



D4.1 - COMMUNICATION AND DISSEMINATION PLAN

Final Version (1.0)

29th February, 2024

GRANTING AUTHORITY



EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT
EXECUTIVE AGENCY (CINEA)



GRANT AGREEMENT
PROJECT 101120628 — LIFE22-CET-WENEXUS

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

Project Data sheet	
Project Acronym	WENexus
Grant Agreement ID	101120628
Dissemination level	Public
Work Package	WP4
Deliverable Number	D4.1
Title	Communication and Dissemination Plan
Lead Partner	ENGIDRO
Version	1.0 (Final Version)

Document history			
Date	Author/s	Partner	Changes
29/02/2024	Luís PAULINO Patricia RIBEIRO	ENGIDRO	Writing Version 0.1 (Document draft)
27/02/2024	Marina SEQUEIRA	S317 Consulting	Writing Version 0.2 (Revised Document)
29/02/2024	Inês ROCHA Marina Sequeira	S317 Consulting	Submission Version 1.0 (Final Version)

TABLE OF CONTENTS

1. Introduction	7
1.1. WENexus Overview	7
1.2. Scope of the Document	8
1.3. Document Structure	9
2. Communication and Dissemination Principles	10
3. Project Visual Identity	12
4. Target Audience	14
5. Key Messages.....	15
6. Communication Channels	16
7. Monitoring and Evaluation	25
8. Promotional Materials.....	27
9. References	30

LIST OF TABLES

TABLE 4.1 – TARGET AUDIENCE.....	14
TABLE 6.1 – PREFERABLE COMMUNICATION CHANNELS TO USE PER STAKEHOLDER TYPE.....	16
TABLE 7.1 – COMMUNICATION AND DISSEMINATION PLAN - KPIS	25
TABLE 8.1 – QUANTITY OF PROMOTIONAL MATERIAL PRODUCED	27

LIST OF FIGURES

FIGURE 3.1 - WENEXUS LOGO	12
FIGURE 3.2 –WENEXUS POWERPOINT TEMPLATE - SCREENSHOTS	13
FIGURE 3.3 –WENEXUS WORD TEMPLATE - SCREENSHOTS.....	13
FIGURE 6.1 – WENEXUS WEBSITE – HOME PAGE SNAPSHOT.....	19
FIGURE 6.2 – WENEXUS WEBSITE – PROJECT PAGE SNAPSHOT.....	19
FIGURE 6.3 – WENEXUS WEBSITE – DOCUMENTATION PAGE SNAPSHOT.....	20
FIGURE 6.4 – WENEXUS WEBSITE – THE CONSORTIUM PAGE SNAPSHOT	20
FIGURE 6.5 – WENEXUS WEBSITE – CONTACTS PAGE SNAPSHOT	21
FIGURE 6.6 – WENEXUS LINKEDIN HOMEPAGE	22
FIGURE 6.7 – EXAMPLES OF WENEXUS LINKEDIN POSTS	23
FIGURE 6.8 – ENEG 2023 – EXHIBITION VIEW.....	24
FIGURE 7.1 -SCHEME OF THE COMMUNICATION AND DISSEMINATION PLAN IMPLEMENTATION, MONITORING AND EVALUATION.....	26
FIGURE 8.1- WENEXUS FLYERS	27
FIGURE 8.2 - WENEXUS ROLL-UP	28
FIGURE 8.3 - WENEXUS BUSINESS CARD	28
FIGURE 8.4 – EXAMPLES OF WENEXUS COMMUNICATION MATERIALS.....	29
FIGURE 8.5 - WENEXUS STAND AT ENEG 2023.....	29

ACRONYMS

ENEG	National Meeting of Water and Sanitation Management Entities
ERSAR	The Water and Waste Services Regulation Authority
GA	Grant Agreement number 101120628 - LIFE22-CET-WENexus - LIFE-2022-CET-PDA - LIFE-PJG CINEA/D/01
LIFE	Clean Energy Transition 2022 Programme
Partners	For the purposes defined in this DMP, the following entities shall be considered as the Consortium Partners: S317 Consulting, Lda. (hereinafter referred to as S317); ENGIDRO Engineering Solutions, Lda. (hereinafter referred to as Engidro); Sérvulo e Associados, Sociedade de Advogados, SP, RL (hereinafter referred to as Sérvulo).
PENSAARP	Strategic Plan for Water Supply and Wastewater Management
PNEC	National Energy and Climate Plan
KPI	Key performance indicator
SDGs	Sustainable Development Goals
WENexus	Delivering the Water-Energy nexus for energy efficiency
WP	Work Package

1. Introduction

1.1. WENexus Overview

Under the Grant Agreement (GA), WENexus – *Delivering the Water-Energy nexus for energy efficiency* (hereafter referred to as “WENexus”), is a European project, financed under the LIFE - Clean Energy Transition 2022 Programme, and led by S317 Consulting in a consortium with Engidro Engineering Solutions and Sérvulo e Associados. The project started in September 2023, and it is intended to last 3 years (pilot phase).

The WENexus project aligns seamlessly with the objectives and prerequisites outlined in key documents, including the *Plano Estratégico para o Abastecimento de Água e Gestão de Águas Residuais* (PENSAARP2030), *Plano Nacional de Energia e Clima 2030* (PNEC), the Portuguese Roadmap for Carbon Neutrality 2050, and the United Nations 2030 Agenda for Sustainable Development Goals (SDGs). At its core, the project looks for the adaptation of the water sector by directing the development, implementation, and standardization of innovative tools designed to enhance energy efficiency within the water sector. This endeavor is complemented by the provision of comprehensive technical, financial, and legal support to the organizations responsible for water and wastewater service management and operations, guaranteeing a high degree of replicability and transferability potential within the sector.

WENexus primarily focuses on mobilizing private investment for water infrastructure renovation by creating innovative financial models specifically tailored for energy efficiency investments in water services infrastructures. Additionally, the project aims to contribute to the de-risking of energy efficiency projects in water infrastructures. Summarizing, the project’s goals are:

1. Contribute to the energy transition and sustainable energy use in the water sector.
2. Leverage investments that promote energy efficiency in water supply and wastewater systems in Portugal.
3. Ensure the replicability and transferability of the projects and good practices identified through the pilots developed.

Hence, WENexus' goals were designed to achieve energy and efficiency improvements specifically through four key vectors:

Vector 1 - acting on the system's electromechanical equipment efficiency, replacing them with more energy-efficient ones, where warranted, or eliminating hydraulic inefficiencies that may exist in the systems.

Vector 2 - acting on sustainable energy production capacity by implementing energy production systems generated from photovoltaic panels.

Vector 3 - acting on the power storage capacity, foreseeing the installation of storage batteries.

Vector 4 - acting on the efficiency of the overall system, introducing systems to produce biomethane.

1.2. Scope of the Document

A comprehensive plan to establish the principles for the project communication and dissemination, aiming to define the methodologies, channels, and materials to be used along the project development.

The main purpose of the project communication is to publicize the project and make it known, especially to the managing utilities of the water sector, encouraging these entities to get involved in the project, or in other words, to participate by establishing co-operations for the development of pilot projects. It is also important to publicize the project to the others water sector stakeholders, to encourage the replication of projects related to energy efficiency in the sector.

So, the definition of this manual is a crucial strategy for the adequate development of the Project. The manual and the communication and dissemination activities already performed has the following main purposes:

- Define the general **strategies and principles** for the communication and dissemination activities;
- Define the **visual identity** of the WENexus project;
- Define the **main target audience** for the project communications as well as the **key messages** and the **communication channels**;
- Mention the **promotional material** used to publicize the WENexus project;
- Define a strategy to **monitoring and evaluate** the communication and dissemination plan implementation, including the definition of key performance indicators (**KPIs**)

1.3. Document Structure

The Communication and Dissemination Plan, comprising 9 sections, serves as the strategic for the communication between all the participants in the WENexus project.

After the current section 1, which corresponds to the Introduction, section 2 describes the generic principles that should be considered in the Communication and Dissemination activities.

Section 3 presents and describes various aspects regarding the project visual identity, including the project logo and templates.

Sections 4, 5, 6 and 7 are the foundational sections that describe the Communication and Dissemination Plan. In section 4 identifies the target audience (the project Stakeholders which are detailed described in report D5.1 – Stakeholders Management Plana). Section 5 presents the Key Messages that should be emphasized in the project communications. In Section 6 is described the communication channels to be used along the project development. Then, in Section 7 is defined the methodology and the KPIs (Key Performance Indicators) to monitor and evaluate the current plan.

Section 8 shows the project promotional materials that already been produced.

Finally, section 9 presents the references used in this plan.

2. Communication and Dissemination Principles

The primary goal of this communication and dissemination plan is to establish early and transparent communication channels with the main stakeholders¹, ensuring their active participation.

Effective stakeholder engagement can yield significant benefits, including gaining public support for development projects, enhancing outcomes, and streamlining decision-making processes. The successful communication and dissemination process comprises several crucial principles:

- **Transparency:** Maintaining transparency throughout the project is paramount. For example, it's very important to be transparent and clear to the management utilities regarding what type of consulting support can be given or not under the scope of the WENexus project. Transparency is crucial to manage expectations and clarify the responsibilities of each party;
- **Feedback:** Establish open channels for receiving feedback and opinions from the management utilities and other stakeholders. This feedback will help to identify improvements and proactively resolve problems on the pilot project development;
- **Clarity:** Ensure that communication is clear and understandable. Due the specification of the WENexus project, it is important to use correct technical language understood by everyone involved (usually the involved persons are sector technicians);
- **Collaborative Dialogue:** The communication strategy involves engaging in inclusive dialogue with a broad spectrum of stakeholders, including water and wastewater management utilities, among others;
- **Point of Contact:** To improve time and accuracy of the communication between the WENexus team and the stakeholders, points of contact should be established. In the relation between WENexus and a management utility should be defined one preferred member of the WENexus team and a focal point in the management utility who will be the primary persons to communicate during the project;

¹ Note: project stakeholders are presented and described in the report D5.1 – Stakeholders Management Plan

- **Documentation:** Record all significant communications, decisions, and agreements throughout the project to uphold a transparent record of progress and prevent potential misunderstandings later. The obligation to establish cooperation protocols between the WEnexus and the management utilities is an example of this practice;
- **Timeliness:** Ensure that communication is timely, sharing information as required and fulfilling deadlines;
- **Adaptability:** Adapt the style and format of communication according to the needs and preferences of the management utilities and other stakeholders. For example, presentation and working meetings can be held in person or remotely, which may depend on the preference of the management utility;
- **Relevance:** Ensure that communication addresses the recipients' needs, emphasizing key aspects crucial for the project's advancement and appropriate for the project stage. It is important not to overwhelm team members and stakeholders with unnecessary information.

3. Project Visual Identity

The visual identity of the WENexus project has been defined, with two fundamental aspects have already established:

- **Project Colors:** all templates and communication materials use two main colors that represent the **water-energy nexus**:
 - **Blue:** that represents the water component;
 - **Green:** that represents the green energy.
- **Logo:** The logo previously defined in the proposal phase was maintained, as it was considered to reflect the project's objective, featuring a water drop (representing the water component) and a lightning bolt (representing the energy component). Only a few adaptations were made to the colors (including the project colors in the logo) and typography.

Figure 3.1 presents two images of the WENexus logo, which can be used depending on the situation/material.



Figure 3.1 - WENexus Logo

All the templates, including PowerPoint files (used or presentation), word and excel files (used for reports and others deliverables) and all the other communication materials and channels (as the project website), use similar visual identity, which includes the colors previous mentioned.

The presentation template (PowerPoint file) was defined at a very initial stage of the project and was used in all the project presentations with stakeholders, as well as the project kick-off meeting.



Figure 3.2 –WENexus Powerpoint Template - Screenshots

The template for the word files has also been used since the development of the first deliverable and corresponds to the template used in all the reports (including this plan).



Figure 3.3 –WENexus Word Template - Screenshots

4. Target Audience

WENexus project involves several stakeholders, each one of them possessing distinct and often divergent objectives. So, the target audience of the project corresponds to the stakeholders, which are mentioned and detailed described in report D5.1 - Stakeholders Manatement Plan.

Table 4.1 summarizes the target audience (stakeholders) and their importance in the project according to the mentioned D5.1 report.

Table 4.1 – Target Audience

Stakeholder Quadrant	Stakeholder Group		Importance (Interest x Influence) *	
Key Players	Water and Wastewater Management Utilities	Engaged in the Pilot Projects	20	
		Remaining Utilities	12	
	Industry		12	
	ESCO Companies		12	
	Financiers		9	
Keep Satisfied	Portuguese Government		6	
	Regulatory Agency		6	
Monitor	Sector Associations		6	
Keep Informed	Academia and Research Institutions		4	

* From the analysis described in the report “D5.1 Stakeholders Manatement Plan”

5. Key Messages

There are some key messages regarding the WENexus project that that unequivocally need to be made clear at an early stage of communications, mostly when the project is presented to the management entities.

These key messages, included in all WENexus presentation meeting, corresponds to:

- WENexus Project has started on September 1st, 2023 and **lasts for 3 years**;
- The WENexus team is available to **provide technical, financial and juridic support** to water and/or wastewater management utilities that want to make investments to support the energy transition of their operations:
 - The consulting services of this support **have no charges for the management utilities**;
 - WENexus project **does not include investment support for the acquisition, equipment's installation, and other construction related needs**.
- The support should be given on projects that include one or more of the following vectors:
 - **Vector 1** - acting on the system's **electromechanical equipment efficiency**, replacing them with more energy-efficient ones, where warranted, or eliminating hydraulic inefficiencies that may exist in the systems;
 - **Vector 2** - acting on sustainable energy production capacity by implementing energy production systems generated from **photovoltaic panels**;
 - **Vector 3** - acting on the power storage capacity, foreseeing the installation of **storage batteries**;
 - **Vector 4** - acting on the efficiency of the overall system, introducing systems to **produce biomethane**.
- WENexus team **is not responsible for the field work** required for the data collection. The required data for the development of the projects **will be collected by the management utilities** (by sharing data that the management utility already has in its databases or by carrying out fieldwork to obtain the required data). In specific and exceptional situations, the WENexus team will be available to carry out field visits, however this will not correspond to the usual procedure.

6. Communication Channels

The project team has established communication channels to disseminate and develop the project in collaboration with the various stakeholders. A sustained communication approach has been defined as essential to foster a more significant connection with all the relevant and identified groups.

An overall strategy has been developed, tailored to each of the identified stakeholder groups. This strategy offers a comprehensive framework for communication and, if needed, should be reviewed during the project to ensure its continued effectiveness.

It is important to emphasize that the direct channels, which correspond to the ones that the Project team speaks and interact directly with the stakeholders' representatives, are the ones considered more important, as for example the presentation meetings and the frequent contact through emails, phones.

Table 6.1 summarizes the communication channels used in the WENexus Project. The table shows the preferred channels to be used for each stakeholder group, but it should be noted that, depending on the circumstances, all stakeholder groups can communicate and get information through any of the defined channels.

Table 6.1 – Preferable Communication Channels to Use per Stakeholder Type

Stakeholder Group	Preferable Channels to Use				
	Presentation Meetings	Day-to-day Contact	Website	Social Media Pages	Sector Events
Water and Wastewater Management Utilities	•	•	•	•	•
Industry	•	•	•	•	•
ESCO Companies	•	•	•	•	
Financiers			•	•	
Portuguese Government	•		•		
Regulatory Agency	•		•		•
Sector Associations	•		•	•	•
Academia and Research Institutions	•		•	•	•

Below is presented a brief description of the main communication channels used in the WENexus Project.

Presentation Meetings

This is a crucial channel to communicate with the project stakeholders and usually is also carry out during the first contacts.

The normal methodology to schedule and perform these meetings are:

- Initial contact with Stakeholders by email or phone, in order to briefly explain the project and schedule the presentation meeting (team use the following contacts: contacts acquired in the past by the consortium companies; contacts collected during events; contacts collected through the website or through the social media pages);
- Meeting preparation including development of custom presentation (PowerPoint files);
- Presentation meeting:
 - WENexus Project presentation (project scope and objectives including the type of support provided to the management utilities);
 - Information sharing and debate, for example, on the possibility of cooperation and pilot projects development;
 - Define next steps (how to proceed with future day-to-day contact).

These meetings can be held in person (at the stakeholders' facilities) or remotely, depending on the stakeholder's preference.

Day-to-day Contact

After an initial contact and along the project development period, there will be a permanent contact between the WENexus team and the Stakeholders. The level of this contact naturally depends case by case. For example, with management utilities that will be engaged in the Pilot Projects, the contact will be carried out many times during the preparation of the project.

To improve time and accuracy of this type of communication, points of contact should be established. In the relation between WENexus and a management utility should be defined one preferred member of the WENexus team and a focal point in the management utility who will be the primary persons to communicate during the project.

In the initial contact, the WENexus team and the stakeholders should define together the channels to be used for the frequent contact. Usually, the email is recommended as the preferable contact channel, especially for all contacts that include data exchange. Phone contacts are also important for scheduling meetings and clarifying specific situations.

WENexus Website

WENexus already have a website that can be visited at www.wenexus.eu. The website includes the following sections:

- **Home:** includes the logo, highlighted content sections, social media links and other contact information. The homepage serve to inform, engage, and guide the visitor through the website (Figure 6.1);
- **The Project:** describes the project scope and objectives, presents the expected impacts, show the project main numbers and the four project key vectors (vector 1 - electromechanical equipment efficiency; vector 2 - photovoltaic panels; vector 3 - storage batteries; and vector 4 – biomethane production) (Figure 6.2);
- **News & Events:** this section will have posts including news and events relevant for the project;
- **Pilot Projects:** this section will have news and updates regarding the Pilot Projects progress;
- **Documentation:** in this section is possible to download project documents, including some communication materials and technical reports (including final versions of the project deliverables which correspond to public reports) (Figure 6.3);
- **The Consortium:** presents a brief description of the three Consortium companies (S317, ENGIDRO and SÉRVULO) (Figure 6.4);
- **Contact Us:** include the contacts and important FAQs (frequently asked questions) (Figure 6.5).

The following figures shows some examples of the WENexus website contents.



Figure 6.1 – WENexus Website – Home Page Snapshot

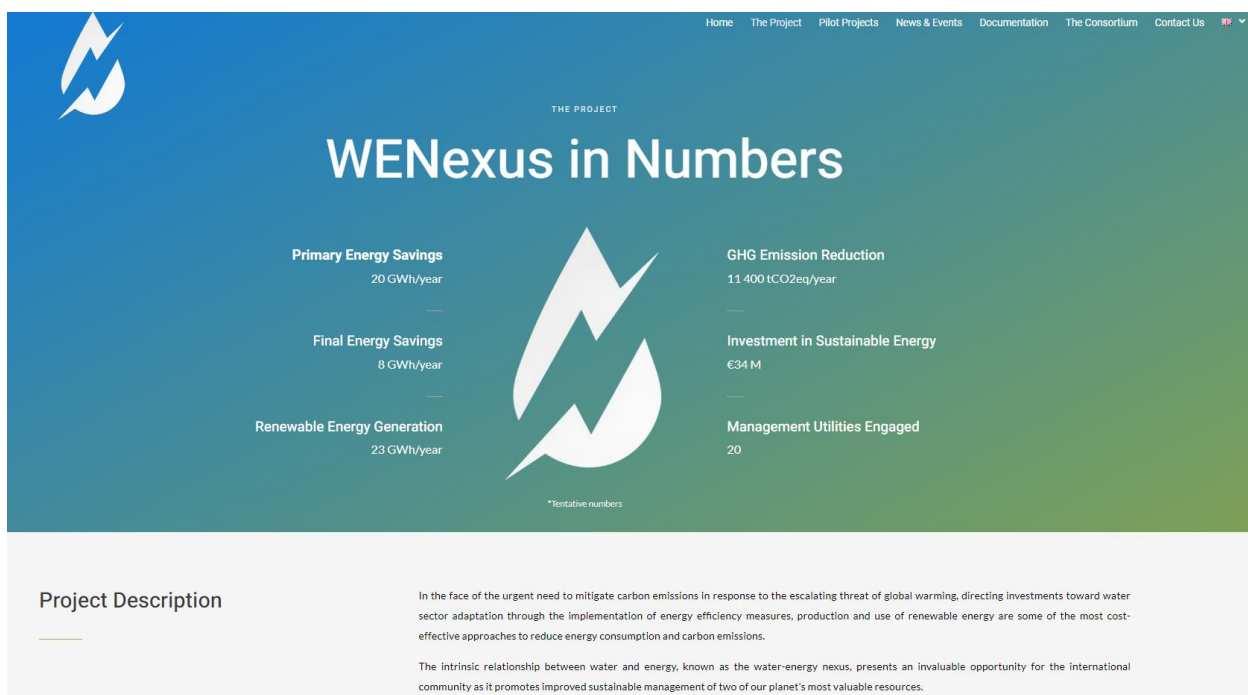


Figure 6.2 – WENexus Website – Project Page Snapshot

Communication Materials

↓ [Project Brochure](#)

[Click here to download the Project Brochure](#)

↓ [Project Roll-Up](#)

Project Deliverables

↓ [Manual for Data Collection and Baseline Assessment](#)

[Click here to download the Project Deliverable](#)

↓ [Portfolio of Efficiency Measures](#)

↓ [Manual for the Design of the Engineering Action Plan](#)

↓ [Manual for the Design of the Financial Models](#)

↓ [Lessons Learnt](#)

↓ [Administrative and Legal Constraints Report](#)

↓ [Tendering Documentation](#)

↓ [Communication and Dissemination Plan](#)

↓ [Final Publishable Report](#)

↓ [Market Barriers' Report](#)

↓ [Exploitation Plan](#)

↓ [Report on the Constitution of the Community of Practice](#)

↓ [Training Plan](#)

↓ [Report on Capacity Building Actions](#)

Figure 6.3 – WENexus Website – Documentation Page Snapshot

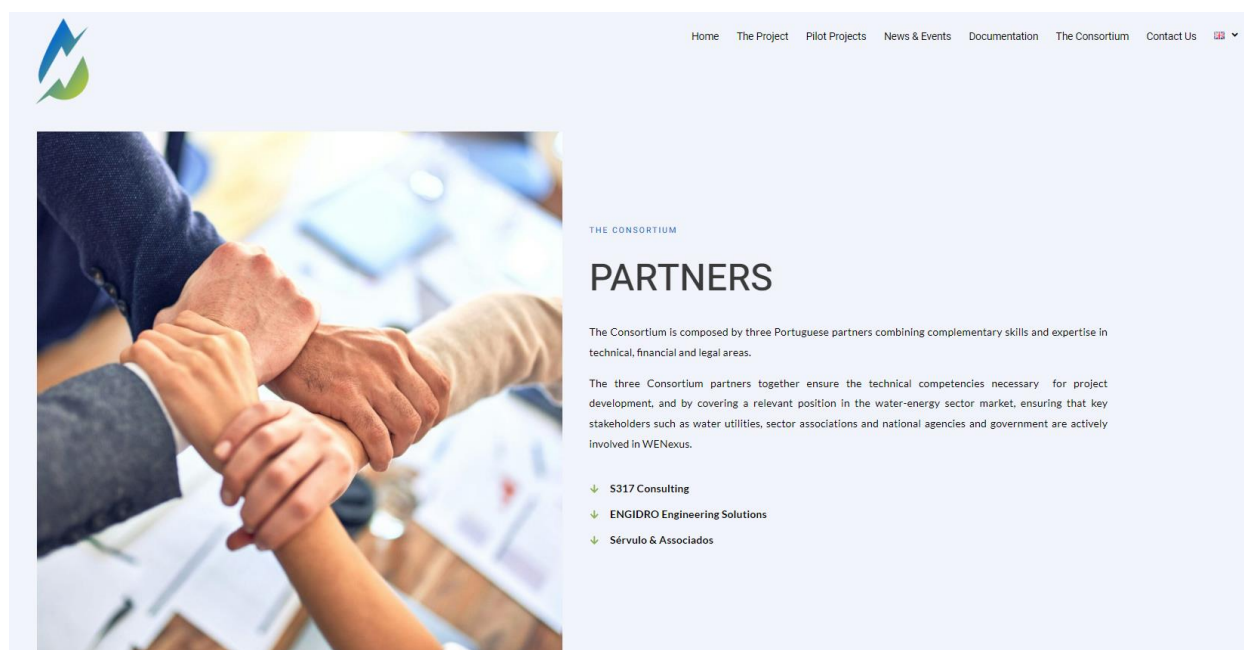


Figure 6.4 – WENexus Website – The Consortium Page Snapshot

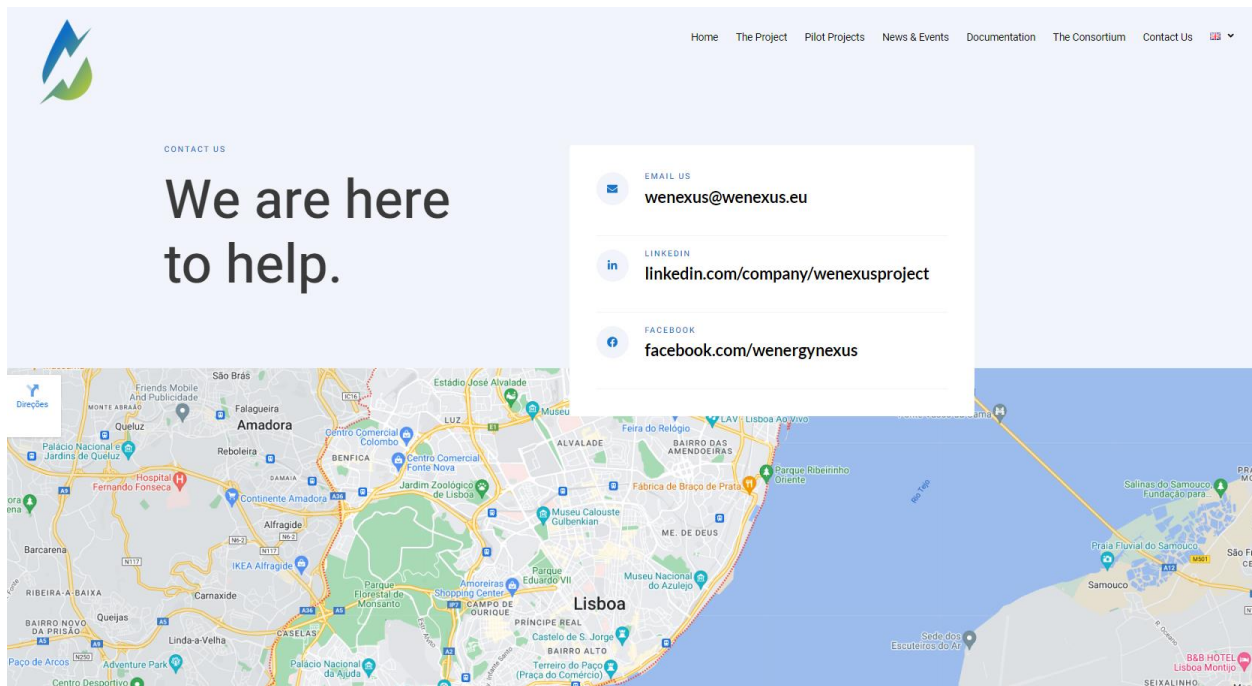


Figure 6.5 – WENexus Website – Contacts Page Snapshot

Social Media Pages

WENexus already has LinkedIn and Facebook pages. These pages will publicize the project, share information and contacts, and provide news on the project progress.

Below are screenshots from the project's social media pages, featuring posts published in both languages English and Portuguese (Figure 6.6 and Figure 6.7).

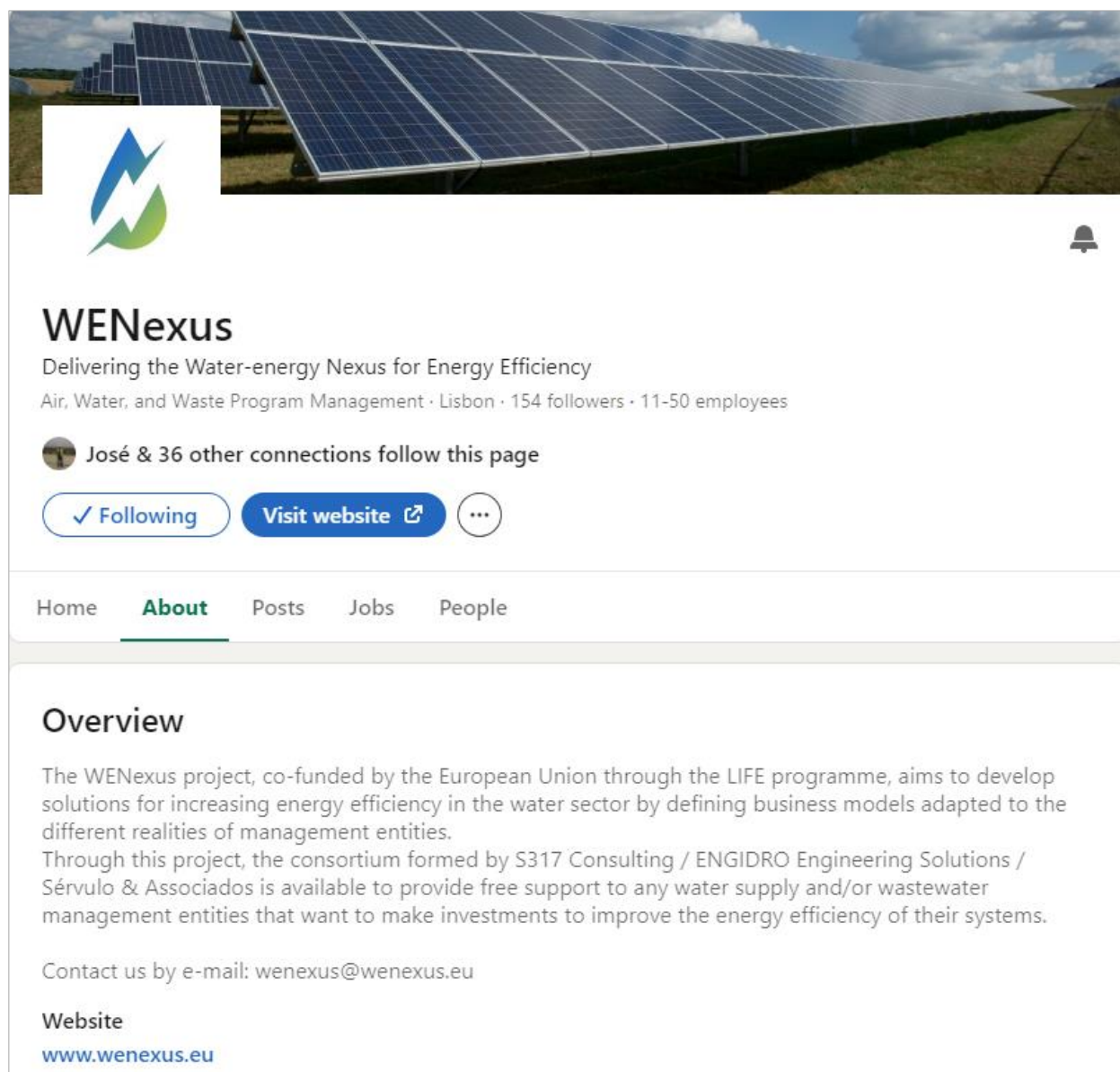


Figure 6.6 – WENexus LinkedIn Homepage

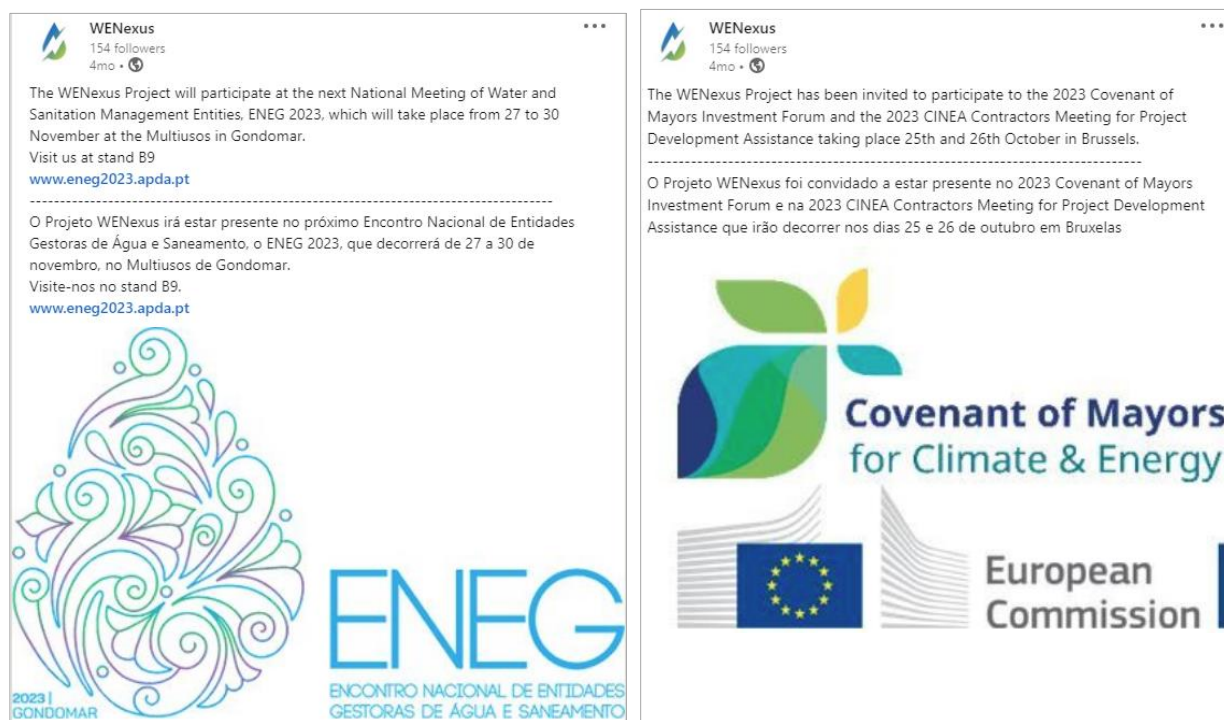


Figure 6.7 – Examples of WENexus LinkedIn Posts

Water Sector Events

The participation in important events is a way to publicize and communicate directly with stakeholder representatives. WENexus team will be on the lookout of these events and whenever it considers it appropriate will try participate at these activities. An example is the ENEG (National Meeting of Water and Sanitation Management Entities) which occur every two years and is the biggest national meeting of the sector professionals.

WENexus already participated in ENEG 2023, which had more than 1 000 participants and was a very good opportunity to engage management utilities. The participation in ENEG (where the WENexus project had a stand) played a key role, with more than 30 utilities gained direct knowledge of the project and many others becoming indirectly aware of it (Figure 6.8).



Figure 6.8 – ENEG 2023 – Exhibition View

7. Monitoring and Evaluation

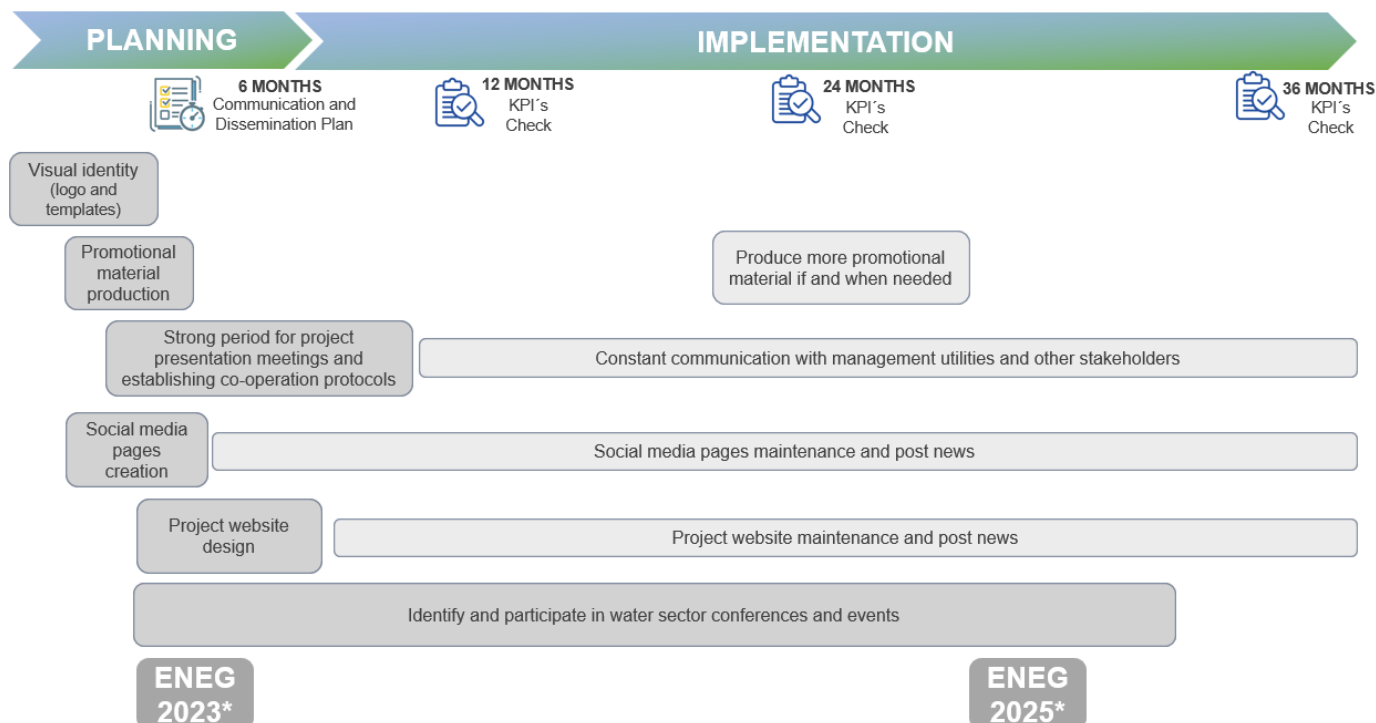
Throughout the 3 years of project development, the consortium team will periodically assess the stakeholder's engagement status. In addition to a generic analysis, the team will also assess some key performance indicators (KPI). The considered KPI are listed in the Table 7.1.

Table 7.1 – Communication and Dissemination Plan - KPIs

KPI Number	Name	Description/Calculation	Objective (at the end of the project)
1	Number of visits to the website	Correspond to the total number of website visits	5 000
2	Total number of social media followers	Correspond to the total number of social media followers, including both LinkedIn and Facebook	1 000
3	Number of social media and website publications done	Correspond to the sum of the total number of posts made in the website and social media pages	60
4	Number of Project Presentation Meetings	Correspond to the number of project presentation meetings carried out by the consortium team. Are included the initial meeting held on with any stakeholders group.	40
5	Number of Visits in Conferences Stands	Correspond to the number of entities that visit WENexus Stands in conferences or other events. A visit is considered when there is an explanation of the project to the visitor and an exchange of contacts for future interactions.	40

It is also important to mention that the communication and dissemination activities will be carried out throughout the entire project's development period. In this matter, the importance of participation in ENEG (National Meeting of Water and Sanitation Management) also stands out, particularly to show the project to the Management Utilities (which are the project's main stakeholders).

Figure 7.1 shows a scheme of the Stakeholders Management Plan implementation throughout the project development period.



* **ENEG** - National Meeting of Water and Sanitation Management Entities (occurring every two years)

Figure 7.1 -Scheme of the Communication and Dissemination Plan Implementation, Monitoring and Evaluation

8. Promotional Materials

In the scope of the project communication and dissemination, several promotional materials have already been produced (defined and ordered), which were used, for example, during WENexus' participation in the ENEG Conference. These promotion materials include pens, post-its notebooks, camera-covers, notebooks, business cards, flyers, and roll-up. Table 8.1 shows the materials quantities that have already been produced. Along the project development, more material will be order if required.

Table 8.1 – Quantity of Promotional Material Produced

Promotional Material	Quantity (un.)
Business Card	500
Pens	250
Notebooks	250
Post-its notebook	240
Câmara-covers	250
Flyers	500
Roll-ups	1

Next figures show the produced promotional materials.



Figure 8.1- WENexus Flyers



Figure 8.2 - WENexus Roll-up



Figure 8.3 - WENexus Business Card



Figure 8.4 – Examples of WENexus Communication Materials

Figure 8.5 shows an example of the promotional materials being used, namely at the WeNexus stand during the ENEG 2023 conference.



Figure 8.5 - WENexus Stand at ENEG 2023

9. References

LIFE22-CET. *WENexus Technical Description (Part B)*. Version 5. 31.05.2023

Energia em Números, 2022, Observatório da Energia.

European Commission. LIFE Programme – Call 2022 Overview. Accessed on 07.12.2023

European Commission. European Climate, Infrastructure and Environment Executive Agency – LIFE Programme. Accessed on 04.12.2023

Metcalf & Eddy, (2003), Wastewater Engineering. Treatment and Reuse, McGraw Hill, 4.^a edition, EUA



WENEXUS

DELIVERING THE WATER-ENERGY
NEXUS FOR ENERGY EFFICIENCY

CONTACT US

wenexus@wenexus.eu

VISIT US

www.wenexus.eu



Co-funded by
the European Union