



# First version of the Communication & Dissemination plan

## Deliverable D8.1

First version (public)

WP8 Communication and Dissemination

Task 8.1 Development of a Communication & Dissemination action plan

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Approved by WP Managers	Niko D'hont and Anshuman
Date of approval	31/07/2020
Approved by Project Coordinator	Paul Campling
Date of approval	31/07/2020
Due date of deliverable	31/07/2020
Actual submission date	31/07/2020

Project number (EU)	821051 (H2020-SC5-2018)
Project number (India)	BT/IN/EU-WR/39/AJ/2018
Project coordinator	Paul Campling, VITO
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Project web site	<a href="https://www.pavitra-ganga.eu/en">https://www.pavitra-ganga.eu/en</a>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.  
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Dissemination level		
PU	Public	<b>X</b>
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified information as referred to in Commission Decision 2001/844/EC)	
R	Document, report	<b>X</b>
DEM	Demonstrator, pilot, prototype	
DEC	Web sites, patent filings, videos, etc.	
OTHER	Software, technical diagram, etc.	
ETHICS	ETHICS	

History			
Version	Date	Reason	Revised by
0.1	30/9/2019	First Draft	Niko D'hont
0.2	31/7/2020	Final version	Niko D'hont



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## SUMMARY

Deliverable 8.1 is the first version of the Communication and Dissemination Plan - which will be updated on a regular basis. This working document sets out the objectives and road map for communicating and disseminating the results of the project. The mainstay of the strategy is to use the Pavitra Ganga website as the main platform for the project to reach out to stakeholders - with tools such as social media being used to draw people in to the website. Even the regular newsletter will be produced on the basis of the regularly updated website. In this way we use google analytics to fully understand how well the project is connecting to stakeholders and the general public.

The next step in the Communication and Dissemination Plan is to work with the Work Package leaders to focus in on the key messages that the project needs to communicate and disseminate so as to achieve maximum impact.

During the COVID-19 lockdown period it has been particularly important to ensure that communication and momentum in the project is maintained.



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## **CHAPTER 1 OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES**

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The objectives of the communication and dissemination activities of the Pavitra Ganga project are to:

- maximise the visibility of the project to the intended Indian and EU target groups;
- facilitate the outreach and engagement of key actors to ensure maximal exploitation of the project
- disseminate project outcomes to stakeholders, key actors and end-users
- create support among local actors in the water cycle (such as: local authorities, water service companies, user groups, industrial water users and wastewater producers) for the implementation of the demonstrated innovative technologies
- create awareness among actors and stakeholders in India (inside and outside the demo regions) about the opportunities for improved wastewater treatment, water re-use and resource recovery.
- disseminate information on the project success but also on the barriers and bottlenecks for the implementation of demonstrated technologies. This should lead to a wider implementation of these technologies during the project lifetime and beyond.

During the COVID-19 lockdown period it has been particularly important to ensure that communication and momentum in the project is maintained.



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## CHAPTER 2 APPROACH TO COMMUNICATION AND DISSEMINATION

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Dissemination actions will focus on making a wide number of actors aware of the project and its outcomes. All communication activities will be targeted to the audiences they serve and will be adapted to their specific needs.

Information on the project success but also on the barriers and bottlenecks for the implementation of demonstrated technologies will be shared to promote a wider implementation of these technologies during the project lifetime and beyond.

The combined effort of 8 European and 6 Indian partners provides an ideal opportunity to increase awareness and a support for potential solutions.

The diversity in the partners of the project consortium offers the opportunity to bring a broad scale of dissemination and communication activities via diverse channels.

- All Knowledge institutes will lead the dissemination of results via open literature, communication at conferences and seminars to the scientific and political community, and will assure incorporation of “new knowledge and insights” developed during the project into university curricula in their own regions;
- Indian Knowledge institutes will use the PAVITRA GANGA results to communicate solutions to a wider audience to overcome common barriers at a political level; and,
- Industry and SME organizations will communicate and actively promote the opportunities and potential for improved wastewater treatment, water re-use and resource recovery.





## CHAPTER 3 STAKEHOLDERS AND TARGET AUDIENCE

Essential to making a communication and dissemination plan is identifying the stakeholders and the target audience. As this is an EU-India project we made in the first instance an inventory of the stakeholders in India that we would expect to be our target audience. We then identified who the target groups are and what type of dissemination activities should be planned to reach these target groups.

### 3.1. STAKEHOLDERS AND TARGET AUDIENCE IN INDIA

Target Audience	Profile	Needs & Requirements
Water utilities; wastewater management authorities; Urban Local Bodies  Examples: ULBs <ul style="list-style-type: none"> <li>• Uttar Pradesh Jal Nigam</li> <li>• Kanpur Jal Sansthan (KJS)</li> <li>• Kanpur Nagar Nigam (KNN)</li> <li>• Kanpur Development Authority (KDA)</li> <li>• Delhi Jal Board (DJB)</li> <li>• New Delhi Municipal Corporation (NDMC)</li> <li>• Municipal Corporation of Delhi (MCD)</li> </ul>	<ul style="list-style-type: none"> <li>• Operators of wastewater facilities</li> <li>• Responsibility for provision and operation &amp; management of water and wastewater/sewage treatment infrastructure;</li> <li>• Implementation of water supply, sewerage, &amp; pollution control programs/schemes;</li> <li>• Local development authority responsible for development of the city for basic infrastructure of water &amp; sanitation, sewerage, amongst others.</li> </ul>	<ul style="list-style-type: none"> <li>• Efficiency, robust and sustainable solutions for their problems</li> <li>• Technical content with details for practical uses</li> <li>• Capacity development on advance &amp; efficient technologies and systems for wastewater treatment, recycle &amp; reuse etc.;</li> <li>• Demonstration and scaling up of successful models/technologies;</li> <li>• Cost effective models and sustainable financial mechanisms for effective PPP</li> </ul>
Public Parties/Authorities (regulators, decision & policy makers)  Examples: <ul style="list-style-type: none"> <li>• National Agencies</li> <li>• Ministry of Jal Shakti</li> <li>• Department of Water Resources, River Development &amp; Ganga Rejuvenation (MoWR, RD&amp;GR)</li> <li>• National Mission for Clean Ganga (NMCG)</li> <li>• National Ganga</li> </ul>	Local and Regional public administration; Governmental Departments or Ministries; Water Agencies <ul style="list-style-type: none"> <li>• Formulation of policies and programs at national level w.r.t river rejuvenation, river basin management, ecological &amp; environmental protection;</li> <li>• Regulation at national &amp; state level for groundwater management, wastewater management, wastewater</li> </ul>	Lessons learnt about feasibility of implemented technologies Short content with clear conclusions <ul style="list-style-type: none"> <li>• Effective &amp; sustainable solutions for cleaning of Indian rivers, pollution control, wastewater treatment recycle/reuse, water conservation etc. with visible impact on</li> </ul>

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Target Audience	Profile	Needs & Requirements
River Basin Authority (NGRBA) <ul style="list-style-type: none"> <li>Ministry of Environment, Forest and Climate Change (MoEF&amp;CC)</li> <li>Ministry of Urban Development (MoUD)</li> <li>Central Pollution Control Board (CPCB)</li> <li>Central Ground Water Board (CGWB)</li> </ul> State Level Agencies: <ul style="list-style-type: none"> <li>Uttar Pradesh Pollution Control Board (UPPCB)</li> <li>U.P State Industrial Development Corporation (UPSIDC)</li> <li>Delhi Pollution Control Committee (DPCC)</li> <li>State Ground Water Board (SGWB)</li> </ul>	discharge (norms), pollution control <ul style="list-style-type: none"> <li>National policies for efficient water use, water allocation, water conservation etc.</li> <li>National policies &amp; programs for basic urban service delivery related to water supply &amp; distribution, sanitation &amp; wastewater management, amongst others.</li> </ul> State agencies responsible for implementation of the national policies & programs Industrial development plans by state industrial development corporation	ground <ul style="list-style-type: none"> <li>Cost effective technologies/solutions with innovative financial options/mechanisms (PPP-public private partnerships)</li> <li>Technically efficient, Socially acceptable and Financially viable models/solutions</li> <li>Solutions that have potential for upscaling (scalability)</li> </ul>
Scientific Community Examples: <ul style="list-style-type: none"> <li>Industrial Toxicology Research Centre, (Lucknow)</li> <li>IITs</li> <li>DST</li> <li>DBT</li> </ul>	Universities Research Centres	Expect strengthen position with current solutions in WICE as well as standard data exchange mechanism and technology certification. <ul style="list-style-type: none"> <li>Knowledge &amp; data exchange</li> <li>Monitoring &amp; evaluation</li> </ul>
Local association (citizens groups) Examples: <ul style="list-style-type: none"> <li>UP Leather Industries Association</li> <li>Indian Industries Association (IIA), Lucknow</li> <li>Associated Chambers of Commerce and Industry of India (ASSOCHAM),</li> </ul>	Citizens Platforms Social Organizations <ul style="list-style-type: none"> <li>Welfare &amp; support for respective sectors w.r.t their growth and development</li> <li>Provide platform for knowledge exchange and updating</li> <li>Liaising</li> </ul>	Increase the level of education and awareness Deliverables without scientific or technical content <ul style="list-style-type: none"> <li>Simplified packages for practical knowledge, application &amp; demonstration on ground</li> </ul>



Target Audience	Profile	Needs & Requirements
<ul style="list-style-type: none"> <li>Federation of Indian Chambers of Commerce and industries (FICCI)</li> </ul>		<ul style="list-style-type: none"> <li>Simplified mechanisms &amp; framework of local community engagement</li> </ul>
Solution providers	Companies dealing with retrofitting, manufacturing of wastewater treatment plants/equipment	Information about the implemented technology with details on its feasibility and operation

### 3.2. TARGET GROUPS AND RELATED DISSEMINATION ACTIVITIES

Target groups	Dissemination activities
All target groups	<ul style="list-style-type: none"> <li>Creation and use of project website (public) and linked social media</li> <li>Development of posters, brochures</li> <li>Participation in relevant events (Indian, European, National/State, Regional, local level)</li> <li>Publications in Indian, EU and international journals</li> <li>Development of press releases and articles for publication in local, State and national newspapers</li> <li>Creation and transmission of newsletters to follow the project</li> <li>Announcements in partner's websites</li> <li>Attendance at relevant external events</li> <li>Organisation of PAVITRA GANGA kick-off and final event, press conferences and press releases</li> <li>Site visits of the two Indian test sites and on-site demonstration of tested technologies</li> <li>Selective interaction with identified policy makers, regulatory agencies and local communities</li> </ul>
NGOs, Development Agencies and water authorities managing WW treatment plants <ul style="list-style-type: none"> <li>Ganga Action Parivar</li> <li>Eco Friends</li> <li>WaterAid</li> <li>Solidaridad</li> </ul>	<ul style="list-style-type: none"> <li>Popular publications (practice oriented)</li> <li>Development of audio-visual material of demo cases</li> <li>Visits to pilot test sites in Kanpur and Delhi</li> <li>Contributions to local literature targeting this group</li> <li>Expert seminars</li> <li>Opportunities to be part of learning exchange in the PAVITRA GANGA platform</li> </ul>
Policy makers, Embassies and Financial Institutions	<ul style="list-style-type: none"> <li>Visits to pilot test sites in Kanpur and Delhi followed by a press release</li> <li>Series of publications, policy briefs and reports explaining the added value of the PAVITRA GANGA technologies</li> <li>Scientific and popular publications (policy-oriented contributions)</li> <li>Focussed Roundtable discussions</li> <li>Participation &amp; feedback of key identified persons (policy</li> </ul>



Target groups	Dissemination activities
	<p>makers/government agencies) through the major events/conferences/seminar/roundtables under the project</p>
<p>Research and scientific community</p>	<ul style="list-style-type: none"> <li>- Scientific publications <i>with gold access</i> (peer-reviewed, fundamental and policy- oriented contributions)</li> <li>- Expert seminars in India and the EU</li> <li>- Networking on LinkedIn, ResearchGate</li> <li>- Summer schools, Student exchange</li> </ul>



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## CHAPTER 4 PROCEDURES AND ROLES

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This chapter describes the procedures, working arrangements and roles for both internal and external communication.

### 4.1. INTERNAL COMMUNICATION

A project management team meeting (PMT) is organised every month. This meeting gathers all work package leaders and follows-up the activities and progress of the report.

For communication between partners, the following communication tools are in use:

- E-mail
- Pavitra Ganga SharePoint
- WhatsApp Group
- Skype / MS Teams for meetings

SLACK has been trialled as a possibility to communicate rapidly within working teams but up until now this has only happened within the modelling team.

### 4.2. EXTERNAL COMMUNICATION

For external communication and dissemination of the project activities, an efficient 'news' gathering is necessary.

Therefore, VITO and TERI organise bilateral meetings every three months with the Work Package leaders to get input for the project and to see what news and messages should be spread through the selected channels.

The monthly PMT meetings are also a source of inspiration for the dissemination activities.



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## CHAPTER 5 CHANNELS

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### 5.1. PROJECT WEBSITE

A project website was launched at the Pavitra Ganga Launch on 2 March 2020. For this purpose the domain name [www.pavitra-ganga.eu](http://www.pavitra-ganga.eu) was registered.

The website gives a complete overview of all the planned activities and includes the following sections:

- About
- Demonstration site Barapullah Drain, New Delhi
- Demonstration site Jajmau Standard Treatment Plant Kanpur
- Water Governance (information related to WP2)
- Monitoring and modelling (information related to WP4)
- Technologies (information related to WP3 and WP5)
- Capacity building and Education (information related to WP6)
- (Market uptake and exploitation) (information related to WP7)
- EU-India Water Partnership (information of the H2020 project and the other EU-India Water Projects)

There is also news section, events calendar and a download section and a contacts page. In the future it will feature course material from the Pavitra Ganga Workshops.

### 5.2. SOCIAL MEDIA

Following social media are selected as communication and dissemination channels for the project

#### 5.2.1. TWITTER:

Twitter will mainly serve as a channel to bring project news targeted to the policy and science community. The Pavitra Ganga Twitter Account is activated

#### 5.2.2. LINKEDIN:

LinkedIn will mainly serve as a channel to bring project news to the scientific community and the water technology related business sectors.



### **5.2.3. FACEBOOK**

For local dissemination and communication with the Indian actors in the area around the demo sites of New Delhi and Kanpur, one or several Facebook accounts will be used.

### **5.2.4. YOUTUBE**

A YouTube channel will be used to gather all video's related to Pavitra Ganga.

## **5.3. ORGANISATION OF PAVITRA GANGA EVENTS**

### **5.3.1. LAUNCHING EVENT**

A launching event was organised on 2 March 2020 to present PAVITRA GANGA to relevant Indian stakeholders particularly illustrating the objectives of the project, the 2 demo cases and the innovative technologies that will be demonstrated.

Report of this event is provided here:

<https://www.pavitra-ganga.eu/en/pavitra-ganga-project-launched-presence-secretary-singh>

### **5.3.2. CLOSING EVENT**

At the completion of the project, the consortium of the project will organise a closing event to present the project's activities and results. The conference will be held in New Delhi and will host at least 200 relevant Indian stakeholders. For both the launching and closing event we will cluster our activities with other projects funded under this same call, to maximize impact and number of attendees in a cost effective way.

#### **Remark**

For closing event we want to - as much as possible - cluster our activities with other projects funded under this same call, to maximize impact and number of attendees in a cost effective way.

### **5.3.3. PARTICIPATION IN CONFERENCES AND WORKSHOPS**

The consortium foresees the participation in relevant and specialised events, fairs and conferences at local, regional, national and EU level for presenting PAVITRA GANGA and disseminating its results, as well as taking advantage of the networking opportunities. In particular, side events and exhibitions will be arranged within major events organized by associations and networks in which partners are already involved where relevant to the topic of PAVITRA GANGA.



Congresses, conferences, workshops, exhibitions, events	Target Audiences
<ul style="list-style-type: none"> <li>• India Water Week (MoWR, RD&amp;GR)</li> <li>• India Water Forum (TERI)</li> <li>• International Ground Water Conference (IGWC) (National Institute of Hydrology (NIH), &amp; Central Ground Water Board (CGWB))</li> <li>• World Water Summit (CEEW)</li> <li>• National Summit on Sustainable Water &amp; Sanitation</li> <li>• (Nispana)</li> <li>• Everything About Water Expo</li> <li>• World Aqua Congress</li> <li>• Smart Cities India Expo</li> <li>• Water India Expo</li> <li>• WSDS (TERI)</li> <li>• Seminars and conferences at IITs</li> <li>• Summer schools- TERI University, JNU, IITs</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific community, industries and public authorities</li> <li>• Improved knowledge of demonstrated technologies</li> <li>• Local community and specialized audience (e.g. wastewater managers)</li> <li>• Upcoming professionals/young researchers</li> </ul>

#### 5.4. SCIENTIFIC JOURNALS

Dissemination Channels	Impact via articles about the project
Scientific Journals such as: Environmental Management; Journal of Cleaner Production; Journal of Environmental Management; Waste Management; International Journal of water and wastewater treatment; Water Research Journal; Environmental Pollution Journal; ...	<ul style="list-style-type: none"> <li>• Scientific and Business Community reached by the scope and results of PAVITRA GANGA via (at least) 9 scientific publications foreseen by the project partners</li> </ul>





## 5.5. LOCAL MEDIA IN INDIA

Dissemination Channels	Impact via articles about the project
Local daily papers such as: <ul style="list-style-type: none"><li>• Dainik Bhaskar</li><li>• Dainik Jagran</li><li>• Amar Ujala</li><li>• Hindustan</li><li>• Navbharat Times</li></ul>	<ul style="list-style-type: none"><li>• Scientific, industrial, policy and governmental community reached by the scope and results of PAVITRA GANGA</li></ul>



## CHAPTER 6 TOOLS

### 6.1. VISUAL IDENTITY

A solid and appealing **visual identity** will be established to shape the project's brand, reflecting its core values and to visually assist the targeting of key messages. The key messages will revolve around the water governance **and technological solutions to unlock the wastewater treatment, water re-use and resource recovery opportunities in India.**

The Visual Identity will include a logo as well as templates and guidelines for the partners. All the deriving digital products, online media presence and offline materials will be made coherent in order to create brand awareness among the targeted audience.

The logo for Pavitra Ganga is



It's a simple logo that reflects the aim to unlock waste water treatment for water re-use and resource recovery - underpinned by the circular economy. The colours of the Indian and EU flags emphasise the fact that this is a India-EU collaboration.

Other tools to be developed during the project are posters, a project video, news articles, and press releases.



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