



Policies, Innovations and Networks for enhancing Opportunities for China Europe Water Cooperation

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Network actions and Communication Plan up to Month 18

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COMMUNICATION PLAN REVISION HISTORY		
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I. Context and purpose of the Communication Plan

This document was elaborated in the frame of the PIANO Project (Policies, Innovation And Networks for enhancing Opportunities for China Europe Water Cooperation) as part of the European programme Horizon 2020 – The Framework Programme for Research and Innovation (2014-2020)

The purpose of the communication plan is to support the project strategic objectives and provide action items for the organizational communication of the project. It will be updated after month 18 of its implementation (September 2016) to cover the following period up to month 36 (March 2018). This plan serves as a guiding map for internal and external communication regarding PIANO's diffusion of deliverables but moreover for information delivery and involvement of potential networks and actors that could contribute to the project or relays information.

It includes information on objectives, messages, potential audiences, media and timeline for internal and external communication. It will also be updated regularly, thanks to the development of project activities, notably towards networks analysis carried out under the Work Package 1.

II. Project objectives and summary

The overall objective of PIANO is to create a **strategic cooperation partnership** for water research and innovation between Europe and China, promoting the creation of networks of companies (including SMEs), entrepreneurs, non-profit organisations, policy makers, regulators and funding bodies to create business and social opportunities for China Europe Water Cooperation. PIANO will contribute to and is endorsed by the China Europe Water Platform (CEWP), and its 10 active EU Member States.

First, PIANO will **strengthen the existing CEWP network** to create a comprehensive China Europe water research and innovation network.

Second, based on a comparative analysis of the water innovation landscape in Europe and China, PIANO will **identify European technological water innovations** with potential for implementation and replication in China. In addition, PIANO will identify **opportunities for joint development to address water challenges**, where both Europe and China lack market ready technological water innovations.

Third, PIANO will identify **drivers and barriers for implementation and replication of technical innovations**. PIANO will also identify strategies to overcome obstacles and take advantage of drivers, to facilitate creation of business opportunities.

Fourth, PIANO will promote **knowledge exchange and a policy dialogue** to create an enabling environment for the uptake of technological water innovations.

Fifth, PIANO will develop a shared strategic research and innovation agenda between Europe and China in the water sector. PIANO will align with current and future strategic initiatives to optimise opportunities for the EU and China across the water sector.

To ensure success and achieve high impact, PIANO will be executed by a consortium of 9 leading European partners from both public and private sectors. 13 leading Chinese partners are also active PIANO participants, including the Ministries of Water Resources and of Environmental Protection.

III. Corresponding Communication Goals/Objectives

As project objectives are focusing on promotion of cooperation and on creation and enhancement of networks related to water innovations between China and Europe, it is clear that communication activities (internal and external) will play a crucial role in its implementation and success. The following figure illustrates the keywords of the project that should be taken into account while defining the communication activities.

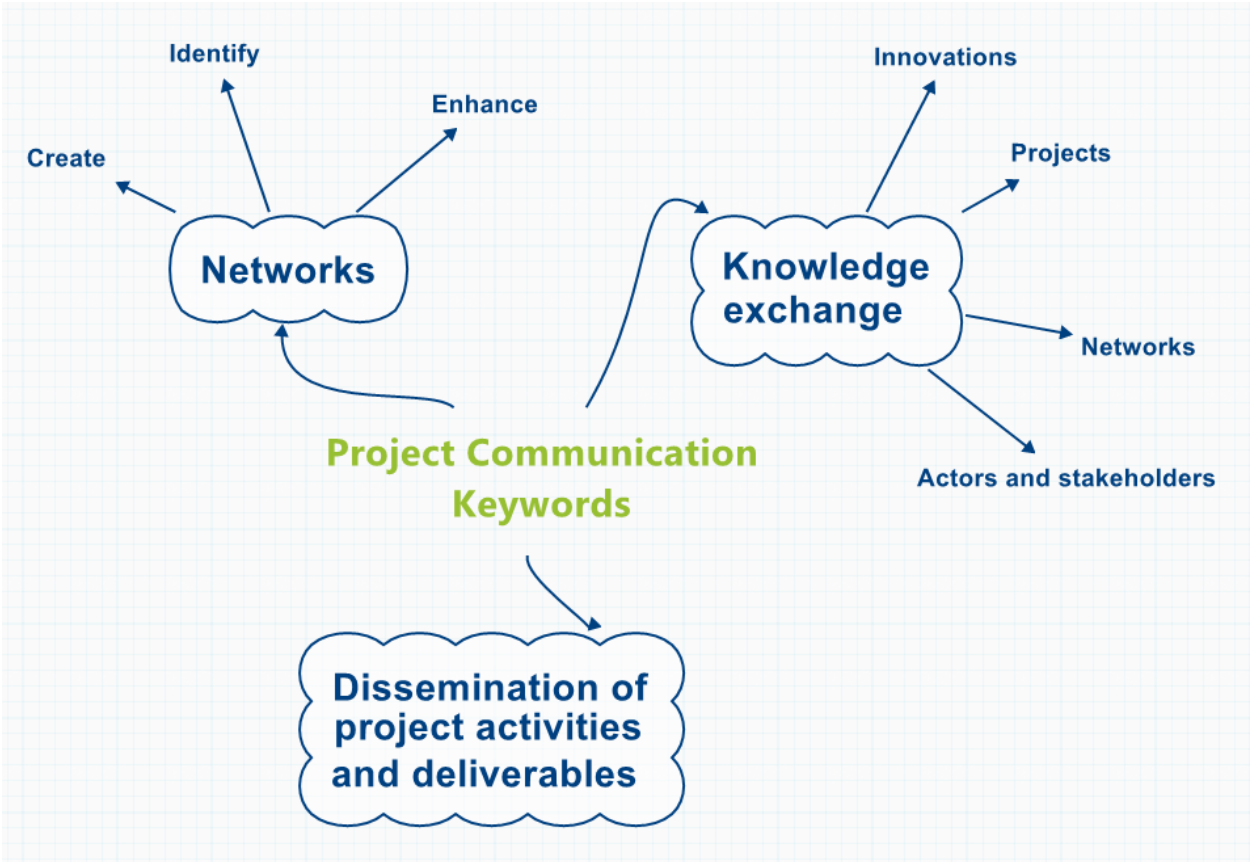


Figure 1 : Illustration of Communication Keywords in the project objectives

Therefore, the following communication objectives can be defined as for the Piano project:

- Ensure communication tools and channels for project partners internally, for a smooth and effective implementation,
- Provide information on the project to potential interested parties,
- Ensure communication towards potential relay of information or exchange of knowledge on water related innovations in China and Europe,
- Ensure the dissemination of information on projects implementation status and important deliverables.

IV. Participants, Roles and Responsibilities

1. Donor

The PIANO project is granted by DG Research and Innovation of the European Commission within the programme Horizon 2020 (Grant Agreement no 642433).

2. Project leader and partners

The PIANO project is coordinated by the Austrian University of Natural Resources and Life Science of Vienna (BOKU) which is responsible of implementation of the Grant agreement.

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Project Partners:

	University of Natural Resources and Life Sciences (BOKU) Vienna
 DTU Technical University of Denmark	Technical University of Denmark (DTU) Copenhagen
 <i>Office International de l'Eau</i>	International Office for Water (OIEAU) Paris
 ISPRA Istituto Superiore per la Protezione e la Ricerca Ambientale	Italian National Institute for Environmental Protection and Research (ISPRA) Rome
	National Laboratory for Civil Engineering (LNEC) Lisbon
	Stockholm International Water Institute (SIWI) Stockholm
	W.S. Atkins International Limited (ATKINS) London
 EUROPEAN WATER ASSOCIATION	European Water Association (EWA) Hohenheim (Germany)
 European Chamber 中国欧盟商会	European Union Chamber of Commerce in China Beijing

3. Executive Management Board and project management

Members of the Executive Management Board are the coordinators of project work packages in charge of the operational and scientific implementation of all planned activities:

- WP 1: OIEAU
- WP 2: DTU
- WP 3: BOKU
- WP 4: SIWI
- WP 5: ISPRA
- WP 6: BOKU

This Executive Management Board is meeting on a 6 months basis, in Europe or China. In addition to work packages leaders and depending on the need it also associates other partners or the Project manager from the DG Research for example.

4. End users, targeted audience

EU and Chinese organizations specialized in the water sector are the project's and communication activities' main target audience. This encompasses both private and public entities. The project communication will therefore aim research centers, universities, think-tanks and also water companies and in particular their research and development departments. Networks existing to animate exchanges between these institutions will also be targeted.

The chart below provides a non-exhaustive list of the organizations and networks that will be targeted (no order):

EUROPEAN UNION ORGANIZATIONS	CHINA ORGANIZATIONS
European Innovation Partnership on Water (EIP Water)	Ministry of Water Resources (MWR)
Water Supply and Sanitation Technology Platform (WssTP)	Ministry of Environmental Protection (MEP)
International Network of Basin Organizations (INBO)	Ministry of Housing and Urban-Rural Development (MOHURD)
Europe International Network of Basin Organizations (Europe-INBO)	Ministry of Science and Technology (MOST)
Network of Eastern Europe, Caucasus and Central Asia Water Management Organizations (EECCA NWO)	China Water Enterprise Confederation (CWEC)
European Water Partnership (EWP)	China Association of Environmental Protection Industry (CAEPI)

Join Programming Initiative (JPI Water)	China Urban Water Association (CUWA)
EURAQUA (European Network of Freshwater Research Organizations)	China Association of Urban Environmental Sanitation (CAUES)
ERRIN (European Regions Research & Innovation Network)	China Water Association (CWA)
ICLEI-Europe (network of EU cities)	China City Water (CCW - China industrial water treatment network)
Aqua Publica Europea (network of EU public water utilities)	Institute of Water Resources and Hydropower Research (IWHR)
EUREAU (network of mostly private EU water utilities)	International Economic Technical Cooperation and Exchange Centre (IETCEC)
European Union Chamber of Commerce in China (EUCCC)	Science and Technology Promotion Centre (STPC) of the Ministry of Water Resources
European Union Small and Medium-sized enterprises Centre (EU SME Centre)	Asia-Europe Parliamentary Partnership (ASEP) Meeting ASEM Water Resources Research & Development Centre located in Changsha (China)

At the early stages of the project, the objective of the communication activities will be to get feedbacks from these institutions' on their understanding of the European and Chinese water innovation markets and their actors, on opportunities and barriers for the adoption of European technologies in China.

At a later stage, these institutions will benefit from the project as end users. As contributors, they will receive the deliverables of the project (see *infra*, list of deliverables), also published online on the PIANO project's website (<http://www.project-piano.net/>).

Throughout the project, actors of the China-Europe Water Platform and in particular co-lead partners will be involved, both targeted audience and end users, as contributors and beneficiaries.

In addition to those core targets, the communication activities will use broad media and channels. Therefore it will aim at spreading information to actors from public and private sectors generally interested in information related to water innovation in Europe and China.

5. List of deliverables

The chart below provides a list of the deliverables as well as of the organizations in charge of each of them:

DELIVERABLE TITLE	ORGANIZATION IN CHARGE
Network analysis completed	BOKU
Database on EU-China cooperation projects in the water sector	OIEAU
A report on European technological water innovations	DTU

Report on case studies	OIEAU
Report on drivers, barriers and strategies	BOKU
Gap, synergies & opportunity report on water innovation promotion (EU-China)	SIWI
Policy synthesis report	SIWI
Preparation of several policy briefs based on the policy synthesis report	SIWI
Final shared research and innovation agenda for EU-China water cooperation	ISPRA
Project web page	ISPRA
Several contributions to conferences and scientific publications	BOKU
Regular project newsletters (biannual)	ISPRA
Videos and webinars on main project outcomes	ISPRA
Guest lectures delivered	BOKU
Study tour completed	ISPRA
Targeted dissemination workshops to business community	EUCCC
Final event	BOKU

V. Internal Communication

In order to support the project implementation, the following tools will be used by project partners:

- **Collaboration space**

This project will use a collaboration space on Google Drive at url:

<https://drive.google.com/open?id=0B5MueisjLgmGfjJ1NHJGZGFZaV9ESWFtV0pabIF1R2JBbIPN0JIZXBxTXY0cjgyYkRrTEU&authuser=0>

This space is being used to store:

- Project summaries, minutes of meetings,
- Project deliverables,
- Information related to the implementation of the different work packages and related tasks,
- Any project related documents that project partners needs access to,
- Other information as determined by the project manager.

- **Project meetings**

Steering Committee Meeting and regular webconferences will be held in order to coordinate the activities of the partners and the implementation of their respective Work Packages.

Dedicated coordination sessions may be held for each Working Packages if needed.

- **Email distribution list :**

All team partners members will be included on an email list. The project manager will set up and maintain any changes to this list. Any team member can use this list to communicate easily with the team on matters that affect the entire team.

Specific internal communication related to some specific work packages (WP) or tasks will be ensured by more targeted distribution list, set-up by task or work packages leaders.

- **Webconferencing system/account**

The team will access a webconferencing system in order to hold team meetings that include remote team members. ISPRA is providing this tool. As a backup, IOWater has also such tools available if needed.

- **Website – involved partners dedicated space :**

All involved partners will have access to a dedicated space on the project website. This space will allow partners to have access to all material and deliverables. This space will gather of documents produced by the different WP including the ones which won't be accessible to the public.

VI. External Communication

The following external communication tools will be developed and used along the project implementation, in particular within the Work Packages 1 and 5.

- Website : <http://project-piano.net/>

On this platform, all the deliverables will be published, either to be accessible to the public or just to the partner organizations.

The website will also include a presentation of the project, its partners and work packages, links to relevant websites (i.e. CEWP, Water JPI, WssTP, EIP Water, ERA, Horizon 2020, etc.) and a calendar of selected research and innovation events.

- Newsletters (Printed/electronic)

This bi-annual newsletter will be produced by ISPRA with contributions from each of the project's partner organizations. In terms of content, it will be a summary note on the progress of the project implementation.

- Flyers and leaflets

Leaflets will be produced at different stage of the project, and mainly for its introduction (project presentation leaflets) and conclusion (final assessment leaflets). Flyers will be produced on a punctual basis, in order to seize communication opportunities (important international water events such as editions of the World Water Forum, World Water Weeks, or highly specific events focusing on research and innovation of the water sector).

- Posters, banners, similar media

Posters, banners and other types of media will be will be produced, as the flyers on a punctual basis, in order to seize communication opportunities (important international water events such as editions of the World Water Forum, World Water Weeks, or highly specific events focusing on research and

innovation of the water sector), but in particular for key milestones of the project (kick-off and conclusion meetings).

- Professional & social networks :

For the sake of external communication purposes, several professional or social media channels have been set-up:

-  a LinkedIn group <https://www.linkedin.com/groups/8407898>
-  a Twitter account [@Piano_EU_China](https://twitter.com/Piano_EU_China)
-  a Facebook page <https://www.facebook.com/PianoProjectH2020>
-  a Weibo account

These professional and social networking services will be used to publish content on EU-China research & innovation in the water sector: news, events (save-the-dates or reports), and milestones of the implementation of the PIANO project.

All of the partner organizations of the project and all the co-leads of the China-Europe Water Platform (CEWP) are expected to contribute.

For the period covered by this communication plan the main aim is to promote those networks, get the Piano project known and initiate the recruitment of followers or participants to those social and professional media.

- Organization of events or active participation in events (“stand alone” or side-events) :

Events will be organized to present the project or showcase progress in its implementation/its completion. These events will be planned either as side-events to important international conferences, or as “stand-alone” events.

Representatives of partner organizations of the PIANO project will also participate (as speaker, chairman, reporter) of EU-China research and innovation events.

- Videos, virtual meeting, multi-media presentations, webinars:

These tools developed by ISPRA will be used to present the main outcomes of the PIANO project and may require contribution from representatives of other partner organizations in the form of interviews, PPT presentation, speeches or training sessions.

- Meetings :

Meetings dedicated to « external actors » will be limited to the organization of work meetings where progress in the implementation of the project will be presented to representative of the CEWP co-leads, European Commission, Chinese Ministry of Water Resources or other organizations closely involved in the project (as contributors or supporters) without being formal partner organizations.

VII. Summary of communication media and products

Com. ID	Name of the communication tool and products	Who; identify agencies, stakeholders, businesses, the public, etc.	What event or information will be provided?	When will the information be provided?	With what frequency?	Responsible Party
1	Project website	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	News, Project events, Projects deliverables, Information on partners.	Immediately	Updated monthly or after significant milestones	ISPRA, BOKU
2	Newsletter	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Update on the progress of the project, information on relevant events or studies produced on water research and innovation in China and Europe	First to be published in September	Every 6 months	ISPRA as leader, with contributions from other partners.
3	Leaflets/flyers	External : EU and China Researcher, private or public bodies interested in the project or water innovation in general, participants to introduction/conclusion meetings of the project or other relevant water events	Presentation of the project, update on its implementation, programme of dedicated PIANO events	On a punctual basis, depending on communication opportunities (organization or participation in events)	On a punctual basis, depending on communication opportunities (organization or participation in events)	Respective representatives of the PIANO project in these events
4	Social Media	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general.	Sharing news on important milestones of the project as well as on relevant water research and innovation news.	First publications in last quarter of 2015.	Updated monthly or after significant milestones	OIEau as leader, with contributions from other partners
5	Collaboration space	Internal	Sharing work documents, draft documents on deliverables for review and revision	Throughout the implementation of the project	Throughout the implementation of the project	All partner organizations

6	Project meetings	Internal: workpackage leaders, partner organizations, other relevant partners including DG-RTD	Coordination for the implementation of the project (discussion on priorities, schedule of implementation, etc.)	First one 6 month after the start of the project	Executive Management Board should be held every six month (in Europe or China). Other less formal coordination meeting may be organized in addition.	BOKU with contributions from other partner organizations
7	Network analysis	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	A brief report summarising the results of the social network analysis by means of specialised Software	6 month after the start of the project	Once	BOKU
8	Database on EU-China cooperation projects in the water sector	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Database on EU-China cooperation projects in the water sector	9 month after the start of the project	Once	OIEau
9	A report on European technological water innovations	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	A report on European technological water innovations with potential for application in China and a list of water challenges which offers opportunities for joint development of technological Solutions	15 month after the start of the project	Once	DTU
10	Report on case studies	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Report on case studies of water research and innovation projects in Europe and China	15 month after the start of the project	Once	OIEau

11	Report on drivers, barriers and strategies	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Report on Drivers, barriers and strategies for overcoming such barriers and taking advantage of drivers for implementation and replication of technological water innovations	24 month after the start of the project	Once	BOKU
12	Gap, synergies & opportunity report on water innovation promotion (EU-China)	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Analysis of the gap, synergies and opportunity on water innovation promotion in EU and China	24 month after the start of the project	Once	SIWI
13	Policy synthesis report	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Analysis of the landscape of water research and innovation policy in EU and China, and recommendations.	27 month after the start of the project	Once	SIWI
14	Preparation of several policy briefs based on the policy synthesis report	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Focus analysis and recommendations on specific subtopics of water research and innovation policy in EU and China	28 month after the start of the project	Once	SIWI
15	Final shared research and innovation agenda for EU-China water cooperation	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	A shared research and Innovation Agenda based on a comparative analysis of existing reports and agenda developed in Europe and China on R&I needs	36 month after the start of the project	Once	ISPRA

16	Several contributions to conferences and scientific publications	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Intervention as speaker or production of scientific papers on the project results.	36 month after the start of the project	Once	BOKU
17	Videos and webinars on main project outcomes	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Synthesis of the project results	36 month after the start of the project	Once	ISPRA
18	Guest lectures delivered	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Synthesis of the project results	36 month after the start of the project	Once	BOKU
19	Study tour completed	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Synthesis of the project results	36 month after the start of the project	Once	ISPRA
20	Targeted dissemination workshops to business community	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Synthesis of the project results	36 month after the start of the project	Once	EUCCC
21	Final event	External : General public, EU and China Researcher, private or public bodies interested in the project or water innovation in general Internal: Project partners and Contracting authority	Synthesis of the project results	36 month after the start of the project	Once	BOKU

VIII. General Information

Acronyms

Acronym	Description
ASEP	Asia-Europe Parliamentary Partnership
ASEM-Water	Asia-Europe Parliamentary Partnership Meeting ASEM Water Resources Research & Development Centre located in Changsha (China)
BOKU	Austrian University of Natural Resources and Life Science of Vienna
CWEC	China Water Enterprise Confederation
CAEPI	China Association of Environmental Protection Industry
CUWA	China Urban Water Association
CAUES	China Association of Urban Environmental Sanitation
CWA	China Water Association
CCW	China City Water (China industrial water treatment network)
DTU	Denmark Technical University
EECCA NWO	Network of Eastern Europe, Caucasus and. Central Asia Water Management Organizations
EIP Water	European Innovation Partnership on Water
EUCCC	European Chamber of Commerce in China
EUREAU	European Union of National Associations of Water Suppliers and Waste Water Services
EU SME Centre	European Union Small and Medium-sized enterprises Centre
EURAQUA	European Network of Freshwater Research Organizations
Europe-INBO	Europe International Network of Basin Organizations
ERRIN	European Regions Research & Innovation Network
EWP	European Water Partnership
ICLEI-Europe	International Council for Local Environmental Initiatives
IETCEC	International Economic Technical Cooperation and Exchange Centre
INBO	International Network of Basin Organizations
ISPRA	Institute for Environmental Protection and Research (Italy)
IWHR	Institute of Water Resources and Hydropower Research (China)
JPI Water	Join Programming Initiative on Water
LNEC	<i>LNEC (National Laboratory for Civil Engineering (Portugal))</i>
MEP	Ministry of Environmental Protection (China)
MOHURD	Ministry of Housing and Urban-Rural Development (China)
MOST	Ministry of Science and Technology (China)
MWR	Ministry of Water Resources (China)
OIEAU	International Office for Water (France)
PIANO	Policies, Innovation And Networks for enhancing Opportunities for China Europe Water Cooperation
SIWI	Stockholm International Water Institute
STPC	Science and Technology Promotion Centre of the Ministry of Water Resources
WssTP	Water Supply and Sanitation Technology Platform