BOOST-IN

Uptake of innovative and circular solutions for water

First Dissemination and Communication Plan

Deliverable 5.1

WP5

Author: Serena Amico, Maria Mirachtsi

Date: 30/10/2025

Funded by the European Union

GRANT AGREEMENT NUMBER	101135239		
FULL TITLE / ACRONYM	BOOST-IN: Boosting the uptake of innovative solutions in the context of water and circular economy		
START DATE	1 January 2024	**DURATION**	36 months
END DATE	31 December 2026		
PROJECT URL	https://boostin.eu/		
DELIVERABLE	**First Communication, Dissemination and Exploitation plan of BOOST-IN project**		
WORK PACKAGE	**WP5**		
CONTRACTUAL DATE OF DELIVERY	**30/04/2024**		
ACTUAL DATE OF DELIVERY	30/04/2024, revised after the Project review 31/10/2025		
NATURE	R	**DISSEMINATION LEVEL**	Public
LEAD BENEFICIARY	**Water Europe**		
RESPONSIBLE AUTHOR	Serena Amico, Maria Mirachtsi		
CONTRIBUTIONS FROM			
ABSTRACT	This deliverable presents the first version of the Communication & Dissemination plan of the BOOST-IN project, including the communications objectives and goals of the project, the communications and dissemination tools, the responsibilities and the timing for the communication and dissemination actions, guidelines for practical implementation of the work package 5 work, specific KPIs, and the integration of gender issues within the plan.		

Disclaimer

Copyright message

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The primary objective of the BOOST-IN project is to develop and deploy a strategic approach that fosters necessary advancements in technology, governance, mindset shifts, and organizational frameworks essential for transitioning the water sector to a circular model.

To achieve this, the project focuses on the effective dissemination of innovative Water Circular Economy Solutions (WACES) and initiatives aimed at enhancing water recycling, reclamation, and the extraction of energy, nutrients, and various by-products from wastewater.

To fulfill its goals, the project hinges on effective communication and dissemination efforts. The Dissemination and Communication Plan (DCP) lays out a strategic approach for enhancing the visibility and enduring influence of the project's results.

This plan aims to provide an action framework, pinpoint the intended audiences, select suitable methods and channels for communication, and determine the best times for these initiatives. By tackling the essential questions of who, what, why, when, where, and how, the DCP aims to ensure the project has significant and lasting impact on its varied audiences.

Serving as a living document, the DCP charts a course for the project's external communication efforts and engagement with key audiences, while also setting up mechanisms to maintain visibility beyond the project's lifespan. This document will undergo regular reviews and updates to stay current and effective. An official updated version of the Dissemination and Communication plan will be developed and delivered by the month 30 of the project, summarising all the activities undertaken with regards to communication and dissemination, including the goals achieved and key performance indicators (KPIs) reached by then.

1.0 FRAMEWORK OF ACTIONS

1.1 Introduction

The BOOST-IN project seeks to revolutionize water management and circular economy practices by overcoming technological, economic, and social barriers. Through the innovative Water Circular Economy Solutions (WACES), it aims to enhance water reuse and material recovery across six European regions. Key strategies include dynamic identification and transfer of solutions, co-creation workshops for public engagement, and the development of risk management plans.

A communication and dissemination plan is crucial for ensuring that the project's goals will be reached, engaging stakeholders, and communicating about the project's developments and disseminating its results in a timely and targeted manner. It supports the project's aim to facilitate the adoption of circular solutions, connecting solution providers with investors, and promoting sustainable environmental practices.

To achieve its goal, the BOOST-IN project's communication and dissemination strategy aims to convey its achievements and results to key audiences using the right channels, timing, and methods. The plan is designed to engage stakeholders who can play a role in the development, assessment, adoption, and utilization of the project's findings, thereby contributing to its success.

The Communication and Dissemination plan is outlined in detail in the following nine chapters:

- Chapter 1: Why we communicate: Goals, objectives, and target audiences.
- Chapter 2: What are the tools and channels to reach BOOST-IN communication objectives.
- Chapter 3: How the tools correspond to the appropriate target audiences.
- Chapter 4: Communications actions and materials around the Water Circular Economy Solutions (WACES).
- Chapter 5: Gender mainstreaming within BOOST-IN project.
- Chapter 6: How BOOST-IN partners' expertise and role contribute to the strategy's implementation.
- Chapter 7: The timeline of BOOST-IN's communications activities.
- Chapter 8: The practical guidelines for the communications and dissemination work.
- Chapter 9: The key performance indicators set

1.2 BOOST-IN Framework of action

Droughts and water scarcity increasingly threaten Europe, affecting 20% of its land and 30% of its population due to climate change, tourism, agriculture, and population density. With global warming, these issues are expected to worsen, particularly in Southern and Western Central Europe, impacting energy, food security, health, and economic growth.

Overexploitation of water and unsustainable practices further harm ecosystems and water availability. Traditional water management, based on a linear "take, make, consume, and waste" model, is becoming inadequate. The shift towards a Circular Economy (CE) presents a solution by valuing water as a multifunctional resource.

In light of this, the BOOST-IN project aims to steer the water sector toward circularity, countering the challenges of climate change and unsustainable usage. By introducing Water Circular Economy Solutions (WACES), the project targets the reuse and recovery of water and materials, addressing the needs of 20% of Europe's land and 30% of its population.

To attain these objectives, the project will:

- Assess and analyse outcomes of existing WACES projects and identify WACES impacts and obstacles;
- Encourage citizens to appreciate circular economy (CE) advantages;
- Equip stakeholders with the skills to apply WACES;
- Advocate for policies and governance that facilitate WACES;
- Support innovators in creating transformative water solutions;
- Enhance market adoption of water products through standardization;
- Broadly share project findings with diverse stakeholders.

1.3 Communication & Dissemination goals

The main goals of the BOOST-IN Dissemination and Communication activities are to:

Support the consortium in enhancing the impact of their dissemination and communication activities.

Raise awareness of the project objectives and expected achievements through appealing digital and printed means during the first period.

Start engaging and defining a strong stakeholder network through a series of events and communication actions during the first period.

Provide the necessary tools to ensure efficient visibility of the project's activities and outcomes.

1.4 Communication & dissemination objectives

The success of BOOST-IN depends on effectively translating the dissemination and communication plan goals into specific objectives that can be integrated into the project's daily activities. These objectives include:

- Develop a comprehensive communication and dissemination plan, including a distinct project brand identity.
- Increase visibility and understanding of the project's goals and successes via online, print and face-to-face communication and dissemination actions, as well as the development of compelling digital and print materials.
- Build and sustain an active network of stakeholders through various events and specific dissemination initiatives.
- Identify key European stakeholders that will be interested in the next outcomes of the project

1.5 Stakeholders and target audiences

The success of this project will rely on the active engagement of stakeholders. To this end, the BOOST-IN Dissemination and Communication Plan (DCP) is focused on creating tailored communication and dissemination tools and strategies that effectively involve its target audiences. This engagement will leverage the regional networks of local partners across the six Regions of Opportunity (ROp).

The DCP will provide comprehensive details about the stakeholders, expected outcomes, and a suite of activities and tools, accompanied by a flexible action plan that will undergo regular updates to align with the evolving needs of the project.

The project will capitalize on its "Multi-Actor Approach" and the robust network of project partners active in various European, regional, and national initiatives related to Water Circular Economy Solutions (WACES). The target audiences which will be addressed by BOOST-IN are indicated in the table 1.0 below.

Table 1.0 BOOST-IN Target audiences

#	Target audience	Description
1	Circular economy innovators	▪ public or private technology developers ▪ providers of innovative WACES ▪ start-ups ▪ SMEs ▪ large companies ▪ research & development institutions.
2	Problem owners	▪ public and private utilities ▪ industries with high water consumption (e.g., textile, food and beverage, irrigation, metal, mining etc.) and the need for circular and sustainable products from water.
3	Young professionals in water and other relevant sectors	▪ young people (<35a) studying or working in water and other related sectors (e.g., industry, bio-economy, agriculture) that are interested in continuous learning of WACES, reached e.g., through IWA Young Water Professionals group or national YWP chapters.
4	Consumers/EU Citizens and NGOs	▪ general public ▪ consumers of circular products or services, ▪ NGOs focused on water's sustainability, ▪ water museums, ▪ environmental advocacy groups.
5	Authorities and Policymakers	▪ experts on regulatory issues related to water management and reclamation, circular economy of water etc., ▪ standardization and certification bodies; ▪ policymakers at European and national levels; ▪ EU's Directorates-General such as DG RESEARCH, DG AGRI, DG CLIMA, DG ENV, DG SANTE, DG GROW, SCAR, ▪ public environmental monitoring authorities, ▪ municipalities, etc.
6	Researchers	▪ conduct fundamental and applied research to improve understanding of the scientific and technical aspects of WACES, including their design, performance, and impact.
7	Advisory and extension services	▪ agriculture and industry consultants, ▪ water engineers, ▪ technical chambers, ▪ public advisory and extension services.
8	Organisations, Research and Innovation networks and multipliers	▪ faculties of water engineering and environmental sciences of public and private Universities across EU, ▪ research networks and initiatives related to water circularity and WACES, Climate Change and WEFE NEXUS.

When it comes to communication, our goal is to engage all the audiences mentioned above. In terms of dissemination, and particularly policy-related dissemination, we have identified two main levels of stakeholders with an interest in the project's activities. The first level targets key EU policymakers, while the second includes other relevant European stakeholders. This mapping will be regularly updated to ensure it remains aligned with the evolving outcomes of our dissemination efforts. The table below provides an overview of the main stakeholder categories, with further details available in Annexes I and II of this document.

Table 2.0: BOOST-IN mapping of policy-related primary and secondary stakeholders

Targeted stakeholders	
Primary targets	▪ Members of the European Parliament (MEPs) and relevant parliamentary committees ▪ Officials and advisors within the European Commission's relevant ▪ directorates (e.g., DG ENV, DG AGRI, DG GROW, etc) and EU expert groups ▪ Representatives from EU Member States' Permanent Representations ▪ European Committee of Regions ▪ Environmental agencies (eg. European Environmental Agency)
Secondary targets	▪ Water management authorities (public and private) ▪ Farmers and industry stakeholders, and associations in Brussels ▪ Other EU institutions (e.g. European Economic and Social Committee) ▪ Other NGOs and think tanks active in Brussels ▪ Other EU-funded projects (e.g. Water4All; B-WaterSmart) and relevant clusters Water sector, farming sector and industrial actors with Brussels offices. ▪ Water Europe's community

The project will prioritise planned communication activities, combining general and targeted dissemination.

- General dissemination will leverage the BOOST-IN and Water Europe networks, along with partner media channels, to reach broad audiences.
- Targeted dissemination will focus on the stakeholders identified in Table 2.0, primarily through meeting requests, direct outreach, and email campaigns.

Towards the end of the project, the Communications team will organise bilateral calls with each Work Package leader to collect key developments and results, ensuring that the dissemination strategy remains fully aligned with the project's progress. The insights gathered through these discussions will be used to strengthen the dissemination activities across all project channels and to highlight each Work Package's contributions in a consistent and coherent way.

1.6 Exploitation

As a Coordination and Support Action (CSA), BOOST-IN does not generate direct research and innovation results; however, it delivers a key exploitable asset, the BOOST-IN Marketplace. This platform will serve as a long-term hub for connecting innovators, problem owners, and investors, fostering the uptake of Water Circular Economy Solutions (WACES) beyond the project's lifetime.

Following the project's completion, it is envisaged that the platform will be maintained and further developed under the coordination of Water Europe, integrated within its core digital services. Its long-term viability will rely on a hybrid sustainability model, combining free access to essential features with premium or membership-based functionalities. Additional co-funding, sponsorships, and strategic partnerships with EU networks and industry stakeholders will reinforce its economic resilience.

1.6.1 Exploitation target users

The Marketplace will target innovators seeking to commercialise mature technologies (TRL ≥6), problem owners searching for tailored water solutions, utilities and SMEs aiming to improve resource efficiency, investors identifying market-ready innovations, and policy actors interested in replicable best practices.

For each user group, it will offer matchmaking capabilities, visibility opportunities, and access to relevant WACES data and expertise, thus accelerating innovation deployment and market uptake. In relation to the market analysis, Deliverable D4.1, entitled *"Market and Competitive Landscape Analysis of Selected Water and Circular Economy Solutions,"* has already been submitted and provides an in-depth assessment of the exploitation potential of the WACES. Additional related deliverables (D4.2 and D4.3) will follow up on this work.

Water Europe will ensure post-project governance, maintenance, and user engagement, in close collaboration with BOOST-IN partners.

The Marketplace will also be linked to Water Europe's Expert Groups, Water-Oriented Living Labs, and Water Knowledge Europe ecosystem, fostering ongoing cross-project synergies.

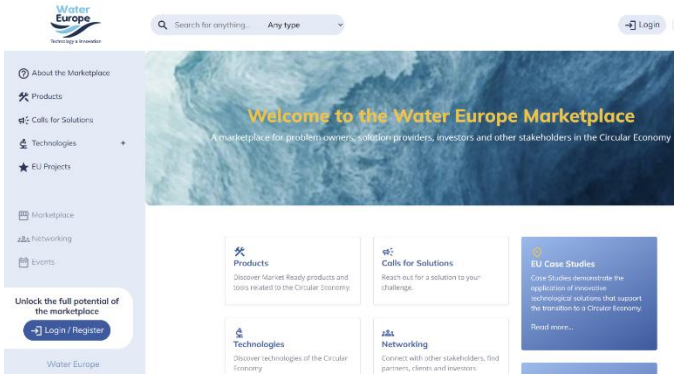

Figure 1: Water Europe Marketplace homepage

As part of the broader dissemination strategy, the Marketplace will be positioned as a flagship European platform for water innovation, promoted through Water Europe's digital channels, events, and partnerships to guarantee its continued visibility and impact.

2.0 COMMUNICATION & DISSEMINATION TOOLS

To ensure the effectiveness of the Dissemination and Communication plan, a diverse set of tools and channels will be employed across three key dissemination activities throughout the project: Online Communication, Printed Communication and Physical Interactive Dissemination.

2.1 Online communication and dissemination

Project branding: Early in the project, a attractive and consistent visual identity and branding for BOOST-IN will be developed to establish a cohesive graphical image, including a logo and templates for various document types.

Website: The primary gateway to the external world for the BOOST-IN project will be its website. This platform will feature information about partners, objectives, methods, and significant dates for the broader community of stakeholders. It will be regularly updated with technical findings, summaries of general assemblies, workshops, and conferences.

Social Media: Profiles for the project are created on X and LinkedIn to share updates on project activities and outcomes, and to engage with stakeholders. In particular, these accounts serve as key channels for ongoing communication and information exchange with the project's audience. A YouTube channel will also be created to enhance the online visibility of the project.

Newsletters: A summary of BOOST-IN activities and outcomes will be collected in the project newsletters and sent to stakeholders, on an annual basis.

Press releases: Several press releases will be distributed to pertinent media outlets in the regions or countries of the partners for promotional activities such as workshops and news related to water, environment, and innovation.

Project video: A short, promotional video will be developed, summarizing the project approach and objectives.

Links to different platforms: The establishment of links with relevant water platforms such as EUREAU or Water Reuse Europe will be pursued to connect with wider community. Making the BOOST-IN project visible through their websites and social media channels will help increase the project's visibility and reach a wider audience.

2.2 Printed communication and dissemination

Brochures, posters, and roll-up banners: A specialized media kit, including press materials and creative assets like brochures, posters, and roll-up banners, will be created. These materials will be shared and displayed at project events and workshops in the local language. They will include general information, objectives, partners, and anticipated results.

Publications of the project results: BOOST-IN will foresee the production of three publications: one on social perception, another offering policy recommendations, and a catalogue featuring 10 innovative technologies selected from Work Package 4.

Scientific publications: A publication is planned within the scope of the project for a scientific journal, focusing on co-creation and policy processes in the Region of Opportunities.

2.3 Interactive communication and dissemination

Organisation of BOOST-IN own events: The project plans to host several workshops in several European countries to address social hesitations and involve a wide range of stakeholders. There will be from co-creation workshops to specialized sessions with policy makers and innovators. Emphasizing personal interaction, these activities aim to directly engage stakeholders and ensure effective dissemination of the project's goals and results. In particular, the project is foreseen to organise the following events:

- **Co-creation workshops:** The co-creation workshops will be organised and hosted by the partners in the ROp i.e., Spain, France, Italy, Germany, Greece and Bulgaria. They will target general public and wide range stakeholders to tackle social reluctance and perception barriers. Overall, 12 workshops are expected with 40-50 participants each.
- **Awareness raising activities**: Each Region of Opportunity will organise specific activities for the general public and relate professionals to understand benefits of real experiences on water and circular economy, e.g. through visits of demonstration case studies or other relevant hotspots. Overall, 6 field visits are foreseen with 25 participants each.
- **Multi-stakeholder workshops on End-of-waste (EoW) criteria**: Two online workshops with will be used to gather experience and status of EoW criteria for CE products in EU from experts of water utilities and relevant technology providers. National regulators will be involved to validate proposed EoW criteria together with relevant stakeholders in a final online workshop. Three online workshops are foreseen with up to 20 participants each.
- **Workshops with policy makers:** These will be set up to identify policy and regulatory barriers/ facilitators to WACES uptake as well as to identify needs to improve their contributions to relevant policy targets. The workshops will build on the assessment of 24 case studies and their proximity to the situation in each of the ROp and highlight actions which shall be taken by policy makers to benefit more from WACES, aiming to develop regional roadmaps. Six workshops are expected to take place with 20 participants each.
- **BOOST-In Innovation Workshops:** These workshops will offer a stage for innovators to pitch their solutions to industry stakeholders to gather feedback that will help to accelerate their market uptake, refine value proposition and feed into business plans. Two workshops are expected with up to 20 participants each.
- **Investors cafés**: Further engagement with investors will be encouraged through the organisation of at least two Investors cafés, which will help refining of the business model and identification of financial opportunities.
- **CEN Workshop Procedure:** For the elaboration of the CEN Workshop Agreement (CWA) procedure, relevant stakeholders along the CE value chain (i.e. technology suppliers of product recovery systems, water utilities, product distributors, end users) will be involved in two online workshops to define scope of the CWA, and one final workshop for validation.
- **Final conference:** The outcomes of BOOST-IN will be disseminated in an international event to stakeholders allowing show case of innovations and interaction with problem owners, exchange between Regions of Opportunity, dialogues at policy level, and networking with other initiatives. The final conference aims to attract around 150 participants.

Participation to conferences, trades and fairs: The project plans to showcase the activities and results of BOOST-IN at conferences, events, and fairs. This broad dissemination of the project aims to secure timely and relevant input and feedback from key stakeholders and to facilitate the distribution of project outcomes using suitable materials.

Networking and informal meetings: To foster the engagement of stakeholders, direct personal interaction will play a crucial role in disseminating information during all the workshops and events organized. Thus why, BOOST-IN partners will guarantee efficient project dissemination by engaging personally with their own networks while implementing the above-mentioned activities.

3.0 TOOLS AND TARGET AUDIENCES

The BOOST-IN Dissemination and Communication Plan aims to deploy a diverse array of communication activities and tools. These will be carefully chosen and tailored to meet the unique needs, interests, and levels of engagement of the identified target groups, as detailed in the following tables 3.0 and 4.0.

Table 3.0 Communication tools & stakeholders matrix

Communication tools	Circular economy innovators	Problem owners	Young professionals	Consumers/EU Citizens & NGOs	Authorities and Policymakers	Researchers	Advisory and extension services	Organisations, Research and Innovation networks & multipliers
Brochures, posters, and roll-up banners	X		X	X	X	X		
Website	X	X	X	X	X	X	X	X
Social media	X	X	X	X	X	X	X	
Newsletters	X			X	X	X		
Press releases	X	X				X		
Links to platforms	X	X	X		X	X	X	

As outlined in Chapter 1.5: Stakeholders and Target Audiences, BOOST-IN envisions a series of dissemination activities that strategically combine general and targeted communication efforts.

On the one hand, general dissemination will leverage the BOOST-IN networks and partner media channels to maximise visibility and reach across all relevant audiences. On the other hand, targeted dissemination will focus on the key stakeholder groups identified in the stakeholder mapping, primarily through direct engagement activities such as bilateral meetings and personalised email campaigns. Table 4.0 below illustrates how the dissemination tools correspond to the respective stakeholder groups.

Table 4.0 Dissemination tools and stakeholder matrix

Dissemination tools	Circular economy innovators	Problem owners	Young professionals	Consumers/EU Citizens & NGOs	Authorities and Policymakers	Researchers	Advisory and extension services	Organisations, Research and Innovation networks & multipliers
Website	X	X	X	X	X	X	X	X
Social media	X	X	X	X	X	X	X	X
Policy briefs				X	X			X
Publication of project results	X	X	X	X	X	X	X	X
Scientific publications		X			X	X		
Co-creation workshops	X	X	X	X	X	X	X	X
Workshops with policy makers	X	X			X			
BOOST-IN Innovation Workshops	X		X	X				X
Investors cafés	X	X			X			
Participation & Organisation of several events	X	X	X	X	X	X	X	X
Final conference	X	X	X	X	X	X	X	X

4.0 WATER CIRCULAR ECONOMY SOLUTIONS

The BOOST-IN project will promote technological changes, governance schemes, shifts in mind-set and organizational structures by identifying, selecting and transferring innovative Water Circular Economy Solutions across Europe. These solutions will be identified and selected to close and improve the water cycle. They will be implemented in six regions distributed across Europe: Spain, Greece, Germany, France, Italy and Bulgaria. The BOOST-IN project will identify Water Circular Economy Solutions (WACES) through four main ways:

- **Learning from others:** Use lessons from past European research and innovation projects to help spread these innovations in specific regions and across Europe, aiming to make policies and markets more supportive.
- **Finding, Sorting, and Mapping:** Identify solutions with the highest potential for success and adapt them to 6 selected regions (Spain, Greece, Germany, France, Italy and Bulgaria).
- **Collaborating with Local Stakeholders:** Engage with stakeholders in workshops to enhance the appeal of solutions and address social barriers to their adoption.
- **Training and Educating:** Develop training materials and courses to bridge knowledge gaps about the solutions for young professionals.

To support the progress of each one of the above-mentioned ways, the communications team will use a variety of ways to ensure that the right channels and means are used for the communication and dissemination of the WACES in all the stages. In particular, for the promotion of the WACES but also the communications of the workshops and the training materials, the table below features some of the materials that can be specifically created to enhance the communication and dissemination efforts related to WACES.

Table 5.0 Indicative list of tailored materials for the WACES

Tailored Materials
WACES Promo Pack (available in English & translated in the local languages) • Flyers • Poster • Factsheets
Video clips
Targeted social media campaigns
Email campaigns

In light of the upcoming launch of the first call for Water Circular Economy Solutions by mid-May 2024, it is envisioned the development of a series of materials, such as banners for the website and social media channels. These materials will highlight the benefits of responding to the call and will be utilised and disseminated by all partners. The aim is to ensure a harmonized and consistent style of communication across various channels. This communication approach will also be applied to subsequent rounds of calls throughout the project's duration.

Depending on the project's stage, the communications team, along with partners, will assess and determine the most effective communication and dissemination methods, as well as the corresponding materials needed for promoting the WACES.

5.0 GENDER MAINSTREAMING WITHIN BOOST-IN PROJECT

Gender mainstreaming will be effectively applied in all stages of the project. The project's coordinator, BIOAZUL, is in charge of ensuring that gender stereotypes are avoided and will reinforce the involvement of women in science and research, technological developments, marketing and management activities, encouraging BOOST-IN partners to implement gender equality measures in their organizations. This will be achieved through various ways that will be described in detail in the Gender and Ethics Action Plan (deliverable 7.2) which will be prepared by the month six of the project, detailing all necessary actions that partners will have to execute, promoting gender equality. In the meantime, the Communication and Dissemination plan already outlines what types of action will be followed towards this objective, featuring also 'Gender-neutral language guidelines' in the annex to ensure that all partners have useful information and materials to facilitate this work in this regard.

Gender mainstreaming defined

Gender mainstreaming involves incorporating the gender perspective throughout the entire process of developing, designing, executing, monitoring, and assessing policies and programmes. Its primary goal is to advance equality for everyone. In the context of water management, gender mainstreaming entails integrating gender-related issues into the water agenda and restructuring it to better address gender-specific concerns and requirements. Gender perspectives may be different in needs, uses, knowledge, skills and practices, and consequently, these perspectives must be thoroughly integrated into all aspects of water planning, implementation, management, and decision-making processes.

By neglecting to integrate a gender perspective into these processes, we risk perpetuating existing gender disparities, particularly concerning women's involvement, leadership, and access to the opportunities and benefits that the water sector offers. Gender equality stands as a fundamental cornerstone for realising sustainable development. Failing to consider gender dynamics and fully utilize women's capacities as catalysts for change within circular economy strategies could reinforce historical discrimination and the marginalized status women have endured.

Integration of gender issues

Gender issues need to be integrated in a cross-cutting manner into all policies and practices. To ensure the implementation of this approach within the framework of the BOOST-IN project, the following methods will be employed:

- **Inclusive, gender-neutral language:** To make sure that the project's communication materials use inclusive language and represent diverse perspectives, some 'Gender-neutral language guidelines' are suggested to be followed by the project's communications team but also by all partners in their efforts to use inclusive language during the project.
- **Gender-balanced events:** The project will organise events where a gender-balanced approach will be followed in terms of speakers, panels and programme, as well as in terms of monitoring the number of participants and their gender. The aim is to encourage the representation and diversity in these types of occasions and for this, all partners will have to make sure that there is a balancing of different voices in all the events where various points of views are to be heard.
- **Digital storytelling and representation:** The communications team will play an active role into incorporating various days, and events throughout the year into the social media agenda of the project's channels to highlight different aspects of gender equality and women's entrepreneurship within the water sector. It will also create a social media campaign shedding light on the female

consortium members, by creating different materials, using their quotes or video statements depending on the occasion. The table below presents the occasions that are already marked in the social media agenda of the project for this purpose, where dedicated posts will be done either bringing forward diverse perspectives or highlighting the importance of these days.

Table 6.0 List of thematic days included in the digital communications agenda of the project

Theme	Date
International Day of Women and Girls in Science	11 February
International Women's Day	8 March
World Water Day	22 March
World Environment Day	5 June
International Science Day	10 November
Women's Entrepreneurship Day	19 November

In parallel with this agenda, the conferences and events happening at a national or European level will be monitored and included in the project's social media calendar, as needed. The goal is to always keep our communications calendar aligned with these key dates and events throughout the year in order to raise awareness and maximize the visibility and impact in promoting gender issues and women's inclusion and entrepreneurship through the BOOST-IN project.

6.0 DIVISION OF RESPONSIBILITIES

The success of the Dissemination and Communication Plan (DCP) hinges on the collective efforts of the entire consortium, with all partners expected to play an active role in its execution. Below, the deliverables associated with the dissemination and communication activities are outlined.

Table 7.0 Division of responsibilities

Tasks & Deliverables	BIOAZUL	ECOFILAE	UNIBO	NTUA	DECHEMA	FT	KWB	ZSI	AGENSO	WE	BWA	ISLE
Project identity and materials										x		
Project website										x		
Newsletter										x		
Social media	x	x	x	x	x	x	x	x	x	x	x	x
Brochures										x		
Poster and roll-up banner										x		
Video	x											
Press releases										x		
D5.1 First Communication and Dissemination plan of BOOST-IN project												
Develop a Dissemination & Communication plan										x		
Review the Dissemination & Communication plan	x											
Contribute to the implementation of the Dissemination & Communication plan	x	x	x	x	x	x	x	x	x	x	x	x

D5.2 Initial communication toolkit and website												
Develop the website										x		
Review the website	x	x	x	x	x	x	x	x	x	x	x	x
Provide updates for the maintenance of the website	x	x	x	x	x	x	x	x	x	x	x	x
D5.3 First period clustering and networking report of BOOST-IN project												
Create monitoring forms										x		
Partners contribution to the forms	x	x	x	x	x	x	x	x	x	x	x	x
Develop the final report										x		
Review the final report	x											

7.0 COMMUNICATIONS & DISSEMINATION TIMELINE

The table provided offers a detailed timeline for carrying out the communication deliverables and tasks listed in table 8.0, outlining the due date for their implementation.

Table 8.0 Communications and dissemination timeline

Tasks & Deliverables	Due date
Project identity and materials	M6
Project website	M6
Newsletter	M12, M24, M36
Social media	M1
Brochures	M6
Poster and roll-up banner	M6
Video	TBD
Press releases	M1 & TBD based on the project's developments
5.1 First Communication and Dissemination plan	M1-M4
Develop a Dissemination & Communication plan	M4
Review the Dissemination & Communication plan	M4
Partners contributing to implementation of the Dissemination & Communication plan	M4-M36
5.2 Initial communication toolkit and website of BOOST-IN project	M6
Develop the website and the materials	M6
Partners contributing with content for the maintenance of the website	M6-M36
5.3 First period clustering and networking report of BOOST-IN project	M18
Create monitoring forms	M1
Partners contributing to the forms	M1-M36
Develop the report	M18
Coordinator reviewing the report	M18

As demonstrated in the visual flowchart below, the BOOST-IN Communication and Dissemination Timeline outlines a strategic six-phase journey designed to enhance visibility, engagement, and long-term impact throughout the project's three-year duration. Beginning with the creation of a strong project identity and digital presence, the plan evolves through awareness-raising and active stakeholder engagement, leading to the promotion of results and the development of the BOOST-IN Marketplace.

In its later phases, the timeline focuses on showcasing the project's achievements, consolidating its impact through targeted dissemination activities, and ensuring sustainability beyond its completion. This structured approach ensures that communication remains dynamic, inclusive, and aligned with BOOST-IN's overarching mission to accelerate the uptake of innovative Water Circular Economy Solutions across Europe.

Figure 2: Communication & Dissemination timeline

8.0 PRACTICAL GUIDELINES FOR COMMUNICATION

Since its launch, the BOOST-IN project actively maintains two primary social media platforms: X and LinkedIn, with updates scheduled weekly for the duration of the project. The goal is to refresh the LinkedIn page with the latest news and developments twice a week.

On X, we plan to leverage retweets from our internal and external communities, potentially sharing two to three such retweets weekly. Additionally, two original tweets will be crafted each week, drawing from the news disseminated on our LinkedIn page.

The general rule is that the news shared over social media does not need to be featured on the project's website, but the news of the website will always be included in the social media agenda of the project.

8.1 Partners contributions

To ensure that the project's website and social media have a constant flow of updates, all partners will have to send contributions of two different types:

General news, including:

- Developments from their organization/company that are relevant for the BOOST-IN project.
- New reports/publications/products that have been launched.
- New projects/initiatives that have started and are to be promoted.
- General social media updates.

Targeted news, including:

- Participation in conference, workshop or any other event where BOOST-IN project was presented.
- Scientific publications published related to the project.
- Articles or news posts promoting BOOST-IN activities.
- Any social media updates related to BOOST-IN project.

In both occasions, partners' contributions need to be short, accompanied by visual materials, if available, and are to be sent by email to:

- Ana de León: ana.deleon@watereurope.eu
- Maria Mirachtsi: Maria.Mirachtsi@watereurope.eu
- Serena Amico: comm@watereurope.eu

This information will play a crucial role in supporting the communication and dissemination of the project's activities to a wider audience. At the same time, in order to facilitate and streamline partners' engagement on social media platforms, the following table is created, including the social media channels of all consortium partners. This ensures partners can effortlessly identify which accounts to tag or mention in their posts.

Table 9.0 Partners' social media accounts

#	Partners	LinkedIn handle	X handle
1	Bioazul	@BIOAZIL	@bioazul_spain
2	Ecofilae	@Ecofilae	x
3	Alma Mater Studiorum - Università di Bologna	@Alma Mater Studiorum – Università di Bologna	@UNIBO
4	National Technical University of Athens	@National Technical University of Athens	@ntua
5	DECHEMA	@DECHEMA	@DECHEMA
6	Fresh Thoughts Consulting	@ Fresh Thoughts Consulting GmbH	@Fresh_ThoughtsC
7	Kompetenzzentrum Wasser Berlin	@Kompetenzzentrum Wasser Berlin	@kompetenzwasser
8	Zentrum für Soziale Innovation	@Zentrum für soziale Innovation	@zfsi_de
9	Agricultural & Environmental Solutions	@AGENSO	@AgensoGR
10	Water Europe	@Water Europe	@H20EU
11	Bulgarian Water Association	x	x
12	Isle Utilities	@Isle Utilities	@isleutilities

9.0 KEY PERFORMANCE INDICATORS

Throughout the project, all communication activities will be rigorously monitored and evaluated using key performance indicators (KPIs) tailored for each communication channel and project phase. Monitoring forms will be created and distributed among partners to record all communication efforts within the consortium, with these forms being sent out periodically.

Table 10 below details the primary communication and dissemination tools along with the associated KPIs. The WP5 leader, in collaboration with the project coordinator, will continuously oversee the implementation of these activities, regularly updating the KPIs as the project advances.

Table 10 KPIs

KPIs	M1-18	M18-36	Overall objectives
Website visits	2.000	3.000	5.000
Website downloads of projects materials	200	300	500
Nr of copies of the promotional materials	400	600	1.000
Nr of visualizations of the promotional materials	400	600	1.000
Nr of recipients for the newsletters	500	700	1.200
Nr of press releases	3	4	7
Nr of social media posts	150	150	300
Nr of publications of project results	0	3	3
Nr of copies of publications	0	300	300
Nr of visualizations of publications	0	300	300
Publications in scientific journals	0	1	1
Nr of visualizations for the publications in scientific journals	0	100	100
Links with water platforms in the project web site and social media	3	7	10
Participation to conferences, trades and fairs	8	12	20

10. CONCLUSIONS

The deliverable 5.1 serves as the first version of the communication and dissemination plan for the BOOST-IN project, aiming to present a strategic roadmap for the implementation of the WP5 activities, enhancing the project's awareness, raising its visibility, and boosting stakeholder engagement with the project and its actions.

Throughout nine chapters, we have meticulously structured our approach, beginning with a comprehensive framework of actions that provide an overview of the communication goals, objectives, and key stakeholders and target audiences. This chapter provides a solid foundation and ensures alignment with the overarching objectives of the BOOST-IN project.

In the subsequent chapters, the communication and dissemination tools of the project, both traditional and digital, are presented to effectively reach our diverse target audiences. From online platforms to physical interactive dissemination methods, each tool has been carefully selected to maximize engagement and dissemination of project-related information. The way these tools correspond to each target audience has also been made clear in a separate chapter.

In addition to that, the development of targeted materials for the promotion of Water Circular Economy Solutions throughout all phases of the project has been also taken into account and presented in a dedicated chapter. Furthermore, the integration of gender mainstreaming within the communication plan underscores our commitment to inclusivity and diversity. By providing "Gender-neutral Language" Guidelines in the plan, there is a strong effort to seamlessly integrate gender considerations into all aspects of the project.

The plan also features a suggested division of responsibilities among project partners and presents a communication timeline to ensure the smooth execution of communication activities throughout the project lifecycle. Practical guidelines for the execution of the WP5 work and the contributions of partners are also presented to facilitate the day-to-day communication activities of the whole consortium. Last but not least, the key performance indicators are outlined in this plan, offering a roadmap for monitoring and evaluating the effectiveness of the partners' communication efforts.

In conclusion, the communication and dissemination plan developed is a dynamic document that will guide the consortium's efforts to effectively communicate the objectives, outcomes, and impact of the BOOST-IN project throughout its whole lifecycle.

ANNEX I: LIST OF TARGET EU INSTITUTIONS AND COMMITTEES

Institution	DG/Unit/Committee

European Commission	- Directorate-General for Environment (ENV):
	  o Unit C.1. Sustainable freshwater management
	  o Unit B.1. Circular Economy, Sustainable Production & Consumption
	- Directorate-General for Regional and Urban Policy (REGIO):
	  o Unit G.1. Smart and Sustainable Growth
	- Directorate-General for Agriculture and Rural Development (AGRI):
	  o Unit B.2. Environmental Sustainability
	- Directorate-General Research and Innovation (RTD):
	  o Unit B.2. Bioeconomy & Food Systems
	  o Unit B.4. Oceans, Seas and Waters
	  o Unit C.3 Circular Economy and Biobased Systems
	- Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (GROW):
	  o Unit I.3. Net Zero Industries, Sustainable and Circular Products
	- Directorate-General for Climate Action (CLIMA):
	  o Unit C.3. Low Carbon Solutions (III): Land Economy & Carbon Removals

European Parliament	- Committee ENVI - Committee AGRI - Committee REGI - Committee ITRE
Permanent Representations to the EU	- Italy - Bulgaria - Spain - France - Greece - Germany - Poland (current Presidency of the Council of the EU) - Denmark (future Presidency of the Council of the EU

ANNEX II LIST OF OTHER EU STAKEHOLDERS FOR POLICY DISSEMINATION

Other EU policymakers	Civil Society	Water Management bodies	Other Stakeholders
Other EU Institutions (Committee of the Regions; European Economic and Social Committee) Euro-Mediterranean Regional and Local Assembly (ARLEM) European Environment Agency EU Expert Groups (WFD CIS, European ZeroPollution Stakeholders Platform) Regional authorities, development agencies (e.g.: Region de l'Occitanie; Provence-Alpes-Côte d'Azur; etc)	European Environmental Bureau EurEau AquaPublicaEuropea International Water Association European Water Association WWF EURIC ICLEI EUROCITIES Covenant of Mayors Regions4 CEMR C40	National/regional bodies Public and private utilities	Water-Oriented Living Labs Network (WOLLs) Water4All Partnership EU-funded projects (e.g.: Water Mining) Water sector stakeholders (e.g.: consultancies working on water, such as McKinsey) Farming sector stakeholders (e.g.: Copa-Cogeca, European Biogas Association) Industrial stakeholders (e.g.: European Sustainable Phosphorus Platform) Water Europe Community (e.g. Expert groups and the Water Europe Policy Advisory Committee)

ANNEX III: GENDER-NEUTRAL LANGUAGE GUIDELINES

Language reflects the thoughts of those who write but also shapes the perceptions and behaviours of listeners or readers. Word selection frequently embeds unconscious biases regarding gender roles. The exclusive use of terms referring solely to males is no longer acceptable, as it is seen as a form of exclusion towards women. Therefore, precision in language usage is paramount. Based on the documents 'Gender-neutral language' of the European parliament and of guidelines on Gender-Sensitive Language of the United Nations, the following guidelines are extracted to be used by the project's communications team and the whole consortium of the BOOST-IN Project.

SPECIFIC GUIDELINES FOR ENGLISH

1. GENERIC USE OF 'MAN'

Avoid the generic use of 'man' and its derivatives

Alternatives: person, individual, human being (for man), humanity (for mankind), staff (for manpower), a French person (for Frenchman)/the French or French people (for Frenchmen), synthetic or artificial (for manmade), advisory panel (for committee of wise men), political leaders (for statesmen).

2. GENERIC USE OF 'HE',' HIS', ETC.

Complete rephrasing may sometimes be necessary. Instead of, for example, 'the official shall carry out his duties':

- Use plural forms ('officials shall carry out their duties ...')
- Use the imperative ('please send your CV to ...')
- Omit the pronoun altogether ('an official's salary is dependent on his length of service')
- Use the passive ('the relevant documents should be sent to ...')

If none of the above strategies work, use 'he or she', but do so sparingly and avoid repeating it more than once in the same sentence.

Avoid combined forms such as 'he/she', 'him/her', 's/he'

Avoid alternating masculine and feminine forms

In formal contexts (legislative acts, Rules of Procedure) it may not always be possible to avoid the occasional generic use of 'he' or 'his', but strenuous efforts should be made to reduce such use to a minimum.

3. TITLES

Use 'Mr' for a man; 'Ms' for a woman, avoiding 'Miss' and 'Mrs', unless it is known that the person referred to specifically wants to be referred to by one of those titles; use 'Dr' for both genders (in the sense both of 'medical doctor' and 'Ph.D.'); use 'Professor' (abbreviation: 'Prof.') for both genders.

4. NAMES OF PROFESSIONS AND FUNCTIONS

Use gender-neutral job titles

Generally in English, it is by now long-established that words like 'doctor' or 'lawyer' refer to a professional of either sex (without 'woman', 'lady' or 'female' tacked on the front). In some cases a substitute is available ('firefighters', 'flight attendants', 'athletes'), but it is still normal to use 'fisherman', 'midwife', and some other gender-specific terms. A list of recommendations is set out in the Appendix.

- Use 'Chair' instead of 'Chairman'

'Chairperson' should be avoided, as the tendency has been to use it only when referring to women. 'Chair' should be used consistently for both sexes (for example, the Conference of Committee Chairs).

- Use 'press officer' or paraphrase: 'a representative for ...' or 'speaking for …' or (sparingly) use 'spokesman' or 'spokeswoman', depending on the actual sex of the specific person concerned.
- Use Business manager; business agent; business entrepreneur, instead of businessman.
- Use founders instead of founding fathers

5. GENERIC USE OF 'THEY'

There is an increasing tendency to use 'they' and its derivatives in certain contexts for a singular subject, thus not specifying the person's gender, as in: 'Someone may not know their tax number'. This may be considered acceptable, though caution should be exercised when it comes to the reflexive/emphatic form: should one accept 'Someone may unintentionally cause harm to themselves'? In such cases 'themself' is a possible neologism, but does not appear to be established as yet, although this may evolve. For the moment and if there is no alternative, use 'themselves'.

The quantity and quality of water resources are serious problems in many European areas, mostly being a joined result of climate change and anthropic influences. The BOOST-IN project aims to develop a successful strategy that promotes technological changes, governance schemes, shifts in mind-set and organizational structures to solve these problems through a better management of the water sector and application of the circular economy principles, enabling water reuse and recovery of different materials (e.g. energy, nutrients). However, implementation of these changes still faces several barriers (e.g. technology, economy, knowledge, social perception) that need to be overcome. BOOST-IN will achieve these goals by an effective identification, selection (through a specifically designed dynamic funnel method) and transfer of innovative Water Circular Economy Solutions (WACES) to further close and improve the water cycle.

The project will develop and apply its approach in six Regions of Opportunity evenly distributed across Europe (Spain, Greece, Germany, France, Italy and Bulgaria) by organization of co-creation workshops to increase public awareness and support for WACES implementation, barriers overcoming as well as by the specific risk management plans design.

BOOST-IN

Funded by
the European Union