

D41.3: Content for dissemination and promotional material, including a policy brief, a video and re-usable illustrations

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TITLE OF THE REPORT

D41.3: Content for dissemination and promotional material, including a policy brief, a video and re-usable illustrations

SUMMARY

This deliverable compiles all the produced contents and materials for dissemination and promotion of DESSIN project.

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DISSEMINATION LEVEL

PU = Public

PP = Restricted to other programme participants

RE = Restricted to a group specified by the consortium.

Please specify: _____

CO = Confidential, only for members of the consortium

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List of Acronyms and Abbreviations

ESS	Ecosystem Services
RTC	Real Time Control

Executive summary

This report summarises activities and results of task T41.3 of the DESSIN project, aiming at developing different contents and promotional materials for the dissemination of the DESSIN project to specific target audiences. These materials serve to reach the main objective of Work Package 41, which are mainly focused on ensuring a successful run-time and final dissemination of the project results to all relevant stakeholders and target audiences.

Different public project correspondence and dissemination materials have been produced within WP41, guided by a target audience analysis and exploitation strategy developed during the first steps of the project. Besides, other materials, which were not part of Task 41.3, have also been included in this deliverable, to give a more comprehensive overview of DESSIN dissemination and promotion activities to different target audiences.

The development of these materials has served to reach all the defined objectives. All the contents and materials in this deliverable have been used to disseminate DESSIN key points.

Website news

The DESSIN website, developed within Task 41.2 (www.dessin-project.eu) serves as an information source for the DESSIN project and as a principal outlet of informational products about or coming from DESSIN, such as deliverables or the DESSIN newsletter and magazine. This continuously updated blog on the DESSIN website has kept the DESSIN external audiences informed about the project progress.

Newsletter

The electronic newsletter is an online dissemination material that serves to communicate general information related to the project's demo-sites, the faces behind the project, the main progress of DESSIN and its most relevant milestones. During the lifetime of the project, 6 issues of the newsletter have been produced and sent to the project consortium and to the newsletter's subscribers, previously registered through DESSIN website.

All the newsletters have followed the same structure, sorted in 6 sections: Our demo sites, Interview, Success Story, ESS Section, DESSIN Marketplace, DESSIN Achievements and Upcoming events.

Leaflet

As part of additional material not included in the DoW, the WA4 produced a leaflet of the project, which explains the main points of the project. It is focused on offering a general overview of the project context, objectives and the demo-sites, in order to serve as an informative material to discover DESSIN in general.

Annual Magazine

The Annual Magazine is an online material (can also be printed) explaining the progress and works of the project. Each issue includes an interview of a relevant person related to the project and/or to ESS, the last news on the project, information about the ESS Evaluation Framework and the project partners. During the lifetime of the project, 4 issues of the Annual Magazine have been produced and distributed to DESSIN partners and interested audiences. Besides, a Final Magazine was produced during the last months of the project. It gives an overview of the project context, objectives, the ESS Evaluation Framework and includes an explanation of the five demo-sites and its main results referring to Ecosystem Services.

ESS Evaluation Framework brochure

The ESS Evaluation Framework brochure was developed in order to explain the Ecosystem Services Evaluation Framework created by WA1.

Press release

A press release on ESS Evaluation Framework was sent to different media channels in order to inform of the creation of the ESS Evaluation Framework.

Final Video

The DESSIN video, produced during the last months of the project, serves to show the context, the objectives and the research developed within the project, as the ESS concept and the ESS Evaluation Framework, to a general and non-specialised audience. Both long and short versions of the video have been produced.

Re-usable illustrations

A set of re-usable illustrations has been produced to help disseminating the project. Those images and graphics serve to ease the comprehension of some of the DESSIN technologies, systems and processes and can be used in different types of communication and dissemination materials, both printed and online.

Videos from DESSIN showcases

During the last period of the project, the showcases have been successfully implemented at all demo-sites. A video from each demo-site has been produced in order to show the different technologies and solutions developed and demonstrated at each site within DESSIN project.

Posters

Despite posters are not part of Task 41.3, these materials can be used for DESSIN dissemination and promotion, especially at events, congresses and conferences and in the establishment of all the demo-sites as showcases. Posters are available for free download at the DESSIN website.

Notice boards

As part of the establishment of demo-sites as showcases, different Notice Boards were produced. In general, those materials offer a general overview on the project, considering its context, objectives and expected results, mainly.

Policy briefs

A set of policy briefs were produced during the early months of DESSIN by WP12 in collaboration with WP41. These briefs provide a series of five recommendations on governance design factors conducive to innovation uptake. Both are targeted to water managers and policy makers, aiming to create enabling environments for innovation uptake.

1. Introduction

During the lifetime of DESSIN, the WA4 has worked on developing contents for the dissemination of the project and promotional materials, considering the objectives of Work Package 41, which are:

- To ensure a successful run-time and final dissemination of the project results to all relevant stakeholders and target audiences by developing a project branding, setting up a website, producing and distributing different dissemination and communication materials and establishing demo-sites as showcases.
- To facilitate the market deployment and exploitation of the technologies through the organization of different events at the participating utilities and tailored workshops.
- To maximize the market reach and impact of the water technologies, methodologies and innovative solutions developed in WA1 and WA2 and demonstrated in WA3.

Especially, Task 41.3 focused on developing public project correspondence and dissemination materials guided by a target audience analysis and exploitation strategy developed during the first steps of the project. For instance, some of these materials are electronic newsletters, which have been created periodically and have been available via DESSIN website. Besides, the newsletters have been sent to key organisations identified by WP leaders, local clusters and stakeholders.

Likewise, different issues of an Annual Magazine have been published, including material from the various DESSIN activities. During the lifetime of the project, additional dissemination material, which was not planned at first, has been produced. For instance, a leaflet, an ESS Evaluation Framework brochure, a press release or a Final Magazine served to improve the dissemination and the promotion of the DESSIN project to different target audiences. Finally, re-usable illustrations as well as a promotional video of the project have been produced to ease the explanation of the ESS approach in the water sector to the general public.

Besides, other materials, such as the Website News, the videos from the showcases or the posters, which were not part of Task 41.3, have also been included in this deliverable, as they may serve for DESSIN dissemination and promotion to different target audiences.

The development of these materials has served to reach all the defined objectives and to ensure a successful run-time and final dissemination, which was the main aim of this Work Package. All the contents and materials explained in this deliverable have been used during the lifetime of the project and can be used once the project ends to disseminate its key points, especially the research developed within the project at its different demo-sites, the obtained results and outcomes and future applications.

2. List of contents for dissemination and promotional materials

The following table offers an overview of the produced contents and materials for the dissemination of the project. Despite some of them have been developed within tasks T41.2 and T41.4, all the listed materials have been used for the promotion of DESSIN and are a key tool for future dissemination of the project.

Table 1 List of promotional and dissemination material produced

Material	Description	Task	Release month	Link	
Website news	The news available at the project website (dessin-project.eu) are used to be aware of DESSIN evolution and to disseminate the communication materials and deliverables of the project.	T41.2	Continuously	www.dessin-project.eu	
Newsletter	Newsletters are an online material used to explain the progress of the project to interested audiences. In particular, each newsletter includes information about one demo-site, an interview to the demo-site leader, the latest news on the project and a list with the upcoming events.	T41.3	M6	Newsletter #1	https://dessin-project.eu/?wpmpro=dessin-newsletter-issue-1
		T41.3	M13	Newsletter #2	https://dessin-project.eu/?wpmpro=dessin-newsletter-issue-2
		T41.3	M19	Newsletter #3	https://dessin-project.eu/?wpmpro=dessin-newsletter-issue-2-2
		T41.3	M23	Newsletter #4	https://dessin-project.eu/?wpmpro=4th-dessin-newsletter
		T41.3	M43	Newsletter #5	https://dessin-project.eu/wp-content/uploads/2017/08/05_NEWSLETTER_DESSIN.pdf
		T41.3	M47	Newsletter #6	https://dessin-project.eu/?wpmpro=final-dessin-newsletter

Leaflet	Created as a presentation of the project, its works and aims. Printed and used in conferences, workshops or meetings to provide a first read of DESSIN.	T41.3	M19	Not available online	
Annual Magazine	The Annual Magazine is an online material (can also be printed) explaining the progress and works of the project. The Final Magazine is an online and printed material based on the Annual Magazine that gives an overview of the project context, objectives, the ESS Evaluation Framework and includes an explanation of the five demo-sites and its main results referring to Ecosystem Services. It is used for the final dissemination of the project to interested audiences and different stakeholders.	T41.3	M15	Annual Magazine #1	https://dessin-project.eu/?p=1461
			M28	Annual Magazine #2	https://dessin-project.eu/?p=1971
			M41	Annual Magazine #3	https://dessin-project.eu/?p=2305
			M48	Final Magazine	https://dessin-project.eu/?wpdmpro=final-magazine
ESS Evaluation Framework brochure	Developed to explain the Ecosystem Services Evaluation Framework created by WA1. It helps to draw the whole picture of the framework.	T41.3	M34	https://dessin-project.eu/?wpdmpro=brochure-ecosystem-services-evaluation-for-decision-making	
Press release	A press release sent to different media channels in order to inform of the creation of the ESS Evaluation Framework.	T41.3	M30	Not available online	
Final Video	The DESSIN video serves to show the context, the objectives and the research developed within the project, as the ESS concept and the ESS Evaluation Framework, to a general audience. Two version of the video have been produced: Long version: this version includes an explanation of the solution demonstrated at each demo-site and the main results obtained.	T41.3	M48	Short version	https://www.youtube.com/watch?v=05kfLzeSevg
		T41.3	M48	Long version	https://www.youtube.com/watch?v=kMDpVkJ2HvJ4

	<p>Short version: the short version only offers a general overview of the project context, objectives and main results. This version has been produced for online distribution through online channels, such as social media.</p>				
Re-usable illustrations	<p>Different re-usable illustrations have been produced during the lifetime of the project to help disseminating the project. Those images and graphics serve to ease the comprehension of some of the DESSIN technologies, systems and processes.</p>	T41.3	M48	Not available online. See chapter 3.8 for examples	
Videos from DESSIN showcases	<p>As part of T41.4, showcases have been successfully implemented at all demo-sites. The videos from the different demo-sites have been produced.</p>	T41.4		Hoffselva demo-site	https://dessin-project.eu/?p=2490
				Athens demo-site	https://dessin-project.eu/?p=2232
				Llobregat demo-site	https://www.youtube.com/watch?v=4WQOXtZanww
				Emscher demo-site (3 videos)	https://www.youtube.com/watch?v=9pa4eBOUPbM https://www.youtube.com/watch?v=QM2xSUtTrUA https://www.youtube.com/watch?v=5daG6ZO7LWU
				Westland demo-site	https://www.youtube.com/watch?v=iWti7OYzD1E
Posters	<p>Posters are used to disseminate the project and its demo sites to an interested audience, especially at European and national events, congresses and conferences, where DESSIN is presented.</p>	T41.4		DESSIN poster: Introduction	https://dessin-project.eu/?wpdmpro=des-sin-poster-general
				DESSIN poster: Westland	https://dessin-project.eu/?wpdmpro=des-sin-poster-westland
				DESSIN poster: Llobregat	https://dessin-project.eu/?wpdmpro=des-sin-poster-llobregat

				DESSIN poster: Emscher https://dessin-project.eu/?wpdmpro=des-sin-poster-emscher
				DESSIN poster: Oslo https://dessin-project.eu/?wpdmpro=des-sin-poster-oslo
				DESSIN poster: Athens https://dessin-project.eu/?wpdmpro=des-sin-poster-athens
Policy Briefs	<p>These briefs provide a series of five recommendations on governance design factors conducive to innovation uptake. Both are targeted to water managers and policy makers, aiming to create enabling environments for innovation uptake.</p>			https://dessin-project.eu/?page_id=2374

3. Description of content for dissemination and promotional material

3.1. Website news

The DESSIN website, developed within Task 41.2 (www.dessin-project.eu) serves as an information source for the DESSIN project and as a principal outlet of informational products about or coming from DESSIN, such as deliverables or the DESSIN newsletter and magazine. The most important parts of the website are “Home & News” (blog format) and “Results & Downloads” sections.

The news section has been updated during the lifetime of the project with 94 posts, including interviews, deliverables, dissemination materials and achievements from the project or new milestones reached. This continuously updated blog on the DESSIN website (at least once a month) has served to keep the DESSIN external audiences informed about the project progress. Regarding the downloads section, it has been used to store different materials, such as DESSIN results, dissemination materials or the DESSIN Ecosystem Services Valuation Toolkit, among others.

Besides, an internal area was set up for the DESSIN members (internal audiences) to allow them to share their work in progress, and to be able to receive minutes, presentations, project templates, internal documents, among other things.

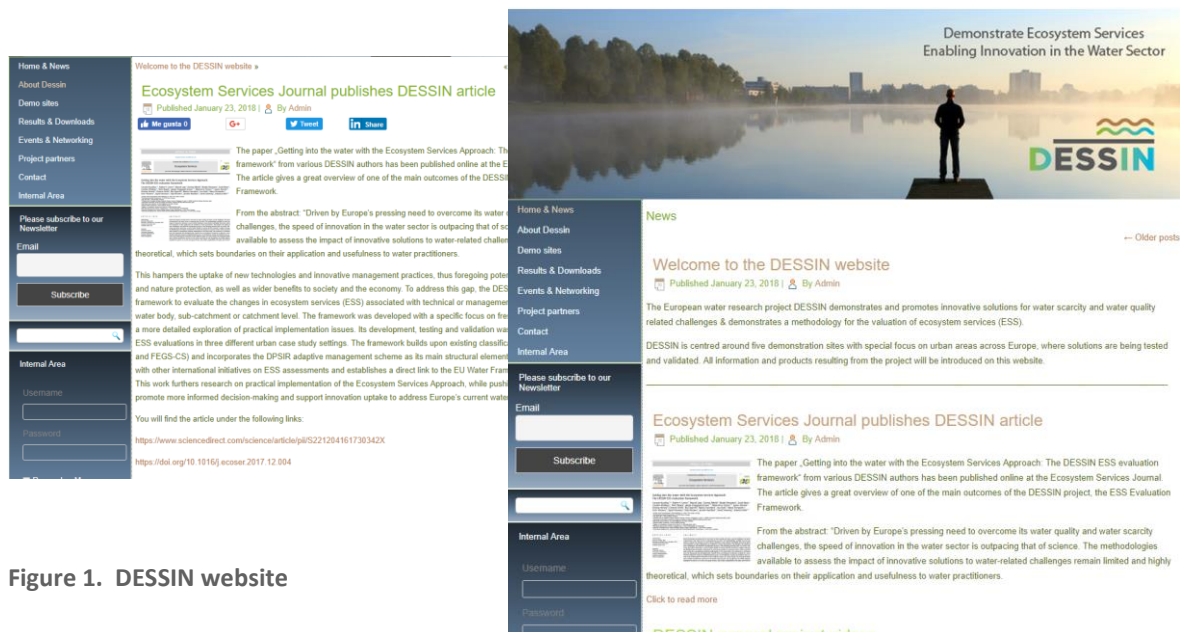


Figure 1. DESSIN website

3.2. Newsletter

The electronic newsletter is an online dissemination material that serves to communicate general information related to the project’s demo-sites, the faces behind the project, the main progress of DESSIN and its most relevant milestones. During the lifetime of the project, 6 issues of the newsletter have been produced and sent to the project consortium and to the newsletter’s subscribers, previously registered through DESSIN website.

All the newsletters have followed the same structure, sorted in 6 sections:

1. Our demo sites: Apart from the first issue, which was focused on general information of DESSIN, the other five issues have been focused on the different DESSIN demo-sites. In this section, information about the technology being demonstrated at each demo-site has been shown.
2. Interview: Each demo-site leader has been interviewed in 1 issue, just after the explanation of the correspondent demo-site, except the first issue, in which the project coordinator was interviewed.
3. Success Story: This section is used to explain a success story related to DESSIN in general, the ESS Evaluation Framework or an specific demo-site.
4. ESS Section: The ESS Section is focused in offering information related to Ecosystem Services.
5. DESSIN Marketplace: In this section, information about the route-to-market tasks from DESSIN has been explained.
6. DESSIN Achievements: The most relevant news on DESSIN are included in this section.
7. Upcoming events: This section shows a calendar showing the following events where DESSIN would be presented or, at least, events related to ecosystem services, which could be of interest for the project's audience.



Figure 2. Example of DESSIN Newsletter (Issue 6)

3.3. Leaflet

As part of additional material not included in the DoW, the WA4 produced a leaflet of the project, which explains the main points of the project. It is focused on offering a general overview of the project context, objectives and the demo-sites, in order to serve as an informative material to discover DESSIN in general.

The leaflet was delivered to all the 21 partners. They all received 50 copies.



Figure 3. DESSIN leaflet

3.4. Annual Magazine

The Annual Magazine is an online material (can also be printed) explaining the progress and works of the project, without following a regular structure. Nevertheless, each issue includes an interview to a relevant person related to the project and/or to ESS, the last news on the project, information about the ESS Evaluation Framework (developed within DESSIN) and the project partners.

During the lifetime of the project, 4 issues of the Annual Magazine have been produced (2015, 2016, 2017 and Final Magazine). The Annual Magazine 2015 and 2016 were printed and distributed among the partners.

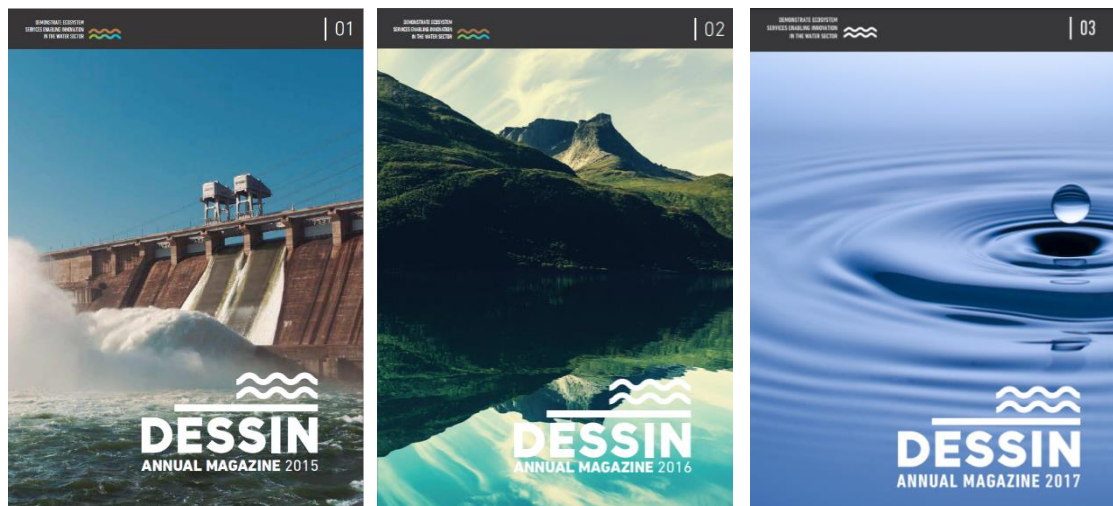


Figure 4. Covers of Annual Magazine 2015, 2016 and 2017

Besides, and additional issue of the Annual Magazine has been published during the last month of the project. The so called Final Magazine is an online and printed material based on the Annual Magazine that gives an overview of the project context, objectives, the ESS Evaluation Framework and includes an explanation of the five demo-sites and its main results referring to Ecosystem Services. It has been used for the final dissemination of the project to interested audiences and different stakeholders. In this case, 1.250 copies of the Final Magazine were printed and sent to the partners, in order to be distributed among partners' stakeholders and interested groups. This issue was also delivered to the attendants of the DESSIN Final Workshop, held in Brussels on November 28th 2017 and the local workshop held in Barcelona on December 12th 2017.



Figure 5. DESSIN Final Magazine

3.5. ESS Evaluation Framework brochure

The ESS Evaluation Framework brochure was developed in order to explain the Ecosystem Services Evaluation Framework created by WA1. This material helps to draw the whole picture of the framework, especially to non-specialised audiences. The brochure was printed and delivered among the project partners and the attendants to the DESSIN Final Workshop.

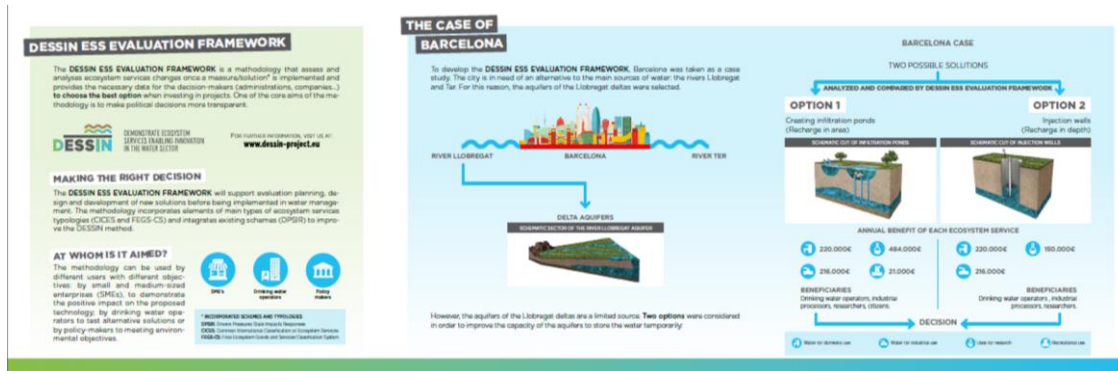


Figure 6. ESS Evaluation Framework brochure

3.6. Press release

A press release on ESS Evaluation Framework was sent to different media channels in order to inform on the creation of the ESS Evaluation Framework.

3.7. Final Video

The DESSIN video, produced during the last months of the project, serves to show the context, the objectives and the research developed within the project, as the ESS concept and the ESS Evaluation Framework, to a general and non-specialised audience. Two versions of the video have been produced:

- **Long version:** this version includes an explanation of the solution demonstrated at each demo-site and the main results obtained. (<https://www.youtube.com/watch?v=kMDpVkJ2HvJ4&t=4s>)
- **Short version:** the short version only offers a general overview of the project context, objectives and main results. This version has been produced for online distribution through online channels, such as social media. (<https://www.youtube.com/watch?v=05kfLzeSevg>)



Figure 7. Frames from the DESSIN Final Video

3.8. Re-usable illustrations

A pack of re-usable illustrations has been produced to help disseminating the project. Those images and graphics serve to ease the comprehension of some of the DESSIN technologies, systems and processes and can be used in different types of communication and dissemination materials, both printed and online.

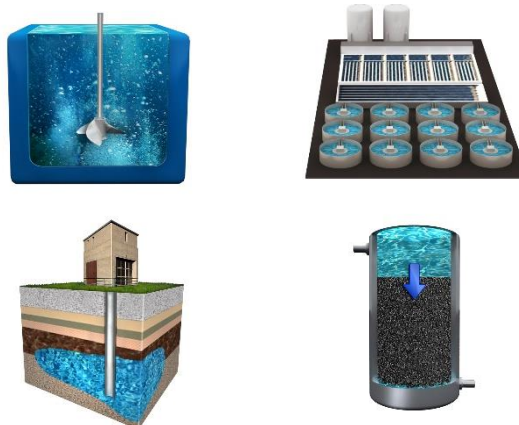


Figure 8. Samples of re-usable illustrations

3.9. Videos from DESSIN showcases

During the last period of the project, the showcases have been successfully implemented at all demo-sites. A video from each demo-site has been produced and are available in DESSIN Youtube channel.

Hoffselva

The video from the Hoffselva demo-site shows the local treatment solutions for the overflow from CSOs to the Hoffselva river. (<https://dessin-project.eu/?p=2490>)



Figure 9. Hoffselva demo-site video

Athens

In the case of Athens, an animation of sewer mining technologies has been made in order to explain the proposed solution to a general public. (<https://dessin-project.eu/?p=2232>)

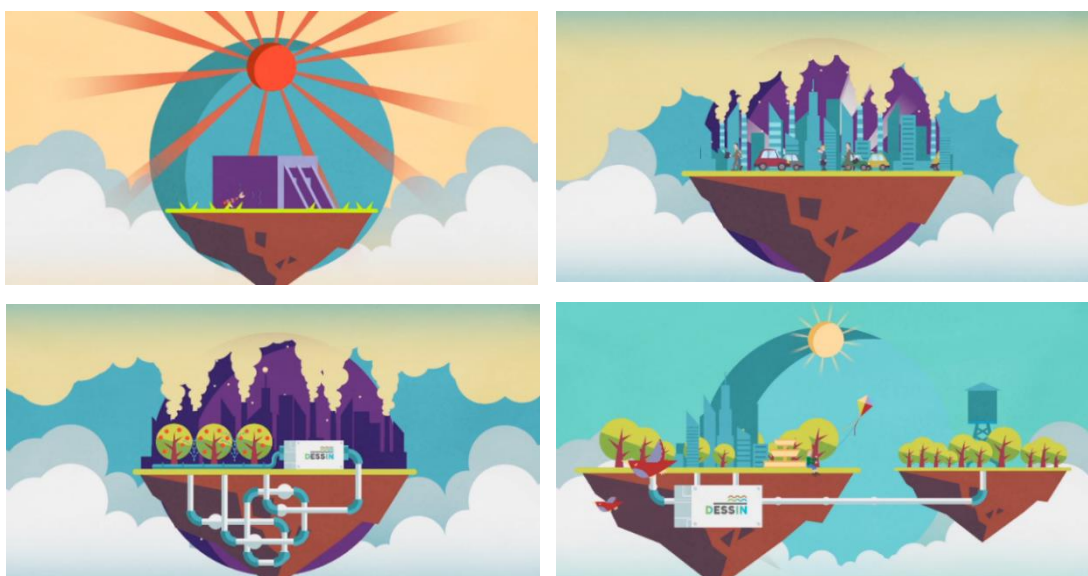


Figure 10. Athens demo-site animation

Llobregat

The animation video from the Llobregat demo site shows the pre-potable injection system proposed within DESSIN, which has been successfully tested in Aigües de Barcelona facilities.

(<https://www.youtube.com/watch?v=4WQOXtZanww&t>)

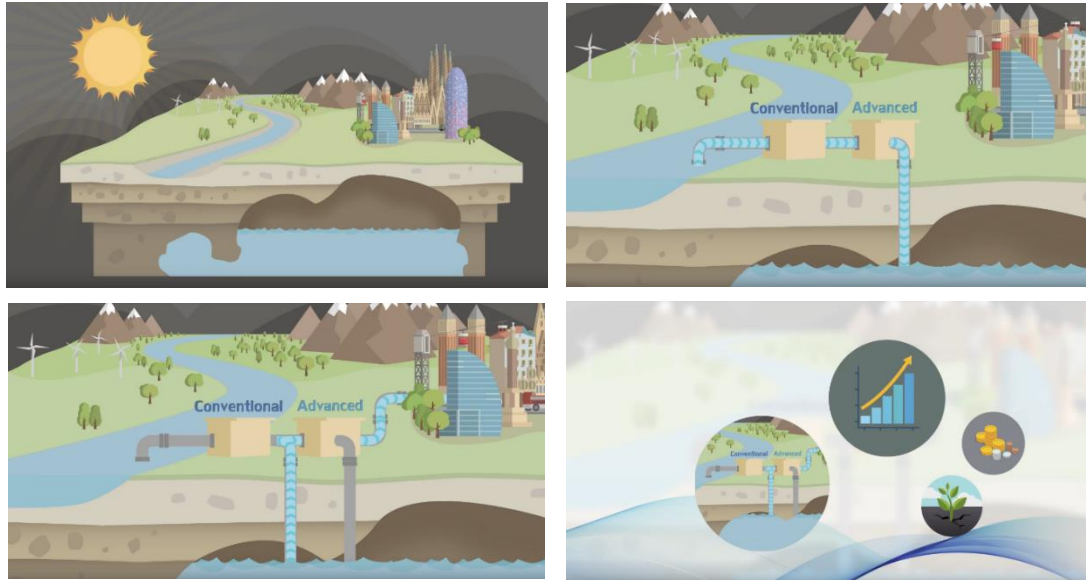


Figure 11. Llobregat demo-site video

Emscher

Three videos from Emscher have been produced. The first video is an introduction to the Emscher demonstration site that offers a general overview of the research developed in this site within DESSIN. It also includes general information on the DESSIN project and an overview of the other demo-sites.



Figure 12. Emscher demo-site video

The second video explains the lamella settler system, which has been tested and demonstrated in the Emscher demo-site.

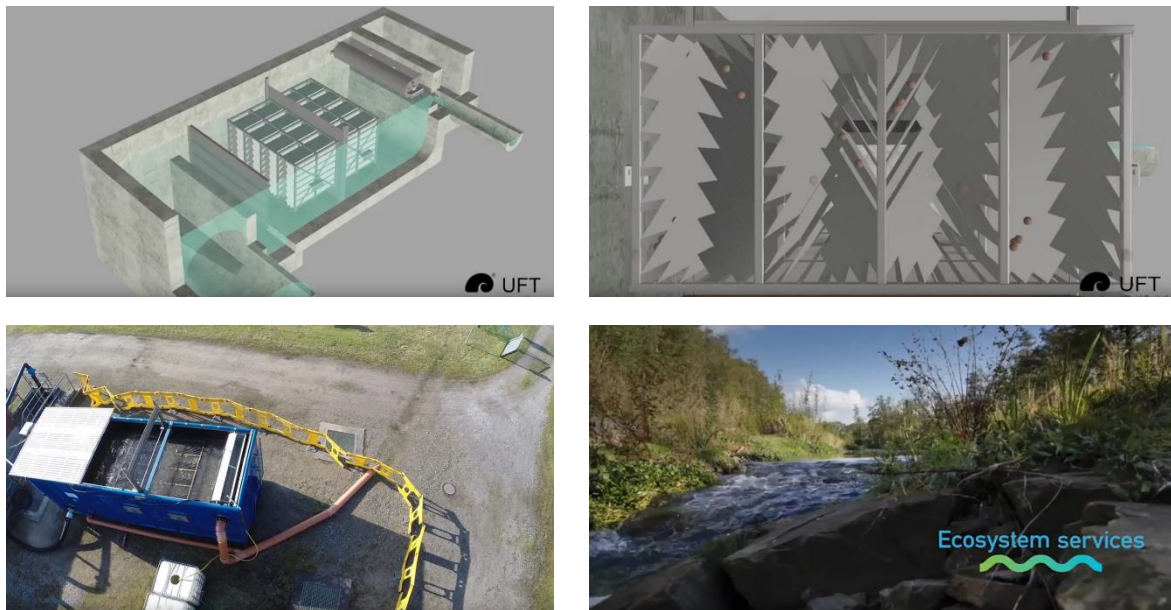


Figure 13. Lamella settler video (Emscher)

The third video shows the functioning of the Real Time Control system (RTC), which has also been demonstrated in Emscher.

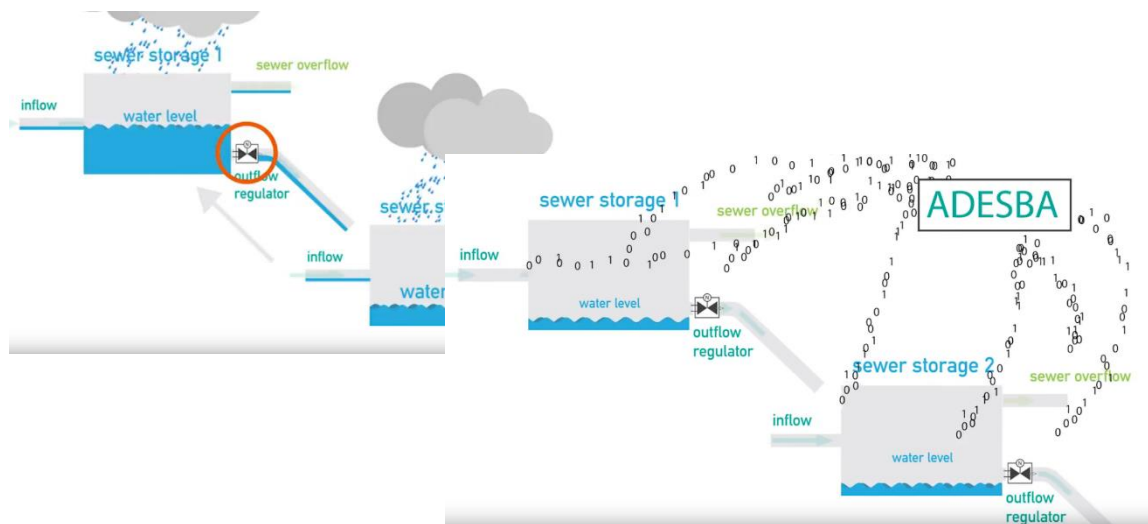


Figure 14. RTC video (Emscher)

Westland

The Westland demo-site video shows the solutions that have been tested and developed in the Netherlands. Specifically, it gives an overview on small scale subsoil solutions that contribute to a more sustainable fresh water supply, especially in coastal areas.



Figure 15. Westland demo-site video

3.10. Posters

Despite posters are not part of Task 41.3, this materials can be used for DESSIN dissemination and promotion, especially in events, congresses and conferences and in the establishment of all the demo-sites as showcases. Posters are available for free download in the DESSIN website.



Figure 16. Hoffselva poster and DESIN Introduction poster

3.11. Notice Boards

As part of the establishment of demo-sites as showcases, different Notice Boards were produced. In general, those materials offer a general overview on the project, considering its context, objectives and expected results, mainly. Notice boards are usually placed next to DESSIN pilots and demo-sites, in order to inform visits and other audiences about what is being demonstrated or tested at this demo-site.



Figure 17. Notice board at Llobregat demo-site

3.12. Policy Briefs

A set of policy briefs were produced during the early months of DESSIN. The development of these documents was carried out by WP12 in collaboration with WP41. These briefs provide a series of five recommendations on governance design factors conducive to innovation uptake. Both are targeted to water managers and policy makers, aiming to create enabling environments for innovation uptake.

Those documents are available in the DESSIN website (https://dessin-project.eu/?page_id=2374).

- DESSIN Policy Brief #1: Good Practice in Urban Water Management: Designing governance and financing regimes to encourage innovation uptake.
- DESSIN Policy Brief #2: Good Practice in Urban Water Management: Increasing chances of innovation uptake through governance.