



SUWANU EUROPE

Deliverable 4.4

Website and social networks

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Executive summary

As stated in the Technical Annex, SUWANU EUROPE aims to promote the effective exchange of knowledge, experience and skills between practitioners and relevant actors of water reuse in agriculture. For that reason, dissemination activities and particularly social networks and the website are tools of especial importance to increase the information flow, to spread the project results and to increase social engagement in the project.

SUWANU EUROPE webpage has been designed as a platform to disseminate and promote the knowledge exchange between all stakeholders. BIOAZUL subcontracted an expert company to design and launch the website (WIND UP). The website is available in English. Besides the webpage has created an internal area with restricted access for the member of the consortium which has been used as repository for SUWANU EUROPE partners and will enhance communication within the consortium. The website was launched on March 2019.

When designing the web map of the page, it was taken into account that it should be easy to use for any stakeholder and that the web would expand its content and sections throughout the project life, to include the results of the consortium's work in stages.

Therefore, the project website is constantly updated, as the objective of the consortium is to ensure that all work done during the project is reflected on the web and is available to stakeholders and the general public. Thus, since the launch of the web, they have enriched multiple sections and created some new.

1 Website

The project website has been designed with the aim of becoming a reference portal on reclaimed water and its use in agriculture with verified and updated information on the sector. We believe that the web is a basic tool for the real exchange of existing knowledge towards experts to the end users and practitioners of the sector.

The construction of the site has included many sections that have been enabled as the tasks of the project have been completed, so their results feed the web. Furthermore, new pages and section has been created according to the upcoming needs and initiatives from the consortium and stakeholders.

The website home welcome the visitor showing the main web sections: about us, regions, outcomes, initiatives, news, and the internal area for the consortium members. It also shows a first overview about the project, the target regions and success stories which participate in the project, the database about European networks and initiatives related to water reuse in agriculture and the outcomes.

All this information contributes to the project dissemination, enabling stakeholders to discover the knowledge, solutions and technologies that currently exist related to the reuse of reclaimed water for agriculture irrigation in Europe.

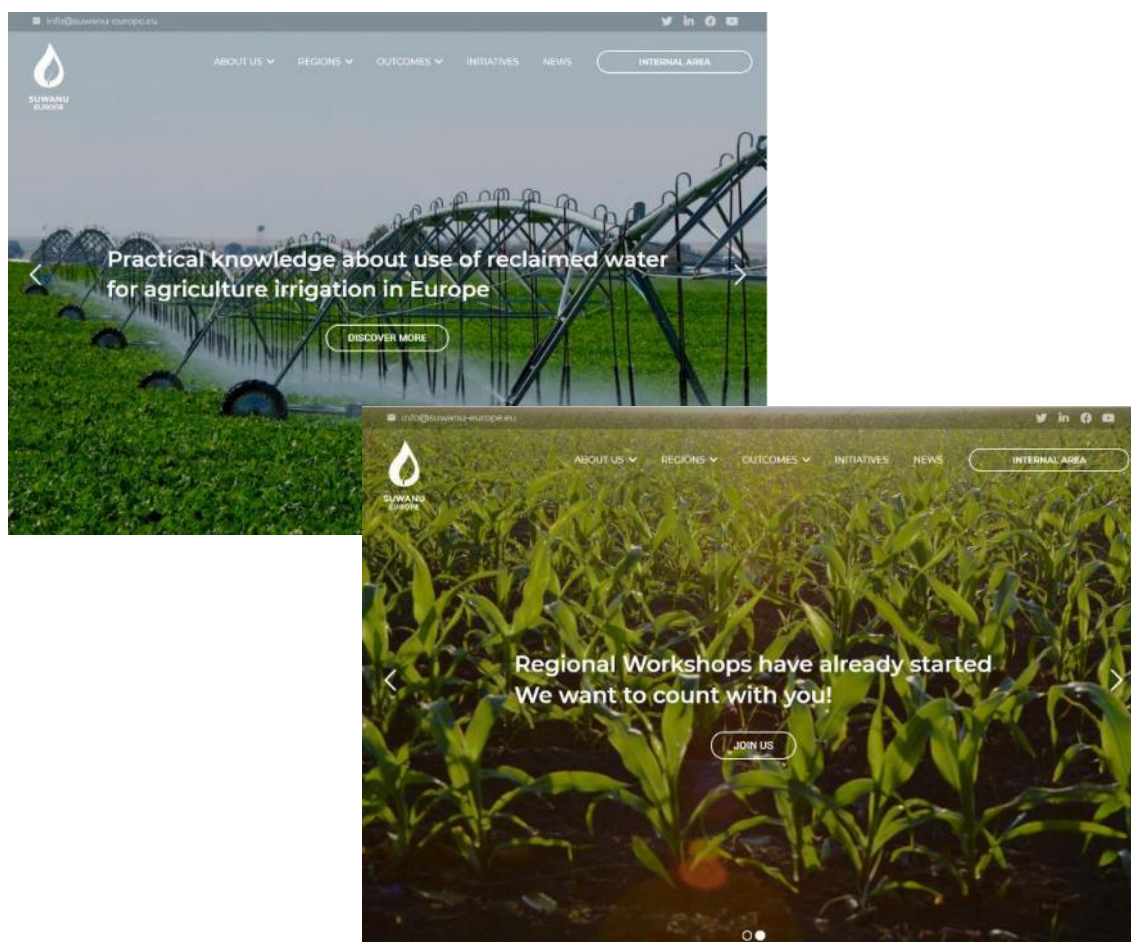


Figure 1: Home banner – slide 1 general information, slide 2 Regional workshops

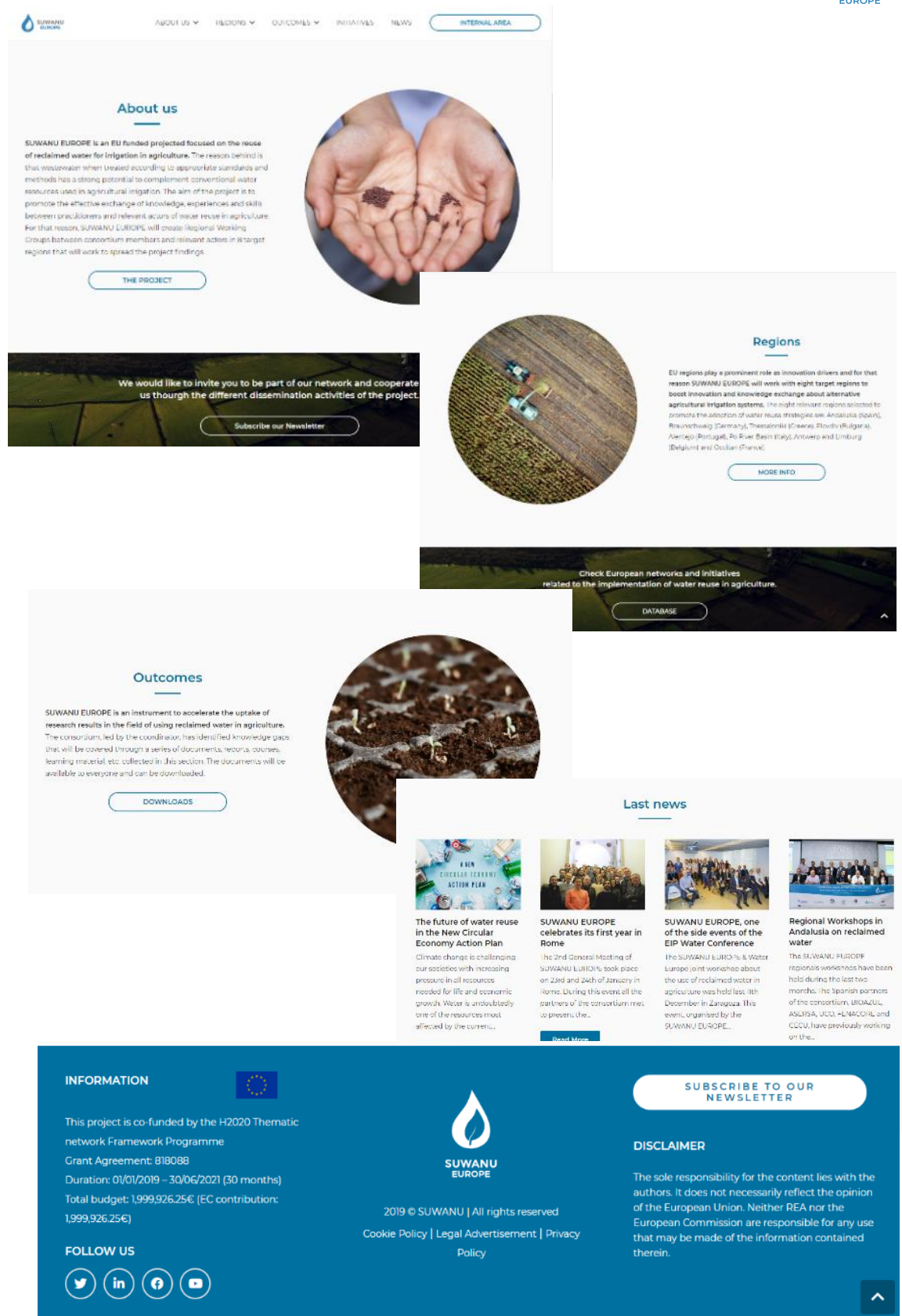


Figure 2: SUWANU-EUROPE Home page

1.1 About us

This page is devoted to give a general idea about SUWANU-EUROPE, it is divided into two subsections:

- **The Project**

The objective of this section is to give a general overview of the project, it means a contextualization of the water scarcity situation in Europe, the aim of SUWANU EUROPE, its objective and the expected impact as well as and the reason behind the activities to be developed within the project life; all this in a way easy to understand by the general public.

Furthermore, it has been included a short description of the funding programme of H2020, where is allocated the project: Thematic networks.

- **Partners**

This section is a description of the consortium, partner by partner, including links to their websites.

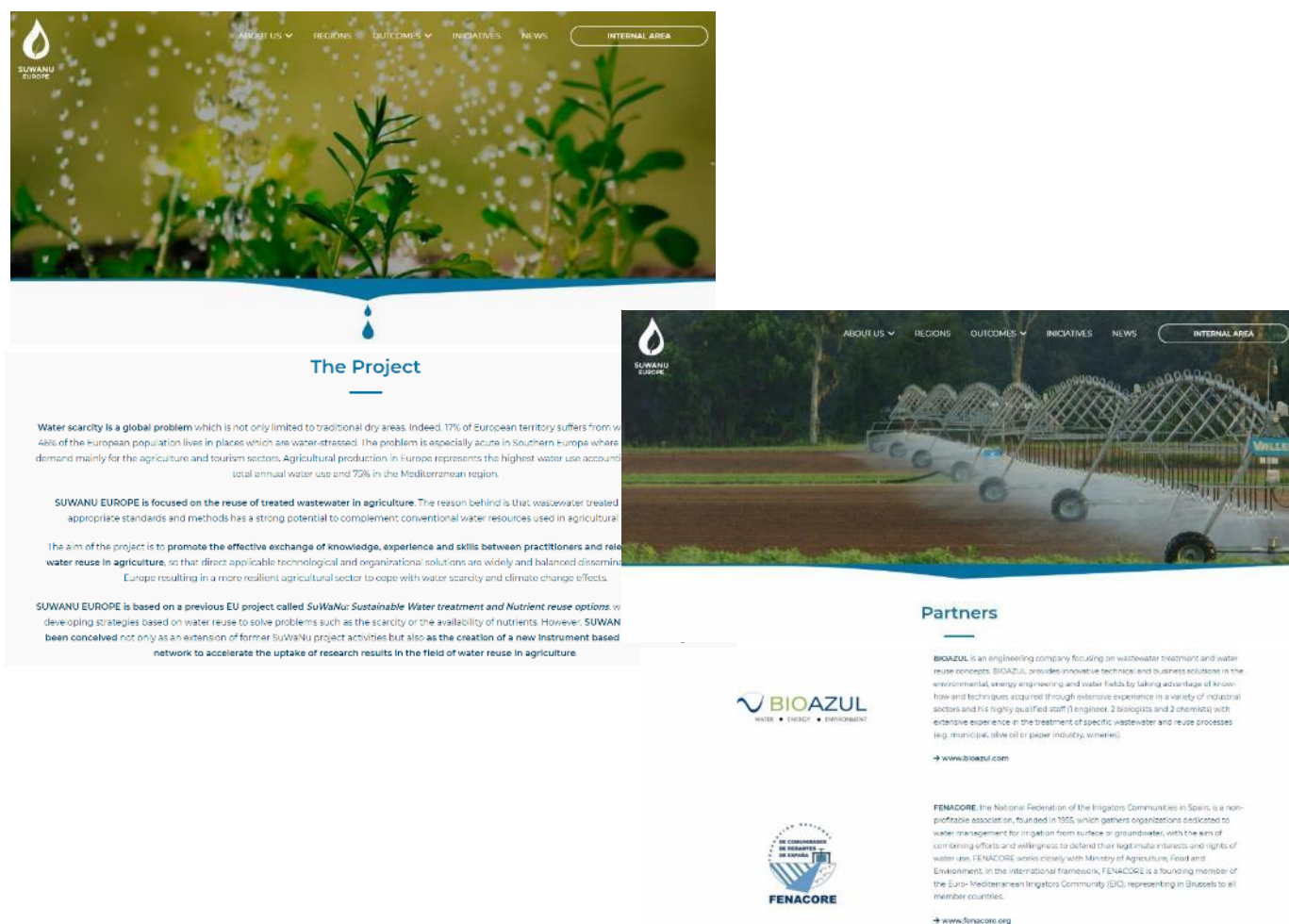


Figure 3: Screenshots THE PROJECT page and PARTNERS page

1.2 Regions

• Target regions

SuWaNu-Europe works at regional level to increase innovation capacities of the eight selected target regions and to boost the knowledge exchange between EU regions. So, the website pays a special attention to them; it has been designed a special page for each of them, where it shows a general description as well as the results of the work made at regional level as downloads.

As introduction to the section there is a map where the target regions are highlighted with icons (when one of the icons is clicked, a new page is opened with the information about the target region) and a row of buttons where it can be displayed the results about the characterisation of all the regions.



Figure 4: Screenshot Target Regions map



Figure 5: Screenshot Andalusia Region

SuWaNu
Europe

network will target **eight relevant regions of Europe** which have been carefully selected in order to promote the adoption of water reuse strategies. In this sense, the following criteria have been considered in the selection: high technological development (Braunschweig- Germany), high water consumption in agriculture (Thessaloniki-Greece), high contribution of agriculture to regional economy (Andalusia-Spain and Plovdiv-Bulgaria) and total employment (Thessaloniki-Greece and Plovdiv-Bulgaria), existing legislation (Andalusia-Spain), water stress (Thessaloniki-Greece, Occitanie-France, Antwerp and Limburg-Belgium and Andalusia-Spain) and high levels of rural population (Occitan- France, Alentejo- Portugal, Plovdiv- Bulgaria, Thessaloniki- Greece and Andalusia- Spain).

It has been launched one page for each of these target regions, which could be reached by click on the map icons or directly from the top menu; the idea is to increase as much as possible the traffic on these pages.

At this time in these pages you can find a summary about the area and its situation, graphics with figures related the reclaimed water, the core members of regional working groups, buttons with reference material related each region and a blog with news.

These pages are continuously under construction, since the objective is to modify them when necessary, to include all the specific material for each region and new sections that may have relevant regional information.

- **Success Stories**

The participation of Israel and Cyprus as part of the consortium of SUWANU-EUROPE has the purpose to consolidate a strong network, together with the target regions, with their wide expertise in the field given the high implementation rate of water reuse in these countries and facilitate the exchange of success stories.

So, the pages devoted to Israel and Cyprus want to show the lessons learnt from more advanced countries, as advanced countries in the adoption of water reuse for agriculture.

There it can be find a description of each country, figures related reclaimed water use and all the factsheets developed within task 1.4. It is crucial to count with the experience of countries and regions that had to deal with this situation in the past and have developed the necessary regulations, administration bodies, standards, etc. The present factsheets are intended to bridge the gap of knowledge and provide guidance in the adaptation to more resilient societies to climate change effects.

The selection of topics to be covered by the factsheets was carried based on commonalities between the cases for Cyprus and Israel. By reviewing similar topics in two separate case studies, the reader is exposed to different approaches and is given the inspiration to seek a solution that would be the best available fit for the unique circumstances that make the background conditions of his or her locality.

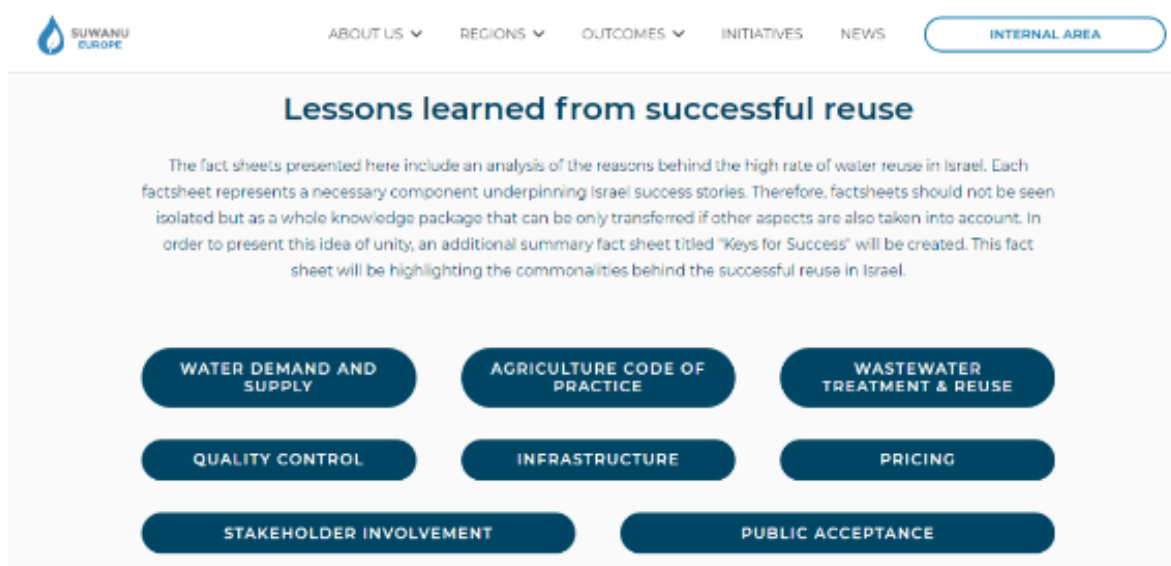


Figure 6: Screenshot SUCCES STORIES Israel and Cyprus.

1.3 Outcomes

SUWANU EUROPE is an instrument to accelerate the uptake of research results in the field of using reclaimed water in agriculture.

The identified knowledge gaps that will be covered through the work of the consortium during the project should produce a series of documents, reports, courses, learning material, etc. collected in this section. This material together with the activities developing through different workshops (participatory and training ones) will be available to everyone and can be checked in this section.

This section is designed like a space to share the uptake research results in the field of reuse of reclaimed water in agriculture. The section is formed by two pages: training and downloads.

• Training

The training section is aimed to publish Massive Open Online Courses (MOOC) related to water reuse in agriculture.

The consortium will design different online courses to bridge the gap on water reuse practical knowledge identified for each relevant stakeholder. The aim of these courses is to fix and maintain for long time the practical knowledge acquired through SUWANU EUROPE project and educate farmers and practitioners in this area.

The training courses will be consisting of audio-visual material (i.e. master class videos), factsheets and reference materials based on practical knowledge identified and structured during the project. They will be available in the languages of the target countries: English, Spanish, Portuguese, French, Italian, Flemish, German, Bulgarian and Greek.

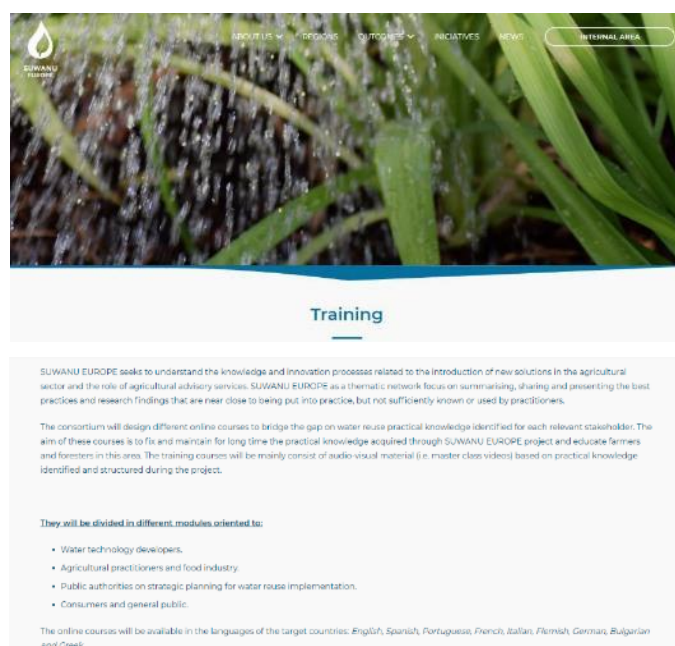


Figure 7: Screenshot Training Section

• Downloads

The downloads section collects all the developed material during the project life, as well as reference material and presentation related to the project. The section has a filter per categories to make easier the search of information. The categories have been selected following the interest of the audience, i.e. there are specific categories per countries where material in the respective languages can be consulted, all the public deliverables are grouped in one categories, as well as there are one category for the dissemination material of the project.



Figure 8: Screenshot categories' filter in DOWNLOAD section

The files are displayed in a reader view previously to the download, this pdf reader allows to full screen mode as well as adapt the zoom of the pages. Furthermore, in those documents denser and more complex (i.e. deliverables), it has been added an introduction to the information.

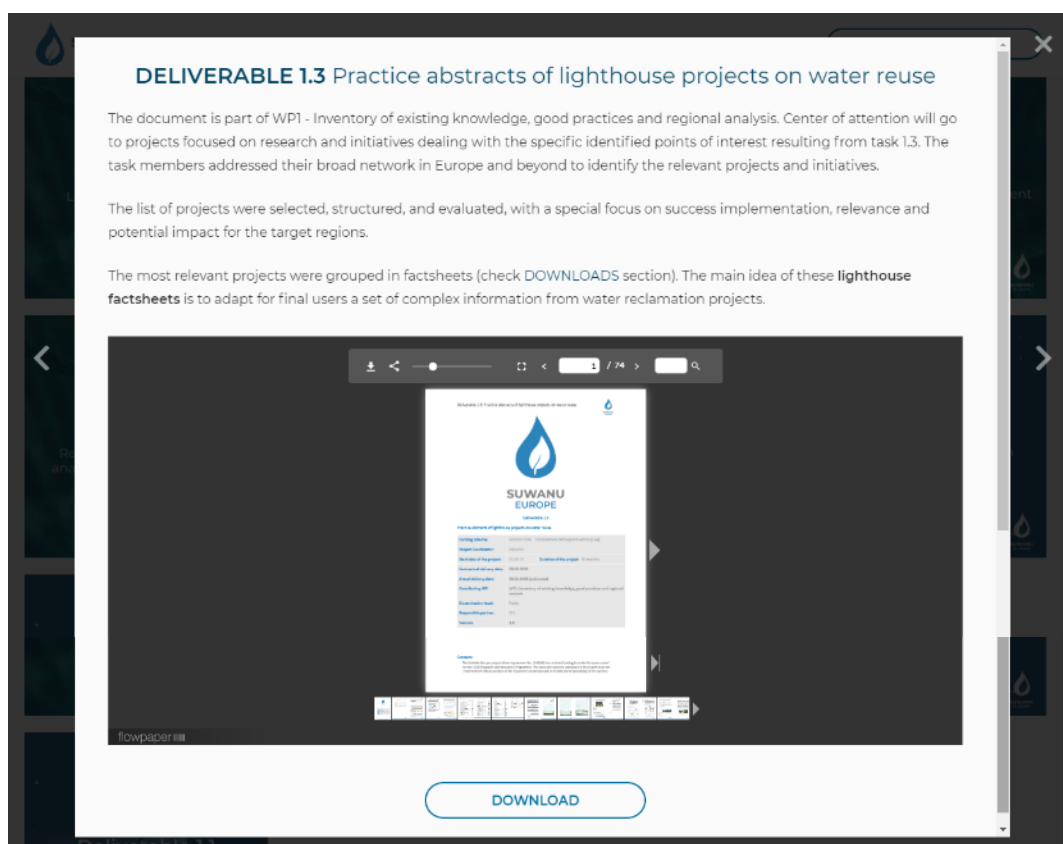


Figure 9: Screenshot of reader view of the downloads

1.4 Initiatives

This section was created as a complement of task 1.2 to facilitate the consultation of the work of compilation of initiatives that has been done in the project since SuWaNu Europe strives to deliver an overview of existing water reuse initiatives, which specifically intent water reuse for agricultural irrigation purposes, and have a demonstrative character.

For all this, the task leader and the coordinator decided that an online database could help the basic objective of structure practical knowledge for practitioners in a way that it is easy to understand.

The information regarding the reclaimed water projects was collected, summarised, reported and published in this online database. The section was designed to share the information in the most attractive way, the achieve the maximum audience.

The INITIATIVES section includes a map and a filter to look for the initiatives and detailed specification post for each of them.

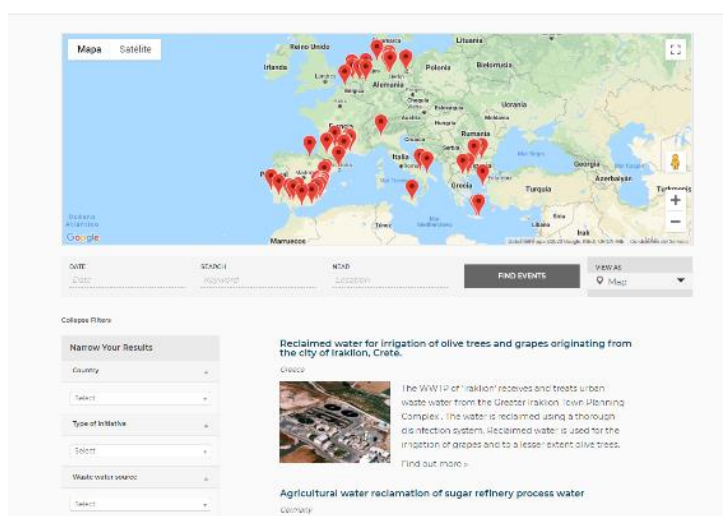


Figure 10: Screenshot of INITIATIVES section with the map and the filter



Figure 11: Screenshots of one of the initiatives including in the website

1.5 News

Within this section, news related to the water sector, wastewater treatment, reclaimed water and sustainable agriculture will be posted to raise awareness among the general public. Last but not least, summaries of the events attended by the partners to promote the project will be also included here, as well as information on the consortium meetings and other relevant activities.

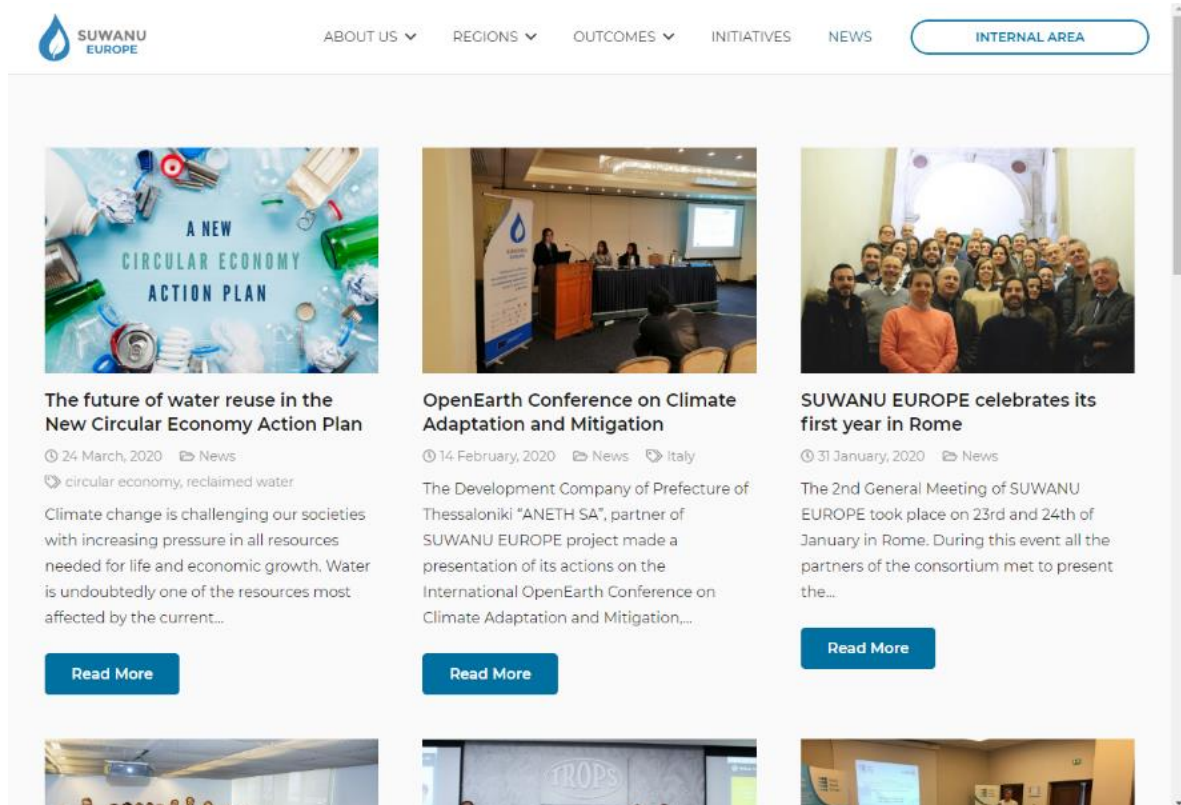


Figure 12: Screenshot NEWS section

2 Internal area

The private area of the website has been designed as a repository of documents (based on DROPBOX application) for the exchange of information and working documents between the partners, granting the copyright of the material uploaded. It is meant to be a repository for both working documents, as well as the final versions of all confidential reports and deliverables to be produced. This way, the communication can be smoother, avoiding sending too much material via e-mail. It is conceived as a working space where communication will be facilitated and encouraged.

This area is restricted to the consortium members and only accessible with a password. The partners have given their express consent to BIOAZUL for the creation of private area's users using the e-mail addresses specified by each contact person.

BIOAZUL has created a general structure within the private area. This structure of the internal area consists of general folders containing information of interest to the entire consortium and specific folders of each work package.

- 1_General Documents
- 2_Meetings
- 3_Reporting
- 4_News
- WP1 – State-of-play
- WP2 – Regional Action Plans
- WP3 – Knowledge exchange
- WP4 – Dissemination
- WP5 – Management

The content and use of the general folders will be as follows:

- 1_General Documents: general information of interest that all partners should consult throughout the project as the Grant Agreement (GA), the Consortium Agreement (CA), Gant Chart according the signed GA, Glossary, ...
- 2_Meetings: includes folders for general meetings and techncial meetings. Each of these folders should include agenda, presentations, minutes, venue and accommodation details and pictures. The nomenclature of the folder should follow this rule: date (yyymmdd)_meeting_place/conference, see these examples:
 - ✓ 190118_KoM_Malaga
 - ✓ 190605_TM1_Cyprus
 - ✓ 200123_TM2_Rome
 - ✓ 200103_MdT_Virtual
- 3_Reporting: includes folders to compile the technical information of each reporting period (periodic and internal) and deliverables submitted.
 - ✓ 1906_Internal report 1_M6
 - ✓ 1912_Periodic Report 1_M12
 - ✓ 2006_Internal report 2_M18
 - ✓ 2012_Internal report 3_M24
 - ✓ 2106_Periodic Report 2_M30
 - ✓ Deliverables submitted: submitted versions (in pdf and word) of all the deliverables.
- 4_News: includes inputs for dissemination purpose related two groups:
 - ✓ General news
 - ✓ Partners' events

The folders of each work package will be structured by the WP leaders, according to the needs of each of them, but there are a couple of common folders that we will find in all of them:

- ✓ 1_Deliverables: all the versions of the deliverables in word format.
- ✓ 2_Internal WP meetings: summaries and / or minutes of the working meetings of each WP as well as material linked to each one of them. The way to name them will follow the format of the general meeting folder, using the date format yymdd.

The complete structure of this section will evolve throughout the project so that it is as useful as possible and adapts to the needs of the consortium throughout the work.

Each WP leader will be responsible for their folder and the **only one authorized to delete documents** (which will be done exceptionally to avoid the loss of information).

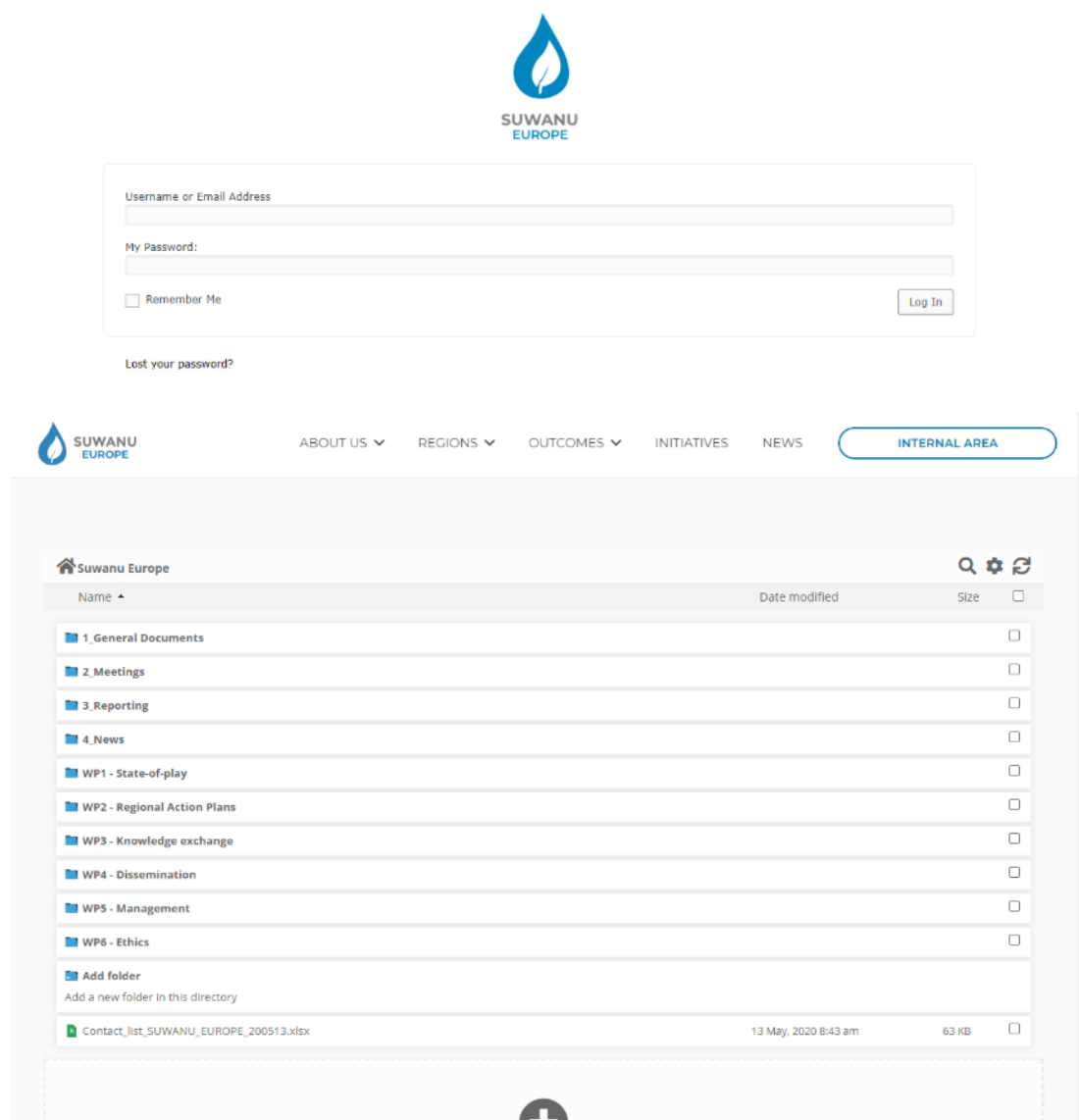


Figure 13: Screenshot of Internal Area (SUWANU-EUROPE repository)

3 Social network strategy

3.1 Introduction

Social media allow us to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of the results, at the same time that it allows us to achieve two objectives set by the Commission for our project: communication and dissemination.

At the beginning of the project the consortium decided to use only a twitter profile since it was ready some results to be share. Furthermore, the coordinator exposed the opportunity to use the existing account of a successful previous project on reclaimed water ([Richwater](#)) to have a wide audience already engage and with interest in the topic.

We want to clarify the reasons behind the use of this twitter profile instead the one of the first Suwanu project, one of the important aspects was that this profile has been inactive since the end of the project so it hasn't got the extra of the audience gained and on the one hand this profile was created and manage by TTZ and the person in charge wasn't available to transfer the responsibility of the profile.

At this stage of the project, when the consortium has developed a lot of material and work to be share with general audience, as well as each region has been working on engage target actors interested in the reclaimed water; the consortium has agreed to launched the rest of social networks foreseen in the technical annex.

Some of the benefits that we expected with the use of social networks are:

- Informing and engaging with society, to show how it can benefit from the use of reclaimed water.
- Enabling the take-up and use of results.
- Manage our reputation and wield influence in debates on science and innovation with a wider audience.
- Strengthen networks.
- Accessing additional expertise from all over the world.

3.2 Social media management strategy

The social media networks will be coordinated by CONSULAI and BIOAZUL, who will organize and schedule of the actions and campaigns to each of them. The social media channels launched for SUWANU EUROPE are:

- Twitter: https://twitter.com/SUWANU_EUROPE
- YouTube: <https://www.youtube.com/channel/UC597rKYoa3ykJXtBFZYWvEg>
- LinkedIn: <https://www.linkedin.com/company/suwanu-europe>
- Facebook: <https://www.facebook.com/Suwanu-Europe-106479447745753>

In order to have the maximum impact and to reach public for all the target regions, it has been assigned the role of **Regional Community Manager (RCM)**, there are one per region and the aim of this role is to share specific content related each region using English and the region language to maximize impact within regions, encouraging greater participation by regions and the involvement of key stakeholders in each.

The content to be publish in each channel will depend on the characteristic of the social network, according to the following descriptions:

Twitter

- **POST:** Text of up to **280** characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).
- **PURPOSE:** To share short comments, make announcements that can instantaneously reach a large audience and retweet relevant content.

Facebook page

- **POST:** Text (no character limit), to post a variety of content including pictures, videos, event invitations or reports, as well as links to presentations or available multimedia material.
- **PURPOSE:** To showcase your project and results in an informal, highly accessible way.

LinkedIn

- **POST:** Text (no character limit), photos, GIFs, videos, links, etc.
- **PURPOSE:** A networking site for professionals, to share content and connect with already established groups.

YouTube

- **POST:** Audio-visual content.
- **PURPOSE:** Engage the public with audio-visual material, to be share in the rest of social media channels.

3.3 Action Plan

BIOAZUL has developed an initial action plan for the use of these channels:

Strategy 1: Strengthen relations with our public

- **Action 1:** Make a video for each of the regions where one of the partners explains the current situation of water resources and the problems derived from drought. This video is an opportunity to get closer to the public, create engagement and also present part of the work that is being done of SUWANU EUROPE in each region. (Max 2 min per video).
- **Action 2:** Carry out surveys after the workshops to know the degree of satisfaction of the attendees if they have learned, have doubts or if they would propose new topics to discuss. This helps us to get to know our audience better and help us correct mistakes.
- **Action 3:** Launch newsletters (at least quarterly) to share news relevant to the sector and activities carried out by the consortium.
- **Action 4:** Prepare regional campaigns for training workshops, to facilitate their registration and increase participation.

Strategy 2: Create content of interest

- **Action 5:** Create an infographic to compare the differences between using to irrigate normal water or reclaimed water.
- **Action 6:** Create a user-friendly version of the deliverables 1.1, 1.2 and 1.3; it means about the situation of each region, the SWOT and the AKIS.
- **Action 7:** Increase the number of initiatives contents in the database, using social media campaign as well as personalized newsletter.

- Action 8: Make promotional videos of the workshops and share them on social networks (similar to the ones developed for Spanish participatory workshops).
- Action 9: Record informational pills in the form of videos by the various experts within the consortium, sharing their knowledge of the sector. Carry out a monthly campaign on social networks to share them.
- Action 10: Record the project' video according the description of the Technical annex.

Strategy 3: Promote the worked carry out for the consortium

- Action 11: Write a post explaining that there is an “Initatives” section on the web and that it is very useful to know success stories from Europe in the use of reclaimed water and that it can help people.
- Action 12: Carry a monthly campaign to promote the different initiatives included in the database. Take advantage to promote the inclusion of new projects.
- Action 13: Share the fact sheets that are most interesting to the public and spread it on social networks.
- Action 14: Carry a monthly campaign to share factsheets (both specific to success stories and lighthouses projects).
- Action 15: Share the Open Online Courses through a newsletter and social networks. We create a network campaign where a course is published every week.