



1st Report on Promotional & Networking Activities

WP2 — Communication, Dissemination & Innovation Management

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ABSTRACT	This deliverable presents the 1st PathoCERT report on promotional and networking activities.		

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1. Introduction

The deliverable 2.10 'Report on Promotional and Networking Activities' has been developed in the context of the PathoCERT Work Package Two 'Communication, Dissemination & Innovation Management' which is dedicated to raising awareness of PathoCERT research results across different audiences, promoting the use of the project's results and maximising the project's overall impact. In particular, WP2 has five main objectives which revolve around the design and operation of a variety of different communication tools; the dissemination of the project information on a targeted and customised manner; the empowerment of targeted stakeholders to take up the project results and the implementation of the Open Access and Open Research Data Strategy and the Innovation Management strategy.

Within this framework, this is the first report that aims to provide an overview of all the PathoCERT promotional and networking activities implemented by the consortium partners in the first ten months of the project. Two more reports will follow by the end of the project to cover all the promotional and networking activities held during the entire lifespan of the project. Therefore, this first report attempts to summarise all the activities organised during the awareness-raising stage of the project.

The events that PathoCERT partners joined to disseminate the project, were selected on the basis of the relevance of their theme and the stakeholder group reached. With four stakeholder groups targeted: scientific community; government and policy makers; industry; public, citizens and NGOs, the consortium's partners chose to attend events with high potential impact in reaching out and engaging the above-mentioned stakeholder groups.

Partners' involvement into different events has been divided into four main actions:

- Project's Presentation
- Participation in event's exhibition
- Networking Activities
- Dissemination of promotional materials

As the launch of the PathoCERT project has coincided with the COVID-19 crisis, all the promotional and networking activities scheduled had to be organised through digital means, with no face-to-face dissemination activities allowed due to the COVID-19 limiting conditions.

2. Background

PathoCERT is a project that aims to strengthen the coordination capability of first responders when they work in places where the risk of contamination via water is quite high. Within this scope, the project will produce pathogen contamination emergency response technologies and tools to be validated by first responders, helping them to detect pathogens quickly and to better control emergency situations. To attain its overall goal, PathoCERT will need to address several multidisciplinary and interlinked objectives and to achieve this, the promotional and networking activities of the project play a quintessential role.

2.1 Engagement with Stakeholders

Since the launch of the project, PathoCERT partners have been committed to raising awareness of the research results across different audiences: scientific community, government and policy actors, industrial stakeholders, citizens and NGOs, while actively promoting the project's current activities and expected results to engage more and more targeted stakeholders into the project's progress. To do this in a timely and customised manner, PathoCERT partners have been organising a range of activities for communicating the project outputs to a broad range of audiences ranging from participation, promotion and networking in specialized conferences and exhibitions to meetings and workshops.

As the project started in September 2020, the first months of the project were critical in terms of laying the groundwork for determining the project's strategy for widespread dissemination and make good first impressions, disseminating about the project's objectives and goals and engaging audiences at the early stage. Therefore, during this awareness-raising stage of the project, PathoCERT partners have focused their attention on making their presence felt at different events and occasions, increasing the awareness and dissemination of the project activities and outputs to end-users and the public at large.

As also indicated in the official communication and dissemination plan of the project, the four tables below feature into detail the four main target stakeholders' groups of PathoCERT project and the objectives of the project for engaging them into its developments and progress.

TARGET ACTORS	<ul style="list-style-type: none"> • Members of the academic and research community (e.g., in IWA, ASCE, IEEE) • Members in other research and innovation projects (e.g., H2020, DG ECHO etc)
OBJECTIVES	<ul style="list-style-type: none"> ➤ Stimulate further use of results for research in the areas of PathoCERT ➤ Identify new research partners for new projects ➤ Identify and expand new research avenues ➤ Educate on first responder technologies

Table 1/ Target group 1: Scientific community

TARGET ACTORS	<ul style="list-style-type: none"> • Elected officials in governments, national and EU parliament, public administrators, regional authorities, local authorities (municipalities) • Agencies etc (e.g., Central Macedonia Administration, Municipality of Granada, Cyprus Water Development Department).
OBJECTIVES	<ul style="list-style-type: none"> ➤ Increase awareness of the problem of pathogen contamination in water ➤ Promote policies which support new technologies for FR ➤ Enforce procurements of first responder technologies based on open standards ➤ Consider PathoCERT expert consultations when needed

Table 2/ Target group 2: Government and policy makers

TARGET ACTORS	<ul style="list-style-type: none"> • SMEs and large enterprises • Consultants, professional association of companies who specialize in relevant technologies (e.g., DLR)
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OBJECTIVES	<ul style="list-style-type: none"> ➤ Prove potential of PathoCERT results in new or existing products ➤ Identify groups producing IP related to their businesses ➤ Contribute to standards
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Table 3/ Target group 3: Industry

TARGET ACTORS	<ul style="list-style-type: none"> • Citizens and network of professionals • Citizen-led NGOs having a special interest in emergency response (e.g., first responder volunteers), in environmental protection or in water safety or have an interest in influencing policy making for these goals (e.g., EurEau, Water Europe, St. John Ambulance).
OBJECTIVES	<ul style="list-style-type: none"> ➤ Increase citizens awareness of the problem of waterborne pathogens ➤ Expand the number of volunteers informing FR during a pathogen contamination events. ➤ Influence and pressure policy makers

Table 4/ Target group 4: Public and citizen NGOs

3. Events

Over the first ten months of the project, PathoCERT partners joined ten events, either to present the project or to disseminate the project's promotional materials.

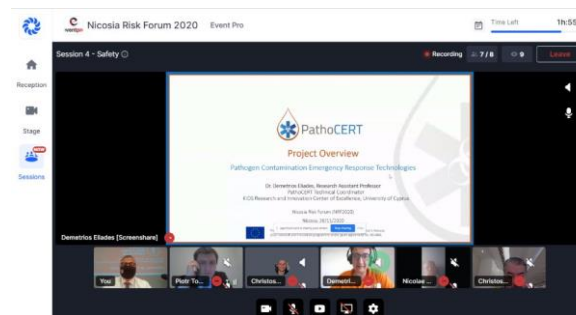


Figure 1& 2: Screenshots from PathoCERT promotional picture and presentation at the Nicosia Risk Forum 2020



Figure 3: PathoCERT virtual exhibition booth at Water Innovation Europe 2021

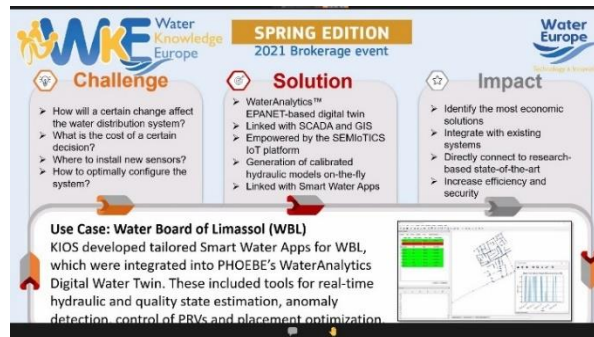


Figure 4 & 5: Screenshots from PathoCERT presentation at Water Knowledge Europe 2021 Spring Edition



Figure 6: Screenshot from PathoCERT presentation at the CERIS Innovation Workshop: European Resilience in case of Pandemics.

Date	Event	Contributor	Type of Contribution	Attendance & Reach
Nov. 26	Nicosia Risk Forum	Demetrios Eliades, CY	Project's presentation	300
Nov.27	The Water and Wastewater Sector in Cyprus, CYWP Workshop	George Milis, PHOEBE Research and Innovation Ltd	Project's presentation	100
Dec. 1	INTERSCHUTZ 2021	Katerina Kadena, Satways Ltd	Project's presentation	50
Mar. 24	Water Knowledge Europe 2021 Spring Edition	Demetrios Eliades, CY	Project's presentation	350
Apr. 7	Smart Cities Living Lab India	Ulla Chowdhury,Aqua-Q	Project's presentation	50
Apr. 19	18 th ISCRAM Conference	Ioannis Lioumbas, EYATH	Dissemination of promotional materials: poster	250
Apr. 19	CERIS - Scenario-based innovation workshop	Demetrios Eliades, CY	Project's presentation	30
May 9-13	The XXVith International Symposium on Bioelectrochemistry and Bioenergetics of the Bioelectrochemical Society	Mihaela Tertis, Iuliu Hatieganu University of Medicine and Pharmacy, Cluj-Napoca	Dissemination of promotional materials: poster	50
June 14	DRS State of Play and the Way Forward	Demetris Eliades, CY	Presentation of PathoCERT and its key outputs	100
June 14-18	Water Innovation Europe 2021	Maria Mirachtsi, WE	Participation in event's exhibition	400

4. Networking & Standards

PathoCERT partners have also started the activities to establish direct or indirect collaboration links with various networks, such as **Water Europe** and **ICT4Water**. In fact, PathoCERT project has applied to become a member of the ICT4Water cluster and is actively participating into the Water Europe activities and events. Through these channels, PathoCERT communicates its outputs to a broader technical audience and establishes the ground for further collaborations.

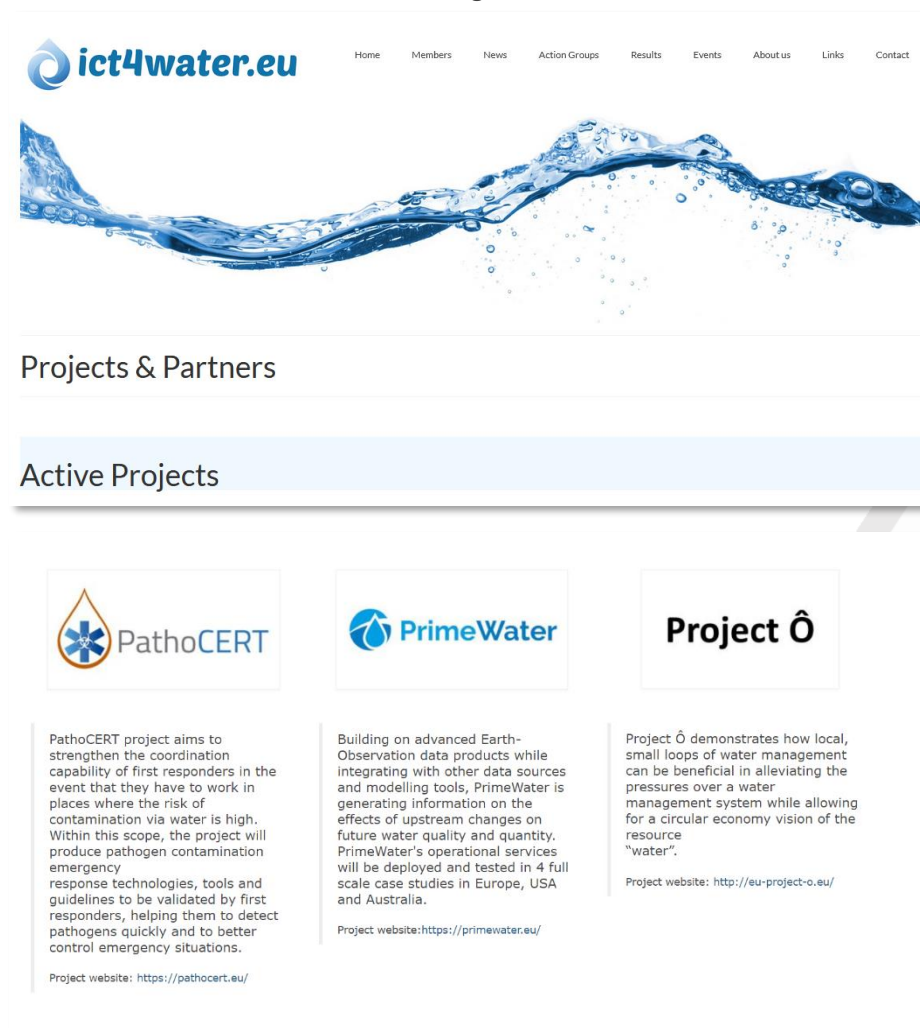


Figure 7: ICT4Water website screenshot

More synergies will be also established with the ISO and CEN standardization bodies. In specific, the Project Technical Coordinator, Dr. Demetrios Eliades, is a national representative at the CEN/TC 164 "Water Supply", as well as the ISO/TC 224 "Service activities relating to drinking water supply, wastewater and stormwater systems", whose activities are related with objectives of PathoCERT.

Finally, PathoCERT is establishing links with other H2020 projects (such as aqua3S, FIWARE4Water, INTERPID), as well as the DG ECHO ARTION (Network of AI and FR experts).

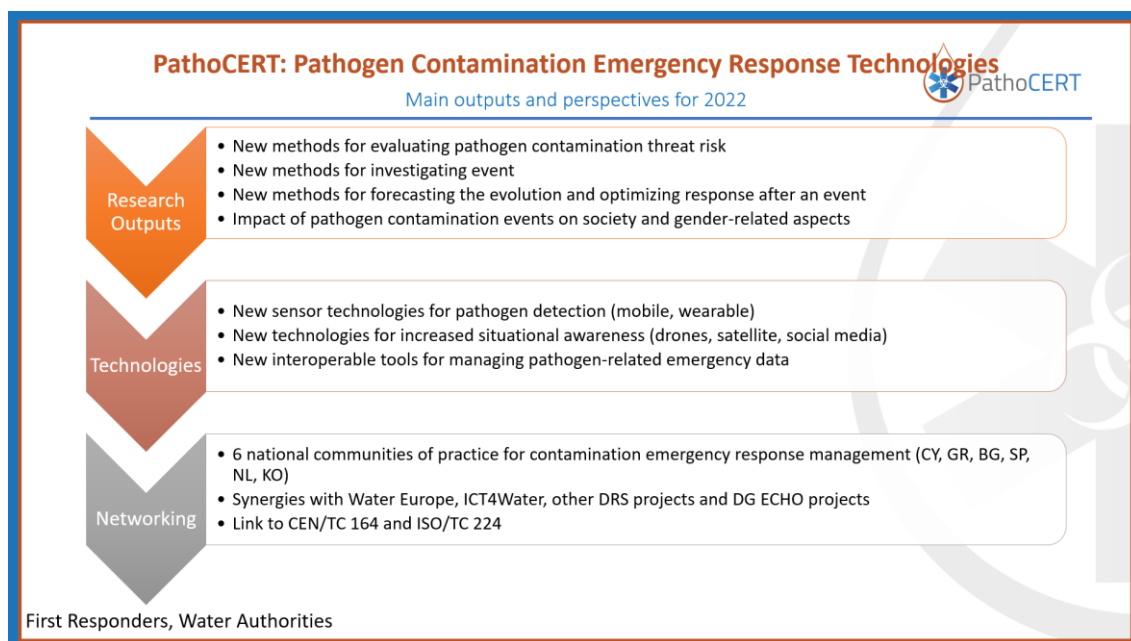


Figure 8: Presentation at the CERIS DRS State of Play and Way Forward