



Title: D7.1 Plan for dissemination and exploitation (D&E) of project results	Document Version: 1.1
---	-------------------------------------

Project Number: 1821	Project Acronym: WATERMED 4.0	Project Title: Efficient use and management of conventional and non-conventional water resources through smart technologies applied to improve the quality and safety of Mediterranean agriculture in semi-arid areas
------------------------------------	--	---

Contractual Delivery Date: 02/11/2019	Actual Delivery Date: 02/11/2019	Deliverable Type* - Security**: R - PU
---	--	--

* Type: P - Prototype, R - Report, D - Demonstrator, O - Other
 ** Security Class: PU- Public, PP - Restricted to other programme participants (including the Commission), RE - Restricted to a group defined by the consortium (including the Commission), CO - Confidential, only for members of the consortium (including the Commission)

Responsible and Editor/Author: Aslihan Kerç	Organization: SUEN	Contributing WP: WP7
---	----------------------------------	------------------------------------

Authors (organizations):
Aslihan Kerç...

Abstract:

The present document provides the initial Dissemination Plan for WATERMED4.0 project. It represents the main reference for communications activities related to the project, containing guidelines for project partners on identifying and exploiting dissemination opportunities. Surely, to guarantee a proper diffusion of project's results and maximize the impact.

Keywords:

Dissemination strategy, Communication channels, Target groups, Exploitation results.

Disclaimer: The present report reflects only the authors' view. The European Commission is not responsible for any use that may be made of the information it contains.

Revision History

The following table describes the main changes done in the document since created.

Revision	Date	Description	Author (Organization)
v1.0	19/11/2019	First version of the document	
v1.1	16/12/2019	First version of the document	

Executive Summary

The dissemination plan represents the main reference for communications activities related to the WATERMED4.0 project, containing guidelines for project partners on identifying and exploiting dissemination opportunities. Indeed, to guarantee a proper diffusion of project's results and maximize the impact, appropriate dissemination strategies should be tailored on the target audience.

Within the WATERMED4.0 project organization, WP7 is responsible for dissemination and exploitation activities while receiving contributions from the other work packages. This document starts describing shortly the WP structure and relevant dissemination outcomes.

Disclaimer

This project has received funding from the Partnership for Research and Innovation in the Mediterranean Area Programme (PRIMA) as part of the European Union's Horizon 2020 research and innovation programme under grant agreement No 1821, but this document only reflects the consortium's view. PRIMA or the European Commission is not responsible for any use that may be made of the information it contains.

Table of Contents

1. INTRODUCTION	5
2. PARTICIPANT ORGANIZATIONS	6
2.1 Organizations	6
2.2 Main technical contacts	7
3. DISSEMINATION STRATEGY PLAN	8
3.1 Project website	10
3.2 Scientific publications, conferences and fora	11
3.3 Communication materials	11
4. TRAINING	12
5. SUMMARY AND CONCLUSIONS	12
ANNEX 1. Initial dissemination activities	13
ANNEX 2. Initial publication list	15
ANNEX 3. Future dissemination activities	16

1. INTRODUCTION

WATERMED 4.0 project will develop a diverse dissemination and exploitation strategy based on the multitude of links to relevant international communities with presence in the Mediterranean region, and organizations that will be involved in the initiative. Exploitation of the results will be facilitated by the end-users and the partnership. They will further exploit the work beyond the end of the project. A specific goal of the project is to generate new products and services derived from water research, and the SMEs will play a key role in exploiting these products.

The dissemination plan aims at establishing a strong communication channel with the target audiences (as defined in Table 1.- Planned dissemination activities), with recognizable, clear and effective messages that communicate the project vision and results as well as stimulate interest in the project technology and achievements. This means that the consortium will exploit the wide range of communities represented in the project consortium and all possible stakeholders, to maximize the impact across the Agriculture, Water and ICT research community.

To raise the awareness of the different stakeholders of the project about the WATERMED4.0 project results, and to increase its impact, the project will actively communicate and disseminate its results with specific activities including: (1) communication activities: web site and Social Networks on WATERMED4.0 project have been created and are running with continuous update; (2) scientific dissemination: key personnel from WATERMED4.0 are involved in publication of conference and journal papers reporting main scientific finding of the project; (3) organization of dissemination events: personnel involved in WATERMED4.0 is committed to disseminate results through the organization of academic and scientific and marketing-oriented dissemination events; and (4) open source prototypes: WATERMED4.0 software prototypes will be released already having a strong open source commitment.

2. PARTICIPANT ORGANIZATIONS

2.1 Organizations

Participant No *	PI name	Organisation	Country
1. (Coordinator)	Antonio Skarmeta Gómez	University of Murcia	Spain
2. Partner 1	Vicente Richart Díaz	Central Board of Users of Vinalopó Basin, L'Alacantí and Water Consortium of Low Marina	Spain
3. Partner 2	Vicente Martínez López	Spanish National Research Agency CEBAS -CSIC	Spain
4. Partner 3	Abou El Hassan Benyamina	University of Oran1, Ahmed Ben Bella. LAPECI laboratory.	Algeria
5. Partner 4	Amina Richa	University of Djilali Bounaama Khemis Miliana. Research laboratory of agricultural production and sustainable development of natural resources.	Algeria
6. Partner 5	Maximilian Trommsdorff	Fraunhofer Institute for Solar Energy Systems ISE	Germany
7. Partner 6	Santiago Folgueral Moreno	Arvum Agriculture & Technological Services S.L.	Spain
8. Partner 7	Aslihan Kerç	Turkish Water Institute SUEN	Turkey

2.2 Main technical contacts

Organization	Main Technical Contact Person	Direct Telephone	Direct Fax	Email
UMU	Antonio Skarmeta	+34 868884607	+34 868884151	skarmeta@um.es
CBU	Vicente Richart	+3496 581 45 98	+3496 581 41 36	vicente@juntacentral.es
CEBAS	Vicente Martinez	+34 968396200 ext 6301	+34 968396213	vicente@cebas.csic.es
LAPECI				
UDBKM	Richa Amina	+213770896496		a.richa@univ-dbk.m.dz
FISE	Max Trommsdorff	+49 76145882249		maximilian.trommsdorff@ise.fraunhofer.de
ARVUM	Ludovico Ferrer	+34644355210		lferrer@arvum.es
SUEN	Burcu Yazici	+90 216 3254992/410		burcu.yazici@suen.gov.tr

3. DISSEMINATION STRATEGY PLAN

To achieve the dissemination objectives the partners will adopt a dissemination plan which aims at establishing strong communication channels with the target audience. The proposed plan will provide guidelines on communicating the project's vision and results, with recognizable, clear and effective messages, as well as stimulate interest in the project technologies and achievements. To this aim, the WATERMED4.0 consortium has identified several potential users and the different dissemination and exploitation activities to be carried out, which are described in table 1. In this sense, the main areas in which to make an impact will be the technology for agriculture (ICT, equipment) and the farmers (producers) in the European and Southern Mediterranean countries.

Potential users	Dissemination & Exploitation activities
Irrigation communities and farmers in the Mediterranean region	<ul style="list-style-type: none"> •Commercial national and international fairs attendance, presentations in national and international Irrigation Communities congresses, commercial campaigns for market & sell led by technology companies •Support of Euro-Mediterranean Irrigation Communities Association EIC
District water management and water planning bodies	<ul style="list-style-type: none"> •Attendance of water congresses and participation in institutional campaigns promoted by ministries and regional bodies, responsible for water planning and management (e.g. Ministry of Agriculture, Public bodies in the river basins of European and Southern Mediterranean regions)
Academic research	<ul style="list-style-type: none"> •Publish project results in high-impact international journals, magazines and peer-reviewed top conferences. Activities include collaboration with prestigious dissemination channels and covering the different areas related to WATERMED4.0 like IEEE Word Forum in Internet of Things or Global IoT Summit (UMU key personnel has been TPC chair in the last 2 years), IoT Forum Week, etc
Educational entities	<ul style="list-style-type: none"> •Design and implementation of educational programmes for young farmers in Mediterranean partners countries, able to access on-line •Memorandum of understanding signed between irrigation communities and farmers associations and educational institutions, for knowledge transfer and public acceptance
Industry	<ul style="list-style-type: none"> •Demonstrate results in industrial and expert events •Organize industrial workshops, and panels on the topic •Publish project results in sectorial journals or websites with wide penetration in the water sector •Present results to third parties and stakeholders to promote the results, stimulate their adoption and establish collaborations •Promotion of project material (e.g. project brochures, posters at relevant industrial and expert events)

	<ul style="list-style-type: none"> •Production of an end of project volume with findings for specific stakeholders in the energy and water domain •Disseminate projects results through the partners websites, newsletters, publications, etc. (see details in individual dissemination and communication activities) •Dissemination through category associations •Finally, WATERMED will take advantage of the direct links with the ICT4WATER cluster and website, for increased dissemination activities via the ICT4WATER newsletter and the participation in the bi-annual ICT4WATER cluster events at International Conferences and Workshops
--	--

Table 1. Planned Dissemination & Exploitation activities

The WATERMED4.0 dissemination plan consists of different activities and is based on an iterative process to improve the effectiveness of communication activities during the project. The overall view of the dissemination and communication plan is provided in Figure 1.

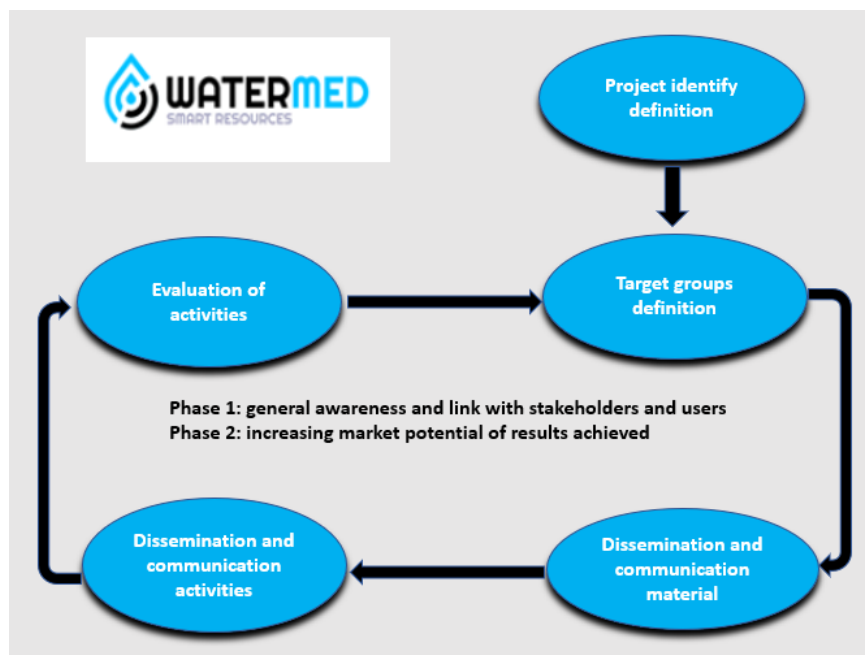


Figure 1. Overall view of the WATERMED4.0 dissemination plan

WATERMED4.0 dissemination plan will follow the two main phases of the project and will include additional measures to assure sustainable exploitation of results after the project's ending. During the first phase (from M1 up to M17- First prototype ready for demonstration) the main purpose will be to create general awareness about project objectives and expected results, and to establish links with end-users and other stakeholders. The second phase (from M18 up to month M36- Second prototype ready for demonstration) will aim at increasing the market potential and gather feedback for driving the final development. It will carry out specific actions addressed to adopt regulations, policy recommendations, training to end-users related to ICT and social and economic benefits of investing in the proposed technologies and practices, with special emphasis to the presentation of the tangible/exploitable results achieved.

The project will exploit different communication channels and dissemination ways to maximize its outreach with different audiences. In table 2, we report a list of envisioned dissemination activities in the WATERMED4.0 project. This list can be updated and extended in the next phases of the project.

Dissemination Activity Types
National and International conferences and congresses
Training activities
Press release
International scientific meetings
Publications
Workshops
National and international trade fairs related to smart agriculture and agro-food
Participation in platforms (JPI Water, Global Wastewater Initiative, etc)
Social media
Website
Other

Table 2. List of dissemination activities

Statistics of publications, the number of citations, the number of website visitors and reference links will be continuously collected serving as a performance metric. Other activities may take place using channels mentioned in Table 2, when and where opportunities arise. In the following sections, we provide detailed description of the main communication channels.

3.1 Project website

The WATERMED4.0 website¹ is composed of the following main sections: objectives, concept, impact, timeline, partners, results & pilots, news and contact.

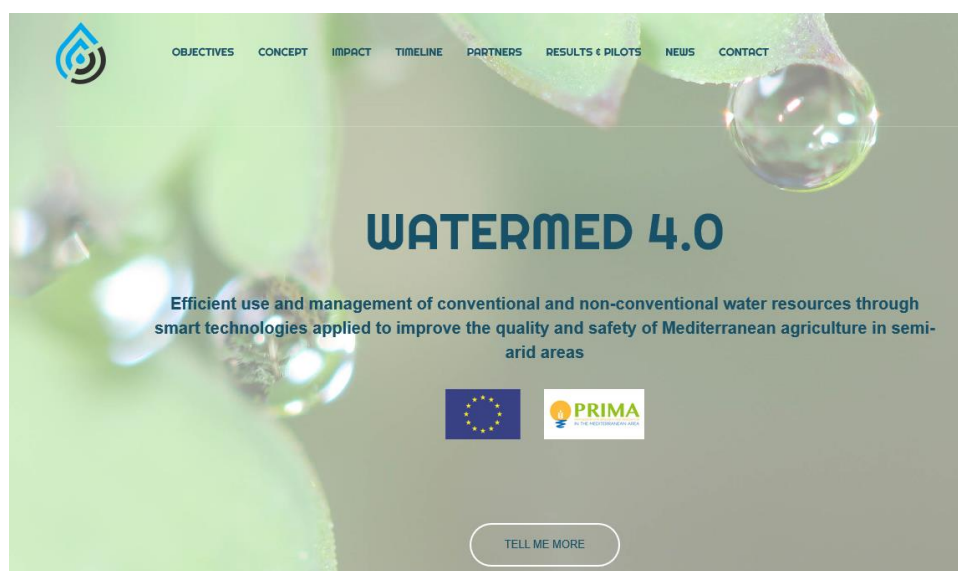


Figure 2. Home page of the project website

¹ <https://www.watermed-project.eu/#>

The website provides complete information about the WATERMED4.0 project in a simple way and is prepared for the incorporation of new information and project results for dissemination as the project progresses, specifically the sections on Chronology, News and Results.

At the same time, the website is ready to work in all browsers of all platforms, including smartphones, where the content is correctly adapted thanks to the built-in flexibility of all components.

3.2 Scientific publications, conferences and fora

WATERMED4.0 intends to disseminate its innovation results in **international** peer reviewed **scientific journals**, magazines, book chapters and conferences. The editorship of book and chapters related to the project research items will be also exploited to externalise WATERMED4.0 work and to document the advances with reference to the state-of-the-art achievements. Some of the target journals will be: IEEE Pervasive Computing Magazine, Springer Personal and Ubiquitous Computing, IEEE Communication Magazine, Irrigation Science, Agricultural water management, Scientia horticulture.

Furthermore, the projects results will be also disseminated at **conferences, fora** and bodies which are attended by potential future users. WATERMED4.0 will submit and present papers in selected, highly recognized international conferences and workshops. Also, researchers will provide talks and panels in international conferences. Some of them are: IEEE International Conference on Internet of Things, IEEE International Conference on Distributed Computing in Sensor Systems, IEEE Security and Privacy, Horticultural Science Congress (SECH, national), International Society for horticultural Science (ISHS), International Water Association (IWA), Internet of Things Forum Africa Conference. As well a final conference that will be held in Istanbul and will present an overview of the workshops and Forum findings and recommendations and will be an opportunity to engage on these issues a debate with public and private stakeholders, through the signature of a Memorandum of Understanding.

3.3 Communication materials

The project logo defines the project visual identity, creates an easily recognizable “image” and helps to improve the visibility. It should be used prominently in all dissemination tools and printed materials. Figure 3 shows the WATERMED 4.0 logo.



Figure 3. WATERMED4.0 logo

At the same time, WATERMED 4.0 brochures will be made to give an overview of the main objectives, innovations and benefits expected by the project and exploiting social media will be used to keep fast moving news towards online communities and to reach the widest audience possible and specially end users.

4. TRAINING

Several training activities will take place at two levels:

1. Training on the technology use and practice for end-users, UMU and LAPECI jointly will train the technical staff of the end-users, technology SMEs as well as the WWTP technicians in the project for technology field trials. The technical staff from these companies will therefore be able to acquire technology transfer of knowledge. This training will take place at two different stages of the project in three training sessions. The 1st training session will take place in Spain (M24), 2nd in Algeria (M27) and the 3rd in Turkey (M30).

2. Open Seminars for stakeholders and partners will take place from month 30 to 36. Each of these training sessions will count with the participation of local SMEs, public water organizations and farmers associations. These training sessions will last 1 day.

5. SUMMARY AND CONCLUSIONS

This dissemination plan provides initial information on how the activities and results of the project will reach the different potential groups and stakeholders in order to have a greater impact and application in relation to the solutions developed in the project.

ANNEX 1. Initial dissemination activities

Type (National/international conferences, workshops, trainings, etc.)	Date	Location	Organizer	Host	Number of persons reached	Short description of the activity
Water National Congress	2019/02/25	Orihuela	Universidad de Alicante	Ayuntamiento de Orihuela	150	Communication and Conference
Consellera of Agriculture Generalitat Valenciana	2019/08/10	Villena	CBU	CBU	20	Organization of a conference and others
Department of agriculture	2019/11/27	Madrid	CBU	Department of agriculture	15	Organization of a conference
IoT solutions world congress	29-31 Oct 2019	Barcelona, Spain	More than 60th of the IoT main companies	Fira Barcelona	16000	During the IoT world congress WATERMED 4.0 project was shown in the UMU/OdinS exhibition stand
Contact/Informations days	15/07/2019 to 15/10/2019	Ain Defla	UDBKM: Agricultural services directo (Ain Aefla) / ONID: national office of Irrigation and drainage/ ONA: national office of sanitation	DSA/ONID/ONA	05 to 10 for each meeting	Meeting with the agricultural services/ ONID/ONA of the wilaya of Ain Aefla to present them the project WaterMed 4.0, and to have them as public partners during the project
Spectrophotometer training	13/11/2019	WaterMed 4.0 laboratory (UDBKM)	UDBKM / Merk laboratory	UDBKM	10	Presentation of material and training for users (researchers and PhD students and masters)
Participatory workshop	Dec-19	WaterMed 4.0 laboratory (UDBKM)	UDBKM/DSA	UDBKM/DSA	10 to 15	Meeting with the farm managers selected in the project WaterMed 4.0 in order to make the experimental protocol more clear (technical details)

National Day on Environmental Engineering and Rural Development: http://www.univ-blida.dz/images/GEDD2019final.pdf	04 dec 2019	Universiy of Blida 1	Université of Blida 1	Université of Blida 1	100	Presentaion of projet WaterMed 4.0
WaterMed 4.0 thematic day	<i>December 05, 2019</i>	Le Zenith Hotel, Oran/Algeria	UO1	LAPECI	20	Presentation of the work of PhD students involved in the project. consolidation with other LAPECI members. fix future actions

ANNEX 2. Initial publication list

DOI	Type of publication	Repository link	Title	Authors	Title of the Journal/ Proceedings/ Books series	Number, date or frequency of the Journal/ Proceedings/Book	Relevant pages	ISBN	Publisher	Place of publication	Year of publication	Is this publication available in Open-Access or will it be made available?	Length of the Embargo, if any	Is this a peer-reviewed publication?	Is this a joint public/private publication?
10.14198/Congreso-Nacional-del-Agua-Orihuela-2019	Non-scientific and non-peer-reviewed publication (popularised publication)	https://rua.us.es/dspace/handle/10045/88367	USO EFICIENTE Y GESTIÓN DE LOS RECURSOS HÍDRICOS CONVENCIONALES Y NO CONVENCIONALES A TRAVÉS DE TECNOLOGÍAS INTELIGENTES APLICADAS PARA MEJORAR LA CALIDAD Y LA SEGURIDAD DE LA AGRICULTURA MEDITERRÁNEA EN ÁREAS SEMIÁRIDAS. PROYECTO	Vicente José Richart Díaz				978-84-1302-034-1	Joaquín Melgarejo Moreno	Alicante	2019	NO		NO	YES
10.1080/1206212X.2019.1679529	Publication	https://www.tandfonline.com/doi/abs/10.1080/1206212X.2019.1679529	A new congestion-aware routing algorithm in network-on-chip: 2D and 3D comparison	K. Gaffour, M. K. Benhaoua, A. H. Benyamina and H. E. Zahaf	International Journal of Computers and Applications	October 2019		1925-7074	ACM	UK	2019	YES		YES	YES
	Publication	In press	An analysis and Simulation Tool of Real-Time Communications in On-Chip Networks	Chawki Benchehida, Benhaoua Mohammed Kamal, Houssam Eddine Zahaf and Giuseppe Lipari	ACM SIGBED Review	2019		1551-3688	Taylor & Francis	USA	2019	YES		YES	YES
https://www.lesoiralgerie.com/regions/energie-solaire-photovoltaïque-pour-moderniser-les-techniques-de-production-agricole-27812	a newspaper article	https://www.lesoiralgerie.com/regions/energie-solaire-photovoltaïque-pour-moderniser-les-techniques-de-production-agricole-27812	Photovoltaic solar energy to modernize agricultural production techniques	Karim. O. (nahasia mokhtar) and Richa Amina	Le Soir	Daily						YES/NO	(in months)	YES/NO	YES/NO
https://www.liberte-algerie.com/centre/utilisation-de-energie-solaire-comme-option-320888	a newspaper article	https://www.liberte-algerie.com/centre/utilisation-de-energie-solaire-comme-option-320888	POUR BOOSTER LA PRODUCTION AGRICOLE À AIN DEFLA. L'utilisation de l'énergie solaire comme option	AHMED CHENAOUI and Richa Amina	La liberté	Daily									
https://www.liberte-algerie.com/centre/de-nouveaux-procedes-en-cours-de-concretisation-	a newspaper article	https://www.liberte-algerie.com/centre/de-nouveaux-procedes-en-cours-de-concretisation-	IRRIGATION DE TERRES AGRICOLES A AIN DEFLA. De nouveaux procédés en cours de concrétisation	Ahmed CHENAOUI and Richa Amina	La liberté	Daily									
https://pro.media-s-dz.com/pdf/11/2019/12/lesoiralgerie07122019.pdf	a newspaper article	https://pro.media-s-dz.com/pdf/11/2019/12/lesoiralgerie07122019.pdf	UNIVERSITÉ DJILALI-BOUNAAMA DE KHEMIS MILIANA. Le projet Prima fait son chemin	Karim. O. (nahasia mokhtar) and Richa Amina	Le Soir	Daily									

ANNEX 3. Future dissemination activities

Type (National/international conferences, workshops, trainings, etc.)	Date	Location	Organizer	Host	Number of persons reached	Short description of the activity
Contact/Informations days: Ministry of Higher Education and Scientific Research, Ministry of the Environment, Ministry of Agriculture	dec 2019 to jan 2020	Minister	UDBKM	UDBKM	05 to 10 for each meeting	Meeting with the agricultural services/ ONID/ONA of the wilaya of Ain Aefla to present them the project WaterMed 4.0, and to have them as public partners during the project
First Mediterranean Seminar Climate Change: What Water Resources for Irrigated Agriculture?: https://www.univ-chlef.dz/uc/?meca-events=premier-seminaire-mediterraneen-changement-climatique-quelles-ressources-en-eau-pour-lagriculture-irriguee	08 Jan 2020 - 09 Jan 2020	University of Chlef	University of Chlef	FACULTY OF SCIENCE OF NATURE AND LIFE	100	Presentation of project WaterMed 4.0
Workshop: AI at the service of agriculture	January 29-30, 2020	Oran/Algeria	UO1	LBRAP & LAPECI	100	the workshop aims to collaborate the researchers of the different disciplines agronomist, biologist, ect in order to draw profile of the intelligence artificiel
AgriVoltaics2020 (http://www.agrivoltaics-conference.org/home.html)	26-28 August 2020	Perpignan/France	INRA Montpellier/ Fraunhofer ISE	INRA	100	Presentation of APV rainwater harvesting concept, simulation results and WATERMED pilot in Algeria
5th Istanbul International Water Forum	tbd	Istanbul, Turkey	SUEN	SUEN	2000 - 3000	A side event will be organized to introduce WATERMED 4.0 project to participants.
Conference: Second international conference on Embedded & Distributed Systems https://www.univ-oran1.dz/edis2020/	April 12-13, 2020	Oran/Algeria	UO1	LAPECI	150	EDIS'2020 focuses on new multi-layer techniques for intelligent IoT systems, identifying new perspectives and highlighting research problems and challenges.
Workshop for water/agriculture authorities	tbd	tbd	SUEN			Gaps in application of reclaimed water in agriculture, plus legislations will be discussed.
7th International Soil and Water Resources Congress	nov-20	Izmir, Turkey	TAGEM (REPUBLIC OF TURKEY MINISTRY OF AGRICULTURE AND FORESTRY)			Participation with a presentation/poster
Workshop: IoT at the service of the smart city	November, 29-30, 2020	Oran/Algeria	UO1	LAPECI	150	IoT at the service of the smart city
3rd Edition of Euro-Global Conference on Food Science and Technology	September 10-12, 2020	Paris/France	Magnus Group	Campanile Roissy-En-France	2	Participation as a speaker in the conference about presentation of WATERMED4.0 project .
1st international seminar on the environment and sustainable development SIEDD 20	10 and 11 february 2020	Relizane /Algerie	The Institute of Exact Sciences and Natural and Life Sciences of the Ahmed Zabana University Center	University of Ahmed Zabana	2	Presentation of PRIMA/WATERMED4.0 project
7th Conference on the Marine and Coastal Environment in the Community of Valencia and the Region of Murcia.	31 January 2020	Alicante/ Spain	Cruz Roja Española, NGO Aposeidon-Posidoniamente. UAL.	Cruz Roja Alicante	120	Presentation of WATERMED4.0 project

1821	WATERMED4.0	D7.1 Plan for dissemination and exploitation of project results				
------	-------------	---	--	--	--	--

Strengthening Alliances in the Mediterranean.						
---	--	--	--	--	--	--