



**Digital
Water
.City**

Final communication campaign

Deliverable 6.5



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Abstract	The present communication campaign defines and establishes a series of communication actions and tools to promote five digital solutions with a potential of transferability and applicability to other European markets. This document presents the campaign's objectives, key messages, and concrete means in which it will be deployed.

Dissemination level of the document

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

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* The version convention of the deliverables is described in the Project Management Handbook (D7.1). *D* for draft, *R* for draft following internal review, *S* for submitted to the EC and *V* for approved by the EC.

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Executive summary

This deliverable has been developed by ARCTIK with inputs from the developers of the digital solutions, as part of the Task 6.5 'Final communication campaign'. This is a communication campaign on the digitalisation of the water sector to be launched mid-October 2022 and lasting for four weeks.

This document sets out the campaign objectives, target audiences, key messages, dissemination activities and a set of relevant online and offline communication channels and tools that will be used for each digital solution.

Five digital solutions (out of the 15 developed within digital-water.city) have been selected to be part of this campaign:

DS1 - Sensors for real-time in situ e.coli and enterococci measurements

DS2 - Early warning system to forecast bathing water quality and communicate with the public

DS3 - Early Warning System for safe water reuse in agriculture

DS7.1 - Mobile application for asset management of drinking water wells

DS14 - Low costs CSO monitoring technology with T sensor

The focus is on communicating the five digital solutions that present a clear potential for transferability and applicability in new European markets or are at an early stage of development and could particularly benefit from greater exposure.

Introduction

This document was developed as part of the digital-water.city project funded by the European Union's Horizon 2020 Research and Innovation programme, under the Grant Agreement number 820954.

The purpose of this campaign is to communicate the market transferability and applicability of the digital solutions developed in the demo sites to a selected target audience. This communication campaign will help to promote and disseminate the main selling points of various digital solutions to key stakeholders and/or potential users.

All communication and dissemination activities will be carried out in accordance with the Grant Agreement.

Therefore, following the description of subtask 6.3.3, ARCTIK will create a communication campaign on the digitalisation in the water sector and will:

“...launch a targeted and systematic regional, cross-sectorial and multichannel digital campaign on the digital technologies demonstrated at the project's demo sites, communicating their transferability and applicability to European cities”.

To execute the campaign, we will need to work closely with the innovators involved in the development of each solution to better understand the market of each solution, the development stage of each solution and its key selling propositions.

Additionally, media and multiplier outlets might be approached to help us disseminate the key messages of each solution. To maximise exposure, we propose launching the campaign around the dates of events like the World Water Congress or during one of the biggest events on green technologies like Ecomondo.

Some sections of this document could be updated in the weeks leading up to the campaign if new opportunities arise for the developers to promote the solutions, however the methodology will remain the same. Finally, the monitoring and evaluation of the campaign can only be done after the end of the campaign and before the end of the project.

Objectives and scope of the campaign

The main objective of this campaign is to raise awareness and promote DWC's most promising solutions to potential new users. At the end of the campaign, developers and owners of the solutions should be able to create a pipeline for potential uptake of the solutions.

Throughout the duration of digital-water.city, 15 digital solutions have been developed across the five pilot cities of the project (Berlin, Copenhagen, Milan, Paris and Sofia). For this campaign, we have selected the digital solutions that show a higher level of maturity, potential for transferability to other European markets, innovation and/or potential for survival after the end of the project.

According to the business plans developed within WP5.5, the market potential of the solutions listed on Table 1 could eventually lead to the creation of three spin-off developments. Therefore, in the first phase, DS2 “[Machine-learning based early warning system for bathing water quality](#)”, DS14 “[Low-cost temperature sensors for real-time Combined Sewer Overflow \(CSO\) and flood monitoring](#)” and DS3 “[Early Warning System \(EWS\) for safe water reuse of treated wastewater for agricultural irrigation](#)” were included in our marketing campaign. As for spin-off n°3, DS3 was selected among the three solutions because it shows a higher potential for market uptake.

Table 1: Solutions related to spin-offs candidates and involvement of partners in the market exploration

Spin-offs candidates	Solutions	Developers	Market exploration involvement
Spin-off n°1	DS2: Early warning system to forecast bathing water quality and communicate with the public	KWB	KWB
Spin-off n°2	DS14: Low costs CSO monitoring technology with T sensor	ICRA IoTsens	ICRA
Spin-off n°3	DS3: Early Warning System for safe water reuse in agriculture	UNIVPM	UNIVPM and UNIMI
	DS5.2: Matchmaking tool between water demand for irrigation and safe water availability	UNIMI UNIVPM	
	DS6: Serious game on the water reuse-carbon-energy-food-climatic nexus	UNIVPM	

Additionally, we have included those solutions that use technologies that are still at an early stage of development and could benefit from greater visibility. Therefore, two other solutions matching our criteria in terms of market attractiveness and the need to improve their exploitation capabilities were also included in the campaign:

DS1 - [Sensors for real-time in situ e.coli and enterococci measurements](#) (also known as ALERT system) – Developed by Fluidion.

DS7.1 - [Mobile application for asset management of drinking water wells](#) – Developed by Vragments.

Timing and duration of the campaign

This will be a four-week campaign that will be launched before or during a big European event that matches the target audience of the solutions. In this case, the event chosen is [Ecomondo](#), one of the biggest events in Europe on green technologies taking place from 8 to 11 of November in Rimini.

Ecomondo is a suitable event to make it coincide with the campaign because our project partners will have multiple speaking opportunities to promote the solutions, as indicated further down in the section of communication actions per solution. Also, implementing the campaign

towards the end of the project is ever more convenient because most solutions will be at their most advanced phase of development.

Each solution will be given a week of attention, mainly online, visibility will be dedicated to each solution (with the exception of DS1 and DS2, which will be promoted together due to their similar purpose and target audience). The actions of the campaign might revolve around the celebration of this big event. More targeted actions, such as participating in other events or featuring in partners' newsletters, should be considered following the specificities of each solution.

Additionally, we have identified a couple of UN Days that could help the campaign gain visibility:

- World Habitat Day – 4 October
- World Cities Day – 31 October

Finally, it is worth mentioning that in October UN Habitat celebrates the “Urban October”, a month dedicated to the challenges and opportunities on sustainable urbanisation worldwide. These international days could also be an ideal setting to announce the launch of the campaign and DWC's project in general.

Therefore, considering the abovementioned factors and relevant dates, we foresee to start the campaign on the week of 17 October and end it, 4 weeks later, on the week of 7 of November coinciding with Ecomondo.

Digital solutions

In this section we provide a detailed description of each digital solution included in the campaign.

DS1 - Sensors for real-time in situ e.coli and enterococci measurements is a new analyser for real-time bacterial measurements in water bodies. The device is fully autonomous, remotely controllable, installed on-site, and allows rapid quantification of E. coli and enterococci concentration levels. Fecal bacteria that commonly reach the aquatic environment, such as E. coli and enterococci are correlated with presence of many types of pathogens that can be harmful to human health. In urban river systems, discharges from combined sewer overflows (CSO) and stormwater may contain high amounts of such microorganisms. At EU level, the European Bathing Water Directive (BWD) requires EU Member States to monitor E. coli and enterococci concentrations in inland, coastal and transitional waters where “the competent authority [...] expects a large number of people to bathe”.

In addition, monitoring of fecal indicators such as E.coli is required in disinfected waste waters that are used for agricultural reuse. Conventional monitoring of bathing waters is resource-intensive, relying on manual sampling and time-consuming analyses in laboratories. Moreover, the procedure has limited resolution in terms of spatial and temporal variability of bacterial concentrations, and the time lag between sampling and analysis limits the ability of site managers, wastewater treatment plant operators, and other decision makers to take timely

action. DS1 is a solution to be used in lakes, rivers, coastal waters, drinking water reservoirs, CSO sites, irrigation pools or wastewater treatment plants.

The solution is manufactured and commercialised by [Fluidion](#), an SME based in France with an office in the US.

DS2 - Machine-learning based Early Warning System for bathing water is an open-source software interface that enables real-time bathing water quality assessment. Based on machine learning and/or statistical modelling, it predicts bacterial concentration in specific river sections using a set of local data such as rainfall, river flow, temperature and water quality.

The system will help to manage bathing authorisations in urban bathing sites, monitor the efficiency of the sanitation policy and improve the real-time management of the sewer network and urban bathing sites.

This solution has been developed by the [Kompetenzzentrum Wasser Berlin](#).

DS3 - Early Warning System (EWS) for safe reuse of treated wastewater for agricultural irrigation is a tool to support risk management and risk minimisation for the safest water reuse in agriculture. Pathogen and toxic compounds hazards are of particular concern in water reuse applications, but their early detection is quite complex. A risk-based approach is needed to increase sustainable water reuse practices while ensuring the safety of food and feed chains.

This digital solution is based on:

- A comprehensive network of multi-parameter sensors at the wastewater treatment plant (WWTP) of Peschiera-Borromeo.
- New sensors for real-time in-situ measurement (e.g. synergies with DS1 – in-situ faecal bacteria sensors).
- Machine learning and/or statistical correlation to assess contamination risk.

The solution is being developed by [Università Politecnica delle Marche Home](#) in Ancona, Italy.

DS7.1 - Mobile application for asset management of drinking water wells is a software application running on mobile devices, which facilitates efficient data provision and collection in the field for drinking water well operation and maintenance. The application enables interoperability of data across various departments of the utility and additional stakeholders and eases data processing routines and visualisation of well condition characteristics.

The solution is being developed by [Vragments](#), a Berlin-based company.

DS14 - Low-cost temperature sensors for real-time CSO and flooding monitoring is a digital solution that provides a simple and robust method for CSO detection. It is based on the deployment of a network of innovative low-cost temperature sensors at overflow crests at a large number of points in a sewer system. During dry-weather conditions, the sensors measure air temperature, as the overflow crest is not submerged. During a CSO event, the crest and sensors become submerged and thus the measured temperature is that of the discharged stormwater. In this way, a CSO can be detected and its duration monitored through the temperature shifts recorded by the sensors when an overflow event occurs.

The solution is being developed collaboratively by [ICRA](#) (Institut Català de Recerca de l'Aigua) and [IoTsens](#), a Spanish-based company.

Target audience

Based on the plan for exploitation developed by WP5, we have identified a target audience for each solution. We also considered the synergies between solutions, to launch similar marketing activities that could work for more than one solution.

Synergies between solutions

DS2 has strong synergies with DS1, which are tested both in Paris and in Berlin. These sensors can be used to have more precise predictions. DS1 data can be used at the beginning for calibration or every day to compute predictions. Two models for DS2 will be developed: one with data from DS1 and one without.

DS14 can also have synergies with DS3 (early-warning system for safe water reuse), as there is a lot of modelling with sensors within sewage systems.

Analysis per DS

The target audience varies for each digital solution. However, water utilities managers seem to be the most common audience across all solutions. Local authorities are also a common target audience.

Following the plan for exploitation of DWC results (D5.1), we have gathered the target groups for each solution:

- [DS 1](#)
Water managers ranked first among these groups and were thus defined as the main target group for the use of DS1. For the purposes of the assessment, this broad group was narrowed down to “entities responsible for ensuring water quality at bathing sites”. Researchers came second, place and were thus identified as the main growth opportunity.

In the UK, the exercise identified the UK Bathing Water Conference and the organisation UK Water Industry Research as potential pools of leads to target water researchers. Further, around 18 UK Universities have a pronounced research profile on water resources or water engineering and could be targeted in the future.

Fluidion considers its access to water managers in several metropolitan areas including France and the UK, moderate to good, while penetrating other “expansion markets” like Germany and Spain is considered more difficult.

- [DS 2](#)
City authorities, health authorities or water utilities (managers of bathing sites) can be end customers. The results from the digital solution will be accessible to everyone via

the website/mobile application, but the service is specially targeted at cities. The information may be of interest to all citizens who swim in rivers or beaches. However, only a small part of the main public is aware of such water quality potential problems.

It is worth highlighting that the EU countries with the highest number of river bathing sites in 2019 according to the EEA platform were France, Spain, Portugal, Poland, Hungary and Germany.

▫ [Shared target audience for DS1 and DS2](#)

Managers of bathing sites in the “Paris region” and beyond, citizens with an interest in nautical activities (bathers, boat owners, etc.) and riparian residents.

The people who will need to have access to this application are those who will make the decision to open or close a bathing site. In Paris and its region, it is the town hall (mairie) of every municipality. The maire takes the decision for every municipality.

DS1 is already working with the city of Paris, which could open four bathing sites, and with towns near the region of Paris, which might open a bathing site. Those cities are Paris, Ivry /Vitry-sur-Seine (the bathing site is between these two municipalities), Choisy, Orly, Villeneuve-Saint-Georges, Villeneuve-le-Roi, Nogent-sur-Marne, Saint-fossés-des-Maur, Champigny-sur-Marne, Chelles, Saint-Maurice.

Health authorities and water agencies are part of the CoP and follow the development of the application. Both tools can be proposed on the whole Ile-de-France region.

▫ [DS 3](#)

Main stakeholders are water utilities and reclamation facility operators. Water utility in need of an early warning system to better monitor and manage the water treatment process for reuse. Monitoring and control agencies can also be users. Control agencies can use EWS to stop plant discharge if needed.

Irrigation infrastructure managers and farmers could also be users of this solution and are currently included in the local CoP in Milan. From a health perspective, health national institutes, like the Istituto Superiore di Sanità too.

▫ [DS7.1](#)

Water utilities ranked first and were defined as the main target group. Strategic planners and the building sector were tied for second place and were both defined as key growth opportunities. Others included: researchers (universities or extramural research institutions) and environmental organizations.

Germany is currently the only target market. It comprises a large number of drinking water utilities (1266). In Germany the digitalisation trend is in full swing.

▫ [DS14](#)

Local authorities (water utilities or municipalities) were defined as the main target group. Regional authorities came in second place and were defined as a key growth opportunity.

For regional authorities, IoTsens has considered a strategy where Autonomous Communities in Spain would be approached with the objective of rolling out regional scale projects. A standardised approach is used for calculating the business potential in the Valencian Community, Asturias, Aragón and Andalucía as first-stage regional markets.

The countries with the highest risk of CSO events and with a majority of combined sewers are Belgium, Bulgaria, Italy, Luxembourg, Poland, Romania and the UK.

Selling propositions

Based on the business plan developed in WP5 and the workshops with some solution developers in late 2021, we have gathered the most relevant information about selling propositions. These propositions were the basis to develop the key messages that will be communicated during the campaign.

Both the specific selling propositions and key messages are described for each solution in the section “Communication actions per solution”.

- [DS 1](#) can identify and quantify the presence of bacteria with results similar to traditional laboratory assessments in terms of accuracy and speed. It provides an efficient and effective way to assess water quality in real-time, helping water managers meet regulatory requirements; enabling competent authorities to monitor compliance and impose restrictions when health risks are high; and providing timely information on the status of bathing sites accessible to the population. Further, higher-frequency data series, which is unachievable using traditional methods.

The data collected also enables a better detection of contamination sources, allowing a faster response to avoid damages and associated costs. These advantages increase the capacity, reliability, and reputation of water management and the respective authorities while sparing their operational resources, while ensuring ease of operation and maintenance.

No competitor offers a product with the same combination of attributes. Fluidion is the first supplier of such a solution. The autonomy and remote controllability (can be installed anywhere) might be the most distinguishing aspects. The new patented disposable cartridge capability is also a unique proposal, making it a very low-maintenance product.

- [DS 2](#) addresses the European Bathing Water Directive requirements. The availability of online water quality prediction significantly improves microbial safety and reduces the risk of contamination at bathing waters. The tool is open source and user- friendly. A mobile application is proposed to inform key decision-makers and citizens of bathing water contamination risks. The innovation builds on a real-time model, which uses local data from rainfall, river flow rate and output from nearest WWTPs.

The solution aims to correctly predict the bathing water quality with a high accuracy. The solution also aims to avoid “systematic” closure after each major rain event, as it is currently the case in some cities.

▫ Selling propositions for DS1 and DS2

Centralisation of information for faster decision-making: all information needed for a decision on opening or closing a bathing area will be available. It means that bathing site managers can save time by avoiding having to look for information on multiple websites.

Can be used with any other monitoring system: managers can add their own information on the application and connect their own models. A flow will be set up so that it is continuously fed with data.

An operator of a bathing site would want to implement this solution, because it not only contains all the information about the bathing site, but also makes citizens aware of the dangers of swimming in the river. It is also a guideline for citizens to know if a bathing site is open or closed. Here is a summary of the benefits:

- Information tool to avoid prohibited swimming.
- Avoid fines for swimming in a prohibited place,
- Centralised information: water temperature, address, water depth, whether swimming is supervised, ...
- Fully customisable. The information can be adapted to the needs in other cities, they can choose what they want to see on the application according to their specific needs.
- Connection to local websites. On the page of every bathing site there will be a link to other websites such as the website of the activities of the municipality.

▫ DS 3 The added value of this DS is safety, risk management, and health. This solution is also a pioneer regarding the new EU regulation for water reuse. The unique value proposition of this solution is twofold:

-From the point of view of the WWTP, it helps to ensure safe water for reuse, reduce the risks and increase the added value of the reused water (fit-for-purpose). It also helps to lower the energy consumption to achieve this quality.

-From the point of view of users (mainly farmers), it ensures the safety of the irrigation throughout its use phase. In this way, they can benefit from an additional, risk-free water resource, which is especially valuable during droughts. During a drought that lasts for two weeks, it can be assumed that 20% of the annual irrigation needs cannot be satisfied. A farmer can save between 80€/ha and 2000€/ha.

▫ DS 7.1 provides water utility engineers and technicians with an application to record, organise, and display data from their field assessments to make their management more efficient. It facilitates the data collection and reporting, avoiding the inconvenience of handling paper forms in field excursions and saving time when loading the data back into the utility database. In addition, it provides the user with a visual overview of the general conditions of all wells in the system as well as past, ongoing, and planned maintenance work through its intuitive user interface.

In other words, it is about optimising costs, better decision-making based on more data and higher quality data, the optimisation of processes based on improved data

processing, digitalisation of workflows, the integration of different physical and virtual systems, and enabling improved collaboration and data sharing across distances.

- [DS 14](#) is simple, cost-effective, and robust. It is easy to replicate in a wide range of cities. CSO is a worldwide problem and there is a need to monitor CSOs both for environmental and legal reasons. In fact, within DWC the replication is already happening as Gruppo CAP from Milano is adopting this solution in one of their sewer catchments. In general, the solution can be of great support for any city with a combined sewer system with no further site requirements.

Nowadays, most CSO events are not monitored in Europe, which is not in line with the current regulations, and expensive tools are installed only in critical sites. Trends on a large scale are:

- Increasing of the frequency and duration of the CSO events due to climate change.
- Decrease in CSO structures due to modernisation of sewer systems and assets renewal. Thus, the market is expected to shrink. But the occurrence of CSO events and the strengthening of regulations will increase its demand.

Channels and tools

Multiple online channels and tools will be used throughout the campaign for the promotion of the solutions. Below actions are described the actions that will be implemented for all five solutions:

Social media - Twitter and LinkedIn

- Create a specific hashtag for the campaign. Our choice is #safeurbanwater
- Create a social media banner following the DWC branding identity but with an added feature that makes it specific to this campaign. For example, including the chosen Twitter hashtag for the campaign.
- Create a social media banner for each solution following the style of the generic one.
- Social media calendar with key messages and timing per week and solution.
- Identify the online multipliers (handles that could amplify our messages). They are part of the target audience.
- Use direct Twitter messages to inform the target audience and/or multipliers. You can now form groups of up to 20 people to inform or discuss topics.

DWC website

- Update the webpages of the selected DS with material of the campaign and current status of the solution.
- Write a blog for each solution in the form of a written interview highlighting the key messages defined for each solution.

Audio-visuals

- Short videos (less than 1 minute) in the form of gifs could be created for each solution under DWC social media branding. These gifs could display one key element or message of the solution.

- Clips of the videos created in each DWC city could be “repurposed” for this campaign. All solutions in this campaign will be presented in these videos.

Mailing

- Inform the project partners so that their communication’s departments take an active role in promoting this campaign and act as multipliers. A first email could be sent at the beginning of September and a second a few days before the start of the campaign.
- Include the campaign in the DWC’s newsletter that will be sent mid-September.

Events

Speaking opportunities and attendance at events are described in more detail in the next section “Communication actions per solution”. The events can vary for each solution.

Media

We have identified various media outlets that specialise on research, water and/or green technologies. These are mainly online magazines that could help us disseminate and communicate about the digital solutions in this campaign. The main ones are The Horizon Magazine (EU), Circular Online (UK), Smart Water Magazine (EU), Euronews.green (EU), L'Eau Magazine (FR), Water Magazine (UK), Land+Water (NL), Environnement Magazine (FR), Dutch Water Sector (NL), Euwid Wasser und Abwasser (DE), GWF - Wasser/Abwasser (DE), TecnoAqua (SP) and iAgua (SP).

Toolkit

To maximise the outreach of the campaign, we will create a toolkit with key information to help us spread the word about the campaign. We propose presenting the campaign and toolkit to the project partners in an one-hour online workshop. This workshop will be scheduled towards the end of September, two weeks before the start of the campaign, and will give the full picture of the campaign to the attendees.

Communication actions per solution

The tables below list the key information on target audiences and value propositions, and define the key messages and main communication activities for each solution.

DS1 - Sensors for real-time in situ e.coli and enterococci measurements	
Target audience	<p>In France: for the “Paris region” most audiences are already involved in the project and know about the application. Consequently, the tool should be promoted more widely. Civil servants – Mairie and municipality are main targets. Also water utilities, health authorities and citizens.</p> <p>In the UK: UK Bathing Water Conference and UK Water Industry Research.</p>

Main multiplier/s	SIAAP and FLUIDION
Selling proposition	Efficient and effective way to assess water quality in real-time, helping water managers meet regulatory requirements; enabling competent authorities to monitor compliance and impose restrictions when health risks are high; and making timely information on the status of bathing sites available to the public. In addition, higher-frequency data series, which is unachievable using traditional methods. The information displayed on the application can be adapted to other cities' needs.
Key message/s	<ul style="list-style-type: none"> ○ Immediate results so action can be taken faster. ○ It can be installed anywhere because it can be controlled remotely. ○ It is autonomous, easy to install (no infrastructure requirements). ○ Safer because it recognises when there is a high health risk. ○ Accurate and affordable.
Communication activities	<ul style="list-style-type: none"> ○ Interview with Dan Angelescu on DWC ○ Reuse video made in Paris
Events	<ul style="list-style-type: none"> ○ World Water Congress (11-15 Sept) – Dan Angelescu will present the solution at the workshop “Digital water: benefits and return on experience for the water sector”. ○ Roadshow in Copenhagen – mid October. The solution will be shown during the school visits at the ‘Kloaklab’, in one of the treatment plants of BIOFOS.
More information	Fluidion invests efforts in reaching its target groups via its participation in specialised conferences and showcases. Network contacts are usually the most effective way to access potential clients.

DS2 – Machine-learning based Early Warning System for bathing water	
Target audience	Bathing water managers and general public. In particular: Water Europe, KWB, Ict4water, ibathwater, Luís Mesquita David, Loïc Charpentier (Water Europe), FlussBadBerlin, Federal Environment Agency.
Main multiplier/s	KWB (Moritz Lembke) and FIWARE
Selling proposition	Enables the real-time management of urban (river) bathing sites, allows for the implementation of the EC Bathing Water Directive at bathing sites impacted by short term pollution by reducing risks for the public. It contributes to overall health protection at European bathing waters and empowers responsible authorities to effectively manage bathing sites. Finally, it promotes open-data, open-source and digital transparency.
Key message/s	<ul style="list-style-type: none"> ○ Safer swimming waters for all ○ Open more public swimming spaces ○ Gain trust from citizens ○ Encourage both authorities and citizens to use it, brings the two closer. ○ Open source, it's free.

Communication activities	<ul style="list-style-type: none"> ○ Share KWB leaflet ○ Interview with Wolfgang Seis on DWC website and on KWB's annual report. ○ Reuse video made in Berlin
Events	<ul style="list-style-type: none"> ○ World Water Congress (11-15 Sept) – Nicolas Caradot will present the solution at the workshop “Digital water: benefits and return on experience for the water sector”. ○ Ecomondo (8-11 Nov) – Nicolas Caradot at the session « Digitalization and cyber-physical systems for water-smart cities and industries : demos and showcase » ○ Digital water summit (29 Nov-2 Dec).

DS3 – Early warning system for safe reuse of treated wastewater for agricultural irrigation	
Target audience	Water Reuse Europe, Utilitalia, JRC-EC, WAREG and ARERA, Irrigants d'Europe, ANBI, and Ministero della Transizione Ecologica Direzione generale uso sostenibile del suolo e delle risorse idriche (USSRI)
Main multiplier/s	Università Politecnica delle Marche
Selling proposition	<ul style="list-style-type: none"> ○ For WWTP, it helps to guarantee safe water for reuse, lowering the risks and increasing the added value of reused water (fit-for-purpose). ○ For farmers, this means minimum risk for irrigation during use.
Key message/s	<ul style="list-style-type: none"> ○ Save water and money ○ Lower risks ○ Better availability of data and real-time data for E.coli measurements. ○ Makes the agricultural process more sustainable.
Communication activities	<ul style="list-style-type: none"> ○ Interview with Francesco Fatone on DWC website ○ Reuse video made in Milan
Events	<ul style="list-style-type: none"> ○ Ecomondo (8-11 Nov) – Francesco Fatone at the session «Water Projects Europe - Challenges and eco-innovation actions addressing water scarcity and drought in Mediterranean countries». ○ Roadshow in Milan – There will be a DWC stand at the GruppoCAP stand showcasing this solution.

DS 7.1 – Mobile application for asset management of drinking water wells	
Target audience	Water utilities in Germany or abroad. Some names for the German market are: GWP German Water Partner, DWA German Water Association, German Association for Water Management, Wastewater and Waste (DWA), Forum Thinkwasser, Partner für Wasser, Ruhrverband, BWB, Dechema, Volksbegehren zum Schutz des

	Wassers, GWF, Regional Water Resources Management for Sustainable Protection of Waters in Germany' (ReWaM), Euwid wasser
Main multiplier/s	Vragments and BWB
Selling proposition	It makes documentation of well maintenance actions easier and faster. More efficient management and optimisation of costs.
Key message/s	<ul style="list-style-type: none"> o Management for maintenance of water wells is easier and faster. o Manager can focus on the actual work and maintenance, and less on documenting. o Time and money efficient. o Need for fewer resources and less time.
Communication activities	<ul style="list-style-type: none"> o Interview with Stephan Gensch on DWC website o Reuse video made in Berlin
More information	Use their partnership with BWB and KWB to attract other clients in the market or adjacent markets (e.g. public well infrastructure for general purpose water in farming or public safety infrastructure (fire dept., etc.)).

DS14 – Low-cost temperature sensors for real-time CSO and flooding monitoring	
Target audience	Water utilities worldwide: European Water Association (EWA), Water Environment Federation - USA, Australian Water Association, Asociación Española de Abastecimientos de Agua y Saneamiento (AEAS), Sintef, IWA, International Water Association, EurEau, IAWD, Wareg, ARERA, EurocommPR Sofia, Rethink Water, Smart Water Magazine, ICT4water, Unicef water, The Water Network, Young Water Leaders, World Bank Water and Global Water Partnership.
Main multiplier/s	ICRA (Clipmedia) and lotsens (Neus Amela)
Selling proposition	Simple, cost-effective, and robust -easy to replicate in a wide range of cities. It is reliable and offers regularly update.
Key message/s	<ul style="list-style-type: none"> o Helps to comply with the Water Framework Directive o Cheaper system than standards flow meters o More reliable o Easy to instal in other cities o Provides more information to the manager o Online sensors provide real-time info– managers can act faster.
Communication activities	<ul style="list-style-type: none"> o Interview with Oriol Gutierrez on DWC website o Reuse video made in Sofia
Events	<ul style="list-style-type: none"> o 13th IWA Conference on Instrumentation, Control and Automation (17-22 Oct), Presenting the solution.
More information	Their business model identifies 3 main channels: fairs and congresses, website and product portfolio and commercial visits to public institutions.

Monitoring and evaluation (to be completed after the campaign)

Online metrics will be used to evaluate the impact of the online campaign. Through Google Analytics we will track specific numbers such as how many visits the DWC's website receives during the weeks of the campaign and specifically on the days in which content is published. We will also look at where these visitors are coming from and whether they were drawn to the website via social media channels.

The reach of the social media messages is also monitored with the analytic tools available on Twitter and LinkedIn. Attendance at events and workshops is also evaluated whenever possible, by looking at the number of visitors and attendees for each event.

Finally, for the monitoring we will need the project partners' feedback to gather the responses received on their social media networks as well as during the events they will participate in.



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