LOTUS

LOW-COST INNOVATIVE TECHNOLOGY FOR WATER QUALITY MONITORING AND WATER RESOURCES MANAGEMENT FOR URBAN AND RURAL WATER SYSTEMS IN INDIA

Deliverable D7.1
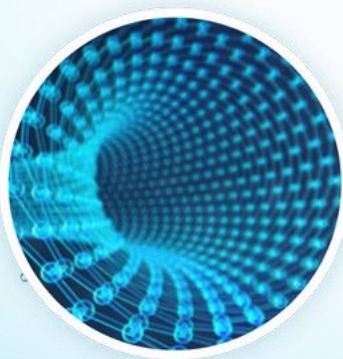
LOTUS Communication strategy, and initial plan for dissemination

Lead: inno TSD

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Project Deliverable

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D7.1 LOTUS Communication strategy, and initial plan for dissemination

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Abstract
The purpose of the LOTUS communication strategy and initial plan for dissemination is to provide a formal framework for communication about LOTUS and disseminating results.
Communication strategy will notably address the main communication objectives and desired impacts and identify the desired indicators and target audiences in both EU countries and India. The document describes how the consortium plans to utilise multiple dissemination channels and to employ general as well as specially targeted communication measures. Aside these contents, a first plan for dissemination of results will be drafted, further refining the dissemination objectives and exploiting the opportunities. It also indicates the role and responsibilities of the partners and identifies the audience and the key messages that should be spread.

Keywords
Communication plan, Communication strategy, Dissemination, outreach

Disclaimer

The LOTUS Project

LOTUS is a project funded by DG Environment under the European Union Horizon 2020 Research and Innovation Programme and by the Indian Government. It brings together EU and Indian prominent organisations with the aim to co-create, co-design and co-develop innovative robust affordable low-cost sensing solutions for enhancing India's water and sanitation challenges in both rural and urban area.

The LOTUS solution is based on an innovative sensor and includes tailor-made decision support to exploit the capabilities of the sensor as well as a specific approach to co-creation. LOTUS aims to be co-designed and co-produced in India, and have a wide, diverse and lasting impact for the water sector in India due to intense collaborations with commercial and academic partners in India.

Based on the low-cost sensor platform, solutions for the early detection of water quality problems, decision support for countermeasures and optimal management of drinking and irrigation water systems, tailored on the functionalities of the new sensor, will be developed and integrated with the existing monitoring and control systems.

This sensor will be deployed in five different use cases: in a water-network, on ground-water, in irrigation, in an algae-based waste water treatment plant and in water tankers. The packaging of the sensor, as well as the online and offline software tools will be tailored for each of the use cases. These last will enable to test the sensors and improve them iteratively.

The project is based on co-creation, co-design and co-production between the different partners. Therefore, an important stakeholder engagement process will be implemented during the project lifetime and involve relevant stakeholders, including local authorities, water users and social communities, and will consider possible gender differences in the use and need of water. Broad outreach activities will take place both in India and in Europe, therefore contributing to LOTUS impact maximisation.

The further development and exploitation (beyond the project) of the novel sensor platform will be done in cooperation with the Indian partners. This will create a level playing field for European and Indian industries and SMEs working in the water quality area.

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Acronyms and Definitions

Acronyms	Defined as
CS	Communication Strategy
DG	Directorate General
EC	European Commission
EU	European Union
DST	Department of Science and Technology
WP	Work package

1 Executive Summary

Communication and dissemination represent key pillars of the LOTUS project: sharing continuously internal and external information about achieved results is a transversal element that should be deployed throughout the whole project and that should cover all communities relevant for and possibly interested in the LOTUS project, both in countries where the consortium partners are operating and on the worldwide level.

It shall make use of the EC H2020 projects' communication best practices and follow the 6W approach: What, Why, When, hoW, Where and to Whom to communicate/to disseminate.

The purpose of this deliverable is to provide a formal planning document for communicating on LOTUS and disseminating knowledge throughout the project. This document aims to go a step further than what was described in the LOTUS Annex 1 to the Grant Agreement - Description of Action in terms of what should be done to assure effective communication about the project and its outcomes.

Communication and dissemination are instrumental to maximise the impact of the project. They are nevertheless two different concepts: communication is only about increasing the visibility of the project, whereas, dissemination constitutes the base for the exploitation of the project results. In this communication strategy and initial plan for dissemination, both activities will be treated as one, as they have in common some audiences and will mobilise promotion and dissemination tools in common. At the end of the report, an initial plan for dissemination of results will be presented to bring forward the dissemination activities which are instrumental to the exploitation of results of the project.

The communication strategy and initial plan for dissemination includes all required tools to be used by the LOTUS project. It is a guide for the project partners on how to promote the project and maximise its impact by using the promotion tools and dissemination channels. This document also indicates the roles and responsibilities of the partners and identifies the audience and the key messages that should be spread.

The objective of the communication and dissemination activities is to support the project activities through targeted outreach to relevant stakeholder groups.

Subsequently, the general objectives will of course be supported as well:

- To promote the EU-India collaborative activity and approach, the progress, as well as results of the project in the relevant communities;
- To maximise the impact of the findings stemming from LOTUS technology development and implementation in the various use cases.

Responsibilities

The LOTUS Work Package 7 (WP7) defines the plans, the roles, and the responsibilities of the partners for the project branding, awareness raising and dissemination activities. The communication and dissemination campaign will last during the whole project life cycle.

As for the responsibilities of the partners, NEERI leads the work package with the support of inno.

inno is in charge of the implementation of the communication strategy, including the creation of a visual identity, publicity and promotion material, and set up and regular update of the project website. It is further in charge of the setting up the social media accounts and their regular updates, as well as preparation and dissemination management of 6 newsletters and 5 project communications.

NEERI coordinates the work package on the Indian side and manages the communication with and dissemination towards Indian stakeholders, including water-related communities, which involves participating in events, providing content about the development of the use cases, as well as collecting information from other Indian partners. NEERI collaborates with TISS, IITG and FCRI to collect information about local events. NEERI is responsible for providing information, in the form of a publishable written content to inno, who will in turn proceed to the website's update.

UNEXE is specifically responsible for liaising with EU and international water associations and clusters, using communication material created by inno. UNEXE is supported by NEERI when reaching out to Indian water clusters and associations.

All other project partners will be involved in the communication and dissemination activities whenever applicable, providing content, contributing to editorial choices and engaging their direct networks for communication and dissemination purposes.

Target Audiences and Specific Needs

The Communication strategy and initial plan for dissemination identifies the following communities – both from the EU and India – as target audience for LOTUS:

- • Policy Makers
- • Networks, clusters and multipliers
- • Scientific communities
- • End-users (Companies, organisations, …)
- • Local intermediaries (ex. Farmer associations, women associations, …)
- • Final users (water-related Indian communities…)
- • Other EU-India water-related projects, and notably the projects funded under the same call.

Promotion and Dissemination Tools

The communication of the project will be unified along a common visual identity. A coherent visual chart (colours, fonts, designs) is derived from the project logo and provided in several formats (document templates etc.). This visual identity will be used extensively throughout the project lifetime, creating a distinguishable brand that will be recognised in the water and ICT communities both in the EU and India.

A variety of promotion and dissemination tools will be used to achieve the objectives of the project. For each communication opportunity, the tools and messages shall be adapted to the targeted audience (along the 6W strategy – What, Why, When, hoW, Where and to Whom). Project partners will use diverse promotion channels, such as the project website, project communications, flyers and posters, newsletters, as well as social media. The entire publicity material will follow the LOTUS branding, defined at the start of the project.

It was decided to act on the following points with regard to dissemination:

- Set-up and update the project web site (maintained after project end), as well as social media accounts and groups;
- Creation of short articles/interviews for updating the website after main events/project results;
- Publication specific project communications and news on the LOTUS website, at the beginning and at the end of the project and after important project milestones and events (5 overall), as well as targeted project newsletters (6 overall)
- Participation in major events and conferences of interest to the project
- Organisation of 3 end-users' public events (one for each main end-users' group), a public final event
- Dissemination of analysis reports (social science analyses, public scientific results…)

Partners are also asked to use their networks for communication about the LOTUS project.

Events

Besides the dissemination materials, an important way to disseminate information about the LOTUS objectives and findings will be through the participation in events. The project partners will take the opportunity to present LOTUS at multiple conferences and events of interest they plan to attend in any case. No specific project action for participation in external events is set up.

Anyone participating in an event and communicating information concerning LOTUS or results obtained within LOTUS, either directly or indirectly, should inform the communication team (T Rajesh from NEERI and Caroline Guillet from inno) of the details of the event and the targeted audience. A template for providing information as shall be needed for reporting purposes is annexed to the present document (and circulated as a separate document to all partner for convenience).

A first list of the major conferences and events attended by LOTUS partners and relevant to the project shall be regularly updated as part of the WP7 activities.

Reporting

The main deliverables linked to this Communication Strategy (CS) are

- D7.1 LOTUS communication strategy, and initial plan for dissemination | M3 INNO (Task 7.1, Task 7.2)
- D7.2 Website | M3 INNO (Task 7.1) (DEC)
- D7.3 LOTUS dissemination report for Period 1, including public summary of plan for exploitation of results M18
- INNO (Task 7.2; Task 7.3)
- D7.4 LOTUS initial plan for exploitation of results | M18 IITG (Task 7.2; Task 7.3)
- D7.5 LOTUS dissemination report for Period 2, including public summary of plan for exploitation of results | M36
- INNO (Task 7.2; Task 7.3)
- D7.6 LOTUS plan for exploitation of results - update Period 2 M36 IITG (Task 7.2; Task 7.3)
- D7.7 Final LOTUS dissemination report, including public summary of exploitation of results | M42 INNO (Task 7.2;
- Task 7.3 and 7.6)
- D7.8 Final LOTUS Report on exploitation of results M42 IITG (Task 7.2; Task 7.3 and 7.6)
- D7.9 Report on liaisons with water associations and clusters | M42 NEERI (Task 7.3 and 7.4)
- D7.10 Standardisation and certification plan | M18 NEERI (Task 7.5)
- D7.11 Report on standardization and certification activities | M42 NEERI (Task 7.5)
- D7.12 Brief report on end user events | M40 JSPL (Task 7.7)
- D7.13 Brief report on final event | M42 IITG (Task 7.7)

These reports will be based on the inputs and activities implemented by project partners during the project lifetime. The evaluation of dissemination activities performed will be based on a number of factors: Web site use and frequentation, impact of project communications and newsletters, reports/publications and dissemination activities of the partners and networking with other relevant initiatives (e.g. the sister projects PAVITR, PANIWATER, PAVITRA GANGA, INDIA H2O, SARASWATI 2.0 and SPRING or other H2020 projects with related activity). Based on the results, an update of the Communication strategy may be proposed.

2 Introduction and Overall Strategy

Communication and dissemination represent key pillars of the LOTUS project: continuous information about the results achieved is a transversal element that should be deployed throughout the whole project duration and that should cover all communities relevant for and possibly interested in the LOTUS project, both in countries where the consortium partners are operating and on the worldwide level.

Taking into account that LOTUS as a whole is meant to co-design and co-produce an innovative water quality sensor and associated ICT solutions, and co-design the business model and, which are by definition already dissemination activities, the impact maximisation work package has been planned to avoid doubling efforts and superfluous complexity. The core of the work aims to provide all project partners with the communication and dissemination tools and to find the right channels to promote the approach, progress, and results of the project in the relevant communities, thus leveraging the operational work and maximising the impact, to track all dissemination and to propose modifications.

The purpose of the present document is to provide a strategy for communicating on the project and disseminating knowledge throughout the project.

Communication and dissemination are instrumental to maximise the impact of the project. They are nevertheless two different concepts: communication is only about increasing the visibility of the project, whereas, dissemination constitutes the base for the exploitation of the project results. In this communication strategy and initial plan for dissemination, both activities will be treated as one, as they have in common some audiences and will mobilise promotion and dissemination tools in common. At the end of the report, an initial plan for dissemination of results will be presented to bring forward the dissemination activities which are instrumental to the exploitation of results of the project.

It is intended essentially for the project partners. However, the dissemination level of the document being public, the LOTUS communication strategy is open for ICT and more importantly water community members and it will be updated when it appears necessary.

The communication strategy of the project will follow a 6W approach to ensure that every communication opportunity is adequately exploited by the project. The 6W strategy aims to identify clearly:

- **Why disseminate**: For an efficient communication, the first point to be identified are the objectives of the communication.
- **To Whom**: Different communication objectives will have to target different audiences, these different audiences have to be defined.
- **Disseminate What**: Different audiences have different interests and needs and will need to be addressed with different messages.

- **Disseminate hoW**: Different audiences have to be addressed through different channels. To be efficient, the communication has also to be coordinated and monitored.
- **Disseminate <u>Where</u>**: To fully reach its objectives, the project has to disseminate to a broad audience all over Europe, India, and beyond.
- **Disseminate <u>When</u>**: The project communication must both run throughout the duration of the project, with long lasting and scheduled actions and take advantage of opportunities that arise.

This document starts with identifying the dissemination and communication objectives of the LOTUS project, answering to the **<u>Why</u>** disseminate question in **section 3**. The communication plan defines the targeted audiences and associated messages in **section 4**, answering hereby to the **to <u>Whom</u>** and **<u>What</u>** questions.

Based on the identified targeted audiences, the communication and promotion tools have been defined in **section 4.1**, further answering the **<u>What</u>** and **ho<u>W</u>** to disseminate questions. This is completed in **section 6** by the definition of the scheduled and opportunistic communication strategy, listing the events, press releases and networking activities of the project, answering to the **<u>Where</u>** and **<u>When</u>** to disseminate questions.

Finally, the project provides a first overview of the LOTUS results exploitation plan in **section 7**.

3 Objectives and Expected Outcomes

In order to produce a coherent and efficient communication strategy, the first point to be identified is Why we should communicate: what are the communication objectives of the project?

The objectives of the LOTUS communication strategy and initial plan for dissemination are clearly indicated in Work Package 7 (WP7). The strategy will identify and organise the dissemination and communication activities to be performed in order to:

- Raise awareness, communicate around project activities and disseminate results
- Ensure dissemination, exploitation, sustainability, and added-value creation during and beyond the project life cycle
- Monitor impacts throughout the project
- Organise specific activities around LOTUS developments targeting experts and communities
- Foster LOTUS technologies activities for standardisation and certification
- Provide water associations, networks, clusters and policy makers with inputs for fostering further developments

The communication strategy, and initial plan for dissemination, goes beyond simple communication by defining multi-national activities on several levels:

- ✓ Interaction with EU-India water and water-related technologies stakeholders: the interaction with these actors will take place continuously, e.g. by the project conference and public workshops, webinars, and other (external) events,
- ✓ General publicity of activities and results of the project: dissemination of project publicity material (leaflet, publications, etc.) through website and through the partners' networks, participation and presentations in major conferences, participation in scientific and sustainable development and water forums, etc. The LOTUS web portal will become a major platform of dissemination and will act as a dynamic information and communication tool expanding project activities. The portal will gather, promote and communicate latest evolutions on EU-India water-related cooperation policy dialogue activities and events including all the knowledge material and assets developed under project activities.
- ✓ Collaboration with other RIA and networks at EU level: stakeholders at EU level are addressing a large number of similar challenges, and there is an important breeding-ground for developing cross-fertilisation and exploiting synergies, avoiding duplication of efforts and maximising impact in reciprocal, win-win and cooperative alliances. The members of the consortium have strong links in these communities addressing water technologies of interest for LOTUS (e.g. ICT4Water cluster, WssTP and Ctrl+SWAN) which will facilitate the liaisons. LOTUS will participate in and co-locate public events and workshops with these initiatives, by organising special sessions in International Conferences (e.g. HIC, WDSA, CCWI, IAHR, IWA specialised conferences). Major examples of projects where collaboration synergies can be

found are PAVITRE, PANIWATER, PAVITRA GANGA, INDIA H2O, SARASWATI 2.0 and SPRING, LOTUS' "sister projects" (funded under the same call), as well as other projects targeting EU-India collaboration in specific activity (e.g. European Cluster Collaboration Platform seeks to contribute to the policy dialogue).

✓ Interaction with the civil society: end-users in India are specifically targeted, most of them can be reached thanks to the involvement of NGOs which know best how to interact with them, and how to reach out to the most vulnerable. It is therefore of high importance to liaise and communicate with these NGOs and ideally their end-users to make them aware of the project outcomes and to involve them in discussions. Besides dissemination through the project website, communications will be done through various channels such as Twitter, LinkedIn, … Involvement will also be possible during webinars. A WhatsApp group will also be constituted to ease communication in India.

✓ Organisation of events on topics addressed by LOTUS, which will bring together large companies, SMEs and start-ups, NGOs, end-users (provider of water) and final-users of the LOTUS technology and also academia, as well as policy makers.

The expected outcomes of the communication and dissemination activities are as follows:

Dissemination

✓ Participation in water-related working groups from local, national & international associations/governing bodies involved in water supplies.
✓ Scientific publications (refereed) related to the LOTUS project developments (on sensor development, ICT development, testing & validation, water management, social interactions, etc.)
✓ Scientific publications and technical presentations (without full review) on LOTUS project developments
✓ Field guide for Utilities dealing with Intermittent Water Supply and guidelines for transitioning to 24×7
✓ Various types of events (launch, final event, workshops…)
✓ Organising niche specific workshops/training programs for various end-users to provide hands-on experience with LOTUS

Communication

✓ A website for the project
✓ Newsletters to be disseminated during the project lifetime to identified stakeholders & major end users at different levels
✓ Project communications will be produced & made available to public and medias (local & specialised) through the project's website
✓ One video
✓ A flyer in two languages which describes LOTUS

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✓ Social media accounts for LOTUS project (LinkedIn, Twitter, WhatsApp)

These outcomes are monitored through KPI, detailed in part 4.5 of this report.

4 Target Audiences and Relevant Messages

As presented in section 3, the communication strategy of the project answers to different needs and objectives, and therefore different audiences will be targeted. It is essential that different communities are addressed with messages and tools adapted to their interests and uses. This section answers to the "to Whom to disseminate" and "What to disseminate" questions.

Communication on the project and disseminating of knowledge and project achievements is a crucial part of LOTUS: in order to have an impact on ongoing and future initiatives and activities, it is important to raise awareness on the outcomes of the project and attract interest from relevant EU-India water-related stakeholders, companies and policy makers.

The generally communicated project mission is as follows:

LOTUS co-designs, co-develops and co-produces low cost innovative technology for water quality monitoring and water resources management in India.

During the first months of the project, the partners will focus on communicating on the general information and the main aim of the project and participation in events and conferences of interest. Two initial project communications have so far been prepared and published (n° 1 in December 2018, n° 2 in March 2019). The key messages highlighted during these first months include:

- What is the project about and what is its expected impact?
- What are the project objectives?
- Who is involved in the project?
- What main activities and results are planned?

The messages listed above should be addressed through all promotional channels, such as the LOTUS website, poster, leaflet, etc. For detailed information about these publication channels, please see the following chapters.

Other messages that will also be relevant and create communication opportunities as the project develops are:

- Public Deliverables
- Milestones achieved

Besides the general messages, LOTUS will engage with specific stakeholders in the EU and India and adapt the communication messages and channels used to the audiences addressed. The stakeholder groups are as follows:

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Policy makers: LOTUS partnership gathers among the top institutes in India which have a privileged access to the highest levels of Indian governance, ensuring a continued communication with these stakeholders, notably at state level. On the EU side, LOTUS partners will link with all relevant policy levels through their extensive networks. Also, at local levels, key stakeholders such as Guwahati Water Board or the Central Water Commission will foster the interactions with peers across India.

Networks, clusters and multipliers: Several LOTUS partners are involved in Indian, EU and international associations related to water management, water quality, as well as the cluster networks where major European water clusters are present. A first entry point will be through the leveraging of their extensive networks by participating in working groups and policy notes from these institutions, and exploring the potential collaborations throughout the project duration and beyond

Scientific communities: On both 'sides' of the project partnership, LOTUS gathers top ranking institutes and universities, with strong ties to scientific networks and stakeholders. Scientific events and publications are the main LOTUS access for this group.

Users (water providers, managers of water networks): Indian large corporates and water boards, a large European automation solution provider, SMEs from both sides are part of the consortium. LOTUS will benefit from the experience and contacts from these stakeholders as well as the ones from the boards and commissions for accessing the relevant end-users. Guwahati Water Board, Chennai metro water board or Jain irrigation) which have a direct access to these stakeholders.

Local intermediaries: LOTUS partnering Indian NGO and end-users will coordinate and support top-down and bottom-up interactions, enabling the use of the solutions developed within the use cases and beyond. Institutes and water boards will provide their extensive contacts in the use case areas for accessing these stakeholders.

Final-users: Populations are to be involved in developments through the activities of multiple LOTUS partners (such as Eureka Forbes, Guwahati Water Board, Chennai Metro Water Board or Jain irrigation) which have a direct access to these stakeholders.

The general public will be addressed, too, in order to raise awareness for the importance of international collaboration on water and its benefits on economic and societal levels. However, due to the limited resources of LOTUS, this broad target group will mainly be addressed by open dissemination tools/channels, such as the project website and social media, also containing some general information and giving access to the LOTUS newsletter. No exclusive events for the general public are planned.

The following table provides an overview on the different target groups, dissemination tools/channels used for addressing them, as well as main relevant project results.

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Table 1 Targeted audiences, associated tools and messages

Target Audiences	Project events	Project poster and leaflet	Web portal	Social Media *LinkedIn, twitter*	Newsletter	Webinars	Project publications	Key project results relevant to the target groups in particular
Policy makers	xx	xx	xx	x	xx	xxx	xxx	Key interest: Responsible for ensuring the access to water to populations, policy makers need analytical and management tools adapted to the contexts. Also, LOTUS project will foster the exchange of best practices in that field on both 'sides' of the project Expected/wished sustainable main outcomes for this group: **panel of best practices for implementing water-related innovations**
Networks, clusters and multipliers	x	xx	xxx	xxx	xx	x	x	Key interest: LOTUS approach to innovation will provide outcomes that are to be further replicated in other areas and enable various associations, networks, etc. to communicate to their communities about concrete solutions implemented on the field, Expected/wished sustainable main outcomes for this group: LOTUS intend to publish outcomes in water-related themes that will be targeting various decision makers. Water related networks will be invited to these discussions and thus benefit to LOTUS channel for reaching out to these stakeholders both in EU and India.
Scientific community	xxx	x	xx	x	xx	xxx	xxx	Key interest: interested in the peer-reviewed (and non-refereed) publications Expected/wished sustainable main outcomes for this group: **Publications**
Users	xxx	x	x	xx	x	xx	xx	Key interest: tailored solution addressing challenges there are facing within their day to day activities. Expected/wished sustainable main outcomes for this group: As an integrated solution, LOTUS will enhance the end-users' capacities to answer to the challenges they are facing.
Local intermediaries	xxx	xxx	x	xxx	Xx	xxx	x	Key interest: information about the development of the sensors and its impact on the community Expected/wished sustainable main outcomes for this group: Information on the local development of the project, flyers, events

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Final-users	xx	xxx	x	xx	x	xxx	x	Key interest: information about the quality of water in their community
								Expected/wished sustainable main outcomes for this group: Information on the advancement of the project, and notably updates on the concrete outputs (safe water), information disseminated through local intermediaries

4.1 Coordination and Implementation of Dissemination Strategy

To achieve the communication objectives defined above in section 3, a concrete plan for coordinating and implementing the defined strategy is presented below. This section answers to the "hoW to disseminate" question.

In order to ensure and to cross check the performance of the dissemination activities against the strategic goals, it is necessary to nominate the responsible partners, to follow up the implementation of activities and to control the process. At the content level, key messages for each target group should be clearly drawn, informational vectors defined and the events' planning developed accordingly. More specifically, communication on the project and dissemination of knowledge gained during the project lifetime is expected to take place through the consortium, their networks and contacts on national, EU and India and international levels.

4.2 Partner's responsibilities

Partners have agreed on the roles concerning the LOTUS awareness raising and dissemination activities. The work package 7 is led by NEERI with the support of inno who is in charge of designing and implementing the communication strategy, the branding and designs as well as dissemination and promotion material. The partners will work closely with inno in order to provide input to all the communication and dissemination activities, therefore playing an important role in spreading information. The work task responsibilities are distributed as follows:

NEERI, the work package leader

Leads the work package including:

- monitoring and coordinating the dissemination and communication activities in India
- interacting with the Indian partners for the dissemination and communication activities

Supports the dissemination and communication activities, including:

- providing text of relevant news and publications related to general project activities
- ensure quality control of the information provided about India
- Manages the LOTUS Facebook account

Inno, the work package support

Supports the implementation of the work package, including:

- setting up of the communication strategy
- monitoring and coordinating the dissemination and communication activities in Europe
- stimulating EU partners to provide communication and dissemination input, such as news for publication on the project website, contributions to the project's but also other related newsletters (ICT4Water…), etc.

supports the dissemination and communication activities, including:

- creation of a visual identity and provision of templates (Word and PowerPoint)
- production of promotion material based on the contributions from partners
- set up and update of the project website
- publication of news coming from the NEERI and WP leaders on the website
- management of the LOTUS Twitter account and the LinkedIn group

UNEXE, responsible for liaising with other networks

UNEXE is responsible for liaising with EU, Indian and international water associations and clusters, including:

- creating new networks
- attending other partners events
- reporting in a publishable (written content + picture) manner to inno who will then update the website

IITB, IITG, JSPL, NEERI responsible for implementing events

Warning: DST has deleted the budget of partners regarding the organisation of events, therefore the following tasks are on-hold, depending on DST availability to fund these very events.

Their role includes:

- organising of events
- reporting on these events, including communicating information (written content + picture, ready for publication) to inno for publication on the project website

All project partners

All partners shall

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- use the project's visual identity for any communication on the project
- provide contributions/material for public use on the project website and communication material upon request (e.g. use case descriptions, logos, etc.)
- provide news and/or communications on important activities and achievements related to LOTUS
- inform inno and cc NEERI and EP about participation in conferences, workshops etc. related to LOTUS
- provide short texts about participation in events for the news section of the project website (accompanied by related links and pictures whenever available)
- disseminate the LOTUS information and materials through their channels and networks
- regularly inform inno and NEERI about which communication channels and networks were used
- publish scientific papers (academic partners and research institutes)
- make sure that publications opt for a "green" open access model for scientific and technical publications. Outcomes will be available for access in the LOTUS project website, without prejudice of IPR and copyright considerations regarding publications in peer-reviewed journals and conferences. When applicable, the scientific and technical publications will also be made available through public repository OpenAIRE. The choices will also be made according to the target audience to reach with a publication. Publication and dissemination of any foreground will be granted with the approval of the Consortium, making sure, when applicable, that any period of secrecy needed is respected. Adequate references to the EU and Indian funding will be given in any dissemination.
- provide the required information for the reporting for the EC (see template in Excel sheet provided by separate mail to the partners)

The partners will fulfil their responsibilities autonomously and provide input in time to all the dissemination activities driven by NEERI (Indian side) and /or inno (EU side), but also proactively disseminate information on the project activities and outcomes via their channels and networks. The entire consortium is playing an important role in disseminating information.

All partners will be asked to report on a regular basis on their dissemination and communication activities, using a template (excel file, that shall be provided by inno). An update on communication and dissemination activities reported by the partners will be part of the agenda of the plenary meetings.

A list of dedicated communication / dissemination contacts within the project partners will be set up and is maintained by inno TSD. The information can be provided to the other consortium partners upon request to inno TSD. (d.marron@inno-group.com)

4.3 Role of the Use Cases in the Communication and Dissemination

The LOTUS project is based on five use cases that are expected to be a key instrument of the project dissemination.

The use cases will work as demonstration pilot and show case for LOTUS technology. The use case stakeholders will be considered as ambassadors of the LOTUS technology as they can communicate on the project results of peer-users (water network managers of other regions for instance) and final-users.

A dissemination kit (see below) will be provided (flyers, project presentation, …).

In return, use case stakeholders - through the intermediary of NEERI - in charge of collecting and editing the information, will be responsible to feed the projects' communication by sending regular news about their project's results. The news will be then displayed on the LOTUS website, on social media and in the newsletters.

4.4 Tools for the Coordination and Dissemination activities

In order to ensure that the communication strategy stays up to date, an internal monitoring process will be put in place. Its main elements are listed below. All partners have to report on their activities and opportunities. inno, as WP7 support, will check regularly the progress and, if needed, adjust the planning. inno will also supervise all activities and provide strategic direction when needed. NEERI would coordinate collection of updates from Indian Partners and provide it to inno for review and upload.

The communication plan will be regularly reviewed with the consortium partners, indicating:

- Actions
- Person in charge
- Channel to be used
- Purpose of the action
- Content to be conveyed
- Targeted audience
- Etc.

This planning will be updated upon need.

In addition, WP7 activities will be discussed during consortium plenary meetings, and conference calls may be set up in between the physical meetings of LOTUS partners which will also provide a platform to discuss any relevant issues.

4.5 Monitoring of the communication strategy and initial plan for dissemination

Measurable targets and performance indicators are set for the communication and dissemination work; of course, besides the indicators listed in the table below, a number of project activities naturally feed into the dissemination work (activities conducted in the use cases, workshops, reports…). The monitoring will be based on the expected outcomes specified in chapter 3:

Table 2 Project's KPIs for Dissemination and Communication

Tools/Channels	Key Performance Indicators (KPIs)	Target Values
Dissemination		
Liaisons with water-related networks and clusters	Participation in water-related working groups from national & international associations	5+ working groups from the EU and India
Publications	Scientific publications (refereed) related to the LOTUS project developments (on sensor development, ICT development, water management, social interactions, etc.)	15+
Publications and presentations	Scientific publications and technical presentations (without full review) on LOTUS project developments	20+
Public launch	Number of participants in the public launch	50+
Final event	Number of participants in the final conference	80+
Stakeholders engaged	Numbers of stakeholders engaged into regular interactions (WP1 activities) – research organisations, end users, NGOs…	50

Events	Co-creation workshops (*see WP1*) participants	60+
	Business model workshops and system validation workshops participants	40+
	3 end user events (*see WP7*) participants	10+ per event
Water Utility Field Guide	Field guide for Utilities dealing with Intermittent Water Supply and guidelines for transitioning to 24×7	1
Communication		
Stakeholder Community	Total number of stakeholders reached	400+
Project Website	LOTUS project website's visits	10000+ unique visitors
e-newsletter	6 newsletters are to be disseminated during the project lifetime to identified stakeholders	400+ recipients of LOTUS newsletters
Press Release / project communication	Project communications will be produced & made available to public and medias (local & specialised) through the project's website	5 communications disseminated
Short video	Video to promote the project and raise awareness; number of views	1 video, 200+ views
Factsheets	Factsheets introducing the developments within use cases in a business-friendly manner are to be edited	5 factsheets made available
Flyer	2 versions of the project flyer will be prepared and disseminated during events	3000+ flyers distributed
Social media	Lotus penetration on social medias – Facebook; LinkedIn - will enable 2.0 interactions and a targeted communication towards EU & Indian stakeholders	200+ 'Friends'; 'Followers'; etc.

Apart from this, the impact of the communication and dissemination activities may be evaluated based on of the following further Indicators:

- Website visits, measured especially after major communication activities (project communication, newsletters or major events). Based on the findings, a correction of the Communication Strategy may be proposed.

- The number of persons in audiences and target groups during conferences or workshops (e.g. socio-demographic background, country or region, type of organisation, etc.)
- The number of contacts initiated after communication actions
- The number of follow-ups or collaborations resulting from communication activities – if initiated already within the project lifetime
- Quality/effectiveness evaluation via feedback by the attendees of workshops (non-consortium members)
- Number of published news provided by partners about the activities
- Number of activities supporting project tasks / work packages
- Other support provided to the project tasks / work packages as requested by partners

An update on the communication and dissemination activities will be made during the consortium meetings and all dissemination activity will be kept in a monitoring file for reporting purposes.

5 LOTUS Communication and Promotion Tools

As presented above in section 4, different target audiences have different uses and interests and must therefore be addressed by a complementary set of tools. This section presents the tools set-up for the project communication and further answers to the "hoW to disseminate" and "What to disseminate" questions.

Publications produced by LOTUS will aim at consolidating information about goals, activities and results of the project and motivate the relevant communities to provide feedback, communicate their requirements and adapt their activities.

Some publicity tools are generated during the first six months of the project. Most of this work is focused on the creation of media which will be maintained and used throughout the project as vehicles to disseminate information about the project and its achievements.

The main publicity tools will be:

- The LOTUS website (M3)
- Project communications published on the website and distributed through partner networks
- Project newsletters
- Project publications
- Project conferences and public events (if enabled by DST)
- Participation in major external events and conferences of interest
- Outreach to relevant stakeholders

5.1   LOTUS Branding

During the first three months of the project, the LOTUS branding has been defined in order to make the project easily recognisable. It shall represent the stable visual element for project presentation and promotion.

The branding pack prepared by inno and to be used by the project partners includes:

5.1.1 Project Logo and Visual Identity

The project logo has been designed by a professional designer. The logo has been designed to be easily recognisable and to be meaningful to the water-related community and general public, but also taking into account the dynamic we hope to bring to EU-India water collaboration.

Figure 1 LOTUS Logo

Different versions of the LOTUS logo have been produced, adapted to different backgrounds and displays (screen, print, etc.). The logo is available both in pixel and vector formats, and is available for the partners' use via the project shared platform.

The visual identity is based on the main logo colours and should be respected in all official communication supports. The colour codes are as follows:
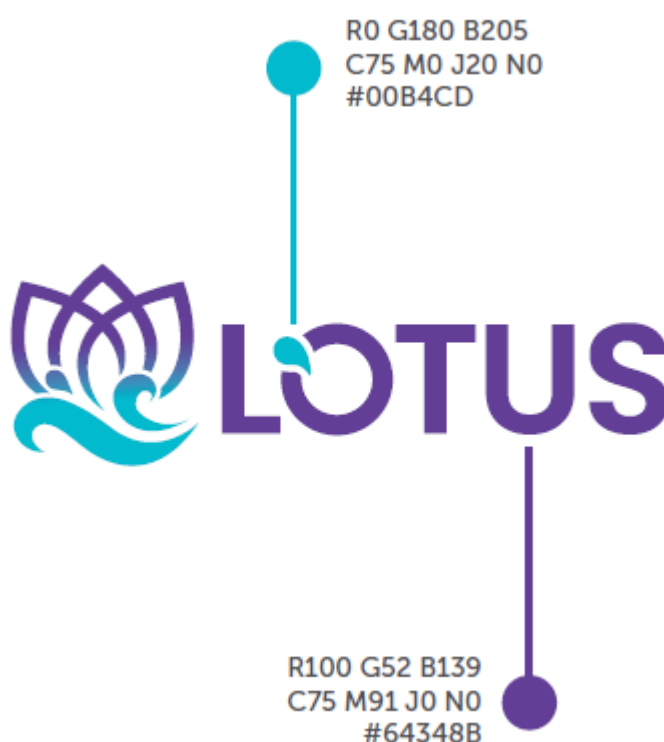

R0 G180 B205
C75 M0 J20 N0
#00B4CD

R100 G52 B139
C75 M91 J0 N0
#64348B

Figure 2 LOTUS visual identity

5.1.2 Other Branding Elements

Based on the project logo and visual identity other branding elements will be developed, including:

✓ **Flyers**:

Two versions of a LOTUS flyer/leaflet (one at the beginning of the project and one at the end) will be compiled and used to present the project, its goals and the consortium. The project flyer shall reflect the ideas and planned activities of the project in a first time and might be updated with information about major outcomes and results in a second step.

It shall serve as a calling card for presentation to influential stakeholders – experts, national and local authorities, media representatives, etc. Produced early in the lifetime of a project, the first version of the flyer:

- Explains the background for undertaking the initiative
- Indicates the targeted results
- Provides an overview of the consortium and contacts: major contacts, website

Additional material have been / shall be developed when needed, such as:

- ✓ **Posters**
- ✓ **Project banner** (for event participation)
- ✓ **Graphical templates:** A set of graphical templates (PowerPoint, Word) has been designed in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications.
- ✓ **A generic project presentation:** Following the LOTUS branding, a generic LOTUS presentation will be developed to be used for awareness-raising and information at events and via the partners' networks. It can be used by all persons involved in the project to disseminate the project objectives, its status and the expected results. It can be easily adapted by partners for specific audiences and updated with new information. It will, at the beginning, detail the structure of the project in terms of objectives, main results that the project aims to achieve and the tools the project will use, and be updated as the project advances. The presentation aims at attracting the interest of relevant communities and stakeholders etc.

5.2 LOTUS Online Communication

5.2.1 Website

The first version of the LOTUS website is available since Month 3. It provides a responsive design in order to be correctly displayed on any type of device (ranging from regular PC to mobile devices).

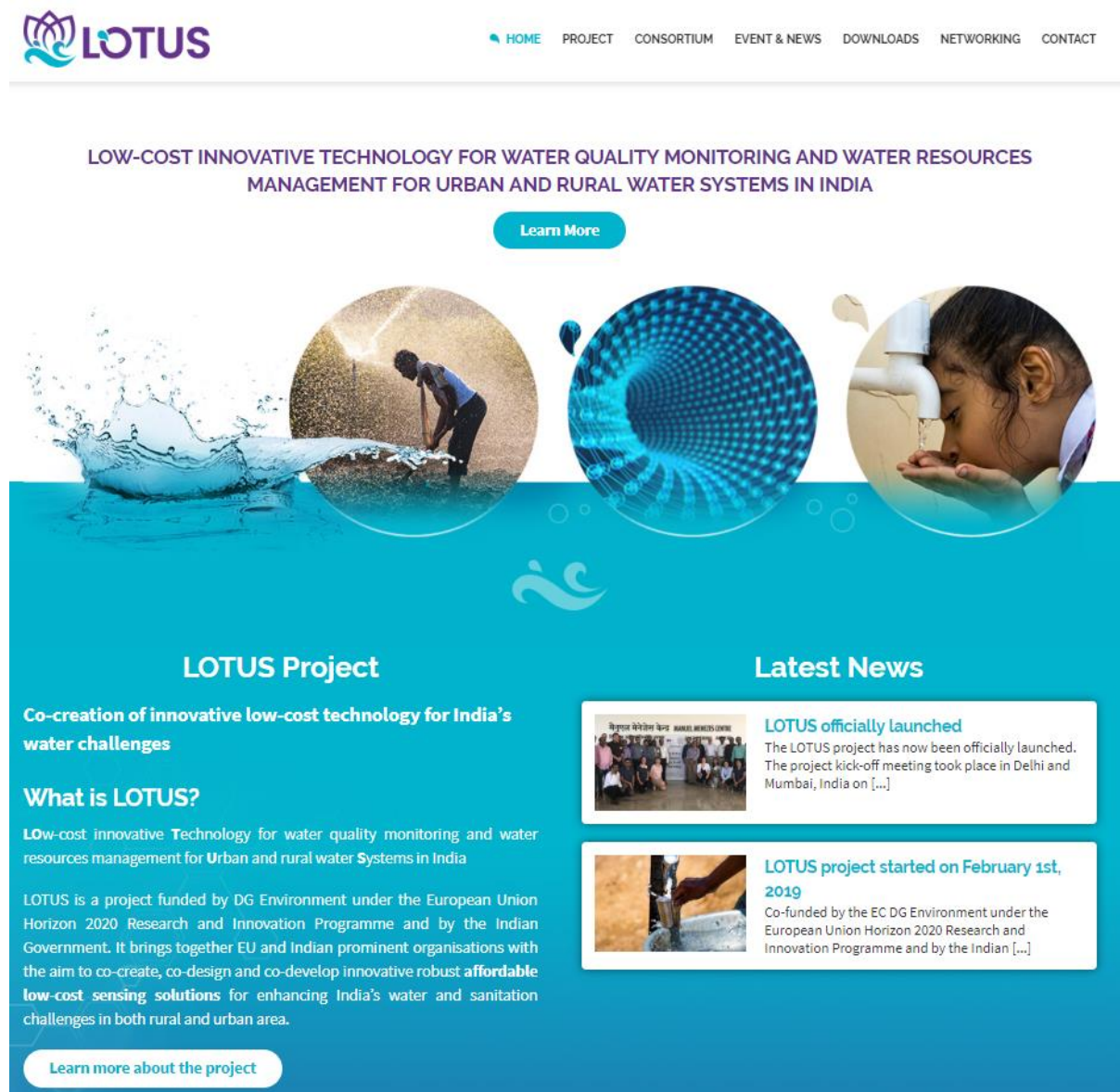The following image presents the home page:
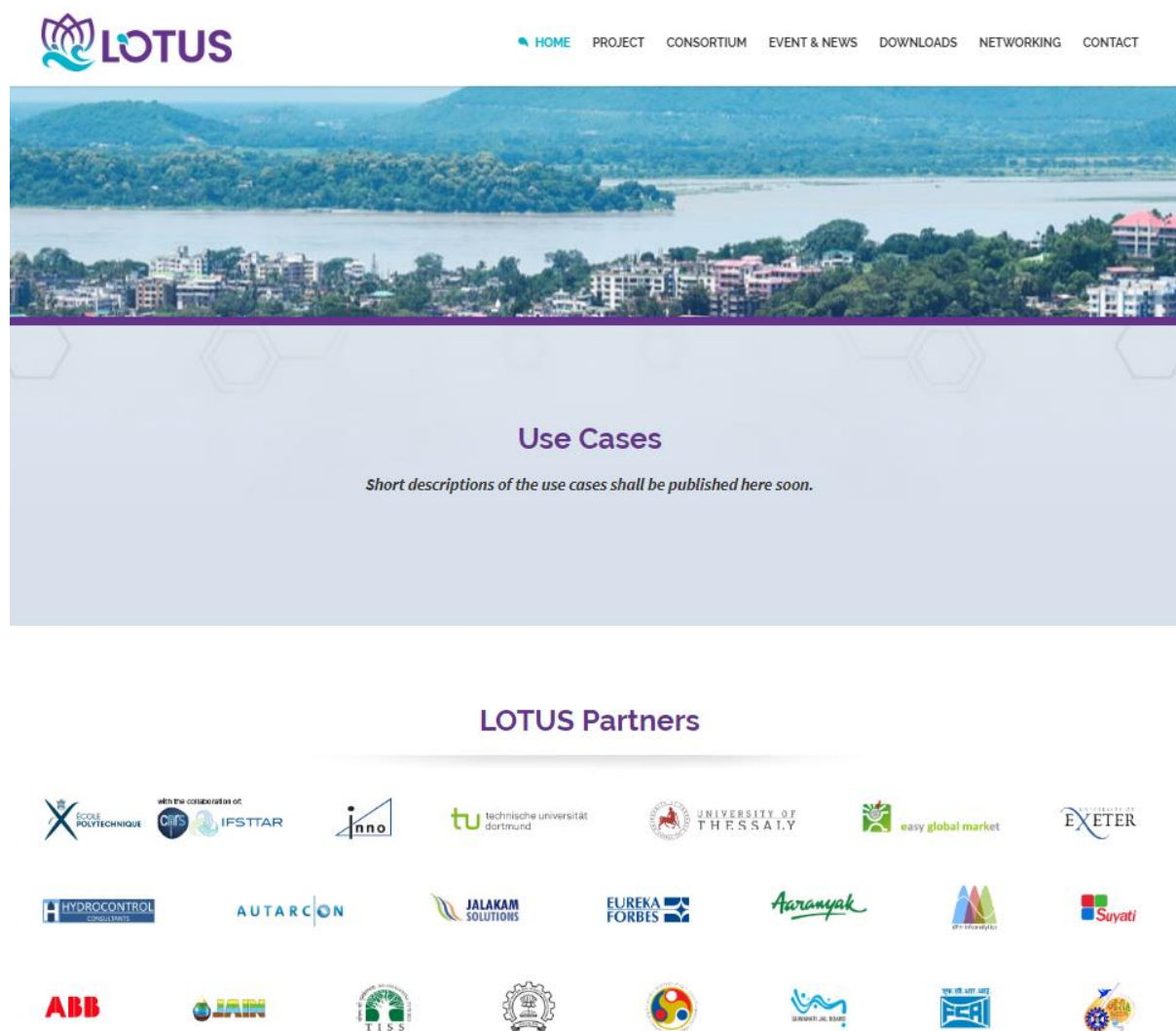
Figure 3 LOTUS homepage (top)

Figure 4 LOTUS homepage (bottom)

The LOTUS website represents the first vehicle in raising awareness of the project and contains a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events etc. It follows the LOTUS branding and plays an important role in the information campaign.

The content of the website will be updated continuously, e.g. whenever new information becomes available.

Promotion of the LOTUS project is also planned be done through other relevant web portals in order to create synergy effects. Likewise, links to LOTUS "sister projects'" - e.g. projects funded under the same call - websites will be made, by INNO. Links to relevant EU and Indian networks will be provided.

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The project website addresses all targeted audiences of the project (Policy makers; networks, clusters and multipliers, scientific communities, end-users, local intermediaries and final-users). It will present a general introduction to the project and its potential impact even for an audience unfamiliar with the subject. More advanced users will find news of the project and access to publications, public deliverables and events.

5.2.2 Social Media

Great emphasis will be placed by the project team to create a LOTUS community consisting of people likely to be interested in LOTUS implementations. In this context, the project team will exploit the power of social networks and available internet tools in order to enable a more active communication and dissemination towards the community.

Specifically,

- LOTUS will establish profiles in professional social networks such as LinkedIn, Twitter and WhatsApp. These will be used as direct communication channels with other professionals from relevant fields. Updates on events, news or advancement of the project will be published in the networks, with the aim to increase the impact of LOTUS. Previous experience has shown LinkedIn as a good way to communicate events and publications, whilst Twitter enabled to reach out a large audience.
- LOTUS will identify the most appropriate social network communities that already exist in the framework of EU an India regarding sustainable development, water policy, ICT, sensors, etc…. These communities will be approached in order to attract its members and subsequently enrich the LOTUS community.

Twitter

Twitter is extremely useful to inform and engage with the project's target audience groups and their respective communities. Building a community and becoming part of already existing communities is crucial for communication and dissemination via Social Media platforms. Information about the latest updates on the website, new events, discussions and news will be provided via Twitter.

In order to connect to already existing communities and build our own, LOTUS is going to use the available hashtags such as #EU_India, #Water #SafeWater, #Sensor, #ICT #collaboration. In addition, we will build our own hashtag (e.g. #LOTUS_Water) to gather all tweets concerning LOTUS. The partners from H2020 sister project have also built their own hashtag #IndiaEUWater.

If successful it can help grow the popularity among the audience groups and make LOTUS better known. Via the LOTUS Twitter Channel (@Lotus_IndiaEU) it is easy for followers to engage with the LOTUS project, either by following, mentioning, retweeting or commenting on tweets.

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Figure 5 LOTUS Twitter Channel

The project is going to use mainly two tools for the analysis of its twitter activities: Twitter's own analytics-system gives a very good overview over current conversations and interactions with followers. For more details and insights, LOTUS is going to apply Twitonomy , a third-party tool, available for free (in a basic version) to complete the overview.

Table 3 Twitter account

Objective	Promote the project news and related activities as well as reach out to a wide range of communities; establish connection and communication with – e.g. - other related projects, academia and civil society, industry, media…
Content and Messages	Project news, related news, discussion topics
Target Audience	All Stakeholders

Information Required	Project updates, current news, low level detail
Information Provider	All Partners
Activities	Encouraging new users to join, adding new tweets and responding to others' comments
Schedule	Updated on an ad-hoc basis throughout the project
Monitoring	inno is monitoring the group; each partner is responsible to send news to be added on twitter when relevant as per the provided plan
Responsible Partner	inno and all partners

LinkedIn

LinkedIn is a Professional Network through which LOTUS can address very specific, professional target groups. It is mainly functional for targeted networking and to create a sustainable LOTUS network in which the status of the project but also project outcomes can be shared.

The LOTUS Group (https://www.linkedin.com/groups/8776279/) in LinkedIn has just been set up, so there are as of this moment no connections yet. The Group will be filled with more details and content over the coming months, building more connections to people within the research group and then beyond. It will then also be used to syndicate the articles written for the LOTUS website.

Figure 6 LOTUS LinkedIn Group account

Table 4 LinkedIn Group account

Objective	To announce LOTUS achievements to other professionals from relevant fields of action, to raise questions and obtain feedback that can contribute to the project's development. Also announce events and gather interest from other people that join our community.
Content and Messages	Keep in contact and inform professionals and researchers;
Target Audience	All Stakeholders
Information Required	Project updates, current news, discussions for receiving further feedback and suggestions on project's approach and use cases;
Information Provider	All Partners and users
Activities	Encouraging new members to join, regularly adding new posts and responding to others' comments
Schedule	On a weekly basis, or as we have content to add
Monitoring	inno is monitoring the group as a minimum twice a month;
Responsible Partner	inno and all partners

Other Social Networks

Taking into account the numerous different tools for social networking, with the number (and popularity) changing all the time, further possible options shall be explored. Different ways of use result in different approach of the target audience, and different resources are needed. It is therefore important to first carefully investigate, which network(s) shall provide an added value for communication on and promotion around LOTUS, also taking into account the audience(s) that can be reached.

As of today, LOTUS does not see a huge potential in using Facebook and Google+ for distributing content, as both are built on sharing information on a daily basis, with small pieces of information and interaction.

Potential - at a later stage - may be found in Slideshare, which is used to publish presentations, flyers or similar publications. Once a relevant number of public presentations on the progress of the project is available, the use of a LOTUS account will be evaluated.

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LOTUS will keep an eye on the development of the market for other new and old tools and evaluate their convenience with regards to the project.

5.2.3 Newsletters

During its lifetime the project will develop and send six newsletters summarising LOTUS' main achievements (activities, results and information produced). Newsletters will be drafted in a direct, journalistic language, sent to targeted stakeholders, and also be made available for download in the 'News' Section of the project website. Tentatively, a newsletter shall be edited every 7 to 8 months, but this schedule shall be adjusted according to the planning of project's major events and/or advancements.

Mailing System

The newsletters will be sent via a professional emailing solution, most probably Mailjet. This includes integrated services in support of marketing emails, automated messages, and targeted campaigns. It allows easy customisation of templates, integration with social media sharing options, and a monitoring system. The tool (e.g. Mailjet) will provide statistics for every newsletter sent (number of messages opened, clicked…).

Editorial Choices and Flow

About two months before the expected issue of a newsletter, the editorial responsible (inno) will coordinate an internal "call for ideas" in order to select the newsletter's topics. Partners in charge of activities or having first-hand knowledge of the topics to be reported on will then be requested to provide a ready-to-publish article within 4 weeks. inno will then take care of editing and harmonising the contributions, setting up the newsletter, and circulating it to

- Stakeholders having registered to the project mailing list and
- LOTUS' partners for dissemination through their own networks.

Being available on the project website, the link to the online version of the newsletter shall further be shared via the project's social media channels. Where possible, information on the newsletter or specific articles shall further be embedded in partners' institutional newsletters or related projects' communication channels.

External Mailing List:

A mailing list for external communication will be set-up, and subscriptions shall be obtained by different means.

- Subscription via the project website will be put on the project website
- Participants of LOTUS events, shall be invited to join the LOTUS mailing list

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- Promotion to subscribe via Social Media Channels
- Existing individual contacts of project partners considered to be potentially interested in receiving the newsletter, might be approached with a personal informative email, providing information about how to subscribe.

Aim is to ensure that any subscription to the newsletter will be intentional. Moreover, the newsletter will display an "unsubscribe" button and disclaimer, ensuring that all privacy requirements are met.

5.3 LOTUS planned events

IMPORTANT NOTE:

Important cuts were made in the budget by DST, including the organisation of events. The following part describes the events as they were initially planned. Their implementation henceforth depends on DST possibility to fund and organise these events.

Diverse project events (such as workshops, conferences, information sessions) are planned to be organised in India or EU in order to allow the partners to meet on a regular basis and to exchange with the target groups (Policy makers, networks, clusters and multipliers, scientific communities, end-users, local intermediaries and final users).

These events shall, wherever possible, be organised in conjunction with a relevant external event (conference), in order to allow for synergies with the event participants and content. Events will be organised by the project partners for communicating about the project developments towards specific / specialised stakeholders alongside major EU-Indian related events. Partners will also present LOTUS project, activities and outcomes in conferences they will be attending throughout the duration of the project (e.g. EIP-Water Conferences, WssTP Conferences). Local co-creation workshops will involve notably end-users, local intermediaries and final users around the use cases developed throughout the project. These events will ensure the adequacy between stakeholders' needs and LOTUS outcomes and provide with useful insight on how to refine the exploitation plan taking the whole value chain into consideration.

Table 5 List of planned events

Name of Event	Number of events	Type of Event	Location	Target audience (total)	Target Group
Public Launch	1	Joint Kick-off meeting	Delhi	50	Consortium meeting

Co-Creation workshops	3	Workshop	India (location to be confirmed)	60+	Technology experts and Indian users and solution implementers
Business model workshop and system validation workshop	1	Workshop	India (location to be confirmed	40+	Technology experts and Indian users and solution implementers
End-user events	3	Public event	India, in three chosen use cases	10+	End-users, local intermediaries
Final event	1	Public event	India, Guwahati (tbc)	80+	Consortium and engaged stakeholders (incl. end users)

5.4   Publication repository

In order to promote the advances made by the project (thematic reports, etc.), a complete publication repository shall be maintained on the project website. It will contain:

- Project Communications
- Conference papers
- Presentations
- Public reports
- etc.

LOTUS partners are expected to inform the WP7 leader on publications (submitted and accepted); the WP7 leader will remind the partners regularly to report new publications and update the records.

IMPORTANT NOTE in case of scientific publications stemming from the project:

Despite the public funding of the project and the commitment of the LOTUS partners to the concepts of Open Science, it might not be possible to make project papers publicly available within the project time frame. Publications of scientific relevance, if produced, may be made in journals and conferences

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that have not yet embraced an Open Science policy and that restrict the dissemination of the project results. In case where, for such copyright reasons, open access is not available, the project will publish:

- The abstract of the paper
- The list of authors
- A link to the papers on the publisher website

6 Scheduled and Opportunistic communication

In addition to the activities running through the whole lifetime of the project, scheduled and opportunistic communication will be done. One main vector of the knowledge dissemination will be the participation in major events and conferences of interest for LOTUS partners. This section answers to the Where to disseminate and When to disseminate questions.

In order to ensure continuous communication throughout the project lifetime, scheduled and opportunistic communication will be done. In addition to the dissemination channels and tools specified above, external channels will be used for the distribution of project results.

Regularly scheduled communication:

- Dissemination of project communications (inno) through external media (newspapers/journals)

Opportunistic communication:

- Participation in conferences and other events of interest for the partners
- Scientific publications in specialised journals and newspapers, if applies

Scientific publication opportunities shall be monitored by the interested partners to ensure a maximum impact of the project.

6.1   Project communications and articles in specialised journals and newspapers

Most of the partners involved in LOTUS have an extensive experience of working with specialised journals and newspapers and have used mass media to promote past or ongoing projects. Therefore, they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about LOTUS.

LOTUS partners are also encouraged to create publicity about the project at local level, providing messages in line with the overall messages of the project.

Partners will also try to attract journalists to participate in project events, and they will analyse the possibility of carrying out press conferences or/and interviews during the project events. In this case, it is desirable to produce a special project communication or to use other project promotional materials such as project flyers / presentations / success stories.

Partners are also requested to keep track of all publicity created at the local level (according to the template inno shall provide separately) and to inform about all coverage. Some of the information that shall be reported is

- Name of (online or traditional) magazine/newspaper/web site/portal
- Country
- Title of publication
- Date of the publication
- Text of publication (copy from original publication)

IMPORTANT NOTE:

The EU and India cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:

"This publication has been produced with the support of the European Union and the Department of Science and Technology of the Indian Government. The contents of this publication are the sole responsibility of <name of the author/beneficiary/implementing partner> of the LOTUS project and can in no way be taken to reflect the views of the European Union and the Indian Government."

6.2 Project presentations during relevant events

During the LOTUS project, several public events will be organised, as well as events mainly limited to the consortium members and joint sessions, conferences, workshops, and info-sessions, partly co-located at the project events. In addition, project partners are encouraged to participate in external events and disseminate information about LOTUS.

An important way to make the project known is to ensure that LOTUS is presented at events where possible target audiences attend. The project shall actively be presented by the partners at major events and conferences whenever possible.

An events list will be established and shall be regularly updated. It will be necessary to continuously monitor and identify dissemination opportunities, to set the criteria for participation in these events and to decide which events should be supported and which communication/dissemination tools should be used.

The goal will be to inform stakeholders about the objectives of the project, its achievements and available outcomes. LOTUS partners will make sure to distribute promotion material (flyers, etc.) at those events and, where possible, to make presentations.

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All partners will keep track of the events they attend, and a complete list will be reported in the final awareness-raising and dissemination report.

IMPORTANT NOTE:

All the partners are requested to prepare the list of upcoming national events in the next 12 months where they plan to participate in relation to LOTUS dissemination (with or without partial funding of LOTUS) and report it to the WP7 leader and project coordinator.

In addition, all participation in an event must be reported by the project partners using the form (excel file) that shall be provided separately by inno. The reporting must include, beneath other information:

- Country, location
- Name and dates of the event
- Event programme
- The list of attendees from LOTUS

LOTUS partner participation (short report – 0,5 page maximum) describing the type of participation and elements of the project promotion- e.g. project presentation, banner, project material distribution, interview with mass-media, personal contacts established for further collaboration under the project, etc.

6.3 Networking with the relevant communities

In order to increase the efficiency of the project, the activities pursued by LOTUS need to be synchronised with relevant external initiatives and to be confronted with different stakeholder's views.

In particular, with:

- Projects funded under the same call (PAVITR, PANIWATER, PAVITRA GANGA, INDIA H2O, SARASWATI 2.0 and SPRING projects) or relevant to the collaborative approach (e.g. European Cluster Collaboration Platform - ECCP)

For this purpose, each of these projects / initiatives will be contacted and concrete interaction sought so as to maximise the outreach of the LOTUS project (and vice versa), for example:

- Involvement of each other's expert with the other "sister" projects
- Presentation of LOTUS to other projects/initiatives' stakeholders at their events
- Cross-linkage of websites
- Interaction through social media

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7 LOTUS initial plan for dissemination

To guarantee the transfer of project results beyond its lifetime, dissemination activities are bound to exploitation of results activities.

The early preparation will give more time to its implementation. The following section gives an overview of the connexion between dissemination and exploitation, and how dissemination must be implemented and monitored to ensure the efficient implementation of the project's exploitation.

This initial plan for dissemination, will be followed by three dissemination reports in months M18, M36 and M48 of the project. The Dissemination reports will monitor the progress of the communication strategy and associated dissemination actions. They will contain a summary of all communication and dissemination actions undertaken during the project's period, as well as a rigorous monitoring of the KPIs (see part. 4.5).

Dissemination is instrumental to the exploitation of project results. Regarding the exploitation of project assets, the LOTUS consortium will elaborate a detailed plan (deliverable: LOTUS report for exploitation of results) that will examine alternative and/or additional paths, business models and sustainability actions, including a deeper assessment of innovative ideas. The scope of the plan will be to create a long-lasting effect after the project completion, and a major part of it will elaborate on the continuation of the developed value-creation mechanisms. Therefore, this initial plan for dissemination also connects with the initial plan for exploitation of results, produced by IITG by M18 and subsequent updates, in M36 and M48. Since the exploitation results are confidential, the dissemination update will also contain a public summary of the plan for exploitation of results.

LOTUS aims to develop a solution from lab to the field. The technological solution developed through the LOTUS project aims to be produced at large scale and commercialised at the end of the project. The project contains a mix of partners including SMEs, large companies, policy organisations, technical universities and academia all with a direct interest in the outcomes of the project.

The project will establish business opportunities/models. Drivers and barriers to exploitation will be used to align internal company roadmaps, priorities with respect to the application domains, and to strategically direct funding.

LOTUS aims to create new business opportunities across domains and to result in the formation of new business partnerships. LOTUS will allow to co-create and co-design the LOTUS solution to ensure that the product is ready for market uptake.

It must be remembered, however, that the future "safe water for all" vision requires the development of an ecosystem that encompasses the whole value chain including researchers, SMEs, large companies and policy organisations. Here, the LOTUS technical universities, academic and policy partners will contribute to the formation and sustainability of an ecosystem as well as exploit the project outcomes within their internal research activities and networks. Links with policy makers are

also essential to ensure that political agendas align with the technical development of the project, enabling support and large-scale deployment.

Therefore, dissemination activities will be conducted in order to ensure the exploitation of project's results.

In addition, several exploitable assets stemming from dissemination activity are foreseen and various options are examined and expected to be updated / enhanced during project implementation. The pool of such LOTUS assets (besides those from other project activity of course) that are expected to be exploited well-beyond the completion of the project comprises:

- • The website (will be maintained at least 24 months after the project completion)
- • LOTUS scientific articles and news about the project and its results, including best practices

Dissemination will support the promotion of all project assets.