new policy brief at https://lnkd.in/ekZvzgs and final #IFAT2018 conference	4,583	51 likes, 1 comment, 112 clicks
AquaNES	May 2018	During almost one week at IFAT AquaNES could share its experience with cNES in the demonstration sites with users, investors and interested students. The inline-electrolysis plant of partner AUTARCON was a big attraction. Philipp Otter of AUTARCON also presented in the forum on experiences with solar driven electrochlorination for disinfection. Project coordinator Wintgens Thomas highlighted the role of water in the circular economy - and the contribution of AquaNES - during the #POWERSTEP EU final conference.		8 likes



3.11.3. Facebook

Two posts were done by IWA. The first post reached 2,178 people with 74 clicks on the link. With the second post, 1,309 people were reached, with 27 clicks on the link.

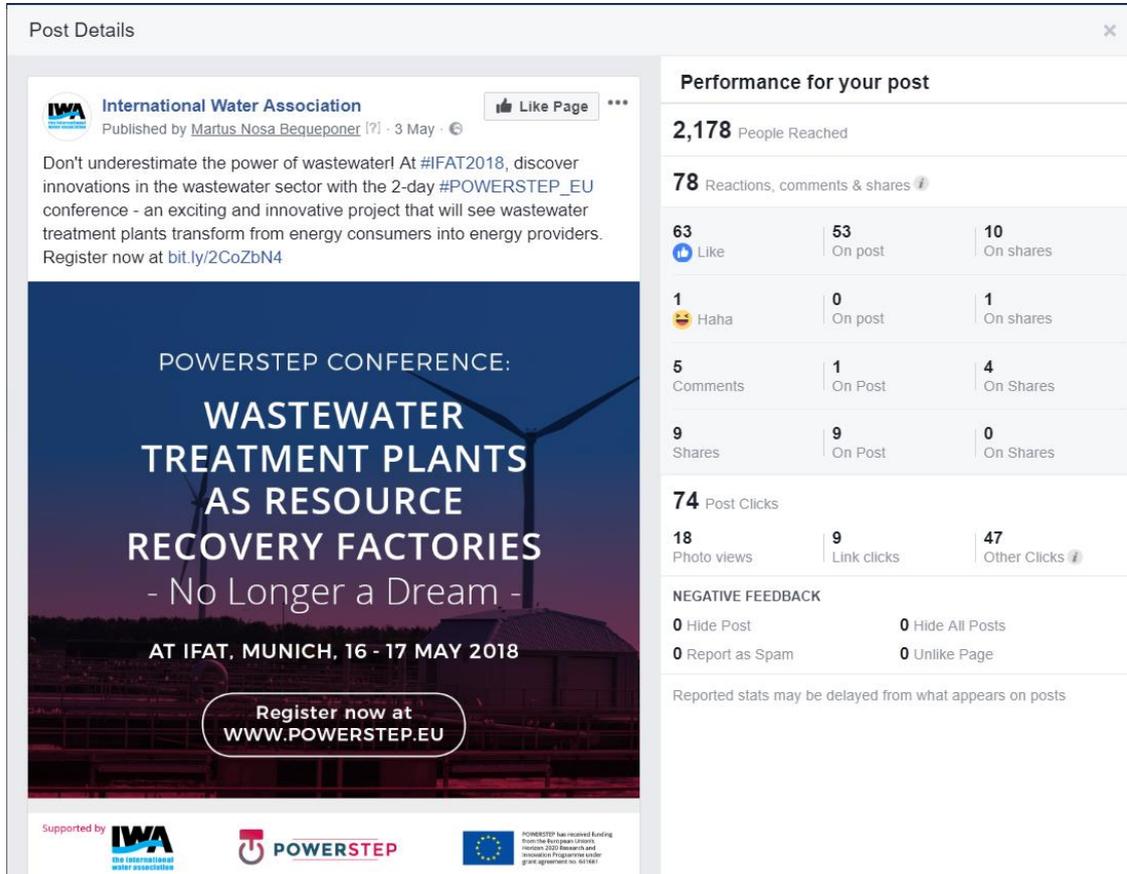


Figure 23: 1st Facebook post by IWA

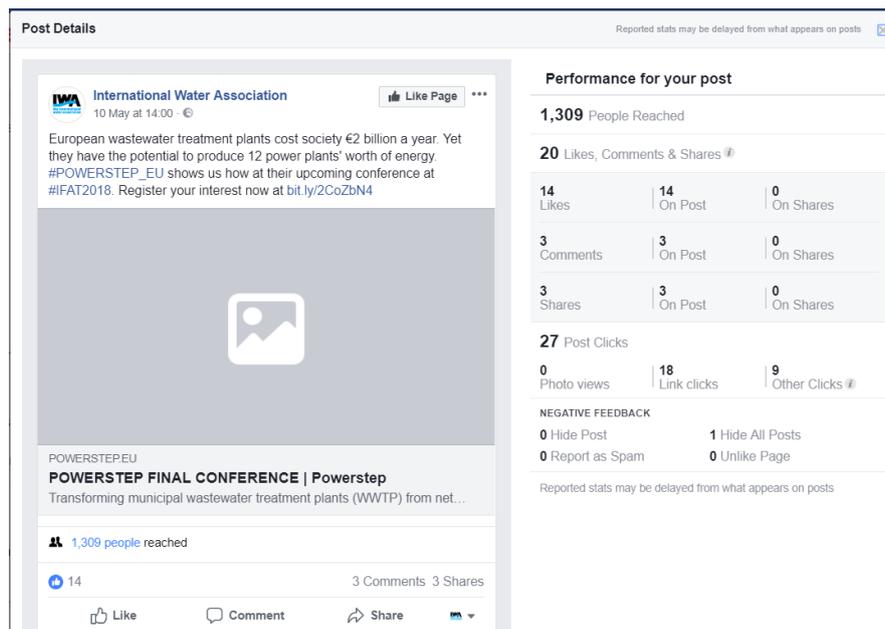


Figure 24: 2nd Facebook post by IWA



3.12. Posters, post cards and other materials

A3 posters with the POWERSTEP key messages were designed in advance of the conference and displayed at the conference room. Small postcards with the same design were also printed out. In addition, previously produced materials, such as POWERSTEP case study flyers and POWERSTEP stickers were brought to the conference.



Figure 25: Key message posters at the final conference room



Figure 26: Key message postcards and POWERSTEP flyers



4. Promotion of conference results

A text about the final conference and all the presentations as well as a number of photos have been published online on the POWERSTEP website at <http://powerstep.eu/powerstep-final-conference>.

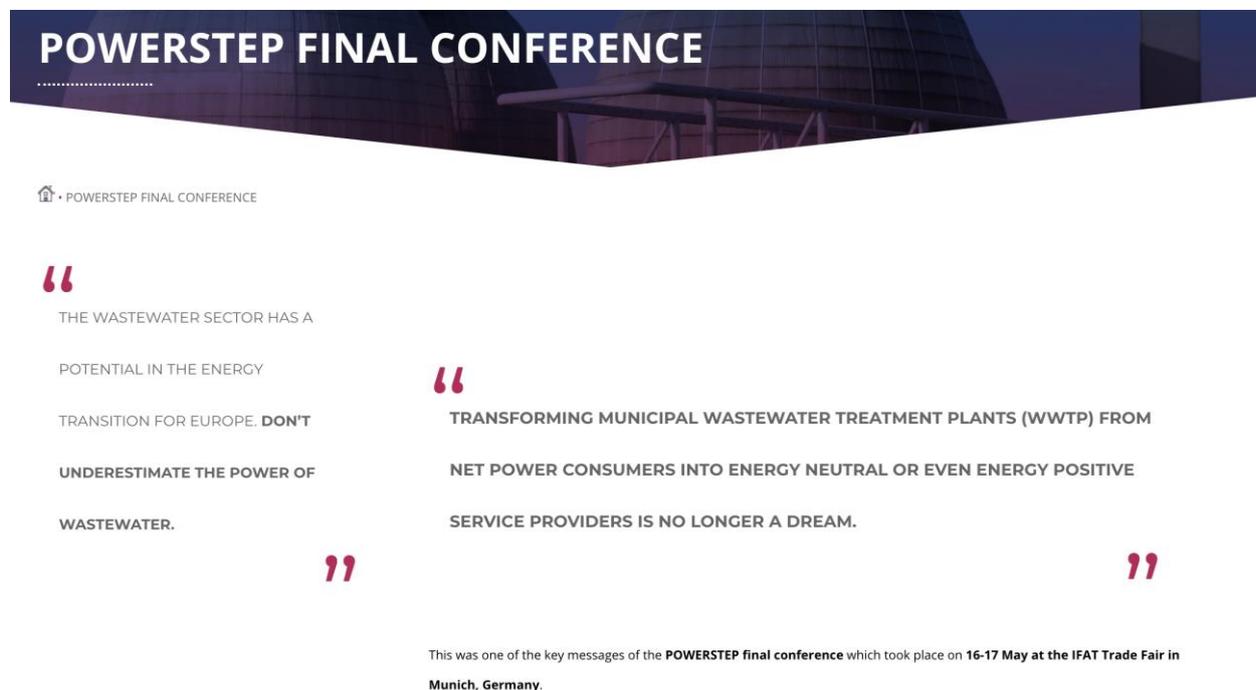


Figure 27: Final conference page on POWERSTEP website

In addition, a banner has been prepared for the POWERSTEP home page to attract the attention of web visitors to the page about the final conference.



Figure 28: New banner on the final conference on POWERSTEP homepage

Finally, social media activities have been undertaken to advertise the presentations published online.

 **Christian Loderer**
@CLoderer Follow

All presentations from our [#POWERSTEP_EU](#) Final conference during the IFAT 2018 are available now: powerstep.eu/powerstep-fina... [@EU_EASME](#) [@EU_ecoinno](#) [@EPentimalli](#) [@menaabela](#) [@Arctik_EU](#) [@wsstpeu](#) [@eureau](#)

7:10 AM - 31 May 2018

4 Retweets 4 Likes 

 1  4  4 

 **ARCTIK**
@Arctik_EU

Interested in learning what was discussed at the [#POWERSTEP_EU](#) final conference at [#IFAT2018](#)? All speakers' presentations are now available online at powerstep.eu/powerstep-fina...



11:58 AM - 8 Jun 2018
IFAT worldwide, Christian Loderer, EU Eco-innovation and Erik Pentimalli

Figure 29: Examples of Twitter posts promoting the conference outcomes

