



MARCLAIMED

TITLE: Communication and Dissemination toolkit v1

Deliverable 6.1: Communication and Dissemination toolkit v1

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ABSTRACT	The deliverable 6.1, titled ‘Communication and Dissemination Toolkit v1’ includes the Communication and Dissemination plan of the MARCLAIMED project, also featuring its communication toolkit developed, namely, the website, social media and promotional materials.		

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EXECUTIVE SUMMARY

MARCLAIMED is an EU-funded project aimed at integrating the solutions Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR) to mitigate water stress and proactively manage droughts. This integration is essential for the sustainable use of both surface and groundwater resources.

With a consortium of 11 partners and two associated entities, the project will also promote economic sustainability and social acceptance, engaging policymakers and stakeholders.

The deliverable D6.1 'Communication and Dissemination Toolkit v1' has been developed as part of MARCLAIMED's Work Package 6, which is focused on the project's outreach. This includes raising awareness, engaging stakeholders, communicating project activities, and disseminating results.

This document presents the communication and dissemination plan of the project, serving as milestone 1 of the project. It also includes the visual identity, as well as its promotional materials, namely the website, social media and printed materials available.

The following chapters of this report provide a detailed presentation of the communication and dissemination plan, covering critical aspects such as objectives, goals, key target audiences, and messages. It also details the communication tools and actions that will support the project's efforts, along with a matrix matching these tools to the intended target audiences.

Additionally, the document addresses the gender mainstreaming aspects of the project and features a communications timeline and a content production timeline. It outlines the responsibilities and contributions expected from MARCLAIMED partners, providing also practical guidelines for partners to successfully promote the project. The report finishes with a chapter dedicated to the monitoring and assessment of communication activities, featuring the KPIs and targets set for the project.

Serving as a living document, this report will be updated throughout the project's duration, with two additional versions expected to be submitted at M18 and M36 as deliverables D6.5, and D6.2 respectively.

1.0 FRAMEWORK OF ACTIONS

1.1 Introduction

The primary objective of MARCLAIMED is to integrate Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR) into River Basin and Drought Management Plans, enhancing the adaptation and resilience of structural supply systems amidst climate change. This integration is essential for the sustainable use of both surface and groundwater resources.

To ensure reliability, acceptance, and trust in MAR with AWR, the Communication and Dissemination Plan (CDP) will be key to achieving the project's objectives. Developed at the beginning of the project, it includes the communication and dissemination channels and tools to be produced, the target audiences to be reached, the key messages to be conveyed, and the timing and location of the planned activities.

With the support of all the partners, the identified communication and dissemination activities will reach the targeted groups of the project. The CDP will be divided as follows:

- Chapter 1: The rationale behind our communication: Goals, objectives, and target audiences.
- Chapter 2: Tools and channels to achieve the MARCLAIMED communication objectives.
- Chapter 3: Alignment of communication tools with each target audience.
- Chapter 4: Gender mainstreaming across the project.
- Chapter 5: Contribution of MARCLAIMED partners' expertise and roles to the strategy's implementation.
- Chapter 6: Communications tasks timeline.
- Chapter 7: Content generation process and indicative timeline.
- Chapter 8: Partner contributions to communication and dissemination activities.
- Chapter 9: Monitoring and evaluation of MARCLAIMED outreach.

1.2 MARCLAIMED Framework of actions

Water scarcity, both in terms of quantity and quality, is a critical 21st-century problem, affecting 20% of European territory and 30% of its population. Decreasing water availability and rising demand can harm surface and groundwater bodies, impacting ecosystems and causing aquifer overexploitation and salinization.

Factors include climate change, tourism, agriculture, and population density. Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR) like reclaimed water, treated wastewater, and agricultural drainage water can mitigate water stress, ensuring sustainability and resilience. However, challenges remain in regulatory frameworks, social acceptance, and economic feasibility.

The mission of MARCLAIMED is to integrate MAR with AWR into River Basin and Drought Management Plans, supporting the adaptation and resilience of structural supply systems in the context of climate change. To achieve this, MARCLAIMED is based on three main pillars:

1. **Operational Efficiency:** Achieving high-level performance through three AI-based tools to monitor and control AWR quality, forecast water resources availability, and provide health, environmental, and performance risk indicators.
2. **Economic Sustainability:** Providing a water scarcity indicator through a municipal scale water footprint tool to facilitate water governance decisions, assessing the water security economic value of MAR with AWR via an insurance calculator tool, and implementing a cost recovery-based system.
3. **Social Acceptance:** Promoting societal engagement by strengthening the involvement of national and EU policymakers through societal actions in collaboration with a Community of Practice (CoP) and defining EU MAR-lines to promote policy recommendations and enhance the regulatory framework.

1.3 Communication goals

- Establish and sustain a robust digital presence to effectively disseminate the project's information.
- Increase the visibility of the project and foster collaboration with projects funded under the same call and other existing climate-related projects.
- Ensure the reliability and effectiveness of AWRSS solutions provided by MARCLAIMED.

1.4 Communication objectives

- ✓ Develop a strategic communication and dissemination plan alongside the MARCLAIMED brand.
- ✓ Raise awareness of MARCLAIMED's objectives and achievements using both digital and printed media.
- ✓ Engage and sustain a robust stakeholder network through a series of events.

1.5 Stakeholders and target audiences

Defining the target audiences for MARCLAIMED is essential for effective communication and efficient resource utilization.

By pinpointing specific groups, MARCLAIMED can craft tailored messages and choose the most appropriate dissemination channels for each audience, thereby increasing relevance and impact.

The project has identified eight target groups to which it will direct customized communication and dissemination efforts. The details of these target groups are provided in the table below.

Table 1.0 MARCLAIMED Target Groups

TC	Target Group
TG1 ARC	- Academia and research community - Social/ technologies experts - Climate/Global Change model prediction experts - Risk management experts, Health Experts - Hydrogeology experts - Socio-economic experts
TG2 IND	Industrials (SMEs and large companies) IT manufacturers Data users/modeling experts
TG3 WUT	- Water Utilities - Drinking water/wastewater suppliers
TG4 PRO J	National, European and International Projects related to MARCLAIMED
TG5 CIV	Citizens/Civil society/student community
TG6 GOV	- Water authority - Water regulators - River basin authorities - Governments (local, regional, national & EU-level governments) - International organisations climate/global change - Policy makers
TG7 NGO	Foundations/NGO/environmental organisations
TG8 AGR	- Agricultural associations - Irrigation communities - Golf clubs

1.6 Key messages for the target audiences

To effectively communicate the MARCLAIMED's developments and benefits, it is essential to communicate clear and compelling messages through our communication and dissemination channels. These messages will help ensure that the project's impact is understood and appreciated by a wide range of stakeholders.

Below is a list of indicative key messages that can be used across different platforms to engage with the eight stakeholder groups identified:

Table 2.0 MARCLAIMED tailored Key messages for TGs

Academia & research community (TG1)	• Join the MARCLAIMED project to explore advanced solutions combining Managed Aquifer Recharge (MAR) and Alternative Water Resources (AWR) to tackle water scarcity. • MARCLAIMED's results can benefit the whole academic community. Engage with us and play your part in the interdisciplinary research we are doing. • Follow us to and discover our latest publications, conferences, and workshops featuring new findings from the MARCLAIMED project.
Industrials (SMEs and Large Companies), IT Manufacturers, Data Users/Modeling Experts (TG2)	• Interested in enhanced water quality monitoring and forecasting? With the MARCLAIMED project, you can get the latest insights on how to implement these in your business. • Through the MARCLAIMED project, you can discover new market opportunities with economic advantages for your company. • Collaborate with us to explore our innovative water management solutions.

Water Utilities, Drinking Water/Wastewater Suppliers (TG3)	• It's time to improve your operations with advanced water monitoring and forecasting tools, and the MARCLAIMED project is here to show you how. • It's never too late to implement sustainable water management practices. Discover how MARCLAIMED solutions can make a difference. • Stay informed and learn how to integrate MARCLAIMED solutions into your water systems.
National, European, and International Projects (TG4)	• Working together is key to make a collective impact. MARCLAIMED project wants to hear from your experiences, results and lessons learnt. • We need a holistic water management approach. Let's work together and apply an integrated strategy based on our research findings.
Citizens/Civil Society/Student Community (TG5)	• It's not too complex. It's not only for a few. Learn about sustainable water management practices and discover how you can benefit from reliable and affordable water resources. • MARCLAIMED project needs your input! Get involved in local project activities and share with us your ideas.
Water regulators/governments/policy makers (TG6)	• Use our tools to integrate MAR and AWR in your management plans. • Our guidelines and solutions are here to strengthen water management regulations. • Work with us and explore how policy goals can be reached through our project's research findings.
Foundations/NGO/Environmental Organizations (TG7)	• Support environmentally sustainable water management with MARCLAIMED project. • Collaborate with us to advocate for better water policies and practices.

Agricultural Associations, Irrigation Communities (TG8)

- Optimize your water use with our MARCLAIMED solutions.
- MARCLAIMED project shows you the way to adapt to climate change with reliable water resources.

2.0 COMMUNICATION TOOLS

To ensure the effectiveness of the MARCLAIMED communication and dissemination plan, a diverse set of tools and channels will be utilised across three key dissemination activities throughout the project: Online Communication, Printed Communication, and Physical Interactive Dissemination.

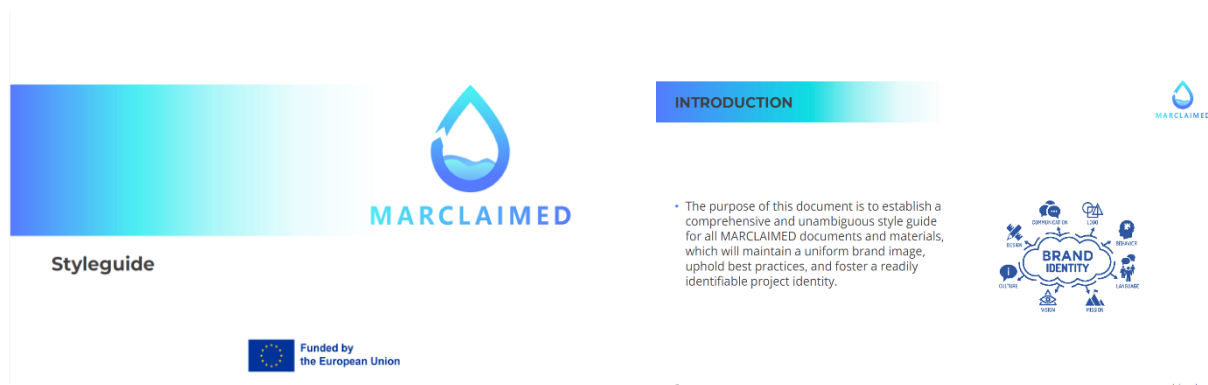
2.1 Online communication

Project identity: To ensure a coordinated visual identity and a consistent look and feel across all channels, the MARCLAIMED project communications team developed a detailed style guide. This guide defines the proper usage of the selected project's logo, the project's colour palette, and typography, featuring specific guidelines for each case. Additionally, Word and PowerPoint templates were created for all partners to use, when disseminating the project to external and internal audiences. These materials, developed by month one of the project, have been accessible to all partners since then. The figures below show a series of screenshots from the available materials.

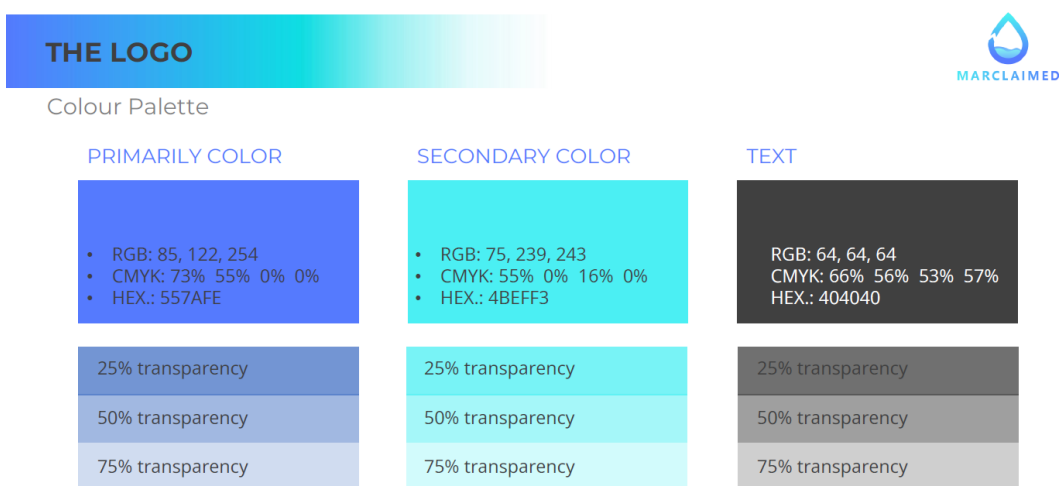
The official project's logo



Visual identity manual



Colour palette



Visual identity – Typography

TYPOGRAPHY

MONTSERRAT – Download [here](#)

Aa

TITLE – ALWAYS IN CAPITAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OPEN SANS – Download [here](#)

Aa

Subtitle and body
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

THIS IS A TITLE

This is a Subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



7

www.marclaimed.eu

Deliverable templates



MARCLAIMED

TITLE:
Deliverable X.X:
WP:

Author:
Date:



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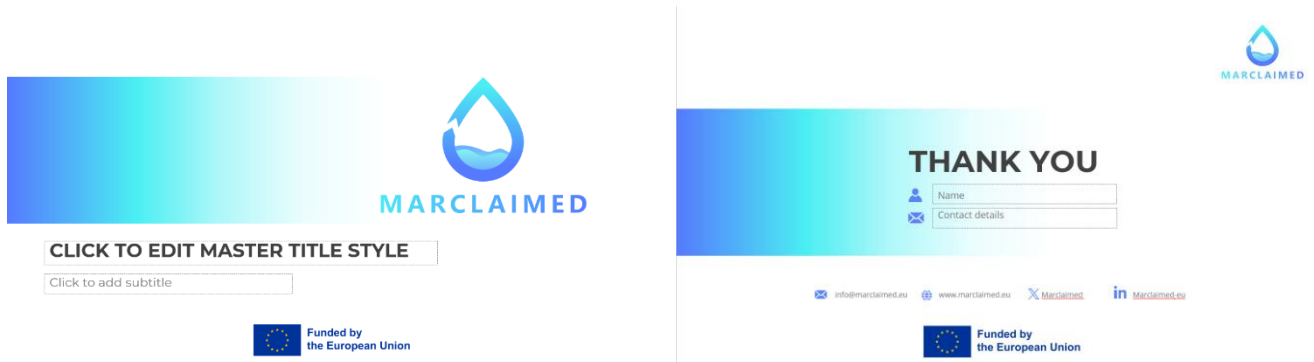
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MARCLAIMED will support decision makers to integrate Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR) in River Basin and Drought Management Plans supporting the adaptation and resilience of structural supply systems in the context of climate change. The main outcome will be the MARCLAIMED Integrated Decision Support Tool (IDST) that will provide solutions to tackle existing and emerging threats and support decision making and adaptation policies.



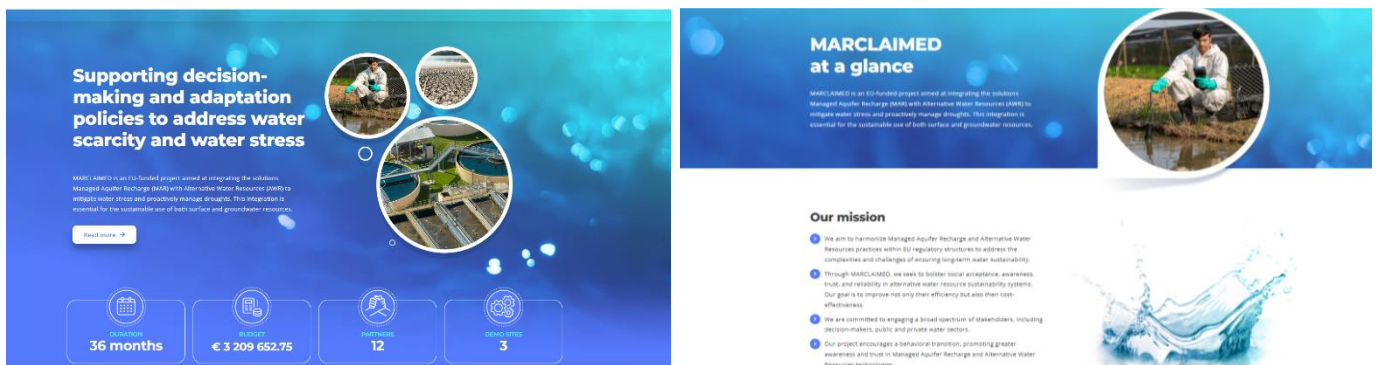
PowerPoint templates



Website: The project's website serves as the main platform to provide comprehensive information about the project, including links to project partners' websites. The website is the main hub for visitors to:

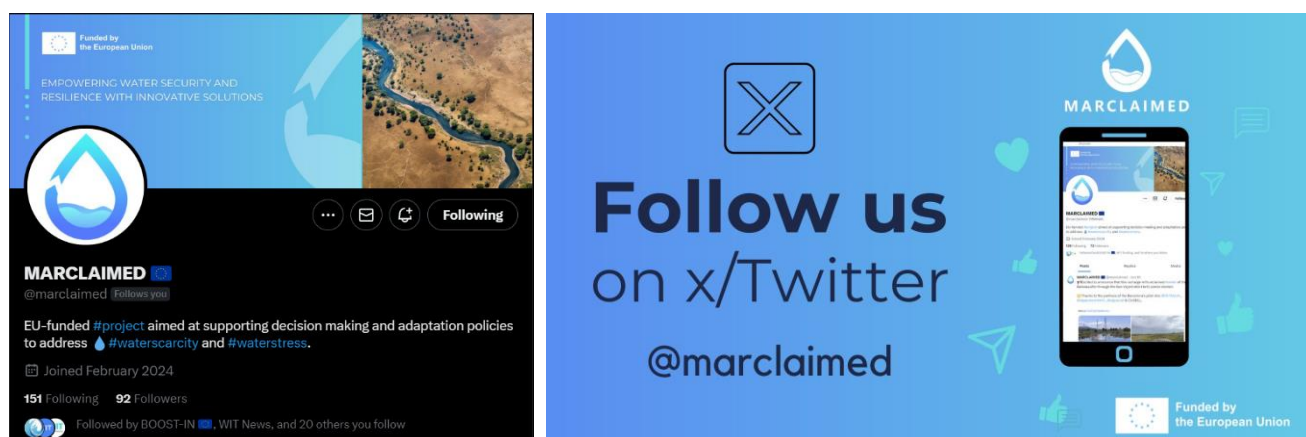
- Get informed about project developments, events, and news.
- Find key deliverables, outcomes, and communication materials.
- Get directed to the project's social media accounts (X/Twitter, LinkedIn) and the project's newsletter sign-up form.

The website is designed to be simple, clear, and aligned with the MARCLAIMED visual identity, ensuring easy recognition. The website's content will remain accessible and be updated for at least five years after the project's conclusion. Below are two screenshots from the website's homepage and the project's 'At a glance' page.

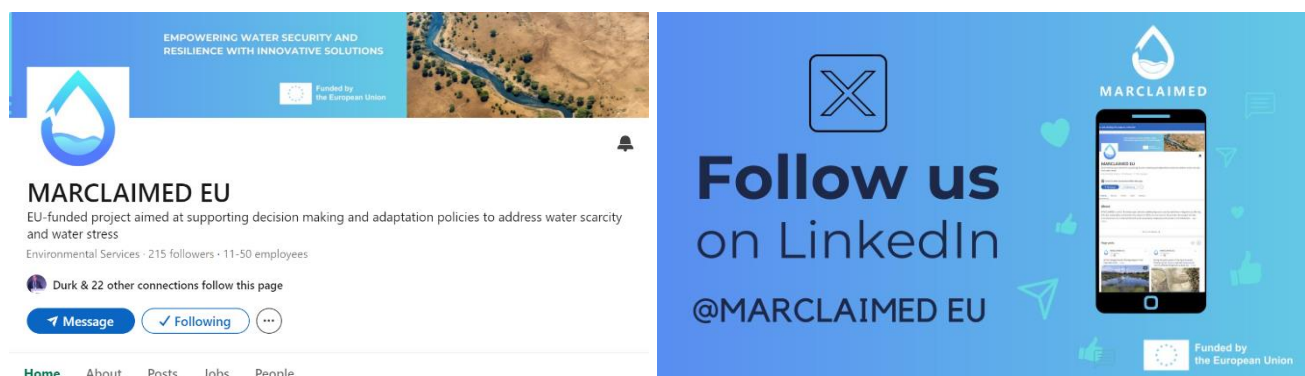


Social networks: To effectively engage with the target audiences, [X \(formerly Twitter\)](#) and [LinkedIn](#) accounts have been established to highlight the project's activities and outcomes and to connect with other projects and initiatives. So far, both social media accounts of the project have 307 followers. Additionally, partners will leverage their own social media accounts to share the project's posts, thereby enhancing outreach efforts.

MARCLAIMED X/Twitter account



MARCLAIMED LinkedIn account



Project video: A brief, engaging promotional video will be created to summarise the challenge addressed by the project, along with the potential solutions and the anticipated impacts and outcomes.

Newsletters: MARCLAIMED will issue annual newsletters in English to share information on its activities and results, and will inform subscribers about any planned actions and upcoming events.

Press releases: Since the beginning of the project, one press release was prepared to announce the kick-off meeting of the project in a formal and efficient way. Throughout the duration of the project, press releases will be used to disseminate important milestones, achievements, and updates to a broad audience.

1st MARCLAIMED press-release



www.marclaimed.eu

PRESS RELEASE: Moving towards water resilience in Europe with MARCLAIMED

Barcelona, 5 March 2024. Barcelona, 5 March 2024. The European project MARCLAIMED officially started its activities with the kick-off meeting, taking place in Barcelona on 20-21 February. The newly-funded project steps in to address the challenges of integrating Managed Aquifer Recharge with alternative water resources into hydrological and drought plans, as a structural measure to mitigate water scarcity in Europe.

This marks the beginning of the project's activities, bringing together a consortium of 12 partners and one associated entity dedicated to finding innovative solutions to urgent water scarcity problems. During the meeting, the partners presented work packages, and exchanged ideas on how to effectively collaborate and coordinate the innovative solutions within the project over the next three years. The MARCLAIMED project, led by Cetaqua, responds to the urgent need to support public authorities in integrating alternative water resources, such as recycled water, at a catchment scale and to ensure the viability and economic sustainability of the infrastructure associated with their use. It also aims to improve public perception, acceptance and confidence in the use of such water resources.

Innovation and cooperation to tackle drought in Europe

Europe is facing the most severe drought of the century. In this context, MARCLAIMED aims to mitigate water challenges by demonstrating digital and innovative tools in three demonstration sites in Spain, Portugal and the Netherlands. These tools will improve the operational efficiency, economic sustainability and social perception of managed aquifer recharge with alternative water resources.

The main outcome of the project, the Integrated Decision Support Tool (IDST) of MARCLAIMED, will provide solutions to address existing and emerging threats and support decision making and adaptation policies to climate change.

In addition, MARCLAIMED will focus on social acceptance, involving European Union policy makers through a Community of Practices, and define guidelines and recommendations within the European regulatory framework for managed aquifer recharge with alternative water resources implementation.

Sara Espinosa, Head of the Advanced Aquifer Management Programme in the Planning and Resource Management Area at Cetaqua, shared her enthusiasm for the launch of a project "that could be the driving force behind a paradigm shift in water management strategies. MARCLAIMED has key partners to address critical factors that hinder social acceptance and confidence in the application of managed aquifer recharge techniques with alternative water resources. We are proud to share this adventure with them and to contribute to the definition of new strategies to address the impacts of climate change.



06.03.2024 Share: [Twitter](#) [LinkedIn](#) [Facebook](#)

Moving towards water resilience in Europe with MARCLAIMED

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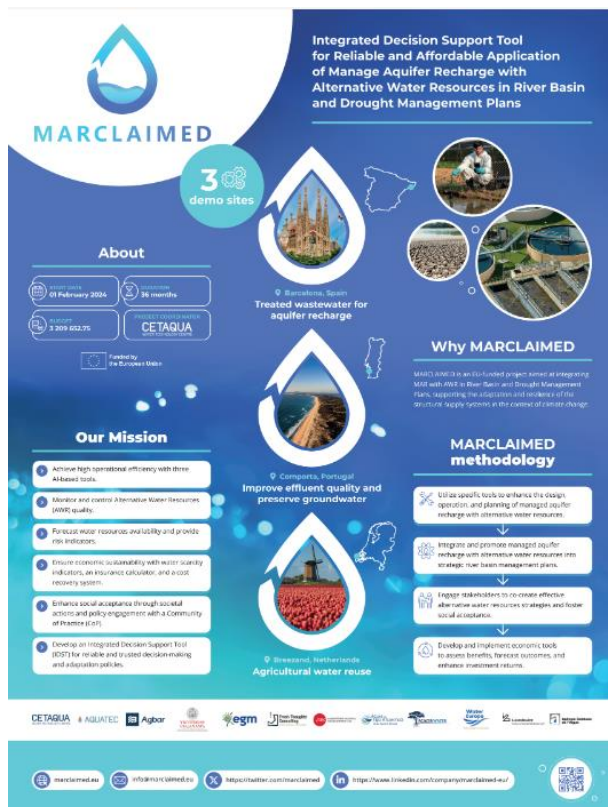
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Policy briefs: The project will produce policy briefs to be distributed during events, workshops and through the project's social media. These materials are intended to reach a broader audience to increase social acceptance and trust in the project's solutions.

2.2 Non-electronic communication

Poster, roll-up, and flyers: A comprehensive media kit has been created, featuring press materials and a variety of creative assets, including posters, roll-up banners and flyers. These materials mainly share MARCLAIMED key facts and outputs and they will be distributed during events and workshops. All the promotional materials are featured at the end of the document as Annex 2.

MARCLAIMED poster



MARCLAIMED roll-up banner



MARCLAIMED flyer



Brochures: Technological-oriented brochures will be developed to concisely and visually communicate tangible results and experiences from the demo sites. Easily distributed at events, meetings, and online, the brochures will enhance visibility and potentially engage stakeholders.

Scientific publications: Partners will produce scientific works to be published on high-level peer-reviewed international open science journals. A potential list of tailored journals is provided in Table 3 below.

Table 3.0 List of potential journals

Journal	Topics addressed	Partners
Water Science of Total Environment (website)	MAR with AWR	CETBCN, LNEC, AW, CETAND, USAL
Journal of Hydrology (website)	MAR with AWR and policy	CETBCN, LNEC, AW, CETAND, USAL, FT
Acque Sotteranee (website)	Groundwater; MAR.	LNEC
Hydrology and Earth System Sciences Journal (HESS) (website)	Groundwater; MAR	AW
Water Resources and Economics (website)	New model of tariff designs for AWR; the economics of	CETBCN, AIGUES, AW, USAL, FT, EGM, CETAND

	hydrological risks and uncertainties	
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2.3 *Physical communication*

Participation in conferences: Partners are expected to take part in at least 20 conferences to raise awareness and increase the visibility of MARCLAIMED and create a link with emerging European, regional, and national initiatives. In addition, partners will be also involved in organising special sessions and participating in events sponsored by the European Commission. Some of the pre-identified events include:

1. ISMAR
2. IAH Worldwide Groundwater Congress
3. 14th Specialized Conference on the Design, Operation and Economics of Large Wastewater Treatment Plants
4. Water Loss Conference
5. International Conference on Water Economics, Statistics and Finance
6. IWRA World Water Congress
7. EU Climate Change Adaptation Conference
8. IAHS
9. EGU
10. AGU Fall Meetings
11. FIWARE Summit
12. UN Water Conference
13. SWIM

Organisation of workshops: MARCLAIMED will organise a series of workshops (half face-to-face, half online) bringing together stakeholders and identifying various consumer profiles based on their perceptions of water supply and their role in the hydrological cycle.

Clustering with other projects: The project will establish synergies with PRIMA, H2020 and HEU projects, particularly those funded under the same call, such as AWARD and RECREATE. This cluster will facilitate the exchange of knowledge, intelligence, and experiences, to disseminate and exploit project outcomes for diverse or combined purposes.

3.0 COMMUNICATION TOOLS AND STAKEHOLDERS MATRIX

MARCLAIMED will implement robust and comprehensive communication actions aligned with the Communication and Dissemination plan. Initially, the communication will focus on the project's goals and objectives, progressing to highlight the positive outcomes and benefits achieved.

The target audiences and expected impact of each communication measure are detailed in Table 4.0. The MARCLAIMED consortium includes all key stakeholders, ensuring that the communication efforts leverage their established networks and influence across academic, technical, and policy sectors to maximise the dissemination and future application of the project results.

Table 4.0 Communication and Target Groups Matrix

Dissemination tools	Target Groups							
	TG1 ARC	TG2 IND	TG3 WUT	TG4 PROJ	TG5 CIV	TG6 GOV	TG7 NGO	TG8 AGR
Project website	X	X	X	X	X	X	X	X
Social networks	X	X		X				
Videos	X	X	X	X	X	X	X	X
Newsletters	X	X	X	X	X	X	X	X
Press releases	X	X		X				
Poster, roll-up & flyers	X	X		X				
Brochures	X	X	X	X	X	X	X	X
Policy brief			X		X	X		
Scientific publications	X							
Participation to conferences	X							
Community of practice	X	X	X	X	X	X	X	X
Clustering with projects	X	X	X	X	X	X	X	X

4.0 GENDER MAINSTREAMING WITHIN MARCLAIMED PROJECT

Gender mainstreaming is an important part of the MARCLAIMED project. It involves incorporating the gender perspective throughout the entire process of developing, designing, executing, monitoring, and assessing the project's activities.

Given the impact of water scarcity on women's and men's livelihoods may differ due to their different roles, unequal access to resources and unequal decision-making power, gender inequalities in the water sector are high and persist at all levels. Thus, the need to strengthen gender equality arises along the entire water cycle. In this sense, the consortium of MARCLAIMED is committed to the promotion of gender equality both in research and innovation but also in the water sector.

As such, the technological and non-technological solutions, activities, and methodologies developed in MARCLAIMED are gender independent, meaning that potential users could have different characteristics (e.g., gender, sex, age, ethnicity, profession, income) but no different attitudes towards MARCLAIMED results are expected.

Regarding social activities, sex and age balance will be considered for the creation of CoPs and co-design activities, as well as for the social indicators related to social response and acceptance of MAR with AWR through the proposed results, considering the higher concern of women about climate change and these effects. Given the need to bridge the digital gender divide, women and men will participate in similar percentages during the co-creation processes.

○ 4.1 *Integration of gender issues in MARCLAIMED Communications*

Gender issues need to be integrated in a cross-cutting manner into the project. To this end, MARCLAIMED communications and dissemination will be in line with SDS5, which focuses on achieving gender equality, employing the following methods:

- The MARCLAIMED project will make use of inclusive, gender-sensitive, and gender-neutral iconography, imagery and language.
- The project will consider sex-disaggregated data and gender indicators in baseline assessment and KPIs measured.
- It will involve interdisciplinary teams of all partners to address multiple sex and gender dimensions and ensure active representation and participation of both male and female voices (and LGBTQI, where applicable) to optimise the relevance, ownership, effectiveness, and benefits of the interventions for all members of society in the project.

- It will promote a full and unbiased participation, diversity, inclusion, and equity in all aspects of the project, through a balanced representation of men and women in management, research, dialogue, piloting, capacity-building, dissemination, policy development, outreach activities, as well as in WP/Task leadership.

5.0 DIVISION OF RESPONSIBILITIES

The effectiveness of the Communication and Dissemination Plan (CDP) relies on the cooperative effort and involvement of all consortium members. Therefore, it is crucial that every partner actively engages to accomplish the objectives of the CDP. Below, we provide a detailed list of tasks and deliverables associated with Work Package 6 to guide these efforts.

Table 5.0 Division of responsibilities

Tasks and deliverables	CETBCN	AQUA	AIGUES	USAL	EGM	FT	LNEC	AgdA	AW	WE	CETAND	IMN	ACA
Project identity & materials													
Develop project website													
Contribute with content through the monitoring forms													
Set up and manage social media													
Provide content through monitoring forms													
Develop and release newsletters													
Provide contents for the newsletters													
Review the newsletter													
Develop press releases													

Disseminate press releases to their networks													
Video													
Disseminate the video to their networks													
Brochures													
Disseminate the brochures													

Tasks and deliverables	CETBCN	AQUA	AIGUES	USAL	EGM	FT	LNEC	AgdA	AW	WE	CETAND	IMN	ACA
D6.1 Communication & Dissemination pack													
Develop Communication & Dissemination pack v1													
Review the pack													
Follow the pack and its guidelines													

Tasks and deliverables	CETBCN	AQUA	AIGUES	USAL	EGM	FT	LNEC	AgdA	AW	WE	CETAND	IMN	ACA
6.5/6.2 Communication & Dissemination packs													
Develop the updated versions of the Communication & Dissemination pack													
Review the packs													
Contribute to the implementation of the activities of the communication													

and dissemination pack													
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Tasks and deliverables	CETBCN	AQUA	AI GUES	USAL	EGM	FT	LN EC	A g d A	A W	W E	CETAND	IMN	ACA
D6.3 Communication, Dissemination & Networking report													
Create monitoring forms													
Contribute to the monitoring forms													
Develop the final Communication and Dissemination report													

6.0 COMMUNICATION TASKS TIMELINE

The following table 6.0 provides an overview of the timeline that will be followed for executing the dissemination and communication activities throughout the project's entire duration.

Table 6.0 Communication timeline

Tasks and deliverables	Due date
Project identity and materials M6	M6
Project website	M6
Social media	M1
Newsletters	M12
Video M18	M18
Press releases	M1 & TBD
Policy briefs	TBD
Brochures	M6
D6.1 Communication & Dissemination pack v1	M1-M6

Develop the Communication and Dissemination pack, including the Communication and Dissemination plan & the toolkit	M1-M6
Review & submit the Communication and Dissemination toolkit	M6
D6.5 Communication & Dissemination pack V2	M18
Develop the 2nd version Dissemination and Communication pack	M15-M18
Review & submit the Dissemination and Communication pack	M18
D6.2 Communication & Dissemination pack v3	M36
Develop the 3rd version Dissemination and Communication pack	M33-36
Review & submit the Dissemination and Communication pack	M36
D6.3 Communication, Dissemination & Networking report	M36
Develop the Communication, Dissemination & Networking report	M33-36
Review the Communication, Dissemination & Networking report	M36

7.0 CONTENT PRODUCTION TIMELINE

To ensure that the MARCLAIMED project maintains a consistent and engaging presence across all communication channels, a detailed content generation process is vital. This process encompasses planning, creation, review, and dissemination of content tailored to the project's diverse target audiences. The communications tools of the project that will feature the content are various, including the website, social media, newsletters, press releases, etc. Taking into consideration the continuous need for updates, the WP6 leader has come up with a proposed plan following the developments of the project.

○ 7.1 Website

Within the first year of the project, the website will be updated monthly with contributions from partners. Partners will be contacted to provide content in the form of articles or interviews. These contributions will begin with the submission of Deliverable 6.1, so the first piece is expected to be featured on the website in September 2024. Partners will be approached in the order outlined in the grant agreement.

In parallel with partners' contributions, the WP6 leader has identified public deliverables from the project that will be featured on the website. The respective partners in charge of these deliverables will provide the necessary content that needs to be featured.

Table 7.0 Public Deliverables table

Work packages	Deliverables	Deadlines
WP1: Operational efficiency and economic sustainability in short, medium, and long-term perspective	D1.1 Predictive models	M15 (April 2025)
	D1.2 MAR with AWR impact at municipal scale	M15 (April 2025)
	D1.3 Economic and financial aspects	M15 (April 2025)
WP2 MARCLAIMED IDST: Integrated Decision Support Tool for MAR recommendations and early warning alert system	D2.1 Requirements and global architecture v1	M6 (July 2024)
	D2.2 Requirements and global architecture v2	M24 (January 2026)
	D2.4 Open interfaces	M12 (January 2025)
WP3 Co-creation of AWR strategies: social actions and EU regulatory framework	D3.1 Terms of reference for stakeholder engagement	M9 (October 2024)
	D3.2 Co-creation report v1	M12(January 2025)
	D3.3 Co-creation report v2	M24(January 2026)
	D3.4 Social response to MARCLAIMED results	M30 (July 2026)
	D3.5 Recommendations for the policy and regulatory framework	M36 (January 2027)
	D3.6 Policy Brief	M36 (January 2027)
WP4 CoPs-based implementation and validation at the demo sites	D4.1 MARCLAIMED in the three demo sites	M30 (July 2026)
	D4.2 Lessons learnt	M36 (January 2027)

	D4.3 Progress Report Demo Sites	M38
WP5 Business model, exploitation, replication, and transferability	D5.1 Market, business strategy and exploitation plan v1	M12(January 2025)
	D5.2 Market, business strategy and exploitation plan v2	M33 (October 2026)
	D5.3 IPR strategy	M30 (July 2026)
	D5.4 Replicability and transferability	M36 (January 2027)
WP6 Dissemination, Communication, and the AlternativeWaterResources4Climate Cluster	D6.1 Communication and dissemination pack v1	M6 (July 2024)
	D6.2 Communication and dissemination pack v3	M36 (January 2027)
	D6.3 Communication, dissemination, and networking	M36 (January 2027)
	D6.4 Set up and promotion for the AlternativeWaterResources4Climate	M36 (January 2027)
	D6.5 Communication and dissemination pack v2	M18 (July 2025)
WP7 Project Coordination and Management	D7.1 Data Management Plan v1	M6 (July 2024)
	D7.2 Data Management Plan v2	M24(January 2026)
	D7.3 Data Management Plan v3	M36 (January 2027)
	D7.4 Responsible Research Innovation	M36 (January 2027)
	D7.5 Research Ethics and Data Protection Monitoring Report v1	M18 (July 2025)
	D7.6 Research Ethics and Data Protection Monitoring Report v2	M36 (January 2027)

○ 7.2 Social media

The social media accounts of the project have been active since its launch, featuring various types of content related to the project. As we are currently in the first year, considered an awareness-oriented phase, our social media schedule aims to familiarize our followers with the project, its partners, and its developments.

The planned content areas for the upcoming period include:

- **What is the MARCLAIMED project?:** Share selected questions about the project to provide an initial overview of its objectives, aims, and actions, ensuring people understand the project's purpose.
- **Upcoming events/webinars:** Post reminders to invite people to join relevant events or webinars related to the project.
- **Partners' news (original & reshared content):** Monitor partners' accounts, filter the most relevant news, and re-post content aligned with the project.
- **External news mining:** Find news from other sources (online magazines, scientific journals) showcasing current and upcoming scientific research, experiments, examples, ideas, or new models related to climate change adaptation, water scarcity management, and water technology.
- **EU institutions news & AWR4C Cluster updates:** Share relevant news from EU institutions (Commission/Parliament/DGs) covering policy dossiers pertinent to the project and updates from the AlternativeWaterResources4Climate Cluster.

To maximise the impact MARCLAIMED social media efforts throughout the various phases of the project, we will implement **dedicated social media campaigns** tailored to the specific milestones of the project (website launch, videos, etc.).

This structured approach ensures that our social media content is timely, relevant, and engaging, effectively promoting the project through each critical phase. To amplify the reach and impact of our social media campaigns, all project partners are expected to actively reshare posts on their respective accounts. The following table shows a detailed overview of the social media strategic schedule.

Table 8.0 Indicative social media campaigns

Phase	Objective	Campaigns	Contents
Kick-off Phase	Raise initial awareness and interest	Round 1: Social media promotion	Invite to follow MARCLAIMED on LinkedIn and X
		Round 2: What is the MARCLAIMED project?	Introductory Q&A
Website launch	Drive traffic to the website	Round 1: "Did You Know?" banners	Showcase the project's main objectives, goals & methodology and add the link to the Demo sites pages

		Round 2: Highlighting the Demo Sites	Key facts from each demo site and add the link to its webpages
MARCLAIMED Video Release	Increase visualizations and engagement	Round 1: Video Clips + video link	Sharing short clips from the project video inviting followers to watch the full video
		Round 2: Interactive quiz + video link	LinkedIn & X polls to test our followers' knowledge about MARCLAIMED inviting followers to watch the full video

○ 7.3 Events/Conferences

Partners are expected to raise awareness and increase the visibility of MARCLAIMED by participating in various events, including conferences, workshops, and meetings. To support this effort, the communications leader has prepared a table listing all upcoming events that partners need to monitor and attend, either by giving presentations or promoting the project's materials. This table is included in the annex 1 and will be continuously updated and expanded based on new information received throughout the year. At the same time, a monitoring system has been put in place with dissemination tracker forms that partners will complete on a monthly basis in order to make sure that all activities are efficiently captured.

8.0 PARTNERS CONTRIBUTIONS FOR COMMUNICATION

The MARCLAIMED project actively utilizes two main social media platforms, [X \(formerly Twitter\)](#) and [LinkedIn](#), to ensure high visibility throughout its duration. Partners are encouraged to actively engage in dissemination and communication activities to enhance the shared content.

The LinkedIn page for the project will be updated with news and insights twice a week. On X/Twitter, we regularly retweet relevant content from internal and external communities, aiming for two to three retweets per week. Additionally, we will post two original tweets weekly, mirroring the latest updates shared on LinkedIn.

It's important to note that while not all social media updates need to appear on the project's website, any news posted on the website will be incorporated into our social media updates to ensure a cohesive communication strategy.

Table 9.0 Partners' social media accounts

Partners	X (formerly Twitter) handle	LinkedIn handle
CETAQUA	@CETAQUA	Cetaqua - Water Technology Centre
AQUATEC	@Agbar	AGBAR
Aigües de Barcelona	@aiguesbcnclient	Aigües de Barcelona
Universidad de Salamanca		Universidad de Salamanca
EGM	@egm_sophia	EGM
Fresh Thoughts Consulting GmbH	@Fresh_ThoughtsC	Fresh Thoughts Consulting GmbH
Laboratório Nacional Engenharia Civil	@LNEC_PT	LNEC
AGUAS PUBLICAS DO ALENTEJO	X	AdP - Águas de Portugal
Acacia Water	X	Acacia Water
Water Europe	Water Europe	@H20EU
Łukasiewicz – IMN	@IMNGliwice	Łukasiewicz - IMN
Agència Catalana de l'Aigua	@aigua_cat	Agència Catalana de l'Aigua

9.0 ASSESSMENT STRATEGY AND KPIs

The project's communication and dissemination activities will be meticulously tracked and evaluated through tailored Key Performance Indicators (KPIs) for each channel. Regular data

collection will be facilitated by distributing monitoring forms among consortium partners. The table below details the main communication and dissemination tools along with their corresponding KPIs. The work package 6 leader in partnership with the project leader will ensure the continuous supervision and necessary updates to the KPIs.

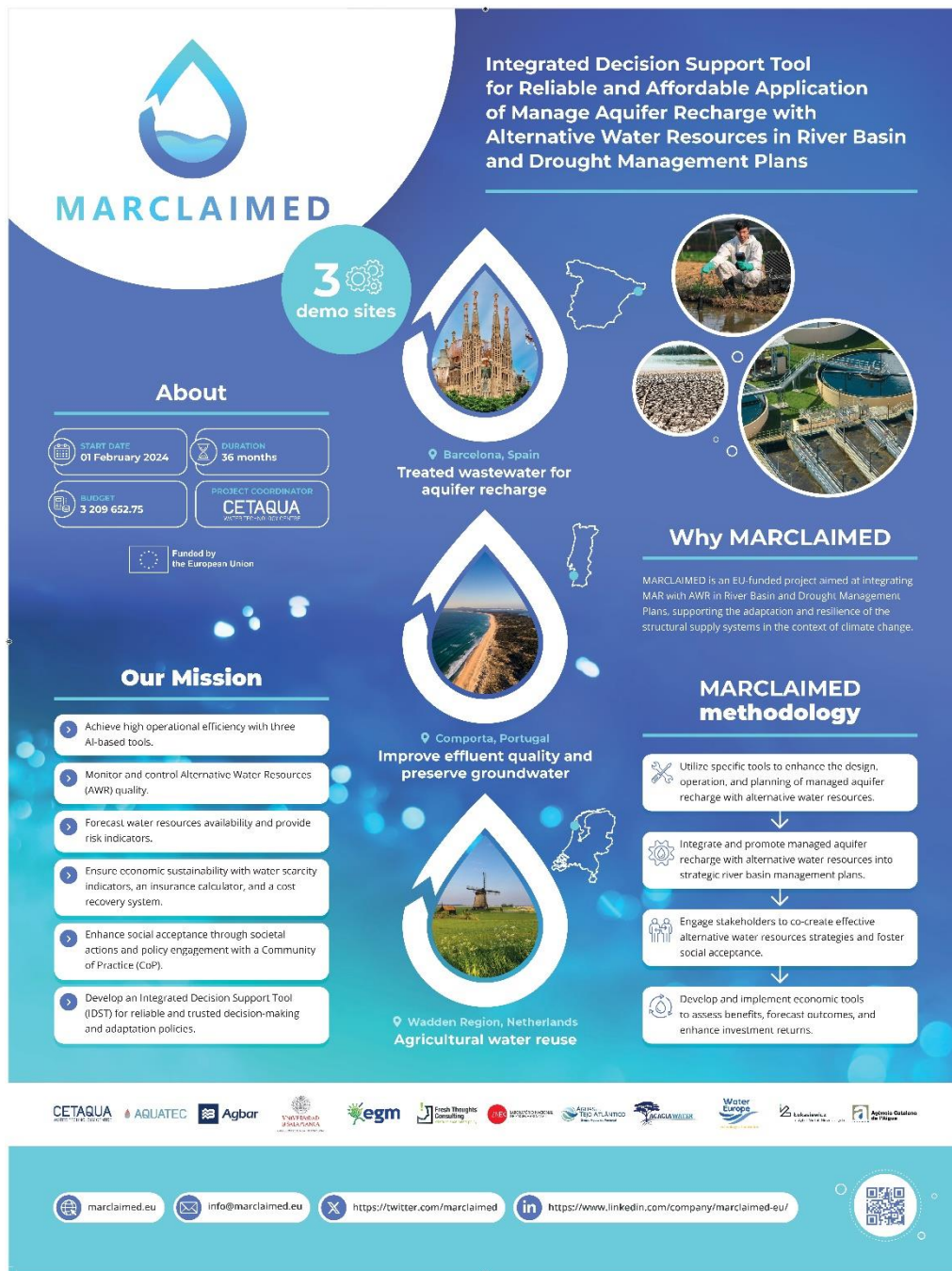
Table 10 **MARCLAIMED KPIs**

KPIs	Overall
Website unique visits (x year)	750/yearly
Newsletters	3
Tweets	300
LinkedIn Posts	150
Videos	2
Nr of views for the videos on YouTube	1.000
Press releases	2
Policy briefs	2
Nr of recipients (policy/decision makers) for the policy briefs	2.200
Publications/posters in international conferences	20
Papers in peer-reviewed open science journals	>10
Nr of participation in conferences	20
Climate4Water cluster workshops	2
HEU project involved in the AlternativeWaterResources4Climate Cluster	+8
Scientific papers	+50
Policy papers participating in the AlternativeWaterResources4Climate Cluster	+10

ANNEX 1: Events 2024-2025

Events	Dates
IWA World Water Congress & Exhibition	11-15 August 2024, Toronto, Canada
SIWI Week	25-29 August 2024
IAH World Groundwater Congress	08-13 September 2024, Davos, Switzerland
IWA 14th Specialized Conference on the Design, Operation and Economics of Large Wastewater Treatment Plants	08- 12 September 2024, Budapest, Hungary
10 FIWARE Global Summit 2024	18-19 September 2024
23rd IEEE International Symposium on Mixed and Augmented Reality	21-25 October 2024, USA
ECOMONDO 2024	05-08 November, Rimini, Italy
UN Climate Change Conference Bakau	11-22 November 2024, Azerbaijan
AGU Fall Meeting 2024	09-13 December 2024, Washington DC
Water Knowledge Europe 2024	10-12 December 2024, Brussels
12th International Symposium on Managed Aquifer Recharge	28 April to 2 May 2025, Stellenbosch, South Africa
6th International Conference on Economics, Statistics and Finance and 10th Leading Edge Conference for Strategic Asset Management	28-30 April 2025, Pafos, Cyprus
Water Market Europe 2025	March 2025
European Climate Change Adaptation Conference 2025	16-18 June 2025, Rimini, Italy
Water Innovation Europe 2025	June 2025

ANNEX 2: MARCLAIMED Promotional materials



MARCLAIMED

Integrated Decision Support Tool for Reliable and Affordable Application of Manage Aquifer Recharge with Alternative Water Resources in River Basin and Drought Management Plans

3 demo sites

About

- START DATE:** 01 February 2024
- DURATION:** 36 months
- BUDGET:** 3 209 652.75
- PROJECT COORDINATOR:** CETAQUA

Funded by the European Union

Our Mission

- Achieve high operational efficiency with three AI-based tools.
- Monitor and control Alternative Water Resources (AWR) quality.
- Forecast water resources availability and provide risk indicators.
- Ensure economic sustainability with water scarcity indicators, an insurance calculator, and a cost recovery system.
- Enhance social acceptance through societal actions and policy engagement with a Community of Practice (CoP).
- Develop an Integrated Decision Support Tool (IDST) for reliable and trusted decision-making and adaptation policies.

Barcelona, Spain
Treated wastewater for aquifer recharge

Comporta, Portugal
Improve effluent quality and preserve groundwater

Wadden Region, Netherlands
Agricultural water reuse

Why MARCLAIMED

MARCLAIMED is an EU-funded project aimed at integrating MAR with AWR in River Basin and Drought Management Plans, supporting the adaptation and resilience of the structural supply systems in the context of climate change.

MARCLAIMED methodology

- Utilize specific tools to enhance the design, operation, and planning of managed aquifer recharge with alternative water resources.
- Integrate and promote managed aquifer recharge with alternative water resources into strategic river basin management plans.
- Engage stakeholders to co-create effective alternative water resources strategies and foster social acceptance.
- Develop and implement economic tools to assess benefits, forecast outcomes, and enhance investment returns.

Partners: CETAQUA, AGUATEC, Agbar, UNIVERSIDAD POLITÉCNICA DE VALENCIA, egm, Fresh Thoughts Consulting, ITC, UNIVERSIDAD DE VALENCIA, AGUATEC ATLANTICO, AGUATEC ATLANTICO, AGUATEC ATLANTICO, Water Europe, I2, Agència Catalana de l'Aigua, Agència Catalana de l'Aigua.

Contact: marclaimed.eu, info@marclaimed.eu, <https://twitter.com/marclaimed>, <https://www.linkedin.com/company/marclaimed-eu/>

MARCLAIMED Poster

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Integrated Decision Support Tool for Reliable and Affordable Application of Managed Aquifer Recharge with Alternative Water Resources in River Basin and Drought Management Plans

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3 demo sites

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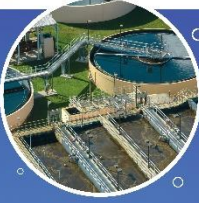
MARCLAIMED Flyer



Funded by the European Union

MARCLAIMED

Integrated Decision Support Tool for Reliable and Affordable Application of Manage Aquifer Recharge with Alternative Water Resources in River Basin and Drought Management Plans



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3 demo sites



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CETAQUA **AQUATEC** **Agbar** **VAN HEDDEBOM** **egm** **Fresh Thought Consulting**

INTEC **AGUAS DE TEBO ATLANTICO** **ACACIA WATER** **Water Europe** **caicasiewicz** **Agencia Catalana de l'Aigua**



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MARCLAIMED Roll-up banner

MARCLAIMED will support decision makers to integrate Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR) in River Basin and Drought Management Plans supporting the adaptation and resilience of structural supply systems in the context of climate change. The main outcome will be the MARCLAIMED Integrated Decision Support Tool (IDST) that will provide solutions to tackle existing and emerging threats and support decision making and adaptation policies.



MARCLAIMED



**Funded by
the European Union**