

Deliverable D8.1

**Plan for
dissemination and
exploitation
including
communication
activities**



Funded by
the European Union

GRANT AGREEMENT NUMBER	101184151
FULL TITLE / ACRONYM	THE WATERWISE HUB: AN EXCELLENCE HUB ON WATER IN THE CIRCULAR ECONOMY HUB
START DATE	01 – 01 – 2025
END DATE	31 – 12 – 2028
PROJECT URL	www.waterwisehub.eu
WORK PACKAGE No and title	W8 Dissemination, Communication, and Exploitation
DELIVERABLE TITLE	Plan for dissemination and exploitation including communication activities
DUE DATE OF DELIVERY	30 June 2025
ACTUAL DATE OF DELIVERY	30 June 2025
NATURE	Public
LEAD BENEFICIARY	SCICO
RESPONSIBLE AUTHOR	Dionisis Anemogiannis, SCICO
CONTRIBUTIONS FROM	NTUA, MANTIS, ROTSA, BDG, UNEXE, KWR, UCRAN

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Copyright message

© **WaterWise Hub Consortium, 2025-2028**

This deliverable contains original unpublished work except where clearly indicated otherwise.

Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

Document History

Version	Description	Author	Organisation
V 0.1	First Draft	Dionisis Anemogiannis	SCICO
V 0.2	Review 1	Maria Vlastara, Gogo Loukiadou, Yakinthi Batsi (SciCo)	SCICO
V 0.3	Review 2	Ciprian Nanu (BDG), Paul Jeffrey (UCRAN), Gerard Van Den Berg (KWR), George Stravopodis (MANTIS), Cristian Dascalu (ROSTA), Alexandros Kritikos, Eleni Chouli (NTUA)	BDG, URCAN, KWR, MANTIS, ROSTA
V 0.4	Revised version	Dionisis Anemogiannis	SCICO
V 1.0	Final Version	Georgios Bariamis	NTUA

Quality Control

Author	Organisation	Role	Date
Dionisis Anemogiannis	SCICO	Deliverable Leader	06-06-2025
Prof. Christos Makropoulos	NTUA	Scientific Project Coordinator	23-06-2025
Georgios Bariamis	NTUA	Project Manager	30-06-2025

Contents

Executive summary	6
1. Introduction.....	7
1.1 Purpose of the Dissemination, Exploitation and Communication Plan.....	7
1.2 Structure of the document	7
2. Communication and Dissemination Strategy	9
2.1 Communication and Dissemination objectives	9
2.2 Target audience, objectives and key messages.....	9
2.3 Branding.....	15
2.4 Tools and channels	17
2.5 WaterWise Hub partners' audiences and channels	29
2.6 Networks & Cooperation	34
2.7 Action plan and timeline.....	37
2.8 Potential risks/barriers and solutions approaches	41
3. Monitoring and evaluation.....	44
3.1 Key performance indicators (KPIs) and project visibility	44
3.2 Communication and dissemination monitoring tool.....	46
4. Exploitation Strategy.....	47
4.1 Roadmap to Exploitation	47
4.2 Risks and Mitigation.....	59
4.3 Next Steps.....	60
5. Standardisation, Conformity Assessment and Assurance	62
6. Conclusion	64

Abbreviations

WaterWise Hub	The Waterwise Hub: An Excellence Hub On Water In The Circular Economy
EC	European Commission
CE	Circular Economy
DEC	Dissemination, Exploitation, Communication
GA	Grant Agreement
KER	Key Exploitable Results
R&I	Research and Innovation
TG	Target Group
WP	Work package

Executive summary

The aim of this document is to present the strategy WaterWise Hub will follow regarding its Dissemination, Exploitation and Communication activities. More specifically, this document will outline the objectives of the Dissemination, Exploitation and Communication strategy and activities, and identify the most efficient means to achieve them. In addition, the plan presents the visual identity of the project together with the tools and the channels that will be exploited in order to effectively share the WaterWise Hub's activities, achievements and tangible results with targeted audiences, becoming, thus, the cornerstone for a successful exploitation of WaterWise Hub's solutions. Finally, the general plan for Standardisation, Conformity Assessment and Assurance, and how it aligns with the DEC plan, is presented at the end.

1. Introduction

1.1 Purpose of the Dissemination, Exploitation and Communication Plan

This document describes strategy that will be adopted by WaterWise Hub at the different phases of the implementation of the project with regards to the dissemination, exploitation and communication of its activities, deliverables and expected results. Its purpose is to formalise all relevant actions, outlining a unified approach, and ensure maximum visibility and impact of the project's outcomes.

The plan defines communication, dissemination, and exploitation objectives, key messages, tools, and methods tailored to each target audience. It incorporates the use of both online and offline channels, promotes cooperation with relevant networks and initiatives, and leverages existing partnerships to maximise outreach and uptake. Particular emphasis is placed on the strategic use of partners' networks and the development of synergies with external stakeholders. Furthermore, it outlines how exploitation pathways will support the long-term use and sustainability of the project's KERs, ensuring that WaterWise Hub outcomes continue to deliver value beyond the project's lifetime.

As a living document, this plan will be regularly reviewed and updated throughout the project to reflect emerging opportunities and evolving stakeholder needs (including reporting of activities Mid-term and final reports in M24 and M48, as part of D8.3). Its implementation will be actively monitored by the consortium under the coordination of the project's lead partner to ensure coherence, alignment with objectives, and measurable impact.

1.2 Structure of the document

This document has been developed as part of WP8: Communication, Dissemination and Exploitation. It presents the project's dissemination, exploitation, and communication objectives, along with the strategy designed to achieve them. It outlines the key methods, channels, and tools that will be employed to maximise the visibility, uptake, and long-term impact of the WaterWise Hub. Additionally, the document introduces the project's overarching approach to Standardisation, Conformity Assessment, and Assurance, ensuring that results are aligned with relevant standards and best practices.

The document consists of 6 main chapters, where the aforementioned scheme is being elaborated:

Table 1. Document structure

Section	Description
Communication and Dissemination Strategy	Presentation of WaterWise Hub's target audiences and Communication messages, followed by the selected means to achieve an effective reach of the project, including the tools, channels, and networks.
Monitoring and Evaluation	Presentation of the defined project KPIs and of monitoring tools to ensure the successful accomplishment of the Communication and Dissemination objectives.
Exploitation Strategy	Presentation of the key results of WaterWise will be leveraged to ensure long-term sustainability, value creation, and impact beyond the project's lifetime. It defines the project's KERs, identifies stakeholders and exploitation pathways, and sets the framework for transforming project outputs into lasting benefits for regional, national, and European innovation ecosystems.
Standardization, Conformity Assessment and Assurance	Presentation of the general plan pertaining to standardization to ensure that the work carried out in the context of the project fully conforms with existing and/or upcoming standards.
Conclusion	Summing up what was presented in the document.

2. Communication and Dissemination Strategy

2.1 Communication and Dissemination objectives

The core objective of the communication and dissemination strategy is, first, to identify, organise and implement the activities that are necessary to maximise the impact of the WaterWise Hub project, and then, to deploy the most efficient tools and means in order to achieve a successful outreach of the project, disclosure of results and exploitation (namely, commercial) of the project's outputs and outcomes.

To achieve this, the communication and dissemination strategy has been set around the following pillars:

- to raise awareness regarding the importance of decentralised and circular solutions in water management;
- to further cross-border collaboration in water management in the target region;
- to promote the excellence hub as a catalyst for research and innovation, business development, and knowledge dissemination and exchange for water in the circular economy;
- to mainstream innovations, and new research led by project partners and affiliated projects;
- to stimulate new business partnerships and the uptake of project outcomes by the public sector;
- to create the foundations for a robust exploitation of the project and the respective sustainability beyond the funding period;
- to disseminate WaterWise Hub's project outcomes to the widest possible community of potential beneficiaries.

2.2 Target audience, objectives and key messages

The WaterWise Hub consortium identified five main categories of target groups it will focus its communication, dissemination and exploitation efforts on, to maximise the impact of its activities and project outcomes:

- research and academia (including early career scientists, academic and research institutions in the region)
- market actors (including entrepreneurs, SMEs, start-ups, spinoffs, water utilities, water engineering firms, water technology manufacturers, and water demanding businesses, such as process industries)
- civil society (including the general public, environmental NGOs, grassroots initiatives on environment, circularity and sustainability)
- local and regional authorities (including also local, regional and national environmental associations)

- national governments and EU (including EU policy makers, national policymakers, and research and innovation funding bodies)

Table 2. Overview of WaterWise Hub's Target Group 1's objective and key messages

TG1: Research and Academia
Objectives: • To widely disseminate scientific knowledge and research outcomes on circular water management and innovation generated by the project. • To promote collaboration between academia and industry, encouraging interdisciplinary approaches to advance research and practical applications in water innovation. • To provide resources, capacity-building opportunities, and networks that support the career development of early-career researchers in the circular water economy. • To engage academic stakeholders in laying the groundwork for the long-term exploitation and sustainability of project results beyond the funding period. • To foster alignment between academic research agendas and EU/regional priorities for circular economy and sustainable water management. • To encourage open science practices by promoting access to project data, publications, and methodologies for replication and further research.
Key messages: • The WaterWise Hub applies the Quadruple Helix Model of Innovation—uniting academia, industry, policymakers, and society—to tackle complex water management challenges within the circular economy. • Embedding water management within a circular economy offers a sustainable, future-proof approach to addressing environmental, economic, and societal challenges. • WaterWise bridges the gap between research and real-world application by fostering academia-business collaboration through joint pilot research projects, open calls, and targeted innovation support. • The WaterWise Hub empowers early-career researchers and scientists with training, joint research opportunities, and mentorship, building the next generation of leaders in circular water innovation.

Table 3. Overview of WaterWise Hub's Target Group 2's objective and key messages

TG2: Market Actors
Objectives: • To promote active collaboration between academic institutions and market actors, ensuring that innovation in water management benefits from diverse expertise and cross-sectoral input. • To drive a shift toward circular economy practices in water management, supporting the adoption of sustainable, competitive, and future-proof business models. • To provide clear pathways and opportunities for developing innovation capacity, entrepreneurship skills, and participation in research and innovation (R&I) activities. • To serve as a central hub for information on technical assistance, funding opportunities, and partnerships tailored to the needs of SMEs, start-ups, and entrepreneurs.
Key messages: • Water management in a circular economy framework is a sustainable solution that addresses current and future challenges, securing a more resilient future for businesses and communities alike. • The WaterWise Hub brings together academics, entrepreneurs, governments, and civil society, offering a comprehensive model to tackle complex water challenges and drive innovation within the circular economy. • Serving as a nexus for academia-business collaboration, the WaterWise Hub supports the transformation of water-wise innovations from ideas to market-ready solutions. • WaterWise Hub empowers SMEs and start-ups by providing essential resources, mentorship, and an enabling environment to develop, test, and scale their innovations. • WaterWise accelerates water research and innovation through targeted Open Calls, Tech Challenges, a residency program at Technology Parks, and the Innovation Accelerator tailored for SMEs and start-ups. • The WaterWise Knowledge Hub acts as a dynamic meeting point connecting water problem owners with solution providers and showcases relevant funding opportunities to fuel growth and impact.

Table 4. Overview of WaterWise Hub's Target Group 3's objective and key messages

TG3: Civil Society
Objectives: • To raise broad awareness of the WaterWise Hub's goals, activities, and impact on sustainable water management. • To promote the importance of transitioning to a circular economy approach in water management to build more resilient and sustainable communities. • To encourage active social engagement and participation in co-creating and implementing innovative water solutions. • To support talent attraction and capacity building in the water-circular economy sector, especially among community members. • To strengthen community resilience to climate change through the adoption of sustainable water management practices and solutions Key messages: • Water management in a circular economy framework is a sustainable solution that addresses current and future challenges, securing a more resilient and adaptive future for communities and ecosystems. • The WaterWise Hub brings together academics, entrepreneurs, governments, and civil society, offering a comprehensive model to tackle complex water challenges and drive innovation within the circular economy framework. • The WaterWise Knowledge Hub serves as a collaborative platform connecting water problem owners with solution providers, while also showcasing relevant funding opportunities to support policy-aligned projects. • WaterWise Hub enhances the capacity of marginalized and underrepresented groups through its Mentoring Programme, which offers upskilling workshops, networking events, online learning modules, policy advocacy training, and more.

Table 5. Overview of WaterWise Hub's Target Group 4's objective and key messages

TG4: local and regional authorities
Objectives: • To increase awareness among local and regional authorities of the WaterWise Hub's mission, services, and opportunities, particularly in matching local water challenges with innovative solutions. • To engage local stakeholders and decision-makers to actively participate in and benefit from the Hub's resources and initiatives. • To facilitate knowledge sharing on circular water management and innovation tailored to regional priorities. • To promote the adoption and scaling-up of water innovations within local and regional policies and practices. • To lay the groundwork for sustained exploitation and long-term sustainability of the project's outcomes beyond its funding period.
Key messages: • Water management in a circular economy framework is a sustainable solution that addresses current and future challenges, securing a more resilient and adaptive future for regions. • The WaterWise Hub unites academics, entrepreneurs, governments, and civil society, offering a comprehensive model to tackle complex water management challenges and drive innovation within the circular economy framework. • WaterWise Hub tailors its research and innovation strategy and activities to align with regional smart specialisation strategies and European policy priorities, ensuring regional relevance and impact. • The WaterWise Knowledge Hub serves as a dynamic platform connecting local water problem owners with solution providers and acts as a showcase for relevant funding opportunities. • WaterWise Hub enhances the capacity of marginalized and underrepresented groups through its Mentoring Programme, which includes upskilling workshops, networking events, online learning modules, policy advocacy training, and more.

Table 6. Overview of WaterWise Hub's Target Group 5's objective and key messages

TG5: National governments and EU
Objectives: • To increase support for circular economy water management by promoting enabling legal and legislative frameworks. • To mobilize policy backing for initiatives advancing circular water management at national and European levels. • To advocate for regulatory reforms that facilitate and accelerate circular water innovations. • To promote streamlined and accessible funding mechanisms dedicated to circular water solutions. • To highlight successful cross-border collaborations in circular water management to inspire and influence further policy and joint initiatives. • To establish a strong foundation for sustained exploitation and long-term sustainability of WaterWise outcomes beyond the project's funding period.
Key messages: • Water management within a circular economy framework offers sustainable solutions that tackle current and future challenges while building a more resilient future. • Effective water circularity is best achieved through cross-border collaboration and coordinated efforts. • The WaterWise Hub unites academics, entrepreneurs, governments, and civil society, providing a comprehensive model to address complex challenges and drive innovation in circular water management. • WaterWise Hub aligns its R&I strategy and activities closely with regional smart specialisation strategies and European policy priorities to maximize impact. • The WaterWise Knowledge Hub serves as a dynamic platform connecting water problem owners with solution providers, while also showcasing relevant funding opportunities.

2.3 Branding

The brand or visual identity of the project includes four different elements that we present below: the logo, the colour palette, the taglines and font.

2.3.1 Logo

The core concept behind the project logo symbolizes the Hub as a central meeting point for all actors of the Quadruple Helix. It also represents an innovative solution that ‘makes a splash,’ creating ripples that transform traditional approaches to sustainable water management. Additionally, the logo draws inspiration from the molecular composition of water—two parts hydrogen and one part oxygen. Below, you can see the logo alongside its various versions.



Figure 1. Project logo variations

2.3.2 Thumbnail

The thumbnail of the project, aimed to be used in cases where a small yet recognisable image needs to be used instead of the official logo is the following:





Figure 2. Project thumbnail

2.3.3 Colour Palette

The signature colours of the project’s branding are the following (see RGB colour codes in Figure 3). When printing we advise working with printers who use Pantone, and providing them with the Pantone codes below. If the printers are not specialised, you may use the CMYK codes instead.

RGB		R49 G45 B240 #312df0		R131 G215 B215 #83d7d7
CMYK		C90 M74 Y0 K0		C50 M0 Y20 K0
Pantone		2728C		318C
Black Monochrome		2728C		318C

Figure 3. WaterWise Hub colour palette

2.3.4 Taglines

The main tagline that will be used for dissemination purposes is the title of the project itself “*An Excellence Hub On Water In The Circular Economy*” as well as the following: “*Cross-border collaboration, research, and innovation in water reuse for a sustainable future.*”.

2.3.5 Fonts

The “Montserrat” font family will be used as the main project font for graphic material (posters, flyers); while “Calibri” font family is used as the main font for internal documentation.

2.4 Tools and channels

The communication and dissemination tools of WaterWise Hub include both online and offline tools, as we describe below. To achieve the objectives and realise the dissemination and communication engagement strategy, the following tools have been selected and defined:

- Website
- Social media
- Posters, flyers, brochures/information leaflets and roll-ups
- Promotional Materials and Merchandise
- E-newsletters
- Visuals: Illustrations, infographics, factsheets
- Press releases, articles, white papers
- Media Outreach and Coverage
- Promotional videos
- Podcast Series
- Stakeholder workshops and training events
- Organisation of, and participation in academic events/conferences, workshops, webinars and other events
- Scientific, technical and industry publications
- Networking with other projects
- Academia-to-Business, and Business-to-business meetings (A2B, B2B)
- Upskilling courses design and delivery
- A Summer School for academics/researchers
- Upskilling virtual seminars for innovation end users (industries and authorities);
- Face-to-face training sessions

2.4.1 Website

The WaterWise Hub website (<https://waterwisehub.eu/>) serves as the primary communication channel for the project's stakeholders and target audiences. It is used to share project outcomes and achievements, as well as to engage external stakeholders in the project's activities. The WaterWise Hub website is organised in different sections with complementary information, as follows:

- Homepage: overview of the project, key strands of the project, news and blog articles.
- About : detailed description of the project, and information about the consortium partners, and deliverables
- Innovation Accelerator: Information about the programmes and opportunities that support water R&I related SMEs and start-ups
- Knowledge Hub: Information about the synergy of the WaterWise Hub project with the Water Europe Marketplace.
- Sister Project: Dedicated section presenting the work of other EU-funded project with similar scope/focus as the WaterWise Hub project.

- News and Media: Repository of news, useful resources produced by the project, publications, and newsletters
- Contact: providing contact details and newsletter sign up option

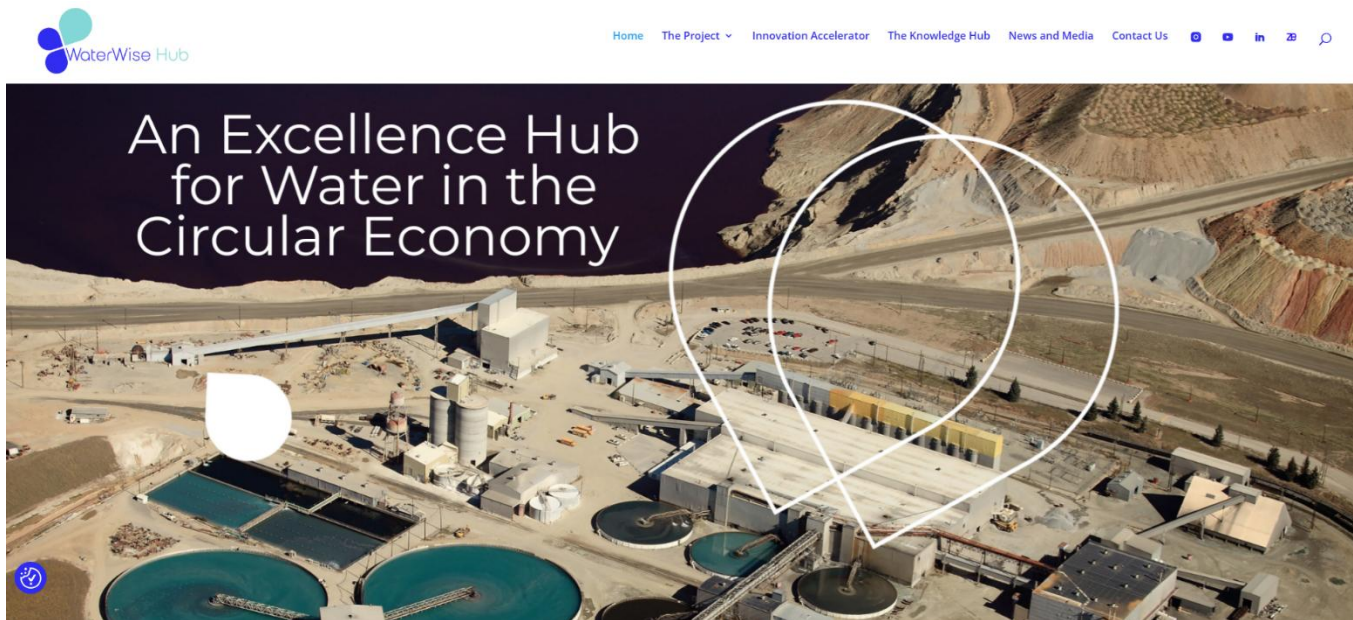


Figure 4. WaterWise Hub's website – homepage

To monitor the performance of the WaterWise Hub website, Google Analytics is being utilized (see Figure 5). This tool enables us to understand which content resonates most with the project audiences, analyze visitor demographics, track traffic sources, and identify visitor interests. These insights allow us to better tailor our communication and effectively target our audience.

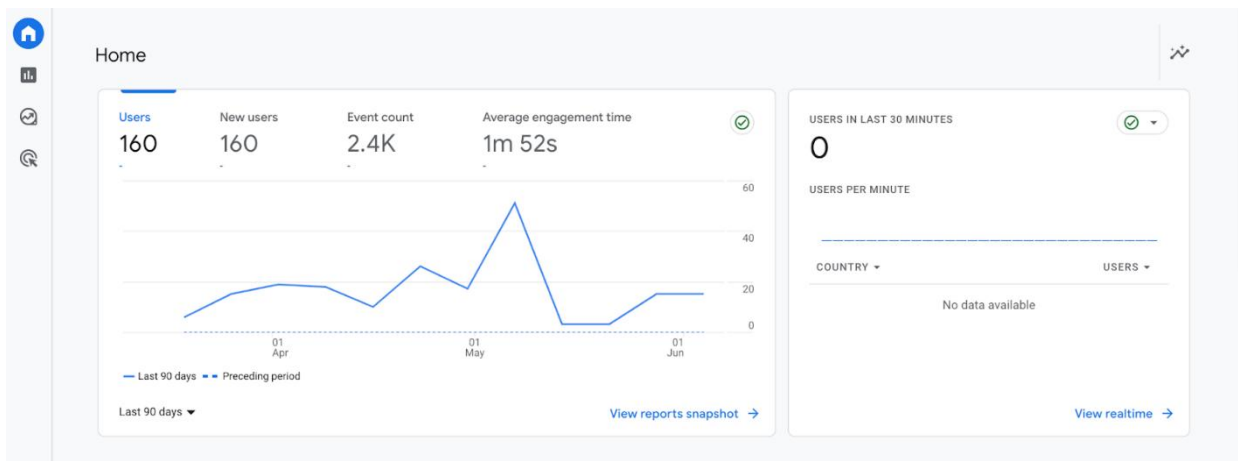


Figure 5. Google Analytics of WaterWise Hub website

In addition to the project's website, WaterWise Hub's partners will also have a dedicated section about the WaterWise Hub in their websites. In the table below, we provide the information about WaterWise Hub partner's website. In the periodic report we will give an update about WaterWise Hub's content in the different partner's websites.

Table 7. WaterWise Hub partner's websites

Name of Partner	Website
National Technical University of Athens (NTUA) Department of Water and Environmental Engineering	www.ntua.gr ; https://uwmh.civil.ntua.gr/
The Green Fund (GRFU)	https://prasinotameio.gr/
Hellenic Federation of Enterprises (SEV)	https://www.sev.org.gr/
The Hellenic Association of Municipal Water and Sewage Utilities (EDEYA)	www.edeya.gr
Science Communication (SCICO)	https://scico.gr/
Mantis Business Innovation (MANTIS)	https://mantisbi.io/
Tethys Consulting (TETHYS)	https://tethys-consulting.com
Technical University of Civil Engineering Bucharest (UTCB)	https://utcb.ro ; https://ccias.utcb.ro/
National Research & Development Institute for Industrial Ecology (ECOIND)	https://www.incdecoind.ro/
General Secretariat of the Romanian Government (SGG-DDD)	https://dezvoltaredurabila.gov.ro/
The National Association of Romanian Tech Startups (RO TSA)	https://rotsa.ro
The Community Foundation of Bucharest (FCB)	https://fundatiacomunitarabucuresti.ro/
Business Development Group (BDG)	www.bdggroup.ro
Technical University of Moldova (TUM)	https://utm.md/en/
The National University of Water and Environmental Engineering (NUWEE)	https://nuwm.edu.ua/
University of Belgrade - Faculty of Civil Engineering (UB-FCE)	https://www.grf.bg.ac.rs/
Build Green Group (BGG)	https://www.buildgreenalbania.org/
Institute for Research in Environment, Civil Engineering and Energy (IECE)	https://iege.edu.mk/
The University of Exeter (UNEXE)	https://www.exeter.ac.uk
KWR Water B.V. (KWR)	www.kwrwater.nl
Cranfield University (UCRAN)	https://www.cranfield.ac.uk/

2.4.2 Social media

The objective of the social media channels is to communicate the project aims and updates, promote the material produced within the project and build/engage an online community. WaterWise Hub aims to have a strong presence on social media, enhancing its reach to target audiences and broader public and ensure an active interaction with them. To ensure maximum usability and exploitation, besides the development and activation of the project's own social media, WaterWise Hub has proposed a collaboration framework to sister projects, which includes the establishment of joint social media channels.

The overarching narrative of our social media accounts will be that of a journey throughout the development of the WaterWise Hub from concept to a vibrant centre for research and innovation in the circular economy of water. The public will have the opportunity to witness that through the various programmes, events, collaborations, personal stories and case studies our media will highlight. Naturally, social media channels will also be used to promote events organised by the consortium and other events where partners have participated, updates from our sister project as well as other relevant news regarding the project and partners.

The social media content will be supported by appealing visuals, such as illustrations, infographics, which by themselves will also work as stand-alone communication tools that can be used in other contexts as well (e.g presentations), as we describe in section 3.3.

Water Wise Hub's social media profiles are selected on the basis of approaching effectively key target audiences of the project, and communicating efficiently the various updates, achievements, calls and other deliverables of the project. A largely different strategy will be deployed in developing content for the three chosen platforms.

- **Instagram:** <https://www.instagram.com/waterwisehub/>

Water Wise Hub's Instagram page aims to engage mostly audiences that fall under the umbrella of civil society, academia and business. The highly visual content hosted in the platform (photos, graphics, videos) is ideal for engaging members of the public and local societies. The platform is also popular amongst academics (especially those interested in educational content, and environmental sustainability), NGOs, as well as SMEs, start-ups and entrepreneurship/ innovation hubs. Instagram is also a great platform to showcase visual summaries of research finds, such as infographics.

Based on the above, our Instagram page will focus on establishing an evocative visual diary of the project, featuring curated graphics and stories. The account will help us highlight the various and sometimes complex deliverables of the project in a simplified, visual manner, and inspire engagement and participation from various stakeholders. The account will also provide the opportunity to engage in direct communication target audiences, ensuring effective and productive day-to-day interaction with them. Furthermore, IG Stories and IG Live allow us to provide real-time updates about project events, while Reels and IGTV offer the opportunity to showcase project videos, interviews or other related video content.

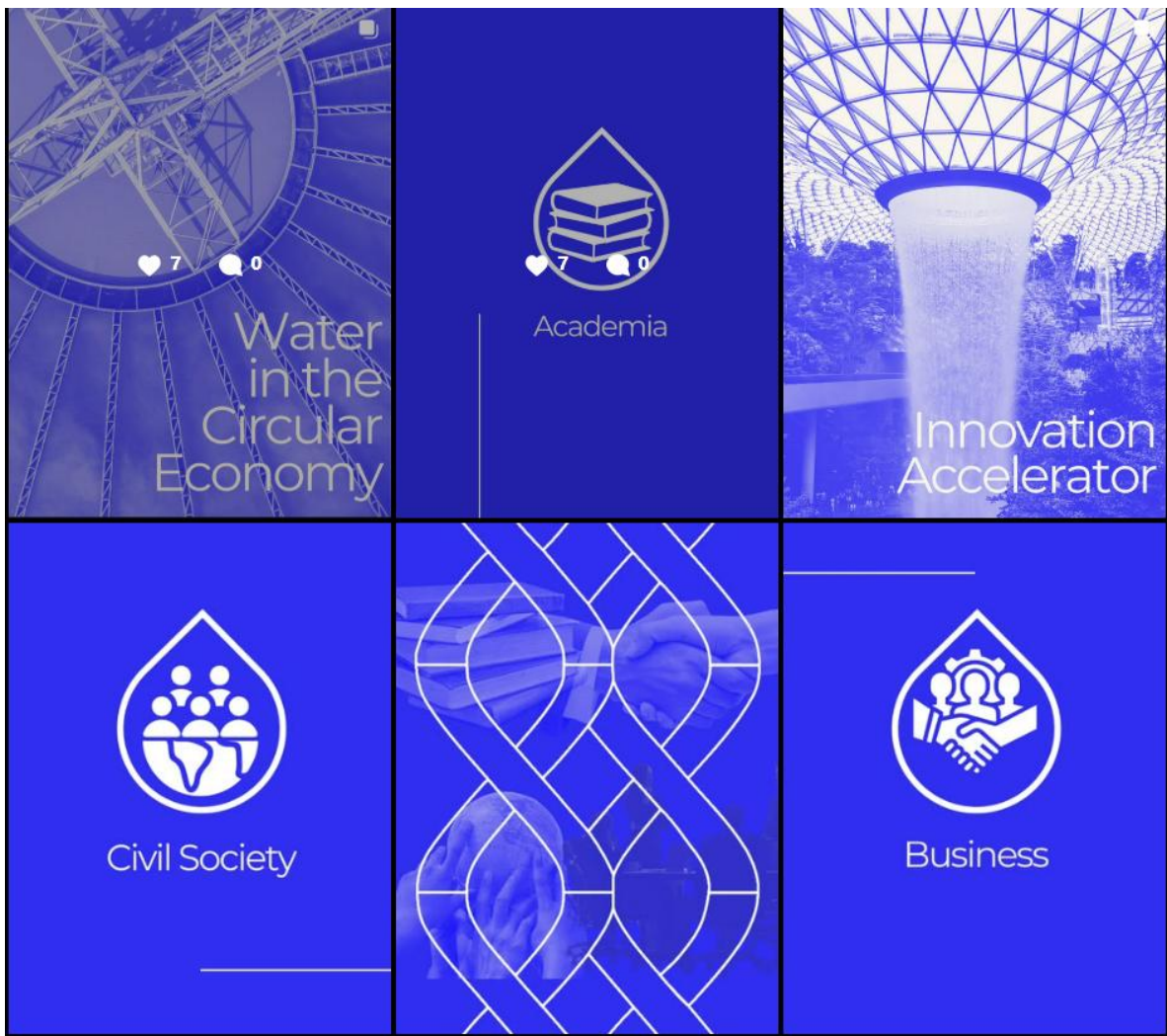


Figure 6. Water Wise Hub's Instagram channel

- **LinkedIn:** <https://www.linkedin.com/company/waterwise-hub>

LinkedIn is another strategic platform that will allow the project to share updates, connect with a wide range of key stakeholders, and network with a broad community of professionals within the fields of water sustainability, research and innovation, and renewable energy. LinkedIn is the tool that will allow us to connect with EU's official media accounts, as well as other government-led media platforms, and EU-funded initiatives across Europe. The platform is also very popular in the industry and business sector, as well as academia. Finally, over 65% of our project partners have LinkedIn accounts, which renders LinkedIn the best platform for tagging them and sharing their content.

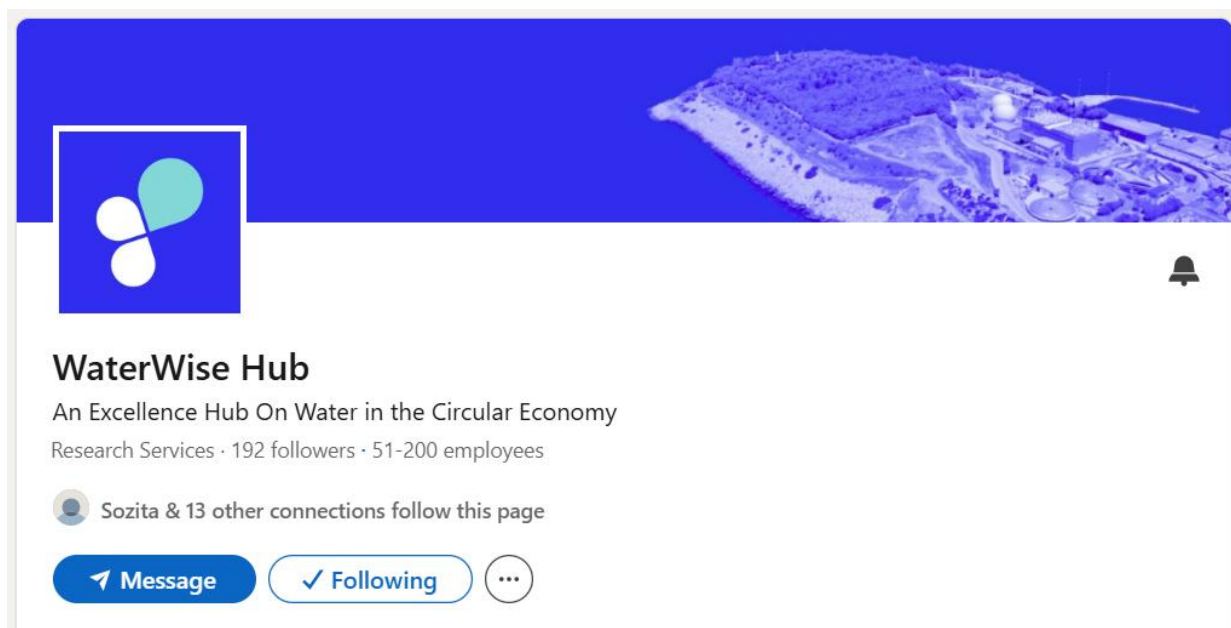


Figure 7. Water Wise Hub's LinkedIn channel

- **YouTube:** <https://www.youtube.com/@WaterWiseHubEU>

Water Wise Hub's YouTube page will allow us to broadcast the project activities in the form of promotional videos to our key audiences. The videos will then be integrated in other channels, such as our other social media accounts, and the website.

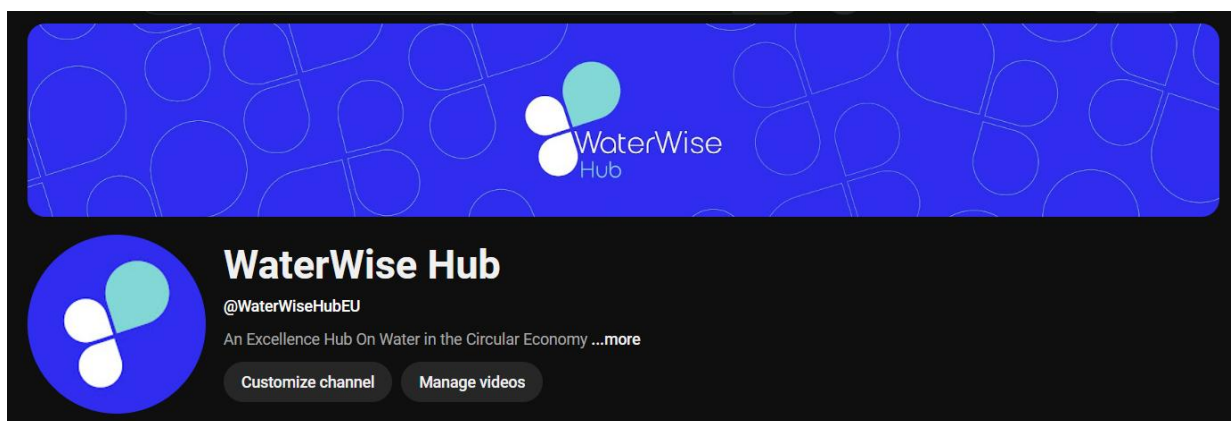


Figure 8. Water Wise Hub's YouTube channel

2.4.3 Posters, flyers, brochures/information leaflets and roll-ups

The Water Wise Hub will produce posters, flyers, brochures/information leaflets and roll-ups to enhance the promotion of the project's resources and tools. These digital and printed promotional materials will

be distributed at different conferences and events where WaterWise Hub's partners will be present, as well as at meetings and other project promotional activities.

In order to ensure consistency regarding the visual identity of the project, a poster template and a roll-up will be designed that partners will be able to use to disseminate the Water Wise Hub's activities at conferences, meetings and other kinds of initiatives.

2.4.4 Promotional Materials and Merchandise

Branded promotional materials and merchandise will be produced and distributed including items such as tote bags, pens, notebooks, and other small gifts carrying the WaterWise Hub logo and key visuals. Their purpose is to increase project visibility, enhance brand recognition, and serve as lasting reminders of the project at events, workshops, and stakeholder meetings. An example of such materials produced for the kick-off meeting can be seen in figure 9.



Figure 9. Tote bag, notebook and pen made of recycled materials, for promotional use

2.4.5 Visuals: illustrations, Infographics, factsheets

Water Wise Hub will use different kinds of visuals, in particular illustrations, factsheets and infographics to convey information, data, results and other outcomes about the project in an engaging, clear and quick way. Illustrations will be used to communicate key concepts and ideas of the project in a more appealing way. An example of such is the illustration that we present here (Figure 10), used to demonstrate the core ideas underlying the Water Wise Hub. This illustration, together with a short supporting text, was used to present the idea behind the Innovation Accelerator of the WaterWise Hub in a visually simple and effective way.



Figure 10. Social Media Illustration explaining the structure of the Innovation Accelerator

In addition, infographics and factsheets will be used to communicate facts and data, through different kinds of visualisations, such as schemes, diagrams and graphs. These materials will be developed and widely promoted in the website, social media, conferences, workshops and through European networks/initiatives.

2.4.6E-newsletters

Water Wise Hub's newsletters will be composed in Mailchimp and published in the project website and social media, and will also be distributed via a ever-growing mailing list, that will be updated throughout the project, as well as to networks and direct contacts within the WaterWise Hub consortium and ecosystem of stakeholders. The newsletters will serve as a tool to communicate key updates and developments to the Water Wise Hub's ecosystem of stakeholders, provide exclusive insights, and upcoming events. The newsletters will be published biannually (in a total of eight newsletters; see the newsletter schedule in Table 8).

Table 8. Schedule of Water Wise Hub newsletter

Newsletter #	1	2	3	4	5	6	7	8
Release month	7	12	18	24	32	36	42	48

Below we present the planned structure of the newsletter (this is a living structure and will be adapted during the project according to the communication needs). The plan also includes where various media will be linked to or hosted alongside the newsletter. The first newsletter will be launched on M7 (June 2025).

EDITORIAL

Snapshot of the newsletter's content

SPOTLIGHT

Interview with an expert (from the consortium or not) or a user, videos about Water Wise Hub

Hosting: YouTube channel and website

WATERWISE HUB AT A GLANCE

Updates about relevant aspects regarding the development of the Water Wise Hub

OBSERVATORY

Short articles, infographics, factsheets about topics relevant to the project

Hosting: Website - News and Events; Resources

IN THE MAKING

Resources, tools, methodologies being developed by the project. Additionally, one can also include resources from other projects that we consider relevant.

Hosting: Website - Resources

SISTER PROJECTS

Highlight of joint communication efforts

Hosting: Website - Sister projects; News and Events

NEWS AND EVENTS

List of relevant news and events, from the consortium or others that are considered relevant.

Hosting: Website - pages: News and Events

2.4.7 Press releases, Media Outreach and Coverage

The consortium will produce and distribute press releases and feature articles to local, regional, national, and international media outlets to promote the WaterWise Hub's progress, milestones, and achievements. These materials will highlight project activities, showcase interviews with partners and stakeholders, and provide expert perspectives on key topics related to circular water innovation. In addition to written content, opportunities for media engagement may include radio interviews, online features, and contributions to relevant sector publications. All press releases and related media coverage will be made available through the WaterWise Hub website and promoted across its social media channels to maximise visibility and outreach. Press Releases will be translated to the various consortium languages by selected consortium partners.

2.4.8 Promotional videos

Promotional videos will constitute an important communication tool to present and promote the project and its activities, highlighting the technological developments and consequently showcasing developments and expected outcomes, as well as providing views, opinions and testimonials of project partners, users and other relevant stakeholders. The videos will be published on WaterWise Hub's YouTube channel and disseminated through the project website, social media, newsletters, etc. SciCo will create a video template and provide guidelines that will be used by partners. Moreover, shorter versions of the videos will be used as reels to promote the content on social media.

2.4.9 WaterWise Podcast Series

The WaterWise Podcast Series will feature regular episodes hosted by a dedicated team member from NTUA, providing engaging interviews with specialists in the field of circular water innovation. Guests will include experts from both within and beyond the consortium, ensuring a diverse range of perspectives on key topics. New episodes will be released every three months, offering consistent and accessible content for stakeholders. The full episodes will be hosted on the WaterWise Hub website and YouTube channel, with curated snippets shared on LinkedIn to drive engagement and extend reach across professional networks.

2.4.10 Stakeholder workshops and training events

Stakeholder workshops and training events are a key element of the WaterWise Hub's engagement strategy, providing direct interaction between the project consortium and key external audiences. In addition to dissemination, these events serve as platforms for skills development, particularly for early-career researchers, SMEs, and local/regional authorities. Training activities are tailored to the specific needs of the audience, covering topics such as circular water management practices, innovation

methodologies, funding opportunities, regulatory issues and policy engagement. These training activities will be delivered in the context of the Mentoring Programme , the Innovation Accelerator, the Lifelong Learning Courses, as well as the regular project dissemination efforts. The majority of the training events will be made available online in the project's website as video/audio recordings, or accessible learning resources

2.4.11 Participation in academic events, conferences, workshops and other events

WaterWise Hub partners will participate in national, EU and international level events, workshops and conferences in order to raise awareness around the project's activities and results and disseminate the relevant developments and outcomes.

A list of events, workshops and events, for the current project year, in which WaterWise Hub partners have participated / have submitted proposals to or will likely participate is presented below and will be updated and modified as opportunities present themselves.

Table 9. Events, workshops and conferences in which WaterWise Hub partners have participated or have submitted proposals.

Event name	Date	Location	Organised by
Excellence Hubs – Joint Event	2 July 2025	Greece	Solar Hub & ECHO
Kick-off Meeting	25 July 2025	Albania	
AquaCircular Conference 2025	16-17 October 2025	Romania	AquaCLUSTER Romania
The Environment and Industry Symposium	23-24 October 2025	Romania	EcoIND Romania

Moreover, Waterwise Hub's Final Conference will serve as a pivotal platform for strategic communication and dissemination, acting only as a milestone event but also as a high-visibility opportunity to amplify the project's key messages, showcase impact, and extend reach across diverse audiences. Through curated presentations, media engagement, stakeholder storytelling, and digital content, the conference will maximize visibility for the project's outcomes and ensure broad uptake of its insights. This event will also generate multimedia materials—such as video highlights, quotes, and social media assets—to support ongoing dissemination beyond the project's formal end, reinforcing WaterWise Hub's legacy and positioning the Hub as a reference point for urban water innovation.

2.4.12 Peer-reviewed scientific publications

The main achievements and results of the Waterwise Hub will be disseminated through publication in high-impact, peer-reviewed technical journals, targeting both academic and industry audiences. These publications will present key technical and technological developments, as well as novel scientific insights generated throughout the project that support sustainable water innovation.

Aligned with the project's strong commitment to Open Science (OS) and Open Data (OD), the dissemination strategy will ensure that all scientific outputs follow FAIR principles (Findable, Accessible, Interoperable, Reusable), enabling transparent, high-quality, and accessible research. The project will take a balanced approach to openness, maximising public access while protecting proprietary knowledge essential for exploitation and innovation.

To support these objectives:

- Peer-reviewed results will be published in open access or hybrid journals, with a preference for Gold Open Access in high-impact cases when resources permit.
- All publication references will be catalogued and accessible via the Waterwise Hub website.
- Preprint servers such as arXiv, Zenodo and Preprints.org will be used to accelerate knowledge dissemination and support early community engagement. Additionally, the project has already established both OpenAire profile and [Zenodo Community](#) to ensure that all produced data will be easily discoverable and accessible.
- Full-text publications and associated metadata will be made available through platforms like OpenAIRE and the European Open Science Cloud (EOSC), promoting wide dissemination across research communities and stakeholders.
- Supporting datasets, software, and reports will be publicly released through EOSC-compatible repositories and indexed on the EOSC marketplace where possible, ensuring reproducibility and broader societal impact.
- The Hub will also engage with open peer-review platforms, such as Open Research Europe, where appropriate, to further strengthen transparency and credibility.

All research will adhere to EU standards for research integrity, data protection (GDPR), and intellectual property rights (IPR). Prior to R&I activities, the WaterWise Hub will establish clear agreements with all partners regarding data ownership and exploitation rights, as outlined in the IPR plan developed under Task 1.5.

A preliminary list of target journals includes, but is not limited to:

- *Water Research Journal (Elsevier)*
- *Journal of Hydrology (Elsevier)*
- *Environmental Science & Technology Journal (ACS Publications)*
- *Circular Economy and Sustainability Journal (Springer)*
- *Open Research Europe*

2.4.13 White Papers

The publication of thematic white papers will play a key role in translating project findings into actionable insights for a broad range of stakeholders. These documents will synthesize the results of research, pilot activities, and policy dialogues into accessible, well-structured analyses and recommendations. By addressing key topics in water circularity, innovation ecosystems, and policy alignment, the white papers will serve as both advocacy tools and practical guides for policymakers, regional authorities, industry stakeholders, and the research community.

The white papers will be widely disseminated through the project website, partner channels, EU-level platforms, and targeted stakeholder mailing lists. They will also form part of the project's contribution to European and national discussions on sustainable water management

2.4.14 Participation in Science Fairs

Waterwise Hub will participate in major public-facing science fairs, including Researchers' Night (Athens, GR) and the Athens Science Festival. These events offer valuable platforms to engage the general public, raise awareness, and make the Hub's work visible and relatable beyond technical and policy audiences. Through interactive exhibits, storytelling, and hands-on activities, we will translate complex water-related topics into engaging, accessible content for all audiences. These events will also serve as key content-generation moments—providing visuals, testimonials, and live engagement highlights to feed into our social media, press outreach, and post-event dissemination efforts.

2.4.15 Open Days within Academic Facilities

Waterwise Hub will participate in and co-organise open days at academic and research institutions. These events offer a valuable opportunity to engage directly with early-career scientists, students, educators, and the wider public, showcasing innovative water solutions and the project's outputs. These events will be co-organised by academic and research partners of the consortium (NTUA, UTCB, ECOIND, TUM, NUWEE, UB-FCE, IECE, UNEXE, UCRAN, KWR).

2.4.16 Academia-to-Business (A2B) and Business-to-Business (B2B) meetings

Structured A2B and B2B meetings will be organised both as a series of events and as stand-alone sessions. These meetings will be promoted through dedicated communication channels including newsletters, partner networks, event platforms, and targeted outreach to relevant stakeholders. Communication materials such as digital flyers, tailored invitations, and briefing packs will ensure clear messaging and maximum engagement. Visual identity and branding of WaterWise Hub will be present in all meeting materials to reinforce visibility. Outcomes of the meetings—such as partnerships initiated, needs identified, or follow-up actions—will be documented and shared through reports, press releases, and social media updates to amplify impact and foster wider knowledge transfer. A total of 4 x A2B meetings, and 50 x B2B meetings is aimed to be achieved within the lifetime of the project.

2.5 WaterWise Hub partners' audiences and channels

In addition to communication through WaterWise Hub's dedicated social media channels, project partners will actively leverage their own pre-existing platforms to support dissemination and communication efforts. Each partner will select the most appropriate channels within their organisation to share project-related content, including updates on activities, newsletter releases, announcements of upcoming events, key results, insights, factsheets, and more. This approach will help amplify the project's messages, extend its visibility within established stakeholder networks, and contribute to a wider overall reach and greater impact.

This section provides an analysis of the channels used by each partner and the audiences they engage, allowing us to assess how well these align with the communication and dissemination needs of the WaterWise Hub. Understanding these networks also enables more accurate estimations of potential audience reach and supports the development of a targeted dissemination strategy.

Table 10 presents the communication channels of the consortium partners that can be utilized for the promotion of the project's activities. For university partners, we prioritized department or institute media accounts, over the overall university accounts (NTUA, UNEXE, UB-FCE), as they can provide easier access and more streamlined communication with the WP leader, as well as more targeted outreach to specialised academic and professional communities. Table 11 complements that analysis, providing an overview of the consortium partners that relate directly to each TG.

Table 10. Number of followers and subscribers per social media platform of each partner's communication channels.

Partner	Facebook	Instagram	Linkedin	Youtube	X
NTUA			<i>Uwmh</i> 549 followers	<i>urbanwatermanag ement789</i> 9 subscribers	
GRFU	<i>Greenfundgr</i> 6.1K followers			<i>greenfundgreece</i> 24 subscribers	<i>Greenfundgr</i> 477 followers
SEV			<i>sev-hellenic- federation-of- enteprises</i> 33K followers		
EDEYA	<i>Enosideya</i> 1.2K followers				
SciCo	SciCo 10k followers	scicogreece 3.6k followers	Scico 3k followers	SciCo MakingScienceSim ple 173 subscribers	scico_ 317 followers
MANTIS	Mantis Beyond Innovation 1.4k followers	@mantisbi 908 followers	Mantis Beyond Innovation 4k followers		
TETHYS					
UTCB			<i>Utcbro</i> 19K followers		
ECOIND	<i>INCDECOIND</i> 737 followers			INCD ECOIND 8 subscribers	
SGG- DDD	<i>Departamentul pentru dezvoltaredurabil a</i> 11k followers	<i>Dezvoltaredurabil a</i> 1.9k followers	dezvoltare-durabilă 821 followers	Dezvoltare durabilaromania 107 subscribers	

Partner	Facebook	Instagram	Linkedin	Youtube	X
RO TSA	<i>RoTechStartup</i> 6.8K followers	<i>rotsa.rotechstartups</i> 507 followers	RO TSA 3K followers		
FCB	<i>Fundatiacomunitara bucuresti</i> 14K followers	<i>Fundatiacomunitara bucuresti</i> 3.1k followers	<i>fundatia-comunitara-bucuresti</i> 1k followers		
BDG			<i>business-development-group-romania</i> 479 followers		
TUM	<i>UTMoldova</i> 37K followers				
NUWEE	Національний університет водного господарства та природокористування 11k followers	<i>nuwee_official</i> 5.5K followers		<i>NUWEE</i> 1.03K subscribers	<i>nuwm_ua</i> 124 followers
UB-FCE	<i>Građevinski fakultet u Beogradu GRF</i> 5.6K followers	<i>gradjevinski_fakultet_Beograd</i> 4.1K followers			<i>Grf_Beograd</i> 1.3K followers
BGG	<i>Build Green Group</i> 1.2K followers	<i>Buildgreengroupa l</i> 770 followers	<i>build-green-group-albania</i> 225 followers		

Partner	Facebook	Instagram	Linkedin	Youtube	X
IECE	<i>IECEmk</i> 1.9K followers		<i>IECE</i> 1K followers		
UNEXE	<i>Cwsuniofexeter</i> 195 followers		<i>Centre for Water Systems</i> 2.2k followers	<i>Water_UofExeter</i> 78 subscribers	<i>Water_UofExeter</i> 2k followers
KWR			<i>kwr-water-research-institute</i> 19k followers		
UCRAN	<i>Cranfielduni</i> 71k followers	<i>Cranfielduni</i> 23.3k followers	<i>cranfield-university</i> 133k followers	<i>CranfieldUni</i> 7.3k subscribers	<i>CranfieldUni</i> 2.3k followers

Table 11. Audiences reached by each partner's communication channels.

Audience	Target Group	Project Partners
<i>Research Institutions and Universities</i>	<i>TG1 - Academia</i>	<i>NTUA; SEV; SCICO; MANTIS; TETHYS; UTCB; SGG-DDD; ROTSA; FCB; BDG; TUM; NUWEE; UB-FCE; IECE; UNEXE; KWR; UCRAN</i>
<i>Water Technology Companies</i>	<i>TG2 - Market Actors</i>	<i>NTUA; SEV; EDEYA; MANTIS; TETHYS; ECOIND; NUWEE; UB-FCE; BGG; ROTSA; IECE; TUM; UNEXE; KWR; UCRAN</i>
<i>Technology Startups, SMEs and Innovation Hubs, Companies and Institutions</i>	<i>TG2 - Market Actors</i>	<i>NTUA; SEV; SCICO; MANTIS; TETHYS; UTCB; ECOIND; SGG-DDD; ROTSA; BDG; TUM; NUWEE; UB-FCE; BGG; IECE; UNEXE; KWR; UCRAN</i>

<i>Energy and sustainability companies, SMEs, enterprises and start-ups</i>	<i>TG2 - Market Actors</i>	<i>NTUA; GRFU; SEV; MANTIS; TETHYS; TETHYS; UTCB; ECOIND; ROTSA; TUM; NUWEE; UB-FCE; UB-FCE; BGG; IECE; UNEXE; KWR; UCRAN</i>
<i>Manufacturing and Engineering Companies</i>	<i>TG2 - Market Actors</i>	<i>SEV; EDEYA; MANTIS; TETHYS; UTCB; ECOIND; TUM; NUWEE; UB-FCE; BGG; IECE; UNEXE; KWR; UCRAN</i>
<i>Financial Institutions</i>	<i>TG2 - Market Actors</i>	<i>SEV; MANTIS; ECOIND; BDG; BGG; UNEXE; KWR; UCRAN; GRFU; EDEYA</i>
<i>General public</i>	<i>TG3 – Civil Society</i>	<i>GRFU; EDEYA; SCICO; FCB; TUM; BGG; IECE</i>
<i>NGOs and Social Enterprises</i>	<i>TG3 – Civil Society</i>	<i>GRFU; EDEYA; SCICO; MANTIS; TETHYS; UTCB; ECOIND; SGG-DDD; FCB; TUM; NUWEE; UB-FCE; BGG; IECE; KWR</i>
<i>Environmental Organizations</i>	<i>TG3 – Civil Society</i>	<i>GRFU; EDEYA; SCICO; TETHYS; UTCB; ECOIND; SGG-DDD; FCB; NUWEE; UB-FCE; BGG; IECE; KWR; UCRAN</i>
<i>Other Educational Institutions (schools, non-formal education providers, educational foundations)</i>	<i>TG3 – Civil Society</i>	<i>SCICO; FCB; TUM; GRFU</i>
<i>Governmental Bodies and Policy Makers</i>	<i>TG4 – Local & Regional Authorities</i>	<i>NTUA; GRFU; SEV; EDEYA; MANTIS; TETHYS; UTCB; ECOIND; SGG-DDD; ROTSA; FCB; BDG; TUM; NUWEE; UB-FCE; BGG; IECE; UNEXE; KWR; UCRAN</i>
<i>EU and Donor Agencies</i>	<i>TG5 - National Governments & EU</i>	<i>NTUA; GRFU; SEV; EDEYA; UTCB; SGG-DDD; NUWEE; BGG; ROTSA; TUM; IECE; UNEXE; KWR; UCRAN</i>

2.6 Networks & Cooperation

Networks and cooperation activities can be powerful vehicles to further boost the project's outreach and to maximise its outputs. To that end, the WaterWise Hub consortium will make use of existing communication channels in research and innovation, such as the European Union ones; and will establish a collaborative communication system, both with existing networks and ecosystems, as well as by creating and engaging with new ones (e.g. sister projects).

2.6.1 EU communication, dissemination and exploitation- supporting services

The EC provides free-of-charge services in order to support communication, dissemination and exploitation activities. These services include:

- Horizon Dashboard: knowledge platform with statistics and data on EU Research and Innovation programmes.
- CORDIS: open repository on EU project information, with multilingual articles and publications that highlight research results.
- Horizon Magazine: latest news and features about science and innovation research projects funded by the EU.
- Open Research Europe platform: open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.
- Horizon Results platform: platform for showcasing research results, finding collaboration opportunities and getting inspired by the results of others.
- Horizon Results Booster: free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.
- European Standardisation Booster Service for EU Projects: supports Horizon Europe and H2020 projects to contribute to standardisation in Europe and beyond.
- Innovation radar: An initiative that identifies high-potential innovations, based on a data-driven methodology, and assists EU-funded researchers and innovators in reaching the market with their innovation.
- Horizon Impact Award: annual prize to recognise outstanding projects that have used their results to provide value for society.

2.6.2 Liaison with existing partner networks and clusters

WaterWise Hub will expand its outreach and impact through participation in partner networks and clusters. These networks allow WaterWise Hub to share project results and good practices, explore new collaborations and opportunities, and amplify its messages by reaching wider audiences. The project is already part of the ICT4WATER cluster, an initiative by the European Commission championing water innovation in Europe that features over 40 partners. WaterWise Hub is also considering to join other clusters and networks related to water R&I that align with the project's vision and strategic priorities. The following table provides a list of the current initiatives and innovation support structures identified, and the form in which the WaterWise Hub may participate in them.

Table 12. Liaison with existing partner networks and clusters

Networks and Support Structures
EIC accelerator (EU): The Hub will support SMEs, start-ups and individuals by contributing to the maturing of their R&I visions and providing guidance for the preparation of proposals for grant funding.
European Water Tech Accelerator (EU): The Hub will acquire valuable insights on how to create personalized accelerating programs based on the specific requirements.
European Cluster Collaboration Platform (EU): WaterWise will utilise this platform as part of its wider networking activities to facilitate cross-border collaboration, networking and clustering.
EURAXESS - ERA Talent Platform (EU): WaterWise will leverage this platform to engage with and recruit scientists and researchers that specialise in water-CE-related topics.
European Circular Economy Stakeholder Platform (EU): The Hub will utilise the platform to engage with stakeholders involved in the water sector to establish cross-border collaborations as part of its long-term vision.
Water Alliance (EU): WaterWise will participate in the Alliance's networking events to foster collaborations with water experts across EU.
Water Europe Marketplace (EU): Waterwise will utilise the material on this platform (technologies, products, case studies, developers) to acquire knowledge on existing technologies and products, as well as fostering collaborations among its network and the Hub.
Water Test Network (UK, FR, DE, NL, BE): The Hub will reach out to acquire knowledge on lessons learnt and challenges and best practices for accelerating water-related products.
The Centre for Simulation, Analytics and Modelling (CSAM) and The Exeter Centre for Circular Economy (ECCE) (UK/International): Interdisciplinary, coordinated by the Exeter Business School. CSAM is a leading centre for Operations Research in the UK, applying advanced simulation, analytics,

and modelling methods to business problems. ECCE is a member of the 1st UN-backed centre for Circular Economy Research. Through a co-investigator affiliated with both CSAM and ECCE, WATERWISE will benefit by support, coaching and mentoring for enhancing business and marketing potential for water-CE innovations.

Smart Attica European Digital Innovation Hub (GR): The Hub will engage in Smart Attica's efforts by providing novel water-CE solutions that could be further advanced with their AI and digital applications

The Green Fund (GR): The Green Fund, which is a Hub partner, is a well-established funding public organisation, operating under the auspices of the Ministry of Environment and Energy, that supports public and non-profit entities in their efforts to implement the Greek environmental policy, through structured funding programs. It seeks feasible, innovative solutions that can be funded and thus support local and regional authorities.

SPOROS Platform (EU, Regional): The Hub will support SMEs, startups, and innovators to gain access to green financing through this Platform.

The Romanian National Strategy for Circular Economy (RO): *WaterWise* will consult the RO Circular Economy Action Plan to align its R&I strategy based on specific sectoral needs and expected outcomes

Sustainable Development Operational Program (PODD) (RO): The partners of the RO branch of the Hub will provide support to SMEs and start-ups based in RO to foster R&I in the water sector.

Ukrainian Startup Fund (UA): *WaterWise Hub* will disseminate its generated knowledge from its activities to encourage and facilitate the establishment of start-ups in the water-CE sector in Ukraine.

ELEVATE Greece (GR): Elevate Greece is the official platform and leading resource for in-depth information on the Greek Startup Ecosystem, aspiring to help it grow and expand.

2.6.3 Sister projects

WaterWise Hub is actively reaching out, through its clustering activities under WP6 (see also D6.1) and its clustering plan, to other EU-funded projects with similar scopes and objectives, steadily building a network of sister projects. These sister projects will collaborate through joint communication campaigns, coordinated publicity across social media, websites and newsletters, and the ongoing organisation of shared events. WP leader as well as the consortium will continuously identify and engage with projects that can join the sister-project network. Together, the partnership will expand its reach to shared and new audiences, fostering synergies, and weaving complementary approaches into sustainable development, water management, R&I, SME and start-up acceleration, and urban- and rural-planning initiatives.

Table 13. Proposed cooperation framework between Sister projects

Joint communication activities
• Reference to this collaborative effort in the individual project pages • Reference to this collaborative effort in the individual e-newsletter of each project • Organising joint events and workshops

Communication Objectives of the Sister Project Partnership

The joint communication efforts of the sister projects aim to achieve the following objectives:

- **To strengthen visibility and awareness** of the WaterWise Hub and its sister projects through coordinated and joint communication efforts.
- **To foster synergies and complementarities by** sharing insights, results, and best practices across projects working towards common goals in sustainable water management and circular economy.
- **To engage shared stakeholder communities** by delivering coherent, aligned messages and showcasing the collective impact of European R&I efforts in water and sustainability.
- **To increase engagement with policy-makers, funders, industry, researchers, civil society, and governments** by demonstrating cross-project collaboration and amplifying calls to action for circular water solutions.
- **To support the sustainability and exploitation of project outcomes** by creating stronger, interconnected networks beyond the individual lifespan of each project.
- **To promote joint events, publications, and outreach activities as a means** of reaching wider audiences and ensuring that innovations and solutions developed are visible and actionable.

2.7 Action plan and timeline

2.7.1 Guidelines for consortium partners

This section outlines the guidelines for the optimal use of the communication and dissemination tools described under 3.1, allowing project partners to take the lead on dissemination activities in a way that is coherent and consistent across the consortium.

Participation in academic events/conferences, workshops and other events

- Partners should follow the branding guidelines presented in this document.
- Partners should use the Presentation and/or Poster template available.

- At least three weeks prior to any conference/workshop/event, partners organising or participating in them should notify the WP8 leader, to share the relevant information on social media and the website.
- At least a week prior to any conference/workshop/event, the partner participating in or organising them should make a publication in their social media channels. The publication will then be shared by the WP8 leader on the WaterWise Hub channels. If partners are not able to make this publication, they should notify the WP8 leader beforehand.
- Partners should report their participation in conferences/workshops/events the Communication and Dissemination Monitoring Tool.

Social media

- Each partner is expected to make a publication on their social media channels related to the WaterWise Hub four times a year, on average.
- On a rotation basis, each partner is expected to create content for a publication on the WaterWise Hub social media channels (e.g. relevant news, tools and resources, interesting content about emerging technologies / artificial intelligence in training and education), according to the recommendations of the WP8 leader. The WP8 leader will be responsible for contacting the respective partners and supporting them throughout the process.
- Every social media publication should:
 - tag the respective WaterWise Hub channel (see section 3.1)
 - use #WaterWiseHub
 - use #EUInnovation, #EURResearch, #CircularEconomy #WaterInnovation #WaterResearch, depending on the topic of the post.
- Partners should report the social media publications in the Communication and Dissemination Monitoring Tool.

E-newsletters

- Each partner will contribute to the development of the newsletter recipient list, by sharing the newsletter link in their social media, and by directly requesting local partners and stakeholders to subscribe – enhancing the reach and impact of the newsletter campaign.
- Each partner is expected to distribute the newsletter amongst their channels and networks. The newsletter calendar can be found in Table 8.

Press releases, articles

- Articles and Press Releases will be designed by the WP8 leader. The content will be then translated into the languages of the consortium partners, by the selected partners from the respective countries.
- The press releases will then be shared at a local/regional/national level by the local partners.

- The partners will be responsible for compiling and expanding an ever-growing list of press contacts with whom they will share the press release.

Academic publications and white papers

- Partner should notify the WP8 leader upon acceptance of their Scientific, technical and industry papers for publication, in order to share information through the projects' communication channels/media.
- Partners should share these updates on their social media channels tagging the WaterWise Hub.

2.7.2Timeline

The next table provides an overview of the projects' Communication and Dissemination tools/actions with respective estimated timeline.

Table 14. Timeline for the deployment of Communication and Dissemination activities

	2025												2026												2027												2028																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	0000	0000	0111	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000

Internal risks/ barriers	Solutions / approaches
	More information about data governance and data protection, particularly GDPR compliance and handling personal data is provided in D1.2. - Data Management Plan.
Ensuring effective coordination of communication activities across the consortium partners.	Effective coordination within the consortium will be ensured through continuous and structured dialogue among partners and their respective communication teams. Clear, transparent communication regarding responsibilities, objectives, content, and delivery timelines will be prioritised. Regular feedback loops will be established to foster constructive collaboration and maintain positive working dynamics. The WP8 communication team will play a central role in aligning messaging and activities across partners, ensuring coherence, consistency, and maximum impact of the project's communication efforts.
Branding and messages not coherently adopted across the consortium.	Clear branding and messaging guidelines will be shared with all partners in accessible formats and regularly updated. Materials will be provided in adaptable templates, allowing for localisation and translation where needed. The WP8 communication team will remain available to support partners in aligning their outputs with the overall project identity, ensuring consistency while allowing flexibility for local contexts.
Language barriers to limit the communication and dissemination of the project in participant countries	Website translated from english into the primary language used by each participant country. Participant organisations to review all translated materials before publishing. Translation or live interpretation of other communication and dissemination materials and activities, press releases and blog articles to the participant countries' language, provided on a case-by-case basis.
Resources not sufficient to provide support required by the partners for communication/outreach.	Dedicated resources have been allocated for communication support, and their adequacy will be regularly monitored. Any gaps or emerging challenges will be promptly flagged to the WP8 communication team, which will work with partners to develop pragmatic, tailored solutions to ensure effective outreach. Flexibility and proactive coordination will be key to addressing evolving needs.
Disruption of planned activities by NUWEE due to escalation of armed conflict in Ukraine.	Remote collaboration mechanisms will be set up. Where possible, redistribute urgent or resource-heavy tasks to other partners, temporarily or permanently, depending on your

Internal risks/ barriers	Solutions / approaches
	Ukrainian partner's needs and abilities. Focus on asynchronous tasks.

3. Monitoring and evaluation

3.1 Key performance indicators (KPIs) and project visibility

To measure the communication and dissemination progress and impact at project level, a number of quantitative KPIs have been established, as depicted in the table below.

Table 16. Project key performance indicators

KPI	KPI category	Total target	Target M1-M6	Target M6-M12	Target M12-M18	Target M18-M24	Target M24-M30	Target M30-M36	Target M36-M42	Target M42-M48
Logos	Raise awareness and promote project activities	1	1	0	0	0	0	0	0	0
Press Releases		8	1	1	1	1	1	1	1	1
Newsletters		8	1	1	1	1	1	1	1	1
Subscribers to the newsletter mailing list		1000	0	200	200	200	100	100	100	100
Infographics		4	0	1	0	1	0	1	0	1
Posters, flyers, leaflets and roll-ups		10	2	2	1	1	1	1	1	1
No. of Peer-reviewed publications	Publishing Research and Project Outcomes	8	0	0	0	0	1	2	2	3
No. of reads and citations in publications		5000 reads 50 citations	0	0	0	0	200 0	2200 10	2300 20	3300 40

KPI	KPI category	Total target	Target M1-M6	Target M6-M12	Target M12-M18	Target M18-M24	Target M24-M30	Target M30-M36	Target M36-M42	Target M42-M48
Final Conference, No. of attendees (in-person and virtual)	Dissemination in Academia	500	0	0	0	0	0	0	0	500
Participation in International conferences		Up to 5	0	0	0	0	0	1	2	2
Networking Events with other projects	Networking	4	0	1	0	1	0	1	0	1
A2B meetings		4	0	1	0	1	0	1	0	1
Number of stakeholders engaged in A2B meetings		40	0	10	0	10	0	10	0	10
B2B meetings		50			5	5	10	10	10	10
Website visits	Project Website	5000	0	1000	800	800	600	600	600	600
Social media posts (aggregate)	Social Media	200	25	25	25	25	25	25	25	25
Followers on social media		1500	300	200	200	200	100	200	200	100

KPI	KPI category	Total target	Target M1-M6	Target M6-M12	Target M12-M18	Target M18-M24	Target M24-M30	Target M30-M36	Target M36-M42	Target M42-M48
channels (aggregate)										
Video uploads (YouTube, Vimeo)		2	0	0	0	1	0	0	0	1
Views across video channels		1000	0	0	0	500	100	100	100	200

3.2 Communication and dissemination monitoring tool

In order to monitor the Communication and Dissemination activities of the Consortium, the WP8 leader created a monitoring tool that partners update regularly with the Communication and Dissemination activities performed by each of them.

COMMUNICATION Communication measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.		Guidelines on how to add the activities to Participant Portal: https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pageId=7504206					
Partner	Communication Activity Name	Date	Description	Who? Target audience (INDEX for Options)	How? Communication channel (INDEX for Options)	Outcome	Status
	https://www.facebook.com/share/p/1BWFXdbArw/	17 Feb 2025	meeting in Moldova	Business partners			
SGG-DDD	https://www.facebook.com/share/p/1BWFXdbArw/	17 Feb 2025	Social media announcement on Project KoM	Citizens	Social media (Facebook)	26 reactions, 1 comment, 1 share	Delivered
BGG	https://www.buildgreenalbani.org/eng/projects	20-Jan-25	A brief presentation of the WWH presentation of the WWH project	Citizens	Website	? impressions, ? clicks, 3 reactions	Delivered
BGG	https://www.facebook.com/share/p/1AEQh8vBzW/	27-Jan-25	presentation of the WWH project	Citizens	Social Media (Facebook)	77 Impressions, 5 reaction	Delivered
BGG	https://www.instagram.com/p/DFVR_lqsY92?utm_source=ig_web_copy_link&igsh:	27-Jan-25	Kick off meeting	Citizens	Social Media (Instagram)	156 impressions 11 reactions	Delivered
BGG	https://www.facebook.com/share/p/1Cd4m38XpJ/	17-Feb-25	Kick off meeting	Citizens	Social Media (Facebook)	91 Impressions 5 reactions	Delivered
BGG	https://www.instagram.com/p/DGLuQ1sQw?utm_source=ig_web_copy_link&igsh:	17-Feb-25	Kick off meeting	Citizens	Social Media (Instagram)	219 Impressions 24 reactions	Delivered
BGG	https://www.linkedin.com/feed/update/urn:li:activity:7307379721971916800	17-Mar-25	Partners meeting	Citizens	Social Media (LinkedIn)		Delivered
Guidelines on how to add the activities to Participant Portal: https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pageId=7504216							
DISSEMINATION							
Partner	Dissemination activity name	What? Type of dissemination activity (INDEX for Options)	Who? Target audience Reached (INDEX for Options)	When?	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	
NTUA	Kick-Off Meeting	Conferences	Research communities	13-14 February	Kick-off Meeting of the WaterWise Hub	Delivered	
BGG	Online Meeting	Meetings	National authorities	2/27/2025	Meeting with the Durres Municipality, Albania	Delivered	
BGG	Kick-off Meeting	Meetings	National authorities	3/29/2025	Promoting BGG Resilience Initiatives at the local/national lev	Delivered	
BGG	Info-session at Tirana Business University	Education and training Events	Other	25-Apr-25	Alignment of BGG Initiatives in the Water Sector	Delivered	
BGG	Info-session at Albanian University	Education and training Events		4/29/25	Alignment of BGG Initiatives in the Water Sector	Delivered	
GRFU	Presentation of project in panel with min	Conferences	Local authorities	5/30/2025		Delivered	

Figure 11. Preview of the dissemination and communication monitoring tool used by project partners

4. Exploitation Strategy

Exploitation refers to the use of the project's results beyond the project duration to create impact in economic, societal, environmental, or policy domains. For the WaterWise Hub, exploitation involves proactively shaping pathways to impact so that developed tools, datasets, methodologies, services and policy recommendations, as well as projects supported as part of the Innovation Accelerator are adopted by stakeholders (water utilities, policymakers, industry partners, and researchers). Doing so allows outputs to translate into outcomes, enhancing the adoption of Smart Circular Water Solutions in Europe's widening countries, and their capacity in terms of water research and innovation. Exploitation pathways include commercialization (e.g., service offerings), contribution to policy development, further research applications, and integration into stakeholders' long-term strategies to promote regenerative, smart and decentralised water solutions within the circular economy. The Exploitation Strategy Plan for the WaterWise Hub is expected to be revised past M24 based on the evolving stakeholder needs, alignment with regional and EU policy developments, progress on securing post-project investments, and lessons learned from the implementation of key project activities.

4.1 Roadmap to Exploitation

4.1.1 Transition to a Permanent Excellence Hub on Water in the Circular Economy

WaterWise Hub is designed from the outset with a long-term vision: to transition from a time-bound project into a permanent Excellence Hub on Water in the Circular Economy, tailored to the specific needs of its target widening countries. Building on its Expected Results and anchored in strong regional partnerships, the Hub will scale up through a combination of strategic actions:

- identifying post-project funding and investment sources,
- developing a clear legal identity (e.g., NPO, EGTC, PPP), and
- piloting sustainable business models (including membership-based services, consultancy, training, and licensing).

A dedicated work package (T8.5) will deliver a business plan and operational roadmap by the project's end, with concrete steps for incorporation, early legal structuring, and the launch of multi-branch operations starting in Greece and Romania. The scale-up strategy is reinforced by the Hub's alignment with key EU goals (e.g., the Water Resilience Strategy 2025) and its embedded networks, including policy actors, funders, and the Ambassador Network, ensuring institutional anchoring and long-term impact.

4.1.2 Value Proposition

The WaterWise Hub addresses critical gaps in research, innovation, and investment capacity in the field of circular water management, particularly in widening countries, and particularly Greece, Romania and countries of the Western Balkans and the Eastern Partnership. Its core value lies in establishing a permanent, transnational water innovation ecosystem, centered on, and accelerated by a permanent

Excellence Hub on Water in the Circular Economy. This ecosystem is expected to strengthen collaboration across borders, sectors, and disciplines and tackle pressing water-related challenges through circular economy approaches.

WaterWise is uniquely positioned to support the implementation of the European Water Resilience Strategy (2025), directly contributing to its key objectives, including:

- Improved drought preparedness and early warning systems,
- Mainstreaming of circular practices in water use,
- The advancement of a water-smart economy that decouples growth from water consumption, and
- Cross-sectoral innovation and digitalisation in water governance.

By aligning with these strategic goals, the WaterWise Hub becomes a powerful exploitation platform for replicable, scalable, and policy-aligned solutions that drive both environmental resilience and economic competitiveness. The WaterWise Hub aspires to:

- Catalyse the uptake of smart, circular and decentralized water innovations, bringing solutions from lab to market, aligned with major EU policy priorities including the Green Deal, Zero Pollution Action Plan, Circular Economy Action Plan, and the upcoming European Water Resilience Strategy (2025).
- Strengthen and connect regional innovation ecosystems, equipping innovators, researchers, SMEs, utilities, start-ups, and public authorities with practical toolkits, tailored mentoring, funding access, and long-term capacity development to enhance global competitiveness.
- Bridge the gap between research excellence and market impact, ensuring that scientific knowledge is converted into deployable, sustainable, and locally adapted water solutions with real environmental, social, and economic benefits.
- Foster systemic change, by advocating for policy reforms, improving innovation governance, and embedding circular water approaches in education, procurement, and regional development strategies.
- Act as a bridge between science and market, ensuring that excellent research does not remain isolated but translates into real-world solutions for environmental and economic benefit.
- Provide a replicable model for fostering innovation ecosystems in regions with similar structural challenges, offering long-term value beyond the immediate geographical scope of the project

4.1.3 Exploitation Methodology

The project's exploitation methodology follows a structured multi-step process: mapping of key exploitable assets and relevant stakeholder groups; assessment of innovation readiness; identification of impact domains; and definition of tailored exploitation pathways. These include commercialization

(e.g., service offerings, licencing), contributions to policy development, further research applications, and integration into stakeholders' long-term strategies to promote circular, smart, and decentralised water solutions within the economy. Continuous monitoring and stakeholder engagement (e.g. through dedicated workshops, community-building actions, and bilateral dialogues) will ensure that exploitation remains dynamic and responsive to external developments. The Exploitation Strategy Plan for the WaterWise Hub is expected to be revised with D8.3 – C&D Activities reports in December 2026 and December 2028 (M24, 48), reflecting stakeholder feedback, regional and EU policy alignment, investment readiness, and insights gained from implementation activities. This approach ensures that project outputs translate into meaningful outcomes and foster lasting impact in Europe's target regions.

The exploitation strategy of the WaterWise Hub is built on a collaborative, interlinked framework that permeates all work packages (WP). WP2 initiates the process by identifying regional R&I needs and knowledge gaps and by shaping a cross-border water-related strategy for Europe's Widening countries, including countries in SE Europe, Western Balkans and the Eastern Partnership region. WP3 supports this strategy by developing long-term investment plans and enabling cross-border collaboration. WP4 acts as the operational bridge between academia and business, facilitating the validation and scaling of solutions developed under WP5, which focuses on innovation acceleration and entrepreneurship. WP6 and WP7 enhance the ecosystem by promoting knowledge transfer, capacity building, and mentoring activities to foster innovation-driven communities. WP8 integrates these outputs, designing exploitation pathways tailored to user needs, policy contexts, and market opportunities, thus ensuring that the WaterWise Hub results are taken up and sustained beyond the project's lifetime.

All exploitation activities are linked to the overarching objective of establishing a permanent WaterWise Excellence Hub on circular water solutions in Central and Eastern Europe. This goal will be supported by the development of a dedicated WaterWise Business Plan (D8.4), and will be further refined through the exploitation strategy update scheduled for December 2026 (M24).

In parallel to the project-wide exploitation efforts, each consortium partner will also develop an individual exploitation plan, reflecting their specific role, innovation potential, and strategic interests. These partner-level exploitation plans will be consolidated and reported as part of the first Exploitation Strategy update in December 2026.

4.1.4 Key Exploitable Results

Table 17. Key Exploitable Results based on WaterWise Hub's Expected Results

Expected Result	Key Exploitable Result	Description	Ownership	TGs	Target Users	Estimated Value	Exploitation Pathway
ER1: WaterWise R&I Strategy	WaterWise Innovation Roadmap for Circular Water	Strategic framework identifying regional innovation needs, barriers, and R&I priorities to catalyze >€50M in water CE investment.	Joint (Consortium)	TG1, TG2, TG4	Regional authorities, research centers, innovation agencies	€50M increase in R&I mobilization within 5 years; 25% increase in participation in Horizon Europe projects of entities from the region in the next 10 years.	Integration into RIS3 updates, use in funding calls, shared via EU innovation platforms
ER2: Action and Investment Plan	Regional Action & Investment Blueprints	Operational playbooks for launching CE water pilots & attracting investors across Widening countries	Joint (Consortium)	TG2, TG4	Municipalities, utilities, start-ups, accelerators	To be finalized by M24 under D3.1, D8.3	Disseminated via regional roundtables and matchmaking events
ER3: FundFinder Portal	Open Access Platform with Strategic Partnerships and Embedded Services	Free access to all users will be maintained to ensure inclusivity and broad uptake, especially in Widening and EAP regions. Sustainability will be pursued	Joint (GRFU, MANTIS)	TG1, TG2, TG4	SMEs, Startups, Researchers, Utilities	10,000 visits per year	Free to users; sustainability via sponsorships, integration in services, and institutional support

Expected Result	Key Exploitable Result	Description	Ownership	TGs	Target Users	Estimated Value	Exploitation Pathway
		through institutional partnerships with funding agencies, national contact points, and innovation support centres, who benefit from the portal as a dissemination tool.					
ER4: Strategic & Tactical Toolboxes	WaterWise Implementation Toolkit: A decision-support suite for planning and deploying circular water systems	A combined digital and physical set of tools developed and tested through real-life pilot projects. It helps local authorities, utilities, and SMEs move from strategy to execution in CE water projects. Includes templates, case examples, checklists, and scenario tools for both strategic planning and day-to-day operations.	Joint (KWR, UNEXE, NTUA, Consortium)	TG2, TG4	Utilities, Engineering Companies, Municipalities	To be updated under D4.1 and 4.2 developments	Licensing to municipalities/utilities. Potential open-source basic version, integrated into LLL training, shared via the Knowledge Hub and WE MarketPlace
ER5: Tech Challenges, Innovation	Circular Water	Structured programme for innovators,	Joint (MANTIS,	TG2	Startups, SMEs, Entrepreneurs	50 new private and public sector projects	Fee-based acceleration programmes,

Expected Result	Key Exploitable Result	Description	Ownership	TGs	Target Users	Estimated Value	Exploitation Pathway
Accelerator , TTO	Accelerator Model	startups, and SMEs including mentorship, pilot access, and tech transfer.	NTUA, UCRA N, ECOIN D, Consor tium)		neurs, Tech parks, accelerat ors, regional hubs	with individual budgets of about 1M launched within 5 years	co-funded pilots with regional agencies. Model embedded in incubators, offered under licensing or partnership models
ER6: LLL Training Courses	WaterWise CE Water Training Curriculum	Modular training content on circular water tailored to different skill levels and stakeholder needs (technical, business, and governance aspects). Can be used freely within partner universities, and licensed externally to VET providers and public institutions.	Joint (SCICO , UNEXE , NTUA, Acade mic partne rs)	TG1, TG2, TG3, TG4	Universiti es, training centres, municipa lities, utilities, SMEs, Environm ental NGOs	1000+ professionals trained. curriculum adoption. +7 universities introducing Water in CE to their curricula.	Open curriculum, embedded in partner institutions. Licensed to third-party training providers, municipalities, EU-funded projects. Potential Erasmus+ funding streams.
ER7: Knowledge Hub	WaterWise Knowledge Marketplace Subscription	A premium, curated environment within the Water Europe Marketplace for advanced features	Joint (NTUA , TETHY S, Consor tium)	TG2, TG4, TG5	Utilities, innovator s, investors, municipa lities,	To be updated under D5.3 developments	Free to users; sustainability via sponsorships, integration in services, and institutional support. Tiered

Expected Result	Key Exploitable Result	Description	Owner ship	TGs	Target Users	Estimated Value	Exploitation Pathway
		introduced by the WaterWise Hub.			SMEs, EU agencies		subscription plans for access to enhanced data, matchmaking services, regional intelligence, and innovation promotion
ER8: Mentoring Scheme	WaterWise Capacity & Policy Mentoring Toolkit – Modular Training and Innovation Enablement System	A comprehensive, modular capacity-building and mentoring toolkit designed to support innovators, SMEs, utilities, and public authorities in water-related circular economy activities. Includes training materials, mentor-matching tools, advocacy guides, and online learning modules.	Joint (KWR, Consortium)	TG1, TG2, TG3, TG4	Entrepreneurs, researchers, SMEs, utilities, local/regional authorities, academic institutions, NGOs	1000 new jobs created and over five years through training events, licensed toolkit use, and capacity-building contracts	Licensed toolkit, and Partner-run trainings (free)

ER1: WaterWise Innovation Roadmap for Circular Water

This strategic roadmap is a high-level guide identifying regional R&I needs, existing gaps, systemic barriers, and targeted opportunities for circular economy (CE) innovation in water. Developed through cross-border collaboration and expert input, it serves as a key tool for shaping regional innovation agendas, RIS3 updates, and funding programmes. By aligning policy, innovation capacity, and ecosystem

needs, the roadmap is designed to unlock over €50 million in new water-related R&I investment across the Balkans, Moldova, and Ukraine.

Exploitation: Shared via EU innovation platforms, presented in national RIS3 dialogues, and used by regional authorities and innovation agencies to guide calls and policy updates.

ER2: Regional Action & Investment Blueprints

These blueprints translate strategic priorities into operational plans, offering practical guidance to municipalities, utilities, and start-ups on implementing circular water solutions. They map specific actions, funding models, and partnership opportunities, enabling real-world investment and deployment. Designed to be adaptable across regions, they offer replicable frameworks for launching CE water pilots and demonstrations, especially in emerging ecosystems.

Exploitation: Disseminated through regional roundtables, used in investor-matchmaking events, and incorporated into development plans by local and regional governments.

ER3: FundFinder Portal – Open Access Funding Intelligence Tool

The FundFinder Portal will continue as an open-access platform post-project, offering curated, up-to-date funding opportunities from EU, national, and private sources. Users can search by funding type (e.g., R&D, infrastructure, blended finance) and region, supporting strategic alignment of project ideas with available resources.

Exploitation Strategy: While access remains free to ensure broad usability—particularly for Widening region actors—sustainability will be supported through institutional partnerships, in-kind contributions, and integration into the WaterWise Hub’s broader mentoring, innovation, and proposal support services. Visibility and value will be amplified through collaboration with EU funding bodies, digital innovation hubs, and accelerator networks, positioning the FundFinder as a trusted gateway to financing circular water innovation.

ER4: WaterWise Implementation Toolkits

Developed and refined through real pilot projects, this decision-support suite is a versatile toolkit for circular water systems. It includes digital planning tools, evaluation templates, implementation checklists, and scenario simulation tools to support strategic and operational decision-making. Designed for local governments, utilities, and engineering firms, the toolkit bridges the gap between vision and implementation in CE water.

Exploitation: Offered under license to cities/utilities; free basic version shared openly; advanced features embedded in LLL training, the Knowledge Hub, and integrated into the Water Europe Marketplace.

ER5: Circular Water Accelerator Model

This replicable programme model combines mentorship, tailored business support, access to testing infrastructure, and facilitated investment channels. It is tailored for water-tech innovators and SMEs looking to scale CE water solutions. Delivered in collaboration with regional tech parks and start-up hubs, it positions the WaterWise Hub as a platform for entrepreneurial growth and innovation scaling.

Exploitation: Adopted by regional incubators via licensing or public-private partnerships; offered as a structured programme for fee-paying participants and co-funded pilots.

ER6: WaterWise CE Water Training Curriculum

A modular, multi-level curriculum on circular water designed for different learners — from students and professionals to municipal staff. Technical, policy, and business modules are tailored to real-world needs. Partner universities will integrate it into existing degrees and lifelong learning offerings. For external use, it can be licensed to training providers and institutions, creating revenue streams.

Exploitation: Institutionalised within partner universities; externally licensed to VET providers and local authorities; potential for use in Erasmus+ and Interreg projects; open curriculum for partner use and adaptation.

ER7: WaterWise Knowledge Marketplace Subscription

This premium layer of the Water Europe Marketplace enhances visibility and usability for water innovation in the region. It offers advanced search, curated matchmaking, data dashboards, and promotion of innovations and calls tailored to the widening countries, Greece, Romania, the Western Balkans and Eastern Partnership context. The WaterWise Hub adds value through regional intelligence, innovation registries, and matchmaking platforms.

Exploitation: Tiered subscription model with added services (e.g., visibility packages, analytics, curated contacts); targeted to investors, SMEs, utilities, and public authorities seeking collaboration or procurement solutions.

ER8: WaterWise Capacity & Policy Mentoring Toolkit

This modular toolkit supports systemic capacity building across the innovation chain. It integrates policy advocacy training, technical assistance, innovation mentoring, and online learning tailored to regional needs. Developed with input from universities and regional champions, it's structured for dual use: free institutional deployment, and licensing to other regions or EU-funded consortia.

Exploitation: Licensed to municipalities and innovation hubs outside the project; used by partner universities and hubs as a training service.

4.1.5 Additional Exploitation Paths

EOSC Onboarding & Ecosystem Integration

The WaterWise Hub aims to onboard its suite of services into the European Open Science Cloud (EOSC) ecosystem. EOSC provides a robust environment of researchers, funders, and institutions, enabling enhanced visibility, interoperability, and usability of WaterWise results. Onboarding into EOSC will ensure that the Hub's tools, datasets, and services are indexed in the EOSC Catalogue, increasing accessibility and outreach to new user groups. Furthermore, EOSC's Federated Core services can support the enhancement of current WaterWise capabilities and catalyse the development of new features. In return, the Hub will enrich the EOSC ecosystem with new actors—particularly from the Widening and Eastern Partnership regions—and sectors (utilities, municipalities, SMEs, etc.) that are currently underrepresented. This reciprocal integration will expand the EOSC's disciplinary breadth and create new flows of data, knowledge, and innovation.

Ambassador Network

The WaterWise Excellence Hub Ambassador Network aims to build a strong community of at least 20 key individuals across Europe and beyond who will serve as liaisons and “evangelists” for the Hub's mission and services. These Ambassadors will help extend the reach of WaterWise to regions and stakeholders lacking direct access to its infrastructure, ensuring sustained advocacy and visibility beyond the project's lifetime. While the network's full structure, roles, and operational modalities are still being defined, its potential to foster long-term engagement and support for circular water economy initiatives is significant. Participants involved in pilot implementation projects may also be invited to take on ambassadorial roles, further strengthening this outreach.

Quadruple Helix Thinktank

The Quadruple Helix Thinktank brings together representatives from policy, business, academia, and civil society—particularly emphasizing the inclusion of marginalized and underrepresented groups—to foster a dynamic, multi-stakeholder environment focused on circular water economy innovation. Established initially in Greece and Romania with broader regional involvement from Albania, Moldova, North Macedonia, Serbia, and Ukraine, the Thinktank is designed to identify early risks, opportunities, and provide policy recommendations to advance circular economy practices in water management. Although its detailed composition, scope, and operational framework are still under development, the Thinktank holds promising potential as a catalyst for cross-sector collaboration and impactful knowledge exchange.

4.1.6 Target Group Engagement

The WaterWise Hub targets a diverse range of stakeholders across the Quadruple Helix: public authorities, utilities, SMEs, research institutions, and civil society. These actors are not only intended

end-users of the Hub's services and toolkits, but active co-shapers of the exploitation approach. Their feedback, engagement in pilots, and participation in networks like the ThinkTank and Ambassador Network directly inform product-market fit, value proposition refinement, and sustainability strategies. In turn, these groups stand to benefit from early access to tailored tools, strategic guidance, and new funding or partnership pathways. Their engagement ensures relevance, supports long-term uptake, and strengthens the exploitation pathway by anchoring the results within real-world contexts, needs, and systems.

Table 18. Engagement of TGs

TGs	Stakeholder Profiles	Role and Relevance	Engagement Channels	Expected Benefits from the WaterWise Hub Exploitable Results
TG1 – Research & Academia	- Individual researchers - Research groups - Academic institutions - Open Access / Open Science initiatives	Researchers validate outputs, drive interdisciplinary collaboration, and embed CE knowledge in education and R&I agendas. Open science actors ensure alignment with EU standards	- Research workshops - Training curriculum integration - Open data contributions - Scientific publications - EOSC onboarding	- New research & collaboration opportunities - Integration into curricula & labs - Feedback loops for tool refinement - Visibility via Open Science networks
TG2 – Market Actors (Problem Owners & Solution Providers)	- SMEs, start-ups, spin-offs - Water utilities - Water-intensive industries - Engineering firms & tech manufacturers - Innovation hubs & business clusters - Service providers - Funders	These actors seek scalable CE solutions, funding, partnerships, and R&I tools to remain competitive and sustainable. They also represent the commercial exploitation base of the project.	- CE Accelerator model - Matchmaking events - Marketplace subscriptions - Licensed toolkit use - Mentoring via ER8	- Pilot participation - Access to decision-support tools - Visibility & deal flow through Knowledge Hub - Funding via FundFinder - Business support & mentoring

TGs	Stakeholder Profiles	Role and Relevance	Engagement Channels	Expected Benefits from the WaterWise Hub Exploitable Results
TG3 – Civil Society	- General public - NGOs - Grassroots initiatives - Media/social influencers	Citizens and grassroots organisations help drive cultural and behavioral shifts needed for CE adoption. Media are key to amplifying project visibility and awareness.	- Co-creation in pilots - Social media & outreach - ThinkTank civil society engagement - Public events / awareness campaigns	- Greater awareness on smart, circular water management - Influencing attitudes towards water reuse - Community empowerment - Media visibility for project impacts - Inclusion in local pilots and events
TG4 – Local & Regional Authorities	- Local and regional governments - Public procurement and development bodies - Regional environmental associations	Enable and implement water circular economy (CE) innovations on the ground. Key actors in launching pilots, supporting innovation procurement, and building local capacity. They are also gatekeepers for CE deployment at territorial level, shaping local ecosystems, facilitating partnerships, and ensuring uptake of project outcomes.	- Implementation Toolkits - Training curriculum - Regional roundtables - RIS3 dialogues - Ambassador Network	- Support for CE deployment - Stronger regional ecosystems - Better public service alignment - Tools for decision-making & planning
TG5 – National Governments & EU Institutions	- National policymaker - EU institutions - regulatory bodies, research - innovation funding agencies.	TG5 shape the legislative and financial environment for circular water solutions. Regulatory bodies define market entry conditions; policymakers set frameworks for CE integration; funding agencies direct R&I priorities. Their support is vital to unlock scale, ensure compliance, and mainstream innovation into national	- Policy dialogues - Strategic Roadmap (ER1) - Action Blueprints (ER2) - FundFinder integration - ThinkTank	- Better CE-aligned regulation - Streamlined funding channels - Inclusion of Widening countries - Policy-informed innovation scaling

TGs	Stakeholder Profiles	Role and Relevance	Engagement Channels	Expected Benefits from the WaterWise Hub Exploitable Results
		and EU strategies.	engagement	

4.2 Risks and Mitigation

While the WaterWise Hub's exploitation strategy offers a comprehensive and promising pathway to sustain and expand its impact, several potential risks could challenge its long-term success. Identifying these risks early and implementing effective mitigation measures is essential to ensure the Hub's durability, continued stakeholder engagement, and the realization of its strategic objectives beyond the project's lifetime.

Table 19. Exploitation Strategy Risks and Mitigation Strategies Identified

Risks	Mitigation
Legal and Financial Sustainability Challenges for the WaterWise Excellence Hub's permanent legal and financial structure	Early engagement with legal and business experts during the project will help define clear, feasible governance and business models. Developing a detailed business plan (D8.4) alongside continuous stakeholder consultation will ensure buy-in and adaptability to evolving contexts. Securing initial funding commitments from public and private partners during the project will reduce financial uncertainty.
Ambassadors losing motivation or capacity to actively promote and sustain the WaterWise Hub's mission after project completion.	Implement ongoing training, recognition, and incentive schemes for ambassadors during and after the project. Establish formalized roles with clear responsibilities and regular communication channels. Encourage regional ambassador clusters to foster peer support and collective accountability.

Risks	Mitigation
The Knowledge Hub, FundFinder Portal, and associated toolboxes becoming outdated or underutilized if maintenance and content updates cease post-project.	Plan for transfer of platform management to dedicated organizations (see table 17 - Ownership) with secured funding. Develop a content update roadmap and incentivise user-generated contributions and feedback loops. Integrate the platforms within existing regional innovation ecosystems to sustain relevance.
Policy misalignment or slow regulatory adoption in participating countries slowing down innovation adoption and cross-border collaboration.	Engage policy makers throughout the project via the ThinkTank and dedicated policy dialogues to align strategies and identify barriers early on. Use the WaterWise Hub's advocacy channels, including ambassadors and Knowledge Hub platforms, to promote regulatory harmonization. Monitor and adapt to evolving policies to maintain compliance and capitalize on new opportunities.
Conflicting interests regarding IP exploitation	Clearly documented exploitation plans; clearly outlined and regularly updated IPR strategy; licensing frameworks agreed early; regular stakeholder consultations.

4.3 Next Steps

As the project reaches its midpoint, the exploitation plan will continue evolving to reflect emerging insights and stakeholder feedback. Over the coming period until the first major plan update in December 2026, partners involved in the exploitation of the project's expected results will work on the following activities:

1. Refining the business model for the WaterWise Excellence Hub and advancing legal entity options for the WaterWise Hub
2. Validating value propositions with target users
3. Developing new partnerships with regional actors, and planning integration into existing innovation ecosystems to support a smooth transition beyond EU funding.
4. Continuous market analysis and pilot exploitation actions will inform updated revenue strategies and operational plans.
5. Further refining the goals, scope, structure, and operational role of the WaterWise ThinkTank.
6. Clarification and development of the objectives, composition, and activities of the Ambassador Network.

7. Continuous exploring and definition of the organizational model and functions of the Romanian Circular Economy Cluster in Water (Task 8.3) in consultation with Romanian partners and ThinkTank members.
8. Ongoing coordination between open science and commercialization strategies, treating both the Data Management Plan and the Exploitation Plan as living documents, jointly updated to reflect evolving IP, partnerships, and market opportunities, under the oversight of the General Assembly.
9. Development of individual exploitation plans for each consortium partner, outlining their specific assets, interests, and post-project pathways for utilizing WaterWise Hub result, based on 1-to-1 consultation with them and review of their deliverables, and involvement in the project.

This iterative approach will prepare the project for a comprehensive exploitation roadmap and sustainable long-term impact by project end in December 2028.

5. Standardisation, Conformity Assessment and Assurance

Waterwise Hub recognises the critical importance of Standardisation, Conformity Assessment, and Assurance in ensuring the long-term success of the project and achieve effective cooperation in cross-border and cross-community environments. By engaging with relevant standardisation bodies, the Hub aims to align its innovations, evaluation, dissemination efforts and resources produced, with recognised technical and quality benchmarks. This approach strengthens credibility with regulators, policymakers, industry stakeholders, and local communities, supporting both market acceptance and public trust in the solutions we develop.

Water solutions proposed as part of the WaterWise Hub (pilots, open calls, water challenges, etc), will take into consideration standardization processes ensuring that emerging water solutions are not only innovative but also aligned with regulatory frameworks, market needs, and societal priorities. Where appropriate, the project will engage in relevant conformity assessment processes or pilot schemes to demonstrate compliance and operational readiness. Given the Hub's focus on business development and entrepreneurship, particular attention will be paid to data confidentiality. This includes safeguarding sensitive information during the project and beyond, in compliance with GDPR and other data protection regulations such as the ePrivacy Directive, and the EU Data Governance Act, as outlined also at the Data Management Plan (D1.2). GDPR guidelines are also enforced with regards to the data processing of sensitive personal information collected through the project's social media accounts, newsletter, and website. Furthermore, Intellectual Property Rights (IPR) of newly developed technologies and services will be secured and standardised according to the IPR Strategy of the project (D1.3).

Training materials, workshops, webinars and classes organized by the project will adhere to recognised standards that build trust and competence and ensure high-quality results. Educational materials will follow the guidelines of CEN, ISO, or national standardisation committees, aligning local innovation efforts with European strategic priorities in sustainability and water governance. All datasets and materials produced throughout the duration of the project, including educational materials/resources, infographics, and videos, will be licensed under the Creative Commons Attribution (CC-BY) license. This choice respects the original creators through required attribution, while promoting the broadest possible reuse of the data. The DMP is not only a blueprint for effective data management but also a commitment to the principles of transparency, accessibility, and collaboration that underpin the Hub's mission.

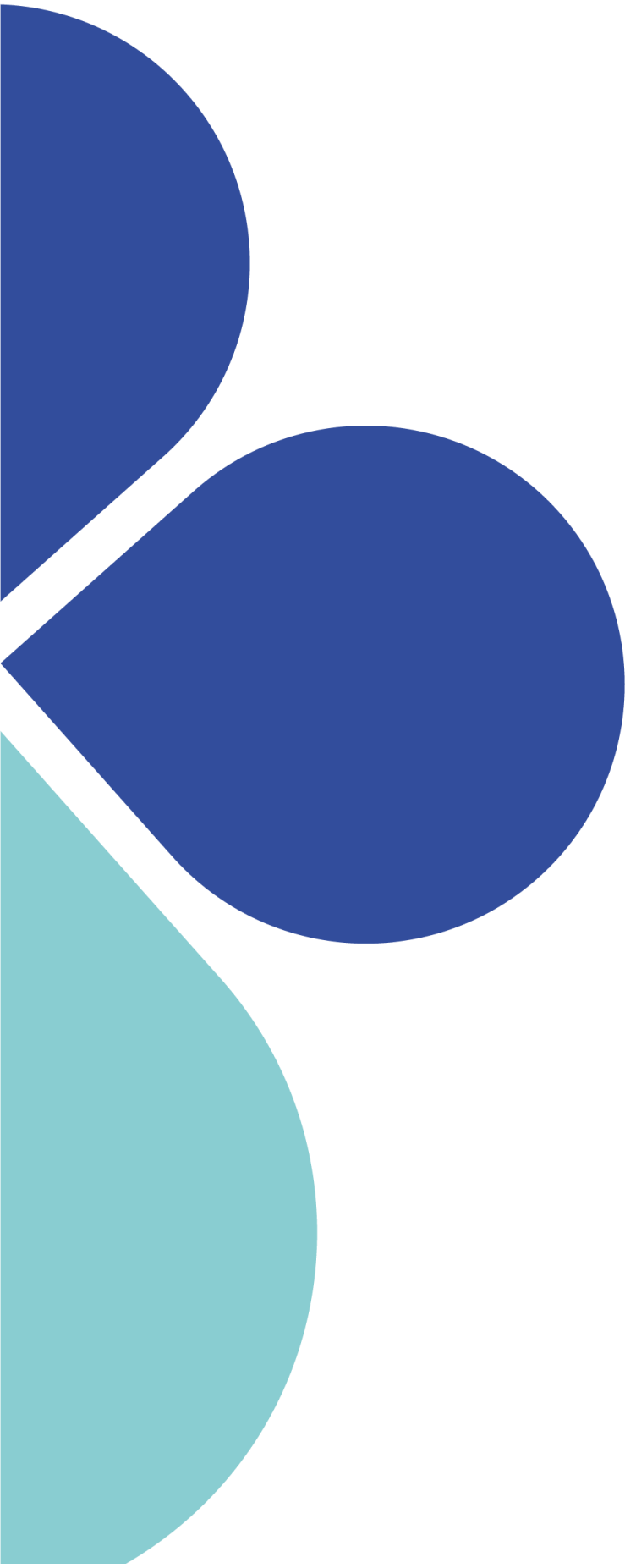
With regards to research work, the project will adhere to Open Science (OS) and Open Data (OD) practices, which includes: (1) early and open sharing of research through preprint archiving and open access (or hybrid) journal publishing in journals such as Advanced Science or Open Research Europe; (2) Systematic sharing of knowledge and tools through platforms like Preprints, Zenodo, or ArXiv, and ensuring open access to scientific publications arising from this work; (3) Sharing datasets, results, and

reports through OS tools like OPENAire and making them available through EOSC modules and datasets on the public EOSC marketplace; and (4) Publicly releasing data supporting our findings at the time of publication. Hence, the Hub's Open Science strategy will be aligned with the policy and recommendations on "Reproducibility of scientific results in the EU20". Non-protected datasets underpinning published papers will be made openly available via selected repositories. These datasets will be accompanied by rich metadata, adhering to the DataCite metadata standard, to ensure their findability. Each dataset will be assigned a Digital Object Identifier (DOI) to facilitate citation and ensure persistent availability.

Finally, the project will actively contribute to discussions on standardisation in the context of sustainable water management, through the activation of the Quadruple Helix Innovation Model bringing legislators, regulators, businesses and researchers on the same table to facilitate fruitful dialogue and potentially influence regulatory frameworks to enable or incentivise circular/decentralised solutions.

6. Conclusion

This "Dissemination and Communication Plan" presents the strategy that the WaterWise Hub partners will follow during the implementation of the project, regarding its Dissemination and Communication procedures, as well as Standardisation, Conformity Assessment and Assurance. More specifically, it defines the objectives, target audiences and key communication and dissemination message, and the means to effectively achieve this end. The Dissemination and Communication Plan is a living document and will be adapted during the course of the project according to the communication and dissemination needs and respective impact.



**Funded by
the European Union**