Water Security Management
Assessment, Research & Technology

Executive Board Meeting
September 19&20, 2014, Lisbon

W-SMART TEAM
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& Emmanuelle Juran, Consultant

Meeting Agenda

> **SDP objective** - Setting up a 4 year Program of Prioritized Dissemination Activities and Action Plan that will effectively respond to the EU-FP7 stated project goals and the specific objectives of the Consortium partners.

➢ **Review of the updated SDP Framework** and the proposed Plan of Action - objectives, tasks, identified deliverables for each activity, target stakeholders, timeline and cost, grant resources allocated by each partner per each deliverable, and potential strategic collaborations for leveraging capabilities and resources;

➢ **The Website design** - partners are kindly requested to outline their objectives, requirements and recommendations for updating the website design, which should attempt to capture potential synergies with their own websites and dissemination plans. As the site owners your requirements, continuous input and information feeding process are critical elements in the website development..

➢ **On-line and Off-line Communication tools** including demo-site videos, newsletter, publications, articles in magazines, media programs, workshops, etc. – the way forward to implementation (demo-site videos status)

➢ **Organizational Structure and Implementation Measures** including deployment guidelines of the SDP tools, resolving implementation issues such as IP protection, publication policy, information security, liability issues, and any issues identified by the partners.

➢ **SDP implementation monitoring** including quality control of the SDP activities and benchmarking measures of its outcome impacts.

➢ **Strategic Collaboration Initiatives** for leveraging resources and networks at the European level with various stakeholders including: EU programs (e.g. structural funds, EIP), national/regional authorities and the private sector, and at the North American level through potential collaboration with the Water Research Foundation.

➢ **The Next Step** – Finalizing the SDP Framework and its communication tools.

At this stage, the partners are kindly requested to review the SDP Framework, attached, and provide their comments with regard to the issues discussed. We look forward to seeing you in Lisbon.

With our thanks for your effective cooperation.

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REF: SmartWater4Europe – WP 10 Planning Meeting
Object: Strategic Dissemination Plan (SDP) Development Framework
Date: June 16, 2014

SDP Purpose:

The SDP main objective is to set up a 4year Program of Prioritized Dissemination Activities and Action Plan that will effectively respond to the EU-FP7 stated project goals and the specific objectives of the Consortium partners. It shall include:

➢ The identified SDP objectives,
➢ 4 year Program of Prioritized Dissemination Activities and Action Plan
➢ Identified on-line and off-line communication tools (website, extranet, newsletter, etc.)
➢ Their deployment measures responding to the Consortium Agreement, information security terms, liability issues, etc.
➢ Guiding principles for SDP implementation, identified resources and strategic partnerships for leveraging capabilities, support networks and resources,
➢ Quality control and benchmarking measures to assess the efficiency and impacts of the SDP activities on accomplishing the project goals.

Partners' commitment to provide input, proactively contribute and effectively participate in the SDP development is a key element in shaping, optimizing and updating the SDP to accomplish its goals.

Target Objectives:

➢ **Raising target stakeholders' awareness,** engaging consumers' education and promoting the support of policy makers, regulators and utilities' executives for investments in development, demonstration, system integration and reliable deployment of smart SICT solutions for SWN applications.

➢ **Reinforcing the EU SMEs competitiveness** in the SICT field for identified SWN applications and accelerating reliable, secure and efficient integration of SICT solutions in SWN management.

➢ **Supporting standardization** to ensure secure, reliable and efficient adaptation of the SICT solutions to users' functional and technical requirements,

➢ **Setting up on-site technology assessment workshops**, professional training, and other SDP activities for target stakeholders' groups (e.g. local governments, utility executives, etc.)

➢ **Promoting publications**, articles in selected magazines, participation in conferences, dedicated media-com programs, etc. with demo-site visits for identified stakeholders

➢ **Supporting professional training and academic educational programs** for educating current and next generations of executives, service managers, technical experts, operators, engineers and other professionals of local governments and water utilities.

➢ **Promoting Strategic Partnerships** for leveraging capabilities, knowledge sources, networks and resources. This will involve exploring synergies with other EU funding mechanisms (European Regional Development Fund; Horizon 2020; etc.) as well as collaboration opportunities with national/regional authorities, private sector and other stakeholders.

➢ **Contributing to FP7 Environmental objectives** through efficient dissemination of the project outcomes, information sharing with EIP and other EU programs, and benchmarking of the main impacts of the SICT solutions on achieving the FP7 environmental goals.

➢ **Establishing a long-term post-project exploitation framework of the project outcome** to effectively continue supporting the EU project goals and partners' objectives.

➢ **Additional SDP Objectives** identified by the partners

SDP Organizational Structure

The SDP development, the prioritization of its activities and their efficient coordination, monitoring, quality control, and benchmarking measures, will require a consortium-wide collaborative and interactive organizational structure with a proactive participation and continuous input of the partners at different stages of the project.

Organizational Structure:

➢ **WP10 Management Group**, including all the partners. Main responsibilities will be to:
  o Oversee the SDP Framework development,
  o Set-up the SDP implementation management policy and guiding principles for the deployment of its on-line and off-line communication tools,
  o Provide the input for creating its on-line and off-line communication tools,
  o Coordinate the partners' participation in the development of the identified activities and the allocation of their grant/own resources for these activities
  o Ensure quality control, outcome benchmarking and impacts assessment of the identified activities for continuously updating the SDP to meet project goals
  o Exploring collaborations with other EU programs and strategic partnerships on regional and/or international levels for leveraging grant/own resources
  o Other decision making issues as appropriate throughout the project lifecycle
  Action Item: Partners are kindly requested to appoint a representative to the Management Group.

➢ **Stakeholders Advisory Board**, representing the diversified SWN target stakeholders from Local Governments, Water Utilities, SICT Industry, Academia, Research Institutions and other relevant sectors. The purpose of this Advisory Board will be to:
  o Provide peer review and assessment of the SDP Framework from stakeholders perspectives, including its quality control and benchmarking measures,
  o Facilitate strategic partnerships for leveraging networks and grant resources,
  o Support stakeholders' awareness building initiatives,
  o Provide expertise as appropriate for updating and continuously improving the SDP activities.

  Identified SDP Target Stakeholders Groups:
  o Water utilities – at various levels of Executives and Technical Experts;
  o National Water Utilities' Associations, Standardization Institutions;
  o Local Governments' Executives, Regulators, other Stakeholders;
  o SICT Corporations;
  o Consulting Engineers, Industry market analysis experts, finance sector;
  o Universities & Research Institutions;
  o Consumers Community to be addressed via Media, Magazines, etc.;
  o European institutions and industry platforms including Global Water Partnership, EIP on Water, other EU strategic partners - to be identified
  o Other target groups and strategic partners to be identified
  Action Item - Partners' recommendations for identifying Advisory Board members

➢ **Executive Committee (ExCOM)** for SDP Implementation, Monitoring and Quality Control - The ExCOM will be established for overseeing the SDP implementation procedures, ensuring progress monitoring and quality control of its activities and supporting benchmarking measures of its outcome impacts.

➢ **Smart Water Network Academy for Long-term Outcomes Exploitation**
  For this purpose it is proposed to establish the Smart Water Network (SWN) Academy. The goal is to build upon the project outcome assessment and ensure effective exploitation of the accumulated knowledgebase, lessons learned, and dissemination tools for continuously improving professional training, academic educational programs, stakeholders' awareness initiatives and other selected dissemination activities during and after the project lifetime. It will thereby effectively support the EU goals and partners' objectives of post-project outcome exploitation.

Review of Identified SDP Tools & Dissemination Strategies
Several SDP tools and both on-line and off-line dissemination strategies were discussed:

➢ **The Project Web-site and Extranet** – The objectives and current functionalities of the website and the extranet were briefly reviewed and additional functionalities identified.
  Action Item - Partners' requirements for the project website design, which should attempt to capture potential synergies with their own websites and dissemination plans. As the site owners their requirements, continuous input and information feeding process are critical design elements. The website deployment raises policy issues regarding information security level, interoperability with

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communication platforms, information liability, and other deployment issues to be identified and resolved by the WP Management Group for secure site architecture.

➢ **Demo-site Visualization Videos and/or Movies** on the project challenges and demo-site activities. The discussion focused on preparation of demo-site presentation videos including the corporate business case for investments in creating the SWN demonstration sites. The purpose is to promote stakeholders' awareness and public education on the rationale for investments in SICT solutions for improving public water network management and quality control.

➢ **Conference Presentations and Workshops Planning** – The 1st year SDP objectives involve awareness building of stakeholders, including local governments, industry and the water professional community on the SW4EU goals and the rationale for investments in SICT solutions development and demonstration.

➢ **Publications, Magazines and Press Releases** – It was recommended that the SMEs provide their recommendations for the target magazines to the WP Leader.

Standardization support

The project proposal underlines the need for integration of results in European and/or International standards in order to facilitate deployment of SICT solutions. ISO currently does not have technology specific standardization/compliance verification process but could be interested in exploring cooperation with the SW4EU Consortium. At this stage no consensus has been reached among the partners except for including ISO expert(s) in an advisory capacity.

Resources & Strategic Partnerships

Strategic collaborations for leveraging resources and support networks with various stakeholders including:

➢ **At the European Level**
  o Erick Oostermeyer pursued partnerships with the Global Water Partnership, EIP on Water, and other EU strategic partners.
  o VITENS initiative to create partnerships with other water utilities in Holland for demonstration sites. This model could be adapted by sites owners to local conditions.

➢ **With the US Water Research Foundation**
  o Prof. Juran briefly summarized discussions with the Director of the US Water Research Foundation, Dr. Rob Renner, to explore the perspectives of a collaborative framework with interested US water utilities for demonstration of SICT solutions for Smart Water Network Applications in their sites.

With our thanks for your effective cooperation,
On behalf of the W-SMART Team

Prof. Ilan Juran

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