



# Co-UDlabs

**BUILDING COLLABORATIVE URBAN  
DRAINAGE RESEARCH LABS COMMUNITIES**

## **D4.2. Plan for exploitation and dissemination of the project results**

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## **BACKGROUND: ABOUT THE CO-UDLABS PROJECT**

Co-UDlabs is an EU-funded project aiming to integrate research and innovation activities in the field of Urban Drainage Systems (UDS) to address pressing public health, flood risks and environmental challenges.

Bringing together 17 unique research facilities, Co-UDlabs offers training and free access to a wide range of high-level scientific instruments, smart monitoring technologies and digital water analysis tools for advancing knowledge and innovation in Urban drainage systems.

Co-UDlabs aims to create a urban drainage large-scale facilities network to provide opportunities for monitoring water quality, UDS performance and smart and open data approaches.

The main aim of the project is to provide a transnational multidisciplinary collaborative research infrastructure that will allow stakeholders, academic researchers, and innovators in the urban drainage water sector to come together, share ideas, co-produce project concepts and then benefit from access to top-class research infrastructures to develop, improve and demonstrate those concepts, thereby building a collaborative European Urban Drainage innovation community.

The initiative will facilitate the uptake of innovation in traditional buried pipe systems and newer green-blue infrastructure, with a focus on increasing the understanding of asset deterioration and improving system resilience.

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## LIST OF ACRONYMS

Acronym / Abbreviation	Meaning / Full text
CA	Consortium Agreement
GA	Grant Agreement
IAB	Innovation Advisory Board
IP	Intellectual Property
JRA	Joint Research Activity
KER	Key Exploitable Result
KPI	Key Performance Indicator
PEDR	Plan for Exploitation and dissemination of Results
RI	Research Infrastructure
TA	Transnational Access
UDS	Urban Drainage System
WP	Work Package

## EXECUTIVE SUMMARY

This document is a deliverable of the Co-UDlabs project, funded under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101008626.

This document is a revised version of the Plan for Dissemination and Exploitation of Results (PEDR) produced at M6 as part of the Work Package 4 on communication, dissemination and exploitation of results.

The aim of the PEDR is to provide the Co-UDlabs partners with guidelines on the different communication and dissemination activities that are planned and their schedule, who are the partners responsible for each activity and what tools and channels are available for dissemination. A section on exploitation defines the actions planned to achieve the exploitation of the results and impact of the project.

More specifically, in terms of dissemination and communication the PEDR:

- Proposes a communication and dissemination policy, and defines the objectives of the actions;
- Identifies the target audience for each objective or main result;
- Lists the communication and dissemination channels to be used for project promotion;
- Presents a schedule of the communication and dissemination actions throughout the project duration;
- Defines and monitors a series of Key Performance Indicators (KPIs) to assess the success of the implementation (e.g. number of publications, size of the audience reached, number of visits on the website, feedback received from audiences at conferences, etc.) and updates the plan according to the evolution of the project.

In terms of exploitation of results, the PEDR will contain the following information, if applicable and when relevant, especially within the final exploitation plan to be submitted at the end of the project:

- The identification of exploitable main outputs of the project;
- The identification of the factors influencing exploitation and wide deployment of the project's results
- The identification of new and existing measures for the project sustainability.

The document is drafted by Euronovia, which is leader of this Work Package, with inputs from all partners.

While Euronovia is the leading partner in charge of WP4, all partners have the responsibility to participate in the communication activities and dissemination of the results of the project. According to the grant agreement and unless it goes against their legitimate interests, each beneficiary must, as soon as possible, disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications.

The PEDR is an evolving document which has been updated at the end of the first reporting period (M1-M18) and which will be updated again at the end of the next reporting period (April 2024 and April 2025).

## 1. DISSEMINATION AND COMMUNICATION STRATEGY

Co-UDlabs will integrate along the project many activities to enhance the dissemination and exploitation strategy, maximize the expected impact and boost the project sustainability for the continuation of the project after the EU-funding. The considerable geographic coverage of the project provides a strong foundation for a much broader engagement, and ultimately for the basis upon which to work towards long term sustainability for the UDS community. In the framework of the dissemination and communication strategy, we have three main objectives:

- **Dissemination for Awareness:** to ensure the project is known to relevant stakeholders in the field of urban drainage, municipalities and public authorities' planners, and the public in general.
- **Dissemination for Understanding:** to encourage a better understanding of the project results leading to greater engagement of external stakeholders and a better future uptake of the project outcomes. To do so, we will not only disseminate project results but also success stories related to the technological development within the project and the use of RIs by external groups in the framework of the Transnational access.
- **Dissemination for Action:** to make the scientific community, stakeholders and decision makers aware of the potential uses of the technologies developed in the project and to ensure adoption of technologies, processes and services being developed by the project partners.

### 1.1. PHASES OF THE DISSEMINATION STRATEGY

The planning and execution of the project activities require a good scheduling closely aligned with key project deliverables and milestones. At this scope, we are planning several phases over the 4 years of the project, each with specific tasks, as shown in the table below.

*Table 1: Dissemination strategy planning*

Main Tasks	Task description	Year 1	2	3	4
Dissemination and exploitation strategy definition	During the first months of the project, the dissemination and exploitation strategies have been defined, focusing on the planned project outcomes and targeted stakeholders and access users. This will be updated after annual monitoring of the implementation of the dissemination activities.				
Creation and clustering with stakeholders' network group	Co-UDlabs will develop an end-user network group consisting of end-users, associated partners and other external actors in the field, that will be consulted in the project and targeted as users of the research infrastructures. This has been used at the start of the project to define the end-user requirements. This will also be used in later stages to assess and validate the project outcomes.				
Events participation/workshop organisation	Organise workshops and participate in special events (stakeholder workshops and national level events, hackathons) for co-creating ideas for potential TA projects and foster innovation by multisectoral teams.				
Publications in scientific journals, conferences and specific magazines	Actively publish in both scientific (for academics) and technical (for practitioners) journals and trade magazines to widely disseminate the project outcomes and support its results.				
Exploitation	Implement a robust exploitation strategy focusing on the adoption of project outcomes and directing further development of results beyond the project, including the organisation of an exploitation workshop during beginning of year 3, providing information to TA User group on potential routes of EU and national				



	funding and investment. Organization of direct contact with potential licensees and commercialisation companies.																		
<b>Impact Assessment</b>	Assess the impact of project outcomes through direct feedback from different stakeholders																		

## 1.2. DEFINITION OF THE CO-UDLABS TARGET AUDIENCE

We have identified several **target groups** that have an interest or are going to be affected by the Co-UDlabs project. These groups will be targeted by different communication and dissemination actions and networking/clustering activities, as detailed in the table below.

*Table 2: Summary of target groups, objectives and content for Co-UDlabs dissemination*

Target and user groups	Description of the target groups and dissemination objectives	Objectives	Dissemination content and channels
<b>Academic and research community</b>	This group includes all research communities interested in the project's developments, results and innovation, which can be beneficiary for their own research activities.	<b>Transfer of knowledge, raise awareness</b>	Project website, press releases, social media, mailing lists, videos and webinars, public deliverables, scientific publications, conferences and other scientific events
<b>Industrial sector, water utilities and practitioners</b>	An important objective of Co-UDlabs is to address and trigger the active involvement of the industrial sector. The project is of relevance for organizations in various sectors such as providers of smart solutions for UD monitoring, asset evaluation techniques, manufactures of new solutions for sustainable urban drainage, and related professional associations.	<b>Demonstrate the business potential, push towards early adoption of products and services developed by Co-UDlabs, collect feedback on their expectations and requirement to adjust commercial exploitation plans and RI development</b>	Project website, press releases, mailing lists, innovation events (hackathons), dedicated training workshops, public deliverables (including free software tools and datasets), technical publications, dissemination at national level events. Multi-language documents are of key importance.
<b>Government bodies and policy makers</b>	This is a wide group encompassing innovation driven local, regional authorities, policy-makers at different levels, representatives and associations, Ministries, parliaments and Public Administrations at national and international level.	<b>Demonstrate the benefits of the Co-UDlabs RIs and tools to improve urban drainage, raise awareness about proposed regulatory evolution</b>	Final recommendations in deliverables, policy roadmaps, press kit, general dissemination, participation to policy events. Multi-language documents are of key importance.
<b>European and international technology networks</b>	This group refers to activities addressing external task forces. Relevant European technology clusters have been identified, such as Water Europe or Euroau (member of Co-UDlabs IAB)	<b>Use as dissemination relays towards their members</b>	Public deliverables, press kit, articles, press releases, communication package.
<b>National technology networks</b>	This group refers to activities addressing external task forces at national level. Relevant National level clusters have been identified	<b>Use as dissemination relays towards their members</b>	Presentation of Co-UDlabs at national level events. Multi-language communication package.
<b>EU projects working in similar domain</b>	The participation of project partners in other relevant projects offers the opportunity to establish quick links through joint actions.	<b>Coordinate dissemination activities in order to maximize their impact, exchange on R&amp;D results to improve robustness of project results</b>	Dissemination events, presentation at conferences, participation in workshops from other projects.
<b>The general public / advocacy groups</b>	General audience and other actors not identified such as environmental NGO as direct targeted groups by the project, though this group might not have strong interest in the project.	<b>Raise awareness on the importance of R&amp;D in urban drainage in general, inform about the benefits</b>	Project website, brochure, press releases, social media, project outreach events for the general public. Multi-language documents are of key importance.

		<b>of the project towards a sustainable system</b>	
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These target groups will be refined throughout the lifetime of the project in relation to the results and deliverables. To reach out to the largest possible audience, each Co-UDlabs partner will use its own **network of contacts**, both at the local, national and European level (see Table 3 below). Information on the project has been sent out to some of these networks already while others will be reached out in the future for dissemination of project results or targeted communication.

Table 3: Co-UDlabs partners' network

Co-UDlabst partner	Local and national networks	European networks
<b>UNIVERSIDADE DA CORUNA</b>	<ul style="list-style-type: none"> <li>- Agrupación CITEEC (A-CITEEC): about 300 organizations in the field of Civil Engineering follow their LinkedIn group and newsletter</li> <li>- Asociación Española de Abastecimiento y Saneamiento (AEAS). Spanish water supply and wastewater operators. The IV Comission of Urban Drainage has about 80 members (operators, industry)</li> <li>- <a href="http://www.aeas.es">www.aeas.es</a></li> </ul>	<ul style="list-style-type: none"> <li>- Young Water Professionals. IWA</li> <li>- Young Professional Network. IAHR</li> </ul>
<b>THE UNIVERSITY OF SHEFFIELD</b>	<ul style="list-style-type: none"> <li>-Sheffield Water Centre mailing list – mainly academic, but contains end users that have worked with UFSD researchers before.</li> <li>-CIWEM Urban Drainage Group – group focussed on modelling practice in UK Water Sector</li> <li>-SWIG – Sensors for Water Interest Group</li> </ul>	<ul style="list-style-type: none"> <li>- Research member of Water Europe</li> <li>- IWA/IAHR Sewer Processes and Networks Working Group</li> <li>- IWA/IAHR Working Group on Data and Models</li> </ul>
<b>DELTARES</b>	<ul style="list-style-type: none"> <li>- RIONED Foundation (Dutch interest group for urban drainage concerns)</li> <li>- Foundation for Applied Water Research (STOWA)</li> <li>- NWO (Dutch National Research Funding organisation)</li> </ul>	<ul style="list-style-type: none"> <li>- IWA/IAHR working group on Urban Drainage Asset Management</li> </ul>
<b>EAWAG</b>	<ul style="list-style-type: none"> <li>- Wasser-Agenda 21 (FORUM UND NETZWERK DER AKTEURE DER SCHWEIZER WASSERWIRTSCHAFT, <a href="https://wa21.ch/">https://wa21.ch/</a>)</li> <li>- Hochschulgruppe Simulation (HSG), Network of German-speaking Universities regarding simulation of Wastewater systems</li> <li>- VSA-competence center of urban drainage (CC-SE)</li> </ul>	<ul style="list-style-type: none"> <li>- IWA Specialists group on International Working Group on Data and Models (<a href="https://sites.google.com/view/iwgdm/">https://sites.google.com/view/iwgdm/</a>)</li> </ul>
<b>IKT</b>	<ul style="list-style-type: none"> <li>- IKT-Association of Network Operators (members: 130 Network asset owners - from Germany and a few from Europe) - <a href="http://www.ikt-online.org/about-us/ikt-association-of-network-operators/">www.ikt-online.org/about-us/ikt-association-of-network-operators/</a></li> <li>- IKT-Association of Industry and Services (75 members - from Germany and some of them international) - <a href="http://www.ikt-online.org/about-us/ikt-association-of-industry-and-service/">www.ikt-online.org/about-us/ikt-association-of-industry-and-service/</a></li> <li>- Kommunales Netzwerk Abwasser (Municipal Network Wastewater: 60 Municipals from Germany) - <a href="http://www.komnetabwasser.de">www.komnetabwasser.de</a></li> <li>- Johannes-Rau-Forschungsgemeinschaft (Joahannes-Rau-Research Association) (15 research institutes from North Rhine-Westfalia) - <a href="http://www.jrf.nrw">www.jrf.nrw</a></li> <li>- DWA - Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall e.V. (IKT is participating in working groups) - <a href="https://en.dwa.de/en/">https://en.dwa.de/en/</a></li> <li>- IWA Specialist group on Urban Drainage</li> </ul>	<ul style="list-style-type: none"> <li>- ComNet Wastewater (International network for the exchange of experience between Network asset Owners, organized by IKT)</li> <li>- European Water Association (EWA) - research member</li> </ul>
<b>INSA Lyon</b>	<ul style="list-style-type: none"> <li>- ASTEE Commission Assainissement (Sewerage Group)</li> <li>- ASTEE Research Committee</li> <li>- OTHU (<a href="http://www.othu.org">www.othu.org</a>)</li> <li>- H2O Lyon (<a href="https://h2olyon.universite-lyon.fr/h2o-anglais-105390.kjsp?RH=3020308959015886">https://h2olyon.universite-lyon.fr/h2o-anglais-105390.kjsp?RH=3020308959015886</a>)</li> </ul>	<ul style="list-style-type: none"> <li>- IWA / IAHR Specialists group on Urban Drainage (<a href="http://www.jcud.org/">http://www.jcud.org/</a>)</li> </ul>

<b>AALBORG UNIVERSITY</b>	<ul style="list-style-type: none"> <li>- DWPC - Danish Water Pollution Committee</li> <li>- IWA Danish National Committee</li> </ul>	<ul style="list-style-type: none"> <li>- ITN Limnoplast - Microplastics in Europe's freshwater ecosystems: From sources to solutions <a href="https://www.limnoplast-itn.eu/">https://www.limnoplast-itn.eu/</a></li> <li>- International group on urban rainfall (IGUR) under Joint committee on urban drainage (JCUD)</li> <li>- Nordic Framework for Climate Services (NCFS)</li> <li>- Sewer Systems and Processes Working Group (SS&amp;PWG) under the IWA/IAHR Joint Committee on Urban Drainage</li> </ul>
<b>GRAIE</b>	<ul style="list-style-type: none"> <li>- GRAIE network (350 members: urban district, private engineering and scientists; 2500 contacts)</li> <li>- GRAIE and Adopta - 143 members - national network of "stormwater" facilitators as part of a ministerial roadmap for stormwater management</li> <li>- URBIS - 450-500 scientists and practitioners (<a href="http://www.graie.org/urbis-soere/spip/spip.php?rubrique4">http://www.graie.org/urbis-soere/spip/spip.php?rubrique4</a>) - 3 regional observatories: <ul style="list-style-type: none"> <li>- OPUR "Observatoire d'hydrologie urbaine", Paris</li> <li>"Observatoire de Terrain en Hydrologie Urbaine", Lyon</li> <li>- ONEVU "Observatoire Nantais des Environnements Urbains", Nantes.</li> </ul> </li> <li>- OTHU - 115 scientists and doctoral students - 50 practitioners and partners <a href="http://www.othu.org">http://www.othu.org</a></li> <li>- ASTEE - 4000 members (urban district, private engineering, industry...) <a href="https://www.astee.org/membres/">https://www.astee.org/membres/</a></li> <li>- AMORCE - 92 urban district for the "water and wastewater" thematic <a href="https://amorce.asso.fr/nos-adherents">https://amorce.asso.fr/nos-adherents</a></li> <li>- VAD - 360 members (urban district, landscape designer, town planner...) <a href="https://www.ville-amenagement-durable.org/QSN">https://www.ville-amenagement-durable.org/QSN</a></li> </ul>	

A **contact form** has also been developed on LimeSurvey by GRAIE (in the framework of WP1) in collaboration with UDC and Euronovia in order to constitute a project's stakeholders' database. People subscribing to this form are asked to provide their field of activity and to select the topics they are most interested in. Subscribers can ask to receive the project newsletter and targeted communication related to upcoming project activities, events and results. The link to the form (<http://www.graie.org/survey2/index.php/787823?lang=en>) is available on the project website and has also been widely distributed by each partner to their respective networks. The form is available in English, French and Spanish.

In addition, within WP1, the project partners have worked to make an inventory of existing users of the Co-UDlabs RIs and related stakeholders, map the potential future users of the RIs (which will also serve for dissemination in WP4) and other new stakeholders from the community. The International Advisory Board (IAB), created at the start of the project, helped the consortium with this task, and contributed to target industry and academia stakeholders in particular.

In the end, the consortium will be able to perform a stakeholders' analysis to identify the different categories of the project end-user community. We also plan to elaborate a dissemination impact analysis where we will evaluate the responses gained from the different target groups and their interest in using our RIs. This will bring important information for further exploitation of the RIs by end users after the end of the project.

We have identified a **list of EU projects** working on a similar domain (see Table 4 below). This list is used to reach out in order to create synergies and maximize our impact. This list has been updated at M18 and will be kept up to date during the whole duration of the project.

*Table 4: List of European projects on a similar domain*

Project	Objective/Interaction	Website
<b>Ponderful</b> (2020-2024) GA: 869296	Develop improved methods for maximising the use of ponds and pondscares to mitigate and adapt to climate change, protect biodiversity and the delivery of ecosystem services.	<a href="https://ponderful.eu/">https://ponderful.eu/</a>
<b>aqua3S</b> (2019-2022) GA: 832876	Create strategies and methods enabling water facilities to easily integrate solutions regarding water safety through the combination of novel technologies in water safety and the standardisation of existing sensor technologies.	<a href="https://aqua3s.eu/">https://aqua3s.eu/</a>
<b>nextGen</b> (2010-2014) GA: 244356	Boost sustainability and bring new market dynamics throughout the water cycle at the 10 demo cases and beyond.	<a href="https://nextgenwater.eu/">https://nextgenwater.eu/</a>
<b>Hydrousa</b> (2018-2022) GA: 776643	Set up, demonstrate and optimise low-cost, innovative, nature-based solutions for the treatment and recovery of non-conventional water sources such as wastewater, rainwater, groundwater, seawater and atmospheric vapour water	<a href="https://www.hydrousa.org/">https://www.hydrousa.org/</a>
<b>NAIADES</b> (2019-2022) GA: 820985	Support the modernization and digitization of the water sector by providing a holistic solution for the control and management of water ecosystems.	<a href="https://naiades-project.eu/">https://naiades-project.eu/</a>
<b>URBAN Green Up</b> (2017-2023) GA: 730426	Develop, apply and validate a methodology for Renaturing Urban Plans to mitigate the effects of climate change, improve air quality and water management and increase the sustainability of our cities through innovative nature-based solutions.	<a href="https://www.urbangreenup.eu/">https://www.urbangreenup.eu/</a>
<b>SCOREWater</b> (2019-2023) GA: 820751	Connect governments, universities and urban developers and technology professionals within the water society to develop and test water-smart digital solutions and best practices to strengthen cities' resilience.	<a href="https://www.scorewater.eu/about-us">https://www.scorewater.eu/about-us</a>
<b>AquaSPICE</b> (2020-2024) GA: 958396	Materialize circular water use in European Process Industries, foster awareness in resource-efficiency and deliver compact solutions for industrial applications.	<a href="https://aquaspice.eu">https://aquaspice.eu</a>
<b>LabPlas</b> (2021-2025) GA: 101003954	Improve microplastic detection and monitoring procedures, quantify microplastics pollution in two large European river basins and look for new modelling approaches to determine microplastic contribution to seas.	<a href="https://cordis.europa.eu/project/id/101003954">https://cordis.europa.eu/project/id/101003954</a>
<b>MultiSource</b> (2021-2025) GA: 101003527	Demonstrate a variety of about Enhanced Natural Treatment Solutions (ENTS) treating a wide range of urban waters and to develop innovative tools, methods, and business models that support citywide planning and long-term operations and maintenance of nature-based solutions for water treatment, storage, and reuse in urban areas worldwide.	<a href="https://cordis.europa.eu/project/id/101003527">https://cordis.europa.eu/project/id/101003527</a>
<b>Smart Cities EU</b>	The Smart Cities Marketplace was created by merging the two former Commission projects “Marketplace of the European Innovation Partnership on Smart Cities and Communities” (EIP-SCC) and the “Smart Cities Information System” (SCIS) into one single platform. It is a major market-changing undertaking that aims to bring cities, industries, SMEs, investors, researchers and other smart city actors together.	<a href="https://smart-cities-marketplace.ec.europa.eu/">https://smart-cities-marketplace.ec.europa.eu/</a>
<b>OPENSense</b> (2021-2025)	Opportunistic precipitation sensing network. OPENSENSE brings together scientists investigating different opportunistic sensors, experts from national weather services, owners of sensor networks, and end-users of rainfall products to build a worldwide reference opportunistic sensing community	<a href="https://www.cost.eu/actions/CA20136/">https://www.cost.eu/actions/CA20136/</a>
<b>MonPlas</b> (2020-2023) GA: 860775	Train early-stage researchers for the development of technologies to monitor concentrations of micro and nano plastics in water for their presence, uptake and threat to animal and human life	<a href="https://www.monplas.eu/">https://www.monplas.eu/</a>
<b>SCORE</b>	Increase climate resilience in European coastal cities. The project will tackle specific challenges related to sea levels, coastal erosion	<a href="https://score-eu-project.eu/">https://score-eu-project.eu/</a>

(2021-2025) GA: 101003534	and extreme weather events using an integrated solution of smart technologies and nature-based solutions.	
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The following European projects, related to Co-UDlabs, identified at the beginning of the project have ended: the LIFE BEWARE project and the INTERREG BEGIN project.

### 1.3. THE CO-UDLABS MESSAGES

For each different audience, a distinct strategy using targeted messages, means and language will be used. In particular, for each audience we will try to answer the following questions and adapt the message we are delivering:

- Why do they need to know?
- What makes the issue urgent?
- What are the consequences if no action is taken?
- What solutions are we offering?
- How does our work relate to everyday life?
- Does it link to any broader societal issue?

Rather than focusing only on the provision of factual information, we will try as much as possible to position our research topic within a broader socio-economic and policy context, so that it will be easier to explain the results and their relevance to both policymakers and citizens.

Here are some messages that we are planning to deliver through the dissemination activities:

- Remind the importance of Urban Drainage Systems (UDS) in providing flood risk reduction and safe sanitation and raise awareness of the need to develop a more sustainable and smart urban drainage system;
- Promote the role of the Co-UDlabs facilities in studying, at pilot and full scale level, many of the solutions and technologies potentially capable of transforming UDS. These facilities can support studies into novel approaches to deal with new sensors, emerging contaminants, low energy technologies, resource recovery, and data analytics technologies;
- Promote the research infrastructure access within Co-UDlabs to enable breakthrough research and innovation opportunities to research teams and water utilities and their supply chain partners to develop a variety of sustainable technologies;
- Recall the importance of improving the visibility of existing problems in the urban drainage systems enhancing the role of RIs to solve UDS challenges. In fact, the urban drainage sector is a sector often forgotten by society that only appears in the media or in political decisions after the occurrence of extreme or critical events that generate risks to the population or ecosystems, such as urban flooding or pollution episodes in receiving surface waters.
- Recall the importance of involving key users and public authorities at local, regional and national levels in the project in order to guarantee the back-up of the project by stakeholders.

## 1.4. DISSEMINATION RULES AND PROCEDURES

### 1.4.1. Communication within the Co-UDlabs consortium

Communication among partners is crucial to exchange up-to-date knowledge and data and to enhance and optimise collaborations and inter-linkages between the WPs. This is also needed to define the best valorisation and external dissemination strategies.

Internal communication will be ensured through regular exchange of information via email and during bi-monthly meetings, when all partners gather together to discuss achievements, upcoming activities, deadlines and issues arising within the different work packages. WP leaders are also presenting main research advances during each Co-UDlabs plenary meetings or whenever needed.

Euronovia (the WP4 leader) and UDC (the project coordinator), are working together to update social media accounts and the project website with information about the upcoming activities and events of the project. They are also regularly encouraging the other members of the consortium to participate in communication and dissemination activities, namely:

- Communicating their activities and disseminating their results to their respective networks, in social media and through news on the project website,
- Contributing to the content of the biannual newsletter (articles, interviews),
- Informing the other partners of interesting initiatives and events in the urban drainage sector,
- Keeping track of their participation in external events by filling-in a dedicated reporting table,
- Disseminating results and publications in open access.

### 1.4.2. Open access to scientific publications

The access policy that will be implemented by the project will give priority to the Green model with the requirement to fix the embargo to 6 months after the first date of publication, as required by the EC. However, when not applicable, the publication policy of the consortium will be to pay the fees to make the scientific publications free of access. The costs related to paying the “Gold” open access for a number of publications have been integrated into the budget of the project.

Further to this and whenever necessary, the addendum to publication agreement provided by the European Commission will be used. This is an instrument that, if accepted by the editor, modifies the publisher’s agreement and allows the researcher to keep key rights to your articles. The coordinator will be in charge of supporting the researchers for these administrative issues related to the communication with the publishers.

In addition, the consortium will consider submitting papers to the Open Research Europe, the new open access publishing platform for the publication of research stemming from Horizon 2020 funding. This will be discussed by the project partners on a case-by-case basis.

All publications are being stored in the Co-UDlabs project community that has been created on Zenodo (<https://zenodo.org/communities/coudlabs/>).

### 1.4.3. Open access to scientific data

The project will collect relevant research data, that will be managed according to the Data Management Plan (D4.1) respecting the principle that open scientific research data should be easily discoverable, accessible, useable, and wherever possible interoperable to specific quality standards. In accordance with the rules of the Open Research Data



Pilot, for each research dataset, the Co-UDlabs partners will carefully study the possibility and pertinence to make them findable, accessible, interoperable and reusable. Data will be shared in accordance with recognized standards used in the research field, to maximize the opportunities for data linkage and interoperability. Sufficient metadata will be provided to enable the datasets to be used by others. Generally, the data being produced will be shared and made accessible for verification and re-use, according to the provisions foreseen in the CA. Access to specific data may be restricted under limited circumstances (e.g. for national security, to protect personal data and where the relevant new know-how acquired in the project is protected in order not to endanger the exploitation of the project's results).

A first version of the Co-UDlabs Data Management Plan (DMP) was prepared and submitted as a deliverable (D4.1) at M6. The aim of the DMP is to outline how partners will collect data, will catalogue it and, when appropriate, how they will make it available on an open access basis during and after the project. The plan also describes the mechanisms the consortium will use to ensure that as much of the data collected during the project is made available as soon as is practicable. During the General Assembly organized in La Coruña in June 2022, the data management strategy was discussed and slightly revised: Partners agreed on the necessity to provide a specific DMP for each JRA and TA, and to use the DMPonline tool to draft and maintain each DMPs.

At M16, UDC developed a “Guide on how to upload JRA and TA datasets on Zenodo”, together with a “Data storage report template” to be filled in and attached to the repository alongside the datasets by each JRA and TA team.

The DMP will be updated at M20 (December 2022) with the latest project datasets (Annex 1) and with the revised strategy. Further updates are planned for the end of the 2nd reporting period (M36) and for the end of the project (M48).

The open-access datasets related to this first reporting period have been uploaded on Zenodo, under the Co-UDlabs community created in October 2021: <https://zenodo.org/communities/coudlabs/>.

#### 1.4.4. Use of graphic identity and EU visibility

A common graphic identity has been defined to allow for better visibility and recognition as well as branding of the Co-UDlabs project. Therefore, all dissemination tools and activities must refer to or include:

- The name of the project: Co-UDlabs
- The project's website URL (<https://www.co-udlabs.eu>)
- The Co-UDlabs project logo (different versions to be used depending on the background color)
- Information on EU funding (as defined in the article 29.4 of the GA):
  - Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must: (a) display the EU emblem and (b) include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101008626”.
  - When displayed together with another logo, the EU emblem must have appropriate prominence.

### 1.5. DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

The communication activities that will be part of the dissemination plan described in WP4 will be tailored to ensure that important messages are widespread to the adequate targeted audience and that the public at large gets connected with Co-UDlabs RI. Such activities complement the dissemination as they “translate” the sometimes-complex results

into easy-to-understand resources focusing more on the impacts and added value for the end-users of Co-UDlabs and the society in general.

The main purposes of the communication activities of the project have been defined as follow:

- To show how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges.
- To show how the outcomes are relevant to people’s everyday lives, by creating jobs, introducing novel technologies, or enhancing the quality of life of EU citizens and better protecting the environment, making people’s lives more comfortable in other ways.
- To better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure a follow-up of the development of technology.

To do so, we will create and use different tools and activities, as detailed in the table below.

*Table 5: Main elements of the dissemination strategy*

<b>Visual Identity</b>	The project branding will help all partners communicate about the project in a uniform, consistent, and professional manner. The project branding includes project logo, visual identity, written identity including tagline and key messages and templates for Word and PowerPoint.
<b>Communication materials</b>	- A communication package containing the main elements of the project and gathered in a PPT presentation, a poster, a project banner and a word document (one-page project description, objectives, impacts). The communication package will be translated to French, Spanish and German to achieve a broader audience with water operators, utilities and other stakeholders. - 1 flyer, 1 brochure, 8 newsletters (1 every 6 months), 2 press releases and 2 articles in specialized magazines, 1 timeline infography, 1 motion design video to be promoted through the EU audiovisual channels and YouTube.
<b>Website</b>	The public website contains information targeted for the general public, the UD scientific community and SMEs in the water sector and commercial bodies in other sectors (description of the project, the WPs, the partners, basic information on the technology) as well as specific information targeted towards the different type of stakeholders linked to the project (training materials, scientific papers, environmental impact, ...) and a section dedicated to TA access.
<b>Social networks and online presence</b>	Social web-based media (creation of 1 LinkedIn page and Twitter account), which will serve to target the general audience as well as more technology related stakeholders. Interviews to each of the partners will be done and integrated into a video for wide online dissemination. Webinars will be organized to communicate on the project and attract new users, and YouTube videos will be done by the partners.
<b>Press relations</b>	- 2 media press kit to be done at mid and the end of the project and disseminated to the press, to show project and TA programme results. - Public relations and media coverage (national/international press, communication to citizens and authorities).
<b>Publications</b>	Scientific and technical publications in both journals and trade magazines to widely disseminate the project outcomes and support its results.
<b>Events</b>	- Organisation of several events: webinars, doctoral schools, summer schools, industrial training courses, workshops, seminars, exhibitions in science popularization events and in specific fairs and one final infoday. - Participation in external events and scientific conferences to present the project activities and outcomes.

### 1.5.1. Visual identity

The project branding will help all partners to communicate about the project in a uniform, consistent, and professional manner: it includes the project logo, project identity and style guide, templates for Word and PowerPoint documents.

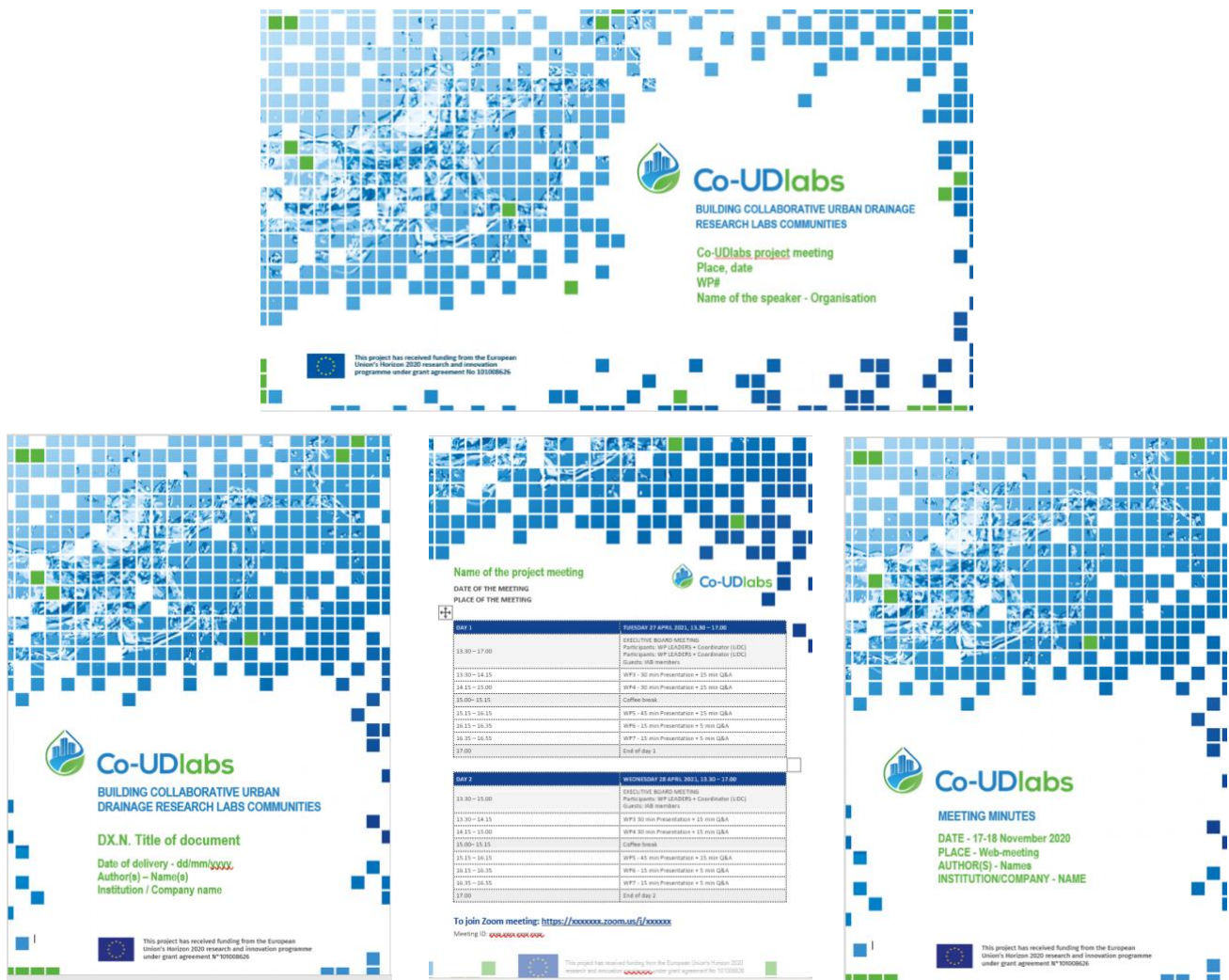




The pictograph of the logo is a stylistic representation of a urban background (three buildings) and an element representing the green infrastructures (a leaf). The logo will be used for all communication materials, with or without the baseline “Collaborative Urban Drainage Research Lab Communities”. The project’s graphical identity includes fonts, colors and texts directly derived from the project logotype. Such visual identity is defined by the project logo and it will be used in all dissemination tools and printed materials.

Templates for the project deliverables, meeting agenda and minutes have also been produced during the first months of the project, together with a PowerPoint template to be used by the partners for all presentations on Co-UDlabs both in internal and external events.

Figure 1: Co-UDlabs templates: PowerPoint presentation, deliverable, agenda and minutes



### 1.5.2. Communication materials

The following communication materials have been prepared and distributed to the project partners in order to ensure effective communication and increase public awareness of the project.

### 1.5.2.1. *Flyer and brochure*

A project **flyer** with general information on the project and the research infrastructures available in the framework of the transnational access was prepared in October 2021. The flyer has been distributed to partners who can print it and distribute it when organizing or attending events.

A **brochure** will be created to present the research facilities and main results of the project and it will be distributed at conferences at national and international level, with different audiences (academia, industry, and water operators).

### 1.5.2.2. *Poster and roll-up banner*

A project **poster** and **roll-up banner** are ready to be printed and used during external conferences and events attended by the consortium to promote and present the results arising from the project.

### 1.5.2.3. *Press releases and articles*

A **press release** was drafted in July 2021 to summarize the most important information related to the project (scope, objectives, messages) to help the consortium to communicate the right information about the project. This press release was translated into French and Spanish and distributed by the project partners to their contact networks. Another press release is planned at the end of the project.

In addition, **2 articles in specialized magazines** are also planned to be published during the project lifetime.

### 1.5.2.4. *Newsletter*

Another essential tool to keep in touch with the stakeholders is the edition of a project **newsletter**. 8 Co-UDlabs newsletters (twice a year) are planned to be sent out to the newsletter subscribers and will also be made available on the project website. In addition, the newsletter will be sent by e-mail to relevant networks of project partners. The first 2 issues of the newsletter have been created in November 2021 and May 2022 and were sent out to the project mailing list and disseminated through social media and the contact networks of the project partners to maximize its dissemination. They are available for download at <https://co-udlabs.eu/dissemination/newsletter/>.

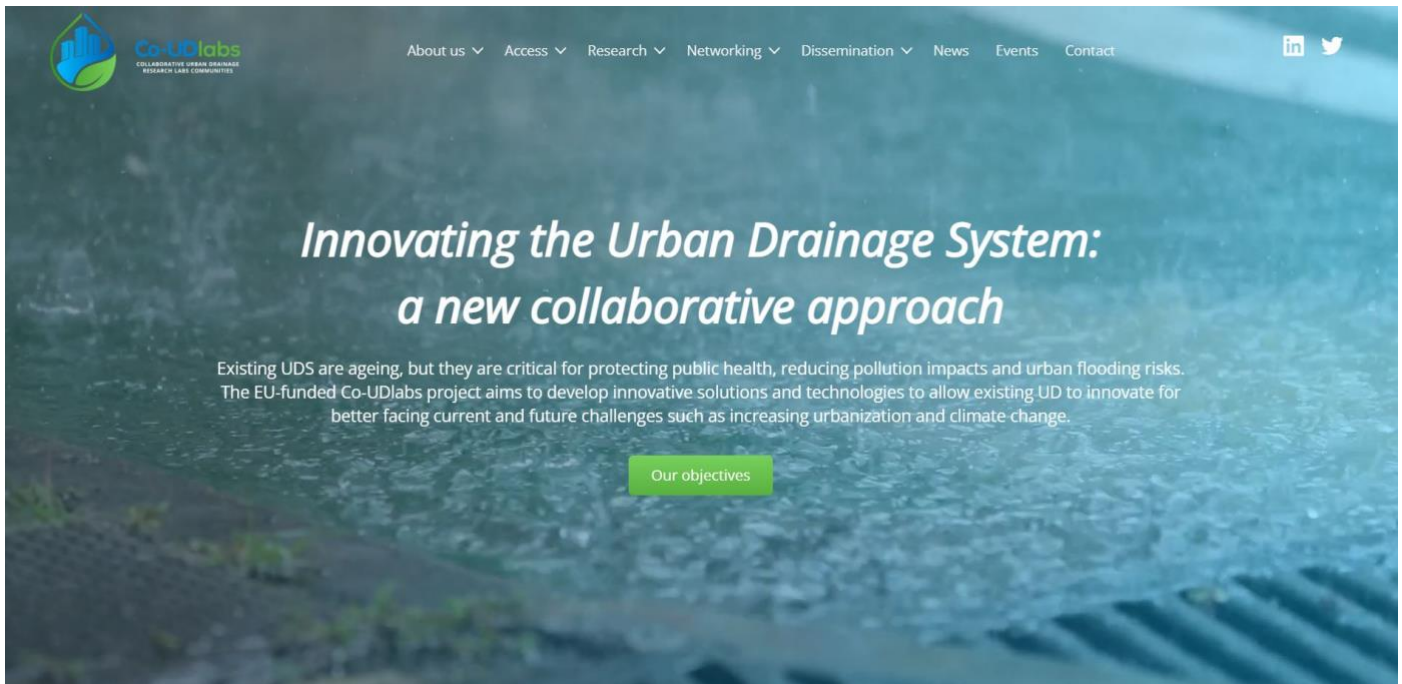
### 1.5.2.5. *Other communication materials*

1 **timeline infography**, 1 **motion design video** and several other **videos** will be created to present the project activities in an attractive and dynamic way. Videos will be made available in the project **YouTube channel** especially created by the project (see section 1.5.4 Social networks and online presence).

## 1.5.3. **Website**

The project website (<https://www.co-udlabs.eu/>) is of crucial importance in order to enhance the visibility of Co-UDlabs as it will serve as the main communication tool for the wide dissemination of the project activities, deliverables and outcomes. This is the central place where we want to build the Co-UDlabs community together with water operators, companies, students, policy makers and advocacy groups interested in urban drainage.

Figure 2: Co-UDlabs website landing page



The website includes information on the project scope, objectives and activities, partners, research infrastructures and information on the dissemination activities and documents. A specific section of the website is dedicated to the Transnational Access (TA), with useful information on the first call for proposal and related launching events.

Created in October 2021, the Co-UDlabs website will be frequently updated and the content will be expanded constantly during the project lifetime. The website currently includes the following sections:

- The **homepage** provides an overview of the project scope and concept and a selection of latest news;
- About us:** it provides information on the objectives, workplan, expected impacts and the partners involved in the project;
- Access:** this section includes information on transnational access and a complete description of the research facilities available within the consortium, as well as a section dedicate to the TA call;
- Research:** it includes information on the Joint Research Activities and, in the future, links to scientific publications;
- Networking:** a section with information on the different networking activities, trainings offered by the consortium and a section with links to EU projects linked to Co-UDlabs and the water management sector;
- Dissemination:** provides information on the project communication material, deliverables, publications, events and newsletter;
- News:** a page including the list of news published by the consortium;
- Events:** it includes information on future and past events organised by the project partners within the project;
- Contact:** it includes the email address to reach us with specific questions as well as the link to the contact form created on Limesurvey to become part of the project community;
- Links to social media**

The impact of the website is monitored using Google Analytics. During RP1, 37 news have been published and 80 users visited the website in average each month. More information on the content and structure of the website can be found in deliverable D4.2.

#### 1.5.4. Social networks and online presence

Social media are being used to inform and stay connected with the professionals, policy makers and scientific community as well as reach out to an interested general public.

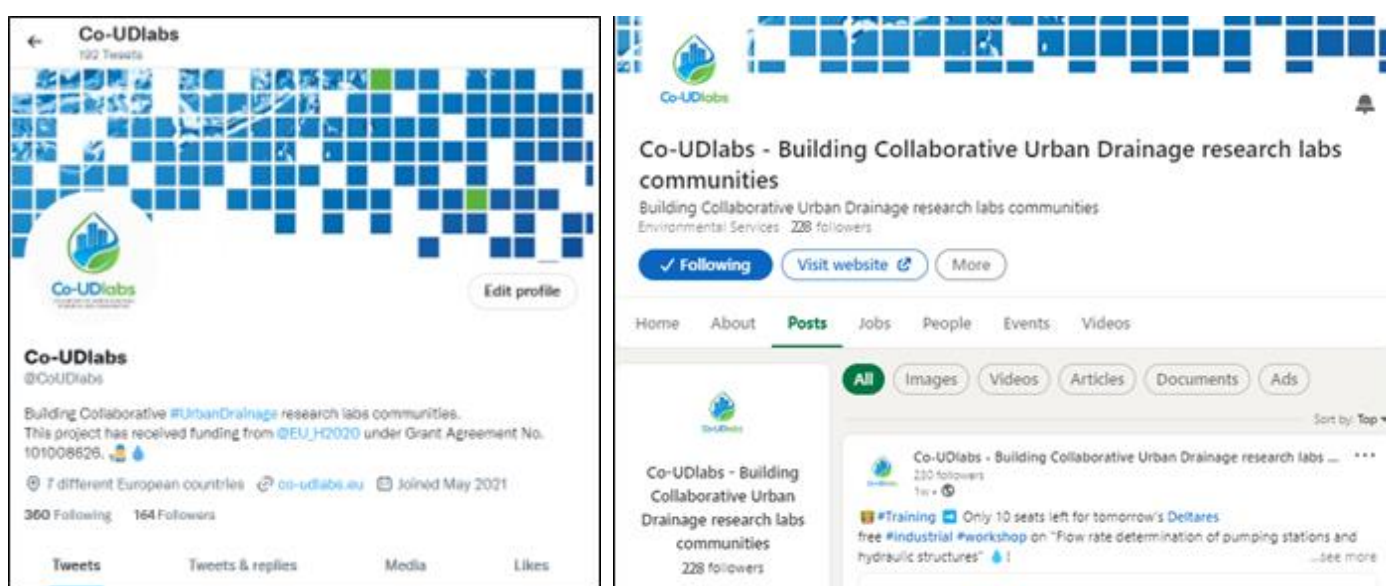
A **LinkedIn page** and a **Twitter account** have been created in the first months of the project to develop a community of people interested in the project, to raise awareness on the project launch and objectives and to allow for more interaction with related initiatives:

- LinkedIn page: <https://www.linkedin.com/company/co-udlabs-project/>
- Twitter account: <https://twitter.com/CoUDlabs>

LinkedIn and Twitter users are very active, web-savvy and heavy internet users, thereby improving the visibility of the Co-UDlabs messages. These are proved to be very useful channels to enhance the visibility of publications, newsletters, project members participation in conferences/events (improving networking) and the dissemination of any important activities related to the project. Partners are encouraged by UDC and Euronovia to actively participate by sharing news, articles about their work and regular information on the project developments, to initiate discussions and provoke debates. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact on the project.

The impact of using Twitter is analysed through Twitter Analytics while the impact of the LinkedIn page is accessible by the group administrators. At the end of RP1, the project LinkedIn group hits 228 subscribers and 37 news have been posted. The project Twitter account has 164 followers and 142 tweets were published. In addition, several partners used their institutional LinkedIn and Twitter accounts to communicate about the project, some of them being very active on social media and with an important number of followers

Figure 3 - Co-UDlabs LinkedIn page and Twitter account

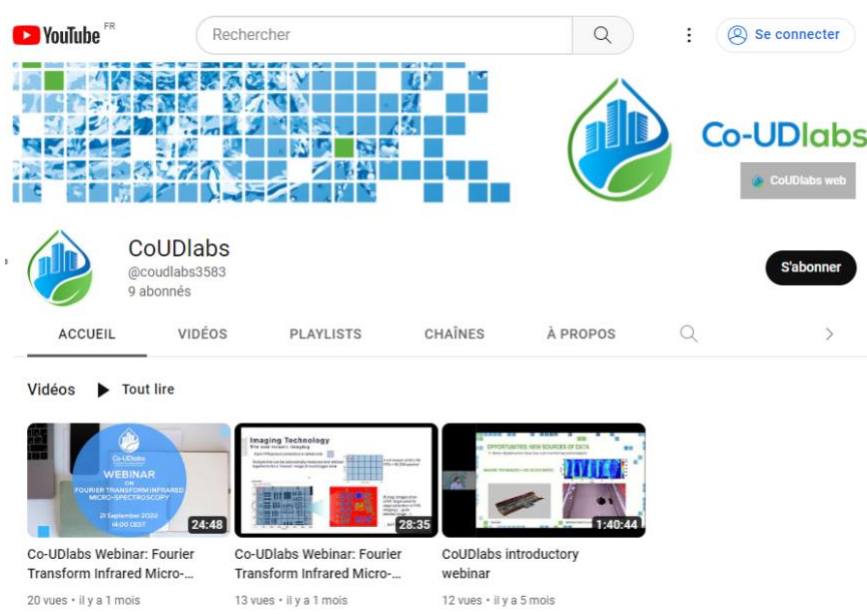


Further to these, a **YouTube channel** has been created at M12 ([www.shorturl.at/emp23](http://www.shorturl.at/emp23)). At the end of RP1, this YouTube channel contains 3 videos (recordings of the project webinars). This YouTube channel will be fed with



additional videos throughout the project lifetime, including the recordings of the project training activities, a **motion design video presenting Co-UDlabs** and the **interviews of partners**.

Figure 4 - Co-UDlabs You Tube channel



With a constantly evolving social media landscape, Co-UDlabs will remain open to using any appropriate social media network or tool to meet the right target audience.

### 1.5.5. Press relations

Press Relation (PR) is a very important tool for reaching the target audiences. Co-UDlabs will create several articles to inspire and engage the citizens and to reach a higher level of the importance of innovating urban drainage systems.

Different types of press relations and media coverage are planned to take place during the lifetime of the project:

- 2 media press kit** to be done at mid-term and the end of the project for dissemination to the press, to show project and TA programme results.
- Media coverage:** at least 15 external articles in the press/media (national/international press, communication to citizens and authorities).

During RP1, 11 external articles have been published about Co-UDlabs in regional and national online and print media.

Table 6: Press articles published about Co-UDlabs

Articles:	Published in:	Date of publication:	Dissemination level:
<a href="#">Investigadores de la UDC lideran un proyecto europeo de estudio de sistemas de saneamiento urbano</a>	<a href="http://www.iAgua.es">www.iAgua.es</a>	April 2021	National
<a href="#">El saneamiento urbano, a revisión</a>	<a href="http://www.laopinioncoruña.es">www.laopinioncoruña.es</a>	April 2021	National
Temos que ir cara sistemas máis sostibles e intelixentes	OSIL newspaper	June 2021	Regional
<a href="#">Le Graie prend part au projet européen Co-UDlabs</a>	<a href="http://www.constructioncayola.com">www.constructioncayola.com</a>	August 27, 2021	National

<a href="#">Eaux pluviales urbaines : le Graie engagé dans un programme européen</a>	<a href="http://www.enviscope.com">www.enviscope.com</a>	Septembre 29, 2021	National
<a href="#">Infraestructura coruñesa al servicio del saneamiento</a>	<a href="http://www.laopinioncoruña.es">www.laopinioncoruña.es</a>	October 2021	Regional
<a href="#">Co-UDlabs: Forschung und Innovationskraft stärken</a>	BI Umweltbau	June 2021	National
<a href="#">La Universidade, sede de la primera asamblea del proyecto europeo sobre drenaje</a>	<a href="http://www.laopinioncoruña.es">www.laopinioncoruña.es</a>	June 2022	Regional
<a href="#">A Universidade da Coruña acollerá tres equipos de investigación internacionais que realizarán ensaios punteiros sobre inundacións en contornas urbanas</a>	<a href="http://www.21noticias.com">www.21noticias.com</a>	July 2022	Local
<a href="#">La UDC acogerá a tres equipos internacionales que investigarán sobre inundaciones urbanas</a>	<a href="http://www.elespanol.com/quincemil">www.elespanol.com/quincemil</a>	July 2022	Regional
<a href="#">L'ambition est de sortir les résultats de recherche des cartons pour améliorer la gestion de l'eau urbaine</a>	<a href="http://www.actu-environnement.com">www.actu-environnement.com</a>	July 19, 2022	National

Figure 4 - “We have to go towards more sustainable and intelligent systems”, interview of Jose Anta Alvarez (UDC) about Co-UDlabs in the Spanish O Sil regional newspaper in June 2021



In addition, the project coordinator presented Co-UDlabs during a **radio interview** on a Spanish regional radio in April 2021: <https://www.crtvg.es/rg/destacados/a-tarde-a-tarde-do-dia-29-04-2021-5012510>. Elodie Brelot from GRAIE presented the CO-UDlabs project during a **filmed interview** by Actu Environment in June 29, 2022: <https://youtu.be/vjD8WLFpZL4>.

### 1.5.6. Scientific and technical publications

In the course of the project, we will actively publish in both scientific (for academic) and technical (for practitioners) journals and trade magazines to widely disseminate the project outcomes and support its results. The partners are confident to publish at least 15 **conference papers**, 10 **scientific publications** in peer-reviewed journals and 8 **technical papers** in national and international journals.

Here is the list of relevant journals that the consortium has preliminary identified for the dissemination of the results to the scientific and industrial community:

- International journals
  - Water Research
  - Hydrology and Earth System
  - Science
  - Journal of Hydrology
  - Urban Water Journal
  - Blue and Green Infrastructure
  - Water21 (IWA magazine)
- National journals
  - TSM – Techniques Sciences Méthodes (FR)
  - Korrespondenz Abwasser (D)
  - BI Umweltbau (D)
  - Revista Ingeniería del Agua (SP)
  - Water Management (UK)
  - Water and Environment Journal (UK)
  - Aqua und Gas (CH)

At M18, partners have published **8 conference papers**:

- “Co-Udlabs: Una red europea de infraestructuras de investigación en saneamiento y drenaje urbano”, Jose Anta, Jerónimo Puertas, Luis Cea, Joaquín Suárez, Juan Naves, Manuel Regueiro, Andrea Ciambra, XIV Seminario de la Red de Laboratorios de Hidráulica de España, RLHE
- “Permeable pavement clogging laboratory experiments using rainfall simulators”, Jose Anta, Joaquín Suárez, Proceedings of the 39th IAHR World Congress
- “Monitoring Sewer Sediment Deposits with Passive Temperature Sensors”, Jose Anta, Jörg Rieckermann, Proceedings of the 39th IAHR World Congress
- “Improving sediment monitoring strategies based on analysing heat transfer processes in sewer pipes”, Jörg Rieckermann, Proceedings of the 10th International Conference on Sewer Processes and Networks

- “How reusable are your data? - Towards truly FAIR open data for urban drainage”, J. Rieckermann, P. Lechevallier, J. Agustsson, L. Rossi, S. Tait, *Proceedings of the 10th International Conference on Sewer Processes and Networks*
- “Machine learning to improve understanding of sewer pipe failures”, Ehsan Kazemi, Will Shepherd, Simon Tait, *Proceedings of the 10th International Conference on Sewer Processes and Networks*
- “Towards non-contact pollution monitoring in sewers with hyperspectral imaging”, P. Lechevallier, C. Felsheim, J. Rieckermann, *Proceedings of the 10th International Conference on Sewer Processes and Networks*
- “Co-Udlabs: Construyendo una red europea de grandes instalaciones de investigación en saneamiento y drenaje urbano”, Jose Anta, Jerónimo Puertas, Luis Cea, Joaquín Suárez, Juan Naves, Manuel Regueiro, Andrea Ciambra, XXXVI CONGRESO. Asociación Española de Abastecimientos de Agua y Saneamiento

## 1.5.7. Events

The Co-UDlabs project partners will organize and participate in several public events to promote the project and disseminate the results.

### 1.5.7.1. Events planned to be organised by the project

- 2 seminars or special sessions associated with the 2022 SPN conference and 2023 Novatech international conference to create and consolidate a group of ‘early adopters’ users (WP1);
- 2 dissemination workshops on smart governance in urban water sector as side-events in national or international conferences (WP2)
- Internal 2 early-stage research seminars comprising PhDs and early-stage researchers from partners of Co-UDlabs (WP3)
- 1 open workshop and 1 PhD course for the UD European junior research community in 2022 and 2023 (WP3)
- 5 industrial workshops targeting UD industry professionals and practitioners (WP3)
- Public webinars and online lectures for specific and emerging monitoring techniques in UD (WP3)
- 3 workshops to disseminate the project results achieved in WP6, WP7 and WP8 (WP4);
- 2 webinars and 2 hackathons to promote the TA calls (WP5);
- 1 final infoday targeted at the general public and other non-experts (WP4);

At M18, the following 9 events have been organised by the CO-UDlabs project:

- Co-UDlabs Introductory Webinar on Transnational Access, organised by UDC on October 13, 2021 (online);
- Co-UDlabs Online Workshop on UD Practice and Research Needs, organised by IKT on November 3-4, 2021 (online);
- Co-UDlabs Hackathon on Transnational Access to RIs, organised by Deltares on November 23 and 25, 2021 (online);
- Co-UDlabs 25th EJSW - European Junior Scientists Workshop on "Monitoring urban drainage systems and rivers", organized by INSA and DELTARES on May 15-21, 2022 in St-Maurice-en-Valgaudemar (France);



- Co-UDlabs live workshop on “Strengthening the links between scientists and practitioners to accelerate the transition towards smart and sustainable urban stormwater management – the Co-UDlabs project” organised by GRAIE at the CGLE Carrefour des gestions locales de l’eau on June 29-30, 2022, Rennes (France);
- Co-UDlabs 1st Early-Stage Researchers Seminar, organized by UDC on 1 June 27-July 1, 2022 in A Coruña (Spain);
- Co-UDlabs Workshop on “Urban Drainage Metrology Toolbox”, organised as a side-event to the International Conference on Sewer Processes and Networks (SPN) by INSA on August 23, 2022 in Graz (Austria);
- Co-UDlabs session on “Tapping the value of urban drainage systems (UDS) Data” organised as part of the IWA World Water Congress by UDC on September 13, 2022 in Copenhagen (Denmark);
- Co-UDlabs Webinar on “Fourier transform infrared spectroscopy (FTIR) chemical mapping”, organized by AAU on September 21, 2022 (online).

### 1.5.7.2. Participation in external events

Co-UDlabs will be represented in a series of different national and international events. Partners attending these events are expected to engage with specialist groups of stakeholders and be confident ambassadors of the project.

- **Scientific conferences** where the project results will be presented either via oral/poster presentations, which could lead to the publication of conference proceedings (WP4);
- **National technical events** with practitioners, water utilities and regulators to disseminate Co-UDlabs products and services in the non-scientific UD community minimizing language barriers bottlenecks (WP4)
- **Exhibition booths** in fairs in innovation and technology related events (WP4);
- **Open-science events** to raise awareness of the project among the public and non-specialist audience in general (WP4)

More specifically, the Co-UDlabs scientific partners will facilitate the dissemination of the project results in national and international conferences in the UDS field. At the beginning of the project, the partners identified a list of relevant events and conferences to which a participation could be envisaged. This list, which has been continuously updated, is available below. It is to be noted that, depending on the timing of these events, the type of results to be disseminated and budget constraints, only a limited number of events from this list will be selected. This will be discussed by the consortium in due time.

*Table 7: Updated list of events targeted by the consortium*

SCIENTIFIC CONFERENCES			
Name	Date	Venue	Partner planning to attend
Aqua Urbanica 2022 "Grün statt Grau"	November 13-15, 2022	Riverside, Switzerland	EAWAG
Novatech	3-7 July 2023	Lyon, France	INSA, GRAIE
International Conference on Urban Drainage (ICUD)	2024	Delft, The Netherlands	UDC, INSA, AAU
NATIONAL TECHNICAL EVENTS			
Name	Date	Venue	Partner planning to attend
Artificial Intelligence: Reshaping the Water Industry Online Conference	November 22, 2022	Online	DELTAIRES

Jornadas de Ingeniería del Agua	2023	Cartagena, Spain	UDC
Oldenburger Rohrleitungsforum (Oldenburg Pipeline Forum)	March 30-31, 2023	Oldenburg, Germany	IKT
German Water Association Rainwater Congress (DWARegenwassertage)	TBA	Germany	TBC
EXHIBITIONS AND TRADE FAIRS OR OTHER INDUSTRY EVENTS			
Name	Date	Venue	Partner planning to attend
RO-KA-TECH 2023	May 9 - 12, 2023	Kassel, Germany	IKT
ASTE annual Congress	June 6-8, 2023	Nice, France	INSA
Chartered Institute of Water and Environmental Management Urban Drainage Group Annual Conference	TBA	UK	TBC
Water Environment Federation's Technical Exhibition and Conference	TBA	TBA	TBC
WaterEurope Innovation Week	TBA	TBA	TBC
OPEN SCIENCE EVENTS			
Name	Date	Venue	Partner planning to attend
Famelab	2023	TBA	TBC
Pint of Science Festival	2023	TBA	TBC
European Researchers' night	Every year, September	Several countries	Several partners
Día da ciencia na rúa	Every year, May	A Coruña, Spain	UDC
Fête de la Science	Every year, October	Several cities in France	Euronovia / GRAIE / INSA
ESOF	2024	TBA	TBC

So far (M18), the consortium participated in 17 external events for promotion and scientific dissemination where partners presented the work done within the project with an oral or poster presentation:

□ **7 scientific conferences**, including:

- A poster presentation by EAWAG at **Aqua Urbanica 2021** "Schwammstadt" - German speaking Urban Drainage community on 13-15 September 2021, Innsbruck (Austria);
- An oral presentation by UDC at the **GW4 WSA Seminar Series** of the GW4 Water Security Alliance on May 26, 2022 (online);
- An oral presentation by UDC during the IAHR Institute Meetings (part of the **39th World Congress of IAHR**) on June 19-25, 2022 in Grenada (Spain);
- An oral presentation by UFSD and discussion on future research directions at the **Symposium on Urban Flooding Experiments** on September 1-2, 2022 in Lyon (France);
- A poster presentation by EWAG at **Aqua Urbanica 2022** "Grün statt Grau" on November 13-15, 2022 in Glattfelden (Switzerland);

- An oral presentation by UDC at the **Water Innovation Europe 2022** (NBS working group event) on June 23, 2022;
- An oral presentation by IKT at the **POLLUTEC conference** on October 2021, Lyon (France).
- **7 national technical events**, including:
  - An oral presentation by UDC at the **Galicia Innovation Days – Towards Horizon Europe** on October 25-29, 2021 (online);
  - An oral presentation by IKT at the **StarkRegen Congress 2021** (Heavy Rain Congress) on December 2-3, 2021 in Gelsenkirchen (Germany);
  - An oral presentation by IKT at the **Göttinger Abwassertage** (Goettinger Wastewater Days) on February 15-16, 2022 (online);
  - An oral presentation by UDC at the **14th Annual Seminar of the Spanish Network of Hydraulics Laboratories** on March 29, 2022 in Barcelona (Spain);
  - A poster presentation by UDC at the **Jornadas de la AEAS** on September 28-30, 2022 in Córdoba (Spain)
  - An oral presentation by INSA and GRAIE at the **Journée d'échanges Autosurveillance des systèmes d'assainissement** on October 13, 2022 in Lyon (France);
  - A poster presentation by GRAIE at the **Webinar France-Québec "Ville Perméable"** on 17 March 2022.
- **1 exhibition trade**:
  - Online booth organised at the **ICRI 2022** conference on 19-21 October 19-21, 2022 in Brno (Czech Republic) – hybrid event.
- **1 Open science event**:
  - Poster presentation by UDC at the **Galician Night of Researchers** taking place at A Coruña (Spain) on September 24, 2021.
- **1 Other event**:
  - Oral presentation by UDC at the **LIFE DRAINRAIN** project final event on October 20, 2022 in Ferrol (Spain).

## 1.6. IMPACT ASSESSMENT

Monitoring the impact of the different dissemination activities involves a systematic collection of data and reporting of information from all partners. This information serves to deliver the final verdict on the success of the dissemination process undertaken by the project.

In order to measure the success of the implemented communication and dissemination activities, a detailed communication and dissemination plan has been created in order to check that all activities are planned and are effectively taking place, integrating **Key Performance Indicators (KPIs)** to measure the impact of each dissemination and communication activity. KPI's are a measuring factor for the performance and progress of an activity, message, task, etc. towards its expected impact. Several KPIs have been defined for each communication activity. They will be used to



## 2. EXPLOITATION STRATEGY

Creating marketable products from research output is becoming a requirement to boost the innovation potential of the research activity towards a constant evolution, in which universities and research centres are engaging with the non-academic/private sector. In its nature, Co-UDlabs holds the potential and is experienced for exploiting research outputs at various levels involving different types of organizations, such as water utilities, the SMEs in their supply chain, research centres as well as other public interest organizations, for the benefit of the final users of the RIs. The plan for exploitation will consider these different levels through the different aspects presented below:

- Target groups identification:** lead (technology makers) and end users principally, and/or potential future competitors.
- Lists of outputs to be exploited** and explanation on how to proceed with their development (see Table 9: Preliminary list below).
- Definition of the exploitation strategy** (improvement of dissemination strategies, market and needs analysis, feasibility studies, research of funding, standardization, commercialization and transfer of knowledge, ...). This strategy will outline potential trends, technology scenario, partners and competitors in the areas of interest for the project. This will also include the implementation of performance indicators to assess the adequate developed valorization activities.
- Methods of exploitation** – IPR strategy (patents, company creation, investor or equity driven technology development and sales, private public partnerships, etc). The conclusion of a fair and generally agreed Consortium Agreement (CA) before the start of the project represents an important first step towards a sound exploitation of the project results. Then, the range of different possibilities for exploitation should be studied in order to develop the appropriate plan, which takes also into account the nature of the partner(s) involved in the dissemination and exploitation and of their financial capability to fund marketization conditions.

The consortium will request the support from the **Horizon Results Booster service** (Module C) to optimize its exploitation strategy. The list of **exploitable results** (see section 2.1) will be updated during the second reporting period (RP2) based on the actual outputs of the project and an **Exploitation Seminar** will be organised by the Co-UDlabs team to discuss the exploitation strategy of Key Exploitable Results (KERs).

### 2.1. PRELIMINARY LIST OF RESULTS WITH POTENTIAL FOR EXPLOITATION

Concrete measures for exploitation have already been identified by the consortium according to the exploitable results of the project. The major project outputs already identified at the proposal stage, that are considered to have the most value for exploitation, are indicated in the table below.

Table 9: Preliminary list of results with potential for exploitation

Type of results to be commercially or non-commercially exploited	Lead user, target groups	Exploitation	Dissemination to ensure the exploitation
Creation of open data-sets and standardized methodologies for data management in WPs 2, 6, 7, 8 and their aggregation in the data management plan (WP4)	Basic and applied Researchers, Engineers, Technology Developers	Open databases Data management plan	Dissemination in open access, Lectures and courses, Publication through websites, press releases
Demonstration prototype for drainage solutions based on water infiltration (Soil designer WP8)	Water utilities Design Engineers, SMEs	Further investment commercialisation of the technology, creation of patent and know-how, IP	Dissemination in Industrial Conferences, participation to trade fairs. Websites and press releases
Reports and data on the evaluation of new monitoring solutions to be developed in the WP6.	Basic/applied researchers, water utilities SMEs	Through the publication of scientific papers and evaluation reports	Participation to Scientific conferences to present the publications, project website and open access data bases, press releases
Creation of new services or products on data management, buried assets evaluation and rehabilitation (WP 2, 6, 7)	PhD students, post-doctoral Researchers, water utilities, SMEs from outside water sector, e.g. Microsoft/Siemens	Creation of start-ups, patents, know how, licensing, service sales	Support to young researchers in the creation of start-ups. Media information for water utilities, SMEs and other sector companies
Data management toolboxes and training content developed in the WP2 and WP3	Early-stage researchers, students, water engineering consultants,	Integration of the training content in university degree courses and industry training courses	Contacts with universities dealing with urban drainage courses to promote the training content
Strategic agenda on urban drainage research infrastructures	The policy makers (national and international level)	Inputs provided to policy makers	Promotion of the results in the several conferences and other open events at national levels

The preliminary list of project results identified in the Grant Agreement (GA) will be updated under the lead of Euronovia during RP2. All Work Package (WP) leaders will be requested to identify the main exploitable results from each WP and to provide information on each result by filling an Excel table.

Among this list of **Key Exploitable Results (KERs)**, the consortium will select 3 KERs which will be analyzed in detail during an exploitation seminar to be organized at the beginning of Year 3. This exploitation seminar will be organized with the support of the Horizon Results Booster service. The consortium will apply for the Module C of this program to receive guidance and training to improve the existing project strategies towards effective exploitation of key exploitable results. This is expected to improve the following aspects:

- A review of the KERs of the project;
- A revision and clarification of the existing exploitation plans of project results and/or exploitation paths of results;
- The techniques to identify all relevant stakeholders in the exploitation value chain;
- A specific support to perform a risk analysis related to the exploitation of results.

The main outcome of this seminar will be a series of tools (characterisation table, priority map, exploitation roadmap, recommendations) and guidelines for the consortium to make the most out of the exploitation activities of the project. Other modules of this tool will also be considered (e.g. Business Plan Development).

The updated list of KERs will be submitted for review to the Innovation Advisory Board (IAB). IAB members will be invited to make comments on the tracks to follow to stay in line with the objectives of the project and provide advice on how to better exploit the results from the JRA and TA according to the status of the market. The IAB will also help to foster exchanges with external industrial players regarding the exploitation potential and options.

## 2.2. ACTIONS PLANNED TO ACHIEVE THE EXPLOITATION OF RESULTS AND IMPACTS OF THE PROJECT

Several types of actions are planned by the consortium before and after the end of the project to achieve the exploitation of results, as showed in the table below.

*Table 10: Actions planned to achieve the exploitation of results*

Type of actions	Description	Targeted groups
<b>During the project</b>		
Events	Organisation of several training workshops (industrial workshops and summer schools) addressing the main technology application of the RI project. Creation of training content.	The R&D sector, the academic and non-academic organizations with specific players in the field, the public at large, related EU projects
Events	Organisation of Novatech side event (WP1). Participation in practitioners and policy-makers national and international events (WP4)	The different international Urban Drainage research community users and policy makers.
Events	Local and national meetings to optimize the transmission of knowledge and know how to operators.	The different Urban Drainage community users
Events	Organisation of one final info day: the impact and further exploitation of the project results will be introduced to a wider public. Virtual attendance will be allowed.	Public at large, policy makers, media, and all other stakeholders
Internal event	Exploitation and IPR workshop. Potential licensees and water utilities will be invited.	Consortium
Internal event	Participation to IPR webinars organized by the IPR EC Helpdesk	Consortium (at least one webinar during the course of the project)
Engagement of young researchers	New recruitment and engagement of 8 PhD candidates and 5 post-doctoral positions on Co-UDlabs who should be especially relevant candidates for the creation of innovative start-ups.	These PhD students and post-doc positions will be especially targeted related to all actions on exploitation and IPRs. A special focus will be put on training them for innovation creation.
Work package tasks	Activities of WP2 (Smart governance) will be dedicated to provide information and evidence to support the revision of EC Directives related with water sector <sup>1</sup> (e.g. Bathing water, ICT, Nature Based Solutions, WWTD, etc).	Policy makers and industrials
Collaborations with other projects	Results containing fundamental information, system evaluations, innovative inputs, network publication	Stakeholders from national, EU and international funded projects. EU wide bodies such as WaterEurope or EurEau.

<sup>1</sup> <https://ec.europa.eu/info/law/better-regulation/have-your-say>



Creation of an International Advisory Board	Ensure the management of innovation within the consortium and guarantee that all effective measures are taken to maximize the dissemination and potential exploitation of the results during and after the project. This board will include key actors in the target areas and will be used as a tool to advise on related issues such as public acceptance, local regulations, set up of adequate and fair incentive schemes and the exploitation of the project results.	Consortium actors in the development of Key Exploitable Results
<b>After the project</b>		
Research development	<b>Future internal research at the partners' institutions</b> will be carried out to ensure the further sustainability of the technology development and upgrade. The results will be used as background for future collaborative innovation projects. This should take place potentially through new EU funding (like the COST actions to favour networking on a targeted R&D topic) or national funding targeting knowledge transfer between academia and industry.	Consortium partners and new key actors in the field, especially targeting the industry actors
Creation of new services and products	The new services and products free software tools and methods for data handling (WP2, WP6) could be exploited by the SMEs of the consortium to propose new services or with the creation of spin-off and start-up companies.	SMEs, end users of the project, external industry actors
Further funding	PPP, EU funding for innovation (especially the SMEs instruments, such as Eurostars SMEs instrument <sup>2</sup> ), public procurement, venture capitals, private investors, banks, business angels will be sought for, to ensure the <b>further development of the RI</b> .	End users of the project, investors
Standards	The possibility for providing inputs to European standards in the manufacturing sector will be also deepened.	Standardization sector
Policy Roadmap	A wide dissemination of the roadmap will ensure that stakeholders engage with the project results even after the end of the project.	Industrial and policy makers, including international policy makers like the IEA or IRENA
Open databases	Permanent access to the main results of the project in different databases, including OpenAIRE.	All interested stakeholders

### 2.3. PROTECTION OF RESULTS AND IP

The overall Intellectual Property (IP) approach of the project is in line and builds on the principles and guidelines described in the European Commission Recommendations on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations, along three main aspects: (i) internal IP management; (ii) knowledge transfer activities; (iii) collaborative and contract research.

<sup>2</sup> <https://www.eurostars-eureka.eu/>



For internal IP management, a Consortium Agreement has been signed between all partners to address all relevant issues related to IP and the results generated during the project (access rights to background and foreground necessary for the execution of the Project, rules for dissemination and use of own knowledge). The Consortium Agreement (CA) complements the rules of the Grant Agreement. In particular, treatment of partners' background, the disclosure of new ideas with potential commercial interest, the ownership of research and results, record keeping and confidentiality, are all elements tackled in the consortium agreement.

In general, IP will be the property of the partners and facility users that have contributed to the creation of the knowledge. The degree of ownership will depend on the degree of contribution to the IP. This general rule will apply as long as it does not violate national legislation, specific agreements for scientific publication, and specific agreements among partners regarding ownership of IP. Partners that have jointly carried out work generating foreground and where their respective share of work cannot be ascertained shall have joint ownership of that foreground and may establish appropriate joint ownership agreements or license agreements. This task is considered essential as a guarantee for the good implementation of the project.

Further to the draft of the CA, the coordinator will take an active role in providing advice and recommendations to the project partners and implement innovation management actions. If relevant, for any protection of IPR regarding the results generated during the project, UDC (or in case, an entrusted external IP attorney), will be responsible for filling the registration.

As regards to the rules for dissemination activities, any beneficiary will have the possibility to object to dissemination if it can show that it would suffer significant harm (in relation to background or results). In this case, the results may not be disseminated unless appropriate steps are taken to safeguard the interests at stake. For the dissemination, the Grant Agreement rules will be followed (45 days prior notice before any dissemination).

At partner level, there will be a periodical review of the results created by each partner and all partners will be encouraged to protect any knowledge that has potential commercial applications. Questionnaires will be sent to all partners to assess the knowledge created and their opinions on the potential exploitation plan to adopt and how to protect the knowledge. Further to the start of the project, the coordinator will make sure that all partners are aware of the IP policy (presentation at the Kick-off meeting) and that the partners support the Code of Practice concerning the management of IP as stated by the recommendation from the European Commission (i.e. to better convert knowledge into socio-economic benefits, to more effectively exploit publicly-funded research results with a view to translating them into new products and services, ...). A special workshop will be organized for the partners of the consortium to deal with exploitation and the protection of results and boost the understanding of the consortium on these matters.

In addition, a Facility User Agreement will be signed for TA access of the different User groups with the Facility provider to address all the relevant issues related with the access and related with the IP and results generated during the project. This agreement is signed just for the access to the RIs and define Open access data policies.

## 2.4. THE INTERNATIONAL ADVISORY BOARD

The Co-UDlabs consortium is accompanied and supported during the project lifetime by an **International Advisory Board** (IAB). The IAB has been constituted at the proposal stage and it brings powerful stakeholders to the table, such as EurEau (EU level network of water operators), IKT Association of Industry (70 companies from the private), SUEZ France (global expert in the water and waste sectors), RTO SINTEF (an independent research organization with 2000 employees from 75 countries), and two leading scientists from Université Laval (Canada) and University of New South Wales (Australia).

These members will provide valuable feedback on the project, introduce challenging requirements to be considered, and have a major impact on the project's sustainable development. The IAB will also foster exchanges with external industrial players regarding the exploitation potential and options, it will help tracking the results from the project in order to advise and support the consortium on how to go further in the PEDR. Each year the list of Key Exploitable Results (KERs) will be submitted for review to the IAB which will then make comments on the tracks to follow to stay in line with the objectives of the projects and especially provide advise on how to better exploit the results according to the status of the market.

### 3. WP4 DELIVERABLES

- D4.1: Data Management Plan [M6]:** The DMP describes the data management life cycle for the data to be collected, processed and/or generated by the project;
- D4.2: Plan for exploitation and dissemination of the project results [M6]:** The PEDR summarizes the beneficiaries' strategy and concrete actions related to the protection, dissemination, communication and exploitation of the project results;
- D4.3: Mid-term report on dissemination and communication activities, including KPIs reports [M24]:** Report on the dissemination and communication actions for the first half of the project;
- D4.4: Final report on the project exploitation initiatives and related impacts on innovation, including dissemination and communication activities [M48]:** Report on the concrete actions related to the protection and exploitation of the project results (including dissemination and communication activities) undertaken during the project duration toward the objectives (PEDR) and evaluation of their impact.

## ANNEX 1 – KPI REPORT (AT M18)

Dissemination or communication channel	Tool	Purpose and expected impact	When (and where, if relevant)	Target audiences						KPI	Target	Actual (October 2022)
				Academics and researchers	Industry / Practitioners	Government / Policy-makers	EU and international networks	National technology networks	EU projects			
Events to be organised by the project partners	2 Early-stage researchers seminars	Enhance interaction between academics, sharing ideas and the promotion of common experimental protocols	June 27-28, 2022 and 2024	X						Number of participants	20	33
	25th European Junior Scientists Workshop (EJSW) on UD monitoring	Junior scientists to present and discuss their work with senior researchers	May 15-21, 2022	X						Number of participants	22	20
	PhD course on Sewer Processes	Give students insight and knowledge on the most recent advances of sewer process modeling and applications to real-world use.	2023	X						Number of participants	40	-
	Industrial workshop on flow rate determination of pumping stations and hydraulic structures (1 day)	Train Industry professionals and practitioners on UDS	November 17, 2022		X			X		Number of participants	20	-
	Uncertainty assessment in UD monitoring data (2 days)	Train Industry professionals and practitioners on UDS	2023		X			X		Number of participants	minimum 12	-
	Applied course on UD metrology (4 days)	Train Industry professionals and practitioners on UDS	2024		X			X		Number of participants	12	-
	2 IKT-association practice workshops (2 days)	Exchange of knowledge and experience between industry and public sewer network operators	November 3-4, 2021 and 2024	X	X			X		Number of participants	20	59
	Webinars and online lectures	Provide a better understanding of specific and emerging monitoring techniques in Urban Drainage	2022 to 2025 1) September 21, 2022	X	X		X	X	X	Number of webinars	6	1
										Number of attendees	30	1st webinar: 18
	Side event at the Sewer Processes and Networks (SPN) conference	Creation of a group of "early adopters" users	August 23, 2022 (Graz, Austria)		X			X	X	Number of participants	30	18
	Side event at the NOVATECH conference	Reinforcement of the group of "early adopters" users	July 2023 (Lyon, France)		X			X	X	Number of participants	30	-
	2 webinars and 2 hackathons	Launch the access campaigns and present the project. Promote the RI services and access to RIs programme.	Before the calls the access to the research infrastructures	X	X			X	X	Number of attendees	60	1st webinar: 100 1st hackathon: 61
	2 dissemination workshops on smart governance		Side events of IWA specialized working groups conferences or meetings 1) September 13, 2022		X	X		X	X	Number of participants	30	1st workshop: 40
3 Workshops related with results of JRAs	Raise awareness of the scientific outcomes of the project	Side events of IWA specialized working groups conferences or meetings	X	X			X	X	Number of participants	40		
Final Info Day	Introduce the impact and further exploitation of the project results to a wider public	At the end of the project	X	X	X		X	X	Number of attendees	50	-	

Dissemination or communication channel	Tool	Purpose and expected impact	When (and where, if relevant)	Target audiences							KPI	Target	Actual (October 2022)
				Academics and researchers	Industry / Practitioners	Government / Policymakers	EU and International networks	National technology networks	EU projects	General public/advocacy groups			
Participation in external events and conferences	Scientific conferences	Promote the scientific and technical results, raise awareness in the scientific and practitioners community, interact with other related technologies	2022, 2023, 2024, 2025	X	X	X	X	X			Number of conferences	15	7
	National technical events	Disseminate Co-UDlabs products and services in the non-scientific UD community	2022, 2023, 2024, 2025		X			X			Number of events	10	7
	Fairs in innovation and technology related events	Disseminate project outputs and engage users, collect feedback	2022, 2023, 2024, 2025		X		X	X	X		Number of exhibitions	3	1
	Open-science events	Raise awareness of the project among the general public	2022, 2023, 2024, 2025						X	X	Number of events	10	1
Communication/dissemination material and activities	Project branding (logo, visual identity, communication templates, project leaflet, etc.)	Communicate about the project in a uniform, consistent, and professional manner	At the beginning of the project	X	X	X	X	X	X	X	1	1	1
	Communication package (ppt presentation, poster, project banner (kakemono) and a one-page project description)	Achieve a broader audience with water operators, utilities and other stake-holders	M6	X	X	X	X	X	X	X	1	1	1
	Flyer	Inform about the project and the TA	M6	X	X	X	X	X	X	X	Number of flyers distributed	2000	130
	Brochure	Inform about the project and its outputs	TBC	X	X	X	X	X	X	X	Number of brochures distributed	2000	-
	Newsletter	Inform about project updates and activities	Every 6 months, starting M6	X	X	X	X	X	X	X	Number of issues	8	2
											Number of subscribers	100/newsletter	132
	Press release	Inform about the project Promote the project	At the start and at the end of the project	X	X	X	X	X	X	X	Number of press releases	2	1
	Articles in specialized magazines	Inform about the project Promote the project	Whole project duration	X	X		X	X			Number of articles	2	0
	Timeline infographic	Inform about the project main outcomes	At the end of the project	X	X	X	X	X	X	X	Number of infographic	1	-
	1 Motion design video	Inform about the project	September 2022	X	X	X	X	X	X	X	Number of views on Youtube	500	-
	Website	Inform about the project Promote the project	Whole project duration	X	X	X	X	X	X	X	Number of visits	100/month	80/month
											Number of news	1 news/month = 48	37
	LinkedIn page	To make science more accessible to a wider public, to engage the audience	Whole project duration	X	X	X	X	X	X	X	Number of members	200	228
											Number of posts	1/month = 48	37
Twitter account	To make science more accessible to a wider public, to engage the audience	Whole project duration	X	X	X	X	X	X	X	Number of followers	200	164	
										Number of tweets	1/week= 208	142	

Dissemination or communication channel	Tool	Purpose and expected impact	When (and where, if relevant)	Target audiences							KPI	Target	Actual (October 2022)
				Academics and researchers	Industry / Practitioners	Government / Policy-makers	EU and international networks	National technology networks	EU projects	General public/advocacy groups			
	Youtube channel with videos and interviews	To make science more accessible and inform the public	from M12	X	X	X	X	X	X	X	Number of videos	15	3
											Number of views /videos	500/video	13/video
	Media press kit	Inform about the project Massive communication about the outcomes and impacts of the project	M24 and M48	X	X	X	X	X	X	X	Number of press kit	2	-
	Public relations and media coverage	Inform about the project and its activities	Whole project duration			X	X	X	X	X	Number of external articles in the media	15	11
<b>Publications</b>	Scientific publications (peer-reviewed research papers) and related datasets	Promote the scientific and technical results of the project, transfer of knowledge, share the results in open databases	From 2022	X	X						Nber of scientific papers	10	0
											Nber of datasets	20	1
											Average nber of views / downloads on Zenodo per dataset/publication	3000	17 10
	Technical articles (international and national journals)		From 2022		X		X	X			Nber of technical papers	8	0
	Conference proceedings		From 2022	X	X		X	X			Nber of conference papers	15	8