



MARCLAIMED

TITLE: Communication and Dissemination toolkit v2

Deliverable 6.5: Communication and Dissemination toolkit v2

WP: 6

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ABSTRACT	The deliverable 6.5, titled ‘Communication and Dissemination Toolkit v2’ builds on the submitted deliverable 6.1 “Communication and Dissemination Toolkit v1” including relevant updates on Communication and Dissemination plan of the project, as well as the tools used and the KPIs reached.		

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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 D6.5, titled *“Communication and Dissemination Toolkit v2”*, builds upon the foundations laid by Deliverable D6.1, *“Communication and Dissemination Toolkit v1”*, developed under Work Package 6 (WP6) of the MARCLAIMED project. WP6 is dedicated to the project’s outreach activities, aiming to maximise visibility, stakeholder engagement, and public awareness throughout the project’s lifecycle.

This current document serves as an extended and updated version of D6.1. While D6.1 initially introduced the overarching communication and dissemination plan, including the project's visual identity and core promotional tools such as the official website, social media channels, and printed materials, the deliverable D6.5 deepens and expands upon that foundation. In particular, this deliverable provides:

- An update on the implementation of the communication and dissemination strategy during the first year of the project.
- An overview of the tools used to support outreach efforts, including new or revised communication materials.
- A detailed account of the communication activities carried out, supported by metrics and KPIs to measure impact and effectiveness.

Moreover, this document assesses how the communication and dissemination instruments have been applied in practice, offering insights into the results achieved so far and guiding improvements moving forward.

The deliverable D6.5 represents the first official update of the toolkit. A final version, expected at Month 36 (M36) of the project, will be submitted as Deliverable D6.2, capturing the cumulative outreach efforts and results at the close of the project.

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 Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR), the Communication and Dissemination Plan (CDP) plays a pivotal role in achieving the project's objectives. The deliverable 6.5 serves as an expanded and updated version of Deliverable 6.1, which was developed at the project's outset. This second iteration builds upon the initial communication and dissemination toolkit, incorporating updates related to the channels used, materials developed, face-to-face communication and dissemination activities undertaken, and a review of the Key Performance Indicators (KPIs) initially set.

The structure and logic of Deliverable 6.5 follow the format established in Deliverable 6.1. The document is organized 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 impacting water availability 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 Alternative Water Resources Supply Systems (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 (TGs) 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

TG	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, specially on the Managed Aquifer Recharge topic
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 your ideas with us.
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 the 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.

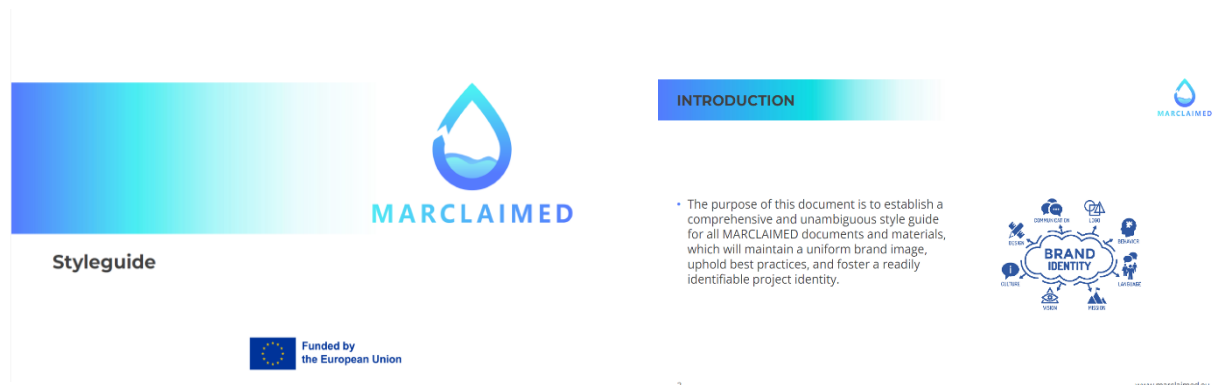
2.1 Online communication

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

THE LOGO



Colour Palette

PRIMARILY COLOR	SECONDARY COLOR	TEXT
• RGB: 85, 122, 254 • CMYK: 73% 55% 0% 0% • HEX.: 557AFE	• RGB: 75, 239, 243 • CMYK: 55% 0% 16% 0% • HEX.: 4BEFF3	• RGB: 64, 64, 64 • CMYK: 66% 56% 53% 57% • HEX.: 404040
25% transparency	25% transparency	25% transparency
50% transparency	50% transparency	50% transparency
75% transparency	75% transparency	75% transparency

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.

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www.marclaimed.eu

Deliverable templates



MARCLAIMED

TITLE:
Deliverable X.X:

WP:

Author:
Date:



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NATURE	DISSEMINATION LEVEL
LEAD BENEFACTORY	
RESPONSIBLE PARTNER	
CONTRIBUTIONS FROM	
ABSTRACT	

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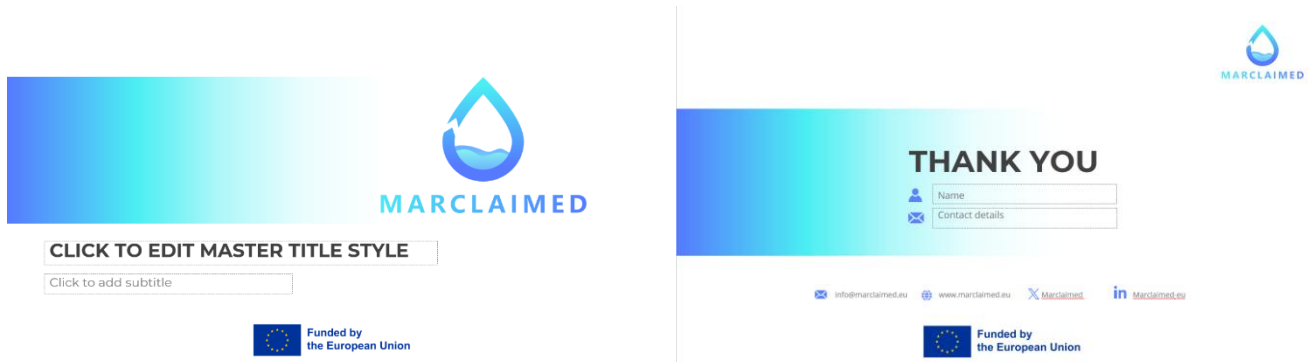
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MARCLAIMED will support decision makers to integrate Managed Aquifer Recharge (MAR) with Alternative Water Resources (AWR) in River Basin and Drought Management Plans supporting the adaptation and resilience of structural supply systems in the context 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.



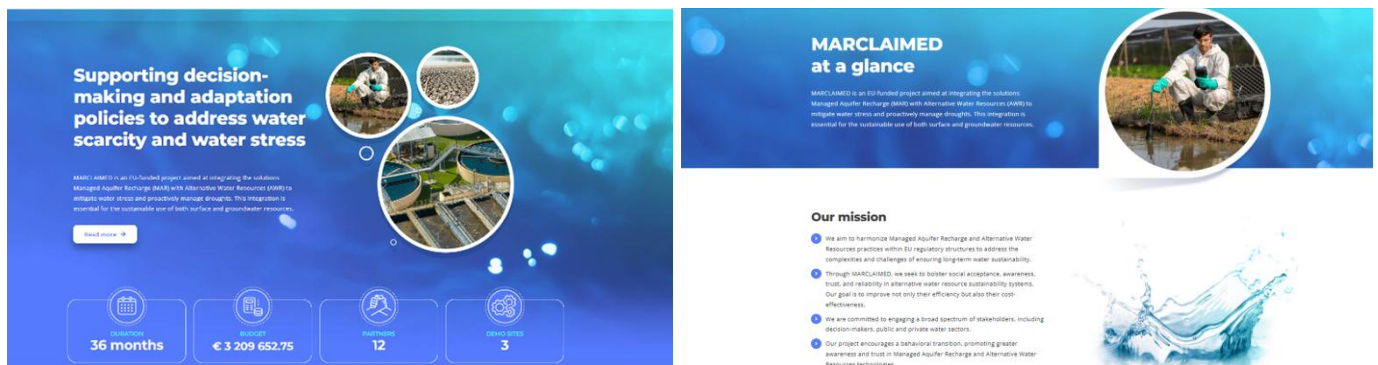
PowerPoint templates



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.



The project website has been updated 36 times, since its official launch on the sixth month of the project, June 2024.

News Article	URL
Horizon EU Project MARCLAIMED is Officially Launched	https://marclaimed.eu/horizon-eu-project-marclaimed-is-officially-launched/
Spain faces record warmth and intensified drought conditions	https://marclaimed.eu/spain-faces-record-warmth-and-intensified-drought-conditions/
Desertification and drought day 2024: A call for global land stewardship	https://marclaimed.eu/desertification-and-drought-day-2024-a-call-for-global-land-stewardship/
Advancing Water Quality Monitoring in Soil-Aquifer Treatment Basins	https://marclaimed.eu/advancing-water-quality-monitoring-in-soil-aquifer-treatment-basins/
Initial Sampling Campaign and Sensor Installation in Barcelona	https://marclaimed.eu/initial-sampling-campaign-and-sensor-installation-in-barcelona/
A Strong Start for the Barcelona Pilot of the MARCLAIMED Project	https://marclaimed.eu/a-strong-start-for-the-barcelona-pilot-of-the-marclaimed-project/
New Study Reveals Self-Expansion of Drylands Contributing to Global Spread	https://marclaimed.eu/new-study-reveals-self-expansion-of-drylands-contributing-to-global-spread/
Persistent Droughts Threaten Water Supplies and Crops in Europe and Northern Africa	https://marclaimed.eu/persistent-droughts-threaten-water-supplies-and-crops-in-europe-and-northern-africa/
Overcoming Barriers to Circular Economy Solutions in Water Reuse Projects	https://marclaimed.eu/overcoming-barriers-to-circular-economy-solutions-in-water-reuse-projects/

MARCLAIMED Project Installs Reactive Organic Layers at Comporta Demo Site	https://marclaimed.eu/marclaime-project-installs-reactive-organic-layers-at-comporta-demo-site/
Launch of the Alternative Water Resources for Climate Cluster: A Step Towards Sustainable Water Management	https://marclaimed.eu/launch-of-the-alternative-water-resources-for-climate-cluster-a-step-towards-sustainable-water-management/
MARCLAIMED Presented at MedGU 2024 in Barcelona	https://marclaimed.eu/marclaimed-presented-at-medgu-2024-in-barcelona/
MARCLAIMED Comporta Demo Site to be Showcased at the 14th Seminar on Groundwater	https://marclaimed.eu/marclaimed-comporta-demo-site-to-be-showcased-at-the-14th-seminar-on-groundwater/
Advancing Managed Aquifer Recharge with the MARCLAIMED Project Community of Practice	https://marclaimed.eu/advancing-managed-aquifer-recharge-with-the-marclaimed-project-community-of-practice/
World Drought Atlas Launched: A Wake-Up Call for Global Drought Resilience	https://marclaimed.eu/world-drought-atlas-launched-a-wake-up-call-for-global-drought-resilience/
Second MARCLAIMED Stakeholders Workshop: Enhancing Water System Resilience	https://marclaimed.eu/second-marclaimed-workshop-enhancing-water-system-resilience-on-29-january/
Co-Creating Solutions for Sustainable Water Management at MARCLAIMED's Second Workshop	https://marclaimed.eu/co-creating-solutions-for-sustainable-water-management-at-marclaimeds-second-workshop/
New Technical Insight Series on Co-Managed Aquifer Recharge (Co-MAR) Now Available	https://marclaimed.eu/new-technical-insight-series-on-co-managed-aquifer-recharge-co-mar-now-available/

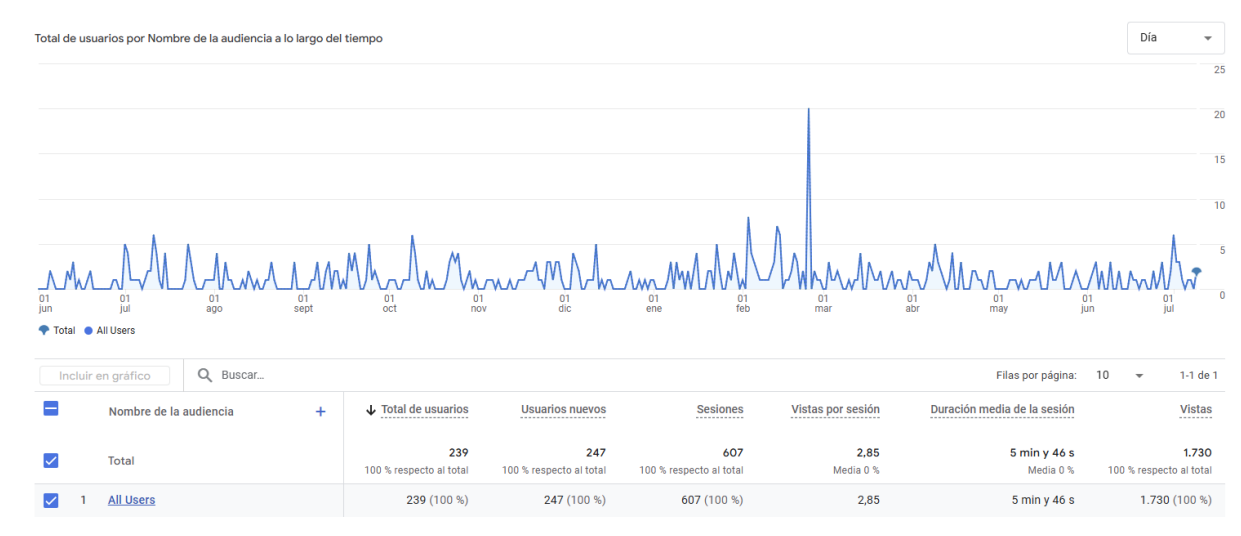
MARCLAIMED General Assembly in Lisbon: Advancing collaboration for Managed Aquifer Recharge	https://marclaimed.eu/marclaimed-general-assembly-in-lisbon-advancing-collaboration-for-managed-aquifer-recharge/
First MARCLAIMED Newsletter released: check it out!	https://marclaimed.eu/first-marclaimed-newsletter-released-check-it-out/
MARCLAIMED Demo Site 2 Showcased at the United for Water Day in Portugal	https://marclaimed.eu/marclaimed-demo-site-2-showcased-at-the-united-for-water-day-in-portugal/
Improving Monitoring Capabilities at COMPORTA WWTP, Portugal	https://marclaimed.eu/improving-monitoring-capabilities-at-comporta-wwtp-portugal/
Understanding stakeholder perceptions towards Alternative Water Resources and Managed Aquifer Recharge in the Netherlands: Celebrating the first Dutch stakeholders workshop	https://marclaimed.eu/understanding-stakeholder-perceptions-towards-alternative-water-resources-and-managed-aquifer-recharge-in-the-netherlands-celebrating-the-first-dutch-stakeholders-workshop/
Comporta Plant Champions Sustainable Water Reuse in Nature Reserve: Interview Use Case 2	https://marclaimed.eu/comporta-plant-champions-sustainable-water-reuse-in-nature-reserve-marclaimed-use-case-2/
EGM Showcases MARCLAIMED Project at Innopolis Expo Paris 2025	https://marclaimed.eu/egm-showcases-marclaimed-project-at-innopolis-expo-paris-2025-pioneering-the-ecological-and-digital-transition-of-territories/
Water Europe opens the registrations for the Water Knowledge Europe Blue Deal event	https://marclaimed.eu/water-europe-opens-the-registrations-for-the-water-knowledge-europe-blue-deal-event/
MARCLAIMED Project Set to Present Innovative Oasis Flow Tool at ISMAR 12 in South Africa	https://marclaimed.eu/marclaimed-project-set-to-present-innovative-oasis-flow-tool-at-ismar-12-in-south-africa/

MARCLAIMED Showcases Innovative Water Reuse Solutions for Dutch Agriculture in New Interview with Acacia Water Experts	https://marclaimed.eu/marclaimed-showcases-innovative-water-reuse-solutions-for-dutch-agriculture-in-new-interview-with-acacia-water-experts/
Barcelona's Case Study Explained: Interview from Partners of Aigües de Barcelona	https://marclaimed.eu/barcelonas-case-study-explained-interview-from-partners-of-aigues-de-barcelona/
Partners Highlights Barcelona's Innovative Use of Managed Aquifer Recharge for Climate Resilience at ISMAR12	https://marclaimed.eu/marclaimed-eu-project-highlights-barcelonas-innovative-use-of-managed-aquifer-recharge-for-climate-resilience-at-ismar12/
MARCLAIMED Project Showcases Visionary Approach to Water Resilience and Coastal Protection at SWIM2025	https://marclaimed.eu/marclaimed-project-showcases-visionary-approach-to-water-resilience-and-coastal-protection-at-swim2025/
Geophysical Investigation at the COMPORTA WWTP SAT-MAR Facility, Portugal, Demo Site Subtitle	https://marclaimed.eu/geophysical-investigation-at-the-comporta-wwtp-sat-mar-facility-portugal-demo-site-subtitle/
MARCLAIMED Launches AWR4Climate Cluster Official Webpage to Unite European Efforts on Water Resilience	https://marclaimed.eu/marclaimed-launches-awr4climate-cluster-official-webpage-to-unite-european-efforts-on-water-resilience/
Europe's Worsening Drought Crisis Sparks Urgent Call for Wastewater Reuse and Innovative Water Management	https://marclaimed.eu/europes-worsening-drought-crisis-sparks-urgent-call-for-wastewater-reuse-and-innovative-water-management/
Business Models for Alternative Water Resources: Ensuring Economic Viability	https://marclaimed.eu/business-models-for-alternative-water-resources-ensuring-economic-viability/

Unlocking the Potential of Managed Aquifer Recharge (MAR)

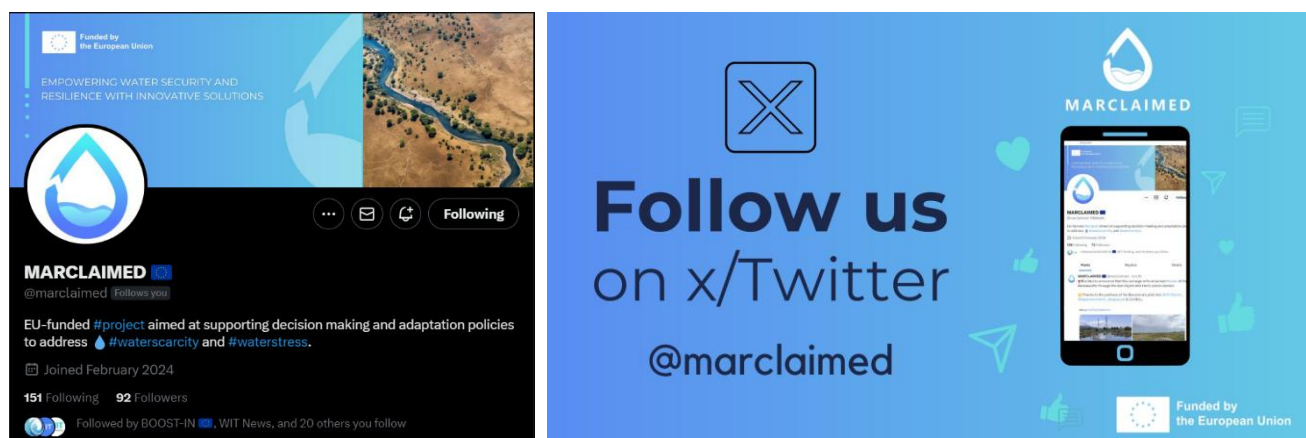
<https://marclaimed.eu/unlocking-the-potential-of-managed-aquifer-recharge-mar/>

In terms of website performance, the site recorded a total of 607 sessions, with an average session duration of 5 minutes and 46 seconds. This indicates a strong level of user engagement, suggesting that visitors are spending meaningful time exploring the content. Such a duration reflects well on both the relevance and quality of the information provided, as well as the overall user experience.

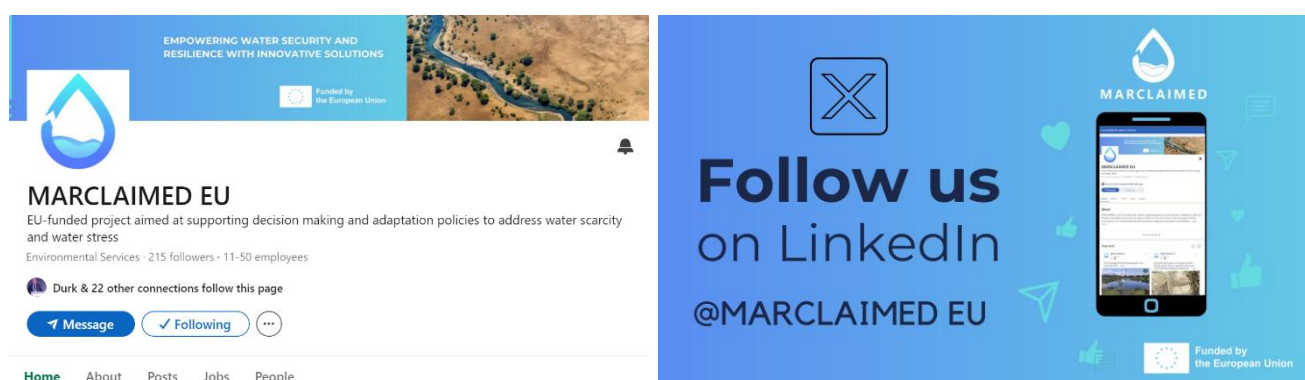


Social networks: To effectively engage with the target audiences, [X \(formerly Twitter\)](#) and [LinkedIn](#) accounts have been established to highlight the project's activities and outcomes and to connect with other projects and initiatives. So far, both social media accounts of the project have 555 followers. Partners leverage their own social media accounts to share the project's posts, thereby enhancing outreach efforts. Throughout the first 18 months of the project, several social media campaigns were developed and spread through the project's accounts.

MARCLAIMED X/Twitter account



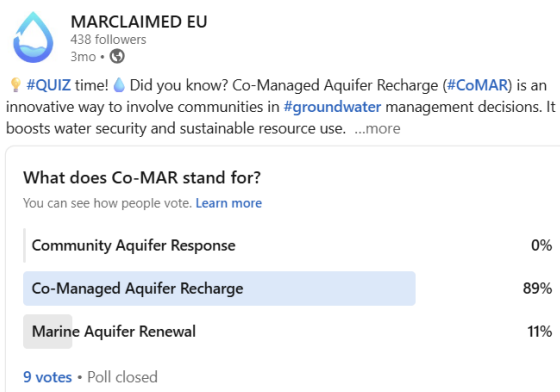
MARCLAIMED LinkedIn account



As indicated in Table 8.0, the project has been running several social media campaigns tailored to the specific milestones of the project (website launch, videos, newsletter promotion etc.). The project's regular social media activities have resulted in consistent growth across its platforms. The LinkedIn account, in particular, has demonstrated strong performance, gaining 438 followers, generating 50,719 impressions, and receiving 5,481 clicks. On the X platform, 97 posts were published, leading to an increase of 121 followers and resulting in 3,411 impressions. A screenshot of some of the campaigns is available below.



To further enhance audience engagement, the project implemented a series of interactive quizzes on LinkedIn and X. These were designed to test followers' knowledge on key project topics, including Managed Aquifer Recharge (MAR) implementation. This initiative generated a total of 35 votes and achieved 744 impressions.



In addition to social media campaigns, the MARCLAIMED project leveraged YouTube to disseminate a series of video interviews focused on its three case studies. These interviews featured the Use Case leaders and co-leaders, who detailed their activities and explained the project's planned contributions. The promotion of this content generated a total of 1,215 views and 2,598 impressions across LinkedIn, X, and YouTube. The full series of interviews is also accessible on the [project website](#). The corresponding thumbnails are displayed below.

INTERVIEW



MARCLAIMED

Learn about the MARCLAIMED Demo Site 2 in Portugal!



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INTERVIEW



MARCLAIMED

Learn about the MARCLAIMED Demo Site 3 in The Netherlands!



www.marclaimed.eu 🔍

INTERVIEW



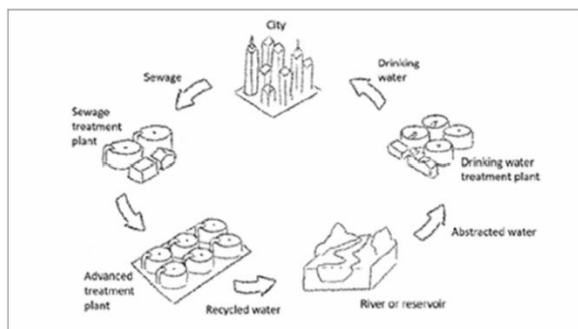
MARCLAIMED

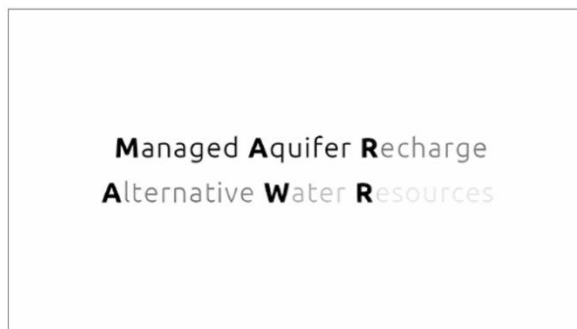
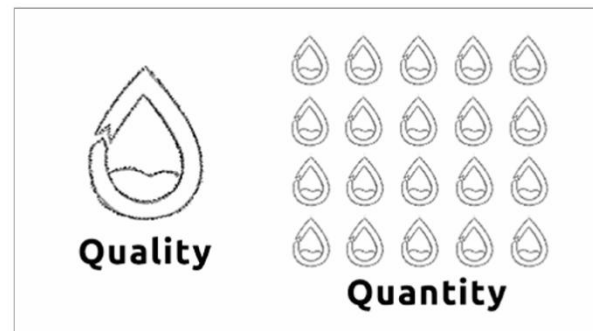
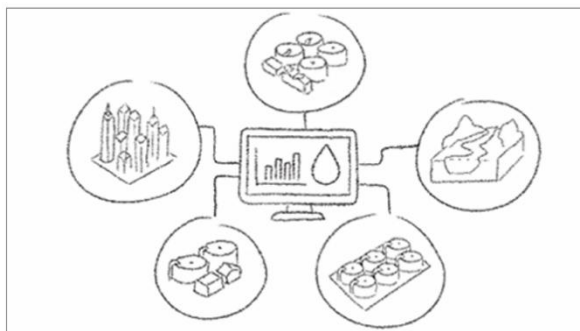
Learn about the MARCLAIMED Demo Site 1 in Spain!



www.marclaimed.eu 🔍

Project video: A short, engaging promotional video is currently in production to present the core challenge addressed by the project, highlight the proposed solutions, and showcase the expected impacts and outcomes. A provisional storyboard has already been developed, and a selection of preview screenshots from the video is provided below.





Newsletters: MARCLAIMED issues its newsletters in English on an annual basis to share information on its activities and results, and will inform subscribers about any planned actions and upcoming events. The first newsletter was released in February 2025, one year after the launch of the project, to 2.021 recipients, with an opening rate of 29.2% and 5.5% click rate. Some screenshots from the newsletter are shown below.



Welcome to the MARCLAIMED Newsletter!

Dear reader,

The EU-funded project MARCLAIMED has reached one year of activities since its launch. In this first edition of our newsletter, you will get a glimpse of what we do and explore exclusive updates on case studies and general developments. Dive into the world of MARCLAIMED!

Happy reading,
MARCLAIMED Team

What is MARCLAIMED?



Meet the Partners

MARCLAIMED: Real-world validation across Europe



The MARCLAIMED results will be implemented and validated across three demo sites across Southern (Portugal, Spain) and Western Europe (Netherlands). These locations were carefully chosen for their diverse climatic conditions, alternative water sources, MAR (Managed Aquifer Recharge) schemes or potential, and unique political and socio-cultural contexts. [READ MORE](#).

What did you miss?

Advancing water resilience at MARCLAIMED 2nd Workshop



Kicking off the 1st Community of Practice Workshop



MARCLAIMED hosted its first Community of Practice workshop on 28 November 2024, in Baix Llobregat, Spain Organised with [Aigües de Barcelona](#), the event explored innovative managed aquifer recharge techniques to tackle water scarcity. [READ MORE](#).

New Cluster launched to advance global efforts

On 20 November 2024, the Alternative Water Resources for Climate Cluster launched, uniting Horizon EU projects [AWARD](#) and [RECREATE](#) to enhance the development, uptake, and reliability of alternative water resources for a climate-resilient future. [READ MORE](#).



Developments from the Demo Cases

Advancing Comporta Demo Case with new installations



In September 2024, MARCLAIMED team from [LMEC](#) and [AeDA](#) installed innovative reactive organic layers at Portugal's Comporta Demo site, enhancing biodegradation, pathogen removal, and water quality in aquifer recharge systems. [READ MORE](#).



Six steel soil water samplers were installed at the Comporta demo site to monitor contaminant distribution and water quality in SAT-MAR basins. This two-year study will provide crucial insights into improving water treatment processes. [READ MORE](#).

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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MARCLAIMED Press Release

1

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

3 demo sites

About

- START DATE: 01 February 2024
- END DATE: 30 June 2026
- BUDGET: € 2,209,632.76
- PROJECT COORDINATOR: CETAGUA
- Partially by 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.

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.

Demo Sites:

- Barcelona, Spain:** Treated wastewater for aquifer recharge
- Comporta, Portugal:** Improve effluent quality and preserve groundwater
- Wadden Region, Netherlands:** Agricultural water reuse

Partners: CETAGUA, AQUATEC, Agbar, egm, Fresh Thought, Water Europe, etc.

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

MARCLAIMED roll-up banner



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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MARCLAIMED flyer



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ABOUT

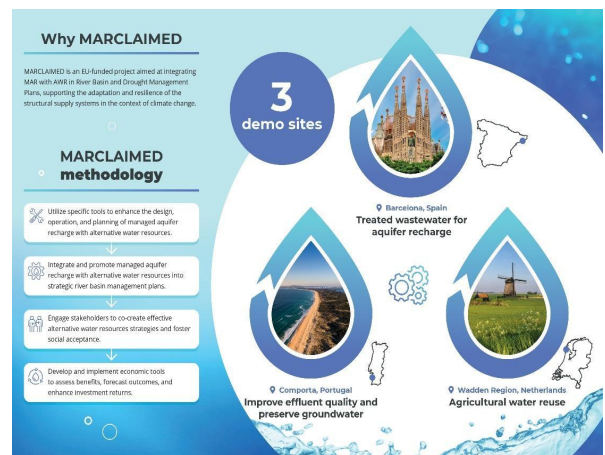
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Brochures: Technological-oriented brochures will be developed to concisely and visually communicate tangible results and experiences from the demo sites. Easily distributed at events, meetings, and online, the brochures will enhance visibility and 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 Sotterranee (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 hydrological risks and uncertainties	CETBCN, AIGUES, AW, USAL, FT, EGM, CETAND

2.3 Physical communication

Participation in conferences: To enhance the visibility of MARCLAIMED and foster connections with emerging European, regional, and national initiatives, project partners are expected to participate in a minimum of 20 conferences throughout the project's duration. These efforts are aimed at raising awareness, disseminating project results, and positioning MARCLAIMED within broader policy and research dialogues. In addition to attending external events, partners will also contribute to organising dedicated sessions and engaging in conferences sponsored by the European Commission

Several key events have already been identified as strategic opportunities for outreach and engagement, including:

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

Up to month 18, MARCLAIMED partners have already actively contributed to several of these high-level events, demonstrating strong commitment to the project's communication and dissemination objectives.

Date	Event	Partner	Type of contribution	Nr of participants
25-28/11/2024	MedGU24	CETAQUA	Integrated Decision Support Tool for Reliable and Affordable Application of Managed Aquifer Recharge with Alternative Water Resources in River Basin and Drought Management Plans	200
02/12/2024	Webinar	Cetaqua Andalucía	Webinar: Aligning Innovation and Local Knowledge for Effective Nature-based Solutions Governance	200

15/12/2024	Symposium "Water Resource Management"	EGM	Symposium on Water Resource Management.	100
28/04/2025	ISMAR 12	CETAQUA	Presenting MARCLAIMED results of Demo Site 1 to the scientific community of Managed Aquifer Recharge during ISMAR	200
28/04/2025	ISMAR12	Acacia Water	Presenting MARCLAIMED tool Oasis Flow to the scientific community of Managed Aquifer Recharge during ISMAR	200
18-19/03/2025	VI Congrés de l'Aigua a Catalunya	Aigües de Barcelona	Participation in the Catalan Water Congress takes place every 2 years.	100
2/06/2025	SWIM 25- Salt Water Intrusion Meeting	CETAQUA	Presenting MARCLAIMED results in Demo Site 1 to the scientific community around salt water intrusion	70

Organisation of workshops: MARCLAIMED is organising 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. The following workshop was reported up to M18.

Date	Event	Partner(s)	Type of contribution	Nr of participants
04/03/2025	Workshop	Acacia Water	MARCLAIMED online stakeholder workshop hosted by Acacia Water	20

Clustering with other projects: The project aims to establish strong synergies with other PRIMA, H2020, and Horizon Europe (HEU) initiatives, particularly those funded under the same call—such as AWARD and RECREATE. This collaborative cluster is designed to promote the exchange of knowledge, insights, and best practices, ultimately enhancing the dissemination and exploitation of project outcomes for broader or complementary applications. In parallel, partners have already begun engaging in clustering activities, actively participating in joint discussions and initiatives that lay the groundwork for more structured cooperation moving forward.

Date	Event	Partner(s)	Type of contribution	Nr of participants
29/01/2024	2nd Workshop	Cetaqua, Aigues de Barcelona, IMDE-Agua	A second workshop with the Community of Practice of Baix Llobregat has been organized to share the tools development for co-creation with the stakeholders.	40
20/11/2024	Clustering KoM event	Water Europe	Introductory meeting of the AWR4Climate cluster where it was presented the plan for the cluster, expected outcomes, structure of the cluster, the distribution of expectations and outcomes.	52

27/11/2024	Workshop with the CoP of Baix Llobregat	Aigües de Barcelona	A workshop was organized with the Community of Practice of Baix Llobregat to share concerns and work their perception towards the Marclaimed project, specially demo site 1. This was the first workshop necessary to perform tasks from WP3.	26
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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	LN EC	Ag d A	A W	W E	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													

Tasks and deliverables	CETBCN	AQUA	AIGUES	USAL	EGM	FT	LN EC	Ag 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 is 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	Round 1: Video Clips + video link	Sharing short clips from the project video inviting followers to watch the full video

	and engagement	Round 2: Interactive quiz + video link	LinkedIn & X polls to test our followers' knowledge about MARCLAIMED inviting followers to watch the full video
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○ 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 are 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.

As table 10 demonstrates, up to month 18, the MARCLAIMED project has made substantial progress in its communication and dissemination efforts, achieving several key performance indicators that reflect strong outreach and stakeholder engagement.

The project's website has attracted a total of 607 sessions, while on social media, MARCLAIMED published 97 tweets and 90 LinkedIn posts, steadily advancing toward the overall goals of 300 and 150 respectively. In terms of formal communication outputs, one newsletter and one press release have been circulated, setting the stage for the remaining planned releases. Participation in scientific and policy events has also been significant, with representatives attending nine conferences and contributing actively to one Climate4Water cluster workshop. Notably, the project has begun fulfilling its strategic role within broader EU initiatives by joining one of the two targeted cluster workshops. While several KPIs related to video content, policy briefs, and publications are still pending delivery, the initial outreach footprint demonstrates a well-structured and steadily advancing dissemination strategy, aligned with the project's long-term impact objectives.

Table 10 MARCLAIMED KPIs

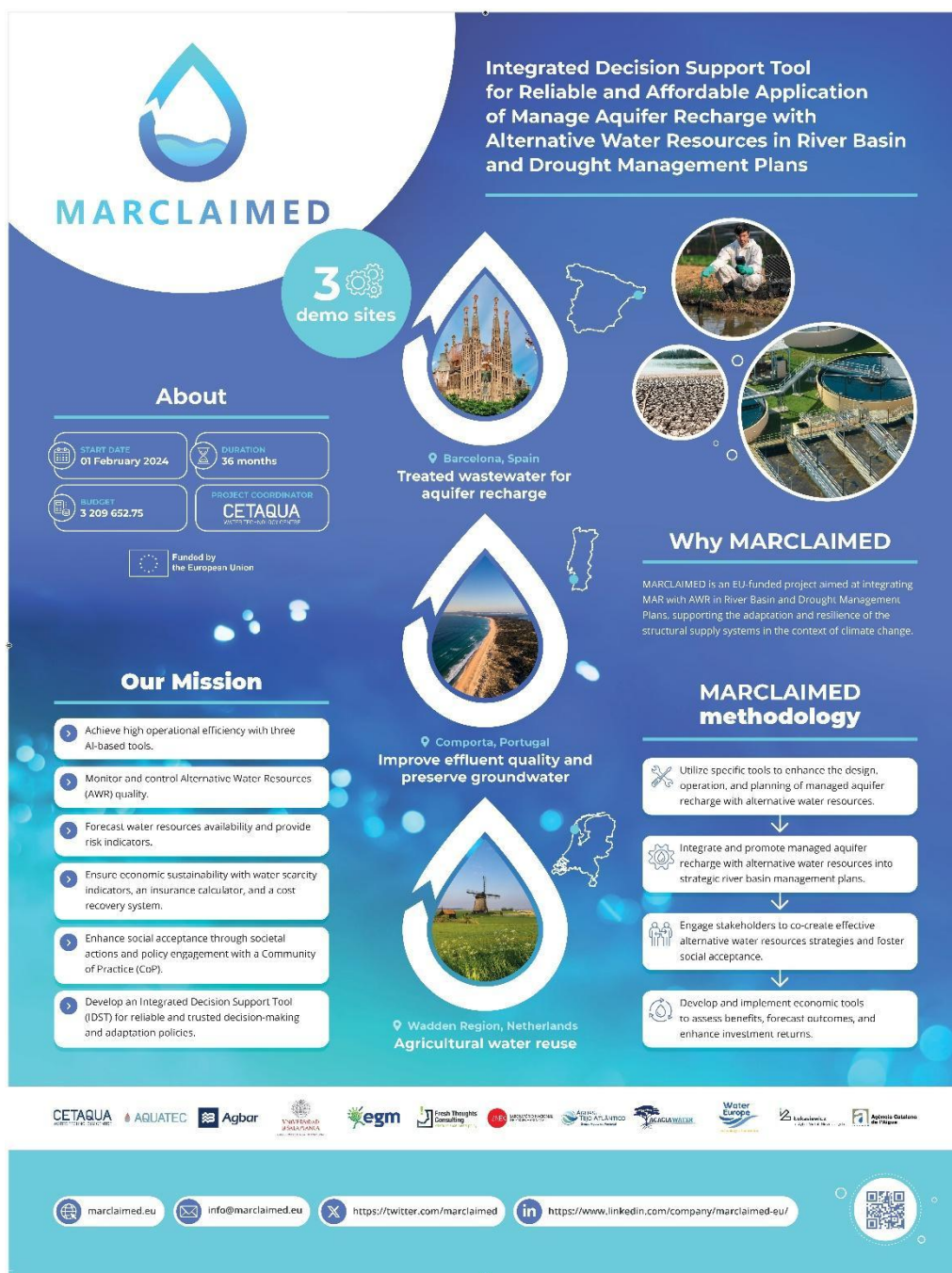
KPIs	Overall	Up to M18
Website unique visits (x year)	750/yearly	607 sessions
Newsletters	3	1
Tweets	300	97
LinkedIn Posts	150	90
Videos	2	N/A
Nr of views for the videos on YouTube	1.000	N/A
Press releases	2	1
Policy briefs	2	N/A
Nr of recipients (policy/decision makers) for the policy briefs	2.200	N/A
Publications/posters in international conferences	20	N/A
Papers in peer-reviewed open science journals	>10	N/A

Nr of participation in conferences	20	9
Climate4Water cluster workshops	2	1
HEU project involved in the AlternativeWaterResources4Climate Cluster	+8	N/A
Scientific papers	+50	N/A
Policy papers participating in the AlternativeWaterResources4Climate Cluster	+10	N/A

ANNEX 1: Events 2025-2026

Events	Dates
World Water Week 2025	24-28 August 2025
Water Innovation Europe 2025	27-28 October 2025

ANNEX 2: MARCLAIMED Promotional materials



MARCLAIMED

3 demo sites

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

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, WATERBOARD ZUID-HOLLAND, egm, Fresh Thoughts Consulting, TFC, WATERBOARD ZUID-HOLLAND, AGUATEC ATLANTICO, AGUATEC ATLANTICO, AGUATEC ATLANTICO, Water Europe, I2, Agence Nationale de l'Eau, Agence Nationale de l'Eau.

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

MARCLAIMED Poster

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3 demo sites

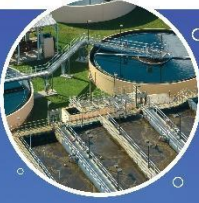
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MARCLAIMED Flyer



Funded by the European Union

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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CETAQUA
CETAQUA, S.L.

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3 demo sites



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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



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