



**REcovery and REcycling of nutrients TURNing
wasteWATER into added-value products
for a circular economy in agriculture**

Grant Agreement No:	730398	Project Acronym:	Water2REturn
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Dissemination level:	Not confidential		
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Contributors:	All partners		
Version:	1		

List of abbreviations

W2R	Water2REturn
WP	Work Package
D	Deliverable
EU	The European Union
EC	European Commission
EASME	European Agency for Small and Medium Enterprises
H2020	Horizon 2020

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1. Executive Summary

The Communication and Dissemination Plan outlines the activities and materials that will be employed to spread the results of Water2REturn in order to foster market uptake of the technologies in slaughterhouses and agronomic products based on secondary raw materials all over Europe. To reach this objective, there will be target communications towards slaughterhouse managers, public administrators, the wastewater industry, academia, farmers, and consumers. Each of these target groups is important for market uptake in their own way. Therefore, the communications plan takes all of them into account and sets out a strategy for how we can reach best reach them and convince them of the benefits of Water2REturn in the framework of the circular economy EU strategy.

2. Introduction

The Communication and Dissemination Plan for the Water2REturn project sets out the “instructions”, so to speak, for how the communication materials and activities will jointly contribute to raising awareness about the project and its results amongst stakeholders. Communication is crucial to achieve the overall objective of Water2REturn to increase the uptake of novel technologies which apply a circular economy approach to wastewater management, and create a market for agronomic products based on secondary raw materials, with the added benefits of clean water and electricity generation. This is a living document and can continuously be updated according to Water2REturn advances.

3. Stakeholders

There are six main groups of stakeholders that are relevant for the Water2REturn project. They are slaughterhouse owners, the wastewater treatment industry, public authorities, academia, farmers, and consumers. Communicating effectively to each of these stakeholder groups is important for final uptake of the technologies and products that Water2REturn will be piloting. Each stakeholder group will require targeted information and this is what is addressed in the communication plan. For instance, public authorities will require tailored policy briefs, while academia will require more detailed information on the nature of the technologies that are developed over the course of the project, and their relevance to research on the whole. Meanwhile, the focus for reaching consumers will be on gaining their acceptance for using alternatively sourced fertilisers in food production. See Figure 1 for the stakeholder map.

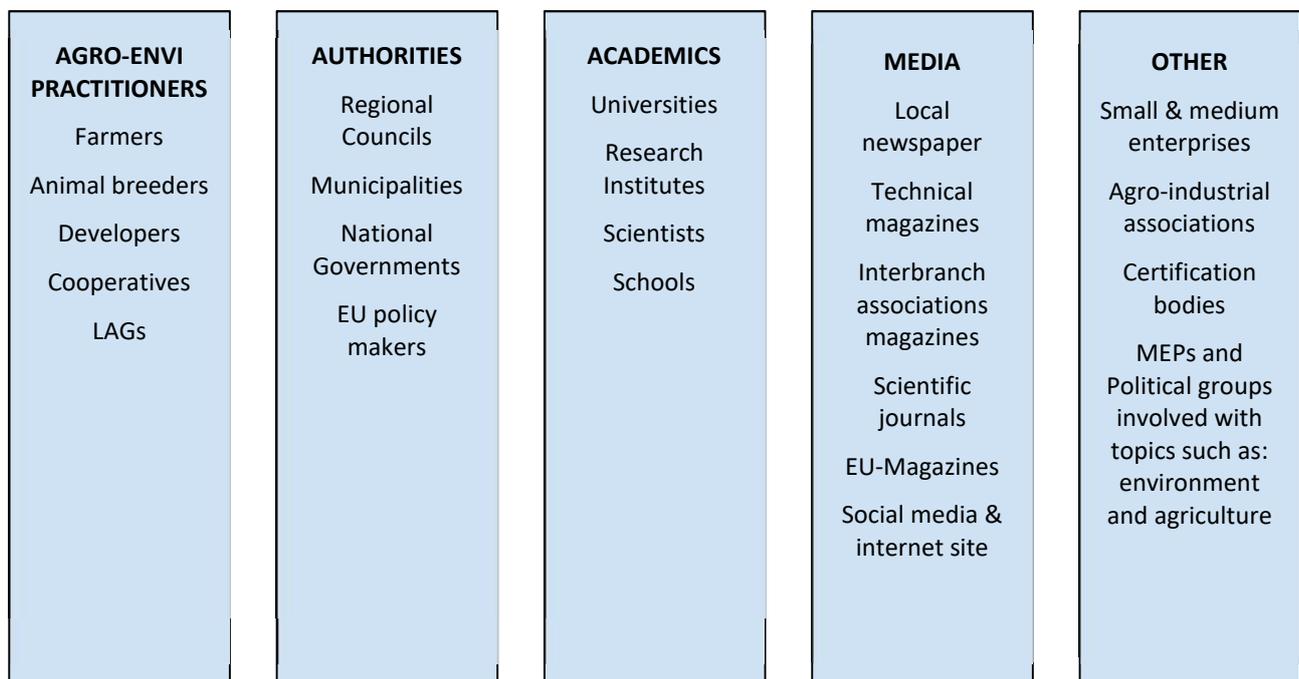


Figure 1: Stakeholder map

4. Communication and Dissemination Materials

All the references to the EU institutional partnership shall comply with the rules described in the [Communication Toolkit](#) provided by EASME.

4.1 Water2REturn Logo

Six different logos have been produced, all based on the same core design but with slightly different formats that can be adapted to different media e.g. website, leaflets, poster. See Figure 2.



1. Square Water2REturn logo

2. Square W2R logo

3. Square image-based logo



4. Rectangular Water2REturn logo

5. Rectangular W2R logo

6. Long rectangular Water2REturn logo

Figure 2: Water2REturn logos

4.2 Logo Banner

A high-resolution image with the logos of all 15 organisations in the consortium is foreseen to be produced. It can be added to dissemination materials, like posters, leaflets, etc., as well as to Power Point presentations.

4.3 Power Point Template

A Power Point template has been prepared that can be adapted by the partners for their own use. See the template in Figure 3.



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Calibri 24

*REcovery and REcyclina of nutrients **TURNing wasteWATER** into added-value products for a circular economy in agriculture (730398)*

1. Presentation cover page

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XXXXXX Meeting, Month XXth - XXth, 20XX, City (Country)

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2. Presentation internal page



This project has received funding from the European Union's [H2020](#) Research & Innovation programme under grant agreement N° 730398.

Thanks for your attention!

Name

Partner

Contact details

Contact details

@email

[www.website](#)

Kick-off Meeting, July 10th – 11th, 2017, Seville (Spain)

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3. Presentation final page

Figure 3: Water2REturn Power Point presentation template

4.4 Water2REturn Website

The website www.Water2REturn.eu is currently under development. As the project develops, it will be frequently updated with the latest news. It will have a user-friendly design and the content will be relevant and accessible for all stakeholder groups. The website will contain links to the project's social media profiles on Twitter ([@Water2REturn](https://twitter.com/Water2REturn)) and other social networks to be still determined.

In order to track the impact of the website, indicators like the number of website visits and the number of people who watch the videos will be tracked. A QR code has been also developed to direct more visits to the site from people using smartphones. The QR code will be placed on the relevant printed promotional material such as the project poster.



Figure 4: Water2REturn QR code

Data sharing on the website



The website will also have a members' section which is only accessible with a password. Members of the consortium can use this part of the website for internal communications. The consortium will set up a common shared cloud within the website (granting the copyright of the material uploaded) where each partner will upload research, minutes, press release, and multimedia.

The cloud will be structured as follows:

- Two main folders having a confidential and non-confidential part;
- A folder for each partner in the confidential section;
- A folder structured in thematic sections for the non-confidential sections (i.e. communication, open data, templates, multimedia).

Each consortium member is responsible for the files published in the cloud, therefore it will be mandatory to provide a username to all the operators. The file names that are uploaded must be structured in the following way: W2R_Subject_YYMMDD_partner.

The website will remain active for 2 years following the completion of the project, and it will be managed by BIOAZUL.

4.5 Wikipedia

A Wikipedia page will be set up to promote the project, and to put updates on the project outcomes. This will be helpful for indexing the project website on search engines.

4.6 Social Media

The Twitter profile ([@Water2REturn](#)) has already been set up and is being managed by BIOAZUL. See Figure 5 to see how it looks. It will be used to share updates on the projects with followers, and to spread online discussion about the topic at relevant workshops and conferences by using various hashtags and sharing thought-provoking content. See the Twitter profile of Water2REturn in Figure 4. A Youtube space will also be set up, and possibly a LinkedIn group to target business-orientated stakeholders and the research community. All of these social media channels will also be used to direct people to the Water2REturn website by highlighting new publications etc.



Figure 5: Water2REturn Twitter profile

4.7 Poster

A general poster will be used when issuing invitations for the workshops.

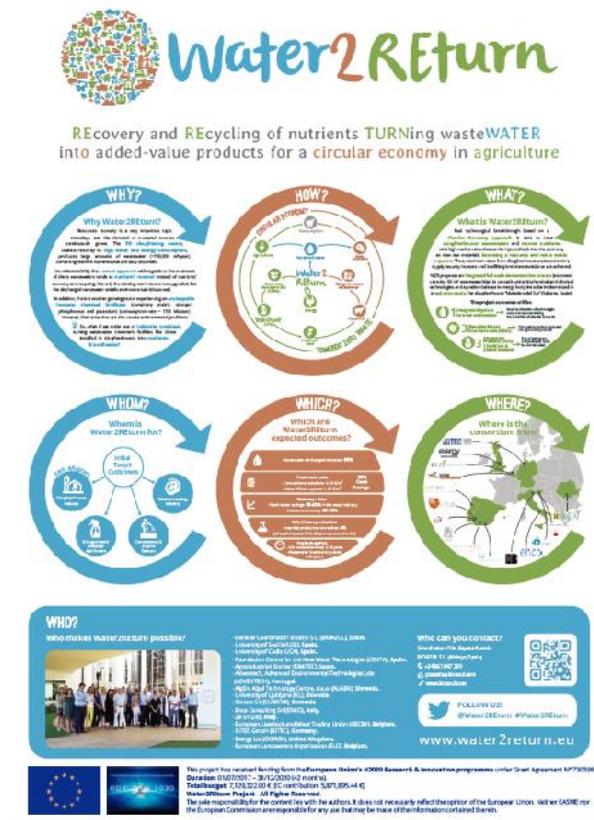


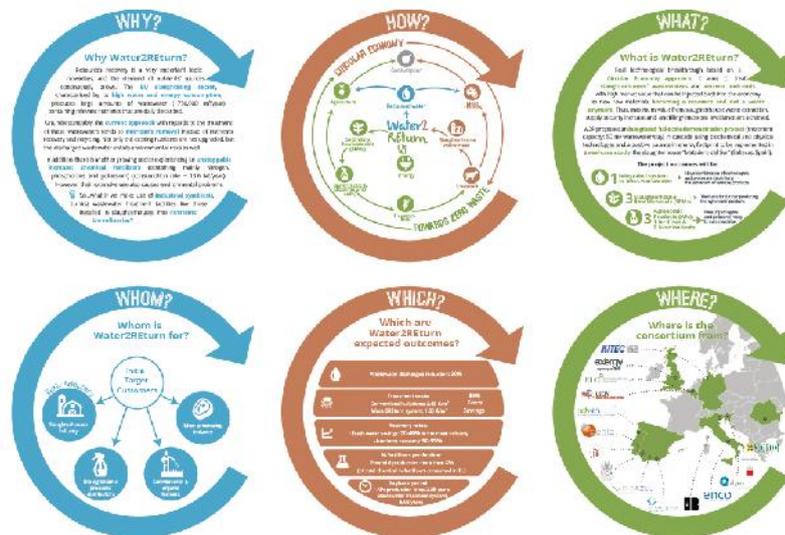
Figure 6: Water2REturn poster

4.8 Leaflet/Brochure

A project leaflet adaptable in graphical terms also to the brochure has been structured in order to provide information about the project. It will be available at conferences, workshops and seminars that are organised and/or attended by the partners.



1. Leaflet external side



2. Leaflet internal side

Figure 7: Water2REturn leaflet

4.9 Demonstration and Marketing Video

ELO will be responsible for producing a video that will be used to explain the main features of the Water2REturn project and its objectives in contributing to the circular economy in agriculture. It will be engaging, short, and easy to understand for a general or more technical audience.

4.10 Capacity Building Material

This material will accompany the regional Capacity Building Programme workshops that will take place in five locations all over Europe. UECEBV will create the content for the workshops for slaughterhouse operators, while ELO will prepare the content for the workshops for farmers and consumers. It will be available at the workshops and on a dedicated part of the Water2REturn website.

4.11 E-Newsletters

Six e-newsletters will be produced over the course of the project and they will be distributed via the project and partners' websites, by email, and on social media.

4.12 Articles

The partners will make different kinds of publications, such as articles, in the framework of WP10 over the course of the project, both in English and/or their national language.

Once the opportunity of writing an article arises, the concerned partner will communicate it to the consortium, including the deadline for submission set by the editors and the internal deadline proposed for the internal revision (within the consortium). Afterwards, the concerned partner will circulate the draft of the article. If, by the internal deadline, the concerned partner has not received any comments from the consortium, it will be assumed that everyone is ok with the article publication; however, if, by the internal deadline, the concerned partner has received some feedback, it will be considered, discussed if needed and the article will be revised. The final version of the article will be submitted to the editor by the proposed deadline.

Articles will be published in Countryside Magazine, the bimonthly publication produced by ELO, with a combined readership in French and English of 8,800, the UECEBV newsletter and other communication channels the partners may have (periodic newsletters, news section in their websites, etc.). A media list will be produced and populated with other magazines, etc. at EU and / or national level suggested by the project partners.

4.13 Press Releases

In addition to articles, press releases will be written throughout the project to highlight the completion of key deliverables and to distribute the final results of the project. At least 1 press release will be published every six months, being UECEBV the main responsible for this task. These will be shared with local, regional, national, and European-level print, radio and TV media. The media will also be invited to the final conference. Project partners are also required to make themselves available for follow-up communication

with the press. UECBV will send out the press releases to a high-level list of magazines dealing with topics related to slaughterhouses, livestock and red meat activities. Some suggested publications that we could target with press releases include: *Agrifuture*, *The World of Food Ingredients*, and *Les Marchés*. A media list will be produced and populated with other magazines, etc. at EU and / or national level suggested by the project partners. See Figure 8 for a sample press release.



Figure 8: Water2REturn press release

4.14 Scientific Journals

The scientific partners, such as the University of Seville, the University of Cadiz, and the University of Ljubljana will be responsible for disseminating the project results to the academic community, primarily through publications in journals such as *Water Resources and Industry*, *Water Research*, *Water Resources and Economics*, and others. A journals' list at EU and / or national level will be produced and populated by the project partners.

4.15 Policy Briefs and Roadmap

A set of policy briefs targeted at EU and national-level policymakers will be produced towards the end of the project by ELO which will identify how policy can facilitate the uptake of the innovations and technologies that are piloted in the Water2REturn project. The roadmap will set out how EU implementation of nutrient recovery from industrial wastewater streams can be rolled out across Europe with a supportive policy environment. Follow-up actions will be planned to influence policy and regulation according to the recommendations in the policy briefs.

4.16 Guidelines for Use of the Technology

Guidelines for using the technology that is developed over the course of the Water2REturn project will be published and made available on the website and at the Final Conference. These guidelines will detail the mechanisms behind the technology and will be quite technical in nature, yet still accessible for those outside the scientific or engineering community.

4.17 Layman's Report

A Layman's Report will be produced to use for the Social Awareness part of the project. This will be a maximum of four pages long and it will be written in such a way as to make Water2REturn understandable for non-technicians and the general public.

5. Communication and Dissemination Activities / Other substantial impacts

5.1 Workshops

International Demonstration Workshop

A demonstration workshop will take place at the *Matadero del Sur* slaughterhouse in Seville, Spain. This will involve all project partners, as well as invited representatives from other European countries for whom the project could be directly relevant. The workshop will involve a visit of the site, an information session about the project developments, and results at the full-scale demonstration unit. As the project progresses and application for the Water2REturn are identified in other industries, such as food processing, these industries will be specifically targeted with dissemination activities and invited to demonstration workshop. Please refer to the list of indicators in Annex 1 to see how the effectiveness of the demonstration workshop will be evaluated. This will be based on the number of attendees that visit the demonstration at Matadero del Sur and their feedback in the evaluation questionnaire.

Regional Capacity Building Workshops

Two Capacity Building Programmes will be designed for two distinct target groups; the slaughterhouse industry, and farmers and consumers. These will be two workshop formats: workshops for the slaughterhouse industry, led by UECEV and based on providing operational support for the wastewater technology use at their sites, and workshops for farmers and consumers, led by ELO and focused on raising awareness of the importance of nutrient recycling in agriculture and the quality of the fertiliser that is developed through the Water2REturn project. ENCO will organise these programmes, and the two sets of workshops will be repeated in five countries that have been identified as target markets for this

technology: Germany, Spain, United Kingdom, Italy and Belgium). The materials for the workshops will be available through a dedicated section on the Water2REturn website. The success of the regional capacity building workshops will be evaluated based on number of attendees at each workshop and their feedback their feedback in the evaluation questionnaire.

5.2 Participation in Events

All members of the consortium will participate actively in conferences, seminars and fairs to promote the project and disseminate the results, and their participation, as well as the performance of the concerned partner attending each event (oral presentation, poster presentation, etc.), will be properly reported to the EC.

Some events have already been identified by the partners and they are listed in Table 1.

Table 1. Examples of events in which Water2REturn could be disseminated

Event	Date	Location
Meat Days	10-12 November, 2018	Athens, Greece
Cibustec	22-25 October, 2019	Parma, Italy
EIP Water Conference	2018	TBC
Forum for the Future of Agriculture	2018	Brussels, Belgium

In order to know more about the dissemination of Water2REturn at events, an Excel table has been produced and shared with the partners. They will have to record which events they attended, mention how this contributed to communicating the project and disseminating its results, and provide a link to the event. The Excel document also compiles much more information on publications, social networks, etc.

5.3 Social Awareness

A Social Awareness campaign will be organised to raise awareness of the project amongst a non-technical audience, including the general public, civil society organisations, environmental and farmers' organisations. To foster social acceptance for the project, the communications will focus on how Water2REturn applies a circular economy approach to slaughterhouse wastewater which in turn has environmental, social and economic benefits. The Layman's Report will be a key output for this campaign.

5.4 Engaging with the Academic Community

The scientific partners in the consortium will be primarily responsible for engaging with the academic and research community. They will disseminate the project results through their attendance at major conferences on the topic of wastewater recovery and they will publish articles in peer reviewed journals like *Water Resources and Industry*, *Water Research*, and *Water Resources and Economics*. A journals' list at EU and / or national level will be produced and populated by the project partners.

5.5 Final Conference and Matchmaking Event

The organisation of the Final Conference and Matchmaking event will be led by UECBV and with strong support from ELO. It will be a 2-days event organised in Brussels. Comprehensive results from the project will be presented through interactive and engaging sessions, demonstrations and roundtables. It will be pitched at a level that is interesting for all six categories of stakeholders: slaughterhouse operators, public administrators, the wastewater industry, academia, farmers and consumers. “Matchmaking” sessions will be organised between industry stakeholders from wastewater, renewable energies and the agri-food sectors to spur on discussion amongst them about the potential to apply the project technology in their own enterprises. Policy recommendations, guidelines on the use of the technology and capacity building materials will all be disseminated during the final conference.

6. Confidentiality rules and procedures

6.1 Confidentiality rules

The aim of this section is to set up internal procedures to safeguard interest of all partners (and stakeholders/third parties) in this deliverable using the Consortium Agreement (CA) sections 8.4 and 10 and article 24 to 29 and article 36 of the Grant Agreement (GA).

External Expert Advisory Board

An External Expert Advisory Board (EEAB) will be appointed and steered by the Executive Board. The EEAB shall assist and facilitate the decisions made by the General Assembly. The Coordinator will ensure that a non-disclosure agreement is executed between all Parties and each EEAB member. Its terms shall be not less stringent than those stipulated in this Consortium Agreement and it shall be concluded no later than 30 calendar days after their nomination or before any confidential information will be exchanged, whichever date is earlier. The Coordinator shall write the minutes of the EEAB meetings and prepare the implementation of the EEAB's suggestions. The EEAB members shall be allowed to participate in General Assembly meetings upon invitation but have not any voting rights. Several organisations have expressed their interest in taking part, the panel of experts will be notified in the internet site.

Dissemination of background

- Background refers to what has been agreed upon in article 24 (p.41) of the GA.
- Access rights to Background is foreseen in article 25 of the GA and must be applied as such. In particular, it foresees a written procedure to get the agreement: it does not give the right to sub-license; there is no access right for third parties; etc.

Dissemination of knowledge/results generated from the project

The rules for dissemination of results are foreseen in article 26 p.43 of the GA.

- The GA summarises under section 1.3.2., p. 87, which deliverables are considered as confidential: D1.1; D1.2; D1.3; D1.4; D1.5; D2.2; D2.2; D3.1; D3.2; D4.1; D4.2; D5.1; D5.2; D6.1; D6.2; D6.4; D7.1; D7.2; D8.2; D8.4; D9.2; D10.5; D11.1; D11.2; D11.3.
- Any information linked to these deliverables must be considered as confidential.

6.2 Handling confidential information/Procedure

CA sections 8.4 and 10 foresee in particular:

8.4.2 Dissemination of own Results

8.4.2.1 During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

8.4.2.2 An objection is justified if

(a) the protection of the objecting Party's Results or Background would be adversely affected.

(b) the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed.

The objection has to include a precise request for necessary modifications.

8.4.2.3 If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted.

8.4.3 Dissemination of another Party's unpublished Results or Background

A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.

8.4.4 Cooperation obligations

The Parties undertake to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree that includes their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

8.4.5 Use of names, logos or trademarks

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

10. Section: Non-disclosure of information

10.1. All information in whatever form or mode of communication, which is disclosed by a Party (the "Disclosing Party") to any other Party (the "Recipient") in connection with the Project during its implementation and which has been explicitly marked as "confidential" at the time of disclosure, or when disclosed orally has been identified as confidential at the time of disclosure and has been confirmed and designated in writing within 15 calendar days from oral disclosure at the latest as confidential information by the Disclosing Party, is "Confidential Information".

10.2. The Recipients hereby undertake in addition and without prejudice to any commitment on non-disclosure under the Grand Agreement, for a period of 5 years after the end of the Project:

- Not to use Confidential Information otherwise than for the purpose for which it was disclosed;*
- not to disclose Confidential Information without the prior written consent by the Disclosing Party;*
- to ensure that internal distribution of Confidential Information by a Recipient shall take place on a strict need-to-know basis; and*
- to return to the Disclosing Party, or destroy, on request all Confidential Information that has been disclosed to the Recipients including all copies thereof and to delete all information stored in a machine-readable form to the extent practically possible.*

The Recipients may keep a copy to the extent it is required to keep, archive or store such Confidential Information because of compliance with applicable laws and regulations or for the proof of on-going obligations provided that the Recipient comply with the confidentiality obligations herein contained with respect to such copy for as long as the copy is retained.

10.3. The recipients shall be responsible for the fulfilment of the above obligations on the part of their employees or third parties involved in the Project and shall ensure that they remain so obliged, as far as legally possible, during and after the end of the Project and/or after the termination of the contractual relationship with the employee or third party.

10.4. *The above shall not apply for disclosure or use of Confidential Information, if and in so far as the Recipient can show that:*

- *the Confidential Information has become or becomes publicly available by means other than a breach of the Recipient's confidentiality obligations;*
- *the Disclosing Party subsequently informs the Recipient that the Confidential Information is no longer confidential;*
- *the Confidential Information is communicated to the Recipient without any obligation of confidentiality by a third party who is to the best knowledge of the Recipient in lawful possession thereof and under no obligation of confidentiality to the Disclosing Party;*
- *the disclosure or communication of the Confidential Information is foreseen by provisions of the Grant Agreement;*
- *the Confidential Information, at any time, was developed by the Recipient completely independently of any such disclosure by the Disclosing Party;*
- *the Confidential Information was already known to the Recipient prior to disclosure, or*
- *the Recipient is required to disclose the Confidential Information in order to comply with applicable laws or regulations or with a court or administrative order, subject to the provision Section 10.7 hereunder.*

10.5. *The Recipient shall apply the same degree of care with regard to the Confidential Information disclosed within the scope of the Project as with its own confidential and/or proprietary information, but in no case less than reasonable care*

10.6. *Each Party shall promptly advise the other Party in writing of any unauthorised disclosure, misappropriation or misuse of Confidential Information after it becomes aware of such unauthorised disclosure, misappropriation or misuse.*

10.7. *If any Party becomes aware that it will be required, or is likely to be required, to disclose Confidential Information in order to comply with applicable laws or regulations or with a court or administrative order, it shall, to the extent it is lawfully able to do so, prior to any such disclosure*

- *notify the Disclosing Party, and*
- *comply with the Disclosing Party's reasonable instructions to protect the confidentiality of the information*

ANNEXES

Annex 1. Indicators

WP	Key output	Indicator	Target of success	Means of monitoring	Schedule for revision
WP4	Successful biogas valorisation	% of biomethane produced in the biogas from anaerobic digestion	50 % CH ₄ in biogas	Analytical methods such as Gaseous Chromatographic	Month 38
WP4	Successful biogas valorisation	% of hydrogen produced from biogas catalytic oxidation	40% of hydrogen in catalytic oxidation unit outlet stream	Analytical methods such as Gaseous Chromatographic	Month 38
WP5	Nutrients recovery by algae	Preparation of greenhouses, ponds and other equipment for new tests	Prepared testing environment	Yes/No	Month 3
WP5	Nutrients recovery by algae	Germination tests and microbiological characterisation of algal biomass from similar installation (digestate-food waste)	Completed tests with useful results	Yes/No	Month 8
WP5	Nutrients recovery by algae	Optimal algal culture conditions selected and tested with selected algal species	Adequate production of algal biomass (for germination tests)	Percentage of biogas treatment (selected parameters) Biomass production (g/m ²)	Month 8
WP5	Design of the algal treatment unit	Plans for design	Finished plan of design	Yes/No	Month 14
WP5	Design of the algal treatment unit	Preparation of components necessary for unit composition	Components prepared	All components prepared and ready for shipping	Month 14
WP5	Design of the algal treatment unit	Definition of the set-up procedure, O&M program and monitoring for the algae pond	Procedures prepared	Yes/No	Month 14

WP7	Agronomic characterisation at laboratory scale of SRM1, SRM2 and SRM3	Identification/chemical-physical/biological characterisation of key fertility parameters of the products	New products with measurable and replicable fertiliser and/or plant stimulant values	Several repetitions of measurements in one batch and within batches	Month 24
WP7	Optimisation and formulation of 3 highly agronomic products based on SRM nutrients	Solubilisation versus precipitation. Stability of key components.	Long-term stability	Yes/No Analytical composition	Month 24
WP7	Field tests for agronomic efficiency	Agronomical parameters (growth, germination, fruit formation, etc.)	Better agronomical results than those obtain with water (control)	Field monitoring: leaf surface, fruit size, fruit colour, etc.	Month 36
WP7	Manufacture three commercial products according to legal and safety considerations	Characterisation, optimisation and field testing	Final manufacturing of, at least, one agricultural product.	Final manufacturing	Month 36
WP8	Process optimisation and product eco-design decisions based on conclusions of LCA	Number of improvement options per LCA study	≥1	Ratio nr. improvement options / nr. of LCA studies (≥1)	Month 42
WP8	Feasibility of the process is demonstrated by means of Technology and Environmental Assessment	Technology and Environmental Assessment	Demonstration of feasibility	Yes/No	Month 42
WP9	Effective stakeholders' engagement strategy	Identification and categorisation of key stakeholders	Stakeholder assessment completed	Stakeholders mapping	Every 6 months
WP9	Effective stakeholders' engagement strategy	Clear understanding of stakeholders' interests and concerns	Strategic stakeholder involvement plan reflects	Questionnaires, surveys, interviews	Every year

			stakeholders' needs		
WP9	Effective stakeholders' engagement strategy	Clear understanding of stakeholders' interests and concerns	Changing/emerging interests and concerns identified and plan modified	Methods for continually assessing stakeholder interests and flexibility for changes	Every 6 months
WP9	Effective stakeholders' engagement strategy	Diversity of view represented and information exchange	Numbers and type of participants representing key stakeholders' interests	Participation in meetings, workshops, presentations	Every 6 months
WP9	Effective stakeholders' engagement strategy	Number of stakeholders involved	500	Positive participant responses to structured interviews and surveys, working sessions and open consultations	Every 6 months
WP9	Sound analysis of market potential for W2R technology and for agronomics products	Identification of target markets and opportunities for the secondary raw materials	Proactive development of market potential	Market growth, market share, competitors, risks, expected performance in existing markets and in the new ones	Every year
WP9	Identification and tackling of regulatory and societal barriers	A sound PEST analysis	Definition of strategies and action plans to overcome the challenges and facilitate the take-up of new technologies and agronomic products	<p>Reviewing factors impacting on the use of recycling products (ex:current and forthcoming regulation regarding water emissions, animal by-products management, fertilisers, health)</p> <p>Stakeholders' involvement for fine tuning of guidelines to overcome barriers</p>	Every year

WP9	Sound and effective business plan in the circular Economy	Identification of all feasible business models for wastewater and bio-fertilisers market	Implementation and testing for Water2REturn new business model	Capex and Opex analysis, market demand, resources, risks	Over the course of the project
WP10	Successful dissemination	Number of visits to the project website during the project time frame	5000 individual visits	By Google Analytics Monitoring will also identify from which country the visits are done	Month 10 (4,000 visits) Month 21 (30,000 visits) Month 42 (60,000 visits)
WP10	Successful dissemination	Number of external events at national and international level for the project promotion attended by Water2REturn consortium	25 external events	WP10 leader (UECBV) with the support of BIOAZUL will record the events in which Water2REturn partners participate to disseminate the project	Month 21 (10 events) Month 42 (25 events)
WP10	Successful dissemination	Number of visualisations of the demonstration and marketing video	1000 visualisations	Via the project website and YouTube	Month 42 (1000 visualisations)
WP10	Successful demonstration activities	Number of attendees to the international demonstration workshop to be organised in the slaughterhouse test site	50 attendees	The workshop organiser will collect an attendance list signed by all participants, as well as produce audio-visual material on the event, and will report to UECBV and BIOAZUL	Month 42 (50 attendees)
WP10	Successful demonstration activities	Number of positive feedback from the attendees to the international demonstration workshop	80%	Questionnaire to evaluate the satisfaction of the attendees that will be distributed and collected for its evaluation by the organising partners	Month 42

WP10	Successful training and capacity building activities	Number of attendees to the capacity building workshops organised within the project (2 workshops (one per each target group: “slaughterhouse industry” and “farmers and consumers”) in each of the 5 countries identified as target markets in the business plan (Spain, Italy, Belgium, UK and Germany) – 10 workshops)	Slaughterhouse industry: 20 attendees per workshop and country – 100 in total Farmers and consumers: 40 attendees per workshop and country – 200 in total	Each workshop organiser will collect an attendance list signed by all participants, and will report to UECBV and BIOAZUL just after the workshop takes place	Just after the first workshop takes place, after each one and at month 42
WP10	Successful training and capacity building activities	Number of positive feedback from the attendees to the project workshops	80%	Questionnaire to evaluate the satisfaction of the attendees that will be distributed and collected for its evaluation by the organising partners The conclusions of the first questionnaires will serve to improve the pending workshops	Just after the first workshop takes place, after each one and at month 42
WP10	Successful open days’ sessions for general public (number of sessions to be fixed on demand)	Number of attendees to the open days to be organised in the slaughterhouse test site	30 attendees per open days’ session	The open days organising partner will collect an attendance list signed by all participants, and will report to UECBV and BIOAZUL just after each open days’ session takes place	Just after the open days’ session takes place and at month 42
WP10	Successful open days’ sessions for general public (number of sessions to be fixed on demand)	Number of positive feedback from the attendees to the open days to be organised in the slaughterhouse test site	80%	Questionnaire to evaluate the satisfaction of the attendees that will be distributed and collected for its evaluation by the organising partners	Just after the open days’ session takes place and at month 42

				The conclusions of the first questionnaires will serve to improve the following open days' sessions (if any)	
WP10	Successful social awareness campaign	Number of copies of the Layman's Report (to make the project understandable for non-technicians and citizens) distributed	500 copies	Each partner will keep track of the meetings held with policy and decision makers and other kind of interested stakeholders with non-technical profiles and will report to UECBV and BIOAZUL just after each meeting takes place	Month 42 (500 copies)
WP10	Successful Final Conference and matchmaking event	Number of attendees to the Final Conference and matchmaking event to be organised in Brussels	80 attendees	UECBV and ELO will collect an attendance list signed by all participants, as well as produce audio-visual material on the event, and will report to BIOAZUL	Month 42 (80 attendees)
WP10	Successful Final Conference and matchmaking event	Number of positive feedback from the attendees to the Final Conference and matchmaking event	80%	Questionnaire to evaluate the satisfaction of the attendees that will be distributed and collected for its evaluation by UECBV and ELO	Month 42