

Deliverable D7.5

LOTUS Communication and Dissemination Period report



Lead: G.A.C.

Date: March 2022

- Public -

Project Deliverable

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Instrument:	Thematic Priority
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Title
D7.5 LOTUS Communication & Dissemination period report 2

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Organisation name of lead contractor for this deliverable	Document version
G.A.C.	V2.0

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Reviewers (organisations)**Abstract**

The purpose of the LOTUS dissemination report for Period 2 (August 2020-January 2022) is to provide a summary of the project's communication activities, and their monitoring and follow up.

Reporting notably addresses the main communication objectives and reached impacts and indicators in both EU countries and India. The document describes how the consortium uses multiple dissemination channels and how it employs general as well as specially targeted communication measures. In addition, the report presents the intermediary results for exploitation (public summary).

Keywords

Communication plan, Communication strategy, Dissemination, outreach, exploitation

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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 areas.

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 groundwater, in irrigation, in a 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 is deployed throughout the whole project and that should cover all communities relevant for and possibly interested by the LOTUS project, both in countries where the consortium partners are operating and on the worldwide level.

LOTUS makes use of the EC H2020 projects' communication best practices and follows the 6W approach: What, Why, When, hoW, Where and to Whom to communicate/to disseminate.

The purpose of this deliverable is to provide a follow-up of the activities conducted for communicating on LOTUS and disseminating knowledge during the second period of the project: from August 2020 until January 2022.

Communication and dissemination are instrumental to maximise the impact of the project. They are nevertheless two different concepts: communication is about increasing the visibility of the project and raising awareness about the project activities whereas dissemination is focusing on the project's results and constitutes the basis for the exploitation of the project results. In this report, both communication and dissemination activities will be treated as one, as they have in common some audiences and will mobilise promotion and dissemination tools in common.

The communication and dissemination periodic report includes all developed tools to be used by the LOTUS project. It tracks the activities of project partners aiming at promoting the project and maximising its impact by using the promotion tools and dissemination channels. It provides an overview of the project's activities on its website and social media accounts and gives valuable insights on the next steps for the next year.

This report, written after three years of project implementation aims at presenting the main results achieved and how they were communicated and disseminated. As of March 2020 and all throughout 2021, COVID seriously hindered the development of LOTUS activities. This succession of lockdowns in Europe and India respectively prevented most of the project activities to be implemented. Activities being on stand-by for more than a year had a negative impact on the communication and dissemination activities of the project. There were very little news to be released and most of project's progress was confidential.

In consequences of this delay, the communication and dissemination leader, G.A.C. proposes a mitigation plan for each of the communication and dissemination tools (posts on social media, newsletter and project communication releases, videos, factsheets, poster and flyer, etc.) to ensure the project reaches its C&D KPIs by the end of the project.

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 is 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 activities and to propose modifications.

The purpose of the present document is to provide status of the LOTUS communication and dissemination activities in the second reporting period. The first section will elaborate on the different communication tools and will report on the different activities the consortium partner undertook in the period. The second section will allow to keep track on the KPIs that have been set at the beginning of the project.

3 LOTUS Communication Tools and Activities

Some publicity tools were generated during the first six months of the project as the project website, the poster, flyer and the social media accounts. Most of the work in the first period was focusing 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. During this second period, the purpose is to use the tools developed in the first period to communicate about the project activities and to disseminate the project results.

The main publicity tools are:

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

3.1 LOTUS Branding

For reminder, during the first three months of the project, the LOTUS branding has been defined in order to make the project easily recognisable. It represents the stable visual element for project presentation and promotion.

The branding pack prepared by G.A.C. and used by the project partners includes:

- ✓ **The project logo and visual identity:** used in all communication and dissemination tools
- ✓ **A flyer:** used in the different events
- ✓ **A poster:** used in the different events
- ✓ **A project banner:** used in the different events
- ✓ **Graphical templates:** PowerPoint and Word used for LOTUS publications and for project presentations during various events
- ✓ **A generic project presentation:** to be used by project partners to present the LOTUS project at different events

3.1.1 Website

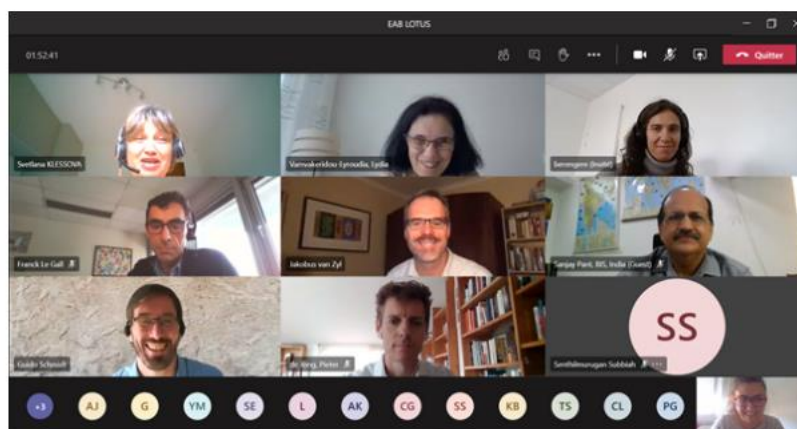
The first version of the LOTUS website is available since Month 3. It provides a responsive design in order to be correctly displayed on any type of device (ranging from regular PC to mobile devices).

The LOTUS website represents the first vehicle in raising awareness about 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 is updated continuously.

During this second reporting period the website was updated with news with the following news:

- The organisation of the first Advisory Board meeting published on the 3rd of November 2020 (more information in the event section)



Today, we had our first Advisory Board meeting with our great experts: Guido Schmidt, Sanjay Pant, Kobus van Zyl and Pieter de Jong.

After presenting the LOTUS project, our activities, achievements so far, results and planned actions, the Advisory Board members provided us with valuable advice, feedback, collaboration opportunities and more.

We would like to thank them again for participating at this meeting and we are looking forward to further discussions !

Figure 1: News about the first LOTUS Advisory Board meeting

- The results of the first joint EU-India water co-operating review meeting published on the 9th November 2020

LOTUS first joint EU-India water co-operation review Meeting



Today, the LOTUS team had its first joint review meeting with the European Commission and the Ministry of Science and Technology of India. The event gathered all the EU-Indian projects funded under the same initiative: [LOTUS](#), [PANI Water](#), [PAVITR](#) and [Saraswati 2.0](#) on the first day and [INDIA-H2O](#), [PAVITRA GANGA](#) and [SPRING](#) on the second day.

During this meeting, the LOTUS team presented the project, its major outcomes, achievements, activities, next steps, etc. and received very positive feedback from the EASME (Executive Agency for Small and Medium-sized Enterprises) and the DST (Department of Science and Technology) reviewers:

EASME reviewer: *"Thank you very much for the very interesting and clear presentation highlighting the project achievements. I'm impressed how you dealt with the challenges. The co-creation workshops were a very good way to consult the stakeholders demand for specific characteristics of the developed tools."*

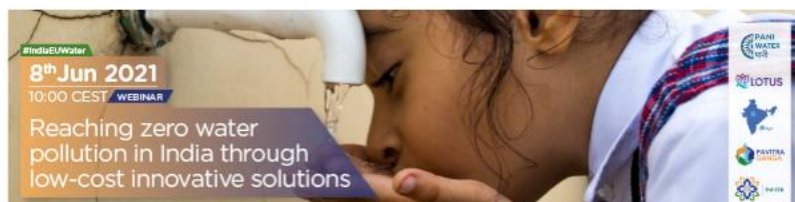
DST reviewer: *"Congratulations to the European and Indian group for the management of the project and its advancements. The LOTUS team has done a wonderful job."*

Congratulations to the whole LOTUS team !

Figure 2: News on the first joint EU-India water co-operation review meeting

- The teasing of the webinar co-organised by LOTUS and its sister projects on "Reaching zero water pollution in India through low-cost innovative solutions" during the EU Green Week 2021 (more information in the news section) published on the 26th of May 2021

Webinar “Reaching zero water pollution in India through low-cost innovative solutions”



Together with our sister projects, Pavitra Ganga, PANIWATER, Pavitr and India H2O, we are organising a webinar presenting how their solutions work and how the projects interact with each other to maximise their impact.

The webinar is a partner event of the [EU Green Week 2021](#), focusing on zero water pollution.

The webinar will take place on the **8th June 2021 from 10:00 to 12:00 CEST**.

To register follow the link : <https://bit.ly/2QRe43g>

The webinar will start with a keynote presentation from Anshuman (TERI), the project coordinator in India of the Pavitra Ganga project. He will present the challenges that India faces and the possible ways to achieve zero pollution. After that, participants will get an overview of the involved India-EU Water projects and their approaches, followed by a Q&A session and a panel discussion. Participation at the event is free of charge, but [registration](#) is compulsory.

Agenda

10:00 – Keynote – Can India achieve zero water pollution ? *Anshuman, TERI, PAVITRA GANGA*

10:15 – Water treatment technologies to remove biological and chemical contaminants from wastewater and drinking water – *Kevin McGuigan, PANIWATER*

10:30 – How is the LOTUS technology improving water quality in India ? *Caroline Guillet, LOTUS*

10:45 – Bio mimetic and Bkute technologies designed for low cost water purification and recycling – *Rubén Rodríguez Alcaraz, INDIA H2O*

Figure 3: News to tease the webinar on “Reaching zero water pollution in India through low-cost innovative solutions”

- After the webinar co-organised by LOTUS and its sister projects on “Reaching zero water pollution in India through low-cost innovative solutions” including the replay of our interventions and the project presentations of each project.

Joint Webinar shows the way towards zero water pollution in India



On 8 June 2021, LOTUS organised a joint webinar with four other EU-India Water projects (Pani Water, Lotus, India H2O, Pavitra Ganga and Pavitr) during the European Green Week 2021 online conference.

The 158 registered participants were welcomed with a keynote presentation by Anshuman (Associate Director, TERI) on the water pollution related challenges that India faces. This was followed by presentations from five EU-India Water Projects detailing their approach, objectives, demonstration sites and first outcomes to tackle water pollution. The webinar ended with a lively Q&A session and panel discussion with all project representatives.

Relive the event in our webinar video:

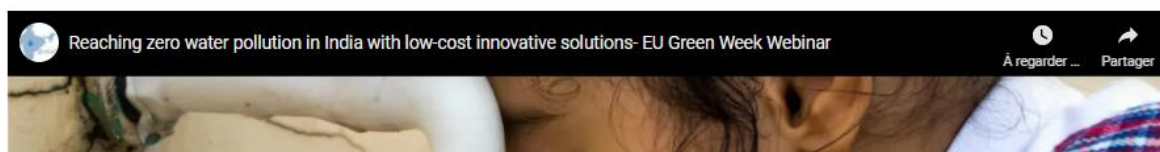


Figure 4: News about webinar "Reaching zero water pollution in India with low-cost innovative solutions"

Over this second reporting period (September 2020 – March 2021), the website was visited 991 times, 1 232 sessions were opened, and 2 137 pages were viewed. G.A.C. also updated the website regularly in order to reflect all the changes made in the amendments (partners, project leader, etc.).

After the COVID lockdowns, and the re-boost of the project, the strategy to feed the project website with regular news has been redesigned. The objective is to have at least one news every two week available in the "News and events" section on the website. These will be linked to posts on the social media accounts in order to increase the traffic on the website. This is the minimum number; during some special period, such as project meetings, demonstrations etc, the number of news on the web site will be increased.

3.1.2 Social Media

Great emphasis is 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 exploits the power of social networks and available internet tools in order to enable a more active communication and dissemination towards the community. However, as the pandemic situation had an impact on the project activities, the communication activities were also impacted during this second project period.

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 are provided via Twitter.

In order to connect to already existing communities and build our own, LOTUS uses the available hashtags such as #EU_India, #Water, #SafeWater, #Sensor, #ICT #collaboration. In addition, LOTUS and its H2020 sister projects have also built their own hashtag #IndiaEUWater.



Figure 5 LOTUS Twitter Channel

During the second reporting period, 43 tweets were posted and reposted through the LOTUS channel out of which 8 are directly posted by the LOTUS twitter account and 32 are retweets of publications of the sister projects and relevant projects on the water thematic and retweets of partners mentioning the project.

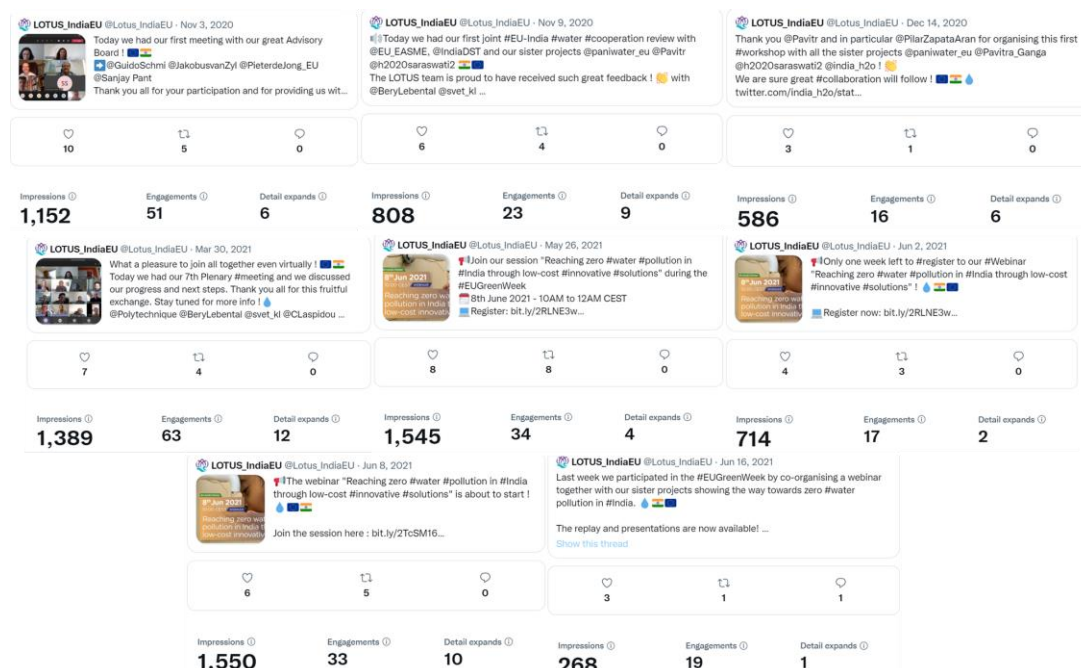


Figure 6: Analytics of LOTUS tweets

The project is using 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 example, in June 2021 the LOTUS top Tweet was about the LOTUS and sister projects' webinar on "Reaching zero water pollution in India through low-cost innovation solutions" which earned 1 550 impressions, 33 engagements and 10 detail expands. In this same month, the LOTUS profile was visited 1 475 times, the LOTUS project was mentioned 6 times and 4 new followers were earned. The following figure resumes the number of visits of the LOTUS Twitter profile.

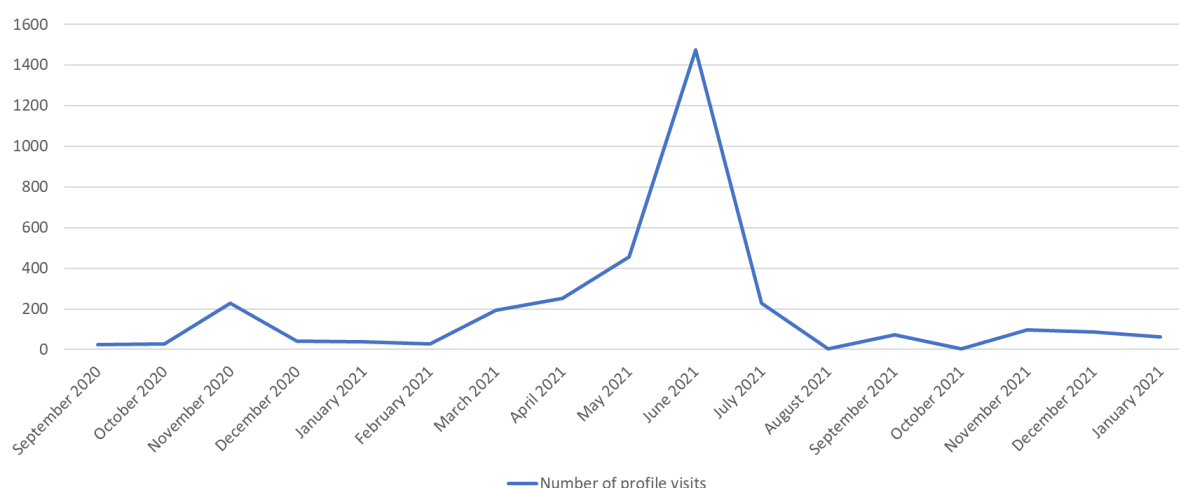


Figure 7: Number of visits on the LOTUS Twitter account

For the next period of the project, G.A.C. supported by all partners will put a particular emphasis on the LOTUS social media. Therefore, the communication strategy on Twitter has been rethought in order to establish an agenda of publications on the Twitter account. The goal is to publish at least once a week on Twitter (e.g. a publication directly from the LOTUS account on news about the project or relevant information on water in Europe and India). Moreover, a daily check of the activities on the LOTUS twitter account will be made.

Table 1 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	G.A.C. 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	G.A.C.; all partners will contribute, provide and share the news

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/>) on LinkedIn has been set up at the beginning of the project. This LOTUS group includes the consortium members and serves to the internal communication.

Another LOTUS LinkedIn account has been set up to communicate towards stakeholders outside the consortium and towards the general public. 4 posts have been made around the LOTUS main event in 2021: the co-organised workshop with the sister projects on “Reaching zero water pollution in India through low-cost innovative solutions”.

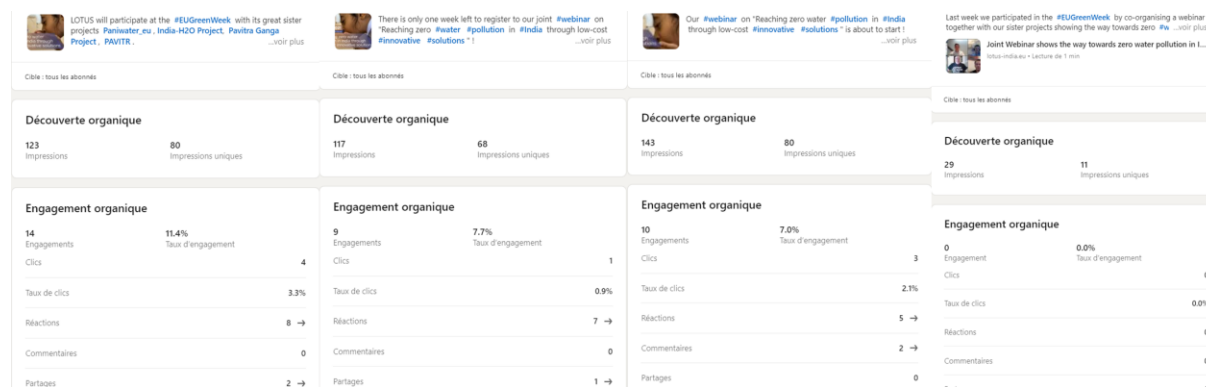


Figure 8: Posts on the LOTUS LinkedIn account

The top publication of this period is the post announcing the participation of LOTUS in the webinar during the EU Green Week 2021 with its sister projects. It received 123 impression and has an engagement rate of 11,4%.

As for the Twitter account, for the next period of the project, G.A.C. supported by all partners will put a particular emphasis on the LOTUS social media. Therefore, the communication strategy on LinkedIn has been rethought in order to establish an agenda of publications on the LOTUS LinkedIn account. The goal is to publish at least once a week on LinkedIn (e.g. a publication directly from the LOTUS account on news about the project or relevant information on water in Europe and India). Moreover, a daily check of the activities on the LOTUS LinkedIn account will be made.



Figure 9 LOTUS LinkedIn account

Table 2 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	G.A.C. is monitoring the group as a minimum twice a month;

Responsible Partner	G.A.C.
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Other Social Networks

Considering the numerous different tools for social networking, with the number (and popularity) changing all the time, further possible options have been explored. It is therefore important to first investigate carefully, which network(s) could provide an added value for communication and promotion activities around LOTUS, also considering the audience(s) that can be reached.

3.1.3 Video

At the time of writing of this deliverable, G.A.C. is working on the creation of a video about the LOTUS project and the strategy for the upcoming year is to create regularly short videos on the different aspects of the project. Videos are very trendy today; this is why we choose to use this tool to reach the wider public. Therefore, G.A.C. will create a LOTUS YouTube account as soon as the first video is ready.

3.1.4 Newsletters

A second newsletter will be created in the upcoming month to announce that the consortium reorganised its work after the pandemic, providing updates about the LOTUS activities. The newsletter will contain 4 articles:

- Updates about the sensor development
- Updates about the cloud system development
- Successes about the use cases
- Announcing the next events (conference, meetings)

The current trend is to have short and very visual newsletters. This is why only 4 articles will be contained in the next newsletters and will include a lot of visuals. The third newsletter is planned for June 2021 and others will follow every 4 months. The newsletters are especially makes sense when the project achievements are available (the information on the activities and processes are not so user-interesting), that is why the series of the newsletters will especially be useful during this upcoming project period.

Mailing System:

The newsletters are sent by each partner to their network. Moreover, a link to subscribe to the LOTUS newsletter has been published on the website and has been sent to all partners allowing our team to create a LOTUS contact base compliant with the GDPR rules. Project partners have sent this link to

their network and relevant stakeholders. In order to increase the LOTUS contact base, different activities are foreseen:

- Participants of LOTUS events shall be invited to join the LOTUS mailing list
- 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.

3.1.5 Project communications

During the first reporting period 7 project communications have been created and published on the web site. Project communication is a stand-alone document in PDF, which is different from the news published directly on the web site. Project communications have not been done in the second reporting period because it has been planned to create new project communications after significative updates on the LOTUS tools and/or use cases have been achieved, which was not the case until recently (some LOTUS activities were pending due to the pandemic); other LOTUS achievements, such as exploitation, is confidential for the moment.

It is planned to have 6 project communications more until the end of the project (one providing updates about the LOTUS solutions and one per use case providing relevant insights on the project's achievements in the different locations in India). It should be notice here that a short news is different from communication; short news were created about the project activities and published on the web site (meeting of the external Advisory Board...). Articles in academic or specialised journals and newspapers

In this second reporting period, 4 LOTUS publications have been released:

- In 2020 by IITB & IITG: Research Article "A Short-term Planning Framework for the Operation of Tanker-based Water Distribution Systems in Urban Areas" from Abhilasha Maheshwari, Shamik Misra, Ravindra D. Gudi,* and Senthilmurugan Subbiah in the *"Industrial & Engineering Chemistry Research"* journal published by the American Chemical Society (ACS)

Link: <https://dx.doi.org/10.1021/acs.iecr.0c00303>

- In 2021 by IITG: Research Article "Hydrogeochemical Evaluation of Intermittent Alluvial Aquifers Controlling Arsenic and Fluoride Contamination and Corresponding Health Risk Assessment" from Sandip S Sathe, Chandan Mahanta, Senthilmurugan Subbiah in the *"Exposure and health"* journal published by Springer

Link: <https://doi.org/10.1007/s12403-021-00411-x>

- In 2022 by EP/CNRS/Uni Eiffel: Research Article "Comparing Commercial Metal-Coated AFM Tips and Home-Made Bulk Gold Tips for Tip-Enhanced Raman Spectroscopy of Polymer Functionalized Multiwalled Carbon Nanotubes" from Antonino Foti ,Suriya Venkatesan, Bérengère Lebental, Gaël Zucchi and Razvigor Ossikovski in the *MDPI Nanomaterials* journal

Link: <https://doi.org/10.3390/nano12030451>

- In 2022 by EP/CNRS/Uni Eiffel: Research Article “Electrical and Electrochemical Sensors Based on Carbon Nanotubes for the Monitoring of Chemicals in Water—A Review” from Gookbin Cho, Sawsen Azzouzi, Gaël Zucchi and Bérengère Lebental in the *MDPI Sensors journal*

Link: <https://doi.org/10.3390/s22010218>

All these publications were done in open access, as requested in the grant agreement.

Moreover, the project partner IITB has been in contact with the Delegation of the European Union to India and is providing inputs for the UN SDGs report in the context of the EU-India STI cooperation. The LOTUS project was included in the report and highlighted as a project directly contributing to the UN SDG 6 on water and sanitation and partly to SDG 11 on sustainable cities and communities, SDG 13 on climate action and 17 on partnerships for the goals.

3.2 LOTUS planned events

IMPORTANT NOTE:

Important cuts were made in the budget by DST, including the organisation of events. The implementation of the events in India henceforth depends on DST possibility to fund and organise these events. In addition, the Coronavirus pandemic has hindered LOTUS' possibility to participate and/or organise physical events during the past 2 years. In the latest case, physical events were either postponed or replaced by online meetings.

As a result of the networking activities (see section 3.5), the LOTUS team has applied for the Horizon Results Booster with its sister projects: Pavitra Ganga, PANIWATER, Pavitr and India H2O. The LOTUS team and its sister projects worked during a few months together on the organisation of a joint event. As the COVID19 pandemic was still not allowing the organisation of physical events, it has been decided to organise a webinar. It has been decided jointly to organise this webinar during the EU Green Week 2021 on the 8th of June 2021. It was called “Reaching zero water pollution in India through low-cost innovative solutions” in order to be in line with the scope of the different projects. The agenda was the following:

- **10:00** – Keynote – Can India achieve zero water pollution? By Anshuman from the PAVITRA GANGA project
- **10:15** – Water treatment technologies to remove biological and chemical contaminants from wastewater and drinking water – By Kevin McGuigan from the PANIWATER project
- **10:30** – How is the LOTUS technology improving water quality in India? By Caroline Guillet from the LOTUS project
- **10:45** – Bio-mimetic and Phyto-technologies designed for low-cost water purification and recycling - By Ruben Rodriguez Alegre from the India H2O project
- **11:00** – The opportunities to deliver zero pollution in India through wastewater treatment and resource recovery – By Paul Campling from the PAVITRA GANGA project

- **11:15** – Potential and validation of sustainable natural and advanced technologies for water & wastewater treatment and reuse in India – By Mirko Hänel from the PAVITR project
- **11:30** – Q&A / Panel discussion – Moderated by Anshuman from the PAVITRA GANGA project

LOTUS (through G.A.C.) took in charge the hosting of the event and the technical part of the webinar. Moreover, Caroline Guillet from G.A.C. was the main moderator of the event.

In order to promote the event several tools have been developed and teasing have been done on the website and social media of LOTUS and all the sister projects. A banner has been created for the website and social media as illustrated in the figure below:



Figure 10: Banner for the Webinar "Reaching zero water pollution in India through low-cost innovative solutions"

Moreover, a video has been created to promote the event and all the sister projects. This video has been posted on the projects' websites and social media account. The video is available here for viewing: <https://www.lotus-india.eu/index.php/2021/05/26/webinar-reaching-zero-water-pollution-in-india-through-low-cost-innovative-solutions/>

Finally, to link all our communications on the social media accounts, LOTUS and its sister projects have created a hashtag: #IndiaEUWater. This hashtag was used by all the projects:

- Prior the event: to promote the webinar and to share the link to register
- During the event: in the live twitting and live posting
- After the event: to promote the results of the webinar, to share the link to the replay and to share the presentations of all projects

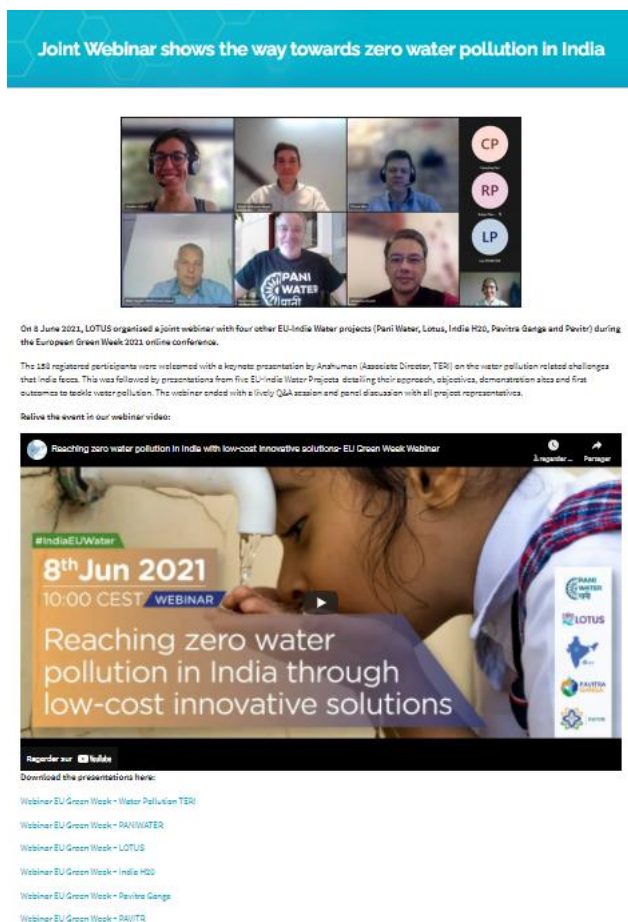


Figure 12: News on the LOTUS website about the webinar "Reaching zero water pollution in India through low-cost innovative solutions"

It has been jointly decided that all sister projects post an article on their website including the link to the replay of the webinar and to the presentations provided by each project. This article is available on the LOTUS website by following this link: <https://www.lotus-india.eu/index.php/2021/06/15/joint-webinar-shows-the-way-towards-zero-water-pollution-in-india/>

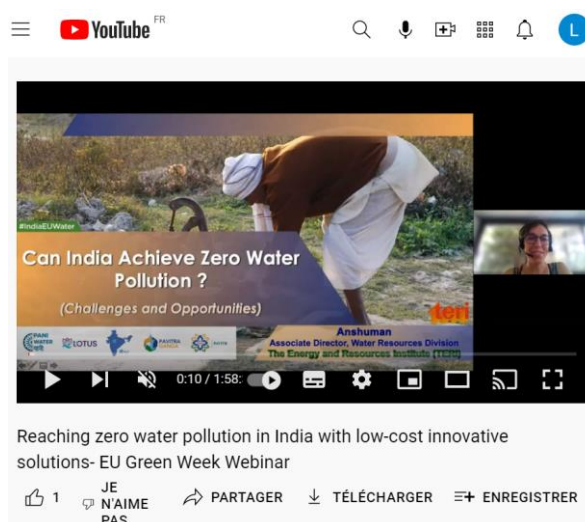


Figure 11: Replay of the webinar "Reaching zero water pollution in India through low-cost innovative solutions" on YouTube

The event was a success and gathered 158 participants. The replay of the webinar has been made available through the YouTube channel of the India H2O project: <https://www.youtube.com/watch?v=0rGG1VVP0bw>

The sister projects have been staying in touch after this event and are planning to jointly organise other events.

Table 3 below summarises the events organised as part of LOTUS.

Table 3 List of planned and achieved events

Name of Event	Number of events	Type of Event	Location	Target audience (total)	Target Group	Audience
Public Launch	1	Joint Kick-off meeting	Delhi	50	Consortium meeting	50+
Co-Creation workshops	4	Workshop	In India: Guwahati City, Bengaluru and Jalgaon	60+	Technology experts and Indian users and solution implementers	160+
Webinar “Reaching zero water pollution in India through low-cost innovative solutions”	1	Webinar	Online	150+	Indian and European technology experts and users, end-users, researchers and the general public	158
Mid-term meeting	1	Consortium meeting	Mykonos, Greece	30+	Consortium partners	N/A
Business model workshop and system validation workshop	1	Workshop	India (location to be confirmed)	40+	Technology experts and Indian users and solution implementers	N/A
End-user events	3	Public event	India, in three chosen use cases	10+	End-users, local intermediaries	N/A

Final event	1	Public event	India, Guwahati (tbc)	80+	Consortium and engaged stakeholders (incl. end users)	N/A
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3.4. Project presentations during relevant events

During the LOTUS project, several public events are 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 represented by the partners at major events and conferences whenever possible. 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.

An events list has been established and is regularly updated to keep track of the events in which the partners participate in. The reported list must include, the following information:

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

In the second period of the project, several workshops and conference were attended by the project partners.

Partner	Date	Venue	Name of the conference/ workshop	Type of audience
UTH	03/09/2020	Online	Open Day Living Lab	EU and global stakeholders engaged in Living Labs
EP/CNRS/IFSTTAR	4/09/2020	Physical	Lecture on Sensors for Smart Sustainability	400-500 master's degree students

EP/CNRS/IFSTTAR	January and February 2021	Physical	Lectures on Sensors and Actuators	10 master's and PhD students
EP/CNRS/IFSTTAR	08/07/2021	Online	Interview IEEE Sensors France – Capteurs à nanotubes de carbone pour un développement durable intelligent: reproductibilité, fiabilité et performances	23 IEEE Sensors France researchers and engineers
EP/CNRS/IFSTTAR	2/10/2021	Online	Master Class Ecole Polytechnique – Nanotechnologies, Internet des capteurs & dév. Durable	150 high level French executives
EP/CNRS/IFSTTAR	3/11/2021	Online	Conférence Cité des Sciences – Capteurs, du Macro au Nano	400 people from the general public
EP/CNRS/IFSTTAR	7/12/2021	Online	Sustainable Smart Cities summer school – Nano-sensors for sustainable smart cities	30 master's and PhD students
EP/CNRS/IFSTTAR	January and February 2022	Physical	Lectures on Sensors and Actuators	8 master's and PhD students

3.5. 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 has been contacted and concrete interaction sought to maximise the outreach of the LOTUS project (and vice versa):

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

LOTUS has initiated collaborations with the sister projects with the aim to organise joint communications actions and to implement an innovative community management methodology. This methodology enabled LOTUS and its sister projects to coordinate on joint communication actions, as per the EC requirements. Several webinars were organised to:

- Share our communication methodologies across the 8 sister projects
- Organise virtual workshops to brainstorm on possible joint actions
- Create a joint public engagement plan.

Several meetings were organised on the 29th May 2019, on the 14th October 2020 and on the 13th January 2021. The outcomes of these meetings were the following:

- A joint application for a communication booster of the European Commission was submitted in Fall 2019
- The creation of a guide for the engagement and dissemination activities available [here](#)
- The commitment to organise joint events towards the public – a first one organised in 8th June 2021 (reported in section 3.2)
- The organisation of a workshop on 11th December 2020 by the PAVITR project for the seven sister projects to better know each other, gain knowledge on the other projects' work and objectives, find potential synergies.

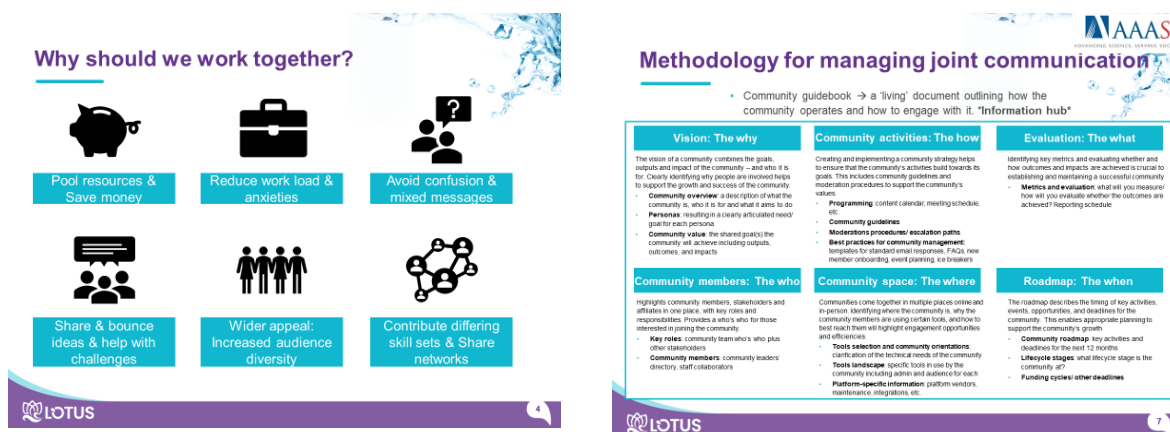


Figure 13: Joint collaboration with sister projects

This work enabled to create long-term cooperation and synergies between all sister projects.

3.6. Publication repository

In order to promote the developments made by the project (thematic reports, etc.), a complete publication repository is maintained on the project website. It contains:

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

4. Monitoring of the communication and dissemination activities through KPIs

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 is based on the expected outcomes specified in the previous section:

Table 4 Project's KPIs for Dissemination and Communication

Tools/Channels	Key Performance Indicators (KPIs)	Target Values	Results for Period 2
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	2
Publications	Scientific publications (refereed) related to the LOTUS project developments (on sensor development, ICT development, water management, social interactions, etc.)	15+	1
Publications and presentations	Scientific publications and technical presentations (without full review) on LOTUS project developments	20+	1

Public launch	Number of participants in the public launch	50+	50+ (in Delhi on Feb 14th 2019)
Final event	Number of participants in the final conference	80+	N/A
Stakeholders engaged	Numbers of stakeholders engaged into regular interactions (WP1 activities) – research organisations, end users, NGOs...	50	160+ (approximately 40 participants in 4 events)
Events	Co-creation workshops (<i>see WP1</i>) participants	60+	160+ (approximately 40 participants in 4 events)
	Business model workshops and system validation workshops participants	40+	N/A
	3 end user events (<i>see WP7</i>) participants	10+ per event	N/A
Water Utility Field Guide	Field guide for Utilities dealing with Intermittent Water Supply and guidelines for transitioning to 24x7	1	
Communication			
Stakeholder Community	Total number of stakeholders reached	400+	318+
Project Website	LOTUS project website's visits	10000+ unique visitors	1232
e-newsletter	6 newsletters are to be disseminated during the project lifetime to identified stakeholders	400+ recipients of LOTUS newsletters	1 newsletter disseminated
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	7 project communications disseminated

Factsheets	Factsheets introducing the developments within use cases in a business-friendly manner are to be edited	5 factsheets made available	N/A
Flyer	2 versions of the project flyer will be prepared and disseminated during events	3000+ flyers distributed	1 flyer edited and circulated digitally + one poster
Social media	Lotus penetration on social medias – LinkedIn - will enable 2.0 interactions and a targeted communication towards EU & Indian stakeholders	200+ linkedin members and twitter 'Followers'	101 Twitter followers 38 LinkedIn subscribers

Apart from this, the monitoring of the communication and dissemination activities are done based on of the following further Indicators – these allow a reevaluation of the success of the communication and dissemination activities and in case it is needed an adaptation of the communication strategy:

- 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 is made during the consortium meetings and all dissemination activities are kept in a monitoring file for reporting purposes.

Due to the Coronavirus Pandemic, the LOTUS project had some delay on activities which affected the communication and dissemination activities. Several mitigation measures have been planned as mentioned in the sections above and a new calendar for communication and dissemination activities has been established as illustrated in the figure below.

Table 5: Communication and dissemination agenda

	M38	M39	M40	M41	M42	M43	M44	M45	M46	M47	M48
Newsletters	NL#2			NL#3				NL#4			NL#5
Videos			The LOTUS project	US#1	US#2	US#3	US#4	US#5		The LOTUS solutions	
Project communications				PC#8			PC#9				PC#10
Factsheets				FS#1	FS#2		FS#3	FS#4	FS#5		FS#6
New poster and flyer		Poster and Flyer #2									
Partners' participation at events	All along the project										
Organisation of events	Opportunities to organise events alongside major events will be sought during the whole lifetime of the project										

5. Public summary of the exploitation deliverable

The LOTUS exploitation plan presents the updated version of the exploitation plan for the LOTUS project. It includes the exploitation activities undertaken since the beginning of the project as well as prospective actions for the exploitation of LOTUS results. As the COVID pandemic has seriously delayed the deployment of Lotus sensors in the field, exploitation at this stage focuses mostly on IP and will be completed with field workshops, to elaborate each business plan and roadmap to the market.

The objective of this plan is to prepare for the exploitation of the LOTUS sensor and its system solution to the Indian market. LOTUS will exploit standalone solutions and integrated products. Products have been defined as well as related IPR.

6. Conclusion and next steps

LOTUS communication and dissemination of project results is a crucial activity for the GOTHAM project. Indeed, a lot of project's results depends upon the stakeholder engagement in the different use cases and WP7 actively support these activities.

The LOTUS project was highly impacted by the Coronavirus Pandemic the last two years and notably during the 2021 year. The project underwent a lot of delay in activities and therefore in communication and dissemination activities. The delay taken in the implementation of the project is visible also on some of the communication and dissemination KPIs.

The LOTUS communication and dissemination team, G.A.C. leader, is implementing and will continue to implement a set of mitigation measures to adapt to the delays caused by the Pandemic and ensure a wide visibility of the LOTUS project by the end of the project.

Our main mitigation measures include the reinforcement of cooperation among the distantly dispersed team to create more synergies and have more content to publish and disseminate, to increase and deepen our outreach. Work is done on-line without any physical meetings, thus more interactions are required, in spite of the fact that there is an "online meeting fatigue" already across the world. The WP7 team will focus on teaming up with the LOTUS sister projects in order to organize joint events that are interactive for participants and to enter additional water networks to reach a larger audience. Moreover, regional news about the different use cases will also be more intensively

communicated to provide our audiences with more information and increase their interest and participation on the topic.

In addition, more intensive work on the communication activities will be done. Indeed, it is planned to communicate more intensively on our social media accounts, to design more creative communication tools (as videos, factsheets, etc.), to create more frequently newsletters and project communications, etc (see calendar in the section 4).

With these mitigation measures it is expected to reach KPIs by the end of the project.