



LIFE09 ENV /FR/00059

Water RtoM

Water Research toMarket

DELIVERABLE: PRECURSOR MARKET STRATEGY

PMS –V2

Associated action n°3.1

Due date of deliverable: V2- 01/10/2012

Actual submission date: 01/10/2012

Organisation name of lead contractor for this deliverable: OIEAU

Data Project

Project location	FR, ES, PL, RO
Project start date:	01/09/2010
Project end date:	31/08/2013 Extension date: NA
Total budget	799 594€
EC contribution:	399 797€
(%) of eligible costs	50%

Data Beneficiary

Name Beneficiary	Office International de l'Eau
Contact person	Mrs Natacha Jacquin
Postal address	15 rue Edouard Chamberland – 87065 Limoges Cedex France
Telephone	+33 5 55 11 47 80 + direct n°+33 5 55 11 47 30
E-mail	n.jacquin@oieau.fr
Project Website	http://www.waterrtom.eu

Table of contents

1.	LIST OF KEY-WORDS AND ABBREVIATIONS	2
2.	OVERVIEW OF WATER RTOM AND OBJECTIVES.....	3
2.1	EXECUTIVE SUMMARY.....	3
2.2	EXPECTED PROJECT IMPACT	4
2.3	OBLIGATION FROM LIFE FUNDING.....	4
3.	PRECURSORS MARKETING STRATEGY METHODOLOGY.....	4
4.	PMS TARGETS	6
5.	DISSEMINATION INSTRUMENTS.....	6
5.1	E-INFRASTRUCTURE	6
5.2	BROKERAGE EVENTS (DETAILED IN D3.3. EVENT REPORT YEAR 2).....	9
5.3	SEMINARS.....	12
5.4	E- SEMINARS	14
6.	PUBLICATIONS	16
6.1	NEWSLETTERS	16
6.2	PAPERS AND PUBLICATION – YEAR 2	17
7.	NOTICE BOARD.....	18
8.	OTHER TOOLS.....	23
9.	SUPPORTED MATERIAL.....	24
10.	REPORTS.....	25
11.	ANNEXES.....	25
11.1	FRAMEWORK FOR A COMMUNICATION ACTION.....	25
11.2	FRAMEWORK FOR COMMUNICATION– OIEAU	ERREUR ! SIGNET NON DEFINI.
11.3	FRAMEWORK FOR COMMUNICATION– AMPHOS 21	ERREUR ! SIGNET NON DEFINI.
11.4	FRAMEWORK FOR COMMUNICATION – GWF	ERREUR ! SIGNET NON DEFINI.
11.5	FRAMEWORK FOR COMMUNICATION – CFPPDA	ERREUR ! SIGNET NON DEFINI.

1. LIST OF KEY-WORDS AND ABBREVIATIONS

PMS: Precursor Marketing Strategy, brokerage events, eFair, Seminars, e-seminars

2. OVERVIEW OF WATER RTOM AND OBJECTIVES

2.1 EXECUTIVE SUMMARY

The implementation of the Water Framework Directive (WFD) and its daughter directives, as well as the Floods Directive, is not a "Business-as-usual approach" : it is known now that less than 40% of water bodies will meet the Good Ecological Status in 2015 ; and then it needs new knowledge and know-how, This concern is shared by many stakeholders, who would like to boost the transfer of research outputs to the real life to enable them realization of their obligation related to EU and local water policy, even if most of the current initiatives are focused on the policy-making step, not the day-to-day policy-implementation one.

When looking at the impact of research on water management practices, it is demonstrated that the connection between research and the policy process is not efficient; as stated by FUNDETEC, a FP6~project, final report in Dec.2007, *"the typical length of time needed to complete the development cycle (in the water sector) is 10 years"*; it means that research commissioned today will impact water management practices within about 12 years, far after the milestones of the Water Framework Directive (2015, 2021). One of the reasons is the relation between Research and SME is often weak: they do not speak the same language, they do not have the same time scale, they have different strategies regarding uncertainties and risks, etc.

From one hand, one of the biggest weaknesses of the realized research projects is ***lack or not effective dissemination strategy*** of the information regarding results of research works. Requirements from "call for proposals" normally put the commitment on project participants to keep dissemination activities throughout one year after end of project, but because these activities are not co-financed from project budget as a rule they are very limited. In following years there are no such activities at all. This state of affairs not allows being familiar with current state of the art in research works related to water sector.

From another hand very often, not to say always, ***research outputs are not ready-to-use***, i.e. requiring no additional costly works before to be routinely implemented, are not available "on-the-shelf", and then usable wherever in Europe, in whatever context, by local operators ; this is not only a problem of patent and Intellectual Property Rights (IPR), which could be an obstacle, but mainly a matter of a lack of market-oriented approach (which is normal, when considering the scope of work of the scientists).

Also the transfer of tools having already been tested in a demonstration phase to new users is needed, by helping the testing SME to license it, and/or to sell it, to colleagues in Europe.

The idea of the project is to add a step between research and the existing technology transfer schemes to SME, by pro-actively digging, assessing and promoting the research outputs, while targeting not only the companies, but also their clients

The general objective of the project is to speed-up the transfer of research outputs to practitioners (with a targeted time lag down to 3 - 5 years).

The targets are, in the front line, the basin and sub-basin authorities, the urban planners and municipalities, the water users (agriculture, industries), and the "doers", namely the suppliers of technologies, the consultancies, the operators (public or private), and in a second row, the researchers and the research funding bodies. The project will also help to promote demonstration projects outputs, f.e. from LIFE or Interreg Programs, to open their market.

2.2 EXPECTED PROJECT IMPACT

It is planned to develop a new approach of evaluating science in terms of potential future implementation. It is different from the usual scientific evaluation of research as it takes into consideration issues like the distance-to-the-market, the risks for stakeholders, the cost-to-market, and the necessary steps ahead.

This assessment is not only a desk-based work (questionnaire-like) but also includes close contacts with the research teams which will help to identify strengths and weaknesses of outputs and needed further steps.

Also the marketing strategy is based on the assumption that it is needed to convince not only SME's to develop innovations in the water sector, but also their clients to apply them and at least one client for implementing a pilot phase. It is different from the usual way of transferring innovation because of the low-risk culture and the fragmentation of the water market (autonomous public bodies in each district and every city).

2.3 OBLIGATION FROM LIFE FUNDING

The communication obligations for LIFE beneficiaries include:

1. Understanding the support given by the Community in all documents and media. Including the LIFE logo on all documents and media.
2. Creating a project website.
3. Erecting and maintaining notice boards describing the project at the locations where it is implemented.
4. Informing and inviting the European Commission to all seminars and public conferences.
5. Writing a "Layman's Report" – this is a 5-10 page paper targeted at non-specialist audiences, produced towards the end of the project.
6. An "After-LIFE Communication Plan", outlining the on-going impact of the project (applies to LIFE-Environment demonstration projects).

3. PRECURSORS MARKETING STRATEGY METHODOLOGY

Water Research to Market Team has worked together and developed a tool to provide a better estimation and evaluation of projects. As mentioned in report before, our actions which have begun with finding potential outputs worth further promotion. To do this, activity called permanent watching has been applied. Its actions focus on lists of web pages that projects might be described on or might occur. After estimation of information base actions proceed further and apply the second step which is ReMAS assessment. It has been already used during the first year of project duration and has been updated since that time many times. Partners of the project constantly try to take the experience gained previously and enhance the tool.

The Precursors Marketing Strategy (PMS) describes an idea of dissemination due to the identification of needs and promotion of the promising research projects outputs.

This Strategy is planned basing on the experience gained during the project, to show project partners how to enhance the dissemination actions or what to change to enable a better information flow between the project owner and a potential user. PMS therefore focuses on dissemination actions like brokerage events, seminars and innovative way – e-seminars.

- **Brokerage events:** typically a 1 or 2-day workshop, back-to-back with a larger regular event or conferences organized by the partners and associated partners, about a rather wide spectrum of precursors. In case of our project has to be connected to the water and environmental protection sector.
- **E-Fair:** a permanent virtual area on a free access basis.
- **Seminars:** typically one-day events organized at local (national or regional) level, focused sharply on one topic, with direct audience.
- **E-Seminars:** typically a series of 2-hour web-based conferences, focused sharply on one topic, usually one seminar refers to one output presentation.
- **Participation to other events, additional promotion actions conducted by the partners of the project**
 - Newsletters
 - Papers in specialist magazines
 - Notice Boards

Information dissemination can be planned according to the purpose of dissemination and size of the event. Constant dissemination is done through e-tools.

On a WaterRtoM web page one can find information related to the e-seminars, outputs and current actions. Also newsletter is a constant form of information dissemination. Using the database gathered during events one can receive an oral agreement to keep on disseminating materials and updates about the project.

During face-to-face meetings on brokerage events and fairs partners use the chance to disseminate materials personally. A good practice it to prepare an information pack designed for a specific target group. Each output can be categorized into methodologies, technologies and so on so a specific pack, including, for example, only technologies can be prepared before and disseminated only to technologists- people who for sure will not be interested in guidelines or regulations.

Different dissemination activities will perform a PMS. In general, those dissemination activities aimed at different objectives:

- **INFORMATION ACTIVITIES**, that can connect some audiences to the activities of Water RtoM project
- **PROMOTION OF RESEARCH OUTPUTS:**
 - ACTIVE, through seminars, e-seminars, etc
 - PASIVE, creating awareness of the Outputs existence.
- **NETWORKING**

4. PMS TARGETS

Precursor Marketing Strategy focuses its actions between the possible output end-users and all professionals involved in the water sector. They can be divided between groups:

1. The group of implementers consists of:
 - Water administration (basin and sub-basin authorities, self-governmental administration, environmental and health controlling bodies etc)
 - The national, local and regional authorities,
 - The water users (agriculture, industries),
 - The “doers”, mainly the suppliers of technologies, producers of equipment etc
 - The “operators” (public or private),
2. The group of researchers consists of:
 - Representatives from governmental and private universities, research institutes, R&D departments in companies (private and public)
 - Companies and institutions obtaining donation from different research funds
3. Stakeholders :
 - Multipliers (from the SPi Interface), that can connect us to other networks.
 - Water RtoM partners
 - Representatives of Funding Programmes

Additionally, each partner as well as each output owner has a chance of providing the information about possible end-user in the project documentation. This way, one can be sure of where to send the promotion material.

5. DISSEMINATION INSTRUMENTS

5.1 E-INFRASTRUCTURE

In linkage with Action 6 (Dissemination) the project website hosts all those e-Tools that perform the PMS.

The following table details the planned eActivities that will be available in the project website:

Table: Components of the E Infrastructure

Tool	Description	Objective	Status	Comments
Project web site	Information about WaterRtoM This website that is regularly updated with all public information is intended to facilitate contacts and exchanges with other research and SME initiatives on the relevant topics. This web site is continuously	To Inform, to enhance a better information exchange	Achieved (regularly updated in 4 languages of partners and also in English)	http://www.watertom.eu

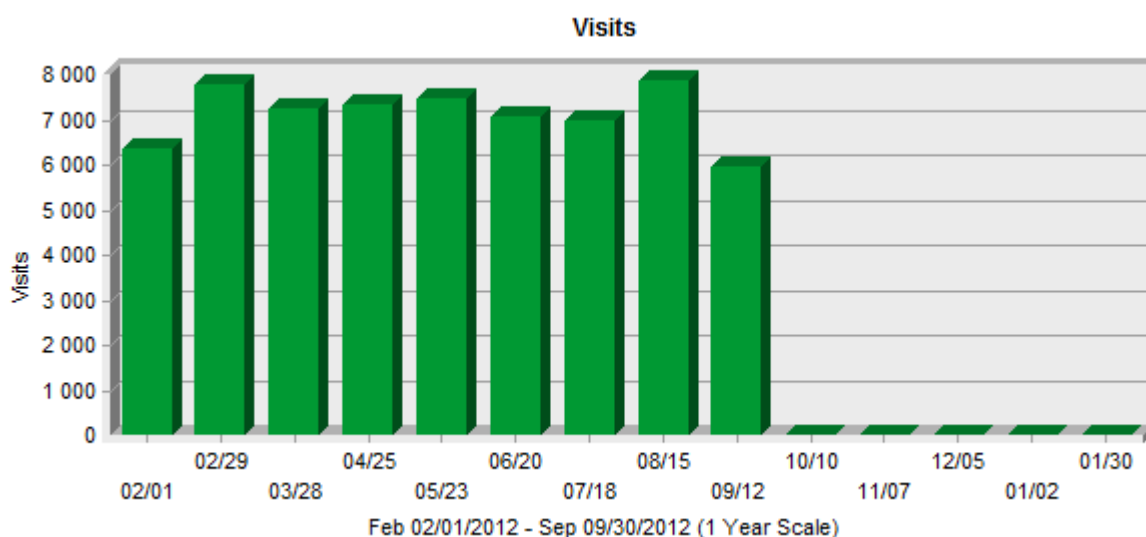
Tool	Description	Objective	Status	Comments
	updated with general project information, public deliverables and other results that may interest the public			
Partners collaborative web site	This section contents all relevant project information. With restricted access.	To collect project information, working documents, deliverables... Information repository	Achieved (regularly updated)	Private access from the public website: project partners and in the near future LC members
E-Fair facility	Permanent virtual area for brokerage of precursors (online presentations, videos, social networking, podcasts, etc.)	To promote research outputs in a more interesting way, audiovisuals are easier way of information dissemination	In progress (50 factsheets, 1 video, some presentations)	Web2.0 features
E-seminar facility	Based on a web-conferencing system. Promotion of output during one hour of e-seminar	Better total information resulting from the presence of the authors itself	achieved	A good practise requires further dissemination
E Newsletters	Information document used by partner and in the partner national language 3 per year Content: news on Water RtoM project, information on new identified products, innovators, events, news on the website (e-fair...) outputs actualizations	To inform To promote passively To incite to visit the e-fair Easier to print and more readable	2 N° Feb. 2012 (EN – PL) 2 N° Sept 2012 (ES – FR) 1 N° Oct 2012 (FR) Planned when new information (global or national), average 1/month	Dissemination is easier, Short, more readable
European water community network (EWCN)	Communication platform with the aim to connect science with policy to improve water management in Europe. It is open to all those interested in the science policy interface, to exchange ideas and information regarding research projects, results and research needs between scientists, policy makers and water managers The EWCN is managed by the waterdiss project http://iwrnet.europeanwatercommunity.eu/	To join the platform EWCN for Networking	From Jan. 2012 Achieved	Waiting for one year of progress to have a community in Water RtoM

The Website

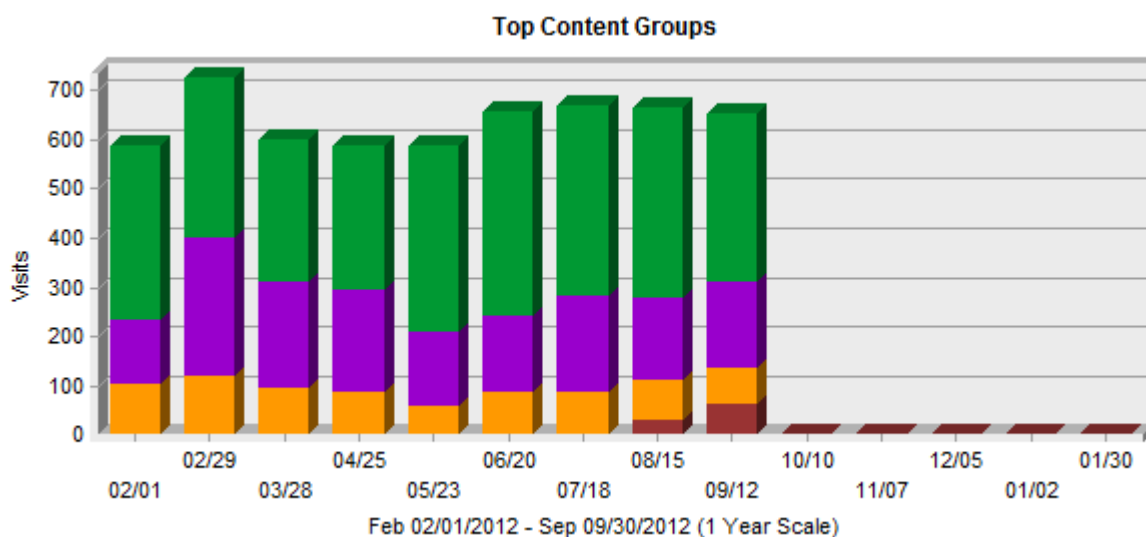
The website was launched in February 2011 www.waterrtom.eu. The main information on the project is on the website. It is regularly updated when new information is available. The permanent sections are translated in national languages.

The website is regularly updated and each 6 months a review of it highlights the improvement needed to be adapted function of the progress of the project.

- **Statistic from 01/02/2012 (opening of the E-fair) to 30/09/2012**
 - Number of visits (all site [waterrtom.eu](http://www.waterrtom.eu)): 64 000 visits (99 000 visits from 24/07/2011 to 30/09/2012)
 - Number of E-Fair visits: 3015 included the access to the factsheets



Number of visitors - Most popular pages (Feb. 2012 – Sept 2012)



■ Water RtoM E-fair
 ■ Project Results
 ■ Publications
 ■ Audiovisual

The collaborative website

During 2011 the Exboard has decided to use <http://collaborate.oieau.fr/>, available from the public website (see “section Project Partners”) and run with the “OpenKM tool” easy to use with a private access. The partners feed it with the project documents. Each beneficiary has a login and a password. With this change, an access to this collaborative website from the public website was created by Water RtoM leader (07.03.2011). All the working documents and the deliverable are regularly uploaded. Open Km is a very useful and flexible tool for the project completion.

The E-fair

The E-fair is a part of the website, with a public database, gathers together all the assessed products. It is possible to find products thanks to an engine search by: water topics – type of output – country involved – free search by key words. In Sept 2012, 51 products (cf factsheets-ReMAS in D2.2) are available. Some changes are ongoing during year 3, to have the possibility to access also to all the listed preselected projects (see in D1.1). From the search engine, it will be possible to select from a roll list the status of the products: List of preselected projects – research products not so far from the market – research outputs close the market – research output ready to use.

http://www.waterrtom.eu/efair_facility

5.2 BROKERAGE EVENTS (detailed in D3.3. EVENT REPORT YEAR 2)

Participation to Brokerage events Year 2

The brokerage event is a 1 or 2-day workshop, organised with a bigger event (Pollutec in France, IFAT in Germany, WODKAN in Poland, annual, EXPOAPA in Romania, etc) or conferences organised by the partners and associated partners (like the Euro-INBO annual meeting which has a rather broad audience with different areas of interest).

The brokerage event aims to bring together the water organisations which identify needs with those who can offer solutions to advance discussions towards the transfer of innovations with technical support from Water RtoM. In other words it is tried to meet the two worlds, on one hand there are output owners with an interesting and very often ready idea and on the other hand there are decisive people from water sector that might be looking for this kind of innovation.

Comments: A brokerage event can only work if the participant has a chance of finding what they are looking for: research wants to see people who can implement their results, companies want to find suppliers or clients, authorities want to find suppliers with interesting or new supply. That is the heart of a Brokerage event. Since the beginning of Water RtoM, we have participated to many brokerage events. Mainly form is a face-to-face discussion with potential clients. It is not possible to have a 100 people audience and the right person for the right output.

For another hand, waterRtoM budget cannot finance the travel expenses of the owners (if their project is close, they also have no money for dissemination and travelling), so each partner should present the technical aspects of the outputs, what it is impossible to know in detail all the products.

For Romania partner is seem the right tool in Romania to promote the outputs. For Spain and France, there are not relevant (not enough contacts and little interest for our presented outputs).

The decision and strategy to participate to Brokerage event belongs to each partner, and depends of each context and country. We have tested different type of promotion: from a general speech, to the focus on a selection of some outputs, and finally to have a stand with the roll-up to attract people and make a demonstration of the content of the E-Fair.

Table : Main characteristics of Brokerage events

COMMENTS	Event	Duration	Participants	Scope	Level
Initial proposal	Brokerage	1 or 2 days	More than 100	Broad	6 EU / international events
From our experience (until end of Sept 2012)	Brokerage	10mn/appointment (max 10/day)	Max 10/day	Face to face, SME	EU (smagua, hydrogaia, Expoapa)
	Conference	General or thematic speech (1h max)	30-100	Water utilities, public authorities	EU (INBO 2011, World Water Forum, WOD-Kan, Green Week)
	Stand	2 days	20	Broad	EU (INBO 2012, Green week)

Table – Participation to Brokerage events - year 2

	EU Events Year 1	Place	Partner	Dates	Comment
1	EXPOAPA (1)	Bucharest - RO	CFPPDA	14.06.2011	Report D3.3 Mid-Term
2	Iberian Congress on Groundwater : Management challenges for the 21st Century	Zaragoza (Spain)	Amphos 21	14-17.09. 2011	Report D3.3 Mid-Term
3	EURO-RIOB	Porto (PT)	OIEau / all partners	29.09.2011	Report D3.3 Mid-Term
	EU Events Year 2	Place	Partner	Dates	Comment
1.	SMAGUA	Zaragoza (Spain)	A21 - OIEau	7.03.12	Report D3.3 in this report
2.	World Water Forum	Marseille - FR	A21 - OIEau	14.03.12	Report D3.3 in this report
3.	WODKAN	Bydgoszcz- PL	GFW	22-24.05.2012	Report D3.3 in this report
4.	Green Week	Brussels	All	22-24.06.2012	Report D3.3 in this report
5.	Hydrogaia	Montpellier - FR	OIEau	6-7.06.2012	Report D3.3 in this report
6.	EXPOAPA	Bucharest - RO	CFPPDA	11-13.06.2012	Report D3.3 in this report
TOTAL Y1+Y2				9	

Organized or contact taken but cancelled

EU Events Year 2	Place	Partner	Dates	Comment
World Water Week	Stockholm - SW	OIEau	26-31 Aug 2012	Side event not hold by the organizers of the WWW
National Seminar	Limoges - FR	OIEau	8.10.2012	Postpone by Co-organizers EEN, Env Cluster of Limousin and OIEau (not enough registrations) despite the huge number of mailing
National seminar (MEMBO meeting) <i>Tools to support and improve the Integrated Water Resources Management</i>	Valencia, ES	A21	20.09.12	Organised by MEMBO, the organization committee could not hold our presentation (Agenda of the event closed)

However the brokerage event in Germany (IFAT) did not come to a point of realization due to the small budget available, the world Water Week in Stockholm did not accept our side event. Instead of this, we have participated in the Green Week conference.

Planned events for Year 3: 01.10.1012 to 31.08.2013

For creation of such events, partners of the project have to target them first. Underneath a list of events targeted.

Events planned 01.10.12 to 31.08.13	Place	Partner	Dates	Comment
EURO INBO (year 2)	Istanbul, Turkey	OIEau / INBO	16/18.10.2012	A stand during 3 days, to present the e-fair and waterrtom as a service
POLEKO	PL	GWF	20/23.11.2012	Participation confirmed
POLLUTEC	Lyon -FR	OIEau	28.11.2012	Participation confirmed
Brokerage event CONAMA	Madrid, ES	A21	26/30.11. 12	Not confirmed yet. Application has been sent
WWW	Stockholm –SE	OIEau	Aug 13	Is there any interest to participate to the WWW?
IFAT		GWF	2014	Next one is in 2014

5.3 SEMINARS

GWF has organized a seminar in 2012. The participants are specially invited thanks to the network of the Liaison committee members and of the partners. They connect their Water RtoM event with other events.

For CFPPDA (RO), brokerage event and face-to-face meeting are good ways for promotion; People prefer face to face meeting than e-meetings. They try to organise e-seminars but only 5 participants so they postponed 2 times.

For OIEau, organising by ourselves of a national event does not work. OIEau has decided to use existing events to promote Water RToM and the e-fair. OIEau has postponed the national seminar, early in Oct 2012 in Limoges (3 registrations only). In Pollutec, OIEau has decided not organise a conference, by Water RtoM will participate to the brokerage event organised by EEN, and will have a stand in the OIEau Stand during one day to be at the disposal of the attendees.

For Amphos21, they have difficult to organise national events by themselves, because of the economical situation in Spain. People don't come. In October, Amphos 21 will participate to an existing event for police makers (SWP), but there is a risk of no many registration.

Table: Main characteristic of a Water RtoM seminar

COMMENTS	Event	Duration	Participants	Scope	Level
Initial proposition	Seminar	1 day	50-100	Sharp focus	National/Regional 8/year
Lessons learnt from our experience	Seminar	0,5 day	20-80 Difficult to have enough attendees. More relevant to organise a side event or presentation in existing events	Sharp focus	National/Regional 9/year

Participation to national seminars

	National Events 15.02.12 to 30.09.2012	Place	Partner	Dates	Comment
1.	Final Workshop WATERCHANGE LIFE + project (in REMAS and BC list Year 1),	Barcelona - ES.	A21	23/02/12	Report in D3.3
2.	Final Workshop , ACCUA project (in ReMAS LIST),	Sant Celoni - ES	A21	27/02/12	Report in D3.3
3.	Promotion during each training organised by GWF	Gdansk - PL	GWF	From March 2012	During the entire training year GWF provided a roll-up and dissemination materials like, basic information about

	National Events 15.02.12 to 30.09.2012	Place	Partner	Dates	Comment
					the project on each questionnaires given to the contestants (300 in 15 sessions of 20 people each)
4.	Kielce conference (during KOTECH Kielce Trades	Kielce - PL	GWF		Report in D3.3
5.	Seminar in Technical University of Gdansk	Gdansk -PL	GWF		Report in D3.3
6.	National seminar	Bucharest, Romania	CFPPDA	27/03/12	Report in D3.3
7.	NOVIWAM workshop	Limoges, FR	OIEau	27.03.12	Presentation of WaterRtom and the e-fair – demonstration session (in D3.3)
8.	National Seminar, side event of II Foro Europeo Agua	Madrid - ES	A21	8-9.05.12	Report in D3.3, waiting for English version of the conclusions
9.	Topical session Water RtoM, Spain + participatory session	MADRID:	A21	May 2012	with the Spanish Water Platform General assembly. Report in D3.3

National events planned year 3

Events planned 01.10.12 to 31.08.13	Place	Partner	Dates	Comment
Session during Technical session of IOW (100 participants) Process for disinfection of urban waters	Paris – FR	OIEau	20.11.2012	Depending of the state of identification of Research outputs related to the themes
National Seminar V Encuentro Agua	Pamplona, ES	A21	27/28.11.2012	Working group on solutions for industries
National seminar	Bucharest - RO	CFPPDA	28.11.2012	proposed date (with the support of RWA)
Session during the Aquatech event (150-200 participants)	Limoges (FR	OIEau	7.02.2013	Confirmed. To organize a presentation “state of art” and to have a dedicated stand
National seminar	Bucharest -RO	CFPPDA	25.02.2013	proposed date (with the support of RWA)
National seminar	Constanța- RO	CFPPDA	31.05.2013	proposed date (with the support of RWA)
2 National seminar	1 Gdansk 1 Warsaw	GWF	Not established yet	Dates are not confirmed yet

5.4 E- SEMINARS

The e-seminar is a part of the Water RtoM Promotion Marketing Strategy to accelerate the transfer of the research outputs to practitioners. In between the brokerage events, national seminars and permanent exchanges through the e-fair, the project offers the possibility to the practitioners to have active discussions during a series of 2-hour web-based conferences, focused sharply on one topic. The aims of the e-seminar is to inform and to promote actively the innovations to attract potential practitioners ready to take over the innovations and to make them suitable for the end-users. E-seminars are electronic on-line conferences using full motion video, audio and graphics. They are available anytime and anywhere you have an Internet connection. They eliminate travel and accommodation costs associated with attending classroom seminars. Furthermore they enable to provide all the materials via shared screen. E-seminars are organized in all languages of partners (FR, SP, PL, RO) as well as in the common language of the project- English.

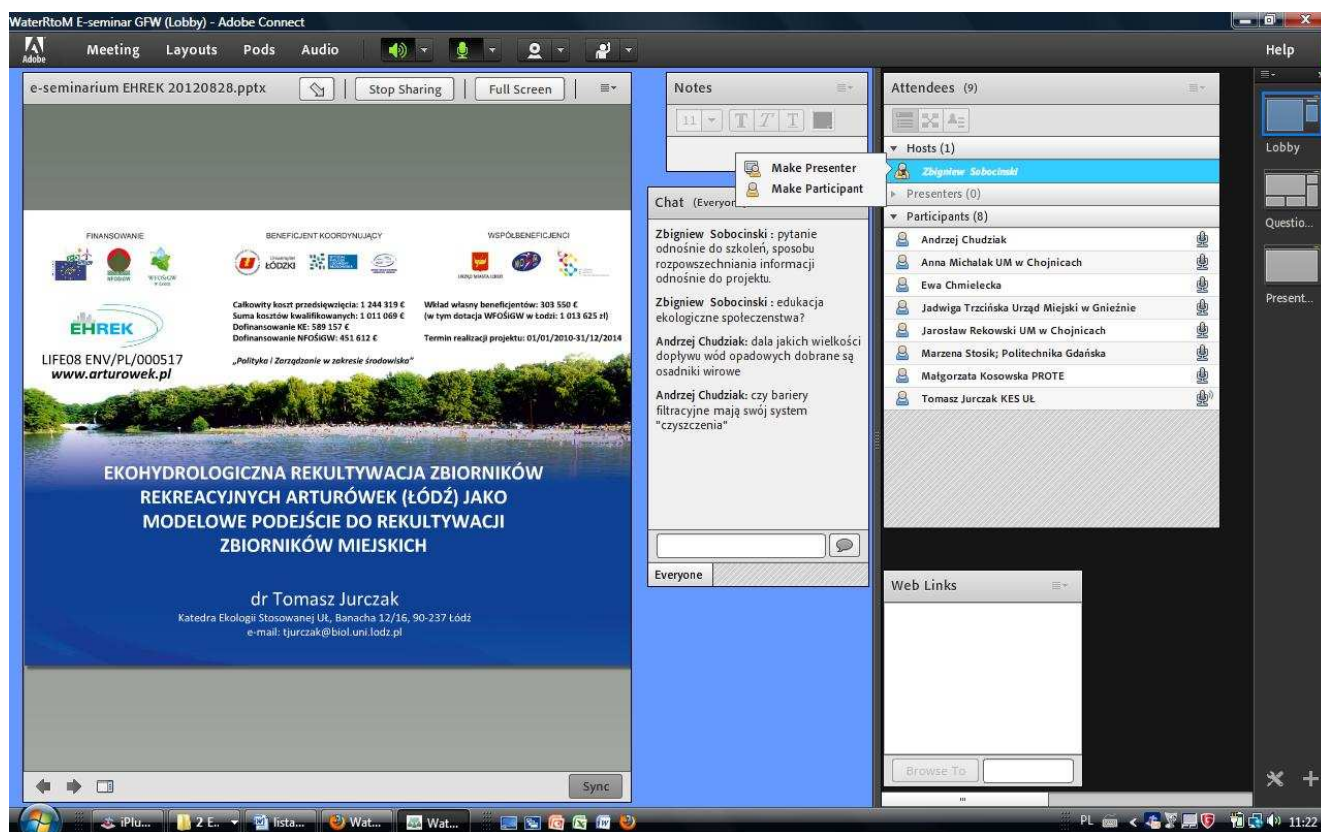
COMMENTS	Event	Duration	Participants	Scope	Level
Initial proposition	E-Seminar	2h web conference	15-25	Sharp focus	National 2/year/county (8)
Lesson learnt from experience	E-seminar	1h to 2h web conference	4-8, within a large spread of invitation	Sharp focus	3 for year 2

E-Seminars organised

	E-seminars 15.02.12 to 30.09.2012	Place	Partner	Dates	Comment
1.	Recultivation of Jelonek and Winiary lakes in Gniezno by inactivation of phosphorus in bottom sediments” and authors invited : “PROTE”	online	GFW	16.05.2012	Report on open km
2.	« EHREK output »	online	GFW	29.08.2012	Report on open km
3.	Global Change – WCMS output	online	A21	04.10.2012	Organised with LIFE+ WATERCHANGE – 4 participants

Polish partner of the project has started practicing e-seminar concept as the first one, since May 2012. Their technique was to choose those projects that have been the most popular and most willingly disseminated during seminars and fairs. For a first choice, we have decided to invite “Gniezno” project.

GWF E-seminar: Recultivation of Jelonek and Winiary lakes in Gniezno by inactivation of phosphorus in bottom sediments” and authors invited : “PROTE”



GWF found e-seminars event as very useful for promoting organized within the projects events and sending preliminary prepared information materials. Seems possible that in the next year, GFW will be able to organize more e-seminars or e-meetings for distribution of chosen research outputs with participation of the research team members. Of course numbers of planned undertakings will depend on people interest. Anyway this information channel should be strongly promoted.

OIEau has not yet organised e-seminars but plan to organise minimum 4 e-seminars during year 3 on chosen thematic outputs. The idea is to organise a e-seminar following an event attended by Water RtoM.

For Year 3 the Exboard planned 7 e-seminars (if we have enough time and matter, we expected to organise 9 e-seminars).

Planned E-seminars year 3

	E-Seminars planned 01.10.12 to 31.08.13	Place	Partner	Dates	Comment
1	E-seminar	online	CFPPDA	October/ November /2012	ECOWATECH project (event is in preparation with ADASA)
2	E-seminars: Groundwater management SPI in Water Desalination	online	A21	2012/2013	Date not confirmed yet
3	E-seminar on climate change innovations	online	OIEau	Mid-Nov 2012	After Euro-INBO
4	E-seminars Disinfection of water in water treatment plant	online	OIEau	Dec 2012	Date not confirmed In link with Technical session of IOW, to go in-depth with one/two outputs
5	E-seminar on Energy saving in water treatment plants	On line	OIEau	March 2013	After the seminar with Aquatech
6	E-seminar on River Restoration, new technology or storm water management	online	OIEau	May 2013	Date Not confirmed, depend of existing events on this theme
7	E-seminar	online	CFPPDA	2013	APIFLOT / A-PORT project (preparation of event is in discussion with DFR System / SIVICO)

6. PUBLICATIONS

6.1 NEWSLETTERS

From March to Sept 2012, four newsletters have been provided and send to a wide network. All are available on the website and in annex D6.

- The first one in Feb/March. 2012 in English was send to the network of each partner, an average of 3000 contacts (water utilities, consultants, water agencies, water administrations, researchers, contacts made during events, Research institutions, universities, Technical university of Gdansk, University of Limoges, EEN, ...etc).
http://www.waterrtom.eu/sites/default/files/newsletter/NewsletterWaterRtoM_201202.html
- Newsletter – Feb. 2012 in Polish
- Newsletter – Sept 2012 in Spanish.
http://www.waterrtom.eu/sites/default/files/newsletter/NewsletterWaterRtoM_sp_20120917.html

- Newsletter – Sept/Oct 2012 in French, around 2000 French language contacts, Res_Eau@yahoogroupes.fr, Limousin Environment Cluster, Aquaveille Sept 2012 (376 contacts), ANEMAC (National letter, Sept 2012, 424 contacts), 2000 contacts http://www.waterrtom.eu/sites/default/files/newsletter/NewsletterWaterRtoM_fr_20121008.html

We plan to send a newsletter regularly and in parallel of the feeding of the E-Fair, to promote the last outputs uploaded, to announce our participation to events...

Eg. For the Euro-INBO assembly (16-18 oct 2012), a special newsletter is provided to promote the outputs close to the INBO subjects (it will be provide in the next report).

6.2 PAPERS AND PUBLICATION – YEAR 2

Some partnerships have been developed with local Journal such as the agreement between CFPPDA and the journal ROMAQUA (RO), or with PTEa News (SP) and the e-journal iagua (SP). In France we have such agreements with journal Environnement & Techniques and the “International news, edited by OIEau, disseminated to its network and published on the Oieau website <http://www.oieau.fr/iowater/our-publications/a/the-international-news>).

Number of publications years 1 and 2 and foreseen year 3

Country	Year 1	year 2	Year 3 (estimation)
Romania	2	4	4
Spain	2	2	2
France	1	2	3
Poland	1	No info	2
EU	1	4	3
Total	8	12	14

Romania

4 publications in ROMAQUA:

Indicators: send to 500 copies printed and distributed to subscribers (central and local administrations bodies, water utilities) and ARA member companies / send to 148 electronic format for ARA member (individual experts) / available on the internet:

<http://www.araromaqua.ro/index.php/arhiva-revista/49-2012/91-romaqua-numarul-1-2012> -
<http://www.araromaqua.ro/index.php/arhiva-revista/49-2012/92-romaqua-numarul-2--2012> -
<http://www.araromaqua.ro/index.php/arhiva-revista/49-2012/93-romaqua-numarul-3-2012> -
<http://www.araromaqua.ro/index.php/arhiva-revista/49-2012/94-romaqua-numarul-4--2012>

European level

Water RtoM presentation during the Green Week 2012:

<http://ec.europa.eu/environment/greenweek/life-projects.html>

Water RtoM presentation during Hydrogaia (technological and business meetings): http://prohydro2012.b2b-match.com/index.php?page=cat_par¶ms%5Bid%5D=18

Journal of WSSTP:

<http://www.wsstp.eu/files/WSSTPX0001/newsletters%20archives/WssTP%20Newsletter%20June%202011%20VF.pdf>

Contribution to the World Water Forum – Marseille 2012: Target 10 – “Promote technology innovation, “Science - Policy Interface” and dialogue between researchers and water managers”. The Solution “Water RtoM” has been integrated in the related thematic report. http://world-water-forum-2012-europa.eu/IMG/pdf/Wwf6_Solution_WaterRtoM.pdf

Paper in “The International News”, a OIEau publication related to the activities of OIEau and its partners in France and all over the world. It is send one a year in English, Spanish and French languages to 20 000 e-mails (journalist, water administrations, corporate bodies, academies, scientists, etc...). It is also available on the OIEau Website. <http://www.oieau.fr/pub/InternationalNews-2012/> p9.

Spain

Abstract of Water RtoM in INNOVAGUA Magazine of the Spanish water platform PTEA (p28 “R, D &I projects). N°1-2012

http://www.plataformaagua.org/fileadmin/redactores/Descargas/Innovagua_digital.pdf

Communication – CONAMA: Water Research To Market, De La Investigación Al Mercado En Agua

France

Promotion of Water RtoM in OIEau and its French partners publications:

Les Nouvelles (OIEau magazine – January 2012),

.

7. NOTICE BOARD

As Water RtoM has not a natural site with works, the Exboard has decided to erected permanently a Roll-up in a strategic place.

- **OIEau** has erected the Roll-Up in French, in the National Training Centre welcoming 6000 trainees per year.



- **Amphos 21**, at the main entrance of Amphos 21 in Barcelona



- **GWF** in the training rooms, visible during the training activities



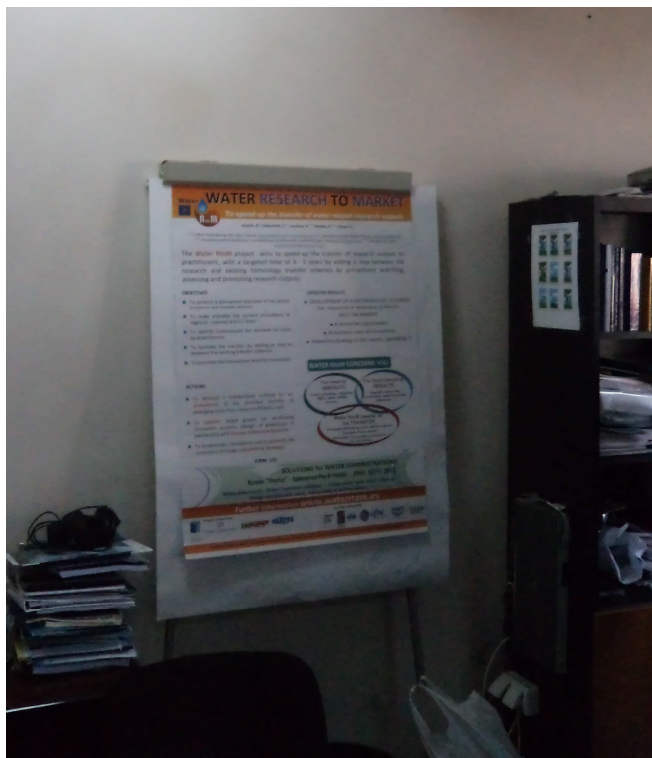
And meeting room



and in IMGW quaters thanks to Mr Walczykiewicz (LC member)



- **CFPPDA**, The poster in place at the headquarter of the CFPPDA.



8. OTHER TOOLS

- Networking
- Partner daily activities (cooperation with output owners, promotion, events planning)

The partners will promote Water RtoM during their day to day activities, when it is possible:

- link from their websites to Water RtoM website
- short information during meetings, working groups etc. For example,
 - Features /items and short information in Romaqua journal (tehnico-scientific journal of the Romanian Association Water)
 - Promotion of research outputs in specialized working groups of the Romanian Association Water
 - In case of GFW promotion on trainings and seminars as well in professional journals. Article regarding project and it realization was prepared and now is under process of acceptance by editors.

Due to the characteristic work of Gdansk Water Foundation they use the chance to promote the general concept of WaterRtoM project as well as to disseminate some information about the outputs that are accepted for further promotion. During the training seminar held on 16-18.10, on a subject of waste water management, Mr. Sobociński has moderated a presentation devoted to WaterRtoM project and its outputs. Not only has he described our actions, but he has also mentioned our promotional activities (fairs, e-infrastructure) and disseminated project documentation pack in the number of 10.

- Contact during personal meetings, dissemination of additional materials in visited institutions (GFW practises that)
- OIEau organise a general information (in November) with interested colleagues (through visio conference, to facilitate the participation of their colleagues in Paris and Sophia Antipolis). So far, OIEau has informed the heads of the trainers of the National centre about Water RtoM, and suggest to participate to the technical sessions.

9. SUPPORTED MATERIAL

Depending on the specific dissemination action issued specific material would be needed to support the activity.

In general each event will be logically planned according to the same framework. A common template has been indeed developed with the aim to be applied in each project communication action (see Annex 1). This frame is used to do the report of each event.

All the notice boards and communication documents are available and downloadable from the website: www.waterrtom.eu and in Annex in D6. The reports of the events are in the annex D3.3.

10. REPORTS

All reports are issued after each event, and a compendium of them is issued every 6 months in D3.3 Event report.

11. ANNEXES

FRAMEWORK FOR A COMMUNICATION ACTION

For each event, the partner has to complete this file.

Frame for a communication action

Communication Action:	Type of the communication action
1. Objective of the action: (information, appropriation, action...)	
2. Target	
3. Expected behavior of the targets	
4. Message to deliver (simple, clear, concise, single) <i>Tailor the message to the target and objectives / Assess the needs of the target audience, and answer: too often the issuer, subject expert, describe or theorize without seeking to put in place of the listener or reader.</i> Advices: <ul style="list-style-type: none"> ▫ Identify key messages, ▫ Treat them in a journalistic style (short sentences, concrete language, titles, headings, subheadings, illustrations, etc..) ▫ Test the document or presentation 	
5. Means & Resources to implement to reach the objective <i>Internal and external resources</i>	
6. Agenda & planning	
7. Budget (€) <i>Direct personal costs :</i> <i>External Assistance costs (printing, etc...) :</i> <i>Travel and subsistence costs :</i> <i>Others :</i>	
8. Indicators to evaluate the achievement of the objective <i>Indicators have to be measurable, precise, specific, realistic, ...</i>	

9. Main constraints

Identifying the constraints, risks, etc. associated with the implementation of action in order to minimize them. Ex le language of the presentation (english, french, spanish etc...)

10. Implementation of the action

State of progress

Make a balance and lessons learnt in order to improve the next ones