

Good Practices of Communication and Dissemination Activities - Part 1

Deliverable 9.6

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Technical References

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Project Title	Innovative Water recoverY Solutions through recycling of heat, materials and water across multiple sectors
Project Coordinator	Prof. Luca Montorsi – University of Modena and Reggio Emilia
Scientific and Technical Director	Prof. Hussam Jouhara – Brunel University London
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- ¹ PU = Public
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 RE = Restricted to a group specified by the consortium (including the Commission Services)
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Summary

Summary of Deliverable

The present document, D9.6 Good Practices of Communication and Dissemination prepared within the frame of WP9, describes the communication actions undertaken by the consortium covering the first 18 months of the project. Dissemination and awareness raising activities are vital to the iWAYS project and will ensure that the project concept, activities and results are communicated to potential end users and other relevant stakeholders in a clear and consistent manner. In the longer term, the aim of the communication activities is to maximise the opportunities for the exploitation of project results at the European and national levels. Activity in WP9 was intense in the first 6 months of the project. It started with the development of a corporate identity (logo and templates) for the project within M3 and included the completion of four Deliverables: D9.1 Initial IPR Management and Exploitation plan, D9.3 Communication Master Plan (M3), D9.5 Project website and social media channels (M4) and D9.8 Ethics Requirements and Data Management.

After the first intense period, activity reached a steady pace from M7 to M18 to provide stakeholders a regular flow of information to make them aware and inform them about the project's objectives, about heat pipe technologies and the impact this can have on energy intensive industries.

The tasks monitored and activities summarized for this specific report as outlined in the Grant Agreement are:

T9.4 Logo, Website, Social Media and Communication Training

T9.5 Publishing and Editorial Content

T9.6 Stakeholder Engagement: Conferences, workshop, training, webinars, events

T9.7 SPIRE and EE project clustering

The D9.6 Good Practices of Communication and Dissemination is a deliverable to be submitted to the European Commission by M18. In M48 the Good Practices of Communication and Dissemination will be updated and reformulated before submission to the European Commission.



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Table of contents

Technical References	2
Document history	2
Summary	3
Summary of Deliverable	3
Disclaimer	4
Table of tables	6
Table of figures.....	6
Introduction	7
1 Dissemination and Communication Activity	7
1.1 Visual Identity	7
1.2 Project Website.....	9
1.3 Social Media	10
1.4 Communication Training	12
2 Publishing and Editorial Content	13
2.1 Interviews.....	13
2.2 Journalistic Articles	14
2.3 Peer-Reviewed Scientific Papers	15
2.4 Press Releases.....	15
2.5 External Press Coverage	15
2.6 Info-Graphics	17
2.7 Project Brochure	17
2.8 Project Roll ups.....	19
2.9 Introductory Video.....	19
3 Stakeholder Engagement	20
3.1 Scientific Conferences, Workshops and Events	20
3.2 SPIRE and EE Project Clustering	21
4 Monitoring	23
4.1 Social media analytics.....	23
4.2 Website analytics	27
4.3 Conclusion	27
5 WP9 Deliverables and Milestones	28
Annex 1: Website data analytics	29



Table of tables

Table 1 iWAYS logo features.....	8
Table 2 iWAYS Website outline	10
Table 3 Interview list.....	13
Table 4 Press Release list.....	15
Table 5 Press Articles and Clippings	15
Table 6 Conferences, Workshops & Events	20
Table 7 Interaction monitoring	24
Table 8 Benchmark with iWAYS sister projects (3rd June 2022)	26
Table 9 Youtube video views.....	26

Table of figures

Figure 1 iWAYS logo	8
Figure 2 Website Homepage	9
Figure 3 iWAYS LinkedIn.....	11
Figure 4 iWAYS Twitter	11
Figure 5 iWAYS Youtube via ESCI channel.....	12
Figure 6 iWAYS Social Media Training.....	12
Figure 7 iWAYS Interview videos	14
Figure 8 Journalistic article in AWE Magazine	14
Figure 9 iWAYS main infographic.....	17
Figure 10 iWAYS Brochure	18
Figure 11 iWAYS Roll up.....	19
Figure 12 iWAYS introductory Video	19
Figure 13 WPE Clustering Event	22
Figure 14 iWAYS at WME	22
Figure 15 Total fans or followers	23
Figure 16 Net new fans (followers)	24
Figure 17 Twitter Influencers	25



Introduction

D9.6 Good Practices of Communication and Dissemination - the first of this two-part deliverable, in M18 will be approached in a conventional Communications Report style: chronicling and summarising all the key actions that took place so far under the relevant tasks as specified in the Grant Agreement (T9.4, T9.5, T9.6, T9.7). Hence, it lists the original media content produced for iWAYS until now, it reviews the distribution channels iWAYS used and how successful this was, and it describes the various Communication and Dissemination activities not only by the work package leader ESCI, but by all members of the iWAYS consortium.

For the second and final part of this report due in M48, rather than a conventional report the D.9.7 will aim to take stock of all actions carried out over the project's lifetime and cast light on particularly successful actions that could act as best practice examples for future projects.

1 Dissemination and Communication Activity

1.1 Visual Identity

The logo design for iWAYS was lead by ESCI and is categorized as a combination mark. Combinations marks merge a symbol with text to create a unique image, can be laid out side-by-side, stacked on top of each other, or integrated together. Because the combination of a symbol and text create a distinct image together, these logos are usually easier to trademark than a pictorial mark alone.

The iWAYS combination comprised of a combined letter mark (acronym of the project's name) and an abstract mark. The inspiration for the abstract representation came from the interpretation of the condensation of the water, which at the end of the semi-circle is represented as a drop. The iWAYS logo can be 'read' from left to right (in accordance with the writing direction of the Latin alphabet).

ESCI has created various logos with different backgrounds - white, black and transparent, and with and without the subline on the baseline. This allows them to stand out on a range of digital and print media. Files are available in .png and .jpg formats to cover all needs.





Figure 1 iWAYS logo

Regarding the colours of the project, it was selected taking inspiration from a gas burner related to the heat and water that is going to be recovered with the project solution.

For the templates and all the visual identity of the project a professional font (Heebo Extra-bold and Medium) and a daily font (Arial). This is to obtain the best look and print quality while at the same time ensuring regular users have a "day-to-day" font and allow compatibility uses (for PowerPoint presentation, for example).

The design of this logo is not purely based on aesthetic grounds, but it also meets several assessment criteria a good logo should satisfy, as outlined in Table 1

Table 1 iWAYS logo features

Logo features	Criteria met
readability and ability to stand out in different contexts (e.g. colour, black & white and negative versions);	√
good performance both in small and big dimension ;	√
potential to evolve into other graphic materials (e.g. a graphic layout for brochure, postcards, newsletters, website that are clearly inspired by the logo.);	√
ability to deliver the project's topic , particularly the element of the condensation of the water, which at the end of the semi-circle is represented as a drop.	√
uniqueness and ability to differentiate from other existing logos;	√
applicable in a multi-country context ;	√
ability to capture attention in cluttered/confused context .	√



1.2 Project Website

The IWAYS website domain <http://www.iways.eu/> was registered in M1 (December 2020) by ESCI on behalf of the consortium.



Figure 2 Website Homepage

The iWAYS website was launched at the end of M4 as planned. It is a well-connected and dynamic pillar for project content, easy to update and responsive to smart devices such as phones and tablets. Over the following months, the website was enriched with more and more content, such as news on the project and the publication of interviews. A “Resources” , was created where all public deliverables and dissemination material can now be downloaded. Also, data protection clauses and cookies policy were installed for the website to be compliant with GDPR.

In keeping with project branding, the website will feature iWAYS's scope, objectives, key messages, calls to action, findings and public content such as articles, press releases, infographics and videos. Furthermore, it will show progress, achievements and partners' activities.

The navigation within the website is easy and straightforward with pages accessible from the home page and subpages, within the pages. At the current stage of the project, the website will be launched with a light but essential structure that could be enhanced and enlarged as more contents are generated by the project.

The technical infrastructure and the graphical interface of the iWAYS website were set-up at the very beginning of the project and approved by the coordinator and the scientific-technical director. The website is structured in a homepage and six main sections.



Table 2 iWAYS Website outline

SECTION	DESCRIPTION
Homepage	The main elements of the homepage have been developed in order to give the site visitors a concise and short overview of the iWAYS project, as well as to facilitate easy access to information and resources contained in all other sections.
The project	The “About” section presents an overview of the project; the seven expected impacts of the project, the six ambitions and the three main technology components of the solutions the project is proposing to industries.
Use Cases	The “Use cases” section presents the three industrial sectors where the solutions are going to be tested: ceramic, chemicals and steel tubes manufacturer together with the pictures of the final products those companies sell to the final consumer.
Partners	The “Partners” section includes a text about every organization of the iWAYS consortium, together with its logo and a link to its website.
News and Events	The section “News & Events” currently includes just one press release; but as the project progresses it will include other press releases, news, journalistic articles, interviews and events related to the project. It will be updated often with new information in order to keep the audience aware of the project's progress. ESCI in cooperation with the coordinator and / or project partners will feed the News sections.
Resources	In this section will be included scientific publications, the institutional PowerPoint presentation, the audio-visual pieces and the Good practices of communication and dissemination activities.
Contact	This section provides information about the email addresses where website users can address in order to establish contact with the project consortium, such as the contact details to the coordinator, the scientific director and media partner.

The iWAYS website will be maintained until the end of the project. Throughout this time, the website will be a reference point and anchor for iWAYS online content and outreach activities. It will explain the context, developments and ambitions of the project to our stakeholders and the general public.

1.3 Social Media

The project uses social media to communicate with the active Web 2.0 community since the beginning of the project in M1. Due to the industrial and scientific nature of the project, the key social media channels for iWAYS are Twitter, which is popular among scientists, journalists and policy makers and LinkedIn, which is used by a wide range of professionals, including engineers. Both Twitter and LinkedIn are being used for raising awareness, stimulating interest and engaging with target groups on an ongoing basis.

1.3.1 LinkedIn

iWAYS started its LinkedIn profile even before the Kick-Off meeting, in December 2020 at <https://www.linkedin.com/company/iways-water-eu>. The first post was published on 4th



December 2020, announcing the start of the project and the Kick-Off meeting and the second on 7th December 2020 sharing the first press release. LinkedIn in the most adopted tool by the iWAYS partnership and is used to promote project actions, send messages between the technical audiences and to foster networking.

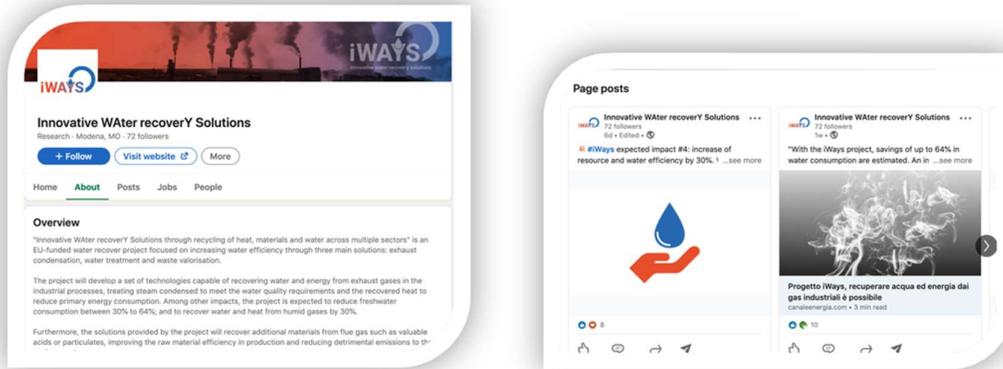


Figure 3 iWAYS LinkedIn

1.3.2 Twitter

Twitter is used by iWAYS to promote project actions, news and updates, between the technical audience, policy makers and general public; and to foster networking. The Twitter channel for the iWAYS project was established in December 2020. The chosen address is @iwaysWaterEu. The first tweet was announcing the project start, and the Kick-Off meeting, on 4th December 2020. The partners were encouraged from the Kick-Off meeting to react and re-tweet the iWAYS news, which has resulted in a steady increase in activity.

Approximately half of partners are on Twitter. Increased efforts will be made to motivate the less active partners to join during the second half of the project.

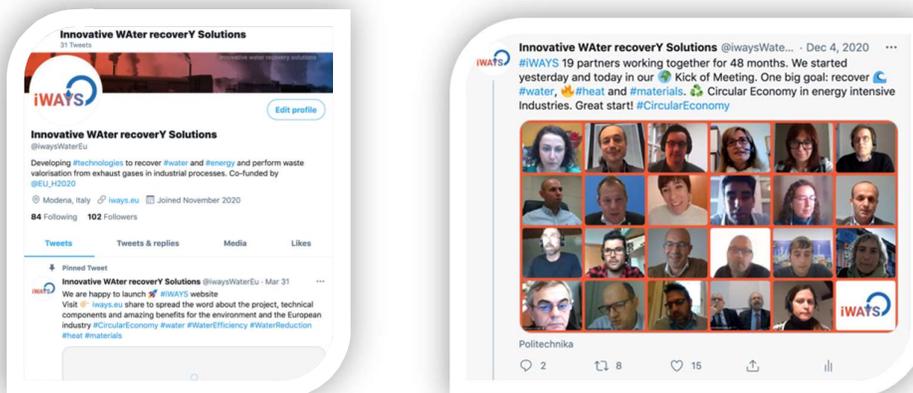


Figure 4 iWAYS Twitter



1.3.3 YouTube

iWAYS will produce several videos throughout the project's lifetime which will be published on the ESCI channel. The reason to use the ESCI channel over creating a specific iWAYS channel from scratch is that the ESCI channel already has 520 subscribers and a wide reach that combines followers of several research areas. So far 3 iWAYS related videos have been produced and are hosted on the channel. Further details in the social media analytics and editorial content sections.

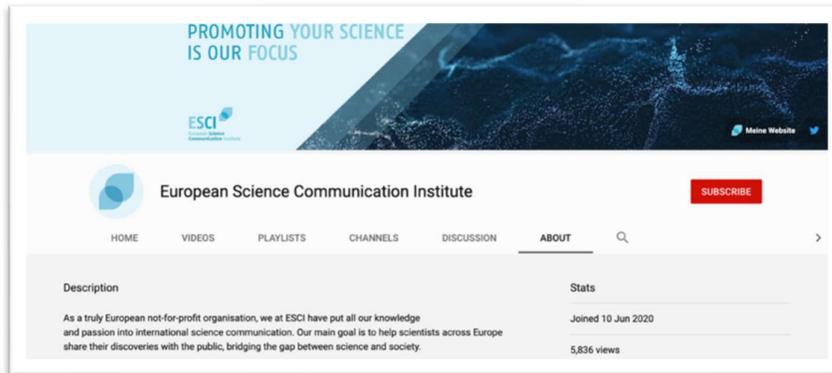


Figure 5 iWAYS Youtube via ESCI channel

1.4 Communication Training

To maximise the quality and effectiveness of the communication and dissemination activity among partners, ESCI provided the first of two internal communication workshops during the course of the project. On 12th May 2021, a course on social media provided an insight to the consortium how to communicate best on social media about wastewater relevant issues. 11 representatives of the iWAYS partnership took part.



Figure 6 iWAYS Social Media Training



2 Publishing and Editorial Content

The core activity of WP9 were the creation of original content to promote and feature the project on different dissemination channels. Original content has been placed at the heart of WP9. By focusing on the message, not the medium iWAYS helps to create a credible, sustainable interest for large - scale adoption of its results and solutions. Editorial and visual content has already been developed in the first 18 months to share on iWAYS channels, media multipliers and on social media, and this will continue until M48.

2.1 Interviews

So far ESCI has published two interviews. The first one premiered in 15 november 2021 and featured a dialogue with Dr. Bertrand Delpech from Brunel University on Heat Pipe Research. Due to Covid restrictions the video was generated using footage from a video call with the speaker who was based in an office in Brunel University while the interviewer - Maria Theresa Lopez was based in the ESCI office in Oldenburg. In an attempt to make the video more engaging from a visual point of view the footage from the Oldenburg office was not purely webcam based but cut with different angles. As of today (25th May) it counts 496 views.

The second video shot during a progress meeting in Italy with Project Coordinator Luca Montorsi explains the origins of the iWAYS approach. On this occasion the interview was conducted in a physical face to face setting. The video premiered on 25th January 2022 and at the time of writing (25th May) counts 1372 views making it the most successful iWAYS video.

An overview of all interviews is listed in Table 2. The table also includes the key multiplier platforms such as Phys.org, AlphaGalileo or Heat Exchanger World, where the interviews were published. All interviews are also available online on the iWAYS website:

Table 3 Interview list

Interview title	Expert	Date	Multipliers
iWAYS will contribute to reduce water usage and CO2 emissions in industries	Bertrand Delpech	15.11.2021 (M12)	AlphaGalileo
iWAYS coordinator explains the origin of the iWAYS approach	Luca Montorsi	25.01.2022 (M14)	AlphaGalileo



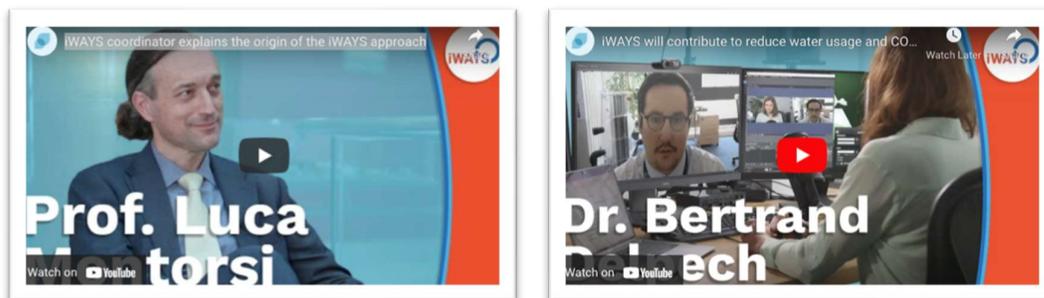


Figure 7 iWAYS Interview videos

2.2 Journalistic Articles

The iWAYS project has foreseen the publication of 3 journalistic articles. The first of the 3 articles “Introducing Circularity for Better Air Quality” was originally issued AWE Magazine International– an informative trade magazine in the water and wastewater industries, on 8th July 2021. The second and third to be scheduled later in the project.

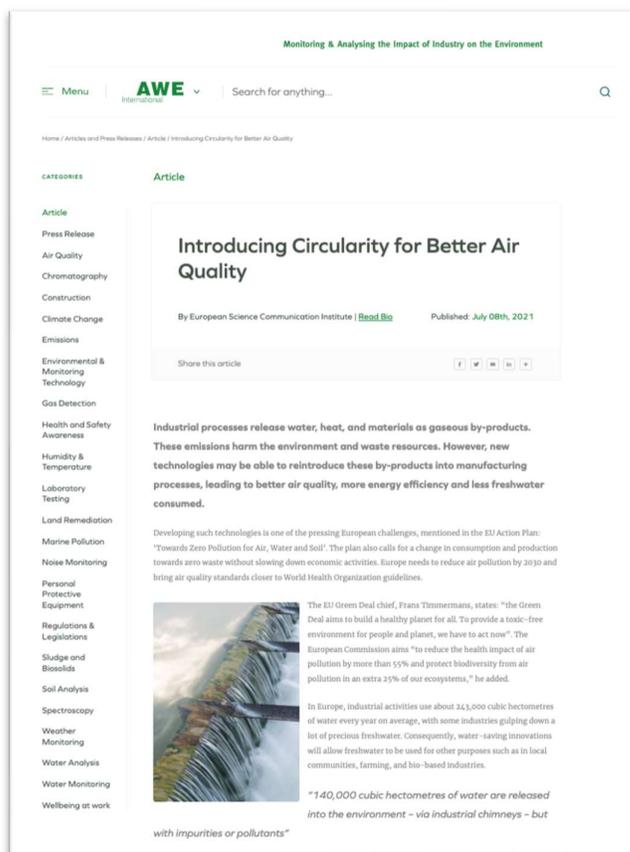


Figure 8 Journalistic article in AWE Magazine



Similarly, to the interviews, all journalistic articles are anchored always on the project website and shared with influential multiplier websites in specialist media, stakeholder networks and established online groups on platforms like LinkedIn.

2.3 Peer-Reviewed Scientific Papers

At time of writing no peer-reviewed papers have been published. The bulk of scientific and technical publications is expected to be published in the latter stage of the project, when most data and findings will become available.

2.4 Press Releases

In addition to interviews and journalistic articles, the individual partners were also involved in the publication of press releases, which were mainly distributed through their own network. Here, the various partners have been actively communicating about the launch and/or progress of the project in various press releases as listed in Table 4.

Table 4 Press Release list

Title	Partner	Date
New technologies to slash water consumption and to recover 30% of water and heat in industry	ESCI	23 October 2020

2.5 External Press Coverage

The publications of press releases and iWAYS' own articles, various journalists, newspapers and websites became aware of the project and decided to published articles on iWAYS, like the Horizon Magazine for example. Table 5 provides an overview of publications aimed at a non-specialist audience (titles are hyperlinked).

Table 5 Press Articles and Clippings

Title	Platform	Date
New technologies to slash water consumption and to recover 30% of water and heat in industry	Smart Water Magazine	26.10.20
Brunel Waste Reduction Project Awarded European Grant	Manufacturing Management	27.10.20
Brunel University Bags Euromillions To Cut Industrial Waste	Industry Europe	27.10.20
Project aims to recycle industrial wastewater and heat	The Engineer	28.10.20



Európsky projekt sľubuje zníženie spotreby a nárast spätného získavania vody v priemysle	VODA-PORTAL	29.10.20
Brunel University wins EU funding for project to recapture waste water and heat from industry	Maintenance and Engineering	16.11.20
Launch of the H2020 project IWAYS – Innovative WATER recoverY Solutions	Water Reuse Europe	04.12.20
El ITC y la UJI, con iWAYS, impulsan el desarrollo industrial sostenible	ITC UJI Noticias	04.12.20
El ITC y la UJI, con iWAYS, impulsan el desarrollo industrial sostenible	Economía 3/ Noticias de I+D+i	05.12.20
Recupero emissioni di scarto industrie, al via progetto Ue	ANSA	20.01.21
Trasformare le industrie verso ecosistemi sostenibili, il progetto iWAYS coordinato da Unimore	UNIMORE Notizie	20.01.21
Unimore guida un progetto per la riduzione dei vapori di scarto industriali	Modena Today	20.01.21
Al via il progetto europeo “iWays” per il recupero emissioni gassose di scarto industriali	Il NordEst Quotidiano	21.01.21
iWays, il progetto per aiutare l’ambiente recuperando acqua ed energia dai gas di scarto industriale	Canale Energia	01.02.21
„Horizontas 2020“ Programos Projekto „Iways“ Tikslas – Vandens Atgavimo Technologijų Vystymas	LEI Full News	11.02.21
The ITC and the UJI are participating in the European iWAYS project, which will develop new technologies to reduce water consumption and recover 30% of water and heat in industry	Universitat Jaume I website noticies	14.02.21
iWays - a set of technologies and systems for industrial processes to recover water, energy and materials	ASPIRE Newsletter. Edition 25	31.05.21
Introducing Circularity for Better Air Quality	AWE International Magazine	08.07.21
AccelWater and iWAYS are joining forces	ACCELWATER Project news	28.07.21
Proyecto iWAYS. Implementación de soluciones tecnológicas para recuperar agua en diferentes industrias y sectores	REDIT Innovation Network	01.10.21
Innovative Water Recovery Solutions Through Recycling Of Heat, Materials And Water Across Multiple Sectors	final SPIRE cPPP Brochure	01.21.21



2.6 Info-Graphics

Info-graphics are meant to demonstrate key concepts, interoperability issues, best practices and results to communicate complex information effectively and in an eye - catching format. These are highly useful in many scenarios, including twitter, presentations, postcard flyers and posters. An initial info-graphic was designed outlining the key concepts and context. The info-graphic shows how a heat pipe works....

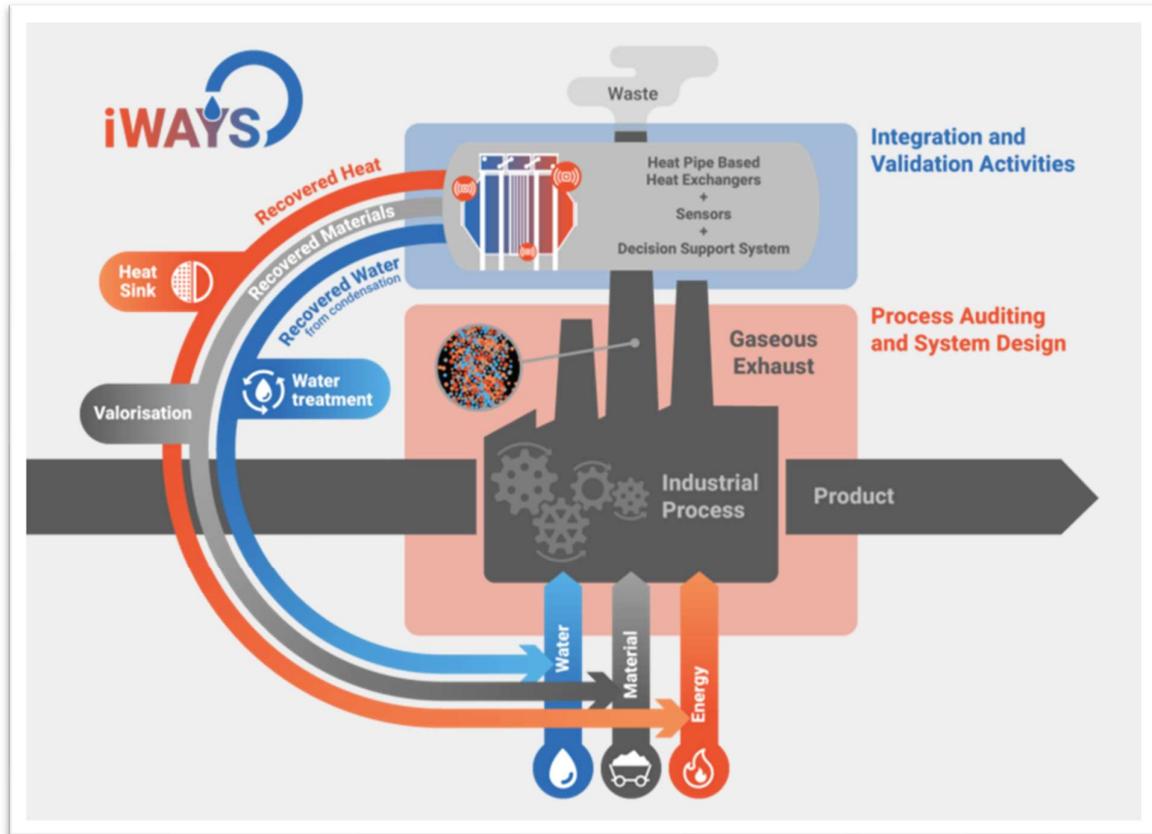


Figure 9 iWAYS main infographic

2.7 Project Brochure

The project brochure (Figure 9) was produced in a square format with 12 pages. The brochures were sent to all partners for their dissemination activity. The goal of this brochure was to provide a concise yet comprehensive overview of essential information about the project and its objectives. It was designed for wide distribution at fairs and conferences for all partners so that they can distribute them individually to potential end users and other stakeholders. The electronic version of the brochure in pdf-format is downloadable from the iWAYS Website.





Figure 10 iWAYS Brochure

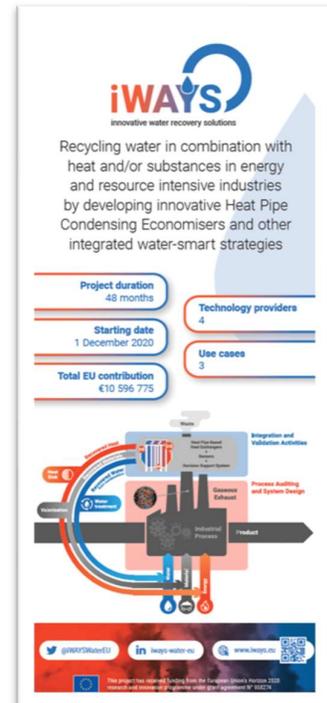


2.8 Project Roll ups

An iWAYS Roll-up poster, that provides the key facts and outputs of the project. They were designed and made available for all consortium members to produce and use for various presentations or in their lobby.

2.9 Introductory Video

On 10th August 2021, a short and concise introductory video including animations was uploaded and made public on youtube. The video has been produced in professional HD broadcast standard by ESCI and aims to capture and keep the attention of target audiences - inciting their curiosity and driving them to stay informed about iWAYS outputs. The film serves as a first introduction for iWAYS audiences, a key feature of the website and for repeated exploitation at external events and various social media channels (Twitter, LinkedIn, YouTube).



The iWAYS introductory video has gathered 1052 views to date and can be viewed on YouTube channel here: <https://www.youtube.com/watch?v=C5YuuO5hScI>

Figure 11 iWAYS Roll up



Figure 12 iWAYS introductory Video



3 Stakeholder Engagement

3.1 Scientific Conferences, Workshops and Events

Conferences and sector events are a good opportunity for networking and to raise awareness of the project. Partners attending conferences and sector events will be provided with copies of iWAYS' brochure, postcards and roll-up posters to distribute to interested parties and to present the project and increase its outreach among scientists, engineers and other stakeholders. iWAYS partners have shown lots of energy and enthusiasm to participate in events, to talk about the project and share knowledge among their peers however due to Covid most events so far have taken place online or postponed. Table 6 provides an overview of this activity, which is being updated on a regular basis throughout the duration of the project.

Table 6 Conferences, Workshops & Events

Date/period of the event	Event Title	Type of activity	Partner	Place
12.05.21	WATER KNOWLEDGE EUROPE 2021 - Horizon Europe Work Programmes 2021-2022 & Project Ideas Presentations	Participation to a Workshop	Water Europe	Online
15.12.21	Water Projects Europe: 5 projects Preserving fresh water: recycling industrial waters	Participation to an Event other than a Conference or a Workshop	Water Europe/Unimore/ESCI	Online
18-20/03/2022	VerdeTec - the biggest exhibition on environmental technologies in Greece	Participation / Chairing of a session	NTUA	Athens
31.03.22	Water Market Europe: Circular Solutions for Water Industrial Management and industrial Symbiosis	Participation	Water Europe	Brussels
13/04/2022	Pan-European Regional Preparatory Meeting for the @UN 2023 Water Conference	Presentation where iWAYS was mentioned	Water Europe	Online

All partners involved in the project are seizing opportunities to present the iWAYS solutions in trade-fairs, thematic conferences, forums, workshops and other events, as outlined in section 2.2. It is envisaged that each consortium partner will participate into at least 2 events on behalf of the project. Over the last months, iWAYS has received attention in at least three important occasions as demonstrated with the table above. Both Water Europe events: Water



Knowledge Europe and Water Projects Europe events are targeted events that have a pan-European outreach and function as the best means to raise awareness about the project and the innovative solutions it brings forward. In this occasion, the events attracted the approximate number of 450 participants that were present online or in person. Besides this, iWAYS was mentioned as an example project for its Living Labs approach during the Pan-European Regional Preparatory meeting for the UN 2023 Water Conference that was held in April 2022.

As part of an active engagement with industry and scientific stakeholders, iWAYS will develop specialized workshops inside some of these conferences to attract the community, share ideas, and present the results from the project. In addition, in order to reach support exploitation activities, tutorials and webinars will be offered to interested industries, SMEs, entrepreneurs and potential end-users.

At the end of the project, a final conference/workshop is organised (if possible, in conjunction with a relevant European event to illustrate the overall outcomes of the project. The workshop will target the various industries that could benefit from the iWAYS approach, to present the legacy of the project and its plans for further developments.

3.2 SPIRE and EE Project Clustering

Aiming at boosting cooperation and collaboration and taking advantage of the benefits that WS membership brings, all partners seek to establish contacts with projects financed under SPIRE, further relevant Horizon 2020 project and national projects, in order to discuss cross-fertilisation and the implementation of at least two joint activities, maximising their impact in common areas, strengthening the SPIRE community or supporting similar networks.

As of month 18 iWAYS Project and the partner Water Europe organised on 15th December 2021 a dedicated Water Projects Europe in the framework of the Task 9.7, to cluster the sister projects Waste2Fresh, AccelWater, IntelWATT, AquaSPICE, and iWAYS funded by the H2020 call for proposal CE-SPIRE-07-2020. The event, titled “Integrated Water-Smart Strategies for Industrial Processes” counted 148 attendees from the audience.

Water Projects Europe offered the opportunity to gather the Coordinators of the projects and the POs of the EC HaDEA to discuss about the challenges and the solutions to achieve the goals of near-zero water discharge, using closed-loop systems for the development of integrated water-smart strategies for industrial processes. The discussion concerned technical and policy issues on industrial water management and symbiosis.

The participation of Prof Ludo Diels as key-note speaker, chair of the APG of A.SPIRE under the Processes4Planet (P4P), ensured the connection to the SPIRE initiatives and to the new P4P HEU co-programmed partnership. Water Europe, as one of the founding member of





Figure 13 WPE Clustering Event

A,SPIRE, takes care of the connection and synergies with the water sector industrial users and the other 9 sectors of A.SPIRE.

Water Europe organised on 31st March 2022 edition of WME dedicated to industrial water reuse and industrial symbiosis. contribute to achieve circular economy goals and open unprecedented opportunities for the technology providers. The iWAYS project was mentioned in the event as a leading example of industrial water management R&I project.

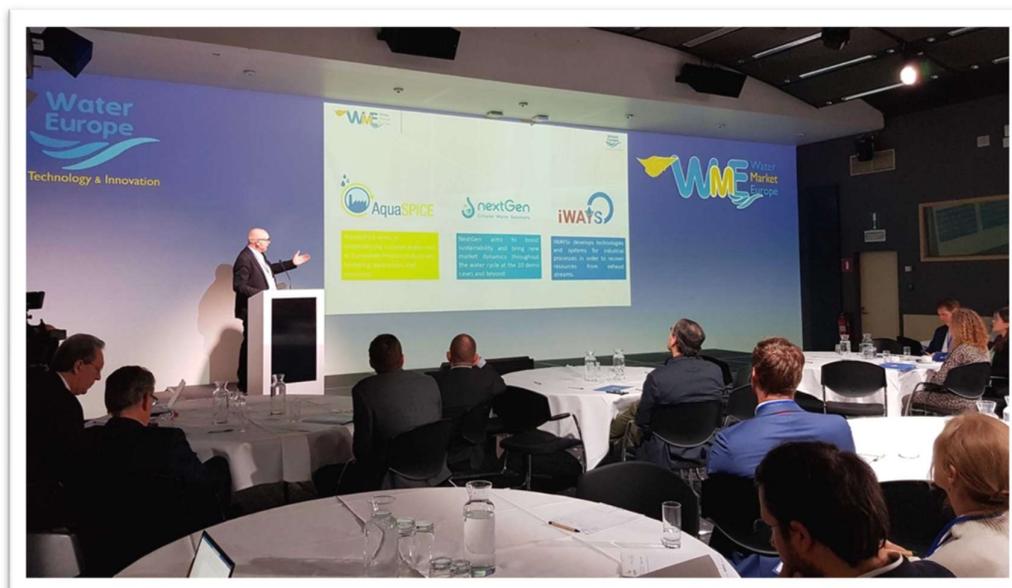


Figure 14 iWAYS at WME



4 Monitoring

4.1 Social media analytics

The online corporate image of the iWAYS Innovation Action is the result of a patient, coherent and consistent work on communications which has been channelled through three different Social Media platforms, namely, Twitter, LinkedIn and Youtube. This diversity of channels poses a challenge in terms of coherence and consistency in the building of a brand reputation, but, at the same time, allows for tracking the attention of a wider and more diverse group of profiles and set of audiences. A balanced proportion between cross-cutting content, on the one hand, and the dissemination of tailor-made publications for concrete channels, on the other, has made possible for communication activities on Social Media to become both cohesive and comprehensive.

4.1.1 The iWAYS Online community

The **online community** built around two different iWAYS' Social Media channels amounts up to just under **440 followers (fans)** at the time of writing (31st May 2022). Specifically:

- Twitter has 191 followers,
- LinkedIn, 248 followers

During this period (from 1st December 2020 to 31st May 2022.) the Twitter and LinkedIn channels published a total of **142 posts**. The LinkedIn channel published 48 posts. The Twitter channel published 94 posts.

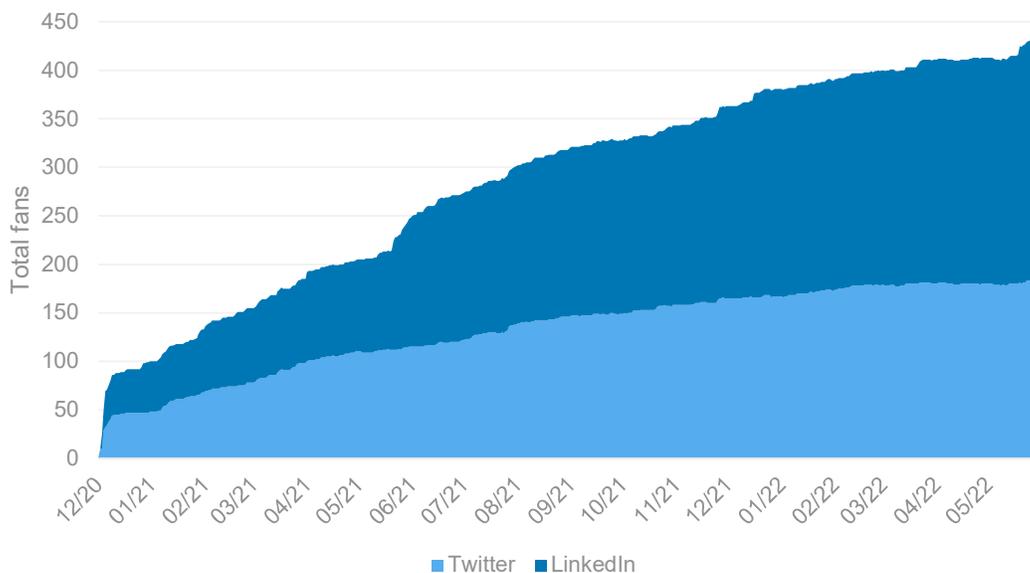


Figure 15 Total fans or followers



In terms of acquisition to the channels the two highest peaks in activity coincided with the Kick-off meeting and a M6 project progress meeting. This makes sense as consortium partners were made aware of the importance of being active on social media during these meetings and decided to join the iWAYS community through Twitter and/or LinkedIn. After the initial burst, fan growth averages at 0,40 per day with neither channel losing more than one new fan in a day. This is a good result.

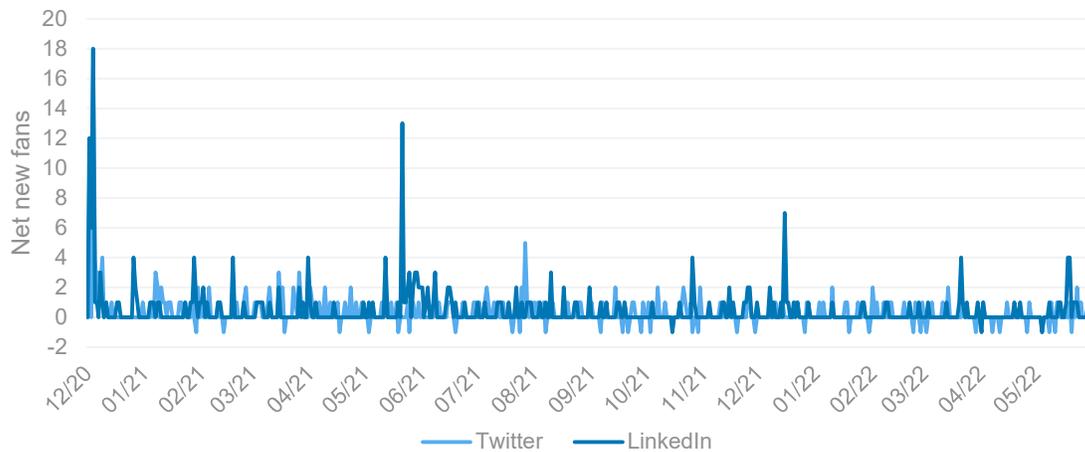


Figure 16 Net new fans (followers)

4.1.2 Interactions

Turning to the number of interactions, the quantity of replies or comments, shares or retweets, and likes, the two channels together gained 3,606 interactions. The Twitter channel gained 1,906 interactions while the LinkedIn account gained 1,700 interactions. While LinkedIn has less interactions overall, as can be noted from the top five posts for this metric, LinkedIn is clearly the preferred channel for quality of interaction and interaction rate (keeping in mind that LinkedIn has issues roughly half of the number of posts that were issued on Twitter). This suggests that the iWAYS audience has more of a presence on LinkedIn.

Table 7 Interaction monitoring

	Channel	Date	URL	Interactions	Int. rate	Engagement details	Impressions
1	LinkedIn	26/05/20 21 16:22	https://www.linkedin.com/feed/update/urn:li:share:6803339534227558400	234	25.86%	28 Reactions 2 Shares 1 Comment	905
2	Twitter	26/05/20 21 16:29	https://twitter.com/iwaysWaterEu/status/1397575664618856453	160	5.79%	18 Likes 10 Retweets 0 Replies	2762
3	LinkedIn	18/05/20 22 15:32	https://www.linkedin.com/feed/update/urn:li:share:6932699519293767680	157	13.52%	42 Reactions 4 Shares 2 Comments	1161



4	LinkedIn	26/11/20 21 08:30	https://www.linkedin.com/feed/update/urn:li:share:6869915305162997760	118	11.96%	32 Reactions 5 Shares 0 Comments	987
5	LinkedIn	24/11/20 21 12:46	https://www.linkedin.com/feed/update/urn:li:share:6869281016809426944	106	11.43%	16 Reactions 8 Shares 0 Comments	927

4.1.3 Influencers

Regarding interactions with the most influence or clout we can turn to Twitter where we have a list of the top ten channels that have mentioned iWAYS in their posts. Considering number of mentions (6) and Twitter following (4.9k) Water Europe (@H20EU) has been the most useful ally to iWAYS, followed by ITC Ceramica. A little less influential but the most supportive iWAYS ally is Brunel University, with 8 direct mentions. It is interesting to note that most of the partners of the iWAYS Innovation Action are well concerned with the importance that Communication & Dissemination activities have for the achievement of the global objectives, and, subsequently, get a high degree of involvement in the promotion of the initiative via Social Media—which actually is an easy, time-saving manner to do so.

Figure 17 Twitter Influencers

	Author name	Mentions	Twitter F...	Reach
1	 EITRawMaterials	1	5.8k	3.4k
2	 H20EU Belgium	6	4.9k	4k
3	 ITC_ceramica Spain	5	3.4k	2.7k
4	 EU_HaDEA	3	2.4k	1.8k
5	 IcraWater Spain	1	2.3k	1.4k
6	 BrunelResearch United Kingdom	8	2.1k	1.4k
7	 ASPIRE_P4Planet Belgium	2	2k	1.9k
8	 ceramichekeope Italy	3	1.6k	830
9	 HydrousaProject Greece	2	1.5k	614
10	 Engagebrunel United Kingdom	1	1.5k	729



4.1.4 Banchmarking

To give a broader sense of iWAYS's standing on Social Media in the context of similar EU funded initiatives, the writer thought it would be interesting to make a snapshot comparison with the following of a few sister projects: Interwatt, Accelwater and AquaSpice which all started at more or less the same time as iWAYS. In this sense we can see that the social media performance for iWAYS is within the average, doing better than Intelwatt and chasing AccelWater and AquaSpice. With around 10 more partners, the following and growth pace of the AquaSpice project may be hard to achieve for iWAYS, however a boost in followers is expected during the second half of the project once more results are gathered and more dissemination materials will be ready to publish. The iWAYS C&D manager will also continue to monitor more closely the Social Media accounts of AccelWater and AquaSpice to draw on any potential good practices as well as investigate potential for synergies with these and other sister projects.

Table 8 Benchmark with iWAYS sister projects (3rd June 2022)

Project	Partners	Start date	Twitter	Linkedin	Community total
iWAYS	19	Dec 2020	191	248	438
Intelwatt	20	Oct 2020	60	192	252
AccelWater	18	Nov 2020	288	260	548
AquaSpice	29	Dec 2020	302	337	639

4.1.5 Youtube

As mentioned previously, iWAYS 3 currently published videos are hosted on the ESCI Youtube channel. All together they have amassed a total 2923 views. The most successful video "iWAYS coordinator explains the origin of the iWAYS approach" featured the coordinator explaining the origins of the iWAYS project. When placed in comparison with a slightly more technical video in a similar format "iWAYS will contribute to reduce water usage and CO2 emissions in industries" we can notice how, maybe unsurprisingly, videos that tend to have a more general approach can be appreciated by a broader number of people.

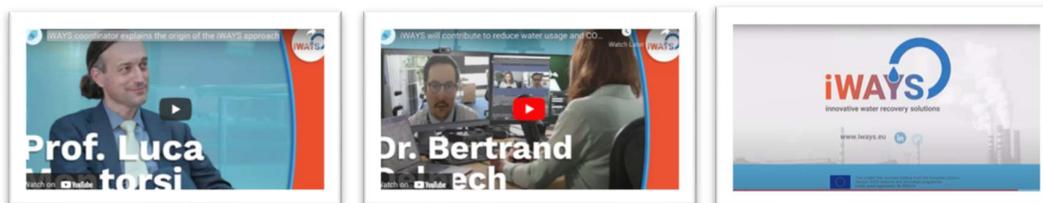


Table 9 Youtube video views

Date published	Title	Views
10.08.21	iWAYS - Triple Recovery from Industrial Chimney	1052
15.11.2021	iWAYS will contribute to reduce water usage and CO2 emissions in industries	497
25.01.2022	iWAYS coordinator explains the origin of the iWAYS approach	1374
		2923 in total



4.2 Website analytics

Google Analytics is by far the most common analysis tool, but it has a clear disadvantage for organisations who need to comply with GDPR. Websites that use Google Analytics risk that user-specific data is transferred to American server systems without the website owner's knowledge. Therefore, the iWAYS website is using an alternative analysing tool called Matomo that is installed directly on the server of the website.

As of M18 the website has gathered a total of 2,632 unique visits with an average visit duration of 2min33s (see figures in Annex 1). As the website was launched in month 4, this figure accounts for nearly 14 months of activity. This figure is in line with other Innovation Action projects similar in nature to iWAYS at this stage (such as ETEKINA). With most results and outcomes still to be released and deployed, website visits are expected to increase substantially over the second period. Peaks in activity correspond with social media campaigns, events and project meetings.

4.3 Conclusion

To summarise, the conclusions to draw from the iWAYS Online Monitoring exercise are the following:

- A brand reputation has been built for the iWAYS project on the grounds of a multi-channel C&D strategy.
- The community of interested parties exhibit an interest in getting up-to-date information about the progress of the iWAYS project, and a willingness to engage with such content, suggesting that iWAYS' Social Media profiles stand as reliable sources of information.
- The commitment of most of the partners and individuals within the consortium with outreach activities is of a high degree; they value quite much the contribution that C&D activities have for the overall initiative. Their contribution has been paramount for the promotion of the project throughout the online realm.
- Public events, such as meetings (whether internal or external), conferences or symposiums, are important not merely in terms of scientific progress and technological development, but also for communication purposes. They have provided iWAYS with a salience and visibility within and out of the inner circles of specialists that could not have been achieved in any other way.
- Much of the successful engagement seems to favour the "human element" over the excessively technical as can be gathered from witnessing activity peaks during live events as well as with content that tells stories of how a technology or project comes into being. Hence, it is useful to always balance the technical achievements of the project with narratives that are inclusive and mindful of the human elements.



5 WP9 Deliverables and Milestones

WP9 Deliverables and Milestones completed as of M18

Deliverable Number	Deliverable Title	Lead beneficiary	Due date (in months)	Type	Dissemination level
D9.1	Initial IPR Management and Exploitation Plan	INCOTEC	12	Report	Confidential, only for members of the consortium and CS
D9.3	Communication and Dissemination Master Plan PART 1	ESCI	3	Report	Confidential, only for members of the consortium and CS
D9.5	Website & Social Media Channels	ESCI	4	DEC	Public
D9.6	Good Practices of Communication and Dissemination Activities PART 1	ESCI	18	Report	Public
D9.9	Ethics Requirements and Data Management PART 2	ESCI	18	Report	Confidential, only for members of the consortium and CS

Milestone number	Milestone title	Lead beneficiary	Due date (in months)	Means of verification
MS 11	DEC activities initiated Websites, patents filing, press & media actions, videos, etc.	ESCI	4	Website online



Annex 1: Website data analytics

