D7.1 GOTHAM communication and dissemination strategy

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Abstract

The purpose of the GOTHAM communication and dissemination strategy is to provide a formal framework for communication about GOTHAM and disseminating results.

The communication strategy will notably address the main communication objectives and desired impacts and identify the desired indicators and targeted audiences in the EU countries and countries from the Mediterranean basin. The document describes how the consortium plans to use multiple dissemination channels and to implement general as well as targeted communication activities. Aside these contents, a first plan for dissemination of results will be drafted, further refining the dissemination objectives and exploiting the opportunities. It also indicates the role and responsibilities of the partners and identifies the audience and the key messages that should be spread.

Keywords

Communication plan, Communication strategy, Dissemination plan, Dissemination strategy, Dissemination of results, Outreach

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The GOTHAM project

The overarching objective of the GOTHAM project is to develop and validate a user-driven tool that enables effective groundwater governance to ultimately preserve the quantity and quality of this strategic resource in the Mediterranean basin. The GOTHAM Tool (GTool) uses an integrated methodological approach that targets optimal allocation of water resources from an environmental, social and economic perspective, including stakeholder knowledge, priorities and behaviour. One of the main strengths of the tool is that it provides a common framework for collaboration and engagement of the different water users (mainly, agricultural communities but also municipal and industrial users), as well as other relevant stakeholders such as water producers/operators and regulator(s). The GTool will enable them to exchange information in order to reach the optimal water governance at each point in time as well as in future scenarios.

The concept of the proposed GTool targets effective groundwater governance for the improvement of the management and preservation of this essential and strategic resource. This effective groundwater management remains an important and complex challenge in the Mediterranean and elsewhere, but is essential to ensure long-term sustainable use of the resource. In this regard, GOTHAM integrates multicriteria decision methods for stakeholder group decision making and social learning, and use socio- hydrological water balance framework as a theoretical foundation for water allocation to evaluate the dynamic balance between the societal and ecological systems in catchments. GOTHAM project presents a bottom-up decision-making approach inspired in this methodological framework.

GOTHAM project presents a scalable and user-specific tool for decentralising water resources management, using big data analysis. The proposed user-based tool leverages six analytical modules:

- The **water balance and water quality dynamics module** uses advanced investigation of the main aquifer formations and real-time monitoring
- The **water availability and demand forecasting module** predicts different water scenarios and assess their impact on groundwater quality and quantity status using remote-sensing measurements to model agriculture water demand and assess water availability.
- The **Managed Aquifer Recharge (MAR) and aquifer remediation module** mobilises multicriteria analysis to evaluate the feasibility of MAR schemes.
- The **agro-economic module** simulates the effect of different economic instruments to assess the economic use values and trade-offs between users in alternative resource allocation scenarios.
- The **user's engagement module** enables to fix water priorities (water boundary conditions) by water users, taking into consideration water resources to meet water demands.
- The **optimised water allocation module** calculates the optimal mix of water sources satisfying their requirements

Gtool uses data visualisation techniques to deliver the results into customisable dashboards tailored for the needs of each stakeholders. Broad outreach activities will take place in Europe, Lebanon and Jordan, therefore contributing to GOTHAM impact maximization. The further development and exploitation (beyond the project) of the GTool will be done by CETaqua, both on B2B and B2C approaches.

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1.   Executive Summary

Communication and dissemination represent key pillars of the GOTHAM project: sharing continuously internal and external information about achieved results is a transversal element that should be deployed throughout the whole project and that should cover all communities relevant for and possibly interested in the GOTHAM project, both in countries where the consortium partners are operating and on the worldwide level.

It shall make use of the EC H2020 projects' communication best practices and follow the 6W approach: What, Why, When, hoW, Where and to Whom to communicate/to disseminate.

The purpose of this deliverable is to provide a formal planning document for communicating on GOTHAM and disseminating knowledge throughout the project. This document aims to go a step further than what was described in the GOTHAM Annex 1 to the Grant Agreement - Description of Action in terms of what should be done to assure effective communication about the project and its outcomes.

Communication and dissemination are instrumental to maximise the impact of the project. They are nevertheless two different concepts: communication is only about increasing the visibility of the project, whereas, dissemination constitutes the base for the exploitation of the project results. In this communication and dissemination strategy and initial plan for dissemination, both activities will be treated as one, as they have in common some audiences and will mobilise promotion and dissemination tools in common. The report will also include a strategic roadmap for creating, engaging and moderating the three communities of practices of the project conducted

The communication and dissemination strategy includes all required tools to be used by the GOTHAM project. It is a guide for the project partners on how to promote the project and maximise its impact by using the promotion tools and dissemination channels. This document also indicates the roles and responsibilities of the partners and identifies the audience and the key messages that should be spread.

The objective of the communication and dissemination activities is to support the project activities through targeted outreach to relevant stakeholder groups. Importantly, the project target three communities from three different countries, using different languages, as well as the European and International Community whom common language is English.

Communication and Dissemination will therefore be adapted to the addressed community and use the three languages of the project in the following manner:

General communication of the project		
English, Spanish & Arabic		
Use Case #1 Campo de Dalias, Spain	Use Case #2 Iaat Baalbeck-Hermel Lebanon	Use Case #3 Azraq Basin-Zarqa, Jordan
Spanish	Literary Arabic	

Responsibilities

The GOTHAM Work Package 7 (WP7) defines the plans, the roles, and the responsibilities of the partners for the project branding, awareness raising and dissemination activities. The communication and dissemination campaign will last during the whole project life cycle.

As for the responsibilities of the partners, GAC leads the work package.

GAC is in charge of the implementation of the communication strategy, including the creation of a visual identity, publicity and promotion material, and set up and regular update of the project website. It is further in charge of the setting up the social media accounts and their regular updates, as well as coordinate the participation in water-related events of all partners, create 6 newsletters and 3 project communications. GAC works hand in hand with the communication team of CETAQUA to ensure the communication choices matches their corporate strategy.

CETAQUA will be responsible for the organisation of the kick-off meeting and the final event. ICU, MoA and NARC will be the partners liaising with the Mediterranean countries through their participation in relevant events also in Lebanon and Jordan. Use case owners will be responsible for the translation of communication content in Spanish and Arabic. If communication content is provided by a partner in a use case language, he will provide GAC with an English translation.

All other project partners will be involved in the communication and dissemination activities whenever applicable, providing content, participating at relevant events, contributing to editorial choices and engaging their direct networks for communication and dissemination purposes.

Target Audiences

The Communication and Dissemination strategy identified the following communities as target audiences for GOTHAM:

In each use case:

- Regulators, policy and decision makers
- Water producers, suppliers and managers
- End-users (agricultural community, industry and municipality)

In Europe and beyond:

- Networks, clusters and multipliers
- Scientific community
- Other EU projects
- General public

Promotion and Dissemination Tools

The communication of the project will be unified along a common visual identity. A coherent visual chart (colours, fonts, designs) is derived from the project logo and provided in several formats (document templates etc.). This visual identity will be used extensively throughout the project lifetime, creating a distinguishable brand that will be recognised in the water and ICT communities.

A variety of promotion and dissemination tools will be used to achieve the objectives of the project. For each communication opportunity, the tools and messages shall be adapted to the targeted audience (along the 6W strategy – What, Why, When, hoW, Where and to Whom). Project partners will use diverse promotion channels, such as the project website, project communications, flyers and posters, newsletters, as well as social media. The entire publicity material will follow the GOTHAM branding, defined at the start of the project.

It was decided to act on the following points with regard to dissemination:

- Set-up and update the project website (maintained after project end), as well as social media accounts and groups;

- Creation of short articles/interviews for updating the website after main events/project results;
- Publication of specific project communications and news on the GOTHAM website, at the beginning and at the end of the project and after important project milestones and events (at least 3), as well as targeted project newsletters (6 overall)
- Participation in major events and conferences of interest to the project
- Organisation of a public final event per case study site and the organisation of the GOTHAM final event
- Dissemination of different analysis reports produced in the project

Partners are also asked to use their networks for communication about the GOTHAM project. To facilitate the coordination of the dissemination process, partner will be asked to send information and contacts of their dissemination networks to the WP7 work package leader.

Events

Besides the dissemination materials, an important way to disseminate information about the GOTHAM objectives and findings will be through the participation in events. The project partners will take the opportunity to present GOTHAM at multiple conferences and events of interest they plan to attend.

Anyone participation in an event and communicating information concerning GOTHAM or results obtained within GOTHAM, either directly or indirectly, should inform the communication team (Caroline Guillet and Lisa Pourcher from GAC) of the details of the event and the targeted audience. A template for providing information as shall be needed for reporting purposes will be created and circulated as a separate document to all partners for convenience. The template is an excel sheet which gathers all actions taken to communicate and disseminate information on GOTHAM, it will be uploaded onto the project's online repository to ensure all information is easy to report and accessible to all partners.

Communities of practice

One of GOTHAL objectives is to create communities of practices in each of the water basin addressed by the project. These communities of practices will gather stakeholders with conflicting interest on water. They aim at creating a safe space where different people can share opinions and propose solutions for the shared management of their water sources (WP1). The communication and dissemination plan will notably be used to create, engage and moderate the three communities of practices of the project conducted in WP1:

- Preparation of the communication tools, co-defined with the communities of practices (notably online discussion groups e.g. WhatsApp).
- Preparation of the messages and communication material to engage all Communities of Practices to engage with local stakeholders

All activities conducted regarding the Communities of practices will be done in coordination with the activities of WP1, to avoid redundancies.

Reporting

The main deliverables linked to this Communication and dissemination strategy are:

- D7.3 Mid-term communication and dissemination strategy assessment – M18, GAC (T7.1, T7.2 and T7.3)
- D7.4 Final communication and dissemination strategy assessment – M36, GAC (T7.1, T7.2 and T7.3)

These reports will be based on the inputs and activities implemented by project partners during the project lifetime. The evaluation of communication and dissemination activities performed will be based on several factors: Website use and frequentation, impact of project communications and newsletters, reports/publications and dissemination activities of the partners and networking with other relevant initiatives. Based on the results, an update of the Communication and dissemination strategy may be proposed.

2.   Introduction and overall strategy

Communication and dissemination represent key pillars of the GOTHAM project: continuous information about the results achieved is a transversal element that should be deployed throughout the whole project duration and that should cover all communities relevant for and possibly interested in the GOTHAM project, both in countries where the consortium partners are operating and on the worldwide level.

Taking into account that GOTHAM as a whole is meant to co-create an innovative water management tool and co-design the business model and, which are by definition already dissemination activities, the impact maximisation work package has been planned to avoid doubling efforts and superfluous complexity. The core of the work aims to provide all project partners with the communication and dissemination tools and to find the right channels to promote the approach, progress, and results of the project in the relevant communities, thus leveraging the operational work and maximising the impact, to track all dissemination and to propose modifications.

The purpose of the present document is to provide a strategy for communicating on the project and disseminating knowledge throughout the project.

It is intended essentially for the project partners. However, the dissemination level of the document being public, the GOTHAM communication strategy is open for water community members and it will be updated when it appears necessary.

The communication strategy of the project will follow a 6W approach to ensure that every communication opportunity is adequately exploited by the project. The 6W strategy aims to identify clearly:

- **Why disseminate:** For an efficient communication, the first point to be identified are the objectives of the communication.
- **To Whom:** Different communication objectives will have to target different audiences, these different audiences have to be defined.
- **Disseminate What:** Different audiences have different interests and needs and will need to be addressed with different messages.
- **Disseminate hoW:** Different audiences have to be addressed through different channels. To be efficient, the communication has also to be coordinated and monitored.
- **Disseminate Where:** To fully reach its objectives, the project has to disseminate to a broad audience all over Europe, India, and beyond.
- **Disseminate When:** The project communication must both run throughout the duration of the project, with long lasting and scheduled actions and take advantage of opportunities that arise.

This document starts with identifying the dissemination and communication objectives of the GOTHAM project, answering to the **Why** disseminate question in **section 3**. The communication plan defines the targeted audiences and associated messages in **section 4**, answering hereby to the **to Whom and What** questions.

Based on the identified targeted audiences, the communication and promotion tools have been defined in **section 4.1**, further answering the **What and hoW** to disseminate questions. This is completed in **section 6** by the definition of the scheduled and opportunistic communication strategy, listing the events, press releases and networking activities of the project, answering to the **Where and When** to disseminate questions.

Finally, the project provides a first overview of the GOTHAM results exploitation plan in section 7.

3. Objectives and expected outcomes

In order to produce a coherent and efficient communication strategy, the first point to be identified is Why we should communicate and disseminate: what are the communication and dissemination objectives of the project.

The objectives of the GOTHAM communication and dissemination strategy are clearly indicated in Work Package 7 (WP7). The strategy will identify and organise the dissemination and communication activities to be performed in order to:

- Raise awareness among all the targeted audiences about the topics addressed by the project
- Communicate and disseminate both project activities and results during all the project's lifetime
- Ensure dissemination of project results
- Ensure exploitation, sustainability and added-value creation during and beyond the project's lifetime
- Ensure participation of all project partners and stakeholders in communication activities.

The expected outcomes of the communication and dissemination activities are as follows:

- Participation in water-related working groups from local, national & international associations/governing bodies involved in water supplies.
- Scientific publications (refereed) related to the GTool developments and its applications
- Scientific publications and technical presentations (without full review) on GOTHAM project developments
- Various types of events (launch, final event, workshops…)
- Organising niche specific workshops/training programs for various end-users to provide hands-on experience with GOTHAM Communication
- A website for the project
- Newsletters to be disseminated during the project lifetime to identified stakeholders & major end users at different levels
- Project communications will be produced & made available to public and medias (local & specialised) through the project's website
- A flyer which describes GOTHAM project
- Social media accounts for the GOTHAM project (LinkedIn and Twitter)

These outcomes are monitored through KPIs, detailed in the section 4.5 of this report.

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4. Target Audiences and relevant messages

As presented in section 3, the communication strategy of the project answers to different needs and objectives, and therefore different audiences will be targeted. It is essential that different communities are addressed with messages and tools adapted to their interests and uses. This section answers to the "to Whom to disseminate" and "What to disseminate" questions.

Communication on the project and disseminating of knowledge and project achievements is a crucial part of GOTHAM: in order to have an impact on ongoing and future initiatives and activities, it is important to raise awareness on the outcomes of the project and attract interest from relevant Mediterranean basin water related stakeholders, companies and policy makers.

The generally communicated project mission is as follows:

GOTHAM develops a governance tool for sustainable water resources allocation in the Mediterranean basin through stakeholder's collaboration. It aims towards a paradigm shift in groundwater management by end-users.

During the first months of the project, the partners will focus on communicating on the general information and the main aim of the project and participation in events and conferences of interest. Due to the COVID-19 sanitary situation most of the events and conferences have nevertheless been cancelled or postponed or held online when possible.

One initial project communication will be prepared and published at the beginning of the project. The key messages highlighted during these first months will include:

- What is the project about and what is its expected impact?
- What are the project objectives?
- Who is involved in the project?
- What main activities and results are planned?
- And the following key words: water-crisis, water, water governance, policy, Mediterranean area/sea, international collaboration, assessment tool, etc.

The messages listed above should be addressed through all promotional channels, such as the GOTHAM website, poster, leaflet, etc. For detailed information about these publication channels, please see the following chapters.

Other messages that will also be relevant and create communication opportunities as the project will be implemented are:

- Public deliverables
- Milestones achieved
- Major developments concerning the GTool
- Major outcomes in the use cases

Besides the general messages, GOTHAM will engage with specific stakeholders in the EU and the Mediterranean basin and adapt the communication messages and channels used to the audiences addressed. The stakeholder groups are as follows:

- **Regulators, policy and decision makers** from International (EU & beyond) and national levels are to be associated to GOTHAM developments: they are those in charge of water management. By creating a solution enabling to take into account diverging and sometimes conflicting interest, to ensure sustainable water management for all, GOTHAM will enable to solve most of the issue regarding water scarcity. By

regulating water resources, the GTool is a decision support and a policy making tool. Therefore, this group of stakeholders are one of the primary targeted audience of the GOTHAM project.

- **Networks, clusters and multipliers:** this group of stakeholders includes associations at international and EU levels related to the water resource management, smart solutions, and water management. These stakeholders are pivotal in the dissemination and replication of the GOTHAM methodologies and technologies developed and implemented.
- **Water producers** (e.g. Drinking Water Treatment Plant, Wastewater Treatment Plant and Seawater Desalination Plant), **suppliers** (e.g. water operators, irrigation communities, etc.) and **managers** (e.g. water agencies) will be involved in each of the case studies and therefore will be targeted with specific GOTHAM communication and dissemination activities. This group of stakeholders are also primary targets of the GOTHAM project as they are instrumental to the success of the project and will be users of the GTool.
- **End-users** (Agricultural communities, farmers, industries and municipalities): as they will be the ones benefitting from the GOTHAM project and will be implicated in the development of the GTool, this group of stakeholders are important targets of the project's communication and dissemination.
- **Scientific community:** peers in various scientific research domains as for example in water management, agroeconomics, software developments, etc. are one of the main targets of the GOTHAM communication and dissemination as the project will further advance the state of research in these areas.
- **Other EU projects:** other water-related and relevant European projects will be reached to enable synergies.
- **General public:** all people potentially interested in the project and its outcomes will be targeted with specific communications and disseminations in order to raise awareness on the important of water management and as they are the ones that will in fine benefit from all the advantages of better water resource management (less pollution, less conflicts, less waste, less water shortages, etc.). However, due to the limited resources of GOTHAM, this broad target group will mainly be addressed by open dissemination and communication tools and channels, such as the project website and social media, also containing some general information and giving access to the GOTHAM newsletter and project communications.

The following table provides an overview of the different target groups, dissemination tools and channels used for addressing them, as well as the relevant project results/messages communicated to these stakeholders.

Target audiences	Website	Newsletters	PR/project communicati	Social media	Flyer and factsheets	Events	Publications	Key project results/messages relevant to the target groups in particular
Regulators, policy and decision makers	XX	XX	XX	X	XX	XX	XXX	<u>Key interest:</u> responsible for ensuring the access to water to population, policy makers need analytical, decision support and management tools adapted to the contexts. <u>Expected sustainable main outcomes for this group:</u> the GTool
Networks, clusters and multipliers	XX	XX	XX	XXX	XX	X	XX	<u>Key interest:</u> GOTHAM's methodologies and technologies will aim at being further replicated in other geographical areas accessed through this group of stakeholders. <u>Expected sustainable main outcomes for this group:</u> GOTHAM intends to publish outcomes in water-related themes that will be targeting various decision makers. Water related networks will be invited to these discussions and thus benefit to GOTHAM channel for reaching out to these stakeholders.
Water suppliers, producers and managers	XX	XX	XXX	XX	XXX	XX	XX	<u>Key interest:</u> this group of stakeholders will be involved in each case studies and will therefore, be interested in their outcomes. <u>Expected sustainable main outcomes for this group:</u> GOTHAM will develop the GTool which will be of use for this target group and which will allow a sustainable water management
End-users	X	X	XX	XX	XX	XXX	XX	<u>Key interest:</u> tailored solution addressing the challenges they are facing with their day to day activities. <u>Expected sustainable main outcomes for this group:</u> As a user-driven and integrated solution, the GTool will enhance the end-users' capacities to answer to the challenges they are facing.
Scientific community	XX	XX	XX	X	X	XXX	XXX	<u>Key interest:</u> interested in the peer-reviewed (and non-refereed) publications <u>Expected sustainable main outcomes for this group:</u> GOTHAM publications
Other EU projects	XX	XX	XX	XX	XX	XX	XX	<u>Key interest:</u> information about the activities of the project and advancements in order to establish synergies <u>Expected sustainable main outcomes for this group:</u> synergies
General public	X	X	X	XX	XXX	XX	X	<u>Key interest:</u> information about the benefits of better water resource management in their community.

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									Expected sustainable main outcomes for this group: Information on the advancement of the project, and notably updates on the concrete outputs (less water scarcity, less water shortage, less pollution, etc.)

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4.1. Coordination and Implementation of the Communication and dissemination strategy

To achieve the communication objectives defined above in section 3, a concrete plan for coordinating and implementing the defined strategy is presented below. This section answers to the hoW to disseminate" question.

In order to ensure and to cross check the performance of the communication and dissemination activities when reaching the strategic goal, it is necessary to nominate the responsible partners, to follow up the implementation of activities and to control the processes. At the content level, key messages for each target group should be clearly drawn, information vectors defined and the events' planning developed accordingly. More specifically, communication on the project and dissemination of the project outcomes are expected to take place through the consortium, their networks and contacts on regional, national, European and international levels.

4.2. Partner's responsibilities

Partners have agreed on the roles concerning the GOTHAM awareness raising, communication and dissemination activities. The WP7 as well as all the tasks under this work package are coordinated by GAC. The partners will closely work with GAC in order to provide inputs to all the communication and dissemination activities and maximising their outreach. Therefore, all partners will play an important role in spreading the information.

The different tasks will be supported by different partners as follow:

- Strategic Communication (T7.1) : GAC will be in charge of the definition of the communication and dissemination strategy, of the creation of a GOTHAM visual identity and of the social media visibility and interaction and will be supported by CETAQUA who will notably update the website with relevant information when needed.
- Targeted dissemination (T7.2) GAC will collect all the relevant information and manage the creation of newsletters, project communication and other communication materials and will be supported by all other partners who will provide content for the newsletters, the project communications and the dissemination materials and activities towards case studies (in local languages) and who will participate in water-related events for presenting the project outcomes.
- Events (T7.3) GAC will be in charge of developing a methodology concerning the organisation of events and will be supported by CETAQUA who will be in charge of the organisation of the kick-off and final GOTHAM event, and by ICU, MoA and NARC for the organisation of events in Lebanon and Jordan

In general terms all project partners will participate in the three tasks under WP7 and will notably:

- Use the project's visual identity for any communication on the project
- Provide contributions/material for public use on the project website and communication material upon request (e.g. use case description, flyer, etc.)
- Provide news and communications on important activities and achievements related to GOTHAM
- Inform GAC about their participation in relevant events
- Provide texts about their participation in events for the news section of the project website (with links and pictures when possible)

- Disseminate the GOTHAM information and communication materials through their channels and networks
- Regularly inform GAC about the conducted communication activities (what has been communicated, using which communication channels and which networks)
- Publish scientific publications
- Make sure that publications opt for a "green" open access model for scientific and technical publications. Outcomes will be available for access on the GOTHAM website, without prejudice of IPR and copyright considerations regarding publications in peer-reviewed journals and conferences. When applicable, the scientific and technical publications will also be made available through the public repository OpenAIRE. The choices will also be made according to the target audience to reach with a publication. Publication and dissemination of any foreground will be granted with the approval of the Consortium, making sur, when applicable, that any period of secrecy needed is respected. Adequate references to the EU funding will be given in any dissemination.

The partners will fulfil their responsibilities autonomously and provide input in time to all the dissemination activities driven by GAC, but also proactively disseminate information on the project activities and outcomes via their channels and networks. The entire consortium is playing an important role in disseminating information.

All partners will be asked to report on a regular basis on their dissemination and communication activities, using a template (excel file, that shall be provided by GAC). An update on communication and dissemination activities reported by the partners will be part of the agenda of the plenary meetings.

A list of dedicated communication / dissemination contacts within the project partners will be set up and is maintained by GAC. The information can be provided to the other consortium partners upon request to GAC. (lpourcher@group-gac.com)

4.3. Role of the use cases in the communication and dissemination activities

The GOTHAM project is based on three use cases that are expected to be a key instrument of the project dissemination.

The use cases will work as demonstration pilot and show case for the GOTHAM technology, the GTool. The use case stakeholders will be considered as ambassadors of the GOTHAM technology as they can communicate on the project results of peer-users (water network managers of other regions for instance) and final-users.

A dissemination kit will be provided (flyers, posters, etc.) and specific material in local languages will be designed for communication towards case studies' stakeholders (supporting local information on meetings, as invitation materials, webinars, short "flash news", etc.).

In return, use case stakeholders – through the intermediary of GAC - in charge of collecting and editing the information, will be responsible to feed the projects' communication by sending regular news about their project's results. The news will be then displayed on the GOTHAM website, on social media and in the newsletters.

4.4. Tools for the coordination and dissemination activities

In order to ensure that the communication strategy stays up to date, an internal monitoring process will be put in place. Its main elements are listed below. All partners have to report on their activities and opportunities. GAC, as WP7 leader, will check regularly the progress and,

if needed, adjust the planning. To do so, GAC will create an Excel Sheet accessible by all project partners in order to gather all the information about the respective communication and dissemination activities. GAC will also supervise all activities and provide strategic direction when needed. Moreover, GAC will create a communication and dissemination activities agenda which will be updated regularly and share it with all partners.

The communication and dissemination plan will be regularly reviewed with the consortium partners, indicating:

- Actions
- Person in charge
- Channels to be used
- Purpose of the action
- Content to be conveyed
- Targeted audience
- Etc.

This planning will be updated upon need.

In addition, WP7 activities will be discussed during specific consortium plenary meetings, and conference calls may be set up in between the consortium meetings of GOTHAM partners in which relevant issues will be discussed.

4.5. Monitoring of the communication strategy and initial plan for dissemination

Measurable targets and performance indicators are set for the communication and dissemination work; of course, besides the indicators listed in the table below, a number of project activities naturally feed into the dissemination work (activities conducted in the use cases, workshops, trainings…). The monitoring will be based on the expected outcomes specified in chapter 3:

Tools/Channels	Key Performance Indicators (KPIs)	Target value
Dissemination		
Events	Number of networking events and conferences	12
	Number of people who are informed in events and conferences	500
	Number of final events	4
Networking	Number of organisations to be reached by the networking activities	75
Publications	Number of publications in peer-reviewed journals and conferences	8
	Number of open access publications	3
Communication		
Social media	Number of followers in social media	500

Project Website	Number of visits on the project website (total)	3500
Flyers and factsheets	Number of brochures disseminated (printed or digital)	1000
Newsletter	Number of recipients of newsletters	300

Apart from this, the impact of the communication and dissemination activities may be evaluated based on the following indicators:

- Website visits measured especially after major communication activities (project communication, newsletters or major events). Based on the findings, a correction of the Communication Strategy may be proposed
- The number of persons in audiences and target groups during conferences or workshops (e.g. socio-demographic background, country or region, type of organisation, etc.)
- The number of contacts informed and interested in the project after communication actions
- The number of follow-ups or collaborations resulting from communication activities – if initiated already within the project lifetime
- Quality/effectiveness evaluation via feedback by the attendees of workshops (non-consortium members)
- Number of published news provided by partners about the activities
- Number of activities supporting project tasks / work packages
- Other support provided to the project tasks / work packages as requested by partners.

An update on the communication and dissemination activities will be made during the consortium meetings and all dissemination activity will be kept in a monitoring file for reporting purposes. Moreover, the consortium meetings will be an opportunity for the consortium partners to discuss the communication and dissemination calendar in order to synchronise with other tasks and work packages the communication and dissemination activities according to their needs (e.g. organisation of workshops/trainings and sending of information/invitation, etc.).

5. GOTHAM communication and promotion tools and channels

As presented above in section 4, different target audiences have different uses and interests and must therefore be addressed by a complementary set of tools. This section presents the tools set-up for the project communication and further answers to the "hoW to disseminate" and "What to disseminate" questions.

Some communication and promotion tools produced by GOTHAM will be designed during the first six months of the project. Most of this work is focused on the creation of media which will be maintained and used throughout the project as vehicles to disseminate information about the project and its achievements.

The main promotion tools will be:

- The GOTHAM website
- Project communications/press releases published on the website and other media and distributed through partners' networks
- Project newsletters
- Project publications
- Project conferences and events
- Participation in major external events and conferences of interest

5.1. GOTHAM Branding

During the first months of the project, the GOTHAM branding has been defined in order to make the project easily recognisable. It shall be on every communication channel and tool.

The branding pack prepared by GAC and to be used by all project partners includes:

5.1.1. Project logo and visual identity

The project logo has been created by a professional designer. The logo has been designed to be easily recognisable and to be meaningful to the water-related community and general public, but also taking into account the activities under the project.

Figure 1: GOTHAM Logo

Different versions of the GOTHAM logo have been produced, adapted to the different backgrounds and displays (screen, print, etc.). The logo is available both in pixel and vector formats and is available for the partners' use via the project shared platform.

The visual identity is based on the main logo colours and should be respected in all official communication supports. The colour codes are as follows:
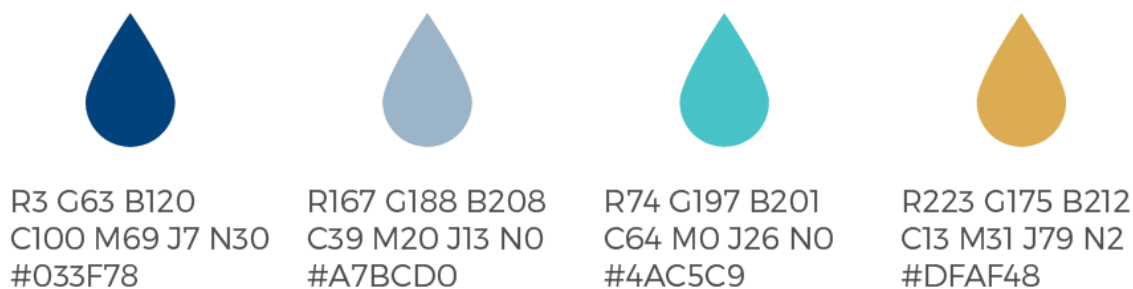
R3 G63 B120
C100 M69 J7 N30
#033F78

R167 G188 B208
C39 M20 J13 N0
#A7BCD0

R74 C197 B201
C64 M0 J26 N0
#4AC5C9

R223 G175 B212
C13 M31 J79 N2
#DFAF48

Figure 2: GOTHAM colour code

5.1.2.   Other branding elements

Based on the project logo and visual identity other branding elements will be developed including:

- **Flyers:**

Flyers will be designed and used to present the project, its goals and the consortium. The project flyer shall reflect the ideas and planned activities of the project (and therefore, might be updated with information about major outcomes and results in a second step).

It shall serve as a calling card for presentation to influential stakeholders – experts, national and local authorities, media representatives, etc. Produced early in the lifetime of a project, the first version of the flyer:

- Explains the background for undertaking the initiative
- Indicates the targeted results
- Provides an overview of the use cases
- Provides an overview of the consortium and contacts: major contacts, website

Additional materials have been/shall be developed when needed, such as:

- **Posters**
- **Project banners**
- **Graphical templates:** A set of graphical templates (PowerPoint, Word) has been designed in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications.
- **A generic project presentation:** Following the GOTHAM branding, a generic GOTHAM presentation will be developed to be used for awareness-raising and information at events and via the partners' networks. It can be used by all persons involved in the project to disseminate the project objectives, its status and the expected results. It can be easily adapted by partners for specific audiences and updated with new information. It will, at the beginning, detail the structure of the project in terms of objectives, main results that the project aims to achieve and the tools the project will use, and be updated as the project advances. The presentation aims at attracting the interest of relevant communities and stakeholders etc.

5.2. GOTHAM Online Communication

5.2.1.   Website

The first version of the GOTHAM website will be available in the first months of the project. It provides a responsive design in order to be correctly displayed on any type of device (ranging from regular PC to mobile devices).

The GOTHAM website represents the first vehicle in raising awareness of the project and contains a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events, news, etc. It follows the GOTHAM branding and plays an important role in the information campaign.

The content of the website will be updated continuously, e.g. whenever new information becomes available and new promotion tools are created.

The project website addresses all targeted audiences of the project (regulators, policy and decision makers, networks, clusters and multipliers, water producers, suppliers and managers, end-users, scientific community and general public/final users). It will present a general introduction to the project and its potential impact even for an audience unfamiliar with the subject. More advanced users will find news of the project and access to publications, public deliverables and events.

The GOTHAM website's domain has been reserved and will be: www.gotham-prima.eu

The following illustration shows the first layout for the website.

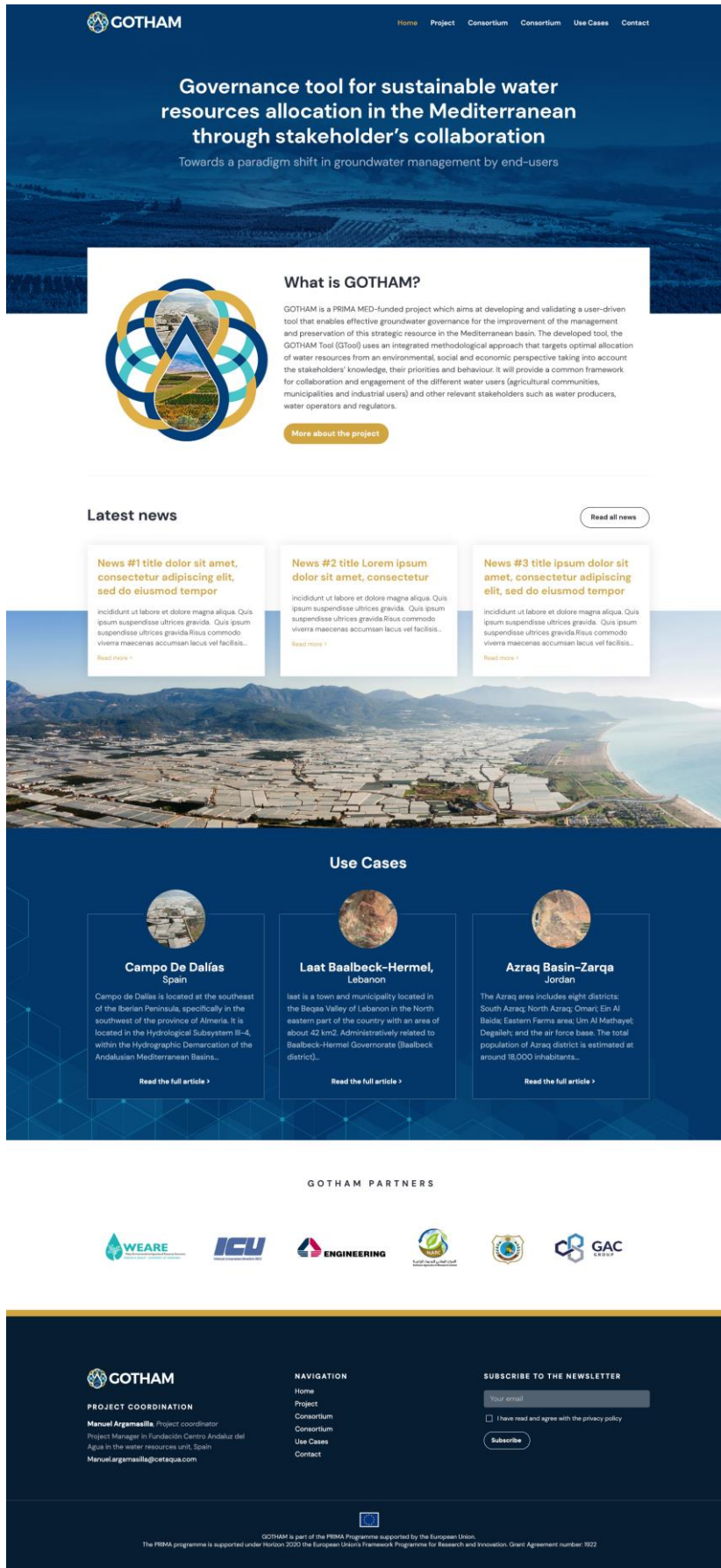*Figure 3: First GOTHAM website layout*

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5.2.2. Social media

Great emphasis will be placed by the project team to create a GOTHAM community consisting of people likely to be interested in GOTHAM's implementations and more specifically in the GTool. In this context, the project team will exploit the power of social networks and available internet tools in order to enable a more active communication and dissemination towards the community.

Specifically,

- GOTHAM will establish profiles in professional social networks such as LinkedIn and Twitter. These will be used as direct communication channels with other professionals from relevant fields. Updates on events, news or advancement of the project will be published in the networks, with the aim to increase the impact of GOTHAM. Previous experience has shown LinkedIn as a good way to communicate events and publications, whilst Twitter enabled to reach out to a larger audience.
- GOTHAM will identify the most appropriate social network communities that already exist in the framework of sustainable water management, water policy, ICT, etc. These communities will be approached in order to attract its members and subsequently enrich the GOTHAM community.

Twitter

Twitter is extremely useful to inform and engage with the project's target audience groups and their respective communities. Building a community and becoming part of already existing communities is crucial for communication and dissemination via Social Media platforms. Information about the latest updates on the website, new events, discussions and news will be provided via Twitter on the following Twitter page:
https://twitter.com/GothamPrima

Figure 4: The GOTHAM project's Twitter page

In order to connect to already existing communities and build our own, GOTHAM is going to use the available hashtags such as #Watercrisis, #Water, #Policy, #Mediterranean, #collaboration. In addition, we will build our own hashtag (e.g. #GOTHAM_Water) to gather all tweets concerning GOTHAM.

Via the GOTHAM Twitter Channel (@GothamPrima) it is easy for followers to engage with the GOTHAM project, either by following, mentioning, retweeting or commenting on tweets.

The project is going to use mainly two tools for the analysis of its twitter activities: Twitter's own analytics-system gives a very good overview over current conversations and interactions with followers.

Objective	Promote the project news and related activities as well as reach out to a wide range of communities; establish connection and communication with – e.g. - other related projects, academia and civil society, industry, media…
Content and Messages	Project news, related news, discussion topics
Targeted audience	All stakeholders
Information required	Project updates, current news, low level detail
Information provider	All partners
Activities	Encouraging new users to join the GOTHAM community, adding new tweets and responding to others' comments/tweets, retweeting/sharing relevant information for the GOTHAM community
Schedule	GOTHAM specific tweets will be published every month, nevertheless, activity on the Twitter account will take place every week (through retweets/shared)
Monitoring	GAC is monitoring the account; each partner is responsible to send news to be added on the twitter account when relevant and to like and share the GOTHAM tweets
Responsible partner	GAC and all partners

LinkedIn

LinkedIn is a Professional Network through which GOTHAM can address very specific, professional target groups. It is mainly functional for targeted networking and to create a sustainable GOTHAM network in which the status of the project but also project outcomes can be shared.

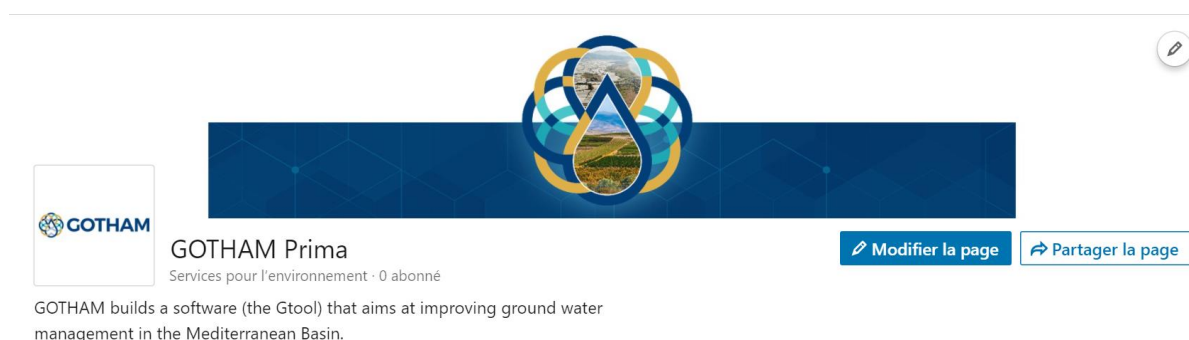The GOTHAM Page on LinkedIn has been set up. Link towards the LinkedIn page is the following: https://www.linkedin.com/company/gotham-prima

Figure 5: The GOTHAM project's LinkedIn account

The group will be filled with more details and content all over the project's lifetime, building more connections to people within the research group and beyond. It will then also be used to syndicate the articles written for the GOTHAM website.

Objective	To announce GOTHAM achievements to other professionals from relevant fields of action, to raise questions and obtain feedback that can contribute to the project's development. Also announce events and gather interest from other people that join our community.
Content and Messages	Keep in contact and inform professionals and researchers;
Targeted audience	All stakeholders
Information required	Project updates, current news, discussions for receiving further feedback and suggestions on project's approach and use cases;
Information provider	All partners and users
Activities	Encouraging new members to join, regularly adding new posts and responding to others' comments
Schedule	On a weekly basis, or as we have content to add
Monitoring	GAC is monitoring the group as a minimum twice a month
Responsible partner	GAC and all partners

Other social networks

Taking into account the numerous different tools for social networking, with the number (and popularity) changing all the time, further possible options shall be explored. Different ways of use result in different approach of the target audience, and different resources are needed. It is therefore important to first carefully investigate, which network(s) shall provide an added value for communication on and promotion around GOTHAM, also taking into account the audience(s) that can be reached.

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As of today, GOTHAM does not see a huge potential in using Facebook for distributing content, as both are built on sharing information on a daily basis, with small pieces of information and interaction.

Potential - at a later stage - may be found in Slideshare, which is used to publish presentations, flyers or similar publications. Once a relevant number of public presentations on the progress of the project is available, the use of a GOTHAM account will be evaluated.

GOTHAM will keep an eye on the development of the market for other new and old tools and evaluate their convenience with regards to the project.

5.2.3. Newsletters

During its lifetime the project will develop and send newsletters summarising GOTHAM's main achievements (activities, results and information produced). Newsletters will be drafted in a direct, journalistic language, sent to targeted stakeholders, and also be made available for download in the 'News' Section of the project website. Tentatively, a newsletter shall be edited every 7 to 8 months, but this schedule shall be adjusted according to the planning of project's major events and/or advancements.

Mailing system

The newsletters will be sent via a professional emailing solution, most probably Mailchimp or Plezi. This includes integrated services in support of marketing emails, automated messages, and targeted campaigns. It allows easy customisation of templates, integration with social media sharing options, and a monitoring system. The tool (e.g. Mailchimp or Plezi) will provide statistics for every newsletter sent (number of messages opened, clicked…).

Editorial choices and flow

About two months before the expected issue of a newsletter, the editorial responsible (GAC) will coordinate an internal "call for ideas" in order to select the newsletter's topics. Partners in charge of activities or having first-hand knowledge of the topics to be reported on will then be requested to provide a ready-to-publish article within 4 weeks. GAC will then take care of editing and harmonising the contributions, setting up the newsletter, and circulating it to:

- Stakeholders having registered to the project mailing list and
- GOTHAM's partners for dissemination through their own networks.

Being available on the project website, the link to the online version of the newsletter shall further be shared via the project's social media channels. Where possible, information on the newsletter or specific articles shall further be embedded in partners' institutional newsletters or related projects' communication channels.

External mailing list

A mailing list for external communication will be set-up, and subscriptions shall be obtained by different means.

- Subscription via the project website will be put on the project website
- Participants of GOTHAM events, shall be invited to join the GOTHAM mailing list
- Promotion to subscribe via Social Media Channels
- Existing individual contacts of project partners considered to be potentially interested in receiving the newsletter, might be approached with a personal informative email, providing information about how to subscribe.

Aim is to ensure that any subscription to the newsletter will be intentional. Moreover, the newsletter will display an "unsubscribe" button and disclaimer, ensuring that all privacy requirements are met.

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5.3. GOTHAM planned events

IMPORTANT NOTE: due to the COVID-19 sanitary situation many events are not planned physically anymore or have been rescheduled for 2021. Physical events planned by GOTHAM will be adapted to the situation and be organised as online events when needed.

Diverse project events (such as workshops, conferences, information sessions) are planned to be organised in order to allow the partners to meet on a regular basis and to exchange with the target groups (regulators, policy and decision makers, networks, clusters and multipliers, water producers, suppliers and managers, end-users, scientific community, other EU projects and the general public).

These events shall, wherever possible, be organised in conjunction with a relevant external event (conference), in order to allow for synergies with the event participants and content. Events will be organised by the project partners for communicating about the project developments towards specific / specialised stakeholders alongside major water related events. Partners will also present GOTHAM project, activities and outcomes in conferences they will be attending throughout the duration of the project (e.g. EIP-Water Conferences, WssTP Conferences). Local co-creation workshops will involve notably water supply managers and regulators, environmental and conservation NGOs, farming groups, and community groups around the use cases developed throughout the project. These events will ensure the adequacy between stakeholders' needs and GOTHAM's outcomes and provide with useful insight on how to refine the exploitation plan taking the whole value chain into consideration.

Name of the event	Number of events	Type of Event	Location	Timing	Target audience (total)	Target group
Public launch	1	Joint Kick-off meeting	To be determined (TBD)	TBD as it was cancelled due to COVID	TBD according to possibilities to do a physical or remote event	Consortium meeting
Co-creation of the GTool features for each case study	3	Co-creation workshops	One in Spain One in Lebanon One in Jordan (location to be confirmed)		45+	Local water producers, water end-users, water suppliers and water regulators
Co creation of the front-end of the	3	Co-creation workshops	One in Spain One in Lebanon	M18	45+	Local, water producers, water end-users, water suppliers and

platform workshop			One in Jordan (location to be confirmed)			water regulators
Co-finalisation of the platform through the feedback of users	3	Co-creation workshops	One in Spain One in Lebanon One in Jordan (location to be confirmed)	M29	45+	Local water producers, water end-users, water suppliers and water regulators
GOTHAM final event per case study	3	Public event	One in Spain One in Lebanon One in Jordan (location to be confirmed)	M29	45+	Local water producers, water end-users, water suppliers and water regulators
Final project event	1	Public event	Spain (location to be confirmed)	M35	50+	Large companies, SMEs, start-ups, academia from all over the Mediterranean countries and Europe.

5.4. Public repository

In order to promote the advances made by the project (thematic reports, etc.), a complete publication repository shall be maintained on the project website. It will contain:

- Project Communications
- Conference papers
- Presentations
- Public reports
- etc.

GOTHAM partners are expected to inform the WP7 leader on publications (submitted and accepted); the WP7 leader will remind the partners regularly to report new publications and update the records.

IMPORTANT NOTE in case of scientific publications stemming from the project:

Despite the public funding of the project and the commitment of the GOTHAM partners to the concepts of Open Science, it might not be possible to make project papers publicly available within the project time frame. Publications of scientific relevance, if produced, may be made in journals and conferences that have not yet embraced an Open Science policy and that restrict the dissemination of the project results. In case where, for such copyright reasons, open access is not available, the project will publish:

- The abstract of the paper
- The list of authors
- A link to the papers on the publisher website

5.5. Networking activities

In order to reach out to as many relevant stakeholders as possible, interaction with relevant networks or associations or projects will be set up. The project objectives, activities and results will have to be disseminated in order to increase the impact of the GOTHAM project.

The GOTHAM partners will seek to ensure efficient and result-oriented exchanges and exploitation of synergies with other initiatives, clusters and networks to the benefit of common target beneficiaries. Moreover, the GOTHAM partners will establish a certain interaction with similar and complementary initiatives, networks and projects at an international and European level. Learning from others certainly helps to improve the quality of the project and the exploitation of synergies will multiply the benefits.

The table below details a preliminary list of different networks the consortium partners have access to and to which aim they will be approached:

Initiatives, clusters, networks	Partners having access	Aim of networking activities
Arab organisation for Agricultural Development (AOAD)	MoA	GOTHAM outcomes will be shared with the AOAD to promote future adaptation/replication possibilities of the tool across the Arab world.
European Cluster Collaboration Platform (ECCP)	GAC	GOTHAM will use its implication in the ECCP to reach relevant Mediterranean clusters.
Euro-Mediterranean Irrigators Community (EIC)	CETAQUA	The results of the GOTHAM project will be disseminated towards the EIC in order to maximise the outreach towards groundwater and surface water management organisations.
FIWARE	ENG	To foster innovation, some components of the GTool will be proposed to the FIWARE community as potential DSE (Domain Specific Enabler). Moreover, an extended version of the FIWARE Data Model for the Water domain will be proposed. Also, a

		collaboration with the on-going FIWARE4WATER (H2020) project will be pursued with these regards.
Global Water Partnership Mediterranean (GWP_MED)	CETAQUA	GOTHAM's impact will be maximised taking the benefit of GWP_MED's multi- stakeholder platform that brings together 10 major regional networks of different water disciplines (government, river basins, irrigators, etc).
ICT4Water Cluster	CETAQUA	GOTHAM will be member of the cluster to establish contact with other innovation projects on ICT applied to water management. This permanent link between the cluster and the projects helps showcasing project results and supports their dissemination and exploitation.
MENA NWC – Middle East and North Africa Network of Water Centers of Excellence	NARC	GOTHAM outcomes will be shared with the other network members to evaluate additional adaptation/ replication possibilities in other Mediterranean countries belonging to the network (e.g. Morocco, Egypt, etc).
SUWANU-Europe	UCO	GOTHAM will reach out to the SUWANU-Europe project in order to reach out to organisations involved in development of water reclaimed waste water reuse in agriculture.
Water Europe (Wsstp)	CETAQUA/ ENG	GOTHAM results will be promoted within the working group, being aligned with its strategy and contributing to it.
Water Smart Territories S3 partnership	GAC	GOTHAM will be presented as a smart solution for water management and promoted in the partnership's regions in order to maximise its impact and replication opportunities.

6. Scheduled and opportunistic communication

In addition to the activities running through the whole lifetime of the project, scheduled and opportunistic communication will be done. One main vector of the knowledge dissemination will be the participation in major events and conferences of interest for GOTHAM partners. This section answers to the Where to disseminate and When to disseminate questions.

In order to ensure continuous communication throughout the project lifetime, scheduled and opportunistic communication will be done. In addition to the dissemination channels and tools specified above, external channels will be used for the distribution of project results.

Regularly scheduled communication:

- Dissemination of project communications (GAC) through external media (newspapers/journals)

Opportunistic communication:

- Participation in conferences and other events of interest for the partners
- Scientific publications in specialised journals and newspapers, if applies

Scientific publication opportunities shall be monitored by the interested partners to ensure a maximum impact of the project.

6.1. Project communications and articles in specialised journals and newspapers

Most of the partners involved in GOTHAM have an extensive experience of working with specialised journals and newspapers and have used mass media to promote past or ongoing projects. Therefore, they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about GOTHAM.

GOTHAM partners are also encouraged to create publicity about the project at local level, providing messages in line with the overall messages of the project.

Partners will also try to attract journalists to participate in project events, and they will analyse the possibility of carrying out press conferences or/and interviews during the project events. In this case, it is desirable to produce a special project communication or to use other project promotional materials such as project flyers / presentations / success stories.

Partners are also requested to keep track of all publicity created at the local level (according to the template GAC shall provide separately) and to inform about all coverage. Some of the information that shall be reported is:

- Name of (online or traditional) magazine/newspaper/web site/portal
- Country
- Title of publication
- Date of the publication
- Text of publication (copy from original publication)

IMPORTANT NOTE:

The EU cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:

"This publication has been produced with the support of the European Union. The contents of this publication are the sole responsibility of the GOTHAM project and can in no way be taken to reflect the views of the European Union."

6.2. Project presentations during relevant events

During the GOTHAM project, several public events will be organised, as well as events mainly limited to the consortium members and joint sessions, conferences, workshops, and info-sessions, partly co-located at the project events. In addition, project partners are encouraged to participate in external events and disseminate information about GOTHAM.

An important way to make the project known is to ensure that GOTHAM is presented at events where possible target audiences attend. The project shall actively be presented by the partners at major events and conferences whenever possible.

An events list will be established and shall be regularly updated. It will be necessary to continuously monitor and identify dissemination opportunities, to set the criteria for participation in these events and to decide which events should be supported and which communication/dissemination tools should be used.

The goal will be to inform stakeholders about the objectives of the project, its achievements and available outcomes. GOTHAM partners will make sure to distribute promotion material (flyers, etc.) at those events and, where possible, to make presentations.

The project partners have already identified numerous events in which they plan to participate in and present the GOTHAM project. Here is a preliminary list of targeted scientific and non-scientific events:

Events	Location	Date
IWA World Water Congress & Exhibition 2021	Copenhagen (Denmark)	09-14 May 2021
14th International Conference on Hydroinformatics	Mexico City (Mexico)	11-15 January 2021
Water Symposium in Andalusia	Spain	first semester 2021
47th International Association of Hydrogeologists Congress	To be defined	September 2021
11th International Symposium on Managed Aquifer Recharge	To be defined	2022
Congress of the European Association of Agricultural Economists	Prague (CZE)	20-23 July 2021
European Water Resources Association	Warsaw (POL)	29 June – 3 July 2021
European Association of Environmental and Resource Economists (EAERE) Annual Conference	Berlin (DEU)	23-26 June 2021
Global Water Summit	To be defined	Held yearly.

Informative sessions on the River Basin Management Plan draft (public participation stage)	Almería	From mid-2019 to mid-2021

Unfortunately, due to the COVID-19 sanitary situation, every event in 2020 were cancelled or rescheduled or held online.

All partners will keep track of the events they attend, and a complete list will be reported in the final awareness-raising and dissemination report.

IMPORTANT NOTE:

All the partners are requested to prepare the list of upcoming national events in the next 12 months where they plan to participate in relation to GOTHAM's dissemination (with or without partial funding of GOTHAM) and report it to the WP7 leader, GAC.

In addition, all participation in an event must be reported by the project partners using the form (excel file) that shall be provided separately by GAC. The reporting must include, beneath other information:

- Country, location
- Name and dates of the event
- Event programme
- The list of attendees from GOTHAM

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7.GOTHAM initial plan for dissemination

To guarantee the transfer of project results beyond its lifetime, dissemination activities are bound to exploitation of results activities.

The early preparation will give more time to its implementation. The following section gives an overview of the connexion between dissemination and exploitation, and how dissemination must be implemented and monitored to ensure the efficient implementation of the project's exploitation.

This initial plan for dissemination, will be followed by two dissemination reports in months M18 (D7.3) and M36 (D7.4) of the project. The Dissemination reports will monitor the progress of the communication strategy and associated dissemination actions. They will contain a summary of all communication and dissemination actions undertaken during the project's period, as well as a rigorous monitoring of the KPIs (see part. 4.5).

Dissemination is instrumental to the exploitation of project results. Regarding the exploitation of project assets, the GOTHAM consortium will mainly seek to exploit the GTool, being the major exploitation result. The consortium partners will create a report on its exploitation D6.3 Recommendations for GTool future exploitation in the Mediterranean Region that will examine alternative and/or additional exploitation paths, business models and sustainability actions, including a deeper assessment of innovative ideas. The scope of the plan will be to create a long-lasting effect after the project completion, and a major part of it will elaborate on the continuation of the developed value-creation mechanisms.

GOTHAM aims to develop a solution from lab to the field. The technological solution developed through the GOTHAM project aims to be produced at different areas and commercialised at the end of the project. The project contains a mix of different type of partners including an SMEs, a large company, a Ministry, technical universities and academia all with a direct interest in the outcomes of the project.

The project will establish business opportunities/models. Drivers and barriers to exploitation will be used to align internal company roadmaps, priorities with respect to the application domains, and to strategically direct funding. GOTHAM aims to create a new user-driven tool and to ensure that the product is ready for market uptake.

Therefore, dissemination activities will be conducted in order to ensure the exploitation of project's results.

In addition, several exploitable assets stemming from dissemination activity are foreseen and various options are examined and expected to be updated / enhanced during project implementation. Some of the GOTHAM assets (besides those from other project activity of course) that are expected to be exploited well-beyond the completion of the project include:

- The website (will be maintained at least 24 months after the project completion)
- GOTHAM scientific articles and news about the project and its results, including best practices

Dissemination will support the promotion of all project assets.