



## **D7.3 GOTHAM Mid-term assessment communication and dissemination strategy**

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## Project deliverable

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<b>Abstract</b>  The purpose of the GOTHAM Mid-term assessment of the communication and dissemination strategy is to provide results about the outreach activities conducted and their impact.  The mid-term assessment will notably address how the main communication objectives, desired impacts and targeted audiences in the EU countries and countries from the Mediterranean basin have been addressed in the past 18 months. The document describes how the consortium has used multiple dissemination channels and implemented its communication activities.			
<b>Keywords</b>  Communication plan, Communication strategy, Dissemination plan, Dissemination strategy, Dissemination of results, Outreach			

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## Project summary

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 stakeholder. 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: continuous information about the results achieved is a transversal element that is deployed throughout the whole project duration and that covers 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.

The communication plan has proposed three types of activities to be deployed during the project to support the communication and dissemination of project's results:

- GOTHAM Branding, including project logo and visual identity as well as other branding elements,
- GOTHAM Online communication, based upon the project's websites, social media, newsletter and other channels of online communication,
- GOTHAM Offline communication that involves physical events and networking.

Communication and dissemination activities in GOTHAM are coordinated by G.A.C. Group and implemented by G.A.C. Group, CETAQUA (Spain), ICU (Lebanon), NARC (Jordan).

During the first year and a half, GOTHAM team finalised the GOTHAM branding and used it in a number of online and offline tools.

Regarding online communication, GOTHAM has a fully functioning website, and social media accounts on Twitter, LinkedIn and Facebook. One newsletter and one press release were circulated. GOTHAM produced one video in order to present the project in a global way and participated in one PRIMA video. GOTHAM team participated in one PRIMA webinar co-organised with the projects funded under the same call. Finally, the project was presented at four online events

As far as offline communication is concerned, on-site activities towards use case stakeholders were conducted as part of WP1 and enabled to intensively communicate and disseminate project's results locally. In addition, GOTHAM team managed to participate in three physical events.

Despite active work, the delays caused by the pandemic have inevitably caused some delays in the implementation of the communication and dissemination plan. This report proposes adapted mitigation measures to enforce GOTHAM communication and dissemination activities during the second half of the project.

## 2. Introduction

Communication and dissemination represent key pillars of the GOTHAM project: continuous information about the results achieved is a transversal element that is deployed throughout the whole project duration and that covers 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.

This report aims at presenting the communication and dissemination activities conducted in the first 18 months of the project, as well as their impact. GOTHAM was launched in April 2020, right at the beginning of the COVID-19 pandemic. For this reason, the communication plan drafted in October 2020 considers pandemic-related constraints. The communication and dissemination plan was prepared by G.A.C. (Deliverable 7.1) and has proposed three types of activities to be deployed during the project to support the communication and dissemination of project's results:

- GOTHAM Branding, including project logo and visual identity as well as other branding elements
- GOTHAM Online communication, based upon the project's websites, social media, newsletter and other means of online communication
- GOTHAM Offline communication that involves physical events and networking.

All GOTHAM activities, including communication and dissemination activities have always undergone major constraints and uncertainty. This report will present the efforts of the communication and dissemination team of GOTHAM to perpetually adapt on the pandemic constraints and shifts in the project's implementation.

Communication and dissemination activities in GOTHAM are coordinated by G.A.C. Group and implemented by G.A.C. Group, CETAQUA (Spain), ICU (Lebanon), NARC (Jordan).

This report will also assess the audiences that were reached by GOTHAM and the overall impact of communication and dissemination activities. In the conclusion, proposition to strengthen and improve communication and dissemination is proposed.

### 3. 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.



*Figure 1 GOTHAM Logo*

Different versions of the GOTHAM logo have been produced in order to be 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:



*Figure 2 GOTHAM colour code*

Graphical templates have been created on Microsoft Word and PowerPoint and disseminated to all project partners for internal and external communication purposes.



**Figure 3 GOTHAM Word and PowerPoint template front covers**

A banner has been created and printed to host co-creation workshops from WP1.



**Figure 4 GOTHAM Banner**

The communication and dissemination strategy also plans the creation of a flyer and a poster. At this stage, because many project's activities were delayed, their production is postponed until the project can deliver more results.

Following the GOTHAM branding, a generic GOTHAM presentation has been developed to be used for awareness-raising and informational purposes 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.

The presentation has been created in March 2021 and is updated and adapted regularly depending on the project's needs.



**Figure 5 Snapshot of the GOTHAM Generic presentation**

## 4. GOTHAM Online Communication

### 4.1 Website



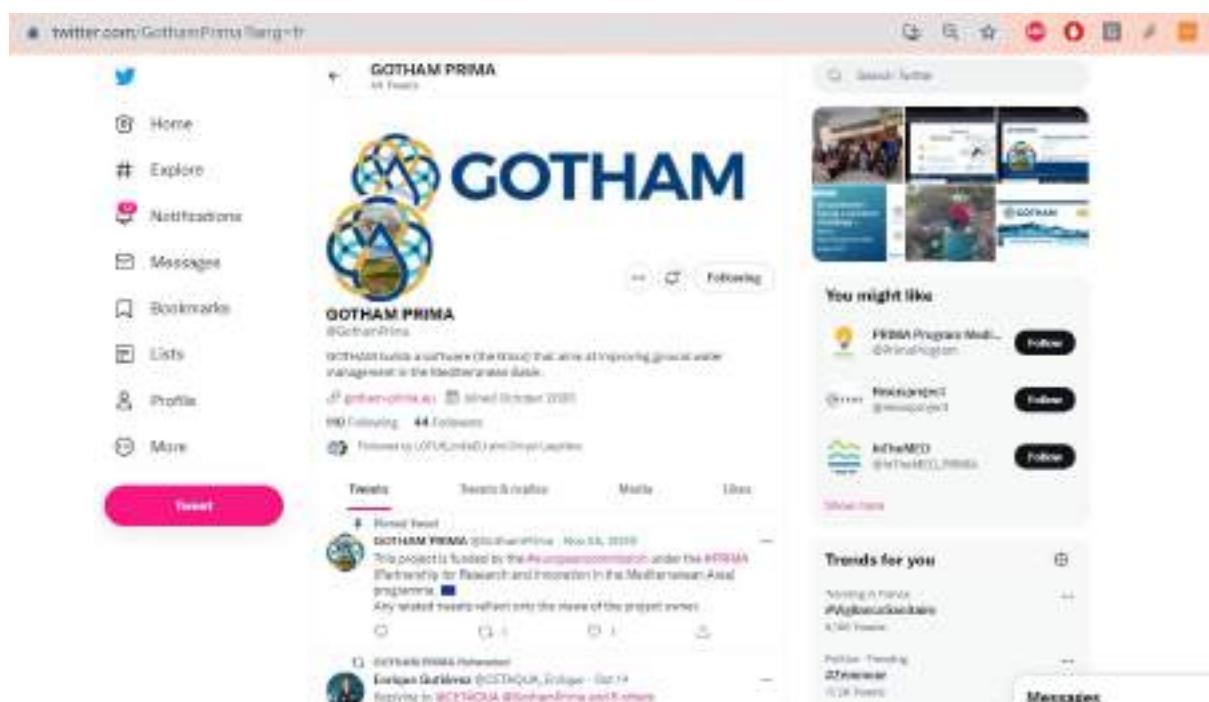
Figure 6 GOTHAM website

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 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 gives a general introduction to the project and its potential impact even for an audience unfamiliar with the subject. It is regularly updated with project's news and results.

### 4.2 Social media

The Twitter account of GOTHAM (@GothamPrima) was opened in October 2020. It is active and many tweets are created and retweeted by the project. Tweets and retweets are about the project itself, project's activities, partner's activities but also sister projects and PRIMA. The account has 45 followers, which is below the project target of 500 (for all social media). This gap can be explained by the fact that two third of the beneficiaries (in Lebanon and Jordan) do not use twitter. Twitter is therefore mostly used for international and Spanish audiences. Efforts will be carried on by the communication and dissemination team, during the second half of the project, to find more followers on Twitter. Over the 28 past day, as per mid-November 2021, GOTHAM Twitter account counts for 451 profile visits, 273 tweet impression and 45 new followers (source: Twitter Analytics).



**Figure 7 Snapshot of GOTHAM Twitter Account**

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>. So far, the LinkedIn page has 36 followers. Over the 30 past day, as per November 2021, the GOTHAM LinkedIn page counts 16 page views and 2 news subscribers.



**Figure 8 The GOTHAM project's LinkedIn account**

As per our communication and dissemination plan, we decided to open our social networks to more networks if this would be requested by the project. Indeed, in the Middle East, Twitter and LinkedIn are not used a lot. We therefore opened a Facebook account upon partner's request. Unfortunately, the account did not take off and only has 5 followers so far.. The communities of practices are organised at the basin level and stakeholders from the same group know each other and can interact using other means. Efforts will be made during the second half of the project to attract more followers

to our social media channels. Our ambition is to follow more accounts and provide more news, not only about the project but about groundwater in the Mediterranean basin.. In addition, GOTHAM team will make sure to share all project activities, especially activities in Lebanon and Jordan in English and Arabic (translation to be supported by ICU) in order to make more active the page and attract more followers.

## 4.3 Newsletters

In the first 18 months of the project, one newsletter was released, presenting the use cases. The delay in the publication of newsletters is directly related to the delays in the project's implementation, because of COVID.

More newsletters are planned as the project will roll out more activities.

The newsletter took the shape of a PDF document which was circulated by each partner to their networks.



Figure 9 GOTHAM Newsletter #1

The newsletter was circulated to their networks by CETAQUA, and Engineering, either by direct email (CETAQUA: 70 people reached), by publishing it on their website (Engineering: 33000 unique visitors per month).

## 4.4 Press release

G.A.C. drafted a press release which was translated in Spanish and Arabic and circulated.

The English version was disseminated in the GOTAM online dissemination tools and on Engineering Website. The Arabic version was circulated to ICU and NARC's networks in Lebanon and Jordan. The Spanish version was circulated through local newspapers (retema.es; redac.es, Lavozdealmeria.com; Blogdelagua.com; Aguasresiduales.info) reaching approximately 420 people.



Figure 10 GOTHAM Press Release #1 in Arabic

## 4.5 Videos

Videos are becoming a major mean of communication and have a high impact. As a result, we decided to start creating GOTHAM Videos.

Our first [video](#), introduces the project. It was released in September 2021 and was seen by 151 people. The video has been disseminated through GOTHAM different online dissemination tools: the website, Twitter, and LinkedIn.

A sequel of three videos presenting each use case is being prepared.

In addition, GOTHAM team participated in a PRIMA video and sent a 30" video about GOTHAM on "What do you want to achieve for the Mediterranean?".

## 4.6 Pictures

PRIMA partners are taking pictures of their field work and sending them to G.A.C. on a regular basis. This is enabling us to constitute a quality photo library to illustrate our articles, newsletters and press releases. We participated twice in the PRIMA picture of the month.

## 4.7 Webinars

GOTHAM organised a joint webinar with other PRIMA projects on July 21st, 2021. The Webinar on the topic “Groundwater: facing a common challenge” enabled projects to share their vision on ground water. First, the projects involved were explained. Then, thematic sessions were held to discuss the different ways of applying technologies. Finally, the PRIMA officer Marco Orlando closed the session. Here is the programme and here is the link to the event. (<https://www.youtube.com/watch?v=u54qIHcmhOE&t=46s>)



**Programme**

**Groundwater: a common challenge – Webinar Water Management PRIMA projects 2019**

**CEST Time**

- 10:00h** **Welcome**
- 10:05h** **Opening**  
Marco Orlando, PRIMA projects
- 10:15h** **Water Management PRIMA Projects 2019**
  - 10:15h** **GOTHAM project**  
Manuel Argamastilla, Cetaqua
  - 10:25h** **Reservoir project**  
Claudia Melina, University of Pavia
  - 10:35h** **eGROUNDWATER project**  
Manuel Palido, Universitat Politècnica de València
  - 10:45h** **inTheM2D project**  
J. Jaime Gómez-Hernández, Universitat Politècnica de València
- 11:00h** **Thematic Sessions**
  - 11:00h** *Earth Observation for improving groundwater characterization*  
Claudia Melina, University of Pavia
  - 11:20h** *Different modelling approaches to infer the quantitative and chemical groundwater status*  
J. Jaime Gómez-Hernández, Universitat Politècnica de València
  - 11:40h** *Citizen Science and ICT providing groundwater data*  
Manuel Palido, Universitat Politècnica de València
  - 12:00h** *Groundwater Governance models to guarantee the sustainability of water resources in the Mediterranean*  
Damián Sánchez, Cetaqua
- 12:30h** **Closing**

**Organised by:** CETAQUA

**With the support:** PRIMA, GOTHAM, eGROUNDWATER, inTheM2D

There was a total of 150 registrants and 95 people attended, mostly from academia, followed by universities and research centers.

## 4.8 Participation to online events

GOTHAM partners participated to three online vents during the course of the project.

Name	Type	Date	Target Audience
<b>Lebanese Water Forum - LWF 2021 – Governance of the Water Sector in Times of Crisis and Beyond</b>	Workshop	25/02/2021	Scientific Community

<b>6th International Conference on Smart and Sustainable Technologies 2021</b>	Workshop	09/08/2021	General public
<b>CONAMA 2020 Congreso Nacional del Medio Ambiente</b>	Conference	31/05/2021	Scientific Community, General Public
<b>International Water Day</b>	Webinar	20/04/2021	
<b>Achieving Sustainable Agriculture in Arid Regions</b>	Conference	12-13/07/2021	

## 5. GOTHAM offline communication

### 5.1 Community engagement

As part of WP1, GOTHAM has organised an extensive stakeholder mapping in the three use cases to engage GOTHAM beneficiaries. This enables us to present our project to 3 water basin communities: Baalbeck Hermel in Lebanon, Campo de Dalías in Spain and Azraq Basin in Jordan. Thanks to this work, about 20 people were individually contacted and interviewed as part of GOTHAM. This enabled to spread the news about GOTHAM and its potential impact on ground water management in local communities.

All results are presented in deliverable D1.3.

### 5.2 Co-creation workshops

As part of WP1, three co-creation workshops (in each use case) were organised in July and August 2021. The co-creation workshop enabled to disseminate more information about GOTHAM to the same population as the one contacted as part of the mapping. During the first co-creation workshop, partners received more information about the GTool and potential functionalities and were invited to express their needs on ground water management, and conflicts around ground water management to help consensus arise, and provide specifications to the software team. Involving beneficiaries in the design of the solution is a very efficient and impactful mean of communication.

	<b>Campo de Dalías, Spain</b>	<b>Iaal Baalbeck- Hermel, Lebanon</b>	<b>Arraq Basin, Jordan</b>
<b>Numbers of interviews</b>	7	25	45
<b>Type of stakeholders</b>	1 end-user, 1 water producer, 1 water supplier, 2 water regulators and 2 intermediary organisations	9 end-users, 8 water producers, 4 water suppliers, 2 water regulators and 2 intermediary organisations	38 end-users, 1 water producer, 3 water suppliers, 1 regulator, and 5 representatives of

			intermediary organisations
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Figure 11 Stakeholders involved in the GOTHAM cocreation workshops

The co-creation workshops are presented in the Deliverable D.13 and are not described here.

## 5.3 Physical events

The GOTHAM team participated in three physical events.

Name	Type	Date	Target Audience
<b>IAH Brussels</b>	Conference	07/09/2021	Scientific Community, General public
<b>UNESCO Project-Energy</b>	Kick-off meeting	14/06/2021	Policy makers
<b>Meeting with the Secretary General of the Ministry of Environment Dr. Mohammed Khashashneh</b>	Meeting	14/09/2021	Policy makers

## 5.4 Flyer and poster

A poster and flyers are planned as part of GOTHAM Communication and dissemination plan. They will be prepared with GOTHAM first results at the beginning of the second reporting period.

# 6. GOTHAM communication and dissemination impact

## 6.1 Audiences targeted in GOTHAM

The communication and dissemination activities aim at targeting various audiences.

In each use case:

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

These stakeholders were successfully addressed through WP1 activities (interviews, co-creation workshops) as well as through the newsletter translated in each local language.

From our results, 7 stakeholders were engaged in Spain, 25 in Lebanon and 35 in Jordan from the WP1 activities.

- In Europe and beyond: 1000 people of all types were reached by GOTHAM communication & dissemination activities (Scientific community, policy makers and the general public).
- Other EU projects: GOTHAM has collaborated with sister projects funded under the same PRIMA call to make a webinar

These stakeholders were mostly addressed using online communication and participating in physical and online events. We estimate that about 1000 people were engaged through participation in online and offline events, and 532 unique visitors visited our website since its launch.

## 6.2 KPIs

The table below quantifies our achievements in terms of communication and dissemination.

Tools/Channels	Key Performance Indicators (KPIs)	Target value (end of the project)	Mid-term value (end of the first period)
<b>Dissemination</b>			
<b>Events</b>	Number of networking events and conferences	12	4
	Number of people who are informed in events and conferences	500	1000
	Number of final events	4	0
<b>Networking</b>	Number of organisations to be reached by the networking activities	75	19
<b>Publications</b>	Number of publications in peer-reviewed journals and conferences	8	3
	Number of open access publications	3	0
<b>Communication</b>			
<b>Social media</b>	Number of followers in social media	500	86
<b>Project Website</b>	Number of visits on the project website (total)	3500	532
<b>Flyers and factsheets</b>	Number of brochures disseminated (printed or digital)	1000	0*
<b>Newsletter</b>	Number of recipients of newsletters	300	211

\*according to the earlier agreements to delay the flyer at the time when first results are ready (first months of the second reporting period)

## 7. Conclusion and next steps

GOTHAM communication and dissemination of project results is a crucial activity for the GOTHAM project. Indeed, a lot of project's results depends upon stakeholder engagement (WP1) and WP7 actively support these activities.

GOTHAM project started in April 2020, right in the epicentre of the COVID-19 pandemic and underwent a lot of delay, because of the global lockdown. The pandemic implied to reschedule and adapt a lot of activities. Importantly, a lot of them were meant to be conducted on-site and had to be conducted online due to the pandemic. This shift also impacted the communication and dissemination strategy. By rescheduling and working around the lockdown constraints, partners have managed to communicate and disseminate fruitfully the project results, including towards off-the-web use case stakeholders.

This being said, the delay taken at the inception of the project is visible on some of the communication and dissemination KPIs.

The GOTHAM communication and dissemination team (G.A.C. leader, with the support of CETAQUA, ICU and NARC) is implementing and will continue to implement a set of mitigation measures to adapt to the delays caused by the pandemic and ensure a wide visibility of GOTHAM by the end of the project.

Our main mitigation measure is to enforce cooperation among the distantly dispersed team to create more synergies and have more content to publish and disseminate, to increase and deepen our outreach. Work is done on-line without any physical meeting, thus more interactions are required, in spite of the fact that there is “online meeting fatigue” already across the world. The WP7 team will therefore organise monthly communication and dissemination meetings with CETAQUA, NARC and ICU, to be able to create and share more engaging content. The content will not only focus on GOTHAM but will also aim at communicating on other similar initiatives. Regional news about water management will also be published to provide our audiences with more information and increase their interest and participation on the topic.

Other actions will entail to increase cooperation with PRIMA and our sister projects (one first initiative was launched with the webinar and shall be pursued), as well as entering additional water networks in Europe to reach a larger audience.