



H2020-ICT-2016-2017

ICT-29-2016: Photonics KET 2016

Grant agreement no.: 731778

WaterSpy

**High sensitivity, portable photonic device
for pervasive water quality analysis**

Start date of Project: 01/11/2016

Duration: 36 months

Deliverable: D8.3

Dissemination and Communication Plan v3

Due date of deliverable: 30/04/2018

Actual submission date: 11/05/2018

Responsible WP: WP8, responsible partner: NTUA

Revision: v2.0

Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

Executive Summary

WaterSpy aims to develop water quality analysis photonics technology suitable for inline, field measurements. WaterSpy technology will be integrated, for validation purposes, to a commercially successful water quality monitoring platform, in the form of a portable device add-on. WaterSpy will be used in the field for the analysis of critical points of water distribution networks and will be demonstrated in two different demo sites in Italy.

WaterSpy project reached its mid-point milestone. All individual technical components have been developed and important results have been obtained. The first project review by the EC took place in December 2017, with a generally positive outcome. The reviewers' recommendations regarding the dissemination and communication activities have been considered and all issues have been addressed, as discussed in the following sections. The WaterSpy 18M meeting was hosted in April 2018 in Vienna, in collaboration with the Aquarius project.

This deliverable presents the dissemination and communication plan/strategy of WaterSpy project. It briefly summarises the activities that will be carried out during the WaterSpy project's life span and may also continue afterwards. A part of the deliverable is dedicated to the dissemination objectives fulfilled from M13 to M18.

The deliverable starts with a presentation of the WaterSpy dissemination strategy, which is adapted to reach different types of audiences (stakeholders, general public), followed by a complete overview of the activity plan. The wide range of WaterSpy dissemination activities will target several types of communities including end-users, potential customers, researchers and industrialists. The general public will also be approached through full press coverage of the WaterSpy achievements and field tests. The innovations of the WaterSpy project will be disseminated on a regular basis. The dissemination and use of the new developments will continue after the project's lifecycle, through the exploitation of research results and by opening up possibilities of marketing.

It should be stressed out that this is the third version of the dissemination and communication plan. An update will be prepared every six months. Each version will be delivered as a stand-alone document. **The main changes from the previous version (D8.2)** are here summarised:

- In section 2.2.3, in the dissemination strategy table, the actual achievements are updated to present the progress of the project.
- In section 2.2.3 a google statistics screenshot is presented, regarding the reflection of the project website on the public.
- In section 4.1.2, the demographic data about the people who "like" the WaterSpy Facebook Page, which was introduced in version D8.2 are updated.
- In section 5.3, new events are included in the Conferences table.
- In section 6.3, the WaterSpy event held in Vienna is included in the clustering events of the project.
- In section 8, the Scientific Publications table is updated with the new dissemination events.
- Annexes: Dissemination event photos are presented, along with screenshots from latest Facebook posts and related data.
- In general, all lists and tables introduced in the previous version of the communication plan are updated, following the progress of the project.