



## Communication, dissemination, and exploitation plan

## SOS-WATER deliverable report

## D6.1 Communication, Dissemination, and Exploitation Plan (CDEP)

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# SOS-WATER

DEFINING A SAFE OPERATING SPACE  
(SOS) FOR WATER RESOURCES IN A  
CHANGING CLIMATE AND SOCIETY



## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

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## Introduction

The **main objective** of the SOS-WATER Communication, Dissemination, and Exploitation Plan (CDEP) is to ensure that the project's **activities, results, and outcomes** will be **widely distributed** to **defined target groups and communities** (scientific community, industry, policy-makers, broader public, and other stakeholders) through the chosen communication, dissemination, and exploitation **channels and activities**.

The CDEP shall provide the SOS-Water partners with **guidance** on the planned communication and dissemination activities and their schedule, deliver information on the respective partners in charge for each activity, which tools and channels are available for communication and dissemination, and what the planned actions to exploit the results of the project are.

It takes into account the **preliminary information as presented in the project proposal** under section 2.2, as well as the activities already developed and discussed during the first few months of the project.

The CDEP represents a **dynamic document** and will be further updated as required throughout the project runtime depending on the progress and evolution of the project, incorporating - where relevant - also the feedback of the larger SOS-Water community and the project officer.

All relevant information on INTERNAL communication is discussed in the Project Management Guidelines Handbook (D7.1) and therefore not content of the present document.





## 1. General Project Information

### 1.1 About the project

SOS-Water is a Horizon Europe project, started in October 2022, which aims to define a safe operating space (SOS) for the water resources, accounting concurrently for all relevant water dimensions across multiple sectors and spatial scales under the influence of socio-economic, policy, technological, and climatic changes.

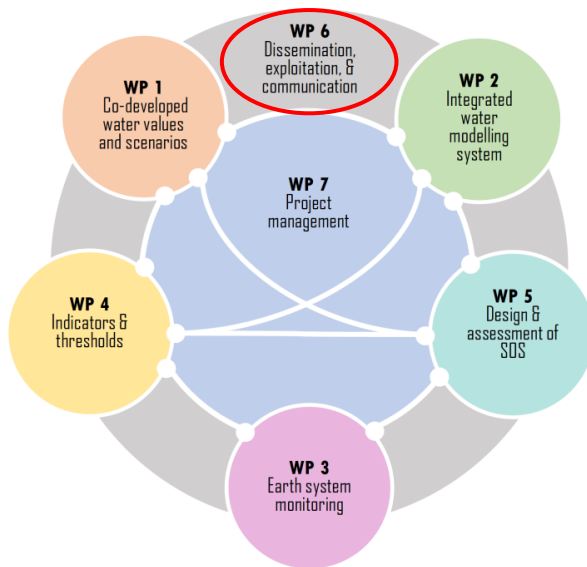
By advancing and linking water system models with models from sectors such as agriculture and energy, biodiversity, or sediment transport, SOS-Water will lay the foundations for a holistic assessment framework of water resources across spatial scales. The framework will enable the assessment of feedback loops and trade-offs between different dimensions of the water system and help address pressing global, regional, and local challenges.

The project consortium consists of 11 partners and is led by the International Institute for Applied Systems Analysis (IIASA).

### 1.2 Links within the SOS-Water project structure

This deliverable is part of **Work Package 6 (WP6)** “Dissemination, exploitation, and communication”, and more precisely of Task 6.1 “Communication strategy and planning”.

WP6 is an overarching WP, integrating the activities, results, and outcomes of all the technical WPs (1-5) for the dissemination, communication, and exploitation process: it will ensure that the outputs and learnings arising from all the activities of the project are visible to a broad audience.



**Figure 1 - The SOS-Water WP structure**

While partner no9 – EUTEMA-RS will contribute its experience in communication and dissemination and serve as editor and facilitator, the coordinator, partner no1 – IIASA, will provide overall strategic leadership.

The CDEP has been **validated by the General Assembly (GA)** via a written procedure short before the end of Month 6, where all partners agreed to being involved in preparing the content of communication and dissemination activities and in participating in dissemination events according to their available person months assigned to WP6.

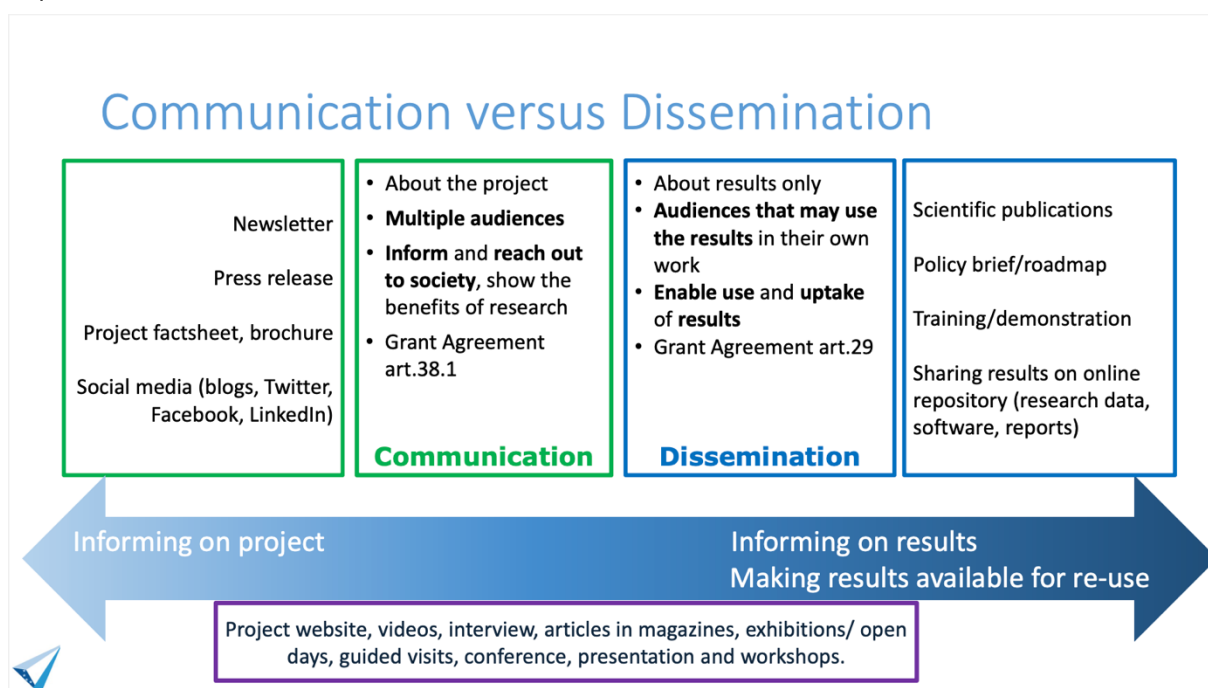


## 2. Definitions

### 2.1 General definitions according to EC rules

#### 2.1.1 Communication vs. dissemination

In EU funded projects, one distinguishes between **communication**, **dissemination**, and **exploitation**. The following two figures explain the difference between these activities.



**Figure 2 - Communication vs dissemination**

While communication provides **information** about the project to **multiple audiences** (including the general public), **dissemination** focusses more on **project results**, mainly addressing the scientific community, industry, and policy makers.

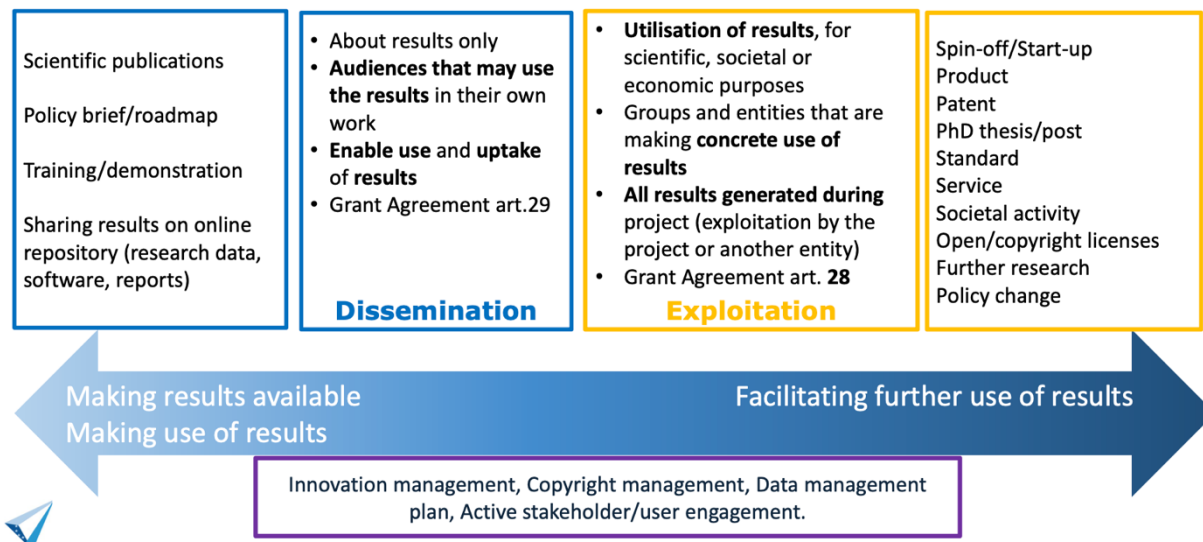
Hence communication is a (strategically planned) process that starts at the beginning of the project and continues throughout its entire lifetime. Dissemination usually starts a little later in the process, after first publishable results are available. Dissemination makes these results known to various stakeholder groups in a targeted way, enabling them to use the results in their own work.

#### 2.1.2 Dissemination vs. exploitation

While during dissemination one **communicates project results** in scientific publications, policy briefs, online repositories, or organize various events about the project activities and results, during **exploitation** one actually **exploits (utilizes)** the **project results**, as in patents, founding a spin-off or start-up, introducing a new product to the market, etc. (see figure 3).



## Dissemination versus Exploitation



**Figure 3 - Dissemination vs exploitation**

Exploitation of results (also commonly known as “knowledge transfer”) is a process that starts rather closer to the end of a project. It requires several steps including identifying exploitation mechanisms and activities. It focuses on identified end-users to maximize the expected impact and uptake of the results.

### 2.2 Phases of the CDEP

Based on the aforementioned distinction between communication, dissemination, and exploitation, the planned activities to promote the project and disseminate/exploit its results, are structured into three phases.

#### 2.2.1 Startup phase (Months 0-12)

To **raise initial awareness** about the project, its aims, and planned activities amongst relevant stakeholders (see Table 2 for a list of stakeholders).

Realistically this is first and foremost the **scientific community** in the field of water sustainability, the **sister project** Stars4Water that got funded under the same call topic, as well as **stakeholders**, with whom project partners already collaborate.



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During this phase (which is already ongoing for 6 months as of now), we have developed the projects' **visual identity** (including the logo, templates for internal and external project presentations, as well as internal documents) as well as the **project website**.

Furthermore, we have designed

- two project **posters**
- general and thematic **icons** to be used in presentations and on further communication/dissemination materials, as well as
- **design elements** for scientific posters.

Further information on the developed communication material can be found in sections 3.2 and 3.3 of this report and in the deliverable report D6.2 "Release of complete set of communication materials".

We have also set up **Social Media Channels** (LinkedIn and Twitter) and will post about the project activities and events on regular occasions (more details to be found in section 3.4).

This phase also includes the setup of the **SOS-Water Youtube channel** and initial **press release**.

We have met with **Stars4Water** representatives, identified possible ways of collaboration, and agreed on keeping on exploring them.

Finally, we will apply for support within the scope of the **Horizon Results Booster initiative** throughout this first phase of the project (<https://www.horizonresultsbooster.eu>). We aspire to apply as a project group with related projects – discussions are currently ongoing.

All the activities of the startup phase will conclude in having **raised first attention** amongst our main stakeholders.

The general public will naturally have access to our website, and social media channels, we expect though, that it needs some first results, promotional videos, etc. before the project activities become relevant to the general public.



Communication, dissemination, and exploitation plan

Name	Case study	Type	Influence	Engagement, Role
KLAR Climate Change Adaptation Model Regions for Austria	Upper Danube	Polycymaking	High (Local)	stakeholder events, multiplier link to local stakeholders, policy advisory
KEM Climate and Energy Model Regions for Austria	Upper Danube	Energy sector, Polycymaking	High (Local)	stakeholder events, multiplier link to local energy stakeholders
International Association of Water Service Companies in the Danube River Catchment Area (IAWAD)	Upper Danube Danube Delta	Water supply, Utilities	Medium	Stakeholder events, transboundary policy advisory
International Commission for the Protection of the Danube River (ICPDR)	Upper Danube Danube Delta	River basin commission	High	Stakeholder events, transboundary policy advisory
Danube Water Program	Upper Danube Danube Delta	Funding agencies	High	Stakeholder events, transboundary policy advisory
Ministry of Environment, Water and Forests, Romania	Danube Delta	Polycymaking	High	Stakeholder events, policy advisory
Danube Delta Biosphere Reserve	Danube Delta	Environment management public body	High	Stakeholder events, policy advisory



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National Agency of Land Development under Ministry of Agriculture and Rural Development	Danube Delta	Water supply	Medium	Stakeholder events, policy advisory
WWF Romania	Danube Delta	Environment NGO	Medium	Stakeholder events, policy advisory
Jucar River Basin Agency	Jucar	River basin management authority	High	Stakeholder events, policy advisory, data exchange
Jucar Users Syndicate (Union Sindical de Usuarios del Júcar, USUJ)	Jucar	Agricultural water user	High	Stakeholder events, data exchange
Aguas de Valencia SA (AVSA)	Jucar	Urban water user	High	Stakeholder events, data exchange
Jucar Royal Canal (Acequia Real del Júcar, ARJ)	Jucar	Agricultural water user	High	Stakeholder events, data exchange
Rijkswaterstaat (RWS), Dutch National Water Authority	Rhine	Policymaking	High	Stakeholder events, policy advisory



Communication, dissemination, and exploitation plan

Bundesanstalt für Gewässerkunde (BAFG), The German Federal Institute of Hydrology	Rhine	Policymaking Academic	Medium	Data exchange, policy advisory, scientific advisory
Schuttevaer (Society for Dutch Freshwater Shipping)	Rhine	Transport	Low	Stakeholder events
Waterschap Rijnland, (Dutch Waterboard responsible the Western part of the Netherlands)	Rhine	Policymaking	High	Stakeholder events, policy advisory
Mekong River Commission (MRC) (Dr. So Nam, Chief Environment Management Officer of the Environmental Management Division)	Mekong	River basin commission	High	stakeholder events, transboundary policy advisory
WWF Greater Mekong (established contact to Footprint Conservation Director)	Mekong	Environment NGO	Medium	stakeholder events, policy advisory
Southern Institute of Water Resources Research (SIWRR)	Mekong	Policymaking	High	stakeholder events, policy advisory



Water Resources Institute (WRI) under Ministry of Natural Resources and Environment of Vietnam (Anh P. Tran)	Mekong	Academic, Knowledge creator	Low	data exchange, scientific advisory
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**Table 1 - Non-exhaustive list of stakeholders with whom project partners project partners already collaborate.**

### 2.2.2 Continuous communication & dissemination phase (Months 6-48)

The main aim of this phase is to **encourage a better understanding of the project results** leading to greater engagement of external stakeholders and better future uptake of the project outcomes.

In this phase, the consortium will enrich the website with new content, publish regular content on our social media channels, use the SOS-Water posters, and promotional presentation to promote (preliminary) project results at selected scientific conferences and other stakeholder events, produce fact sheets, prepare peer-reviewed publications for scientific journals, as well as explanatory videos, interviews, and video clips about the Case Studies for our Youtube channel, work out policy briefs, and further engage with related initiatives through i.e. jointly organized public workshops.

We will furthermore contribute, upon invitation by the European Commission, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions where applicable.

### 2.2.3 Presentation and exploitation of results (Month 36-48)

The last phase represents the period just prior to the end of the project when the project reaches its most significant outputs. This will be the most active period in the whole CDEP strategy, matching with the finalization of the project and the publications of the final project results.

Knowledge transfer and exploitation of results require several steps including **identifying exploitation mechanisms and activities**, as well as **mapping key exploitable results**. This phase focuses on identified end-users to ensure **impact and uptake of the results**.





We will integrate diverse activities along the project lifetime to enhance the dissemination and exploitation strategy, maximize the expected impact, and boost the project sustainability for the continuation of the project, also after EU-funding.

*Phase 2 and 3 will be further developed along the course of the project. A first update of the CDEP will be done for the first project review in Month 21.*

## 3. Communication strategy

### 3.1 Background information

#### 3.1.1 Goals

- To raise interest and awareness around the challenges associated with water use and management, and its potential impact on ecosystem services and biodiversity, via appropriate communication channels.
- To raise project visibility and awareness on the project among local, regional, national, European, and international stakeholders within the water sector.
- To raise public awareness and visibility of the project among the general public, in Europe and abroad.
- To foster involvement and commitment of key water sectors and policy & governance stakeholders (additional to those already committed within the case studies).

Preparing our communication material, we will always aspire to create an added value for our target audiences. We will communicate our messages continuously asking ourselves:

- Why do people need to have this information?
- What makes our issue urgent?
- What are the consequences if no action is taken?
- What solutions is the SOS-Water project offering?
- How does our work relate to peoples' everyday life?
- Does it link to any broader societal issue?



A special role will be given to the local partners responsible for the case studies to ensure the consideration of specific requirements and needs within the culturally diverse range of case studies (like the language barrier).

*A working session to answer these questions will be part of the Month 12 onsite General Assembly meeting (location TBD). The outcome will be integrated into the first update of the CDEP.*

### 3.1.2 Target audiences

Target audience	Why?	How?
General public	Increased <b>awareness</b> of the complexity and interactions within the water system. Showing the benefits of research done in the field.	Website, infographics, social media, videos, press releases
Scientific community	Enhanced knowledge base regarding climate change <b>impacts, vulnerabilities, risks</b> , and adaptation strategies on and within the entire water system.	Website, social media, videos, press releases, scientific conferences, stakeholder events, public deliverables, workshops
Sectoral water users	Increase <b>awareness</b> regarding interactions and feedbacks across sectors and on the environment.	Website, social media, videos, press releases, stakeholder events, public deliverables, workshops
NGOs	Highlighting the importance of environmental water needs and flow requirements in water impact assessments.	Website, social media, videos, press releases, stakeholder events, public deliverables, workshops
Policymakers and international agreements	Demonstrate the <b>benefits</b> of the SOS-Water approach to reach the EU goals. <b>Raise awareness</b> about sustainable use of water.	Website, social media, videos, press releases, scientific conferences, stakeholder events, public deliverables, workshops



Other related EU projects	<b>Coordinate communication activities in order to maximize their impact.</b>	Website, social media, videos, press releases, networking meetings at scientific conferences, joint events, public deliverables
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**Table 2 - Target audiences COMMUNICATION**

### 3.2 Visual identity

The SOS-Water visual identity has been set up at the start of the project.

#### 3.2.1 Logo

A logo has been designed and made available to the consortium during the project start phase. The logo has been designed as radar overlying a world map, with the colors blue and red to recall water and the urgency of action towards its use and management.

Furthermore, it was decided to add project keywords as “biodiversity”, “water demand” etc. around the logo to further bring attention to the main objectives and topics of the project.

#### 3.2.2 External email address

An external email address ([contact@SOS-Water.eu](mailto:contact@SOS-Water.eu)) was set up, via which stakeholders can reach not just the coordinator but also the Management team of the project at once.

Incoming emails will be dealt with by the person most fit to answer the respective questions/handle the requests.

#### 3.2.3 Website

The project website is set up for external communication purposes. It can be found at <http://www.SOS-Water.eu/>.

While some of the information provided via our website is rather static (main aims, ambition, project concept, methodology, and partner information), it also includes dynamic and up-to-date information on the project’s latest news, as well as a Twitter feed.



Furthermore, it includes dedicated pages for the 5 different case studies, which are meant to be regularly updated as the project progresses.

The link to our website is included in all our project communication material, like the posters, the presentation templates, and so on.

**The project visual identity should be consistently used for all communication and dissemination activities.** Activities shall always include:

- name of the project,
- project's website URL ([www.SOS-Water.eu](http://www.SOS-Water.eu)),
- SOS-Water logo,
- EU logo and disclaimer,
- official "external" email address: [contact@SOS-Water.eu](mailto:contact@SOS-Water.eu).

**It is recommended to always place the project logo on the front page of the document and the EU logo at the footer of the first page in the document.**

The project logo as well as the EU logo and disclaimer text are available to all partners online on the project SharePoint.

### 3.3 Communication material

#### 3.3.1 Posters

Two poster templates have been produced for the project. They are available for the project partners on the SharePoint. Printing should be done by the respective partner organization in need of the poster.

The poster is a quick and simple alternative to the rollup, to promote the project in-house as well as during conferences and other stakeholder events.

Partners are encouraged to bring promotional material with them anytime they present the project during an external event.



### 3.3.2 Generic promotional project presentation (external use)

A generic promotional presentation including some standardized information on the project is currently in production and will be available within due time on the SharePoint.

It can be used by all partners without further notice to the coordinator or project management support team. It will be periodically updated with information about the project results as they become available.

### 3.3.3 Icons

A set of general and thematic icons, which can be used in presentations or project documents, have been designed. They are available to the project partners on the project SharePoint folder.

### 3.3.4 Elements for scientific posters

To make sure that all our scientific posters at conferences and any other event can be recognized as SOS-Water posters, we provided design elements that help to make the posters more recognizable as connected to the SOS-Water project. These include:

- the project logo,
- the EU flag and disclaimer as well as
- the project waves design.

Partners are encouraged to use these design elements for every scientific poster produced.

## 3.4 Social Media, Newsletters, and press

### 3.4.1 Social Media

Throughout the lifetime of the project, we will actively exploit social media including Twitter and LinkedIn as well as Youtube to create awareness on the project objectives, results, and events and to reach individuals and groups interested in the project topic.

**Kindly make sure the information in posts/tweets etc. does not contain any confidential information.**



#### *3.4.1.1 LinkedIn*

A **LinkedIn project page** has been set up via: <https://www.linkedin.com/company/sos-water/>.

The LinkedIn account is managed by partner no9 – EUTEMA-RS with the aim to disseminate official project information among a professional audience.

Partners can contribute by publishing posts on their personal/institutional LinkedIn accounts (this way they will be able to raise awareness of the project among their contact networks and the consortium will reap the benefits of the partners' combined networks to reach a wider audience).

Also, partners are encouraged to provide short texts about their participation in events via the SOS-Water event reports. These texts will then be published by EUTEMA-RS on the respective Social Media channels.

Please follow the page and repost postings on a regular basis. **The hashtag #soswater shall be used when posting something related to the project.**

#### *3.4.1.2 Twitter*

A Twitter account has been set up via: **@SOSwaterproject**

The account is also managed by partner no 9, EUTEMA-RS in a slightly more informal way than LinkedIn, especially to retweet partners tweets and tweets coming from relevant stakeholders to keep the followers updated on the project activities about safe operating space for water resources.

Partners, who have Twitter accounts, are encouraged to tweet about the project so that messages can reach a broader audience. There are no rules to the content of the tweets only that the **hashtag #soswater should always be used.**



### 3.5.1.3 Youtube

Promotional videos as well as video clips on the case studies, will be produced and uploaded to a project Youtube Channel (this has yet to be set up after the due date of this report).

This platform will be used to make the project’s activities and results available to the general public, and other interested stakeholders.

### 3.4.2 Press releases and media coverage

An initial press release including the most important information related to the project (scope, objectives, key messages) was published in late 2022 to officially communicate the launch of the project.

Further press releases are planned on occasion during and at the end of the project.

## 3.5 Metrics and Key Performance Indicators (KPI)

For all activities involving communication, it is important to have ways to measure the impact, success, and status of each initiative. For these reasons, quantitative metrics will be used, so that the success of the initiative can be measured and, if necessary, adapted towards achieving the goals of the CDEP.

Table 4 summarizes the KPI to be used in each communication channel, as well as their quantitative targets throughout the project.

Channel	KPI	Year 1 target	Year 2 target
Website	Number of visitors	500	1,000
Social media	Number of LinkedIn posts	40	50
	Number of LinkedIn followers	100	200
	Number of Twitter posts	40	50
	Number of Twitter followers	50	100
	Youtube	Number of videos online	5
	Number of views in total	150	300

**Table 3 - SOS-Water communication KPIs**





## 4. Dissemination strategy

### 4.1 Background information

#### 4.1.1 Goals

- Our dissemination activities will make sure that relevant stakeholders (see Table 2) are aware of our results and will help implementing a system approach to water planning and management.
- We will realize cooperation potential with other experts in our scientific community, partners working in our sister project, as well as related associations and networks.
- Communicate the impact of the project to a wide and diversified audience and transfer the knowledge generated by the project to the wider scientific community.
- Ensure visibility, credibility, and high quality of dissemination activities.
- Maximize and highlight the added value of participatory approaches and collaboration (in the project, between projects, and international) to enable system approaches.

#### 4.1.2 Target audiences

Target audience	Why?	How?
Scientific community	To further increase <b>awareness</b> of the complexity and interactions within the water system.  To promote improved versions of state-of-the-art WSMs, as well as advanced understanding of indicators and their interactions across all dimensions of the water system and improved application of EO data in water modelling	Scientific publications; datasets; interactive graphics; communications in conferences; website, Social media, EO data inventory, public deliverables
Sectoral water users	To further increase <b>awareness</b> regarding interactions and feedbacks across sectors and on the environment.	Three in person or virtual stakeholder workshops and events per case study, Scientific publications; public deliverables, workshops,



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	<p>Increase <b>preparedness</b> towards global change <b>impacts</b> and extreme events.</p> <p>Overcome water use <b>conflicts</b> by assessing trade-offs and <b>boundaries</b> across all considered sectors, and promote the <b>implementation</b> of sustainable water use across sectors.</p>	<p>communications in conferences; website, Social media, Leaflets/factsheets in local languages presenting the project objectives and outputs</p>
NGOs	<p><b>Highlighting</b> the importance of environmental water needs and flow requirements in water impact assessments.</p> <p>Create new <b>links</b> between water and biodiversity impacts and consequences for ecosystem services under global change.</p>	<p>Three in person or virtual stakeholder workshops and events per case study, Scientific publications; public deliverables, workshops, communications in conferences; website, Social media, Leaflets/factsheets in local languages presenting the project objectives and outputs</p>
Policymakers	<p>Evaluate the <b>impact</b> of different policies on the entire water system under global change.</p> <p>Reflect and balance environmental, societal, and economic water needs in <b>new water policies</b>.</p> <p>Inform the <b>improvement</b> of current policies, e.g., the WFD River Basin Management Plans based on stakeholder input</p>	<p>Policy briefs, Factsheets and infographics, Project website outlining policy and legal implications, social media, videos, press releases.</p>
International agreements (EU Green Deal, EU Water framework directive...)	<p><b>Assessing</b> trade-offs between human, socio-economic, and environmental water needs.</p> <p>Support the <b>implementation</b> of sustainable water use policies while protecting environmental flows and ecosystems.</p>	<p>Policy briefs, Factsheets and infographics, Project website outlining policy and legal implications, social media, videos, press releases.</p>



Other related EU projects	<b>Coordinate communication activities in order to maximize their impact.</b>	Website, social media, videos, press releases, networking meetings at scientific conferences, joint events, public deliverables
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**Table 4 - Target audiences DISSEMINATION**

#### 4.2 Scientific publications

During the project, the consortium will actively disseminate its results through several peer-reviewed publications in scientific journals: the partners are confident to publish at least 15 peer-reviewed publications in high-impact scientific journals. These publications intend to reach other scientists and contribute to the body of knowledge in the field.

The SOS-Water project’s ideals are in full harmony with the **Open Science philosophy** and its inclusive framework of accessible science. In particular, we will ensure that:

- Scientific papers are published under Open Access (OA) schemes, in harmony with European Commission (EC) guidelines;
- Other types of data may be published in technical publications or scientific meetings, such as conference proceedings, monographs, data dictionaries, compendia, among others;
- Code and associated data will be public, when possible due to data protection issues, in line with the provisions of the SOS-Water Data Management Plan;
- Early access to research results is available by publishing the outcomes as preprints in open repositories.

Whenever possible, full-text documents will be made available at the project’s website and other online channels, such as the Twitter/LinkedIn account and in the partners’ own websites. Online repositories will be used for all publications.



### 4.3 Participation at events

Members of the SOS-Water consortium will participate in a series of different national and international events to raise awareness of the project, engage with specialist groups of stakeholders and disseminate the project results. During the next four years we are planning to attend a range of different events to reach different audiences:

- Scientific conferences to promote the scientific and technical results of the project;
- Science popularization events targeting the general public (water users, students, citizens, local communities).

We have already identified a list of relevant events and conferences to which participation could be envisaged. This preliminary list, which will be updated throughout the duration of the project, is available below (Table 6). It is to be noted that, depending on the timing of these events, the type of results to be disseminated and budget constraints, only a limited number of events from this list will be selected. This will be discussed by the consortium in due time.

SOSW related events
UN Water Conference 2023, New York, 22 -24 March 2023
EGU 2023, General Assembly, Vienna, Austria & Online, 23–28 April 2023
Global Water Summit 2023, Berlin, Germany, 8 -10 May 2023
Water Innovation Europe 2023, Brussels, Belgium, 20-22 June 2023
Danube conference, Conference of the Danubian Countries on Hydrological Forecasting and Hydrological Bases of Water Management, Vienna, Austria, 21 - 23 August 2023
Worlds Large Rivers Conference, the 5 <sup>th</sup> International Conference on "The Status and Future of the World's Large Rivers" in Vienna, Austria, 21 - 25 August 2023
World Water Week 2023, Stockholm, Sweden and Online, 20-24 August 2023.
XVIII World Water Congress, "Water for all: harmony between humans and nature" IWRA and MWR, Beijing, China, 11-15 September 2023.
AGU Fall meeting 2023, Sa Francisco, CA USA, an online, 11-15 December 2023
IWA World Water Congress & Exhibition, Toronto, Canada, 11-15 August 2024
37th Congress of the International Society of Limnology in 2024, TBD
XIX World Water Congress in 2025, IWRA, <i>TBD</i> .
Symposium for European Freshwater Sciences 2025, TBD

**Table 5 - Upcoming events relevant for SOS-Water**



#### 4.4 Leaflets/Factsheets/Policy briefs

SOS-Water pursues to design and distribute traditionally printed and digital leaflets and brochures. These will present the project's objectives and milestones, as well as information about the website and social media channels (linked to via QR codes).

Printed leaflets will be: (i) distributed at events, conferences, and by the local partners and (ii) as part of national/institutional newsletters for raising awareness about the project.

SOS-Water will also produce policy briefs to summarize the results of analyses and provide clear recommendations for water management improvements, aimed at government policymakers and others who are interested in formulating or influencing policy.

#### 4.4 Workshops/Stakeholder engagement

SOS-Water aims to expand the stakeholder network and raise public awareness during the project by implementing case study-specific dissemination and communication activities (e.g., information materials, website, etc., in local languages). WP1 participants and the case study leads are responsible for facilitating the events and guiding the scientific uptake that is fundamental to inform the other WPs.

At least three in-person or virtual workshops will be organized per case study. These workshops will facilitate the direct dissemination of results to the relevant actors within the case study region and foster the uptake of results beyond the immediate workshop participants. Workshops will be interactive, and participants will be encouraged to share their opinions and visions to promote a meaningful discussion. Phone calls and email correspondence in between workshops will keep the stakeholders updated on the ongoing progress of the project.

SOS-Water will further engage in cross-project activities with related research projects, e.g., a workshop to exchange knowledge and ideas to sister projects within the same topic/call.



## 5. Exploitation strategy

### 5.1 Background information

#### 5.1.1 Goals

- Stakeholders use the water system SOS framework to assess and evaluate their management options and, therewith, increase preparedness towards global change impacts and extreme events while remaining within sustainability boundaries.
- Promote the implementation of sustainable water use across sectors, assess impacts on vulnerable groups and support safe access to clean water;
- Reflect and balance environmental, societal, and economic water needs in the revision of existing initiatives (e.g., WFD River Basin Management Plans) and agreements (e.g., Green Deal) or in the development of new water policies while protecting environmental flows and ecosystems.
- Initiating scientific debate on the local and operational implementation of the SOS concept.
- Sharing results and underlying data as openly as possible following the HE and FAIR principles of open access to scientific publications and research data. Long-term availability and legacy of project output and information beyond the project duration.

#### 5.1.2 Target Audiences

- Farmers,
- Industries,
- Water Utilities,
- Energy institutions and associations,
- Water suppliers,
- River management commissions, NGOs
- International agreements (EU Green Deal, EU Water Framework Directive...)
- Policymakers
- other public institutions in charge of or involved in land, water, energy; catchment management groups



## 5.2 Exploitation and knowledge transfer

All SOS-Water partners have signed the consortium agreement (CA) to manage (amongst other things) the ownership and access to key knowledge (IPR, data etc.).

Besides publishing project results in scientific journals, policy briefs, and reports, SOS-Water pursues a long-term availability and legacy of project output and information beyond the project duration. The project output targeting scientific communities (e.g., dynamic water use modules, EO data inventory) will adhere to FAIR principles, while modelling software will be made open-source and accessibility will be ensured after the project. The project website and social media channels will be made available by partner no 1 - IIASA beyond project duration to provide information, results, and links to interested users and practitioners. That will especially include guidelines to implement the water system SOS framework in other river basins and across scales and updated contact information.

The partners that compose the SOS-Water consortium are aware that true impact cannot be achieved without close contacts to other groups, projects, and entities that share similar goals and overall objectives as us.

For this reason, it is critical to

- identify key players in these fields and work together in order to maximise impacts and, importantly, avoid overlapping efforts and resources.
- reach out and, when possible, work together with related initiatives/entities and networks.

All innovation and IP produced will be systematically monitored following the rules laid out in the CA to ensure fair and reasonable paths to exploitation of the project results.

*We will regularly review our activities in our 3-weekly Steering Committee (SC) meetings and will present updated plans for the interim and final project reviews.*





#### Disclaimer

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

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