PAVITRA GANGA

Communication & Dissemination plan

Deliverable D8.1

Revised version 15 January 2021 (public)

WP8 Communication and Dissemination

Task 8.1 Development of a Communication & Dissemination action plan
Lead beneficiary: VITO

Authors: Niko D'hont (VITO), Paul Campling (VITO), Anshuman (TERI), Nathaniel B. Dkhar (TERI)
Sonia Grover (TERI)

Approved by WP Managers	Niko D'hont and Anshuman
Date of approval	14/01/2021
Approved by Project Coordinator	Paul Campling
Date of approval	15/01/2021
Agreed date of deliverable	15/01/2021
Actual submission date	15/01/2021

Project number (EU)	821051 (H2020-SC5-2018)
Project number (India)	BT/IN/EU-WR/39/AJ/2018
Project coordinator	Paul Campling, VITO
Scientific coordinator	Anshuman, TERI
Project web site	https://www.pavitra-ganga.eu/en

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Dissemination level		
PU	Public	**X**
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	**X**
DEM	Demonstrator, pilot, prototype	
DEC	Web sites, patent fillings, 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
0.3	15/01/21	Final revised version	Niko D'hont

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

SUMMARY

Deliverable 8.1 is the 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.

This document was revised based on the comments made by the European Commission after the 'Joint Review Report of M18'. In this updated version we include a stakeholder database (section 3.3) and develop a new section (5.6) that links the identified communication channels to the target groups based on a matrix approach. In addition we provide a provisional scheduling of the listed dissemination activities (Chapter 7).

Pavitra Ganga is also signed up to the Horizon Results Booster platform together with Pani Water, which will be used to improve the communication and dissemination activities of the project.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

TABLE OF CONTENTS

Summary ____ III

Table of Contents ____ IV

List of Figures ____ VI

List of Tables ____ VII

CHAPTER 1 Objectives of the Communication and Dissemination Activities ____ 1

CHAPTER 2 Approach to Communication and Dissemination ____ 2

CHAPTER 3 Stakeholder target audience and database ____ 3

3.1. Stakeholder target Audience in India 3

3.2. Stakeholder and target audience in Europe 5

3.3. Stakeholder database india 8

CHAPTER 4 Procedures and roles ____ 10

4.1. Internal Communication 10

4.2. External Communication 10

CHAPTER 5 Channels ____ 11

5.1. Project website 11

5.2. Social Media 12

5.2.1. Twitter: ____ 12

5.2.2. LinkedIn: ____ 13

5.2.3. Facebook ____ 14

5.2.4. YouTube ____ 15

5.3. Organisation of Pavitra Ganga Events 16

5.3.1. Launching Event ____ 16

5.3.2. Closing Event ____ 16

5.3.3. Participation in Conferences and Workshops ____ 16

5.4. Scientific Journals 17

5.5. Local Media in India 18

5.6 Channels and Targent audience matrix 18

CHAPTER 6 Tools ____ 21

6.1. Visual Identity 21

6.2. Flyer 22

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

6.3. Videos 23

CHAPTER 7 COMMUNICATION AND DISSEMINATION ACTIVITIES **24**

7.1. Dissemination activity Calendar 24

7.2. Content calendar 27

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

LIST OF FIGURES

Figure 1 Pavitra Ganga homepage 11
Figure 2 Twitter profile @Pavitra_Ganga 12
Figure 3 Pavitra Ganga LinkedIn profile 13
Figure 4 Pavitra Ganga Facebook page 14
Figure 5 Pavitra Ganga Youtube channel 15
Figure 6 Pavitra Ganga logo 21
Figure 7 Front and back page of the Pavitra Ganga general flyer 22

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

LIST OF TABLES

Table 1 Profile, needs and requirements of the Indian stakeholder audience.....3
Table 2 Identified stakeholder organisations for dissemination in Europe.....6
Table 3 Stakeholder database for dissemination in India.....8
Table 4 Exernal events and their prime target audience for project dissemination 17
Table 5 Scientific journals for project dissemination..... 17
Table 6 Local media in India for project dissemination 18
Table 7 Target audience and Communication Channels matrix 19
Table 8 Dissemination activity calendar 24
Table 10 Content calendar: project deliverables, their due date and prime target audiences..... 28

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

CHAPTER 1 OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES

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.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

CHAPTER 2 APPROACH TO COMMUNICATION AND DISSEMINATION

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.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

CHAPTER 3 STAKEHOLDER TARGET AUDIENCE AND DATABASE

Essential to making a communication and dissemination plan is identifying the stakeholder target audience and creating a database of 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. We then created a stakeholder database which is updated throughout the project.

3.1. STAKEHOLDER TARGET AUDIENCE IN INDIA

Table 1 Profile, needs and requirements of the Indian stakeholder audience

Target Audience	Profile	Needs & Requirements
Water utilities; wastewater management authorities; Urban Local Bodies	• Operators of wastewater facilities • Responsibility for provision and operation & management of water and wastewater/sewage treatment infrastructure; • Implementation of water supply, sewerage, & pollution control programs/schemes; • Local development authority responsible for development of the city for basic infrastructure of water & sanitation, sewerage, amongst others.	• Efficiency, robust and sustainable solutions for their problems • Technical content with details for practical uses • Capacity development on advance & efficient technologies and systems for wastewater treatment, recycle & reuse etc.; • Demonstration and scaling up of successful models/technologies; • Cost effective models and sustainable financial mechanisms for effective PPP
Public Parties/Authorities (regulators, decision & policy makers)	Local and Regional public administration; Governmental Departments or Ministries; Water Agencies • Formulation of policies and programs at national level w.r.t river rejuvenation, river basin management, ecological & environmental protection;	Lessons learnt about feasibility of implemented technologies Short content with clear conclusions • Effective & sustainable solutions for cleaning of Indian rivers, pollution control, wastewater treatment recycle/reuse, water conservation etc. with visible impact on

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Target Audience	Profile	Needs & Requirements
	• Regulation at national & state level for groundwater management, wastewater management, wastewater discharge (norms), pollution control • National policies for efficient water use, water allocation, water conservation etc. • National policies & programs for basic urban service delivery related to water supply & distribution, sanitation & wastewater management, amongst others. • State agencies responsible for implementation of the national policies & programs • Industrial development plans by state industrial development corporation	ground • Cost effective technologies/solutions with innovative financial options/mechanisms (PPP-public private partnerships) • Technically efficient, Socially acceptable and Financially viable models/solutions • Solutions that have potential for upscaling (scalability)
Scientific Community	• Universities • Research Centres	Expect strengthen position with current solutions in WICE as well as standard data exchange mechanism and technology certification. • Knowledge & data exchange • Monitoring & evaluation
Local association (citizens groups)	• Citizens Platforms • Social Organizations • Welfare & support for respective sectors with respect to their growth and development • Provide platform for knowledge exchange and updating • Liaising	Increase the level of education and awareness Deliverables without scientific or technical content • Simplified packages for practical knowledge, application & demonstration on ground • Simplified mechanisms & framework of local community engagement
Solution providers	Companies dealing with retrofitting, manufacturing of wastewater treatment plants/equipment	Information about the implemented technology with details on its feasibility and operation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

3.2. STAKEHOLDER AND TARGET AUDIENCE IN EUROPE

On the following page, we present an overview of the stakeholders and target audience in Europe, their information needs and the related stakeholders' organisations that can assist with the dissemination of the project results.

The listed organisations are part of the network of one or more Pavitra Ganga project partners and will be approached for dissemination activities about the poject outcomes. For this dissemination about the project, Pavitra Ganga will offer the necessary and tailormade support to ensure an effective and targeted dissemination. More concretely, online or live presentations will be offered to these organisations along with support for the development of website or newsletter articles, videos, posters...etc.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Table 2 Identified stakeholder organisations for dissemination in Europe

Target Audience	**Profile**	**Needs & Requirements**	**Stakeholders' Organisations and Pavitra Ganga partners identified for communication and dissemination activities**
Waste Water Technology providers and integrators	SMEs and larger entreprises that offer wastewater and resource recovery technology and services that are open for business opportunities in India	Information about the implemented technology with details on its feasibility and operation and the specific context of wastewater treatment in India	Water Europe, International Water Association (IWA), EBTC, EIP-Water, Clean Ganga EU Desk, India-EU Water Partnership, Netherlands Water Partnership, German WaterPartnership, Vlakwa, CEW Netherlands, Partnersvoorwater.nl, European Water Association, German Association for Water, Wastewater and Waste (DWA)
Researchers & Academia	Reseachers and academics working on wastewater technology, resource recovery and/orwater governance and development work in India	Scientific information about the characteristics of the wastewater, the moniroring, the implemented technology and the results of the pilot tests, the water governance activities, capacity building of the Indian water utilities	Water Europe, International Water Association (IWA), IHE DELFT, TU DELFT, FHNW, Bochum Hochshule, Vlakwa, CEW Netherlands, Partnersvoorwater.nl, European Water Association

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Target Audience	Profile	Needs & Requirements	Stakeholders' Organisations and Pavitra Ganga partners identified for communication and dissemination activities
Policy Makers and authorities	National and European authorities and policy makers with focus on India and Asia	Information about the activities of the project, the lessons learnt about feasibility of implemented technologies Information about the project activities, the training and capacity buiding, the water governance efforts.	Water Europe, International Water Association, EBTC, EIP-Water, Clean Ganga EU Desk, World Bank Group 2030 Water Resources Group, OECD, Enable, EuropeAid, Directie Inclusieve Groene Groei (Dutch Ministry of Foreign Affairs), CEW Netherlands
Civil society, NGO's, Development agencies	Civil society, NGO's, development agencies with focus on India	Information about the activities of the project, the lessons learnt about feasibility of implemented technologies Information about the project activities, the training and capacity buiding, the water governance efforts.	EuropeAid, GIZ, Enabel, , Directie Inclusieve Groene Groei (Dutch Ministry of Foreign Affairs), Partnersvoorwater.nl, European Water Association
Water Utilities	Water utilities interested in the tested wastewater and resource recovery technology and/or open for business opportunities in India	Information about the activities of the project, the lessons learnt about feasibility of implemented technologies	EurEau, IWA, EBTC, EIP-Water, Partnersvoorwater.nl, Europan Water Association, German Association for Water, Wastewater and Waste(DWA), CEW Netherlands, European Water Association

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

3.3. STAKEHOLDER DATABASE INDIA

Table 3 Stakeholder database for dissemination in India

Stakeholders Target Audience	Stakeholders identified for communication and dissemination activities
Authorities (regulators, decision & policy makers)	Public Parties/Authorities (regulators, decision & policy makers) National Agencies • Ministry of Jal Shakti ➢ Department of Drinking Water and Sanitation ➢ Department of Water Resources, River Development and Ganga Rejuvenation • National Mission for Clean Ganga (NMCG) • National Ganga River Basin Authority (NGRBA) • Ministry of Environment, Forest and Climate Change (MoEF&CC) • National River Conservation Directorate • National Water Development Agency (NWDA) • Ministry of Housing and Urban Affairs (MoHUA) • Central Pollution Control Board (CPCB) • Central Ground Water Board (CGWB) • Central Water Commission (CWC) • National Water Mission (NWM) • National Green Tribunal (NGT) • NITI Aayog • Government Funding Agencies, Department of Biotechnology (DBT)) State Level Agencies: • Uttar Pradesh Pollution Control Board (UPPCB) • U.P State Industrial Development Corporation (UPSIDC) • State Mission for Clean Ganga (SMCG) • State Water and Sanitation Mission, UP • State Water Resources Agency, Uttar Pradesh • UP Water Management and Regulatory Commission • Council of Science and Technology U.P. • Delhi Pollution Control Committee (DPCC) • Delhi Development Authority • Environment Department, Government of Delhi
Water utilities /Urban Local Bodies	• Uttar Pradesh Jal Nigam • Kanpur Nagar Nigam (KNN) • Kanpur Development Authority (KDA)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Stakeholders Target Audience	Stakeholders identified for communication and dissemination activities
	• Delhi Jal Board (DJB) • New Delhi Municipal Corporation (NDMC) • Municipal Corporation of Delhi (MCD)
Scientific Community	• Industrial Toxicology Research Centre, (Lucknow) • Indian Institute of Toxicology Research, Lucknow • Indian Institute of Technology Kanpur (IIT-K) • Harcourt Butler Technical University, Kanpur • Indian Institute of Technology Delhi (IIT-D) • TERI School of Advanced Studies, Delhi • Jawaharlal Nehru University, Delhi • International Water Management Institute (IWMI) • Indian Agricultural Research Institute, Delhi • National Environmental Engineering Research Institute (NEERI) • University of Delhi
Local association (citizens groups)	• UP Leather Industries Association • Indian Industries Association (IIA), Lucknow • Associated Chambers of Commerce and Industry of India (ASSOCHAM), • Federation of Indian Chambers of Commerce and industries (FICCI)
Non-Governmental Organizations (NGOs)	• World Wildlife Fund for Nature-India (WWF) • India Water Partnership • Centre for Science and Environment • Development Alternatives • Water Aid • Solidaridad • Council on Energy, Environment and Water • Yamuna Jiye Abhiyaan • USAID India
Solution providers	• VA Tech WABAG GMBH • SUEZ India • Veolia India • TRANSCHEM Agritech Pvt. Ltd • SYNERGY INTERNATIONAL • Aqua Innovative SolutionsEtc.…

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

CHAPTER 4 PROCEDURES AND ROLES

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.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

CHAPTER 5 CHANNELS

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 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.

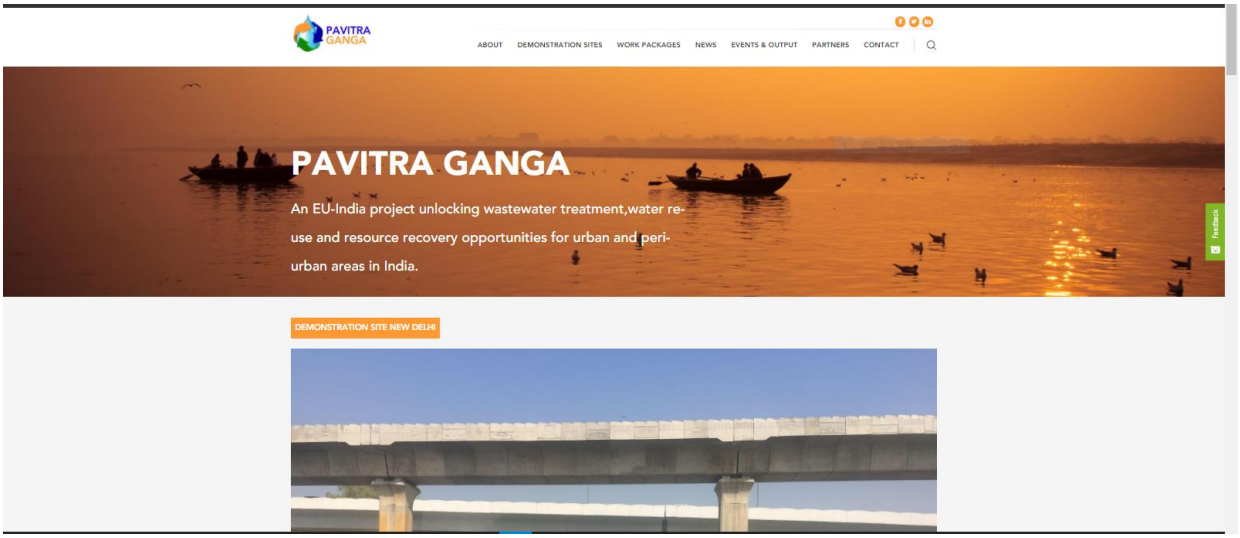

Figure 1 Pavitra Ganga homepage

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

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

Figure 2 Twitter profile @Pavitra_Ganga

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

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.

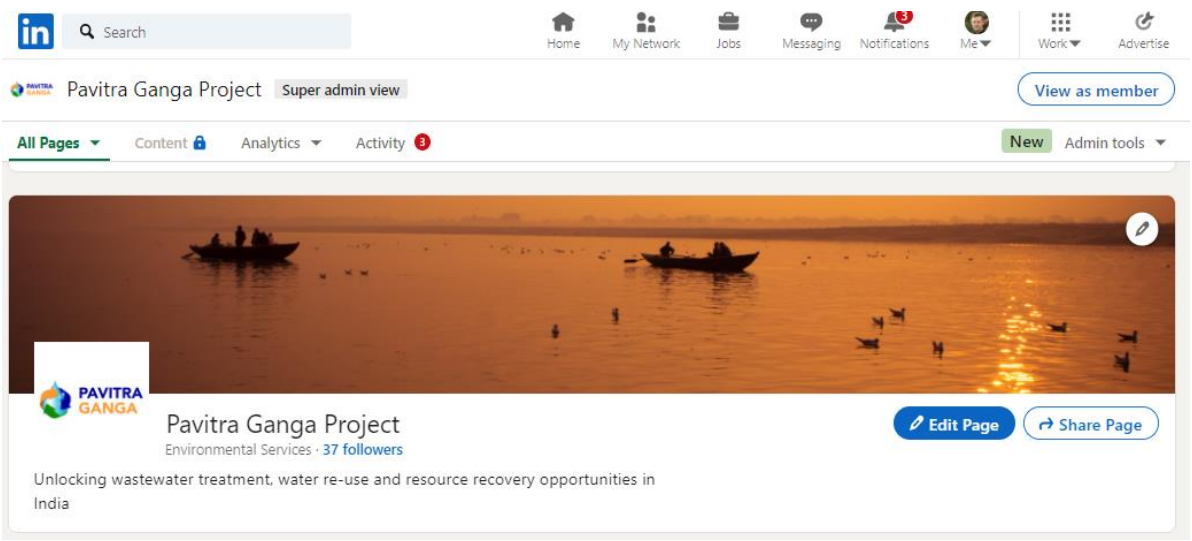

Figure 3 Pavitra Ganga LinkedIn profile

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

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.

Figure 4 Pavitra Ganga Facebook page

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

5.2.4. YouTube

A YouTube channel will be used to gather all video's related to Pavitra Ganga.
https://www.youtube.com/channel/UCCWQ3LI3zYnX3Y-3lori2rw

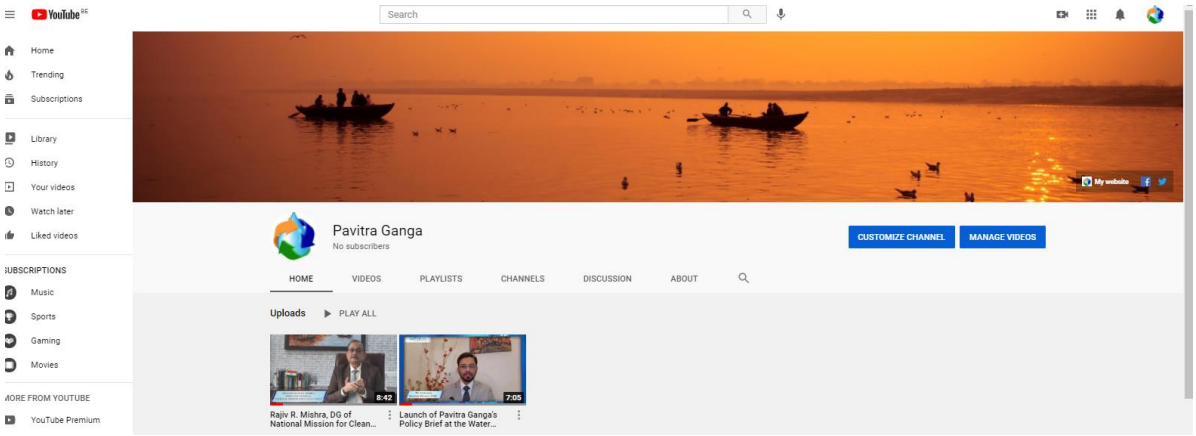

Figure 5 Pavitra Ganga Youtube channel

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

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 the 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.

The table on the next page indicates which events are potentially useful for communication and dissemination of Pavitra Ganga.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Table 4 Exernal events and their prime target audience for project dissemination

Congresses, conferences, workshops, exhibitions, events	Target Audiences
• India Water Week (MoWR,RD&GR) • India Water Forum (TERI) • International Ground Water Conference (IGWC) (National Institute of Hydrology (NIH), & Central Ground Water Board (CGWB)) • World Water Summit (CEEW) • National Summit on Sustainable Water & Sanitation • (Nispana) • Everything About Water Expo • World Aqua Congress • Smart Cities India Expo • Water India Expo • WSDS (TERI) • Seminars and conferences at IITs • Summer schools- TERI University, JNU, IITs	• Scientific community, industries and public authorities • Local community and specialized audience (e.g. wastewater managers) • Upcoming professionals/young researchers

5.4. SCIENTIFIC JOURNALS

The following scientific journals are envisaged to publish articles about the research work of Pavitra Ganga.

Table 5 Scientific journals for project dissemination

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; …	• Scientific and Business Community reached by the scope and results of PAVITRA GANGA via (at least) 9 scientific publications foreseen by the project partners

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

5.5. LOCAL MEDIA IN INDIA

Table 6 Local media in India for project dissemination

Dissemination Channels	Impact via articles about the project
Local daily papers such as: • Dainik Bhaskar • Dainik Jagran • Amar Ujala • Hindustan • Navbharat Times	• Scientific, industrial, policy and governmental community reached by the scope and results of PAVITRA GANGA

5.6 CHANNELS AND TARGENT AUDIENCE MATRIX

In order to effectively reach all target audience with our available channels, a matrix was developed (see next page). It indicates what channels are mainly used to reach our different target audiences and stakdholders.

The matrix shows that the project has an effective mix of channels to reach all target audiences. Every target audience has at least three channels for communication and dissemination. Most audiences can be reached through a large number of channels and with different dissemination activities.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Table 7 Target audience and Communication Channels matrix

important channel to reach the target audience
less important channel to reach the target audience

CHANNELS

Target audience	Project website	Twitter	LinkedIn	Facebook	News-letter	Youtube	Launch Event	Final event	Scientific Conferences	Scientific Journals	Popular media EU	Popular media India	Site Visits	Meetings/ webinars/ workshops	Policy Briefs
· India Water utilities															
India Wastewater management authorities															
· India Urban Local bodies near the Barrapullah Drain in New Delhi															
· India Urban Local bodies near the Jajmau sewage treatment plant in Kanpur															
· India Authorities and Policy Makers															
o Regulators, decision and policy makers near the demo sites															
o Regulators, decision and policy makers on national level															
o State level agencies															
· India Scientific community with interest in wastewater treatment, resource recovery, environmental sciences and															
· India Local communities and 'civil society' organisations near the demosites / General public															
· India Solution providers related to wastewater treatment, water quality monitoring and resource recovery from															
Multilateral/Bilateral Organizations															
• EU Scientific community with interest in wastewater treatment, resource recovery, environmental sciences and human health and water safety															
• EU Business world: Solution providers for wastewater treatment, resource recovery, water quality monitoring and resource recovery technology providers															
• EU NGO's, development agencies with focus on india															

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

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 governa**nce 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.

Figure 6 Pavitra Ganga logo

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.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

6.2. FLYER

A general flyer for distribution at all kind of project related events was developed.

Figure 7 Front and back page of the Pavitra Ganga general flyer

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

6.3. VIDEOS

At least two videos will be developed for the dissemination of the project. One will have the project activities at the demo site in New Delhi as subject, the other will handle about the activities at the Kanpur demo site.

Also other videos could be developed. This could e.g. be registrations of webinars or other online events.

All videos will be posted at Pavitra Ganga's Youtube channel.(see Chapter 5.2.4).

Figure 8 A video handling the presentation of Pavitra Ganga's first Policy Brief (D2.1), also posted on the Pavitra Ganga Youtube Channel

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

CHAPTER 7 COMMUNICATION AND DISSEMINATION ACTIVITIES

7.1. DISSEMINATION ACTIVITY CALENDAR

The activity calendar gives an orderly overview of the planned communication and dissemination activities, their time planning or - if more appropriate – frequency.

Table 8 Dissemination activity calendar

Dissemination Activity	Target audience	Timing	Status
Creation of project website	All target groups	February 2020	Done
Creation of linked social media: Twitter Facebook LinkedIn	All target groups	February 2020	Done
Announcements about the project in partners' websites	All target groups	February 2020	
Updates of project website	All target groups	Minimum every 2 months	Done
Development of a general flyer for distribution on events, conferences, exhibitions	Water Utilities, Wastewater technology providers, Authorities and Policy makers, Researchers & Academia, Civil Society, NGOs, Citizens Groups	September 2020	Done
Development of press releases and articles for publication in local, State and national newspapers and in EU and international newspapers	Water Utilities, Wastewater technology providers, Authorities and Policy makers, Researchers & Academia, Civil Society, NGOs, Citizens Groups	10 times/project lifetime	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Dissemination Activity	Target audience	Timing	Status
Creation and transmission of newsletters to follow the project	Water Utilities, Wastewater technology providers, authorities and policy makers, researchers & Academia, Civil society, NGOs, Citizens groups	8/project lifetime	
Development of audio-visual material of demo cases	All target groups	May 2022	
Scientific publications and journals	Academia & Researchers	Min 9 publications	
Organisation of PAVITRA GANGA launch event	Authorities and policy makers	2/03/20	Done
Organisation of final event	Water Utilities, Wastewater technology providers, authorities and policy makers, researchers & Academia, Civil society, NGOs, Citizens groups	At the end of the project	
Site visits of the two Indian test sites and on-site demonstration of tested technologies	Water Utilities, Wastewater technology providers, authorities and policy makers, researchers & Academia, Civil society, NGOs, Citizens groups	3/year (depending on COVID-19 situation)	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Dissemination Activity	Target audience	Timing	Status
Organisation of Workshops and Expert Seminars • Pavitra Ganga Consultation Workshop in New Delhi • Pavitra Ganga Consultation Workshop in Kanpur • Pavitra Ganga Internal Cocreation Workshop (Online) • Policy Brief launch event in Water Digest Water Awards	Water Utilities, Wastewater technology providers, authorities and policy makers, Academia & NGO's	27/02/20 06/03/20 30/06/2020 17/12/2020	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

7.2. CONTENT CALENDAR

As the deliverables of the project represent the important activities and outcomes of the project, we use the deliverable list as a content dissemination calendar. In the table below, all relevant and public deliverables are listed with their due date and prime target audience for dissemination.

The dissemination about the deliverables will mainly be done through the appropriate channels for the target audiences, mentioned in the target group channel matrix (Chapter 5.6)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Table 9 Content calendar: project deliverables, their due date and prime target audiences

Deliverable Number	Deliverable Title	Due Month	Target groups
D2.1	Policy brief on determinants of success of urban wastewater treatment and energy recovery systems, policy interventions and factors responsible for failure of unsuccessful models of WWT and energy recovery	July 2020	Water Utilities,authorities and policy makers, researchers & academia
D2.2	Project briefs and fact sheets about the critical issues and strategies for wastewater treatment and management in each case-study	July 2021	Water Utilities,wastewater technology providers and integrators, authorities and policy makers, researchers & academia
D2.3	Multi criteria decision analysis and portfolio models to support regional water management including performance assessment of the individual technologies and broader	January 2022	Water Utilities, authorities and policy makers, wastewater technology providers and integrators, researchers & academia

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Deliverable Number	Deliverable Title	Due Month	Target groups
	strategy portfolios		
D2.4	Technology-specific wastewater safety plans for the two on-site pilots	July 2022	Water Utilities, authorities and policy makers, wastewater technology providers and integrators, researchers & academia
D3.2	Laboratory test reports and fact sheets on water treatment technology and reuse	*July 2022*	Water Utilities, wastewater technology providers and integrators, researchers & academia
D3.3	Laboratory test reports and fact sheets on nutrient recovery, biogas quality and options for biogas use, as well as effluent qualities and water reuse possibilities	*July 2022*	Water Utilities, wastewater technology providers and integrators, researchers & academia
D4.1	Benchmark study of the two case areas	*January 2022*	Water Utilities, wastewater technology providers and integrators, researchers & academia
D4.4	Database of regional model results and scenarios	*July 2022*	Water Utilities, wastewater technology providers and integrators, researchers & academia

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Deliverable Number	Deliverable Title	Due Month	Target groups
D4.5	Water quality and water quantity dashboard for the two case areas	*January 2023*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers; researchers & academia; civil society, NGOs, Citizens Groups and local communities
D5.2	Analytical protocols and methods for analysis of TOCs and heavy metals	*January 2021*	Water Utilities, wastewater technology providers and integrators, researchers & academia
D5.5	Performance assessment and holistic technology evaluation	*January 2023*	Water Utilities, wastewater technology providers and integrators, researchers & academia
D6.1	Overview and lessons learnt from open course material	*January 2023*	Water Utilities, researchers & academia
D7.1	A road map to exploit the wastewater treatment, water re-use and resource recovery opportunities for a selected urban local body in Kanpur or New Delhi	*July 2021*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers; researchers & academia
D7.2	Investment and financing programme to exploit the wastewater treatment, water	*July 2022*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

Deliverable Number	Deliverable Title	Due Month	Target groups
	re-use and resource recovery opportunities for a selected urban local body in Kanpur or New Delhi		
D7.3	Commercial opportunities for EU- India partnerships to exploit wastewater treatment, water re-use and resource recovery opportunities in India	*January 2023*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers
D8.1	First version of the Communication and Dissemination Plan + Stakeholder database	*July 2020*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers; researchers & academia; civil society, NGOs, Citizens Groups
D8.2	Project website and social media operational	*March 2020*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers; researchers & academia; civil society, NGOs, Citizens Groups and local communities
D8.3	Communication and dissemination Tools	*March 2020*	Water Utilities;wastewater technology providers and integrators; authorities and policy makers; researchers & academia; civil society, NGOs, Citizens Groups and local communities

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821051.
This project has been co-funded by Department of Biotechnology (DBT), Government of India.