



## **D2.6 — 2<sup>nd</sup> Report on Content Generation**

WP2 — Communication, Dissemination & Innovation Management

31/08/2021



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## Document Information

<b>GRANT AGREEMENT NUMBER</b>	883484	<b>ACRONYM</b>	PathoCERT
<b>FULL TITLE</b>	Pathogen Contamination Emergency Response Technologies		
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<b>DELIVERABLE</b>	D2.6 2 <sup>nd</sup> report on Content Generation		
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<b>NATURE</b>	Report	<b>DISSEMINATION LEVEL</b>	Public
<b>LEAD BENEFICIARY</b>	Water Europe		
<b>RESPONSIBLE AUTHOR</b>	Maria Mirachtsi (Water Europe)		
<b>CONTRIBUTIONS FROM</b>	WP2 Partners		
<b>ABSTRACT</b>	This deliverable presents the 2 <sup>nd</sup> PathoCERT report on Content generation, which covers the period from March 2021 to August 2021. For information regarding the content generation produced during the previous period, the reader is referred to the Deliverable 2.5.		

## Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
0.9	06/08	Draft	1 <sup>st</sup> draft compiled	Maria Mirachtsi
1.0	31/08	Final	Final version	Demetrios Eliades

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## 1. Introduction

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The deliverable 2.6 '2<sup>nd</sup> Report on Content Generation' 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.

Following the first report on content generation (D2.5) covering the first six months of the project, this report comes as a continuation to give an overview of all the PathoCERT activities and appearances on online channels (websites and social media), as well as on traditional mass media (press, TV, radio) for the period of March 2021 to August 2021.

The variety of the PathoCERT target groups necessitates the use of several channels to effectively inform, communicate and engage with its many audiences. As specifically defined in the project's Communication and Dissemination Strategy, PathoCERT project aspires to attract the scientific community; government and policy makers; industry; and public and citizen NGOs.

Digital dissemination is seen as a very effective way to reach, influence and develop links with all the target groups of the project. To this end, a wide use of social networks and a variety of websites and social media channels have been used, as a far-ranging and powerful means to inform stakeholders and engage them in the project's progress. At the same time, to reach these different audiences, all project partners within their countries' geographical reach, are implementing several press and media activities, resulting in a wide outreach and strong impact on the targeted audiences. Press, TV, and radio are all distinctive channels that fall under the category of mass media/communications suitable to reach a large audience for information sharing.

This report is divided into two main chapters. The first chapter is focused on the online dissemination work implemented throughout the second half of the first year of the project, while the second one revolves around the consortium's efforts to disseminate the project's activities through mass media (press, TV, radio).

## 2. Online Dissemination

To help first responders addressing waterborne pathogen contamination efficiently, PathoCERT needs to address several multidisciplinary and interlinked objectives and to achieve this, Communication and Dissemination activities play a paramount role. Since the project's start, several communication tools and channels are used to ensure the successful dissemination of the PathoCERT's activities either through digital or mass media channels.

### 2.1 Websites

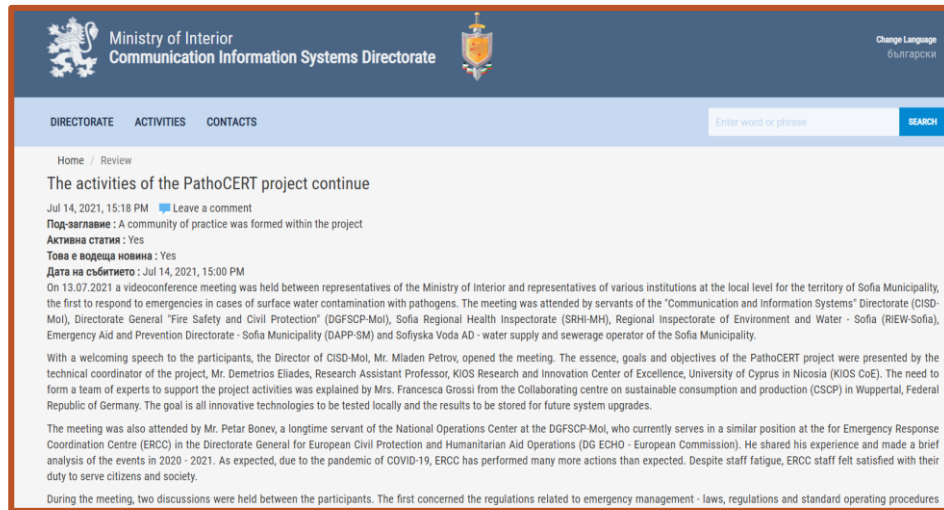
From March to August 2021, PathoCERT developments have been published in various websites from all around Europe. The webpages that featured projects' news or referred to the project follow in the two tables below. The table 1 features the websites of the project's partners, while table 2 the external websites where the PathoCERT project has been mentioned.

Name of the website	URL
CSCP	<a href="#">Click</a>
	<a href="#">Click</a>
MOIB	<a href="#">Click</a>
	<a href="#">Click</a>
CETAQUA	<a href="#">Click</a>
Engineering	<a href="#">Click</a>
Cyprus Civil Defence	<a href="#">Click</a>
EYATH	<a href="#">Click</a>
Water Europe	<a href="#">Click</a>

Table 1: PathoCERT partners' websites

Name of the website	URL	Name of the website	URL
Ingenious	<a href="#">Click</a>	Core, Spain	<a href="#">Click</a>
Technoaqua	<a href="#">Click</a>	Ahora Granada	<a href="#">Click</a>
Emasagra	<a href="#">Click</a>	Granada Digital	<a href="#">Click</a>
Lavanguardia	<a href="#">Click</a>	Europapress	<a href="#">Click</a>
Finshorts	<a href="#">Click</a>		
Granada Hoy,	<a href="#">Click</a>		
La Gaceta de Granada	<a href="#">Click</a>		

Table 2: PathoCERT references to external websites



Ministry of Interior  
Communication Information Systems Directorate

Change Language  
български

DIRECTORATE ACTIVITIES CONTACTS

Enter word or phrase **SEARCH**

Home / Review

### The activities of the PathoCERT project continue

Jul 14, 2021, 15:18 PM [Leave a comment](#)

**Под-заглавие:** A community of practice was formed within the project

**Активна статия:** Yes

**Това е водеща новина:** Yes

**Дата на събитието:** Jul 14, 2021, 15:00 PM

On 13.07.2021 a videoconference meeting was held between representatives of the Ministry of Interior and representatives of various institutions at the local level for the territory of Sofia Municipality, the first to respond to emergencies in cases of surface water contamination with pathogens. The meeting was attended by servants of the "Communication and Information Systems" Directorate (CISD-Moi), Directorate General "Fire Safety and Civil Protection" (DGFCSP-Moi), Sofia Regional Health Inspectorate (SRHI-MH), Regional Inspectorate of Environment and Water - Sofia (RIEW-Sofia), Emergency Aid and Prevention Directorate - Sofia Municipality (DAPP-SM) and Sofyska Voda AD - water supply and sewerage operator of the Sofia Municipality.

With a welcoming speech to the participants, the Director of CISD-Moi, Mr. Mladen Petrov, opened the meeting. The essence, goals and objectives of the PathoCERT project were presented by the technical coordinator of the project, Mr. Demetrios Eliades, Research Assistant Professor, KIOS Research and Innovation Center of Excellence, University of Cyprus in Nicosia (KIOS CoE). The need to form a team of experts to support the project activities was explained by Mrs. Francesca Grossi from the Collaborating centre on sustainable consumption and production (CSCP) in Wuppertal, Federal Republic of Germany. The goal is all innovative technologies to be tested locally and the results to be stored for future system upgrades.

The meeting was also attended by Mr. Petar Bonev, a longtime servant of the National Operations Center at the DGFCSP-Moi, who currently serves in a similar position at the for Emergency Response Coordination Centre (ERCC) in the Directorate General for European Civil Protection and Humanitarian Aid Operations (DG ECHO - European Commission). He shared his experience and made a brief analysis of the events in 2020 - 2021. As expected, due to the pandemic of COVID-19, ERCC has performed many more actions than expected. Despite staff fatigue, ERCC staff felt satisfied with their duty to serve citizens and society.

During the meeting, two discussions were held between the participants. The first concerned the regulations related to emergency management - laws, regulations and standard operating procedures



ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ  
ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ  
ΕΥΡΩΠΑΪΚΟ ΚΕΝΤΡΟ ΑΝΑΠΤΥΞΗΣ ΚΑΙ ΕΚΣΤΡΑΤΕΥΣΗΣ

Πολιτική Άμυνα  
Υπουργείο Εσωτερικών

Δύναμη Πολιτικής Άμυνας Υπηρεσία στην ΠΑ Ευρωπαϊκά Θέματα Αυτοπροστασία Μελέτες Ενημέρωση

### Πρώτη συνάντηση της Κυπριακής «Κοινότητας Πρακτικής» για αντιμετώπιση εκτάκτων περιστατικών μόλυνσης νερού

Αρχική Σελίδα / Ενημέρωση / Σιδήσεις



Πρώτη συνάντηση της Κυπριακής «Κοινότητας Πρακτικής» για αντιμετώπιση εκτάκτων περιστατικών μόλυνσης νερού

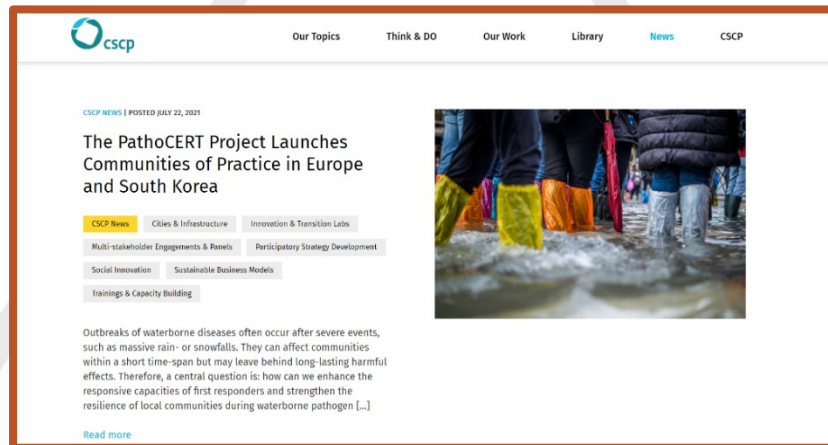
### REVEAL and PathoCERT, R&D&I solutions to ensure Health and Safety at Work

28.04.2021 [Compartir:](#) [Twitter](#) [LinkedIn](#) [Email](#)

Ensuring safety and health at work is essential. Public and private organizations are aware that it is as important to ensure it as it is to anticipate it by offering tools that help to reinforce health and safety systems in the workplace. This is the only way to achieve the necessary resilience to face, in the best possible way, the crises and events that we are dealing with.



Under this premise, at Cetaqua we are working to respond to this challenge by developing projects that put people's safety at the center. Thanks to the REVEAL project it has been possible to help in the management of the health crisis caused by COVID-19, anticipating possible outbreaks in populations. The European H2020 PathoCERT project, on the other hand, aims to strengthen the capabilities of first responders in the event of water contamination by pathogens caused by events such as floods, earthquakes or spills.




Our Topics Think & DO Our Work Library **News** CSCP

CSCP NEWS | POSTED JULY 22, 2021

### The PathoCERT Project Launches Communities of Practice in Europe and South Korea

CSCP News Cities & Infrastructure Innovation & Transition Labs Multi-stakeholder Engagements & Panels Participatory Strategy Development Social Innovation Sustainable Business Models Trainings & Capacity Building



Outbreaks of waterborne diseases often occur after severe events, such as massive rain- or snowfalls. They can affect communities within a short time-span but may leave behind long-lasting harmful effects. Therefore, a central question is: how can we enhance the responsive capacities of first responders and strengthen the resilience of local communities during waterborne pathogen [...]

[Read more](#)

Figure 1: Examples of PathoCERT's online posts

## 2.2 Social Media Channels

Social media presence is vital for the project to reach its target audiences and achieve its communication and dissemination objectives. PathoCERT project aspires to have a strong online presence through its own channels but also through engaging with its partners' channels, as well as the ones of targeted stakeholders that could function as multipliers of PathoCERT's messages and impact.

### 2.2.1 PathoCERT Social Media Channels

The PathoCERT social media strategy involves the dissemination of the project's news, activities and results through two main channels: Twitter, and LinkedIn. These two channels have been identified and selected as the best means to reach out to our target groups at the moment; to attract the relevant stakeholders for the project's progress; to increase and maintain our stakeholders' engagement and productivity throughout the whole duration of the project; and to give PathoCERT exposure and visibility not only to a European but also a potential global audience.

#### Twitter



Figure 2: PathoCERT Twitter account

The PathoCERT twitter account was set up in November 2020 with the aim to disseminate the project's results; update the project's followers with the key activities and current news of the project; and drive more traffic into the project's official website and results when they are available online. Over the first year of the project, the twitter account was being continuously updated with instant project-related news, as well as information linked to the project's followers' activities. **The Twitter account currently counts 118 followers.**



From March 2021 to August 2021, in particular, the project’s account attracted 22,700 impressions.

Period	Number of Impressions
March-May 2021	16.200
June-August 2021	6.500

The top three tweets from March to May 2021 were:



 <p><b>PathoCERT</b> @pathoCERT  👤 @PathoCERT Plenary Meeting has just ended! A great occasion for all partners to share the latest updates &amp; progress from the #project.  📺 Next month important developments are expected to be seen regarding the #innovative #Technologies of @pathoCERT 📺 Stay tuned.  <a href="https://pic.twitter.com/dFpRMyKeBD">pic.twitter.com/dFpRMyKeBD</a></p>	<table> <tr><td>Impressions</td><td>3,239</td></tr> <tr><td>Total engagements</td><td>138</td></tr> <tr><td>Media engagements</td><td>88</td></tr> <tr><td>Detail expands</td><td>24</td></tr> <tr><td>Likes</td><td>12</td></tr> <tr><td>Retweets</td><td>9</td></tr> <tr><td>Profile clicks</td><td>5</td></tr> </table>	Impressions	3,239	Total engagements	138	Media engagements	88	Detail expands	24	Likes	12	Retweets	9	Profile clicks	5
Impressions	3,239														
Total engagements	138														
Media engagements	88														
Detail expands	24														
Likes	12														
Retweets	9														
Profile clicks	5														
 <p><b>PathoCERT</b> @pathoCERT  👤 Great presentations illustrating #water quality models in @pathoCERT happening now at the #Webinar on the general topic of Modelling #Water Quality Events and Tools..  <a href="https://pic.twitter.com/6JMGMDhxnk">pic.twitter.com/6JMGMDhxnk</a></p>	<table> <tr><td>Impressions</td><td>1,973</td></tr> <tr><td>Total engagements</td><td>77</td></tr> <tr><td>Media engagements</td><td>35</td></tr> <tr><td>Likes</td><td>15</td></tr> <tr><td>Detail expands</td><td>13</td></tr> <tr><td>Profile clicks</td><td>9</td></tr> <tr><td>Retweets</td><td>5</td></tr> </table>	Impressions	1,973	Total engagements	77	Media engagements	35	Likes	15	Detail expands	13	Profile clicks	9	Retweets	5
Impressions	1,973														
Total engagements	77														
Media engagements	35														
Likes	15														
Detail expands	13														
Profile clicks	9														
Retweets	5														
<p><b>PathoCERT</b> @pathoCERT  📢 BREAKING NEWS: We are thrilled to launch the official @pathoCERT website! 📢 Here you can find all you need to know about the #project's structure, goals, and latest activities.  👁️ Check it out: <a href="https://buff.ly/3vrbrno">https://buff.ly/3vrbrno</a>  🔍 More info: <a href="https://buff.ly/3t5s9HG">https://buff.ly/3t5s9HG</a> <a href="https://pic.twitter.com/jYly23pIpO">pic.twitter.com/jYly23pIpO</a></p>	<table> <tr><td>Impressions</td><td>1,564</td></tr> <tr><td>Media views</td><td>141</td></tr> <tr><td>Total engagements</td><td>40</td></tr> <tr><td>Likes</td><td>16</td></tr> <tr><td>Link clicks</td><td>9</td></tr> <tr><td>Retweets</td><td>8</td></tr> <tr><td>Detail expands</td><td>3</td></tr> </table>	Impressions	1,564	Media views	141	Total engagements	40	Likes	16	Link clicks	9	Retweets	8	Detail expands	3
Impressions	1,564														
Media views	141														
Total engagements	40														
Likes	16														
Link clicks	9														
Retweets	8														
Detail expands	3														

Figure 3: PathoCERT top tweets (Mar-Jun)

The top three tweets from June-August 2021 were:

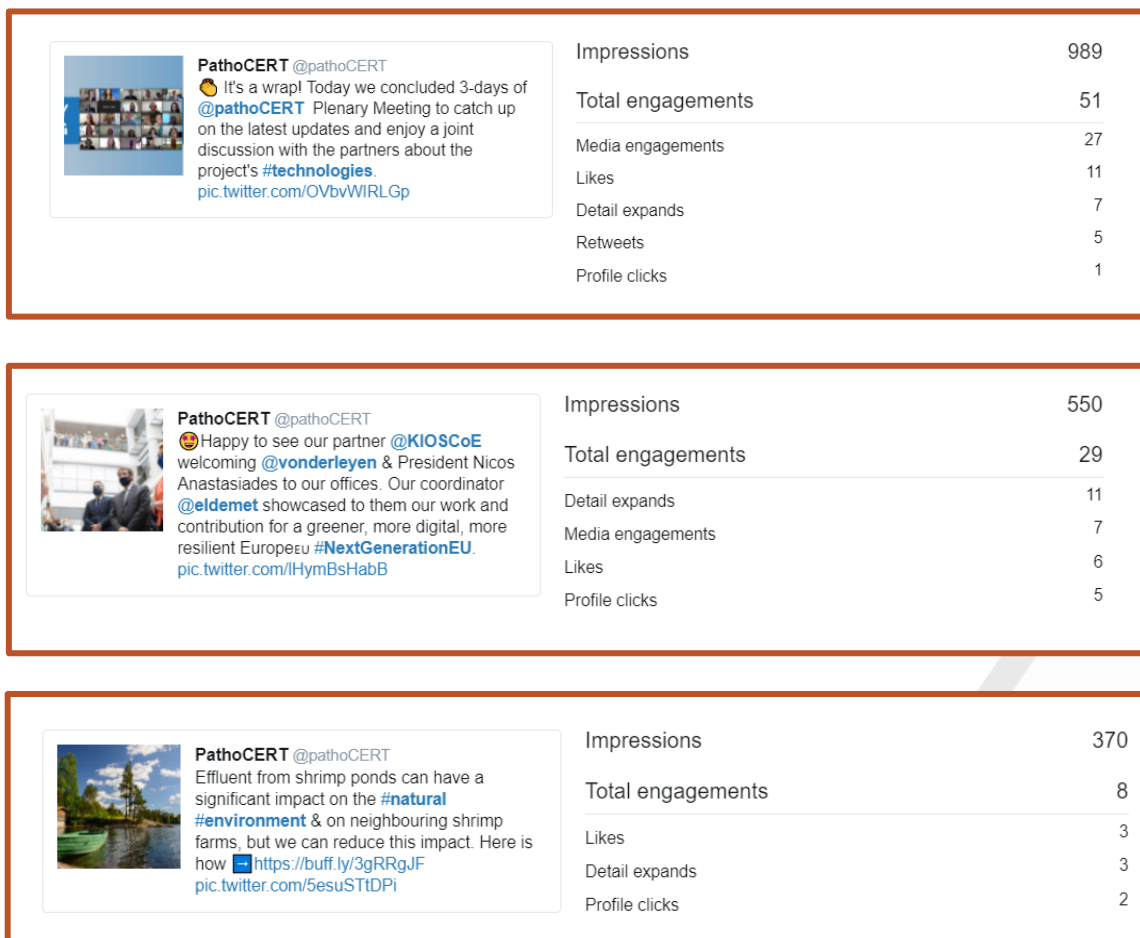
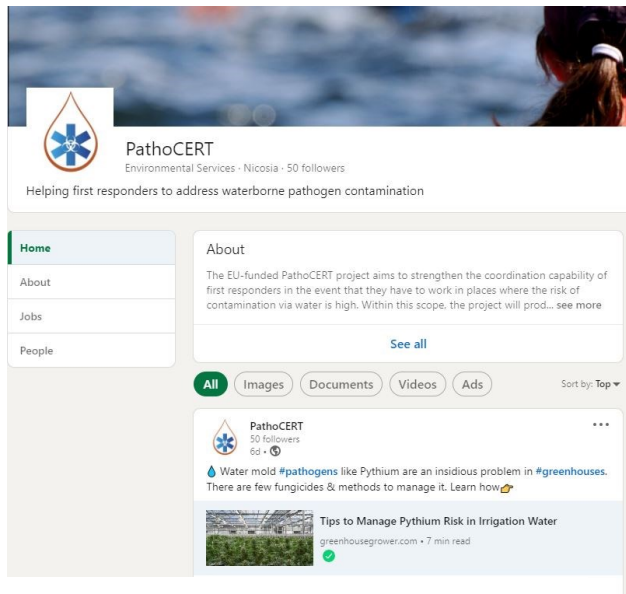


Figure 4: PathoCERT top tweets (Jun-Aug)

## LinkedIn Page



The aim of the PathoCERT LinkedIn page has been to share the PathoCERT news, updates and events but also other project-related news that can be informative and interesting for the project's page.

Figure 5: PathoCERT LinkedIn page

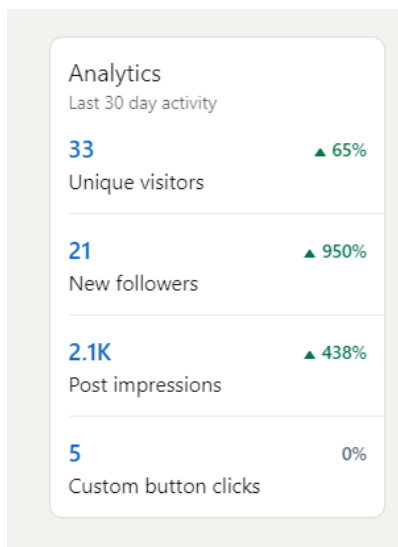
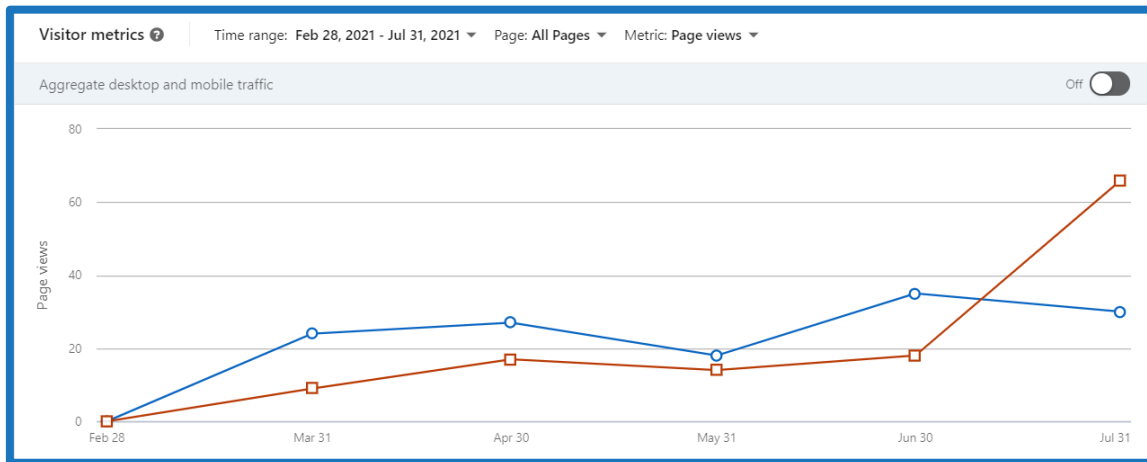


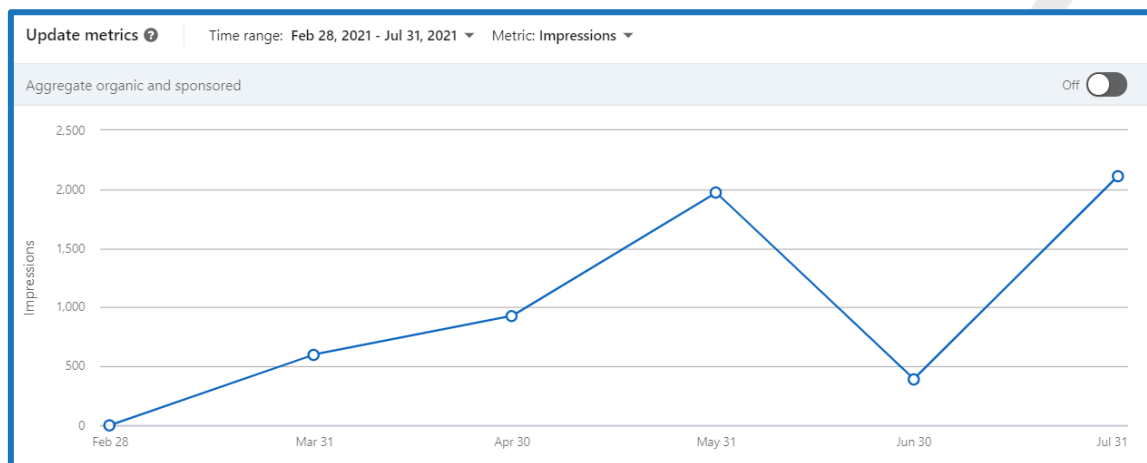
Figure 6: PathoCERT monthly LinkedIn analytics

So far, the project's **LinkedIn page** has attracted **104 followers** while, the project appears to have an increasing number of impressions, engagement rate and followers over the last thirty days (Figure 6) but also over the last six months, according to the analytics presented into detail below.

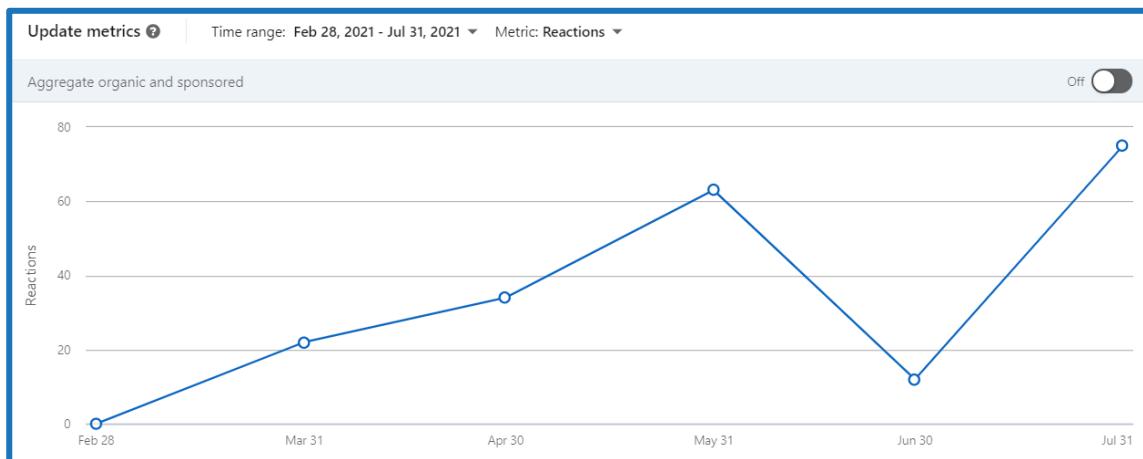
### Visitors' graph



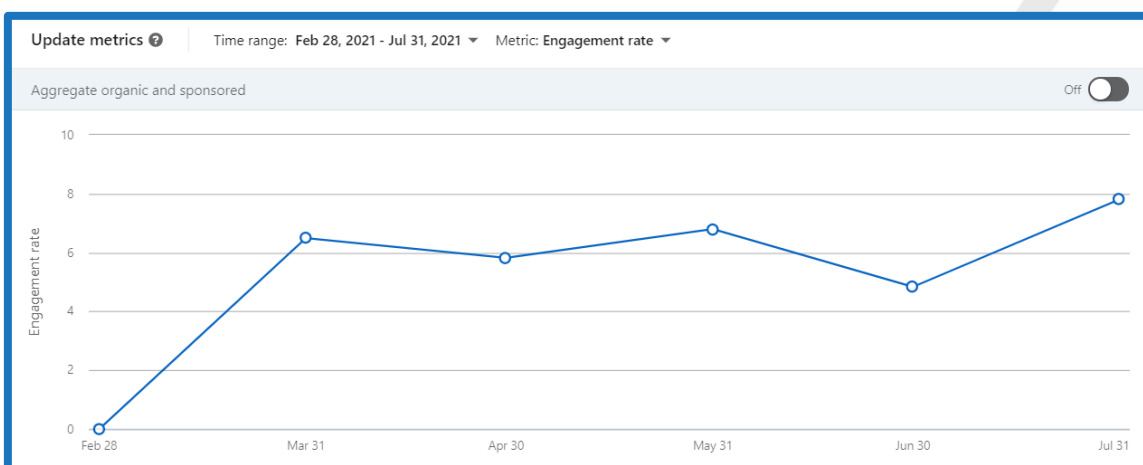
### Impressions' graph



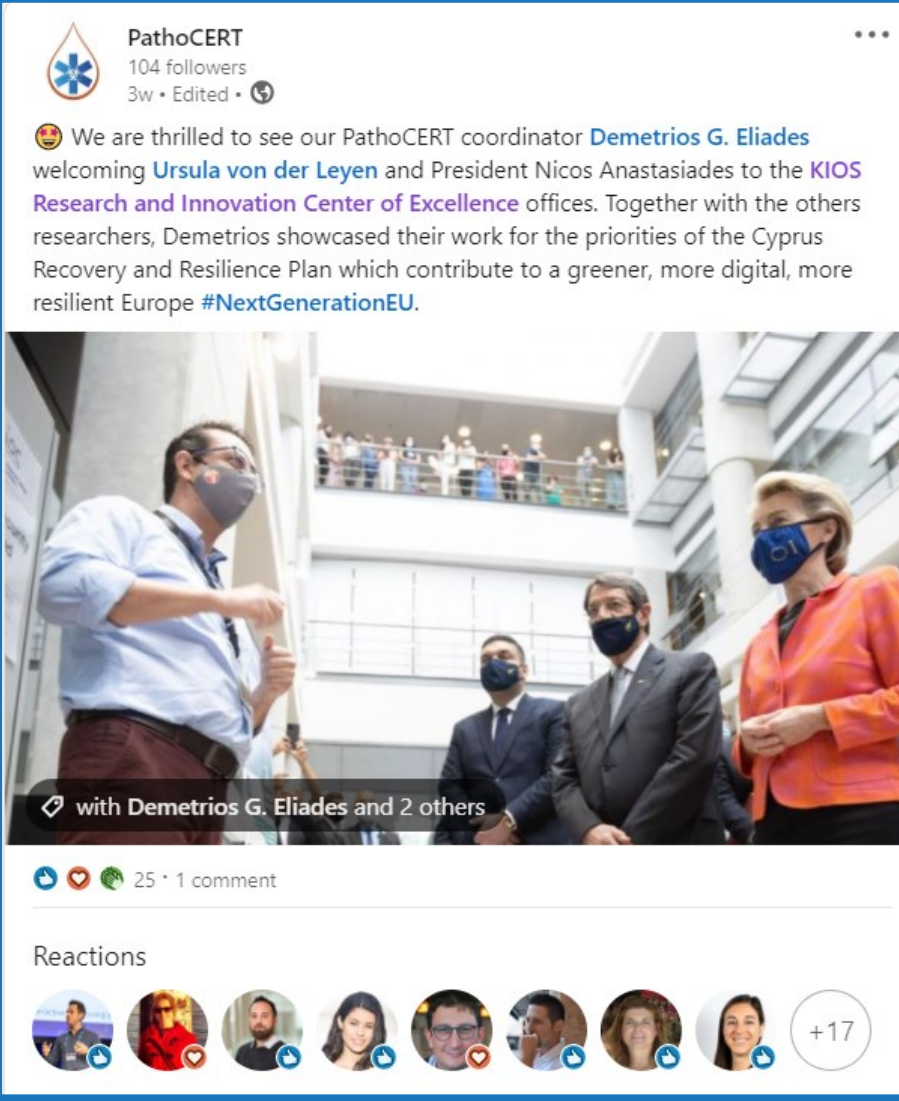
## Reactions' graph



## Engagement rate graph




Top three LinkedIn posts of the period March-August 2021:



**PathoCERT**  
104 followers  
3w • Edited • 🌐


👤 We are thrilled to see our PathoCERT coordinator **Demetrios G. Eliades** welcoming **Ursula von der Leyen** and President Nicos Anastasiades to the **KIOS Research and Innovation Center of Excellence** offices. Together with the others researchers, Demetrios showcased their work for the priorities of the Cyprus Recovery and Resilience Plan which contribute to a greener, more digital, more resilient Europe **#NextGenerationEU**.



👤 with Demetrios G. Eliades and 2 others

👍❤️🌱 25 · 1 comment

Reactions



**Organic stats** ⓘ

Targeted to: All followers

725	25	3.72%
Impressions	Reactions	Click-through rate
1	5	27
Comment	Shares	Clicks
8%		
Engagement rate		




**PathoCERT**  
 104 followers  
 3w • 🌐

👉 It's a wrap! Today we concluded 3-days of **PathoCERT** Plenary Meeting to catch up on the latest updates and enjoy a joint discussion with the partners about the project's technologies.

#project #networking #technology #meetings #innovation #collaboration


 PathoCERT

**PLENARY MEETING**

**July 2021**

📍 with Fraunhofer-Gesellschaft and 17 others

👍❤️👏 16

Organic stats ⓘ

Targeted to: All followers

405	16	8.64%
Impressions	Reactions	Click-through rate
0	1	35
Comments	Share	Clicks
12.84%		
Engagement rate		


**PathoCERT**  
 104 followers  
 1mo • 🌐

Get a 3D tour inside the PathoCERT virtual booth featured during the Water Innovation Europe 2021 event, which concluded last week. Explore the virtual booth here 📍 <https://lnkd.in/eAtXn3X>



👍 3

95 Impressions	3 Reactions	5.26% Click-through rate
0 Comments	0 Shares	5 Clicks
8.42% Engagement rate		



## 2.2.2 PathoCERT in other Social Media Networks

In parallel with the official social media networks of PathoCERT project, the consortium partners were engaged in using their organisations/companies' existing social media networks to further disseminate the developments of the project, by posting information and news about the project so that they reach out to their extensive networks within industry, business, public sector organisations, and the research community. Based on the communications and dissemination reporting, PathoCERT partners' activities are monitored in three main channels: Twitter, LinkedIn, and Facebook. In total, **139.943 online viewers** were reached through the partner's networks over the period of March-August 2021.

Name of the website	URL	Audience Reached
EYATH LinkedIn	<a href="#">Click</a>	761 followers
Hellenic Rescue Team Facebook	<a href="#">Click</a>	26.405 followers
Hellenic Rescue Team Twitter	<a href="#">Click</a>	1.670 followers
	<a href="#">Click</a>	
	<a href="#">Click</a>	
	<a href="#">Click</a>	
Hellenic Rescue Team LinkedIn	<a href="#">Click</a>	420 followers
	<a href="#">Click</a>	
CSCP Twitter	<a href="#">Click</a>	2.059 followers
	<a href="#">Click</a>	
CSCP LinkedIn	<a href="#">Click</a>	3.097 followers
	<a href="#">Click</a>	
SATWAYS LinkedIn	<a href="#">Click</a>	249 followers
SATWAYS Twitter	<a href="#">Click</a>	222 followers
Engineering Twitter	<a href="#">Click</a>	5.471 followers
	<a href="#">Click</a>	
Engineering LinkedIn	<a href="#">Click</a>	80.768 followers
	<a href="#">Click</a>	
	<a href="#">Click</a>	
KIOS LinkedIn	<a href="#">Click</a>	2.545 followers

KIOS Twitter	<a href="#">Click</a>	757 followers
	<a href="#">Click</a>	
CETAQUA Twitter	<a href="#">Click</a>	4.945
	<a href="#">Click</a>	
CETAQUA LinkedIn	<a href="#">Click</a>	4.256
Cyprus Civil Defence	<a href="#">Click</a>	6.998

### 3. Mass Media

Media coverage of a project's developments and results is quintessential for making the results and deliverables of a project available to the targeted stakeholders, and the wider audience is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

#### 3.1 Newspapers/Magazines

Either in electronic or paper format, newspapers and magazines have been among the most effective dissemination weapons for the visibility of the project in every phase of its development. Within the given period, PathoCERT partners channelled the project's news to the following organisations:

Name of the newspaper/magazine	URL
Lavanguardia	<a href="#">Click</a>
Granada Hoy	<a href="#">Click</a>
La Gaceta de Granada	<a href="#">Click</a>
Cope, Spain	<a href="#">Click</a>
Ahora Granada	<a href="#">Click</a>
Granada Digital	<a href="#">Click</a>
Europapress	<a href="#">Click</a>

#### 3.2 TV/Radio

TV and radio can be two powerful media to place the project's work in front of thousands of viewers in only a few minutes. During the first months of the project, PathoCERT project did appear on TV and radio but for the reported period of this deliverable, emphasis was given mostly on the online dissemination channels with no appearances on TV or radio.