



# Interim Report

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**Editorial, Video & Visual Content Distribution**

AUTHOR: ALEC WALKER-LOVE (ESCI)

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# Technical References

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# Executive Summary

Communication, collaboration and engagement are pillars of excellence and innovation on a par with our technical endeavours. Project communication and dissemination are vital to supporting NextGen goals and will specifically seek to facilitate NextGen's significant broader ambitions.

Central to this is a range of accessible and compelling content delivered using the latest visual, digital, video and journalistic techniques is central to helping target audiences become aware, informed and engaged with the objectives of both the circular economy for water and the targeted actions and solutions being developed as part of NextGen.

## 'Content is king'

NextGen aims to create impact with communications content delivered to the projects' entire spectrum of expert, non-expert and policy audiences that build trust and accelerate transition to circular water solutions.

The scope for this – and this deliverable – is detailed in task T6.5, which runs for the duration of the project from M1-M48 and identifies a range of content to be produced, including:

- A series of medium form articles produced by independent journalists
- Interviews with circular economy and water solution expert voices
- Short news bites and blog posts
- Infographics
- Video News Releases (VNRs) tailored for international TV broadcasters

These are intended to help take pockets of proven performance and share the knowledge and tools to make new innovations mainstream. The objective is to do this by sharing and engaging people with high-interest content across multiple on-line and in person channels.

A phased approach to increasing visibility and establishing the credibility of NextGen actors and solutions has been the focus of M1-M24 content. As the project deliverables grow in number and detail performance – beyond years 1 and 2 - content will slowly accelerate in frequency and develop targeted calls to action and resources to support it.



## Distribution channels

This deliverable also examines what happens to the produced content when distributed on NextGen channels. A great deal of effort is dedicated to developing the projects' own communication channels, where a highly engaged audience can choose to consult, explore, follow and interact with NextGen activities. These are notably:

- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)
- [NextGenwater.eu](#)
- [SlideShare](#)
- [YouTube](#)

Additional distribution beyond these channels is not the focus of this deliverable; however, select efforts to generate high-impact opportunities with other communication outlets produced in close partnership with ESCI and relevant partners merit mention. Notably:

- [Horizon: the EU Research & Innovation Magazine](#)
- [Euro News: EU Knowledge & FUTURIS programmes](#)
- [Phys.org](#)
- [Advanced Science News](#)

## Disclaimer

Any dissemination of results must indicate that it reflects only the author's view and that the Agency and the European Commission are not responsible for any use that may be made of the information it contains

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# Creating and planning content

Several elements help define and create which content is created, when, with what frequency, level of detail and timing. Assessed against the resources available and natural ‘crescendo’ of communication and dissemination effort towards the end of an innovation projects’ lifetime, all combine to help plot an editorial and content strategy for the project.

Firstly, editorial, video and visual content created and distributed **aims to be a balanced reflection of key project subject matter, aims, and features**. For NextGen, exploring the nexus between water, energy, materials and the effective management and use of resources in a circular economy is primordial. Content created therefore tries to cover all three angles:

- **Water** itself with reuse at multiple scales supported by nature-based storage, optimal management strategies, advanced treatment technologies, engineered ecosystems and compact/mobile/scalable systems
- **Energy** combined water-energy management, treatment plants as energy factories, water-enabled heat transfer, storage and recovery for allied industries and commercial sectors; and
- **Materials** such as nutrient mining and reuse, manufacturing new products from waste streams, regenerating and repurposing membranes to reduce water reuse costs, and producing activated carbon from sludge to minimise costs of micro-pollutant removal

Secondly, content created and distributed does naturally **congregate around flagship deliverables and demonstration sites**. This means communication and dissemination content is better aligned to and amplifies key outputs and activities of the project. For example:

- Deliverable profiling operational demo cases (M24-M30)
- A marketplace for circular economy solutions and support to its development (M24-M48)
- Launch of a Technology Evidence Base (M30)
- Launch of a Serious Gaming platform (M30)

Using content to boost the ‘direction of travel’ and contribute to their ultimate success is an important reason to create supporting content. Momentum and substance of these milestones and deliverables naturally grows during the course of the project, placing a greater load of activity and output in the second half of the project.

Maintaining a **regular frequency and quality is also important to being a credible source of content** that readers are willing to engage with. Whether this is following, clicking through to an article or another engagement, an overall assessment is made and impression established by a reader – or prospective reader – of NextGen content. This means content must also be in a visually attractive and effective context, using the graphic design and identity of the project uniformly across every channel NextGen uses.

NextGen content might also **consider a geographic and partner balance** to be achieved. Not every partner in the project might produce highlight deliverables or house demo cases, but as a European funded

project, a balance here is important to profile. Indeed, the richness of exchange and potential of EU research and innovation is also anchored in this multi-country, multi-stakeholder frame.

Finally, editorial content is also created about **innovations that capture the imagination and high-profile moments**. A well-known trappiste beer using space bio-reactor technology will always generate more interest and visuals than a more mundane and static – but no less essential – technology solution. Because it generates far more interest in the media and opens doors for the project, likely these will appear more often and capture the headlines.

High profile moments are usually around conferences and events. Online content, social media activity and in-person speeches, stands etc combine to make a very effective platform. Some of NextGen's highest impacts have been around these moments and they help create jumps in follower numbers and engagements/interactions considerably. This has been proven by the current COVID situation, where despite content being produced, twitter followers and other metrics are stagnating. **Some changes to NextGen content strategy might be proposed depending on the evolving situation in physical events.**

A 'content pyramid' helps illustrate the different levels of detail, access points and user journeys through some of these considerations. Fundamentally, content can be creative and original, but the source material is always in the technical, research and innovation foundation of the project.

The **same thread runs through all the content, but different target audiences – commercial, policy, scientific, public-facing - will be driven to the appropriate level of detail to best serve them**. More detail about target groups and audience segmentation can be found in D6.1.

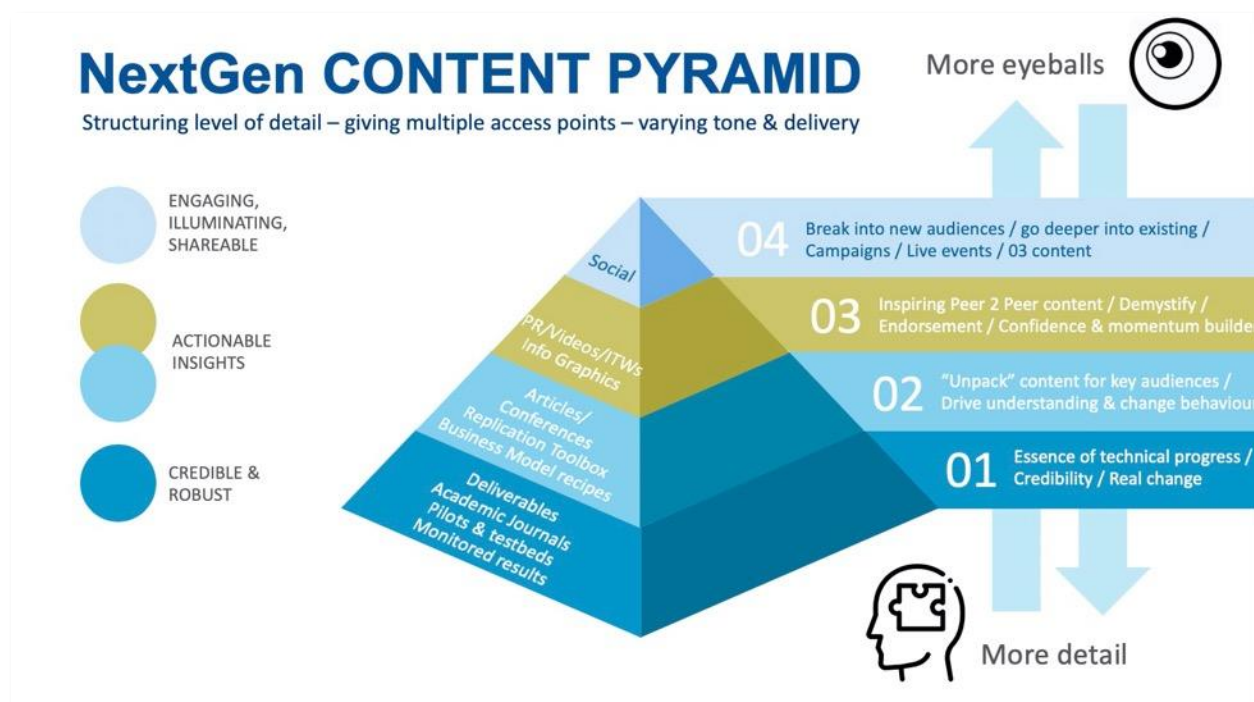


Figure 1: Linking fundamental project outputs to different levels of content



# Editorial, video and visual activities – interim report (M24)

## Compelling content (T6.5)

Whether online, at an event or in person; original, insightful content is at the heart of NextGen strategy. A variety of **editorial, video and visual content** will be developed to share on digital media channels, media multipliers (newswires, sector press, institutional and partner communications teams), championed by stakeholders and social media influencers. In today's world, the value and interest in the quality of the content, not the channel. By focusing on the message, not the medium we will help create a credible, sustainable interest in NextGen activities and solutions. The immediacy of instant publication and distribution of individual pieces of content with precise metrics on reach and readership is preferred to the slowly redundant and costly production of a 6-monthly newsletter.

### Interviews (Sub Task 6.5.1)

#### *Description*

Throughout the project, key technical experts, end users and stakeholders will respond to quick-fire written and/or video interviews relating to their experiences, ambitions and challenges in achieving interoperability, optimisation and demand responsive innovations. These will primarily draw on the demonstration site ecosystems and interview people both internal and external to the project's consortium. Three to four interviews per year and a total of 12 will be produced. Initially published on the project website, quotes, images and points of view expressed will drive social media activities and public relations actions.

**Delivery & Management:** M1-M48 – ESCI lead

**Target audience(s):** dependent on content and focus of commissioned pieces. Local governments, water authorities, academia, businesses, civil society

**Highlights:** Profile the skills, experiences, credibility and performance of the demonstration sites and project in more detail

#### *Activities to date*

Expected M1-M48: 12 interviews

Delivered already M1-M24: 11 interviews

Quick-fire video interviews featured on NextGen YouTube channel content with:

- **Durk Krol, Executive Director, Water Europe**
- **Professor Dragan Savic, CEO, KWR**
- **Dr. Christos Makropoulos, Assistant Professor, NTUA**
- **Jos Frijns, NextGen project coordinator, KWR**
- **Dr. Emmy Bergsma, Researcher, KWR**
- **Dr. Heather Smith, Lecturer in Water Governance, Cranfield University**
- **Dr. Ken Webster, Head of Innovation, Ellen MacArthur Foundation**
- **Dr. Mark Fletcher, Global Water Lead, Arup**

Written text interviews available on [nextgenwater.eu](http://nextgenwater.eu):

- **Molly A. Walton, Energy Analyst at the International Energy Agency (IEA)**
- **Ian Barker, Managing Director Water Policy International Ltd; Visiting Professor Exeter University**
- **Floor Brouwer – Water Europe Working Group Leader on the Water-Energy Food Biodiversity Nexus, and Environmental Economist working at Wageningen Economic Research**

## Independent articles (ST 6.5.2)

### *Description*

A total of eight original journalistic articles produced by ESCI will profile the skills, experiences, credibility and performance of the demonstration sites and project in more detail. Always anchored on the project website, they will be shared with influential multiplier websites in specialist media, stakeholder networks and established online groups or platforms like LinkedIn. If the opportunity arises, the articles will be pitched to local, national or international mass media

**Delivery & Management:** M1-M48 – ESCI lead

**Target audience(s):** dependent on content and focus of commissioned pieces. Local governments, water authorities, academia, businesses, civil society

**Highlights:** High quality journalistic content targeting take up by independent and sector media outlets with significant awareness raising results

**Key Outputs:** Editorial calendar defined on a rolling basis, inspired by key deliverables and achievements of the project

in the European Science Communication Institute network and made available to partners to do the same.

Expected M1-M48: 8 articles

Delivered already M1-M24: 5 articles

### *Activities to date*

#### **Article 1: The circular economy – a solution to the world's water crises?**

**Synopsis:** *After narrowly avoiding “Day Zero”, Cape Town proved to the world this year that water should not be taken for granted – and as low levels of rainfall are compounded by heat waves in Europe, experts are calling for change in our consumption patterns and innovative water management strategies to help protect our most precious resource. Catherine Collins reports...*

**Interviewees, plus desk research:** Dr. Christos Makropoulos, Assistant Professor, NTUA

#### **Article 2: Closed-loop systems used to keep astronauts alive in space could inform circular economy strategies**

**Synopsis:** *Dr Christophe Lasseur, coordinator of the European Space Agency's Micro-Ecological Life Support System Alternative (MELISSA), studies how to keep astronauts alive in space by recycling their waste products into water, oxygen, food and other materials. Using this expertise is helping the NextGen project design circular economy solutions for water on Earth. NextGen reports...*

**Interviewees, plus desk research:** Dr Christophe Lasseur, coordinator of the European Space Agency's Micro-Ecological Life Support System Alternative (MELISSA)



*Figure 2: Independent article commissioned*

### Article 3: Dutch aquifers bank rainwater to help farmers avoid going bust

**Synopsis:** *Climate change is increasing the risk of water shortages across Europe, but researchers in the Netherlands are hoping to ease pressure by generating a steady supply of clean water and heat from deep underground reservoirs known as aquifers.*

**Interviewees, plus desk research:** Klaasjan Raat, a water resource management expert at KWR and Martin Bloemendal, geothermal energy expert at Delft University of Technology

### Article 4: Harvesting energy and water from sewage gives northern Europe a sustainable edge

**Synopsis:** *A new wastewater treatment plant in England will trial an approach that could help more European countries reuse higher amounts of water and generate cleaner energy too*

**Interviewees, plus desk research:** Peter Vale, technical lead, Severn Trent Water and Sergiy Moroz, senior policy officer for water at the European Environmental Bureau

### Article 5: How increased engagement enables a circular economy

**Synopsis:** *An economic system that is solely designed for growth and resource consumption is a dead end. More and more people realize that a circular economy (CE) is the only way to have a world worth living in 50 or 100 years. But that is easier demanded than done. A circular economy requires a common change of mentality and behaviour to create an economic system that uses resources more intelligently and respectfully.*

**Interviewees, plus desk research:** Ewa Lind, Team Leader, IVL Swedish Environmental Research Institute and Jos Frijns, NextGen project coordinator, KWR

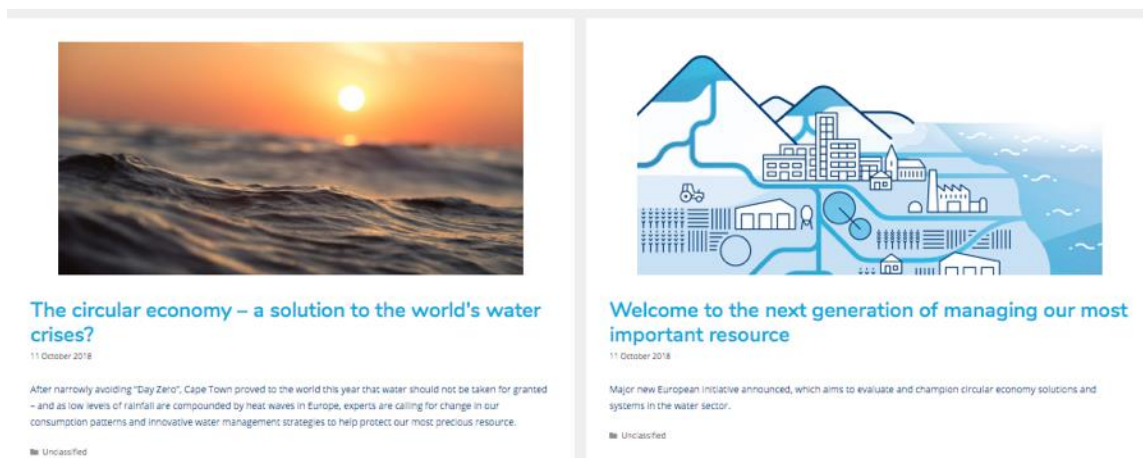


Figure 3: Online articles and interviews

## News bites (ST 6.5.3)

Short news bites and blog posts with key NextGen developments and resources to share will be produced regularly and distributed quickly on digital and online media. ESCI journalists and staff work with partners to develop the right story angle and writing style to make it interesting for readers. Event reports may also feature, with key takeaways and interesting resources highlighted. Locally generated and submitted content from partners will provide additional news content for NextGen social media and website.

**Delivery & Management:** M1-M48 – ESCI lead

**Target audience(s):** focus on water authorities, water professionals, academia.

**Highlights:** Regular, quality news pieces with insight will fuel NextGen ‘thought leadership’ position and demonstrate consortium dynamism

**Key Outputs:** An estimated 2 news items a month

Expected M1-M48: 80

Delivered already M1-M24: 38 (all news items) – 22 (excluding all interviews and articles)

### *Activities to date*

Welcome to the next generation of managing our most important resource

Circular water solutions for the next generation

Vision and leadership requested for solid business propositions able to save the planet...  
apply within:

Enabling Water in the Circular Economy

It happened in Tokyo: WaterShare at IWA Congress

EYDAP presents NextGen at international benchmarking workshop

WINNER: NextGen demonstration awarded Dutch water innovation prize

Raise a glass to sustainability!

Taking the “waste” out of wastewater

Stakeholder engagement in Athens

**Can wastewater be a source for innovative, green materials in the building industry?**

**Leaving No One behind: UN report highlights growing water stress**

**Resilient cities prioritise water management**

**Mining sewage for fertilisers and energy to prevent water shortages**

**Closing the loop: residents help tackle a sustainable water supply**

**Taking the 'waste' out of wastewater**

**Co-creating circular solutions in the water sector**

**Connecting climate change, sustainability & water use**

**Water & Energy: an intensifying interdependence**

**Resource recovery innovation centre launched at nextgen demo case**

**Water Innovation: navigating the 'nexus'**

**Resource Recovery: IWA event report**

**"A miracle of Nature" Euronews visits nextgen**

**Unlocking hidden potential in the water cycle**

**Communities of practice at the center of circular water solutions**

**Water Innovation Europe 2020**

## **Info graphics (ST 6.5.4)**

In a modern multi-channel environment, it is difficult to get someone's attention, to capture his or her imagination, especially in the fast-paced digital world. By working with NextGen content, consortium experts and a lively design team, a series of info graphics on topical and substantive issues will be produced. A total of four info graphics over duration of the contract will be deployed to attract new interest, increase engagement and deliver powerful messages clearly.

**Delivery & Management:** M1-M48 – ESCI lead

**Target audience(s):** focus on water authorities, demonstration site stakeholders, civil society

**Highlights:** 90% of the information we remember is visual. Makes complex technical issues more accessible. Easy to share across different media – from PowerPoint to twitter

**Key Outputs:** Minimum of 6 during the project

Expected M1-M48: minimum 6 infographics

Delivered already M1-M24: 2 major infographics + expanded iconography + graphic elements



Figure 4: Selection of graphics and icons developed

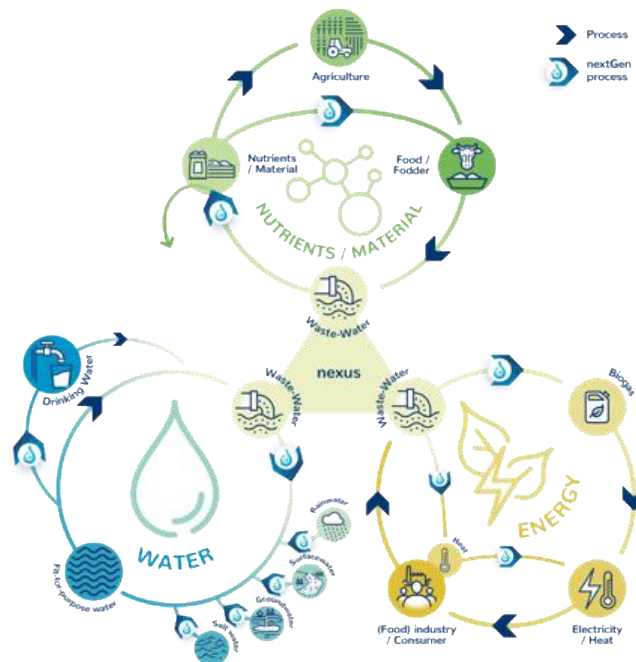


Figure 5: NextGen nexus infographics (Contd.)



## WHY WASTE SO MUCH OF OUR MOST PRECIOUS RESOURCES?



Water, minerals, energy... three of our most precious and vital resources – essential for life and our daily lives. Our demand and consumption of all three is growing rapidly, meaning we consume more than the earth can produce.

By 2030, global water is expected to exceed supply by 40% and approximately half of the world's population will suffer from water stress.

Not only drier regions and cities are affected: Belgium, Greece, Portugal, Italy, France and Germany count among countries facing high or very high water stress.

40%  
100%

## Unlocking hidden potential in the water cycle

A more sustainable management and use of water can help to avoid water crises and stress becoming a daily challenge; but there are also vast amounts of hidden potential to unlock from water.

Several of these processes link together with crucial interdependencies. One solution may only be possible because of another for instance. This is called a NEXUS.



Scientists, researchers and companies in the NextGen project are working on innovative ways to use and reuse water rather than letting it go to waste. These technologies and knowledge to use them effectively are being developed in demonstration cases across Europe.

NextGen technologies act on critical parts of the water – materials – energy nexus and optimise the entire system. They make water management more efficient and can keep resources in use for as long as possible, extracting the maximum value from them.

## Eat, drink and stay warm just a few benefits

Previously wasted or ignored resources don't just help save our environment, NextGen solutions help capture or create many applications and benefits to our daily lives. This includes working to mine valuable nutrients, reuse water and minerals or even producing gas, heat and generating electricity.



Capture nitrate fertilizer for our crops and food

Make rain or ground water safe to drink again

Generate energy to heat our homes

A circular economy keeps resources in use for as long as possible, extracting the maximum value from them.

It works to recover and regenerate products and materials rather than disposing of them after use. This replaces the traditional linear economy, where we take resources, make something and dispose of it as waste. NextGen brings this approach to life for the water sector.





## Video News Releases (ST 6.5.5)

An experienced team of television journalists will produce two video news releases (VNR) in broadcast quality tailored for international broadcasters to use. The journalists will find the right angle, identify the necessary journalistic hook and have contacts to the TV stations, to bring NextGen to the TV screen and help catapult NextGen's international and replication ambitions forward. ESCI will activate their network of 500+ international TV science journalists to secure dissemination in multiple countries and markets.

**Delivery:** M13-M60 – ESCI lead

**Target audience(s):** local government, civil society

**Highlights:** Professionally devised and produced video content for TV journalists, editors and distributors to use and diffuse in national markets

**Outputs:** A first news release in the second year of NextGen will set the scene and key challenges, a second news video in year four will bring together all the best threads and results of the project

Expected M1-M48: 2 VNR

Delivered already M1-M24: 0 VNR

### *Activities to date*

The NextGen project results and solutions in application are not yet sufficiently advanced to merit a video news release at this stage. ESCI continues to monitor feedback from Project Management Board about suitable opportunities and worked closely with Euronews to develop a very beneficial news item on FUTURIS and EU Knowledge magazine programs.

## NextGen ‘Owned’ media distribution

A great deal of effort is dedicated to developing the projects’ own communication channels. These channels have been developed to help make target audiences aware, informed, engaged and – finally – committed to supporting and delivering circular economy solutions in the water sector. They are notably:

- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)
- [NextGenwater.eu](#)
- [SlideShare](#)
- [YouTube](#)

In addition to all the content detailed in the previous section of this report, they also allow for a high frequency of content to be shared by others and consulted many times over, acting as a ‘micro blog’ in the case of twitter and a more developed news and blogging platform on LinkedIn. Much of their content is in addition to the more formal news items on the NextGen website and contribute extensively to gaining visibility and establishing credibility in the project.

Objectives and analytics for each channel are regularly monitored and distribution adjusted to help reach the largest possible audience and drive engagement.

## Twitter

### *Overview*

NextGen uses Twitter as its primary social media channel. It is a productive platform to listen, observe, showcase, promote and interact with professionals, EU and national policy makers, academia and the scientific community. It aims to:

- Identify stakeholders and influencers, build lists to help strategic and geographic segmentation
- Distribute NextGen original content
- Aim to attract and maintain the interest of key influencers and thought leaders
- Enhance and amplify presence before, during and after events

### *Performance*

Twitter is performing well as a content distribution channel to date and also proving a good listening and interaction tool with peers in research, policy making communities and interested commercial and technology partners.

NextGen interviews, editorial, infographics and articles are premium content on this social media; but also features many more posts and content from the project.

POSTS	LIKES	RETWEETS	MENTIONS	# USED
107	1284	561	453	376

Table 1: twitter metrics

A direct follower community of 746 have helped generate nearly 2300 interactions and reach over 15,000 people in the first two years of the project.

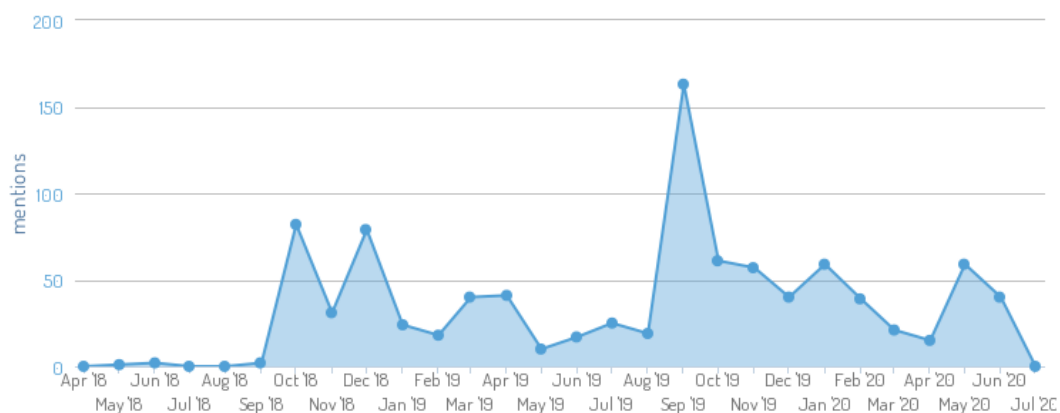


Figure 6: twitter metrics by date

Although editorial content is (re)posted and gives the best pathway to making a reader informed and committed to supporting NextGen objectives, it is worth noting that many of the top performing posts on twitter also relate to the immediacy of an event or launch.

	NAME	DATE		INTERACTION	INT.RATE	ENGAGEMENT DETAILS
1	NextGen Water Solutions	JUN 11 2019 08:43 AM	Pushing for a Water Smart Society today, along with many fanta...	54	72 %e	likes: 35 retweets: 19 replies: 0
2	NextGen Water Solutions	SEP 12 2018 01:09 PM	Our mission to challenge embedded thinking & practices in the...	51	68 %e	likes: 28 retweets: 23 replies: 0
3	NextGen Water Solutions	NOV 19 2018 09:56 AM	calling LAUNCH: nextgenwater.eu/ A place to discover more about...	50	66 %e	likes: 29 retweets: 21 replies: 0
4	NextGen Water Solutions	SEP 07 2018 01:19 PM	10-18 September @NextGenWaterEU summons its collective brainpower...	48	64 %e	likes: 32 retweets: 16 replies: 0
5	NextGen Water Solutions	FEB 01 2019 01:37 PM	*CircularEconomy requires a) a change of thinking and b) PROOF L...	48	64 %e	likes: 34 retweets: 14 replies: 0

Figure 7: High engagement twitter posts

Media monitoring software (Digimind) identifies influencers that have interacted with the project online through twitter include: Economic Times of India, USAID, Euractiv, C40 Cities, EU Environment, The Guardian and Horizon Magazine.

## Influenced By

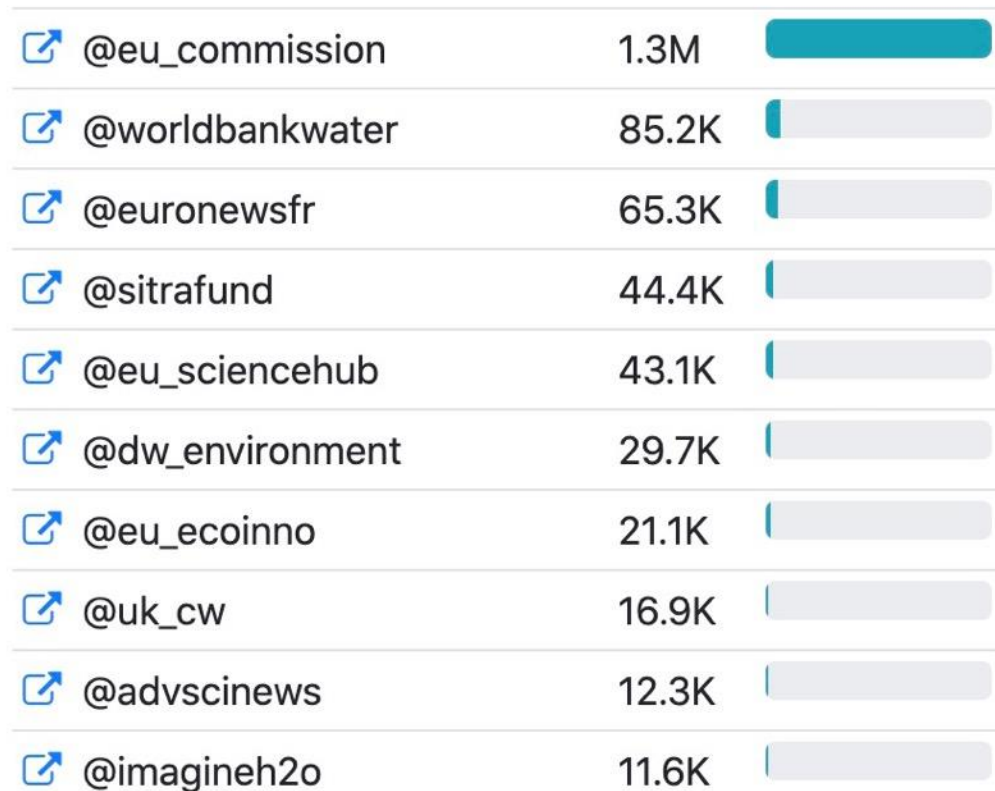


Figure 8: Important influencers retweeting NextGen content on twitter

## LinkedIn

### Overview

In the professional domain, **LinkedIn** is used to host a 'company page' to feed with project news and developments and targets invited to follow. The platform's 106 million unique monthly visitors will also generate healthy organic search and reference for NextGen content, with an additional possibility to use the sites 'pulse' article publishing features. ESCI especially encourages individuals from the consortium to post updates and articles about their work and challenges in NextGen from a personal point of view. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact.

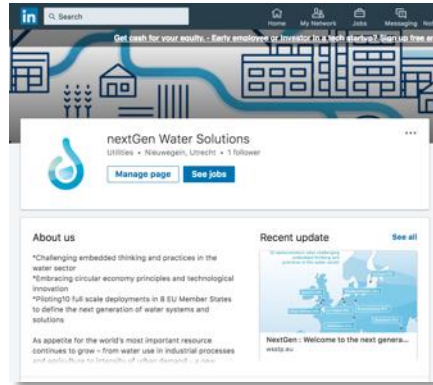


Figure 9: NextGen LinkedIn Company Page

## Performance

LinkedIn is a high-quality platform for distributing NextGen content to professional, policy and commercial audiences around Europe. Posts on the platform allow for more detail and often range between 100-300 words, combined with a wider selection of #hashtags than twitter.

	POSTS	LIKES	FOLLOWERS	IMPRESSIONS
<b>Year 1</b>	35	207	138	N/A
<b>Year 2</b>	38	522	367	17,498

Table 2: LinkedIn metrics

Due to a change in API access agreements with 3<sup>rd</sup> party platforms by LinkedIn, ESCI has had to work on data for year 1 and 2 and managed to match a small but important set of metrics. LinkedIn is set to continue making access difficult to improved monitoring software, but alternatively is working to improve insights available on its own platform.

Looking at year 1 data available, the additional detail and professional context of LinkedIn makes it particularly effective for NextGen articles and interview distribution.

	NAME	DATE		INTERACTION	INT.RATE	ENGAGEMENT DETAILS
1	nextGen Water Solutions	MAY 15, 2019 03:47 PM	Boosting aquifers and sending stored heat to 350,000 households a... <a href="#">Show More »</a>	12	87 %	likes 10 comments 2
2	nextGen Water Solutions	JUN 04, 2019 01:46 PM	"It fundamentally changes the energy balance of sewage treatment ... <a href="#">Show More »</a>	12	87 %	likes 10 comments 2
3	nextGen Water Solutions	DEC 04, 2018 11:00 AM	WINNER: NextGen demonstration awarded Dutch water innovation priz... <a href="#">Show More »</a>	11	80 %	likes 10 comments 1
4	nextGen Water Solutions	FEB 01, 2019 01:54 PM	"#CircularEconomy requires a) a change of thinking and b) PROOF L... <a href="#">Show More »</a>	11	80 %	likes 10 comments 1
5	nextGen Water Solutions	JUN 13, 2019 04:19 PM	A full house at Water Innovation Europe 2019... We heard about ev... <a href="#">Show More »</a>	10	72 %	likes 10 comments 0

Figure 10: High engagement posts on LinkedIn

Data from the first six months on the NextGen LinkedIn page confirm a good, professional, readership profile with proportionally high engagement rate (10%) against industry benchmarks (5%) for company page content.

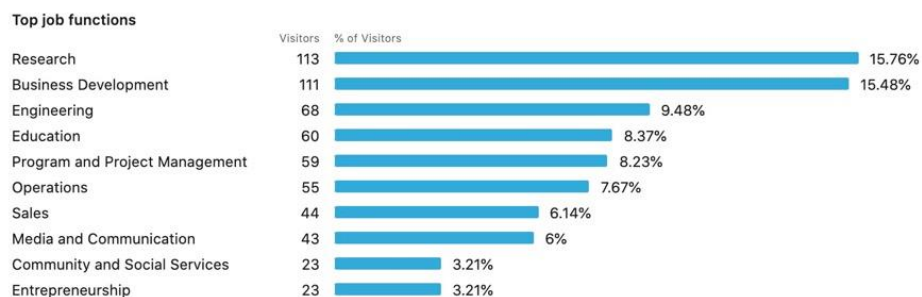


Figure 11: Job profiles, LinkedIn visitors

## Instagram

### Overview

Instagram is perhaps not the first port of call for a research and innovation project; but water is also a major personal and public concern. For this reason, the project has used this distribution channel with the aim of building awareness on some of the issues.

### Performance

Instagram has proved to give visibility and a good return on investment for the amount of time spent managing the platform – 312 interactions for 33 posts. Audiences are considerably younger than the projects other channels and give a far better gender balance. Interactions are mainly from Europe, but also give some surprising exposure in North and Latin America.



Figure 12: NextGen Instagram metrics









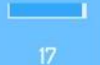


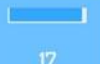



	NAME	DATE		INTERACTION	INT.RATE	ENGAGEMENT DETAILS
1	 NextGen Water Solutions	FEB 01, 2019 01:52 PM	"#CircularEconomy requires a) a change of thinking and b) PROOF t... <a href="#">Show More »</a>	  18	155 %	likes 18 comments 0
2	 NextGen Water Solutions	MAY 07, 2019 12:07 PM	"Challenging us to reconsider what we think about waste... and wh... <a href="#">Show More »</a>	  18	155 %	likes 18 comments 0
3	 NextGen Water Solutions	DEC 18, 2018 07:03 PM	A beer made using 100% waste water? That will be NextGen Water te... <a href="#">Show More »</a>	  17	147 %	likes 17 comments 0
4	 NextGen Water Solutions	JAN 25, 2019 04:41 PM	Be beautiful I respect the planet: nextGen partner @AquaMineralsN... <a href="#">Show More »</a>	  17	147 %	likes 16 comments 1
5	 NextGen Water Solutions	MAY 07, 2019 12:07 PM	"Challenging us to reconsider what we think about waste... and wh... <a href="#">Show More »</a>	  17	147 %	likes 17 comments 0

Figure 13: High engagement posts on Instagram

## NextGenWater.eu

### Overview

The website is designed to be a modern and dynamic site that moves away from being a repository for all towards being a 'digital anchor' for NextGen content. Articles, info graphics, interviews, videos and news bites are then pushed, promoted and placed on established websites with in-built audiences, linking back to the site.

Priority has therefore been given to presenting an easy to update and well connected website with NextGen content featured in the media or sectorial sites, twitter feeds, interviews and blog posts front and centre. The site uses the Word Press publishing platform and its known features for clean and accessible mobile browsing.

### Performance

With nearly 20,000 page views and an average session duration of >2:30, the website seems to be functioning well and above benchmark. The number of sessions to users is also healthy, suggesting a core audience are prepared to visit the site up to 3 or 4 times.

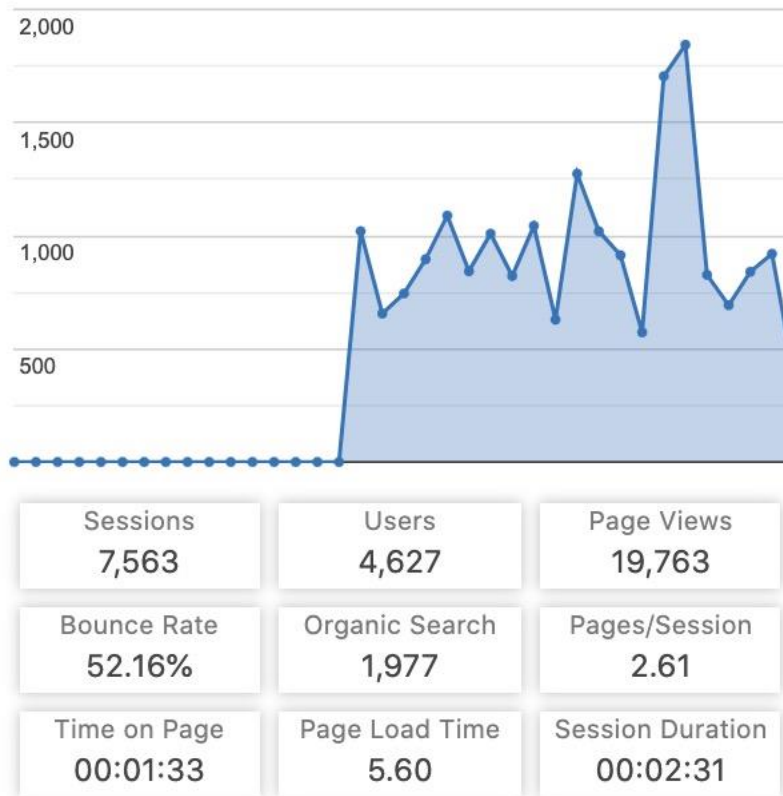


Figure 14: NextGenWater.eu metrics

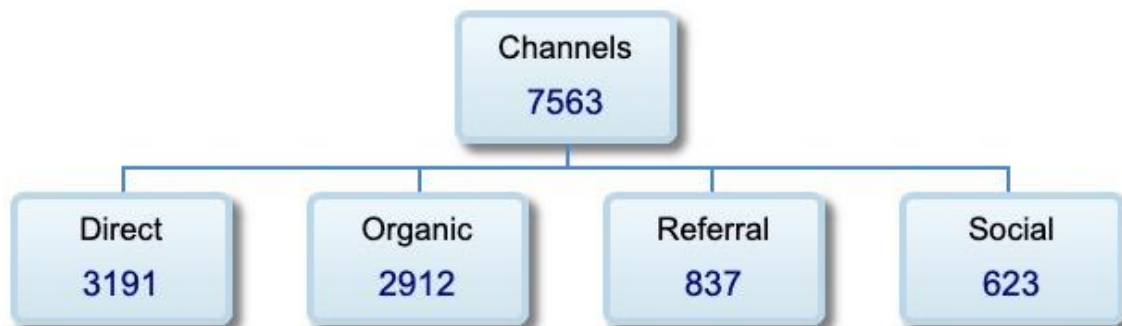


Figure 15: NextGenWater.eu referrals

With 65% organic, social and referral, this supports the notion that NextGen content and presence is travelling well across the internet and driving traffic back to the website as intended. The number of social referrals is a little disappointing; but also demonstrates the changing and increasingly speedy – even superficial – interactions on social media, meaning that all the key elements need to be in a social media post, supported by rich multi-media to capture and keep a reader's attention.



# SlideShare

## Overview

This extension of the LinkedIn family is a living repository for presentations, documents and infographics. It is not currently a focus channel for NextGen, but gives an extra access point, helps improve website SEO referencing and can hold some pleasant surprises for increasing exposure to research content. It may become more frequently used as more mature results and exploitation packs accumulate.

## Performance

The account has three pieces of content which have been consulted 239 times by professionals in the USA, France and UK as top countries.

Top content		Top countries	
Name	Views	Name	Views
NextGen @ IWA Resource Recovery Conference	102	United States	50
Unlocking hidden potential in the water cycle	75	France	46
Circular Economy Solutions in the Water Sector	48	United Kingdom	15

Figure 16: SlideShare views and countries

# YouTube

## Overview

A de-facto video platform, YouTube hosts NextGen video content, which is currently 4 main videos and a French version of the project's general introduction video.

Videos are published under a creative commons attribution to help circulate knowledge and see it used elsewhere.






				
What if a litre of water cost €20-30,000? 72 views • 1 year ago	L'eau et l'économie circulaire: NextGen 24 views • 1 year ago	Bringing the circular economy to life: ... 127 views • 1 year ago	Circular economy & the water sector: solutions for the nex... 489 views • 1 year ago	"Waste" water... why throw away so much of our most... 127 views • 1 year ago

Figure 17: YouTube videos

## Performance

YouTube is an anchor for NextGen video content, but wherever possible, videos are published natively – directly into a post - to the social media platforms. Posting direct to LinkedIn for example gives an automated video start and better user experience for viewers; but does not connect to YouTube analytics. This goes part way to explaining low views on some of the productions, as they regularly gather another 200+ views in a LinkedIn post.


However, the lead project video is still approaching 500 views and is also regularly disseminated at events and meetings directly; creating result the project is happy with in the first 24 months. In total, the channel has received 3,877 impressions which in turn generated 17.4 hours of viewing for 844 viewers.

Video	Views ↓	Watch time (hours)	Subscribers	Impressions	Impressions click-through rate	
<b>Total</b>	<b>844</b>	<b>17.4</b>	<b>26</b>	<b>3,877</b>	<b>9.1%</b>	
<input type="radio"/> Circular economy & the water sector...	489 57.9%	12.4 71.0%	5 19.2%	2,081	7.8%	
<input type="radio"/> Bringing the circular economy to life:...	127 15.1%	1.7 9.5%	0 0.0%	536	11.0%	
<input type="radio"/> "Waste" water... why throw away so ...	127 15.1%	1.1 6.5%	1 3.9%	885	8.7%	
<input type="radio"/> What if a litre of water cost €20-30,0...	72 8.5%	1.6 9.1%	0 0.0%	206	16.5%	
<input type="radio"/> L'eau et l'économie circulaire: NextGen	24 2.8%	0.5 3.1%	0 0.0%	159	11.3%	
<input type="radio"/> nextGen Water Solutions - challengin...	4 0.5%	0.1 0.8%	1 3.9%	3	0%	

Figure 18: YouTube video metrics

**nextGen Water Solutions**  
167 followers  
2mo

If a litre of water cost €20-30,000 you would learn to manage & (re)use it very, very carefully...  
Find out how space technologies inspired by nature are transformi...see more



Christophe Lasseur  
Co-founder & CEO of NextGen Water Solutions (UK)

If you want a bit of hygiene and so on, this could increase up to 10 to 15 kilos per person.

20

Love Comment

Be the first to comment on this

Video views: 531 Total


Show stats

**Alec Walker-Love** @CO... · 05/07/2019 ✓

Space! Beer! Monks!... and #biotech (of course)

When a litre of water in space costs €20-30000 you learn to use it wisely. @NextGenWaterEU channels that to benefit us all back on earth 🌍

#CircularEconomy #SciComm #SciComms



Ralph Lindeboom  
CEO of NextGen Water Solutions

depending a bit on the price of the fuel at that moment.

243 views

1 5 11

Figure 19: Video views via other channels

## NextGen ‘Earned’ media

Additional distribution beyond these channels is not the focus of this deliverable; however, select efforts to generate high-impact opportunities with other communication outlets produced in close partnership with ESCI and relevant partners merit mention. Notably:

- [Horizon: the EU Research & Innovation Magazine](#)
- [Euro News: EU Knowledge & FUTURIS programmes](#)
- [Phys.org](#)
- [Advanced Science News](#)

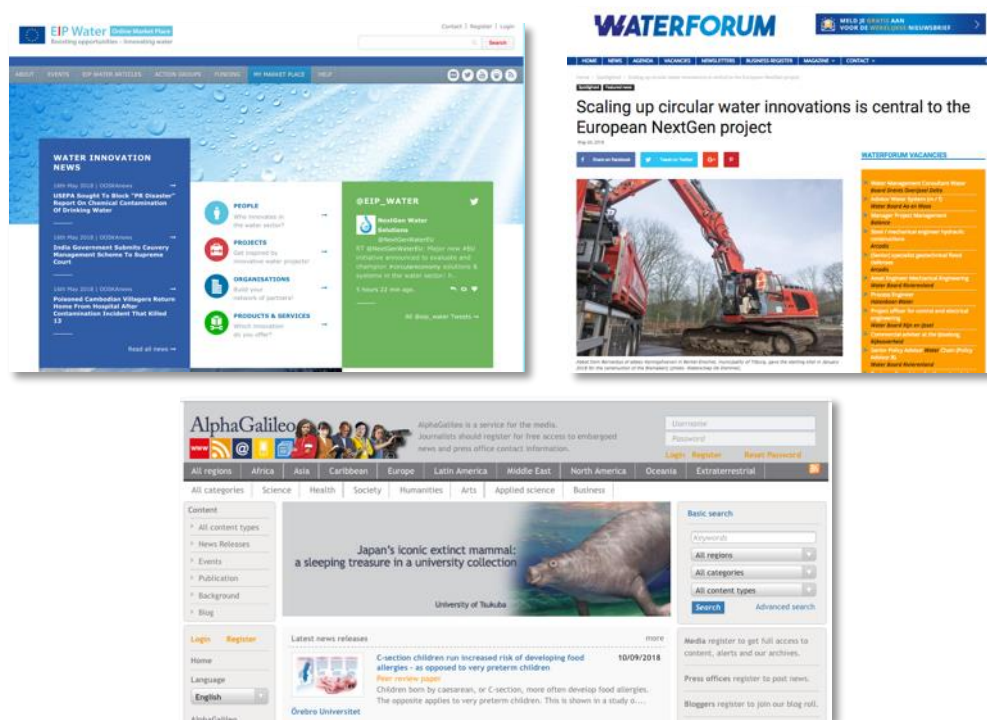


Figure 20: ESCI distribution to key stakeholder/journalist platforms

## Horizon Magazine

NextGen was delighted to be profiled in the European Union’s own research and innovation magazine. Since 2013, they have covered the emerging and breakthrough science coming out of Europe. Horizon’s stories are written by established, independent journalists, aimed at a general public audience and focus on EU-funded scientists and projects.

Dr Christos Makropoulos, Associate Professor at the National Technical University of Athens, Greece and Ilaria Schiavi, a resource management expert at IRIS, an Italian sustainable technology business was interviewed to give the perspective of sister project, ‘Project Ô’.

The piece resulted in tweets from all the major environment and ecology related European Commission accounts as well as industry bodies and influential organisations in the water and sustainability sector.

### Mining sewage for fertilisers and energy to prevent water shortages

**HORIZON**  
The EU Research & Innovation Magazine

HOME | KEY THEMES | VIEWS | TOPICS | MEDIA

ENVIRONMENT

## Mining sewage for fertilisers and energy to prevent water shortages

04 April 2019

by Steve Gillman



To meet the world's growing water needs, we need to squeeze the most out of every drop, which means seeing wastewater as a valuable resource. Image Credit - Danilo Pinzon / World Bank (CC BY-NC-ND 2.0)

**EU Eco-innovation**  
@EU\_ecoinno

To treat and reuse #wastewater, extracting useful materials and energy, means protecting the #environment and shielding your cities from #water scarcity ♻️💧 Read about the work of #H2020 projects @NextGenWaterEU & @EUProjectO featured in @HorizonMagEU ➡️ [bit.ly/2D69vrY](https://bit.ly/2D69vrY)



Horizon 2020 and 9 others

8:59 AM · Apr 9, 2019 · Twitter Web Client

28 Retweets 39 Likes

Figure 21: Horizon Europe Magazine

## Euro News

With a broadcast reach of 400 million homes across 160 countries, Euro News is the most watched news channel in continental Europe. NextGen was delighted to be identified by and work with their flagship European innovation programmes, FUTURIS and EU Knowledge.

Futuris gives the latest news about the leading scientific and technological research projects in Europe. Euro News Knowledge follows Europe's greatest scientists and report on the most intriguing developments in the field. NextGen was able to feature in multiple broadcasts in multiple languages across several time slots in February 2020.

This was a significant awareness raising opportunity for the project, reaching several tens of thousands of homes at each broadcast.





Figure 22: FUTURIS video news report

[See: 'Miracle of nature: Trappist monks turn waste into water'](#)

## Phys.org

ESCI regularly works with specialist B2B media platforms for journalists in science and technology. Phys.org and sister portal, Science X, have accepted and published NextGen content meeting their high journalistic standards.

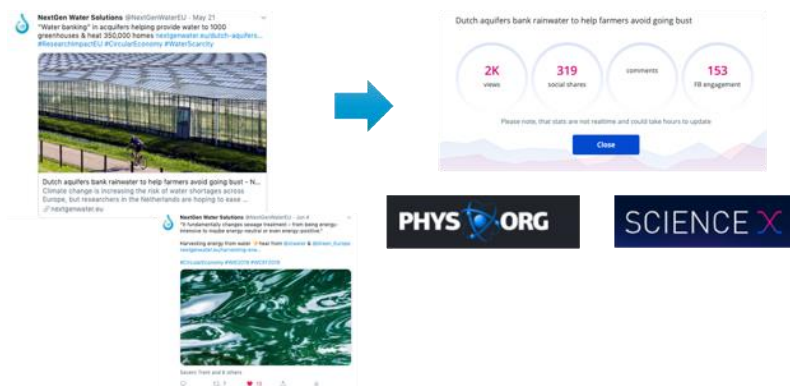


Figure 23: B2B science and technology media platforms

Once accepted by the editorial team, journalists from across Europe have access to NextGen content to republish. It is unfortunately very difficult to track which media outlets choose to then

reuse and rework the content; but dissemination to several hundred media professionals is assured for a featured piece.

Phys.org also promote the content themselves, which gives ESCI some basic metrics. For instance, the published NextGen article on Dutch aquifers, was read over 2,000 times and shared 319 times on social media from their own platform.

## Advanced Science News

NextGen worked with Wiley Water Journal and Wiley publishing arm, Advanced Science News to amplify and give news accessibility to a NextGen related academic journal publication.

The article entitled [‘We need to engage and exchange for a sustainable water economy’](#) featured NextGen coordinator Jos Frijns and the projects’ work to make [engagement more effective through the Communities of Practice approach](#).

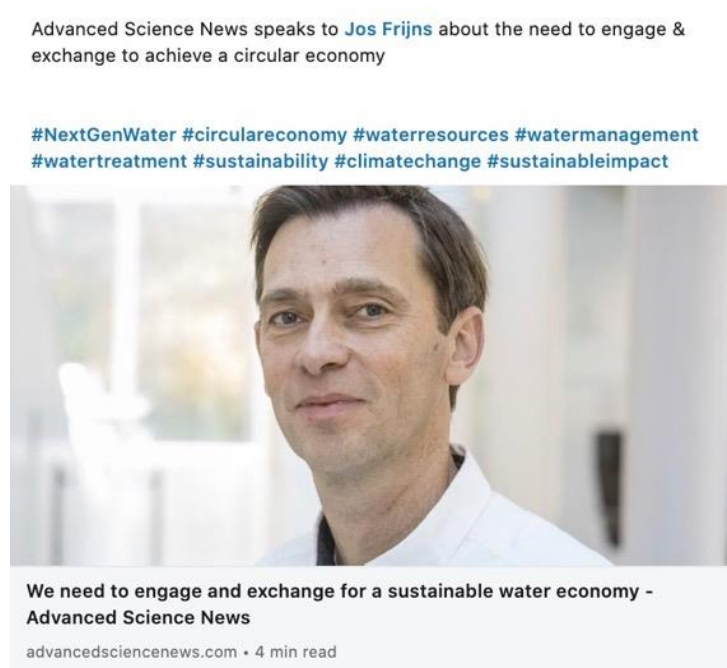


Figure 24: Social media posts about ASN journalism

# Conclusion

At this stage in the project, many of the project content provisions are either on track or have been exceeded, giving a good foundation of 'visible' and 'credible' to work on. Next step – ensure the projects' outcomes also inspire action and support to take them mainstream.

As the number of tangible outputs and high-value deliverables increase going into the second half of NextGen, content output will have to continue and even accelerate. Unpacking several major outputs and bringing them to the attention of target audiences will be a key role of WP6 in months 24-48. Tighter collaboration with demo cases and exploitation partners will help facilitate this and regular updates with these work packages should be considered.

We can expect an increased number of interviews and articles, with a greater focus on news wires and media distribution to support this. Two Video News Releases – much in the same style as the EuroNews broadcast – will also focus on the most promising and media-friendly outputs for television news and magazine programmes around Europe and even beyond will also be produced.

Continued support will be given to develop NextGen social media channels and keep pushing on a variety of platforms for maximum reach and engagement from different audiences. These 'owned' channels will continue to be vital to success. It is worth noting though that physical events are a key driver for growth and engagement online and this has contributed to follower numbers stagnating through COVID-19. Some minor adjustments and considerations of new online interactions to replace and evolve may be needed for content distribution and the entire project.

Some areas for improvement can also be identified. News bites from across the consortium should be accelerated. A combination of ESCI initiative and more frequent liaison with partners will help generate more news and this will be discussed with WP6 members.

Resources and budget are in a good place to support and address these conclusions and a proactive approach now a tipping point in the project has been reached.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°776541



## Annex 1: Selected WP6 metrics

	Selected Communication and Dissemination Actions & Metrics			
CC&D Objective	M1-M12	M13-M24	M25-M36	M37-M48
<b>CC&amp;D Plan</b>	Define strategic frame for success	Analyse and update (M20)	Monitor & refine	Monitor & refine
<b>Compelling written content</b> for 'multiplier' distribution to specialist & mass media	10 x news releases 3-4 interviews 2 x independent articles An. est. reader reach: >40,000	10 x news releases 3-4 interviews 2 x independent articles An. est. reader reach: >30,000	10 x news releases 3-4 interviews 2 x independent articles An. est. reader reach: >30,000	10 x news releases 3-4 interviews 2 x independent articles An. est. reader reach: >40,000
<b>Innovative video content</b> targeting TV mass media and social media uptake	1 x Video News Release Broadcast: 80,000 viewers Social media reach	Continued social media reach & (re)promotion	Continued social media reach & (re)promotion	1 x Video News Release Broadcast: 80,000 viewers Social media reach
<b>Info graphics</b>	2 x info graphics	2 x info graphics	2 x info graphics	2 x info graphics
<b>NETXGEN case studies</b> Proprietary & published insights and best practices	Developing format, concepts and opportunities to profile and contribute to EIP, OECD, SIRA etc.	2 x NEXTGEN case studies 2 x externally published profiles	3 x NEXTGEN case studies 2 x externally published profiles	3 x NEXTGEN case studies 2 x externally published profiles
<b>NEXTGEN print materials</b> Distribution at prof, academic, EU, Int. & local events	Flyer/brochure: 500 recipients 1 x A1 poster	Flyer/brochure: 500 recipients 1 x A1 poster	Flyer/brochure: 500 recipients 1 x A1 poster	Flyer/brochure: 1.000 recipients 1 x A1 poster
<b>Social media strategy</b> Digital distribution targeting consolidated platforms	twitter: 150 followers/40 RT YouTube: 1000 views LinkedIn: 80 follower/20 posts SlideShare: 300 views 1 x social broadcast session	twitter: 300 followers/ 30RT YouTube: 2000 views LinkedIn: 160 followers/60 posts SlideShare: 450 views 1 x social broadcast session	twitter: 400 followers/40 RT YouTube: 2500 views LinkedIn: 220 followers/80 posts SlideShare: 550 views 1 x social broadcast session	twitter: 500 followers/60 RT YouTube: 3000 views LinkedIn: 280 followers/100 posts SlideShare: 650 views 1 x social broadcast session
<b>Project Website</b> Digital 'anchor' for project	Web-stats: 300 visits/ month Av. Session: > 2 minutes	Web-stats: 400 visits/ month Av. Session: > 2 minutes	Web-stats: 400 visits/ month Av. Session: > 2 minutes	Web-stats: 400 visits/ month Av. Session: > 2 minutes
<b>Visual identity</b>	Uniform deployment Info graphic creativity	Uniform deployment Info graphic creativity	Uniform deployment Info graphic creativity	Uniform deployment Info graphic creativity
<b>National &amp; International events / year</b> Local stakeholders, citizens, EU, scientific & business TBC	COP meetings: EU policy meetings: Demonstrator outreach actions: Living Lab & end users reached: International collaborations: Academic & Industry conferences:	COP meetings: EU policy meetings: Demonstrator outreach actions: Living Lab & end users reached: International collaborations: Academic & Industry conferences:	COP meetings: EU policy meetings: Demonstrator outreach actions: Living Lab & end users reached: International collaborations: Academic & Industry conferences:	COP meetings: EU policy meetings: Demonstrator outreach actions: Living Lab & end users reached: International collaborations: Academic & Industry conferences:



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