



## WA4 meeting MINUTES

Meeting description	
<b>Meeting</b>	Title: 5 <sup>th</sup> WA4 meeting. WEBEX meeting Date: 1 <sup>st</sup> July 2014 Telco: 10 <sup>th</sup> July 2014
<b>Attendants</b>	Hernández, Marta (CETaqua) Ventura, Laura (CETaqua) Zimmermann, Lisa (IWW) van den Wolf, Bianca (KWR) Nenz, Diana (adelphi)
<b>Agenda</b>	<ol style="list-style-type: none"> <li>1. Introduction <ul style="list-style-type: none"> <li>• Approval last meeting minutes</li> </ul> </li> <li>2. WP41: Actions carried out since the last meeting. Next actions <ul style="list-style-type: none"> <li>• DESSIN website: status and internal area and other issues</li> <li>• Target audience analysis &amp; exploitation strategy. Status milestone.</li> <li>• Newsletter: status Milestone</li> <li>• Establishment of demo-sites as showcases: coming actions</li> </ul> </li> <li>3. WP42: Actions carried out since the last meeting. Next actions <ul style="list-style-type: none"> <li>• Questionnaires and/or meetings with each SME and technology developer. Status Milestone.</li> <li>• Project implementation Plan «DESSIN product and technology promotion»</li> </ul> </li> <li>4. Any other issues</li> <li>5. Next WA4 meeting: to be scheduled (proposal: 2<sup>nd</sup> September 10:00)</li> </ol>
MAIN ISSUES DISCUSSED WP41	
<b>T41.1 Project branding (M1- M3) CETaqua</b>	<p><b>Actions carried out:</b> Task already finished.</p> <p><b>Coming actions:</b> None (avoid this first point in coming meetings)</p>
<b>T41.2 Website (M1-M3) IWW</b>	<p><b>Actions carried out:</b></p> <ul style="list-style-type: none"> <li>- News section has been updated (interview to Dr. ing. Herman Helness).</li> <li>- Links to social networks have been created.</li> <li>- Private area: David is leading this issue. EIP website could potentially host the private and interactive area of DESSIN contents.</li> <li>- Lisa bought a useful tool “download management tool” to complement the features of World Press (example: add categories, publication dates...)</li> </ul> <p><b>Coming actions:</b></p> <ul style="list-style-type: none"> <li>- <u>Lisa</u> will use the list provided by Adelphi of EU ongoing projects that could have synergies with DESSIN. The idea is to ask the communication leader of these projects to add DESSIN website link in their website, and offer the same opportunity to them (bi-lateral agreement)</li> <li>- <u>Marta</u> will ask for the status of internal area to be created in the EIP website (deadline 04/07/2014)</li> </ul>



<p><b>T41.3 Public correspondance (M1 – M48) CETaqua</b></p>	<p><b>Actions carried out:</b></p> <ul style="list-style-type: none"> <li>- Draft version of Newsletter #1 has been validated internally (5 pages long). Contributions from ECOLOGIC and Adelphi are still pending (today / tomorrow).</li> <li>- 20 external contacts have been subscribed.</li> </ul> <p><b>Coming actions:</b></p> <ul style="list-style-type: none"> <li>- <u>Laura</u> will prepare the final version and will send it on Thursday to David / Lisa for a final validation. Laura will send the definitive version to Lisa, who will upload in the website. Laura The Newsletter e-mail will be sent by Laura using “MailChim” using a front page with the direct link to the website. Deadline: 04/07/2014.</li> <li>- <u>Lisa</u> proposes to create a press release with an engaging message to external audience. She will use a list of international media contacts. She will circulate the press release to the DESSIN partners to encourage them to send it to national media and international contacts. Deadline: July 2014.</li> </ul>
<p><b>T41.4 Establishment demo-sites as showcases (M1 – M48) KWR</b></p>	<p><b>Actions carried out:</b></p> <ul style="list-style-type: none"> <li>- WA3 has an internal discussion of what Demo sites will need.</li> <li>- Marta proposes KWR could do a review of European “showcases” and “successful stories”, creating an inventory to be used as example and inspiration to create our own definition of “showcase”. Bianca agreed with the idea and will comment to Gerard how to proceed.</li> </ul> <p><b>Coming actions:</b></p> <ul style="list-style-type: none"> <li>- <u>Bianca and Gerard</u> will define the scope of the review of previous showcases in the following weeks and will propose the format and deadline of the task.</li> </ul>
<p><b>Transversal issue Milestone MS8</b></p>	<p><i>Target audience analysis and exploitation strategy.</i>          Already started but delay in the delivery. Lisa is working with David in a draft version that could be circulated at the end of July. Feedback from the rest of the partners in WA4 will be expected.</p>
<p><b>MAIN ISSUES DISCUSSED WP42</b></p>	
<p><b>T42.1 Market analysis reports (M4-M12) Adelphi</b></p>	<p><b>Actions carried out:</b></p> <ul style="list-style-type: none"> <li>- The feedback on send questionnaires has been moderate so far. 2 answers have been received. One partner explicitly declined the offer until further notice. Reminders have been sent out already. Two in-depth discussions have taken place with Segno and UFT from Germany. Adelphi made the decision to continue with the market analysis based on the Emscher Case.</li> </ul> <p><b>Coming actions:</b></p> <ul style="list-style-type: none"> <li>- The excel table, with detailed information about the progress of the survey will be send as the accomplishment of the Milestone. Deadline: 18/07/2014.</li> <li>- The Lobregat case would ideally be the complementary case with focus on a water quantity solution. Marta will be available for further discussion and gets in touch with A21. Adelphi send the questionnaire to Marta and schedules a Telco with her. Deadline: September 2014.</li> </ul>



<p><b>T42.2</b>  <b>Commercialization process maturity models (M6-M48)</b>  <b>Adelphi</b></p>	<p><b>Actions carried out:</b></p> <ul style="list-style-type: none"> <li>- The structure of the document has been developed and will be shared with the team. Based on the insights from survey and interviews, the focus of the commercialization process will be on individual companies and products as part of the respective solution package developed at the case sites.</li> </ul> <p><b>Coming actions:</b></p> <ul style="list-style-type: none"> <li>- Table of Content will be send to the team next week. Deadline: 18/07/2014.</li> </ul>
<p><b>T42.3 Business environment report (outside – in) (M3 – M10)</b>  <b>Adelphi</b></p>	<p><b>Actions carried out:</b></p> <ul style="list-style-type: none"> <li>- The structure of the document has been developed and will be shared with the team. The focus of the document will be on two levels: a) the local level, b) the regional and European level. The latter one will allow for the identification and preparation of a strategy to further inform ESS supporting policies.</li> </ul> <p><b>Coming actions:</b></p> <ul style="list-style-type: none"> <li>- Table of Content will be send to the team next week. Deadline: 18/07/2014.</li> </ul>
<p><b>T42.4 Support ESS lobbying for efficient modes of governance and finance (M12 – M48)</b>  <b>Adelphi</b></p>	<p><b>Actions carried out:</b> Task not yet started.</p>
<p><b>T42.5 Promotion of ESS assessment (M8 – M48)</b>  <b>Adelphi</b></p>	<p><b>Actions carried out:</b> Identification of 14 European projects related to ESS approach.</p>
<p><b>T42.6 M + E (M5 – M48)</b>  <b>Adelphi</b></p>	<p><b>Actions carried out:</b> This action is still pending as the strategy development for the route to market is still evolving. The M&amp;E system is planned to be of relevance for partners beyond the project closure. Thus, a clear approach as emerging from WP 42.1.-42.3 will further inform the M&amp;E approach.</p>
<b>Other aspects</b>	
<p><b>Next WA4 meeting</b></p>	<p>Next meeting: 2<sup>nd</sup> September 10:00 – 11:00 using WEBEX</p>
<p><b>Adelphi team</b></p>	<p>Cosima will go on maternity leave starting end of August (congratulations!). A new Adelphi colleague will join the team: Sibylle Kabisch. Sibylle will participate at the next WEBEX meeting.</p>