

COMMUNICATION STRATEGY

LIFE22-CCA-NL-LIFE WATERSOURCE
101113621

Lilly Wanjon, March 2024

WP6 D6. 1 Communication & dissemination plan

CORE MESSAGE



WHAT MESSAGE IS REFLECTED IN EVERY COMMUNICATION ABOUT THIS PROJECT?

LIFE WATERSOURCE is a **demonstration project** in which the operation and effects of the Climate Buffer in Lake IJsselmeer will be investigated for five years. We will use all the knowledge and insights we gather through this in the **further development** of the Climate Buffer.

We implement LIFE WATERSOURCE in Andijk to **learn** about how **natural pre-purification** works, but also to monitor the effects on biodiversity. The project is being co-funded by the **European Union**. We are working on this together with our Spanish partners **Aigües de Barcelona** (drinking water company), **Aquatec** and **CETAQUA** (water technology institute). We share our knowledge within the EU.



COHERENCE WITH THE IJSSELMEER CLIMATE BUFFER:

WHAT DOES THAT ENTAIL?



By implementing the LIFE WATERSOURCE demonstration project, PWN is investigating the **purification methods** in the Climate Buffer to make sure there is sufficient and reliable drinking water, now and in the future.

The Climate Buffer consists of **water reservoirs surrounded by a natural purifying landscape** where natural processes pre-purify the IJsselmeer water. This ensures that sufficient IJsselmeer water of the **right quality** remains available to produce drinking water for Noord-Holland.

With the Climate Buffer **new habitats for flora and fauna** will be created which strengthen the ecology of Lake IJsselmeer. LIFE WATERSOURCE helps us to learn how to implement the gained knowledge in the large-scale Climate Buffer.



TARGET GROUPS (NL)



WHO ARE WE AIMING TO REACH, AND FOR WHAT PURPOSE?

Providing information & sharing knowledge

- PWN internal (1)

Sharing & exchanging knowledge

- National and international drinking water companies (in particular surface water companies) (2) (*English*)
- Knowledge institutions (3)

Providing information & participating

- Local residents & visitors including Andijk Focus Group (4)

Information provision

- Residents of Noord-Holland (5)
- Residents of the Netherlands (6)
- EU residents (7) (*English*)



TARGET GROUPS (ES)



WHO ARE WE AIMING TO REACH, AND FOR WHAT PURPOSE?

- Veolia group
- Spanish water operators
- Public administration
- Academic and scientific audience
- General public



STAKEHOLDERS (NL)



WHO DO WE KEEP IN TOUCH WITH?

Government bodies

- EU partners (*English*)
- Province of Noord-Holland
- Rijkswaterstaat
- Ministry of Infrastructure & Water Management
- Hoogheemraadschap Hollands Noorderkwartier
- Municipalities Medemblik & Enkhuizen

Colleagues

- Cooperating drinking water companies national and international (*English*)
- Nature organisations
- Knowledge Institutes
- All parties with an interest in the IJsselmeer (Blauwe Hart Natuurlijk coalition)

Others

- Potential partners Climate buffer IJsselmeer
- Local residents



STAKEHOLDERS (ES)



WHO DO WE KEEP IN TOUCH WITH?

- Metropolitan Area of Barcelona (AMB)
- Agència Catalana de l'Aigua
- Local irrigators and farmers



COMMUNICATION OBJECTIVE



WHAT PROBLEM DO WE SOLVE WITH COMMUNICATION?

By implementing LIFE WATERSOURCE, PWN gains **knowledge and expertise** that is valuable for ourselves and our **national and international partners** who face similar challenges. PWN therefore wants to **share** the expertise gained in accessible manner so that our partners benefit from it.

PWN wants to include target groups in the **process** and where possible have them **participate** in the demonstration project. This is intended to create **support** for LIFE WATERSOURCE and ultimately the Climate Buffer. It also increases engagement with PWN in general, which could contribute favourably to other plans for the future.



COMMUNICATION STRATEGY



HOW DO WE APPROACH THIS?

PWN thus aims to create **support** for LIFE WATERSOURCE and, in its wake, the Climate Buffer. PWN therefore shares **knowledge** and **expertise** on LIFE WATERSOURCE with its cooperation partners, informs the defined target groups and stakeholders, and where possible enables as many stakeholders as possible to **participate**.

PWN also sees LIFE WATERSOURCE as an **opportunity** to include local residents and stakeholders in our key **challenges**, and explain how the Climate Buffer provides a **solution**.

PWN includes the target groups through **experiences & stories** and gives them the opportunity to **contribute** (Creating Community).



STANDARD COMMUNICATION



HOW DO WE APPROACH THIS?

PWN deploys a number of standard communication tools & planned moments to draw these target groups' attention to LIFE WATERSOURCE. We also deploy a number of other activities or resources, which can be found in the tables starting from slide 10. Our standard communication tools are:

1. Newsletters, four times a year (in March, May, September and December every year for as long as the project runs)
2. Social media (LinkedIn, Facebook and Instagram) (every year in March, May, September and December for as long as the project runs)
3. News releases on the website (every year in March, May, September and December for as long as the project runs)
4. Press releases (every year in September for as long as the programme runs)
5. Communications in popular science publications (every year in June for as long as the programme runs)
6. Intranet messages (every year in March, May, September and December for as long as the project runs)
7. Notice on our living room screens (every year in March, May, September and December for as long as the project runs)

Explanation of social media usage:

We do this with the hashtags #PWN #LIFEWATERSOURCE #lifeeu #water #drinkwater #LIFEproject #nature #biodiversity and #EU



DISSEMINATION ACTIVITIES (KNOWLEDGE SHARING)



WHAT ARE WE DEPLOYING FOR THIS?

1. Attending networking events, conferences & seminars organised by or in conjunction with delegates from other drinking water companies and/or nature management organisations, universities, knowledge institutes and consultancy firms
2. Presenting project (results) at the above events
3. Organising networking events for other water companies, universities, knowledge institutes and consultancy firms



COMMUNICATION PLANNING 2023 (NL)



Date	Means	Target group(s)*
Sept 2023	Life Watersource logo development	1,2,3,4,5,6 and 7
Sept 2023	Volunteer newsletter	1
Sept 2023	Web page on pwn.nl	2, 3, 4, 5 and 6
Oct 2023	Stakeholder letter	2 and 3
	News release pwn.nl + LinkedIn post	5 and 6
	Intranet post	1
Nov 2023	Interview NH News Anne Swank	5
Dec 2023	Templates Word + PowerPoint	



COMMUNICATION PLANNING 2024 (NL)



Date	Means	Target group(s)*
Feb 2024	Living room screens	1
March 2024	Communication & dissemination plan	EU
April 2024	Newsletter template	-
April 2024	Article in the internal staff magazine	1
April 2024	Panel information board #1 D6.6	4
April 2024	Portable information sign	1,2,3, and 4
June 2024	Column in De Hoep under 'research'	5 and 6
	Infographic/Flyer (leaflet) D6.9	2 and 3
June 2024	Animation video Dutch & English	1,2,4,5, 6 and 7
Oct 2024	Meeting of network community stakeholders National (working visit)	2 and 3
Oct 2024	Publication of article in Nature Today	2 and 3
Oct 2024	Information evening for residents (invitation in De Andijker newspaper)	4 and 5
Nov 2024	Stakeholder workshop	Stakeholders



COMMUNICATION PLANNING 2024 < (ES)



Date	Means
July 2024	Creation of a LIFE WATERSOURCE landing in Cetaqua and Agues de Barcelona's website
2024 – through all project	Support partners in social media
2024 – through all project	Sending of press releases among Spanish technical media
2024 – through all project	Knowledge transfer webinar
2024 – through all project	Participation in events and conferences
2024 – through all project	Stakeholder meetings



COMMUNICATION PLANNING 2025 (NL)



Date	Means	Target group(s)*
March 2025	Update and redistribute infographic/flyer (Leaflet)	2 and 3
May 2025	Technical publication	2 and 3
June 2025	Stakeholder workshop	Stakeholders
	Opening event residents/visitors	4
	Opening event for experts and policy makers	2 en 3
Sept 2025	Serious game D6.15	4
	Visitors' programme	4
	Visit international conference	2 and 3



COMMUNICATION PLANNING 2026 (NL)



Date	Means	Target group(s)*
March 2026	Citizen science pillar	4
May 2026	Information evening for residents (invitation in De Andijker newspaper)	4
	Networking meeting <i>D6.12</i>	Stakeholders
	Visitors' programme	4



COMMUNICATION PLANNING 2027



Date	Means	Target group(s)*
March 2027	Stakeholder workshop	Stakeholders
April 2027	Technical publication	3 and 4



COMMUNICATION PLANNING 2028



Date	Means	Target group(s)*
June 2028	Laymen's report	4
Sept 2028	Report of network activities <i>D6.13</i>	EU
Oct 2028	Stakeholder workshop	Stakeholders



EVALUATION



Every four months, Communications (Lilly Wanjon) discusses the communication efforts and results with the project leader (Ruud van der Neut). Review times have been put in the agendas.

This is how we look **back** on the past four months and look **ahead** to the coming period.

We measure success qualitatively and quantitatively in collaboration with the Marketing Intelligence team. We do this by sending surveys to residents, obtaining data from our newsletter and our online visits, for example. We also measure the impact of our social posts.



All resources in this communication plan will be used as stated in the Grant Agreement of the EU LIFE WATERSOURCE project (101113621).

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WATER SOURCE

