

# TRUST outreach strategy and regional events organization

THEO VAN DEN HOVEN

CHRIS BÜSCHER

BIANCA VAN DER WOLF

# trust

# D73.1



## TRUST outreach strategy and regional events organization

### Deliverable 73.1

#### Authors

**Theo van den Hoven (KWR)**

**Chris Büscher (KWR)**

**Bianca van der Wolf (KWR)**

#### Reviewed by

**David Schwesig (IWW)**

---

Final version

December 2014

The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 265122.

This publication reflects only the authors' views and the European Union is not liable for any use that may be made of the information contained therein.

## TABLE OF CONTENTS

TABLE OF CONTENTS .....	2
<b>1. Introduction</b> .....	3
2. Target groups .....	4
<b>3. Face to face events</b> .....	6
4. Presence at events .....	7
5. Outreach strategy for the final half a year of TRUST .....	8

## 1. INTRODUCTION

TRUST is developing roadmaps towards sustainable water cycle services. The TRUST team is determined to communicate the main outcomes to project partners (participating city utilities, research institutions and technology providers) and to the outside world. Main messages to communicate will be the interventions which are proven to be effective to reach more sustainable water cycle services.

This report describes the outreach strategy applied by the consortium from the start of the project. Although effective, the consortium felt the need to fine-tune the strategy for the final six months of the project to further boost the dissemination and implementation of the TRUST deliverables.

## 2. TARGET GROUPS

The 'outside world' consists of a heterogeneous group of stakeholders. TRUST deliverable 71.1 considers and describes the following target groups.

- Scientific community
- Water professionals
- Policy makers
- Stakeholder groups and related organizations
- Society

We communicate to this heterogeneous audience by means of the following tools.

- Internet (Website, social media)
- Scientific publications in peer reviewed magazines
- Press releases
- The TRUST Magazine and project flyers, to be circulated to networks of water utilities, authorities, policy makers, regulators, researchers and technology companies
- Face-to-face interactions between TRUST partners and potential end-users both on a regional and international scale.
- Presence at international conferences (IWA, GWRC) and networks (IWA Cities of the Future)
- Training material

The table below depicts the target audience for each of the communication tools.

	SCIENTIFIC COMMUNITY	WATER PROFESSIONALS	POLICY MAKERS	STAKEHOLDER GROUPS	SOCIETY
Internet	x	x	x	x	x
Scientific publication	x				
Flyers, booklets, TRUST Magazine	x	x	x	x	
Face-to-face interactions	x	x	x	x	
Presence at (international) events	x	x	x	x	
Training material		x			

### 3. FACE TO FACE EVENTS

TRUST has the view that the maximum impact will be reached by putting the pilot cities in the focus of the regional outreach strategy. Therefore we organize workshops around the regional pilot partners which will act as a hub for interaction with regional and national policy makers, authorities and utilities.

Furthermore the regional workshops aim to build new alliances of local water cycle stakeholders or support existing ones. The workshops will act as promoter and soundboard for the demonstration and implementation of project outcomes such as roadmaps, new design concepts for infrastructure and governance and technologies and best practices. Invitees to the workshops are local and national stakeholder, but also TRUST partner cities from other regions to learn from their approaches and experience. Priority is given to cities in the same pilot city category ('water scarcity', 'green cities' or 'urban-peri urban').

Typically a regional workshop lasts two days, the first one for local and project partners only and is to update attendees on progress, to get feedback on TRUST tools and to work on roadmaps and intervention options. The second day is to reach out to other regional and national stakeholders.

#### 4. PRESENCE AT EVENTS

TRUST feeds project outcomes into relevant networks of water cycle stakeholders. We contribute to workshops of the international association of water professionals IWA including their Cities of the Future group. The presence of IWA as partner assists to get access to the proper IWA events and networks. A main target event is the final project conference in Mülheim, 28-30 April 2014.

Furthermore on global level the Global Water Research Coalition is a relevant platform to communicate TRUST outcomes. This is done by KWR, a member of GWRC.

On national level all partners disseminate outcomes via the pilots and directly to relevant national events. Project partners track appropriate networks and events, the TRUST WA7 team supports contributions from partners with up-to-date presentations.



## 5. OUTREACH STRATEGY FOR THE FINAL HALF A YEAR OF TRUST

The outreach strategy developed at the start of the project and implemented afterwards has significantly supported the visibility of TRUST and to a certain extent the implementation of the project outcomes. After evaluation within the coordinating team and following discussions with the Project Advisory Committee and the EC, we have decided to further strengthen and specify the outreach activities in order to achieve a maximum imprint of the project in the practice of water utilities and water authorities. These activities are described below.

### - Training on TRUST deliverables

One of the implementation routes in TRUST is training of users on tools and outputs of the project. After advertising the main project outcomes to water utilities participating in TRUST and beyond, we have received requests for training on the following topics.

- Oslo: evaluation of the applicability of all TRUST deliverables
- Hamburg: training on asset management software (Aware-P)
- Madrid: training on tools for demand, energy and storm water management
- Reggio Emilia: training on urban water metabolism model
- Bucharest: training on new concepts for network design and operation

### - Dissemination through existing channels

The EIP on Water offers a very effective dissemination channel for the methodology to assess the sustainability of urban water systems (City Blueprint). More than 40 cities in Europe and beyond have applied the methodology. We will exploit this channel to further expand the application and implementation of the City Blueprint.

Asset Management tools developed in TRUST were developed as additional modules for the AWARE-P software platform, which is already widely used by utilities internationally (>1000 users). Today, over 25% of Portugal's population are served by utilities that have produced their corporate strategic and tactical IAM plans based on the AWARE-P methodology and templates – endorsed by the national water services regulator ERSAR – with widespread use of the open-source software, effectively creating alignment and critical mass for much-needed change. This has been supplemented by 2 utilities in Spain and one in the USA, with a pilot in Australia in 2013; while the AWARE-P software has over 1000 registered users in 5 continents. IWA's LESAM 2013 singled out Portugal's disruptive IAM program in its conclusions, while WERF (USA) is promoting uptake of the innovative methodology and further development of the software in the USA, and the World Bank's Danube Water Program has expressed an interest in the rollout formula utilized in the project. Given the diversity and representativeness of Portugal's water market, this project provides a valuable blueprint for similar development elsewhere.

The Portuguese regulator ERSAR has been involved in the process from scratch and endorses the approach. Examples of concrete actions are the publication of the IAM manuals developed under AWARE-P in the ERSAR's series of "Technical Guides" (vol. 16 and vol 17, 2010), the sponsorship of several training courses.

The value and practical implementations of the IAM methods and tools were recognised this year with two highly prestigious European awards: Project Innovation Award 2014 (category: planning) and Mulheim Water Award 2014. During the World Water Congress 2014 (Lisbon, 21-26 September), ERSAR sponsored a celebration session where these awards were symbolically shared with all the participating utilities and where the best in class were recognised in six classes of awards (e.g. the best strategic plan; best tactical plan; internal capacitation; organizational processes alignment; broadness of scope; team motivation). The first world regulators forum took place during the Congress, with regulators from about 100 countries, in a co-organization by IWA and ERSAR. This IAM award session, broadly disseminated among the regulators, gave place to important dissemination of the Portuguese case to the other regulators.

We will pursue the excellent channel offered by the AWARE-P platform to further disseminate and implement the TRUST asset management software.

We will also exploit the IWA channels to disseminate TRUST outputs, such as the IWA Specialised Group on Strategic Asset Management for the Integrated Asset Management tools and the Cities of the Future Programme for the City Blueprint.

- **Manuals**

Manuals are important means to support the application of TRUST deliverables on infrastructure asset management (IAM). We will directly promote and use internationally these manuals in the scope of IAM projects by TRUST partners, in particular by LNEC, ITA, IWW and SINTEF/NTNU

- Video's

Spring 2014 we started to produce a series of promotional videos on TRUST key deliverables and tools (to be continued). These short videos serve as appetizers where the developer explains in a very simple and short way (3-4 minutes max) what the tool is addressing and what it can deliver. The production of the promotional videos still goes on throughout the final 6 months, because not all of the produced videos are online yet. They'll be published each time the related deliverable is final and public.

- TRUST website

As a result of strong branding, the TRUST website attracts a large and increasing number of visitors. This is an excellent opportunity to raise awareness of the added value of TRUST deliverables among a broad audience. They can easily tap from the knowledge and tools in support of their efforts to improve the sustainability of urban water systems.

To guide visitors through the TRUST tools and outcomes, we are re-structuring the website according to the main steps / stages of working towards more sustainable UWCS, and linking relevant supporting tools and recommended trust outcomes to each of the steps. It is planned to include testimonials from TRUST utilities, e.g. like one we have from Oslo that the roadmap methodology was the most important output for them and helped in shaping their company strategy.

- Future projects

Experience has shown that full implementation of results of research projects takes more time than the project duration allows. Follow up projects are frequently needed to achieve deployment of innovations in the practice of water utilities. The consortium partners are determined to pursue this route of follow up projects, both on national and European level. An example is the H2020 project BlueSCities, which will further develop and boost the application of the City Blueprint methodology to enhance the sustainability of urban water systems. BlueSCities starts early 2015. Another example is the novel design for urban water supply systems, which will be piloted in Bucharest within the framework of a master plan for a newly to be built urban area.

Another example is a new collaborative project on IAM which will be launched in 2015. Many of the participants in the first edition registered again, to get support to their continuous improvement process and keep the network of peers.

- Final conference

The final project conference in Mülheim on 28-30 April 2014 is a main channel for dissemination of project outcomes in the last months of TRUST. Through keynote presentations we will engage and inform the audience on project highlights and showcase outcomes and learnings of the project. Putting the conference under the umbrella of the International Water Associations (IWA) Conference Series on 'Cities of the Future' was a deliberate decision to ensure that this is not a 'TRUST only' event but puts TRUST results at center stage of a regular international conference. This will ensure maximum visibility also beyond Europe, and will enable fruitful comparison and dialogue between TRUST results and complementary approaches. This is an important measure to increase mutual learning and to ensure strong infiltration of the TRUST results and related approaches into the water sector.

