



Innovative and Sustainable Groundwater Management in the Mediterranean

D.7. 1b COMMUNICATION & DISSEMINATION PLAN

VERSION 1.0



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Other Authors	João Lino Pereira		
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Table of Contents

Document Information.....	3
Document History.....	4
List of Acronyms	7
Executive Summary.....	8
1. Introduction.....	9
2. Communication and Dissemination Plan.....	10
3. InTheMED Communication	11
3.1. Communication Strategy	11
3.2. Communication Messages	12
3.3. Target Audience.....	13
3.4. Communication Tools	17
3.4.1. InTheMED Visual Identity	17
3.5. Online Dissemination Tools	19
3.5.1. InTheMED Website.....	19
3.5.2. InTheMED Social Networks	20
3.5.3. Partners Websites.....	21
3.5.4. InTheMED Newsletter.....	21
3.6. Offline Dissemination Tools.....	21
3.6.1. Printed Promotional Material	21
3.6.2. Specific Printed Material for Mid-term and Final Workshops	21
4. Internal Communication	22
4.1. Internal Communication Tools	22
4.2. Internal Rules and Procedures for a Proper Use of Communication Tools	22
5. Evaluation and Monitoring of Dissemination Activities	22
6. Obligations and Requirements for Communication Actions.....	23



6.1. Information on EU H2020, PRIMA Foundation Funding — Obligation and Right to Use the PRIMA Emblem23

List of Acronyms

BU:	Boğaziçi University.
CDP:	Communication and Dissemination Plan.
CERTE:	Water Research and Technologies Centre.
CO:	Confidential.
DSS:	Decision Support Systems.
EEA:	European Environment Agency.
IGRAC:	International Resources Assessment Centre.
IST-ID:	Associação do Instituto Superior Técnico para a Investigação e Desenvolvimento.
MED:	Mediterranean.
NGO:	Non-Governmental Organizations.
PU:	Public.
R:	Document, report.
SME:	Small and Medium-sized Enterprises.
TUC:	Technical University of Crete.
UFZ:	Helmholtz Centre for Environmental Research.
UNIPR:	Università di Parma.
UPV:	Universitat Politècnica de València.
WISE:	Water Information System for Europe.
WP:	Work Package.

Executive Summary

The overall objective of the InTheMED project is to implement innovative and sustainable management tools and remediation strategies for MED aquifers (inland and coastal) in order to mitigate anthropogenic and climate-change threats by creating new long-lasting spaces of social learning among different interdependent stakeholders, NGOs, and scientific researchers in five field case studies, located at the two shores of the MED basin, namely in Spain, Greece, Portugal, Tunisia, and Turkey.

InTheMED will develop an inclusive process that will establish an ensemble of innovative assessment and management tools and methodologies including a high-resolution monitoring approach, smart modelling, a socio-economic assessment, web-based decision support systems (DSS) and new configurations for governance to establish efficient and sustainable integrated groundwater management in the MED considering both the quantitative and qualitative aspects.

This Deliverable aims to consolidate the communication and dissemination strategy of the InTheMED project, identify the most efficient means to communicate with partners and stakeholders and to disseminate, exploit and communicate the results. To this end, the current communication and dissemination plan (CDP) sets out the objectives, tools, materials, and channels to be exploited to effectively spread InTheMED activities, achievements and tangible results to targeted audiences and relevant stakeholder.

1. Introduction

Dissemination activities play a central role in the InTheMED project and aim at promoting the InTheMED concepts, methods and results to relevant stakeholders in the region and beyond. This document summarizes measurable objectives, which are key to the success of any communication strategy. These objectives are aligned with the major milestones of the project to maximise its impacts. They intend to be transversal and in strong interaction with all the other work packages and relevant stakeholders. They will be defined by the dissemination strategy, which must enable to answer to the key questions about dissemination.

The main objectives of the plan are:

- Guarantee an effective communication of the project messages and activities at local, national and EU level;
- Identify appropriate target groups to address the dissemination messages;
- Implement a wide and differentiated set of dissemination tools and events;
- Illustrate how the project will cooperate with other PRIMA-funded projects or related initiatives;
- Define how the dissemination activities will be administrated;
- Assist InTheMED partners to effectively implement the communication strategy.

2. Communication and Dissemination Plan

WP7 is responsible for the dissemination of InTheMED goals and will coordinate this task at a consortium level. To accomplish this objective, IST-ID as WP7 leader will, in close collaboration with the rest of the partners, define the main guidelines for a high impact communication strategy. IST-ID will monitor all the publications resulting from the project, organize the InTheMED workshop, coordinate and gather news and project evolution in terms of dissemination, leading the overall fulfilment of the objectives and the tasks defined in WP7. To multiply the impact on the people involved and enlarge the community reached by this effort, InTheMED will develop links with partners from other PRIMA funded projects (e.g., SUSTAIN-coast). Hence, a wide and effective dissemination of results has been planned as one of the strong components of the project and all partners are committed to contribute.

InTheMED dissemination actions aim at communicating the project's objectives and results to a wide audience by promoting the adoption of project's results and demonstrating its impact, as well as by facilitating the exchange of information and the interaction not only with other projects and initiatives related to the project but also with relevant stakeholders and society.

InTheMED project is funded under PRIMA call 2019. Hence, it is expected that visibility and communication actions should focus on development with MED partners and on the achievements and impact of the action, not on administrative or procedural milestones. To maximize the impact of communication efforts:

- Activities need to be carried-out in a timely manner;
- Information used must be accurate;
- Activities should be coordinated closely with the Commission;
- The right audience(s) should be targeted;
- Messages should interest the target audience(s);
- Activities should be appropriate in terms of resources spent, timing and expected impact.

3. InTheMED Communication

3.1. Communication Strategy

The success of InTheMED depends on a detailed, reliable and careful design action plan for communication. This need is intrinsically connected to the nature of InTheMED, which is not confined to research and innovation of new methods and tools but also to the connection with the society and relevant stakeholders. During the first six months of the InTheMED timeline, as part of WP7, a set of tools, methodologies and communication flows addressing the external audience have been thoroughly selected and tailored to the context, considering the existence of a main objective, and multiple secondary goals specifically defined according to different local, national and European levels, diversity of targets or the level of interaction sought. Dissemination actions envisaged in InTheMED will be directed to attain the goals of the proposed submitted to PRIMA call 2019.

The communication strategy aims to leverage the innovative and sustainable management tools and remediation strategies for MED aquifers to be developed and implemented under the scope of the project and help to establish new long-lasting spaces of social learning among different interdependent stakeholders, NGOs, and scientific researchers in five field case studies, located at the two shores of the MED basin (Spain, Greece, Portugal, Tunisia, and Turkey).

We define specific communication messages to underpin the four main pillars of InTheMED. These pillars aim to diminish weaknesses through a combination of innovative tools and methodologies, to provide decision makers with an interactive, innovative and easy-to-use Fuzzy WebDSS and to improve their ability to respond to environmental, climatic and socio-economic pressures:

1. Strengthening the understanding of groundwater functioning and trends;
2. Improvement of groundwater resilience and security in a sustainable social learning process;
3. Development of sustainable management and remediation strategies;

4. Reinforcement of the DSS, communication and dissemination activities using the combination of monitoring and smart modelling as well as effective communication-dissemination strategies for sustainable groundwater use and protection.

3.2. Communication Messages

To attain the goals mentioned in the previous section, a set of “backbone” messages have been defined, as the basis for a deeper approach to specific target audience and in relation with the activities that compose the project implementation plan:

InTheMED proposes a participatory approach and stakeholder engagement for innovative groundwater management by creating new long-lasting spaces of social learning

Stimulate project awareness and strengthen the connection among the community and the relevant stakeholders responsible for groundwater management at different levels. InTheMED proposes an innovative integrated case-study approach by bringing together a network of locally relevant water user representatives of the diverse pedo-climatic conditions and socio-economic settings in the MED region. Key stakeholders (e.g., public and private organisms, local civil society associations and others) are actively participating with the purpose of generating and knowledge from the local to the regional scale. The consortium will apply innovative methods and tools to deal with issues of water use and pollution in five case studies covering promoting hubs of discussion (i.e., living labs) and a participatory multi-actor approach, which will account for the different constraints and ambitions of the stakeholders, will be used to design and test the opportunities and threats of innovative governance strategies for each site.

Benefit from an integrated approach of high-resolution monitoring approach, smart modelling, socio-economic assessment, web-based decision support systems (DSS) for sustainable integrated groundwater management

Within the InTheMED, historical data trends, state-of-the-art monitoring techniques and smart modelling will be, for the first time, proposed and tested in five groundwater systems, which will serve as prototypes, promoting innovative management solutions for the whole MED basin. The proposed tools and analyses will address current groundwater-related

challenges as well as long-term threats arising from unabated water demand increase and anticipated adverse climate change impacts.

Establish efficient new configurations for groundwater governance

The InTheMED DSS tool will offer the possibility to test future local and regional projections related to groundwater governance. InTheMED is committed to developing transferable and replicable methods of the concept considering the local and regional water governance constraints.

InTheMED will spread and share its relevant outcomes and good practices arisen from the project to other related European initiatives and PRIMA projects

Strong dissemination process is planned towards other related initiatives and projects funded by PRIMA Foundation to exploit the main results and upscale them from the five relevant case studies into the MED.

InTheMED results can be adopted as validated inputs for the European Commission. They could assist the EC in their labour of drawing new strategic plans or policy frameworks for groundwater management in the MED and the EU

Demonstration of the InTheMED web-based DSS value in management complex systems related to groundwater. InTheMED tools and methods will be usable by the European Commission for preparing European policy framework with the ultimate aim to secure the sustainable and resilient groundwater management.

3.3. Target Audience

The target audience of the InTheMED is variable ranging from academic institutions to governance structures and end-users (Figure 1).

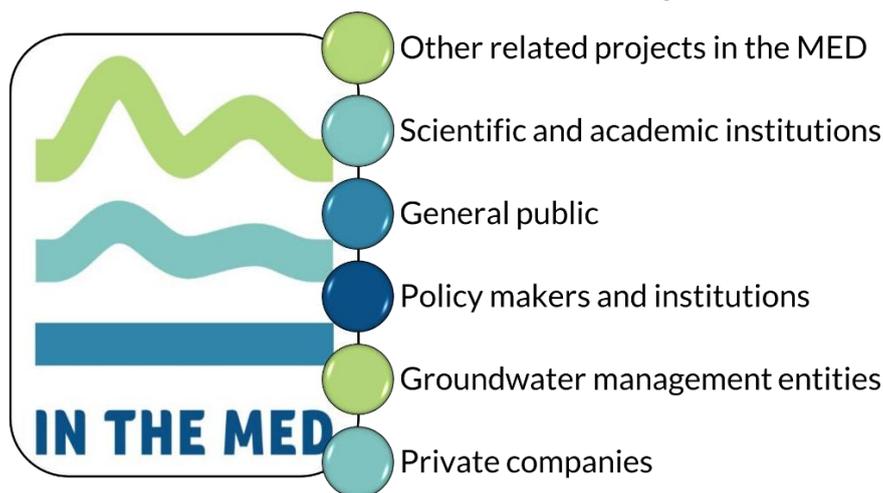


Figure 1: InTheMED target audience.

A specific approach has been developed to target the groups identified above (Tables 1, 2, 3, 4 and 5).

Table 1: Specific approach to target other projects and initiatives related to groundwater management in the MED.

Other Projects and Initiatives related to groundwater management in the MED	
Communication approach	<p>Coordinate dissemination and communication activities considering on-going initiatives in other projects.</p> <p>Investigate on the possibility of defining joint actions looking for synergies.</p> <p>Exchange InTheMED best practices, methods and models with other partners and ultimately transform them into policy recommendations (addressing the EC and MED governments).</p>
Dissemination level	Primary level.
Target audience profiles	<p>PRIMA and European projects and initiatives in the field of water and groundwater management (e.g., Sustain-COAST, eGROUNDWATER).</p> <p>Regional and national relevant initiatives related to water and groundwater management.</p>

Table 2: Specific approach to target scientific & academic communities.

Scientific & academic communities	
Communication approach	Provide these institutions with detailed description of InTheMED tools and methods with a sound description of the scientific background.
Dissemination level	Secondary level.
Target audience profiles	Universities and Research Centres. R&D Groups in private companies.

Table 3: Specific approach to target stakeholders in groundwater management.

Stakeholders in groundwater management	
Communication approach	Share technological advances and innovative governance models of the InTheMED project with relevant stakeholders. Participate and promote the InTheMED living labs. Enhance the participation of the stakeholders in the InTheMED networking and final conference.
Dissemination level	Primary level.
Target audience profiles	Public and private entities in charge of water and ground water management including: <ul style="list-style-type: none"> - Farmers associations; - Local, regional and national authorities; - Businesses; - Industries; - Associations socio-economically involved.

Table 4: Specific approach to target policy makers, Institutions and Public Authorities at European, National and Regional levels.

Policy makers, Institutions and Public Authorities at European, National and Regional levels	
Communication approach	<p>Provide recommendations addressed to policy makers, relevant institutions and other public bodies at local, national and European levels to develop national policies and strategic sectorial plans.</p> <p>Report about the general outcomes of the project with particular focus on the webDSS.</p>
Dissemination level	Primary level.
Target audience profiles	<p>Authorities at Regional (MED) and European levels in charge of water management.</p> <p>European public decision-makers in water, ground water and environment sectors.</p> <p>European Commission.</p> <p>National Public Bodies responsible for defining national strategies in water management.</p> <p>Regional institutions.</p>

Table 5: Specific approach to target general public.

General Public	
Communication approach	Increase public awareness of the objectives and activities of InTheMED, and, to a greater extent, of the challenges and concerns related to ground water management.
Dissemination level	Secondary level.
Target audience profiles	<p>General consumers.</p> <p>Students at high-school level.</p>

3.4. Communication Tools

Online platforms will be the preferred platforms to disseminate the InTheMED project, which will be complemented by offline material to be used in key events and to distribute among relevant stakeholders. IST-ID will oversee the production of these materials. Below a description of these materials.

3.4.1. InTheMED Visual Identity

The visual identity of InTheMED is built around the project logo and key elements about the project. The main objective during the logo creation was to keep it flexible and easy to read at any scale. The several layers represent different levels of water around the MED region. The colour scale aims at representing the different environments surrounding the MED and link to the different scopes of the PRIMA foundation (desertification, agriculture and water). The wavy curves tend to flat lines as the aquifers get depleted (this one was not in the original version).



Figure 2: Official logo of the InTheMED project.

The official InTheMED font type is a modified version of the Lato (from Google Fonts) (Figure 3).

IN THE MED

Lato, bold: lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lato, regular: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lato, light: lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Figure 3: Official font type of the InTheMED.

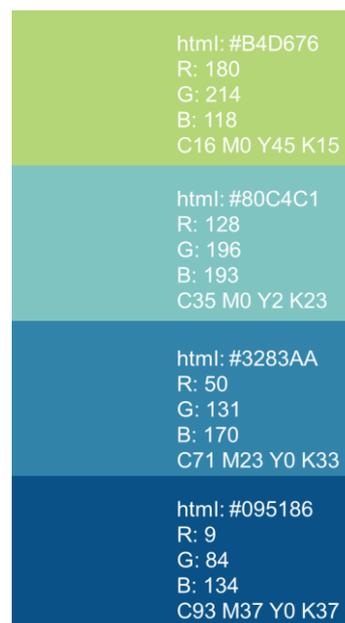


Figure 4: Official colours of the InTheMED project.



Figure 5: Possible variations of the official InTheMED logo.

3.5. Online Dissemination Tools

3.5.1. InTheMED Website

The InTheMED website will be the main information hub of the project. It was developed on Drupal platform by Omibee¹ and will be maintained and updated by IST-ID. The website is already constructed and hosted in IST-ID servers with the domain <http://inthemedprima.com>. The website was developed taking the following criteria into consideration: usability; clear and accessible structure; easiness to content updating and a platform to exchange documents within the several partners of the project.

All partners will be requested to deliver content for the website. The official language of the website is English. The website map has been designed to offer a complete overview of the project and an easy access to all its activities. The landing page is a summary of all the contents of the website and highlights the most recent and important information about the activities developed. The website is then organized in different menus where all the team members, advisory board, partners and stakeholders will be described. Also, there will be a menu with the publications resulted from the project. The interaction with the stakeholders will be done preferable through the InTheMED portal on specific tab. At the end of the project the website

¹ <https://omibee.com/>

will host the fuzzy web DSS tool. The visitor will also be able to access the brochures and the newsletters.

The website also comprises an intranet accessible to all the members with a unique username and password. The InTheMED intranet will be used to share information and document with all partners safely and will ensure a swift communication between the entire team. All users will be responsible to update their personal profile and publications regarding the project. News about the project will be uploaded by IST-ID, which will receive this information through a *Google Form* to ensure all the information needed is in place.

The domain will exist at least for the next five years, two more years than the end of the project. An effort will be made to keep the website running after this period.

3.5.2. InTheMED Social Networks

Table 6: InTheMED social networks.

TWITTER		
	Twitter account: @ InTheMED_PRIMA Hashtag: #InTheMED	Twitter account will be used to broadcast real-time updates about the project including relevant news, results and publications. The account will be used to interact with other projects and raise awareness about the project.
LINKEDIN		
	LinkedIn Profile: https://www.linkedin.com/in/inthemed-prima-5690461ba/	The LinkedIn page will be used to act as a mirror of the website where the main updates of the project will be posted. It might also be used to post larger articles about the progress of the project.
FACEBOOK		
	Facebook page: https://www.facebook.com/InTheMED	The Facebook account will act as the LinkedIn page.

3.5.3. Partners Websites

InTheMED will be promoted via websites and social networks of related projects to increase the exposure of the project.

3.5.4. InTheMED Newsletter

The yearly InTheMED newsletter will be published and distributed electronically through email, social network and made available in the website. The newsletter will come in months M12, M24 and M36. The newsletter will be composed of the main results attained by the partners of the project and links to the main public deliverables of the InTheMED project.

3.6. Offline Dissemination Tools

3.6.1. Printed Promotional Material

The InTheMED project will produce promoting brochures, posters and roll-ups in all the national languages of the partners to widen the public reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about the project.

The InTheMED factsheet will focus on specific elements of project regarding the consortium, target audience, events and case studies. Both the brochures and the factsheets will be available for download from the InTheMED website. The physical printed versions will be used in live events such as conferences and living labs.

All the material will be prepared to be appealing with clear language and a friendly, light design. Information showed in the brochure will be adapted to additional formats: posters and rollups. These elements will be printed and available for partners to be used in specific dissemination actions in events or promoting workshops. Each partner should have access to one.

3.6.2. Specific Printed Material for Mid-term and Final Workshops

Particular care will be given to the mid-term and final InTheMED workshop events. Ahead of time we will prepare the design of new specific promotional material for these events, which will take place at the end of the project. The material will focus on the results attained at the time of the events.

4. Internal Communication

4.1. Internal Communication Tools

The internal communication tools that will be used throughout the project are described in WP1 - Innovative Project Management in the MED. Communication will be preferable made through online tools such as Slack and Trello. The partner responsible by the communication and dissemination of the project will be in direct contact with the Project Coordinator in order to ensure all relevant messages are forwarded to the remaining partners including the steering committee and the advisory board.

4.2. Internal Rules and Procedures for a Proper Use of Communication Tools

After completing the website, a document with a clear and well-defined protocol to upload and manage the website contents will be developed and distributed to all partners. A cloud- based storage place will be constructed so partners can share local news published about the project and propose posts in social networks.

A template for official documents and presentations will also be prepared, discussed and distributed to partners after their approval.

5. Evaluation and Monitoring of Dissemination Activities

Communication activities will be monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand facilitators and barriers to successful communication and will serve to refine the communication activities accordingly.

A set of outputs has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators comprise (Table 7):

Table 7: Defined indicators to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities.

Output	Measurement Unit	Target value
Project visual identity	-	1
Project website	-	1
Project brochure in several languages (one per country)	Number of brochures	10,000
Project poster (one per country)	Number of posters	7
Project factsheet (one per country)	Number of factsheets	7
Project roll-up (one per country)		7
InTheMED newsletters		3
Scientific publications (including peer-review journals, conference proceedings)		3
Open-access publications		3
General press articles published		5
Relevant information about the case studies	Number of digital materials	5
Video tutorial for webDSS	Number of videos	3

6. Obligations and Requirements for Communication Actions

6.1. Information on EU H2020, PRIMA Foundation Funding — Obligation and Right to Use the PRIMA Emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the European Union's H2020 programme. In particular, it should display the European Union flag.



Figure 6: EU emblem.

Acknowledgements in papers should contain: *“This paper is supported by the PRIMA programme under grant agreement No1923, project InTheMED. The PRIMA programme is supported by the European Union”*.

On Twitter, InTheMED handler: @InTheMED and please follow the official Twitter account for the PRIMA programme: @PRIMAInnovation. When tweeting, please tag #PRIMAProjects and tag us @PRIMAInnovation whenever you are announcing 'breaking news' which clearly show the real impact of your PRIMA funded research (e.g. TV/radio/newspaperfeatures). Also, tag #Research #Innovation and @EuScienceInnov @EU_H2020.

In communication activities, we should use: *“This project is part of the PRIMA Programme supported by the European Union with PRIMA logo and EU emblem (attached)”*. Also, in results demonstration use the following: Grant Agreement number: [1923] [InTheMED] [Call 2019 Section 1 Water RIA].