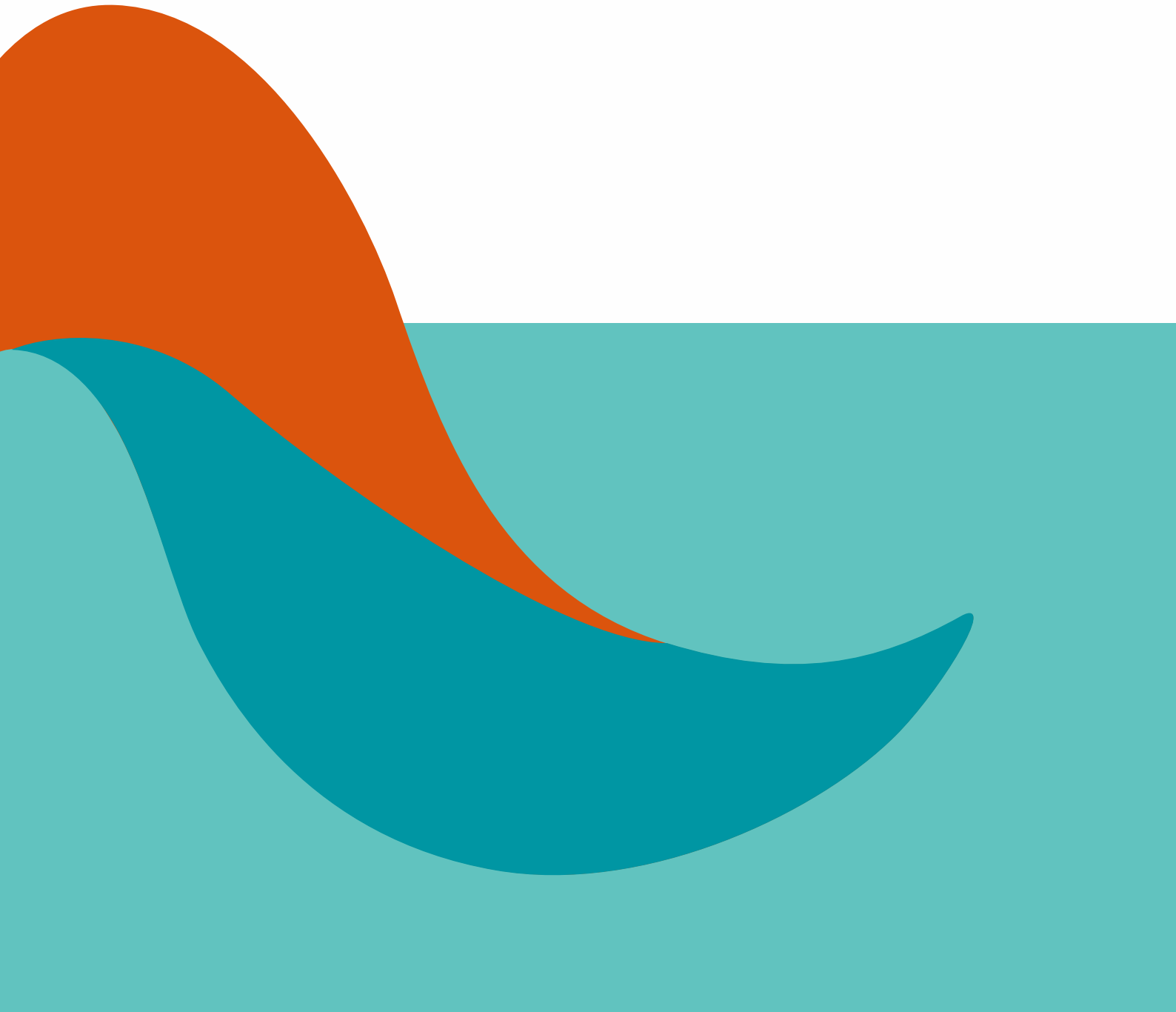


D6.1 Initial Dissemination, Communication and Exploitation Strategy

Katherine Peinhardt (ICLEI)

June 28th, 2024



Introductory Table

Project Ref. No. HORIZON-CL6-2023-CLIMATE-01-2; GA No. 101136598	
Project Title	Reliability and effectiveness of integrated alternative water resources management for regional climate change adaptation
Duration of the Project	2024-01-01 to 2027-12-31 (48 months)
WP/Task:	WP6 Communication, dissemination and exploitation outreach and synergies with other projects R – Report/Document
Document due Date:	2024-06-30
Actual Date of Delivery	2024-06-28
Leader of this Deliverable	Katherine Peinhardt (ICLEI) Reviewers: EUT (Queralt Farràs) NTUA (Archontia Lykou) Anika Conrad (adelphi)
Dissemination Level	PUBLIC
Document Status	Submitted



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101136598. This document reflects only the views of RECREATE consortium, neither the European Commission nor any associated parties are responsible for any use that may be made of the information it contains.

Deliverable Information Sheet

Version	Date	Author	Document history/approvals
0.1	2024-06-10	Katherine Peinhardt (ICLEI)	Draft version shared
1.0	2024-06-13	Queralt Farràs (EUT) Archontia Lykou (NTUA)	Review 1 completed
2.0	2024-06-14	Katherine Peinhardt (ICLEI)	Updated draft shared
2.1	2024-06-18	Anika Conrad (adelphi)	Review 2 completed
3.0	2024-06-28	Katherine Peinhardt (ICLEI)	Final draft shared
4.0	2024-06-28	Digu Aruchamy (EUT)	Final Quality check before submission
4.1	2025-10-13	Marcel Gutenberg (ICLEI)	Corrected the sub-heading numbering of section 5

Executive Summary Section

RECREATE project partners aim collectively to boost the impact of the project through the sharing of information, activities, and results – all via dissemination, communication, and exploitation activities. This strategy, **D6.1 Initial Dissemination, Communication and Exploitation Strategy** provides partners with a reference point and guiding language as they share and promote RECREATE and their involvement therein. As outlined in the Grant Agreement, “D6.1 will cover the RECREATE initial Dissemination, Communication and Exploitation Strategy that will serve as the guide for maximising the external and internal impact of the project throughout its implementation period and the future sustainability and exploitation of the results generated in the project.”

More concretely, this deliverable outlines general objectives for dissemination, communications, and exploitation, and is aimed more broadly at boosting the impact of the RECREATE project. The deliverable outlines primary target audiences, including those involved in clustering activities and relevant projects and initiatives, and the channels and messaging with which project partners will reach them. It also outlines the visual identity and style of the project, including guidelines for its use, as well as planning for events. It sets specific and measurable targets in a section on Key Performance Indicators, and sets the stage for exploitation activities by defining an initial set of Key Exploitable Results.

This deliverable will be updated twice, as **D6.3 Mid-project Dissemination, Communication and Exploitation Strategy**, and again as **D6.4 Final Dissemination, Communication and Exploitation Strategy**.

Table of Contents

1. Introduction.....	9
2. Objectives for Dissemination, Communications, and Exploitation	10
2.2 Dissemination.....	11
2.3 Communication	11
2.4 Exploitation	11
2.5 Primary Target Audiences	12
2.5.1 Internal Communications	12
2.5.2 Local Stakeholders in Case Studies	12
2.5.3 International Level	13
2.5.4 Relevant Projects and Initiatives.....	13
2.6 Exchange and Clustering Activities	17
2.6.1 AlternativeWaterResources4Climate Cluster Structure and Governance	17
3. Key Channels and Messaging	19
3.2 Key Project Channels	19
3.2.1 Social Media.....	19
3.2.2 Project Website.....	19
3.2.3 Project Newsletter	21
3.3 Key Messaging.....	21
4. Communications Products.....	23
4.2 Communications Content.....	23
4.2.1 General Website Content	23
4.2.2 Media Outreach	23
4.2.3 Publications and Policy Briefs	23
5. Visual Identity.....	25
5.1 Branding Identity and Style Guide	25
5.1.1 Logos and Branding.....	25
5.1.2 Design Items and Document Templates	26
5.2 Funding Disclosure and Statement Guidance	27
6. Events.....	27
6.1 RECREATE-led Events	27
6.2 Visibility at External Events	28
7. Key Performance Indicators	29
8. Key Exploitable Results	32
9. Conclusions.....	34
10. References	34

List of Abbreviations

<i>CoP</i>	<i>Community of Practice</i>
<i>GA</i>	<i>Grant Agreement</i>
<i>WP</i>	<i>Work Package</i>
<i>KER</i>	<i>Key Exploitable Result</i>
<i>KPI</i>	<i>Key Performance Indicator</i>
<i>AWR</i>	<i>Alternative Water Resources</i>
<i>PU</i>	<i>Potable Use</i>
<i>EO</i>	<i>Expected Outcome</i>

List of Figures

<i>Figure 1 RECREATE target audiences</i>	<i>12</i>
<i>Figure 2 Initial RECREATE website mockup and structural basis for current website in use</i>	<i>20</i>
<i>Figure 3 Logos and Branding colours for RECREATE</i>	<i>25</i>
<i>Figure 4 Word template for RECREATE deliverables</i>	<i>26</i>
<i>Figure 5 PowerPoint template</i>	<i>26</i>

List of Tables

<i>Table 1: Areas of focus and target audiences (based on content of European Commission, 2023).</i>	11
<i>Table 2: Priority Relevant Projects and Initiatives for Collaboration</i>	15
<i>Table 3: Secondary “Nice to Have” Relevant Projects and Initiatives for Collaboration</i>	17
<i>Table 4 Messaging for RECREATE and relevant target audiences</i>	21
<i>Table 5 Key Performance Indicators for RECREATE</i>	29
<i>Table 6 Key Exploitable Results of RECREATE</i>	32

1. Introduction

Dissemination, communication, and exploitation are key parts of ensuring the impact of any project, and are at the center of how its value-add can take root both during and beyond the project lifetime. This deliverable **D6.1 *Initial Dissemination, Communication and Exploitation Strategy*** is a guiding document for the RECREATE project as it aims to maximise impact of its activities and results. This strategy document provides an outline of the broader objectives of dissemination, communication, and exploitation activities, as well as target audiences, channels and messaging, communications products, visual identity and branding assets, events, Key Performance Indicators (KPIs), and Key Exploitable Results (KERs). It is intended for use by all RECREATE partners as a key guiding reference document.

This strategy will be updated to suit and adapt to project activities and relevant changes over time, as **D6.3 *Mid-project Dissemination, Communication and Exploitation Strategy***, and again as **D6.4 *Final Dissemination, Communication and Exploitation Strategy***.

As the first iteration of a strategy, this document is the result of consultation with the RECREATE consortium during a General Assembly meeting held on June 13th 2024, during which time their input was sought with particular focus on Key Performance Indicators and Relevant Projects and Initiatives.

2. Objectives for Dissemination, Communications, and Exploitation

As outlined in the Grant Agreement, “D6.1 will cover the RECREATE initial Dissemination, Communication and Exploitation Strategy that will serve as the guide for maximising the external and internal impact of the project throughout its implementation period and the future sustainability and exploitation of the results generated in the project.”

The main objectives of this document are to guide the dissemination, communication, and exploitation activities undertaken as part of RECREATE to maximise their impact. This includes, in accordance with Horizon Europe guidelines:

- Disseminating the project results for enhanced uptake and sharing of knowledge.
- Communication of the project activities and results for better engagement with stakeholders, experts, and the wider public.
- Exploitation of the project results for long-term impact and adoption of RECREATE methods and tools (European Commission, 2023).
- Make the RECREATE project known among all the targeted public offices at local and international level.
- Maximize the distribution of key messages, adapting the channels that are the most aligned with each audience.
- Establish synergies with related projects and initiatives.

ACTIVITY TYPE	FOCUS	TARGET AUDIENCES	MAIN ACTIVITIES IN RECREATE
DISSEMINATION	Knowledge and Results	• scientists, • industry, • public authorities, • policy makers, • civil society	Publication of activities, creation of policy briefs, and sharing of the project results at events.
COMMUNICATION	Activities and Results	• citizens, • stakeholders, and • the media	Content created for the project channels (website, social media, newsletter)

EXPLOITATION	Exploitable Results	• researchers, • stakeholders, • industry (also SMEs), • public authorities, • policymakers, • civil society	To be determined, based upon further evaluation of Key Exploitable Results.
--------------	---------------------	---	---

Table 1: Areas of focus and target audiences (based on content of European Commission, 2023).

2.2 Dissemination

According to the European Commission, dissemination “make(s) knowledge and results publicly available free-of-charge... (to groups) that can learn and benefit from the results, such as: scientists, industry, public authorities, policymakers, civil society” (European Commission, 2023). Dissemination is based on the results of a given project and can be implemented any time after their delivery. For RECREATE, this will center on the publication of activities, the creation of policy briefs, and the sharing of project results at events.

2.3 Communication

Communication takes place throughout the entirety of the RECREATE project lifetime, and includes not only the results of the project, but also the activities more broadly. Centering target audiences of citizens, stakeholders, and the media, communication efforts will take a central role on all project channels (e.g. website, social media, newsletter) and keep the public informed as to the latest efforts of RECREATE project partners.

2.4 Exploitation

Exploitation centers the uptake and further use of RECREATE results in order to boost the impact of project activities – both during and beyond the project lifetime. In other words, exploitation activities aim to “make concrete use of results for commercial, societal and political purposes” for which the target audiences include “researchers, stakeholders, industry (also SMEs), public authorities, policymakers, civil society” (European Commission, 2023). In terms of exploitation activities, this document **D6.1** provides an initial draft of goals and Key Exploitable Results (KERs) to be delivered as part of RECREATE. **D6.3** and **D6.4** will further elaborate activities associated with each Key Exploitable Result based on inputs from the relevant partners tasked with the delivery of these KERs. These may include commercialisation-, standardisation-, and/or policy-focused exploitation routes, such as the pursuing of standards via a CEN Workshop Agreement, the elaboration of Business Model Canvases, etc.

2.5 Primary Target Audiences

RECREATE aims to reach three levels of primary target audiences, alongside more general internal communications within the consortium. At its core, affecting change at the local Case Study level will guide many of the most immediate communication, dissemination, and exploitation opportunities. Looking more broadly, the results and activities of RECREATE will be shared on the international scale, including successes from the local level, in order to improve awareness, uptake, and impact of project outputs and lessons learned. Lastly, clustering activities with related and relevant projects and initiatives will be pursued in order to improve visibility, amplify knowledge sharing, and make use of opportunities for joint communication, dissemination, and exploitation.



Figure 1 RECREATE target audiences

2.5.1 Internal Communications

Consortium-level communications will be guided by this **D6.1** document and its further iterations, drawing especially from the key messaging and visual identity guidelines.

2.5.2 Local Stakeholders in Case Studies

At the scale of the Case Studies involved in RECREATE, targeted local stakeholders will be reached in various moments of the project, including dissemination activities like ongoing stakeholder engagement and co-creation activities, participation in a CoP (1 per year), participation in RECREATE Serious games (WP4), and other capacity-building activities undertaken within RECREATE. Meanwhile, communications activities will reach these audiences via project channels like the website, social media pages, newsletter, video, print materials, and more. They will also be involved in RECREATE's presence at events and be central to the sharing of project activities.

To that end, the following local target audiences will be key to ensure maximum impact of project activities:

- Policymakers (including local administrations, national level)
- Water professionals
- Health authorities and practitioners

- Environmental organisations
- Farmer associations
- Civil society
- Media

To further develop this list, WP2 activities regarding stakeholder mapping will be consulted for the Case Studies, in which WP6 partners will work with WP5, WP2 and Case Study partners to identify more specific local target audiences from the aforementioned sectors. Each of the RECREATE case studies already has existing Communities of Practice (COPs) from past or ongoing similar projects. The first task of WP2 will be to gain an initial overview of existing stakeholder networks and engagement habits and to assess the needs in relation to RECREATE's goals. This approach ensures that the existing systems and needs are built upon as effectively as possible, providing a tailored engagement strategy for each case study.

2.5.3 International Level

At a broader scale, several international-level target audience groups have been identified for RECREATE and its communication, dissemination, and exploitation activities. These include:

- Professionals in the nexus of topics: water, resilience, climate change adaptation
- Potential users of RECREATE_WT in public and private sectors
- Water sector stakeholders
 - Water treatment professionals; Engineering consultants; Technology developers, manufacturers, and providers of water treatment / management solutions
- Replicators
- Policy makers (European and national level primarily)

Activities like clustering, presence at external events, social media, publications, media outreach, and replication will be areas in which the international level will most effectively be targeted (see Key Performance Indicators below).

2.5.4 Relevant Projects and Initiatives

Projects funded under the HORIZON-CL6-2023- CLIMATE-01-2 call, MARCLAIMED and AWARD, are engaged as part of WP6 activities, under the *AlternativeWaterResources4Climate* cluster. The following section on *Exchange and Clustering Activities* outlines more specific interactions with this key audience group.

Additional projects have been identified below, from different funding schemes, which may be explored as relevant target audiences for dissemination and exploitation activities in particular.

A preliminary pair of lists of priority-level and secondary “nice to have” projects and initiatives with which to collaborate have been created, as below:

PROJECT/INITIATIVE	ID AND INFO	SYNERGIES	PARTNERS
*SISTER PROJECTS			
MARCLAIMED*	Grant agreement ID: 101136799 February 2024 – January 2027 Funding scheme: Horizon IA	Alternative water resources, water scarcity, decision support	
AWARD*	Grant agreement ID: 101136987 January 2024 – December 2026 Funding scheme: Horizon IA	Alternative water resources, water scarcity	
ULTIMATE	Grant agreement ID: 869318 1 June 2020 - 31 October 2024 Funding scheme: Horizon IA	Water utilities	Kalundborg is a partner
Waterverse	Grant agreement ID: 101070262 1 October 2022 - 30 September 2025	Water data	North Holland is a partner

ICARIA	Grant agreement ID: 101093806 1 January 2023 - 31 December 2025	Climate Resilience of critical assets	NCSRD is a partner Syros is a partner
IMPETUS	Grant agreement ID: 101037084 1 October 2021 - 30 September 2025	Information management for climate-resilient adaptation packages	KWR is partner Costa Brava is a partner
CIRSEAU Cluster REWAISE , ULTIMATE , Water Mining , B-Water Smart and Wider Uptake	N/A	Water-smart economy	

Table 2: Priority Relevant Projects and Initiatives for Collaboration

PROJECT	INFO	TOPIC	PARTNERS
CARDIMED	Grant agreement ID: 101112731 1 September 2023 - 29 February 2028	Climate adaptation in the Mediterranean region	ICLEI is a partner
TransformAr	Grant agreement ID: 101036683 1 October 2021 - 30 September 2025	Upscaling transformational adaptation in Europe: demonstration of water-related innovation packages	NCSRD is partner
NATALIE	Grant agreement ID: 101112859 September 2023 - August 2028	Nature-based solutions for resilience	KWR is partner
ARSINOE	Grant agreement ID: 101037424 1 October 2021 - 30 September 2025	Climate adaptation in various areas: biodiversity to flooding and sea level rise and from droughts and water scarcity to heatwaves and deforestation	KWR is partner
SAFEWater-SDCW	Grant agreement ID: 190157957 April 2023 – December 2025	Water purification, point-of-use water purification/desalination, safe drinking water	

FOCUS4PFAS	Grant agreement ID: 101062078 September 2023 – August 2025	Water treatment	
PYDRO - Water to Data	Grant agreement ID: 190136759 August 2022 – October 2024	Water management, sensors	

Table 3: Secondary “Nice to Have” Relevant Projects and Initiatives for Collaboration

2.6 Exchange and Clustering Activities

RECREATE is part of a project cluster alongside the MARCLAIMED and AWARD projects, which have already convened and created the joint cluster name *AlternativeWaterResources4Climate*. The main responsible and coordinators of the three sister projects have been meeting since February 2024 for a monthly management board meeting:

- 8 February, 2024
- 14 March, 2024
- 11 April, 2024
- 14 May, 2024
- June 13, 2024

To start, the projects in the cluster will explore joint activities and outputs such as:

- Cluster working groups of which the first one on policy impact had its kick-off in May 2024
- Cluster launch event (online and on-site)
- A strategy and action plan (including Logo)
- A one-pager informing the Project Officer on the cluster activities

From there, other activities will be explored, including joint presence at events, the creation of a common platform for exchange (Milestone M9), the potential for joint publications or policy recommendations/briefs, and regular exchange sessions. Presence at least one cluster event is also anticipated (see Key Performance Indicators).

2.6.1 *AlternativeWaterResources4Climate* Cluster Structure and Governance

The projects in *AlternativeWaterResources4Climate* have already agreed on several Working Groups to find more targeted areas of collaboration. These Task Forces will have their own emailing lists to stay in regular contact, and include:

- Coordination and communication (management group)
- Stakeholder engagement and social acceptance
- Policy impact and recommendations
- Innovation, market uptake and replication
- Data management and sharing

Meanwhile, in terms of governance, cluster participants have agreed on a rotating leadership model for the cluster, kicked off in 2024:

- 1st Year: MARCLAIMED
- 2nd Year: RECREATE
- 3rd Year: AWARD
- 4th Year: RECREATE

3. Key Channels and Messaging

3.2 Key Project Channels

RECREATE project channels are mainly centred on social media accounts, a project website, and a newsletter. For each of these, Key Performance Indicators (KPIs) are outlined later in this document, in a dedicated section.

Key Outputs

Social Media (Twitter/X, LinkedIn)
Project website
Project newsletter

3.2.1 Social Media

A Twitter/X account has been established @RECREATE4WATER, which will be used to share materials and updates about project activities and results. The goal of the posts on Twitter/X will be to drive traffic to the RECREATE website (see below), share relevant events and updates to boost engagement with target audiences, and to increase impact for communication and dissemination activities.

At the same time, a LinkedIn page for RECREATE is active, and used for similar purposes to Twitter/X. LinkedIn, however, allows for longer posts and can therefore be used to share more details (e.g. longer “teaser” previews of news articles on the RECREATE website).

In addition, project partners are expected to amplify RECREATE posts and/or share news about RECREATE through their own organisational channels.

3.2.2 Project Website

A dedicated project website has been created at the domain <https://recreate4water.eu/> and will be used as the primary place to which communication and dissemination activities drive traffic. The website will act as a central point for project news and activities, updates on events, general descriptions of case studies and project goals, descriptions of collaboration/clustering activities, contact information, and information on project results.

The website content prioritises the description of the RECREATE project, with menu drop-down items for: **About, Collaboration, Case Studies, News & Events, and Get Involved**. Within these menus are sub-menu items D6.2 will outline in further detail the rationale behind the structure and hierarchy of content of the RECREATE website but below are initial website wireframe images for further background context.

As is true with social media, project partners are expected to amplify RECREATE website pages/news articles/events through their own organisational channels (e.g. website, newsletters, social media), including listing RECREATE as a project on their website, as appropriate.

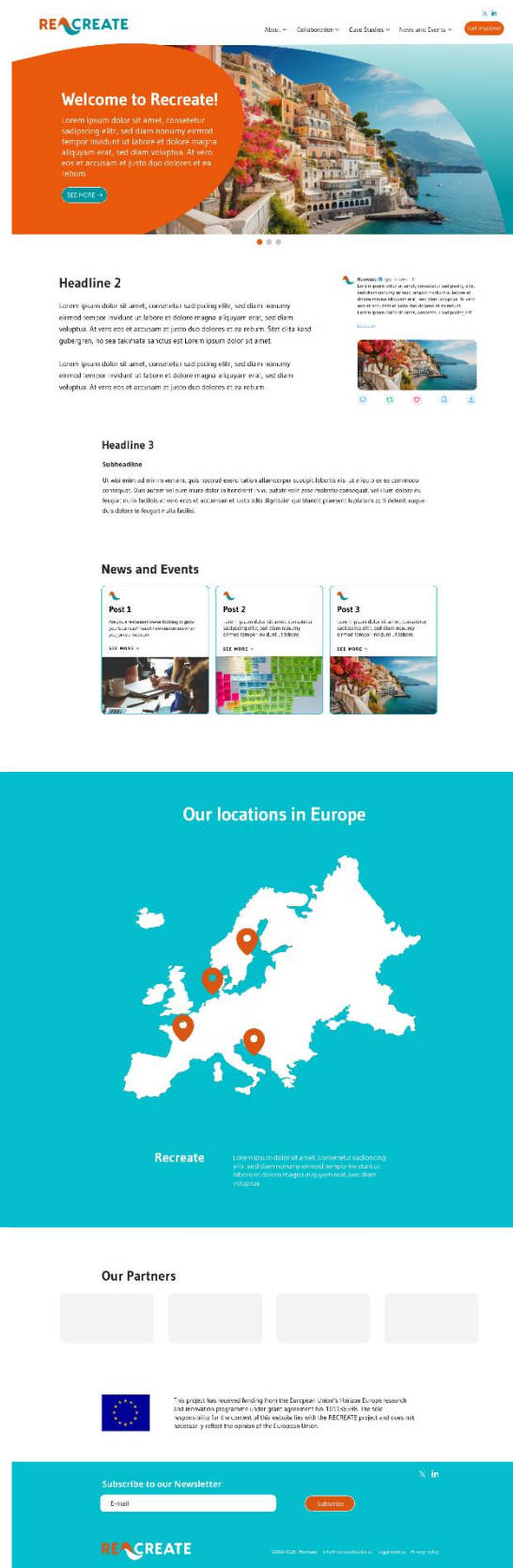


Figure 2 Initial RECREATE website mockup and structural basis for current website in use

3.2.3 Project Newsletter

A project newsletter will be created using Mailchimp and will be distributed 8 times throughout the project lifetime (see Key Performance Indicators section below). The newsletter will feature key updates from the RECREATE website, aiming to drive traffic to project news and events in particular, and eventually to project results (particularly Key Exploitable Results). Newsletter registrations will be easily accessible through the project website and promoted on social media.

3.3 Key Messaging

Diversity in the project's target audience requires adapting the content and tone of the communication, as well as the selection of key messages to be transmitted. Some key messages which can act as a reference point for project partners are as follows, with coinciding relevant target audiences assigned to each for further fine-tuning of message delivery.

Table 4 Messaging for RECREATE and relevant target audiences

MESSAGING POINTS	RELEVANT TARGET AUDIENCES
Water scarcity is an increasingly prominent hazard across Europe. An integrated, interdisciplinary approach to water resource management is needed for decision making, which looks at the regional and local contexts (regulation, cultural aspects, and socio-economic barriers), assesses the water scarcity situation considering present and future water availability and demand, identifies the most appropriate water resources and addresses the allocation of fit-for-purpose quality.	All
Conventional water resources make up the vast majority of water consumption across Europe, with alternative water resources (AWR) making up less than 1% (European Environment Agency, 2018).	All
Alternative water resources (AWR) can be a vital part of addressing water scarcity. However, some barriers exist to widespread uptake of AWR. These include: lack of awareness of AWR methods and benefits; gaps in data and tools to bring AWR into integrated management; low cost efficiency compared to conventional water resources; seasonal shifts in water demand and supply; perception of AWR; and governance.	All

RECREATE aims to improve the resilience of water supplies and protect the status of natural water resources by facilitating the assessment and inclusion of Alternative Water Resources (AWR) in water management planning for water scarce regions, and to increase awareness and acceptance of and trust in the fundamental role of AWR in climate change adaptation.	All
RECREATE project partners include research organizations, city networks, municipal/local partners, and academic institutions.	Policy makers; Water professionals,
The RECREATE Digital Decision Support Framework offers a data-rich platform for informed decision-making on the use of AWR in water management.	Policy makers; Water professionals
RECREATE will create an open-access repository of existing knowledge and data on technologies for AWR considering innovative and conventional alternatives, climate change mitigation and adaptation potential, environmental impact, economic costs, regulatory framework, and risk for human health.	Water professionals; Environmental Organisations; Professionals in the nexus of topics: water, resilience, climate change adaptation; Water sector stakeholders; Replicators
RECREATE works in four Case Studies across Europe, located in 3 of the most water-stressed biogeographical regions of Europe: North Holland (NL); Kalundborg (DK); Syros South Aegean (GR); and Costa Brava (ES). There, RECREATE will demonstrate AWR strategies like rainwater harvesting, seawater and brackish water desalination, water reclamation, and aquifer storage.	All Local Stakeholders in Case Studies: Policymakers (including local administrations, national level); Water professionals; Health authorities and practitioners; Environmental organisations; Farmer associations; Civil society; Media

4. Communications Products

4.2 Communications Content

RECREATE channels will be populated with various forms of content that cover and spread awareness of project activities and results. These will include general website content (e.g. news articles and events), media pitches and press releases, publications, and policy briefs. Together, these will reach all target audiences at different levels, detailing local-scale activities to broader policy implications, advances in understanding of AWR implementation to decision-support tools. This content will be the focus of the project website, project newsletter, and social media accounts detailed above.

Key Outputs

Editorial Calendar
Media List

4.2.1 General Website Content

The RECREATE website will host various content types, updated on a regular basis in accordance with project activities and milestones. These content types include: News articles, Event listings, and updates to more static pages, like those of the Case Studies or the Clustering activities. An **Editorial Calendar** will be created to guide and plan for content in accordance with key project milestones and events.

RECREATE news articles will primarily focus on:

- Activities taking place in Case Studies
- Upcoming events or participation in external events
- Project milestones or finalisation of results

This website content will be the basis for RECREATE social media posts, newsletters, and will be provided as a supplement accompanying all media outreach.

4.2.2 Media Outreach

Over the course of the project lifetime, key milestones will be marked with media outreach in the form of press releases and/or pitches to media outlets. As part of broader communication efforts, these press releases and pitches will be a key part of reaching both local audiences in the Case Studies, as well as international-scale audiences. To that end, a **Media List** will be created and curated over the project lifetime, with inputs from Case Study partners for better insight into their local media landscape.

4.2.3 Publications and Policy Briefs

As part of dissemination efforts, publications will be pursued by a wide range of project partners to share more widely the methodologies, tools, and approaches that comprise RECREATE, as well as its outcomes/activities at the Case Study level. At least 8 papers will be produced for scientific

publications, grey literature, or popular science magazines. Meanwhile, at least 6 Publications will be published in topical journals and on existing platforms (e.g., NetworkNature, UrbanByNature, Watereurope.eu). Authorship within the consortium will focus partners that are key to the development of tools, methodologies or new knowledge (e.g. WP1, 3, 4), and partners working most closely with (or in) Case Studies (WP2, 5).

A policy brief will be created to assist decision-making activities undertaken by target audiences at the local/Case Study level as well as the international level. The policy brief will support the implementation of AWR / PU under new regulations.

5. Visual Identity

5.1 Branding Identity and Style Guide

Below are the RECREATE visual identity assets (which are stored on the consortium SharePoint under WP6). Included are best practices for ensuring consistency and enhanced project brand awareness, as well as considerations for the acknowledgement of project funding sources. All partners are responsible for being aware of and putting into action these recommendations.

5.1.1 Logos and Branding

A dedicated logo, colour scheme, and font selection has been created for RECREATE to ensure visual consistency and improve awareness of project themes and results. These were created based not only on the project focus area of alternative water resources, but also on principles of accessibility and ease of use by consortium partners.

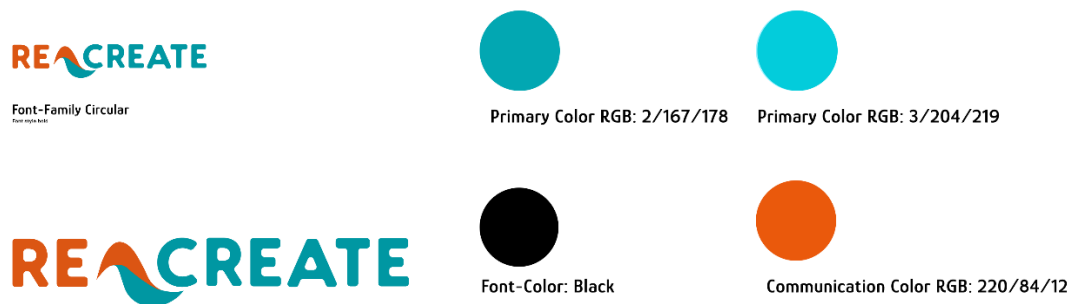


Figure 3 Logos and Branding colours for RECREATE

For ease of use and consistency, the font family Calibri is used in Word templates and Arial in PowerPoint templates, and the font and primary colours are as noted above and specified in type below.

- Primary teal colour
 - RGB code 2/167/178
 - HEX code #02A7B2
- Primary light blue colour
 - RGB code 3/204/219
 - HEX code #03CCDB
- Secondary communication colour orange
 - RGB code 220/84/12
 - HEX code #DC540C
- Font colour Black
 - RGB code 0/0/0
 - HEX code #000000

For reasons of accessibility and ease of communication, the following best practices are recommended for all consortium partners:

- Bear in mind accessibility considerations when selecting text colours (giving preference to higher-contrast combinations for ease of reading) and including photos (providing alternative text when possible).

- Not overlaying logos directly over a photo without a background (for visibility purposes).
- Always including funding acknowledgement statements as described below.

5.1.2 Design Items and Document Templates

A Word Template and PowerPoint Template have been created and stored for consortium use on the SharePoint. These were designed to suit the RECREATE project brand identity and ensure continuity across project outputs. For Word, a deliverable-ready template and a note-taking/minutes template have been made available on the project SharePoint, of which all consortium partners can make use. Further, a set of icons is being created for each of the Case Studies, which will be integrated into the project website, PowerPoint presentations, etc.



Figure 4 Word template for RECREATE deliverables



Figure 5 PowerPoint template

5.2 Funding Disclosure and Statement Guidance

In order to comply with European Commission-mandated funding disclosure norms, the following guidelines are recommended for all RECREATE partners (European Research Executive Agency):

- "Make sure to display the European flag (official EU emblem), do not use the European Commission logo. Add the funding statement next to the official EU emblem (in local languages, where appropriate)".
 - Downloads of the official EU emblem [can be found here](#).
- "The EU emblem should be accompanied by a funding statement mentioning the EU's support. The funding statement 'Funded by the European Union' or 'Co-funded by the European Union' (as appropriate) shall always be spelled out in full in the operational language of the EU programme and relevant local language(s) and be placed next to the emblem." (European Commission, 2022)
 - When in doubt, an online funding statement generator can be used [here](#).
 - Further tips about funding statement best practices can be found [here](#).
 - Existing templates, such as Word and PowerPoint, have already incorporated approved funding statements and can be left as-is.



**Co-funded by
the European Union**

6. Events

6.1 RECREATE-led Events

RECREATE will host various events, mostly centering stakeholder engagement and knowledge exchange with related initiatives and projects. These RECREATE-led events will include, as noted in the Key Performance Indicator section below:

- Ongoing stakeholder engagement and co-creation activities (4 in-person and virtual workshops, etc.) (WP2)
- Participation in CoP (1 per year) and its assemblies and 4 WGs (WP2)
- Participation in Serious games (WP4)
- Capacity building and Training actions within RECREATE (WP2) – 4 virtual webinars
- Co-creation workshops on replication (Task 6.5)
- Final Event

6.2 Visibility at External Events

RECREATE will also ensure wider visibility by communicating its activities and disseminating its results at relevant events and conferences. Initial ideas for such events include high-level conferences, such as EURESFO and the European Conference on Sustainable Cities and Towns. These will form the starting point for what will be an ongoing, dynamic **Events Calendar** document, housed on the SharePoint for all partners to access. Consortium partners will be encouraged to represent RECREATE during additional events beyond these initial ideas, using project communication materials to demonstrate results and/or share updates about project activities and Case Study-level outcomes. As noted in the Key Performance Indicators, anticipated participation in external events is to include: *Two RECREATE sessions at events (e.g. EURESFO); and Contributions to 10 topical events.*

7. Key Performance Indicators

In the following table, Key Performance Indicators (KPIs) are outlined for Communications (in green) and Dissemination (in orange). KPIs noted in italic font are specified as stated in the Grant Agreement. These Key Performance Indicators will be monitored with a tracking form to be distributed regularly to all project partners by adelphi, as well as an internal-facing Progress Monitoring sheet created by project coordinators. To that end, reporting-ready data will be captured on a continuous basis from across the consortium.

Table 5 Key Performance Indicators for RECREATE

KEY PERFORMANCE INDICATOR	BENCHMARK FOR M24	BENCHMARK FOR M48
Visual Identity	<i>Visual identity (toolbox) created and applied (M6)</i>	<i>n/a</i>
Social media	<i>350 followers total</i> <i>3000 impressions monthly</i>	<i>600+ followers total</i> • 500 followers Twitter/X • 400 followers LinkedIn <i>6000 impressions monthly</i>
Website	<i>Operational website (M6)</i> <i>Regular updates to the website</i>	<i>15000 visits</i> <i>250 downloads of the public materials</i>
Video	<i>Video with subtitles in the languages of the CS</i>	<i>12 presentations of the video at events (Corresponds to app. 1200 views)</i>

Newsletter (Goal distribution: 2x/year)	<i>Newsletter created in web and PDF formats</i>	<i>8 editions in total, reaching 150+ recipients</i>
Design Materials	<i>Leaflet available in CS languages (M7)</i>	
Media Outreach		<i>4 press releases</i>
Clustering	Common platform for exchange among projects is established (Milestone M9) (AlternativeWaterResources4Climate) <i>Participation in Horizon Results Booster</i>	Participation in cluster Task Force <i>Publication of results in Horizon Results Platform</i>
Resources		<i>Policy Brief outlining solutions (T6.4)</i>
Publications		<i>8+ papers in scientific publications, grey literature, popular science magazines</i> <i>6 Publications in topical journals and on existing platforms (e.g., NetworkNature, UrbanByNature, Watereurope.eu)</i>
RECREATE-led Events		<i>Ongoing stakeholder engagement and co-creation activities (4 in-person and virtual workshops, etc.) (WP2)</i> <i>Participation in CoP (1 per year) and its</i>

		<i>assemblies and 4 WGs (WP2)</i> <i>Participation in Serious games – 1 per Case Study (WP4)</i> <i>Capacity building and Training actions within RECREATE (WP2) – 4 virtual webinars</i>
External Events (General)	n/a	<i>Two RECREATE sessions at events (e.g. EURESFO)</i> <i>Research conference participation (6-8)</i> <i>Contributions to 10 topical events (e.g. 1-2 per partner per year)</i>
Events (As Cluster)	Cluster launch event	Participation in a clustering event organized by one of the three projects, among AWARD and MARCLAIMED and RECREATE itself (Milestone for M42)
Replication		Pre-feasibility study Roadmap for implementing the locally adapted AWR and PU solutions Co-creation workshop Sharing of tools: Horizon Results Platform, integration of RECREATE_WT into JRC Tools, existing

		knowledge exchange platform (e.g., mp.watereurope.eu)
--	--	---

8. Key Exploitable Results

An initial list of Key Exploitable Results (KERs) has been elaborated in the Grant Agreement and follows in the below table. Key activities will be outlined in further iterations of this strategy (D6.3 and D6.4) in order to put into action ideas that will improve the rate of uptake and use of RECREATE's results. This section provides the foundation for further discussion of such exploitation activities.

Table 6 Key Exploitable Results of RECREATE

KEY EXPLOITABLE RESULT	VALUE PROPOSITION FOR TARGET GROUPS	END USERS / STAKEHOLDERS	EXPLOITATION ROUTE	POTENTIAL TIME FOR EXPLOITATION AFTER PROJECT COMPLETION
Policy brief (EO2)	Guidance for making decisions / implementing AWR / PU under new regulations	Decision makers (municipalities / authorities)	Guidelines for application of new regulations	Can be used directly after policy brief publication
Replication opportunities (EO4)	Market potential for solution providers / climate change adaptation measure for impacted region	Solution provider / population of target region	Follow up research / Feasibility studies / Design studies / transfer agreement	Can be exploited directly after submission of D6.2 and 6.3
Digital decision support framework	Overview tool of water availability, water quality	Public-private water management organisations, society,	Consultancy Services/ Licensing	Can be used immediately, although probably in a beta version

RECREATE_WT (EO1, EO2)	and feasible alternatives	scientific community		until it reaches market maturity
Low energy desalination schemes (EO1)	Efficient alternatives to obtain water in the face of an uncertain medium-term climate scenario	Scientific, community, Public-private water management organisations	New improved product, spin -off	Will require maturation in more CS to add variability to the sample.
Soft sensors for water quality monitoring (EO1)	Measure of complex parameters with basic sensors and algorithms	Scientific, community, Public-private water management organisations	Product to be implemented in current installations	Will require maturation in more demonstration to demonstrate the robustness of the solution
Risk assessment framework for water reuse (EO2, EO3)	Comprehensive methodology for risk assessment of AWR	Decision makers (municipalities / authorities)	Guidelines for use / consultancy services	Can be used directly
Open repository of AWR use (EO2, EO3)	Data set on comprehensive evaluation of AWR use	Decision makers (municipalities / authorities)	Open access/ Consultancy Services /	Can be used directly
Tool for estimation of availability of water resources under climate change scenarios (EO1)	Module for water availability estimation considering climate change impacts	Scientific, community, Public-private water management organisations	Open access / Follow up research /	Can be used immediately, although probably in a beta version until it reaches market maturity.

9. Conclusions

RECREATE project partners can ensure maximisation of impact through meaningful and sustained dissemination, communication, and exploitation activities. This strategy is a guiding reference point for project partners to use as they: interact with or produce content for any of the RECREATE project channels; refer to or present RECREATE activities or results; share their involvement in the project; or otherwise promote or share RECREATE-related information. RECREATE project partners are encouraged to revisit this document, and/or its future updated editions (D6.3, D6.4) in order to get a baseline idea of RECREATE channels, target audiences, communications products, visual identity, events participation, Key Performance Indicators, or Key Exploitable Results.

10. References

European Commission, European Research Executive Agency, (2023). *Communication, dissemination & exploitation what is the difference and why they all matter*, Publications Office of the European Union. <https://data.europa.eu/doi/10.2848/289075>

European Commission, (2022). *Communicating and Raising Visibility*. https://commission.europa.eu/document/download/91327909-4660-4a5e-80fb-440adba189a5_en?filename=communicating_and_raising_eu_visibility_-_guidance_for_external_actions_-_july_2022.pdf

European Environment Agency (2018). *Water reuse in Europe: relevant guidelines, needs and challenges*.

European Research Executive Agency. Communicating about your EU-funded project. https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en#acknowledge-eu-funding

In case of any questions, please contact:

Katherine Peinhardt

Katherine.peinhardt@iclei.org

Communication & Dissemination Manager



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101136598. This document reflects only the views of RECREATE consortium, neither the European Commission nor any associated parties are responsible for any use that may be made of the information it contains.