

Report on editorial, video and visual content and distribution

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Technical References

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Project Coordinator	<u>KWR</u>
Project Duration	53 months

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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Updates from previous version

Comment

The deliverable includes a clear presentation of contents which were developed for usage in various communication channels. The targets have been achieved and the coverage has been quite good. A summary table with relevant data would have been useful.

Correction

A summary table is added to the Summary.



Summary

Dissemination and communication efforts are a vital part of NextGen project which ensure that the project concept, activities, and results are communicated to potential end users and other relevant stakeholders in a clear and consistent manner. The aim of the dissemination and communication activities was to maximise the opportunities for the exploitation of project results at the European and national levels.

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

NextGen created impact with communications content delivered to the projects' entire spectrum of expert, non-expert, and policy audiences. Good content increases trust, provides value, and can influence targeted audiences helping to accelerate transition to circular water solutions.

Detailed in task T6.5, which runs for the duration of the project from M1-M53, we produced a range of high-quality, high-reach content, 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 national and international TV broadcasters
- Social media posts
- Photos and graphics
- Print material as postcards and roll-ups
- Up-to-date website with tailored information about each demo case
- Events and scientific papers dissemination
- Policy Briefs

The numbers reached in our many distribution channels and the quality of the people reached points out for a successful effort throughout the last 4 years and a half. We have shared the knowledge and tools to make our new innovations mainstream. We did this by sharing and engaging people with high-interest content across multiple on-line and in person channels.



Summary content production

Type	Promised	Delivered	Additional Information
Interviews	Total of 12	53	Throughout the project, key technical experts and stakeholders responded to quick-fire written and/or video interviews relating to their experiences, ambitions, and challenges in achieving interoperability, optimisation, innovations, and new policies.
<ul style="list-style-type: none"> • Quick-fire interviews 		24	19 specialists were interviewed on video
<ul style="list-style-type: none"> • Article interviews 		29	28 specialists were interviewed in written articles
Independent articles	Total of 8	43	We planned a total of eight original journalistic articles profiling the skills, experiences, credibility and performance of the demonstration sites and project in more detail. If the opportunity arises, the articles were pitched to local, national, or international mass media in the European Science Communication Institute network.
News bites	Total of 80	130	Short news bites and blog posts with key NextGen developments and resources to share were 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.
<ul style="list-style-type: none"> • Blog posts (nextgen website) 		74	Articles, interviews, news bites and other items published at NextGen's website directly.
<ul style="list-style-type: none"> • Blog posts (partners) 		13	Articles, interviews, news bites and other items published at any partner website directly
<ul style="list-style-type: none"> • Independent articles 		43	As exemplified in the topic (ST 6.5.2), independent articles are those that portrayed our project through interviews and articles in media outside of the project's partners and control.



Infographics	Total of 6	7	7 major infographics + expanded iconography + graphic elements
Video News Releases	Total of 2	2	An experienced team of television journalists produced two video news releases (VNR) in broadcast quality tailored for international broadcasters to use. The first VNR was broadcasted at EuroNews and the second one in two local broadcasters: TV3 in Catalonia and SRF in Switzerland.
Printed Materials	n/a	7	A flyer, a postcard, 4 roll-ups and telescopic banner.

Summary content distribution

Channels	KPI	Delivered	Overview
Twitter	Total of 500 followers	1600+ followers	NextGen used 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.
LinkedIn	Total of 280 followers	1530+ followers	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 generated healthy organic search and reference for NextGen content and connect professionals interested on our results.
Instagram	n/a	280+ followers	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.
Website	400 visits per month and visit time >2 min	573 monthly visits, average time 2:07 min	The website was designed to be a modern and dynamic site that worked as a 'digital anchor' for NextGen content. Articles, info graphics, interviews, videos, and news bites were then pushed, promoted, and placed on established websites with in-built audiences, linking back to the site.
SlideShare	n/a	400+ views and 22 downloads	This extension of the LinkedIn family is a living repository for presentations, documents, and infographics. It was not currently a channel for

			NextGen, but it gave an extra access point, helped improve website SEO referencing and hold some pleasant surprises for increasing exposure to research content.
YouTube	2000 views	2800+ views	A de-facto video platform, YouTube hosts NextGen video content, which comprised of a total of 30 main videos with interviews, presentations and much more. We reached our KPI of 2000 views, with 2.8k.
Earned media	n/a	Featured in 3 TV stations and 17 online magazines	Throughout NextGen's 53 months, our project has been featured multiple times in online magazines, interviews and even TV. Be it specific demo cases, actions, or innovations such as the serious game, we have generated increasing interest in our results and the water circular economy.

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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2. Creating and planning content

In our deliverable **D6.2 Interim report on editorial, video and visual content and distribution** we detailed minutely how we decided which content was created, when, with what frequency, level of detail and timing.

Editorial, video, and visual content created and distributed **was a balanced reflection of key project subject matter, aims, and features.**

We focused on exploring:

- The nexus between water, energy, materials and the effective management and use of resources in a circular economy.
- Key outputs and activities of the project.
- Innovations and new research on the topics.
- Policy connections.
- Each demo case and their main actions and successes.

We took advantage of the partners internal strength to produce quality content and its many connections to media channels and journalist around Europe to help push NextGen's content and results.

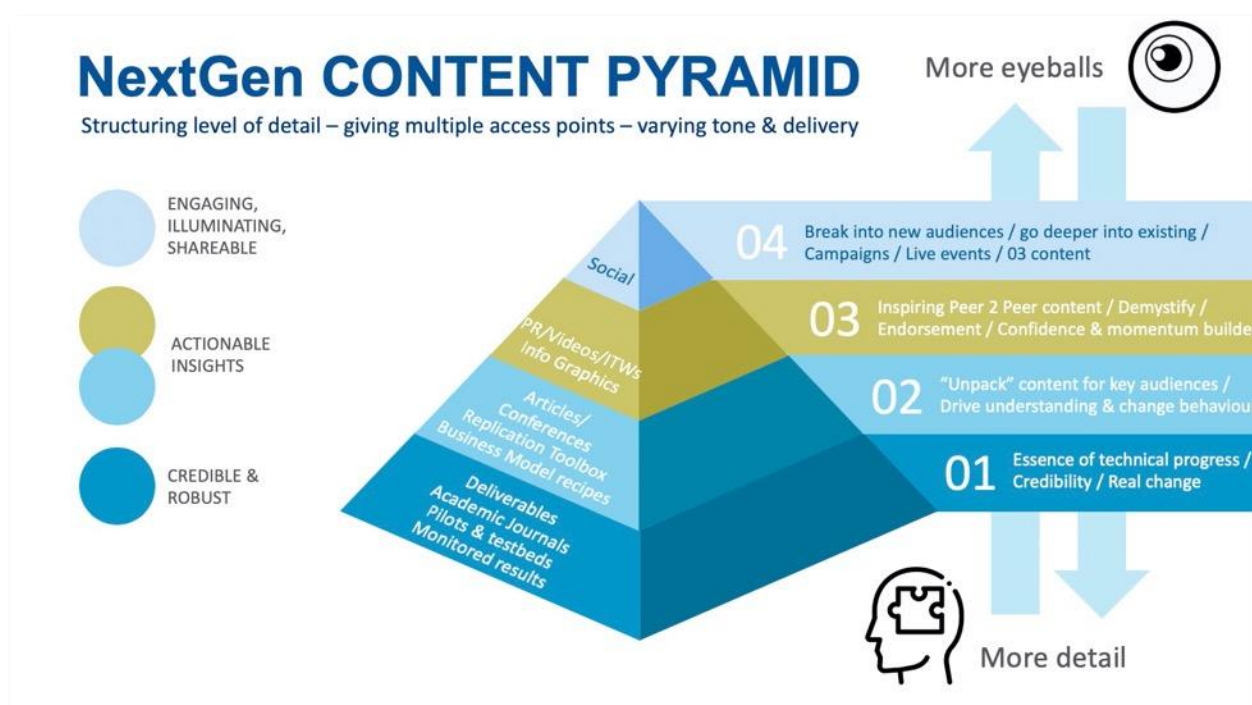


Figure 1: Linking fundamental project outputs to different levels of content

3. Editorial, video and visual content and distribution results

Compelling content (T6.5)

Video, visuals, social media content, journalistic articles, citizen journalism and news releases were some of the planned activities that brought the project's story and personalities to life.

With a content-focused approach, NextGen explored a mix of Earned, Shared and Owned media to go where target audiences were, rather than passively expect them to come to us. As a research and demonstration project, NextGen is particularly rich in 'Owned' content and 'Shared' media. Communication and dissemination actors across the project prioritised bringing NextGen insights to a wider audience by leveraging their personal, professional, and institutional networks.

Online NextGen "Owned" media – such as LinkedIn company page, Twitter feed, Instagram and nextgenwater.eu – **inform** dissemination targets with easily accessible and up to date content on project aims, progress and key contextual issues and challenges.

"Earned" media taps into the PR, investor, and influencer engagement of WP6 lead ESCI and other partner's such as Water Europe and KWR at a European level and local C&D leads in each demo case site.

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 helped create a credible, sustainable interest in NextGen activities and solutions.

Interviews (ST 6.5.1)

Description

Throughout the project, key technical experts and stakeholders responded to quick-fire written and/or video interviews relating to their experiences, ambitions, and challenges in achieving interoperability, optimisation, innovations, and new policies.

These were primarily draw on the demonstration site ecosystems and we interviewed people both internal and external to the project's consortium. We far surpassed the initial



plan of three to four interviews per year and a total of 12 to be produced, delivering 53 interviews in total.



Figure 2 Video interview shot with KRW's CEO Dr Dragan Savic

Initially published on the project website and YouTube channel, quotes, images, and points of view expressed also drove social media activities and public relations actions.

Delivery & Management: M1-M53 – ESCI lead

Target audience(s): dependent on content and focus of each piece. 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

Expected M1-M53: 12

Delivered: 53

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

- **Durk Krol**, Executive Director, Water Europe
- **Professor Dragan Savic**, CEO, KWR (x2)
- **Christos Makropoulos**, Assistant Professor, NTUA (x2)
- **Jos Frijns**, NextGen project coordinator, KWR (x2)
- **Emmy Bergsma**, Researcher, KWR
- **Heather Smith**, Lecturer in Water Governance, Cranfield University (x2)
- **Ken Webster**, Head of Innovation, Ellen MacArthur Foundation
- **Mark Fletcher**, Global Water Lead, Arup
- **Lydia Vamvakieridou-Lyroudia**, Programme Director Watershare
- **Mehdi Khoury**, Senior Research Fellow, University of Exeter
- **Andrea Rubini**, Director of Operations, Water Europe
- **Loic Charpentier**, Water Innovation Policy Manager, Water Europe

- **George Karavokiros**, Computer Scientist, NTUA (x2)
- **Queralt Plana Puig**, Senior Researcher, Eurecat
- **Anders Nättorp**, Research Associate, FHNW
- **Alexandra Jaunet**, Project Manager, Strane Innovation
- **Klio Monokrousou**, Senior Researcher, NTUA
- **Timos Lytras**, Deputy Director of Corporate Strategy and Innovation, Athens Water and Sewage Company.
- **Dimitris Kyriakasis**, head of the division of Green Areas and Urban Fauna, City of Athens

29 Written text interviews available on 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
- **Christos Makropoulos**, Assistant Professor, NTUA
- **Ilaria Schiavi**, Project Coordinator Project Ô
- **Staffan Filipsson**, Head of International Unit, IVL Swedish Environmental Research Institute
- **Ewa Lind**, Demo case leader, IVL Swedish Environmental Research Institute
- **Klaasjan Raat**, Water Resource Manager, KWR
- **Martin Bloemendal**, Geothermal Energy expert, Delft University of Technology
- **Peter Vale**, Technical Lead, Severn Trent Water
- **Sergiy Moroz**, Senior Policy Officer, European Environmental Bureau
- **Heather Smith**, Lecturer in Water Governance, Cranfield University
- **Ian Barker**, Managing Director, Water Policy International
- **Jos Frijns**, NextGen project coordinator, KWR
- **Olaf van der Kolk**, Director, AquaMinerals
- **Francesco Faltone**, Water Cycle Expert, Polytechnic University of Marche
- **Charles-Xavier Sockeel**, Sustainable Business Engineer, Strane Innovation (x2)
- **Dimitri Iossifidi**, Founder, Greener than Green technologies
- **Sandra Casas**, Water Expert, Eurecat
- **Rupali Deshmukh**, Researcher, IVL Swedish Environmental Research Institute.
- **Young H Lee**, Researcher, Korean Institute of Science and Technology
- **Loic Charpentier**, Water Innovation Policy Manager, Water Europe
- **Yanjing Zhu**, Director of China's Office, IVL Swedish Environmental Research Institute.
- **Tina Katika**, Researcher, NTUA
- **Stefania Munaretto**, Knowledge Valorisation and Environmental Governance, KWR
- **Piero Morseletto**, Researcher, Free University of Amsterdam
- **Caro Mooren**, Researcher, KWR
- **George Karavokiros**, Computer Scientist, NTUA



Independent articles (ST 6.5.2)

Description

We planned a total of eight original journalistic articles profiling the skills, experiences, credibility and performance of the demonstration sites and project in more detail. Always anchored on the project website, they were shared with influential multiplier websites in specialist media, stakeholder networks and established online groups or platforms like LinkedIn. If the opportunity arises, the articles were pitched to local, national or international mass media in the European Science Communication Institute network.

Delivery & Management: M1-M53 – 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

Expected M1-M53: 8

Delivered: 43

Examples

Unlocking a Circular Economy published at the WaterWorld

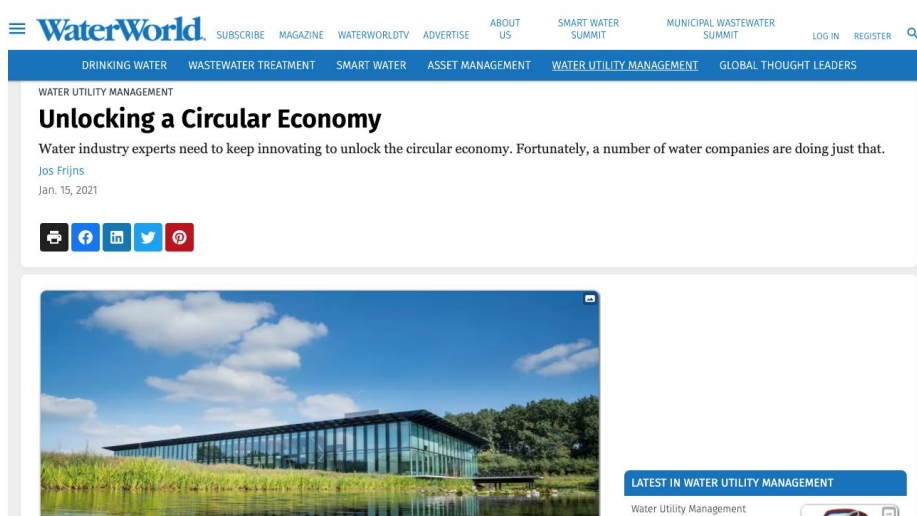


Figure 3 Article published on WaterWorld



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

Synopsis: A summary about how to achieve the circular economy talking about the need of integration, communication and stakeholder involvement, specialized knowledge, public trust, and good regulations.

Interviewees, plus desk research: Dr. Jos Frijns, Project Coordinator, KWR

[Testing AR to increase public engagement in water reuse](#) published in Water and WasteWater Asia

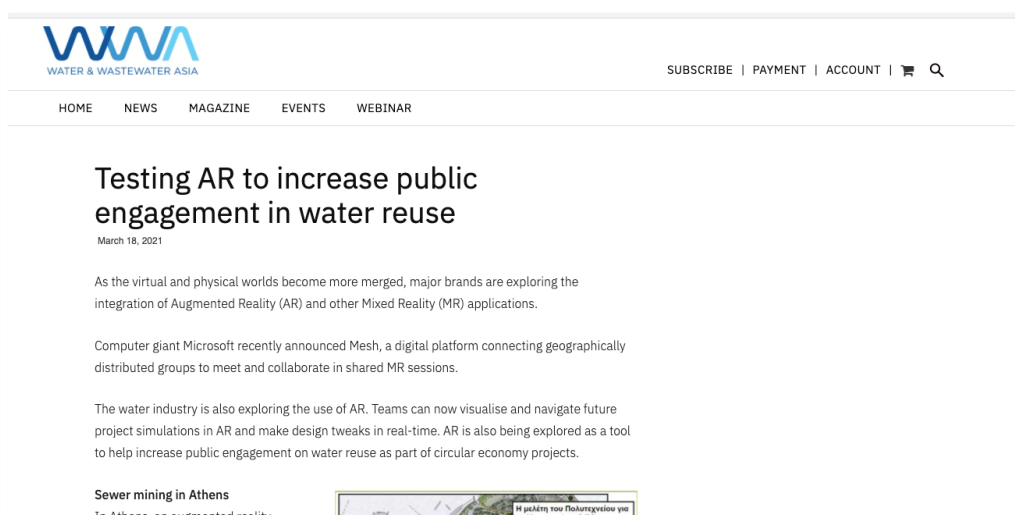


Figure 4 Article published at Water & Wastewater Asia

Synopsis: Dr Tina Katika explores the use of Augmented Realities for the water industry, but especially as a tool to help increase public engagement on water reuse as part of circular economy projects.

Interviewees, plus desk research: Dr Tina Katika researcher at the Institute of Communication and Computer Systems (ICCS), Dr Klio Monokrousou from the Laboratory of Hydrology and Water Resources Management, NTUA and Jos Frijns, NextGen Water Solution Project Coordinator, KWR.



Identifying the right circular vocabulary and stakeholders published in Smart Water Magazine

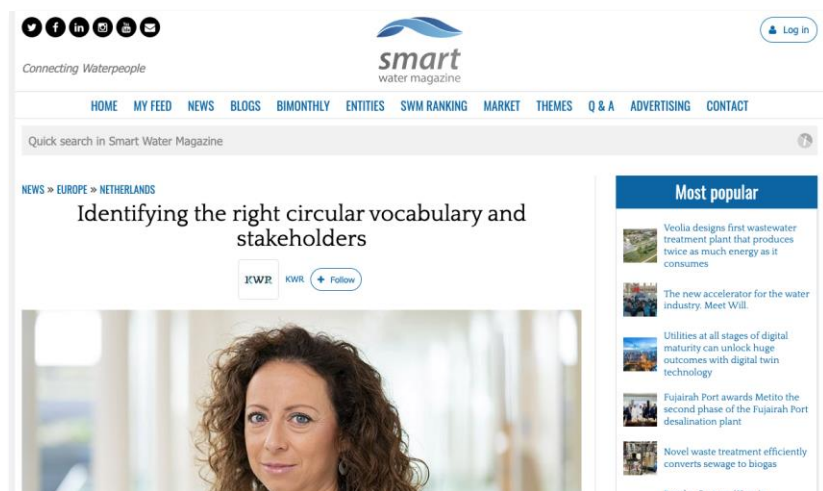


Figure 5 Article Published at Smart Water Magazine

Synopsis: Connected to one of our scientific publications, this article explores the need for defining a common vocabulary and involve the right stakeholders to achieve the water circular economy.

Interviewees, plus desk research: Dr. Stefania Mureto, researcher from KWR.

News bites (ST 6.5.3)

Short news bites and blog posts with key NextGen developments and resources to share were 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 were also featured, 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-M53 – 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-M53: 80

Delivered: 130 (all news items) – 74 (NextGen website), 13 (other partners blog posts) + 43 independent articles

Examples

NextGen Website Blog post

Articles, interviews, news bites and other items published at NextGen's website directly.

AUGMENTED REALITY TOOL SUCCESSFULLY BRINGS CIRCULAR ECONOMY PRINCIPLES TO THE PUBLIC'S ATTENTION

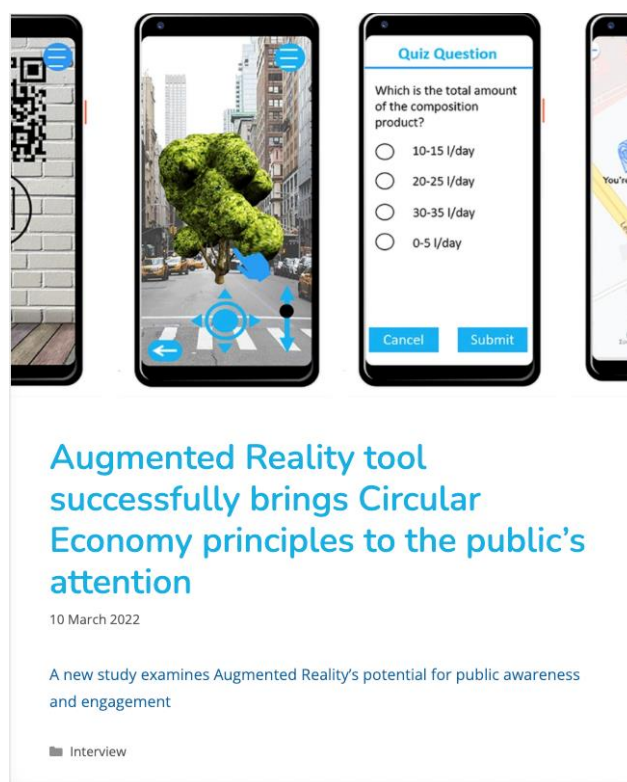


Figure 6 Article post published at NextGen's website

Other partner's website posts

Articles, interviews, news bites and other items published at any partner website directly.

Reflections on the NextGen circular water solutions in the Athens final event



Figure 7 Article Post published at KWR website

Independent article

As exemplified in the former topic (ST 6.5.2), independent articles are those that portrayed our project through interviews and articles in media outside of the project's partners and control.

ANMBR – THE SECRET TO UNLOCK NEXTGEN WASTEWATER TREATMENT?



Figure 8 Example of Independent article at AquaTech Trade

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 were produced. We planned a total of four info graphics over duration of the contract to be deployed to attract new interest, increase engagement, and deliver powerful messages clearly.

To finalize the end of the project, we are producing two final infographics that will contain the main results from NextGen and its Policies suggestions in an easy to grasp and creative way for fast distribution.

Delivery & Management: M1-M53 – 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-M53: 6

Delivered: 7 major info graphics + expanded iconography + graphic elements

Examples



Figure 9: Selection of graphics and icons developed

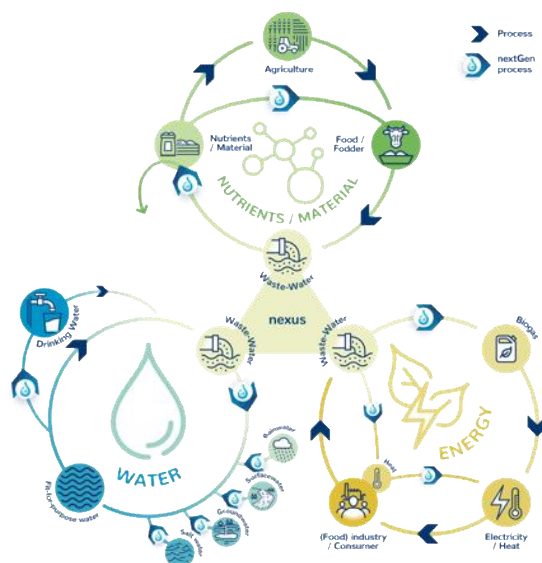


Figure 10: NextGen nexus infographics (Contd.)

Video News Releases (ST 6.5.5)

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

Delivery: M13-M53 – 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 set the scene and key challenges, a second news video in year four brought together all the best threads and results of the project.

Expected M1-M53: 2

Delivered: 2

A first VNR was produced showcasing the La Trappe demo case in the Netherlands and broadcasted on EuroNews.

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.



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

Our Final VNR was filmed in KWR Research Institute in the Netherlands and on our demo case in Tossa del Mar in Spain. It was picked-up to be broadcasted in two local TV news stations. [One in Catalúnia \(TV3\)](#), and another [in Switzerland \(SRF News\)](#).

[TV3](#) 's " [Telenotícies](#) " are the leading and reference news in Catalonia. Schweizer Radio und Fernsehen ([SRF News](#)) is a media company from Switzerland with 3 tv channels and 6 radio channels. Its focus is to attend the German-speaking population in Switzerland. The news piece on SRF will still be broadcasted in November. The news piece was featured on "[10 vor 10](#)" a TV news magazine reporting from Monday to Friday on the headlines of the day from Switzerland and abroad.



Figure 11 Demo site at Tossa del Mar featured on TV3

[See: Innovative systems for reusing wastewater](#)



[See: The idea: treating wastewater for agriculture](#)

Print material as postcards and roll-ups

A Flyer and postcard were developed and distributed on opportunities for in-person communication such as events and conferences. We also created 4 roll-ups to be used by our partners in different events, using the NextGen's logo and identity. We also developed a telescopic banner for our Final Event in Athens.



Figure 12 Postcard



Figure 13 Telescopic Banner being used on our Final Event



Figure 14 Roll up

NextGen ‘Owned’ media distribution

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

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



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

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 acted to add to the more formal news items on the NextGen website and contributed extensively to gaining visibility and establishing credibility in the project.

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

Twitter

Overview

NextGen used 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 aimed to:

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

Performance

Twitter performed much better than we anticipated as a content distribution channel. Also proved to be a good listening and interaction tool with peers in research, policy making communities and interested commercial and technology partners.



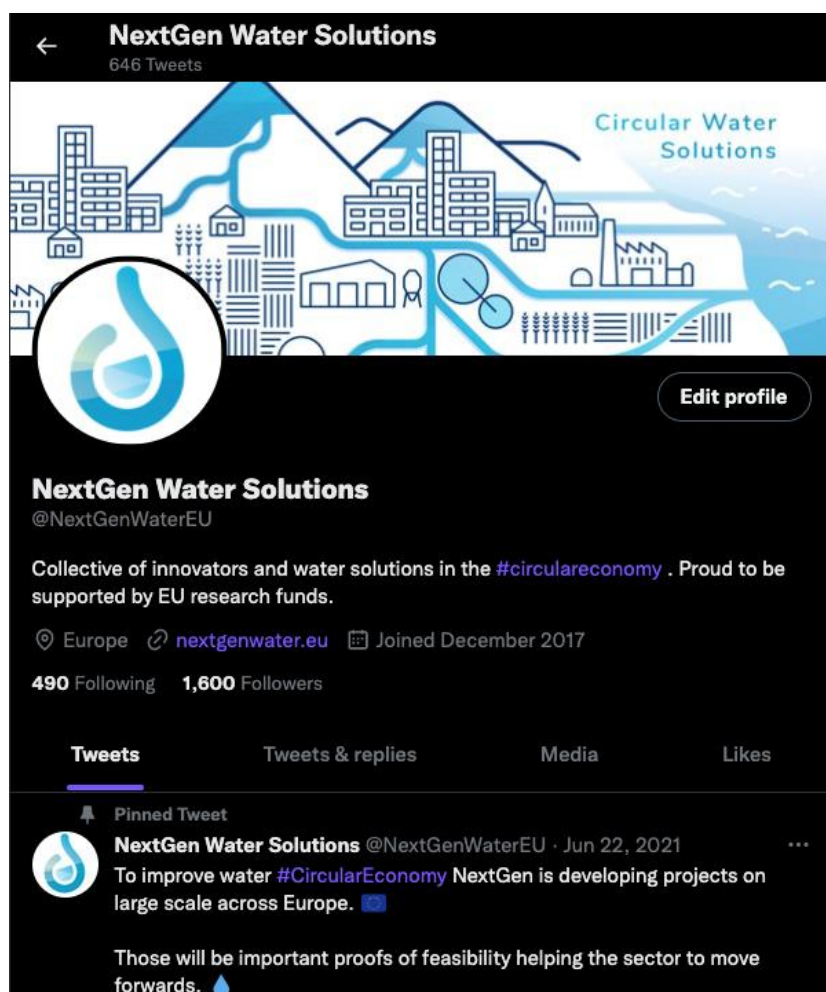


Figure 15 NextGen's Twitter

We strategically created a combination of NextGen interviews, editorial, infographics and articles as premium content on this social media, and featured news and articles from the broader topic of water management, water policies and circular economy. With that we could reach further, bringing interesting news to our public, be it from our own project or not.

That allowed us to reach +1600 followers, far surpassing our initial estimation (KPI) of 500 followers by the end of the project. Not only that, but we reached over 80,000 people during the duration of the project.

What worked best?

Top tweets usually revolved around events, scientific articles, or presentations. We also noticed that best performance tweets usually had photos of researchers or specialist. Videos were also well received on Twitter with an average of 1025 views per year.

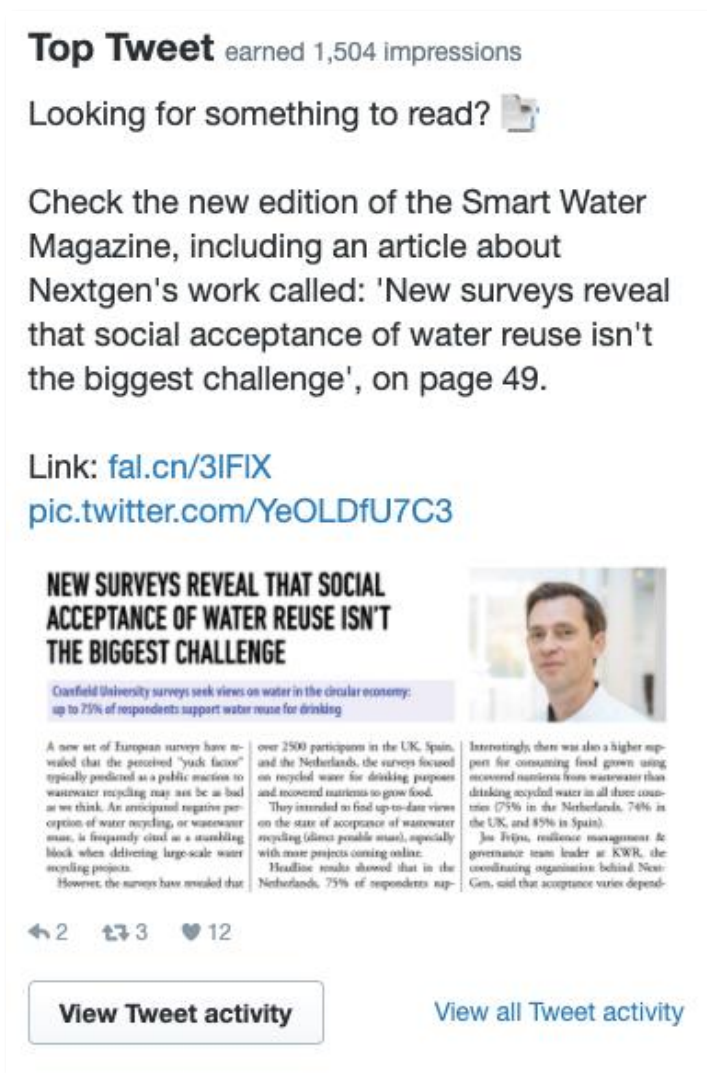


Figure 16 Top performing Tweet for last year M41-M53

As an example, this post showcasing an article published at Smart Water Magazine, with Jos Frijns's photo was the top performer on Twitter in the last year of the project. It had a good combination of showcasing results from the project while still seeming relatable with his photo prominently featured in the article and post.

As for reaching important accounts and influencers, we have been followed, re-tweeted and tagged by important players such as:

- **NGOs:** [IUCN Water and Land Management Team](#), [World Water Bank](#)
- **Water focused media:** [Smart Water & Waste World](#), [Water News Global](#), [Water Industry Journal](#)
- **Summits:** [World Water-Tech](#), [IWC conferences](#)
- **EU:** [WeObserveEU](#), [EUinmyRegionEU](#), [EU Climate Action](#), [EU Environment](#), [EU green research](#)
- **Networks:** [EIP-AGRI Support Facility](#), [IAHR](#) , [WaterYouthNetwork](#)



Figure 17 One of our top followers











Influenced By			
	@eu_commission	1.3M	<div><div></div></div>
	@worldbankwater	85.2K	<div><div></div></div>
	@euronewsfr	65.3K	<div><div></div></div>
	@sitrafund	44.4K	<div><div></div></div>
	@eu_sciencehub	43.1K	<div><div></div></div>
	@dw_environment	29.7K	<div><div></div></div>
	@eu_ecoinno	21.1K	<div><div></div></div>
	@uk_cw	16.9K	<div><div></div></div>
	@advscinews	12.3K	<div><div></div></div>
	@imagineh2o	11.6K	<div><div></div></div>

Figure 18 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 generated healthy organic search and reference for NextGen content and connect professionals interested on our results.

We had a similar approach to LinkedIn to Twitter, where we posted a combination of NextGen interviews, editorial, infographics and articles and featured news and articles from the broader topic of water management, water policies and circular economy. With this approach we have also by far surpassed our expectations for this channel (KPI 280 followers), reaching 1532 followers.

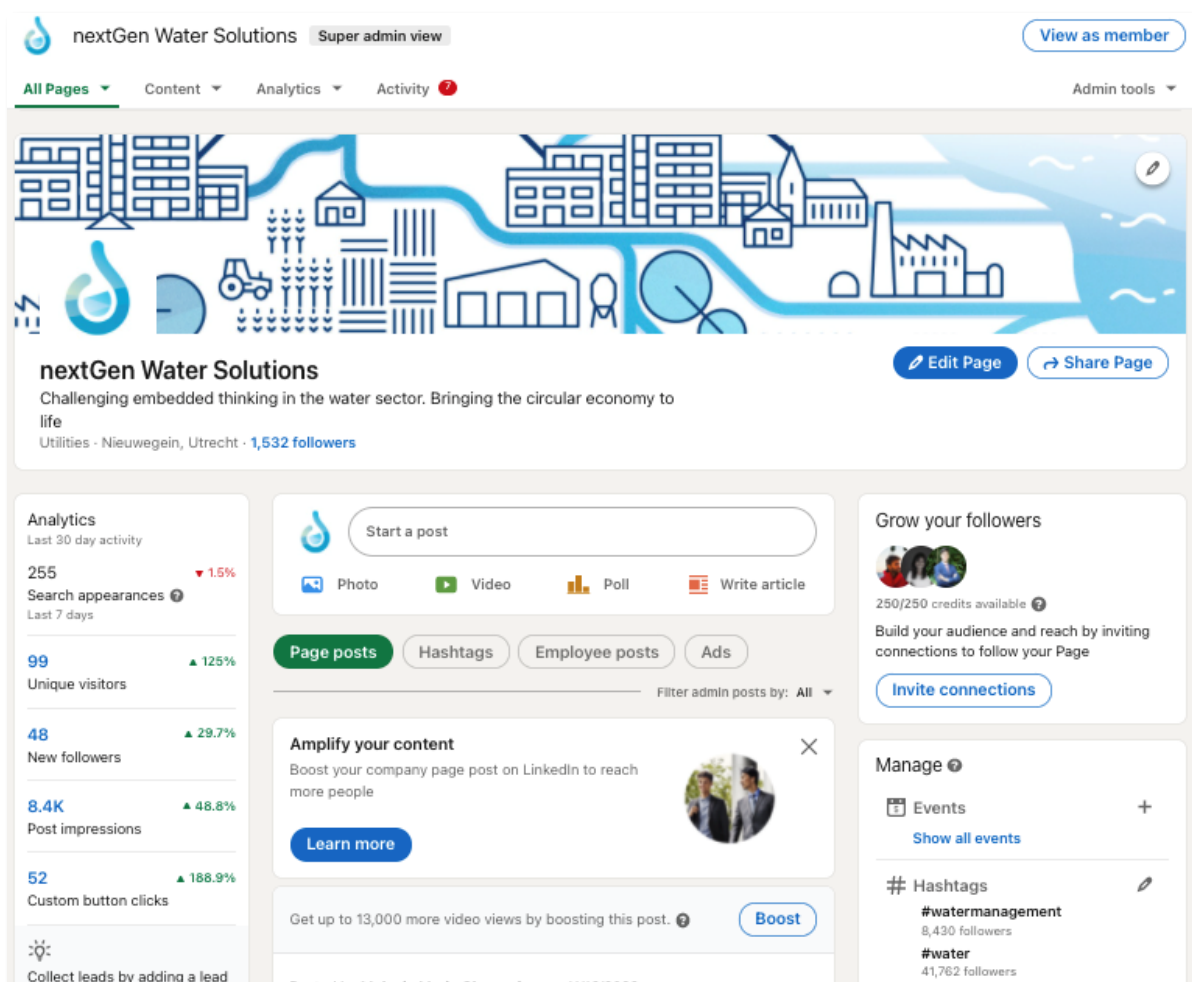


Figure 19 NextGen LinkedIn Company Page

Performance

LinkedIn was quite successful, having reached hundreds of thousands during the duration of the project and 1532 followers organically (without paid advertisements).

Due to a change in API access agreements with 3rd party platforms by LinkedIn, ESCI has had issues with data for year 1 and 2 but 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 our data we can see an increased interest in our channel towards the end of the project. In March 2020 we started following a stricter editorial schedule with at least two posts per week. They were always posted on Mondays and Wednesdays at the same time. That resulted in an steep increase of followers through the last 2 and a half years of project.

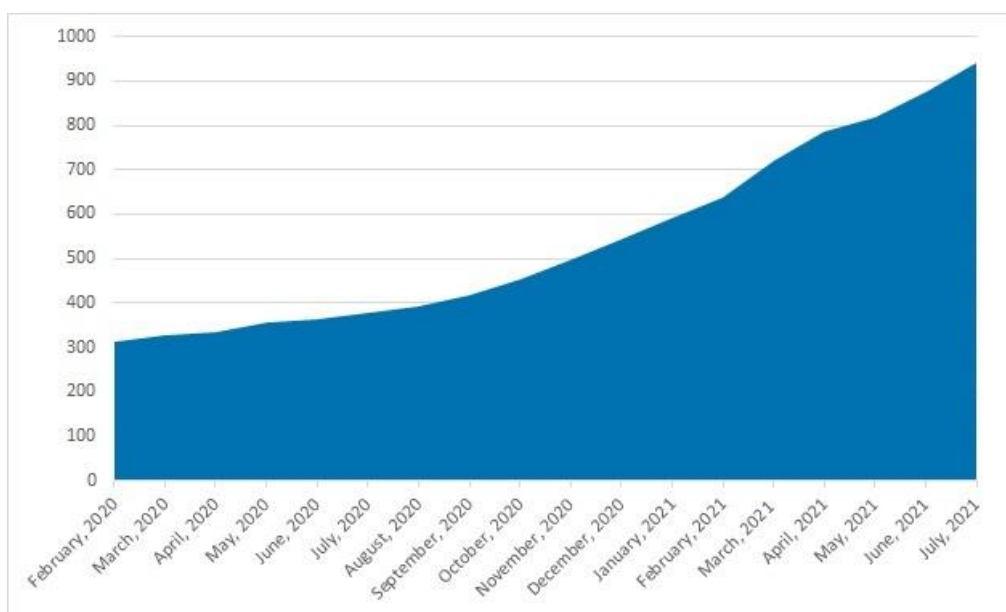


Figure 20 LinkedIn followers M24-M36

Our top performing contents were also around new results, events, and scientific publications, especially when a specialist was portrayed. Being a professional network, a lot of times the specialist would share our post, ensuring that we would reach not only our followers but also his/hers own network.

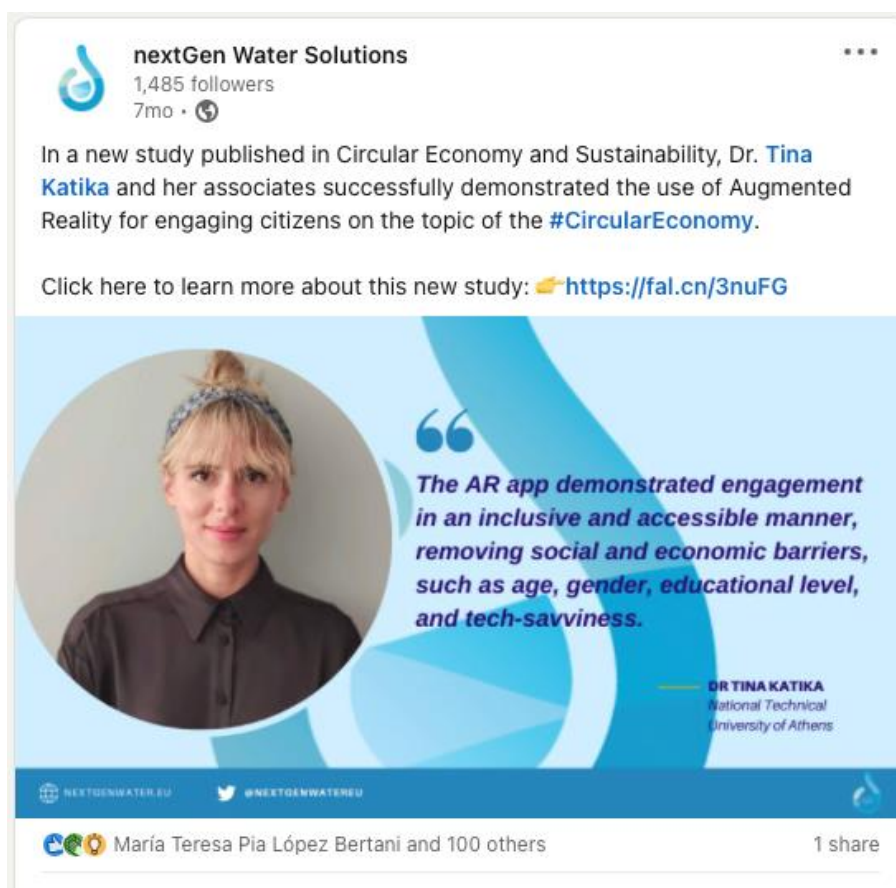


Figure 21 Best performing post on LinkedIn

As an example, we have the post on Figure 21 which portrayed Dr. Tina Katika, one of NextGen’s researchers with a quote connected to the scientific publication she had authored. This post reached more than 3,500 people, being an effective way to disseminate our scientific papers and results.

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 time spent managing the platform – each post generated around 4 new followers. Although it wasn’t our primary focus, we reached almost 300 followers which is not bad for a project Instagram.

Audiences are considerably younger than the NextGen's other channels and give a far better gender balance. Interactions are mainly from Europe, but also gave some surprising exposure in North and Latin America.

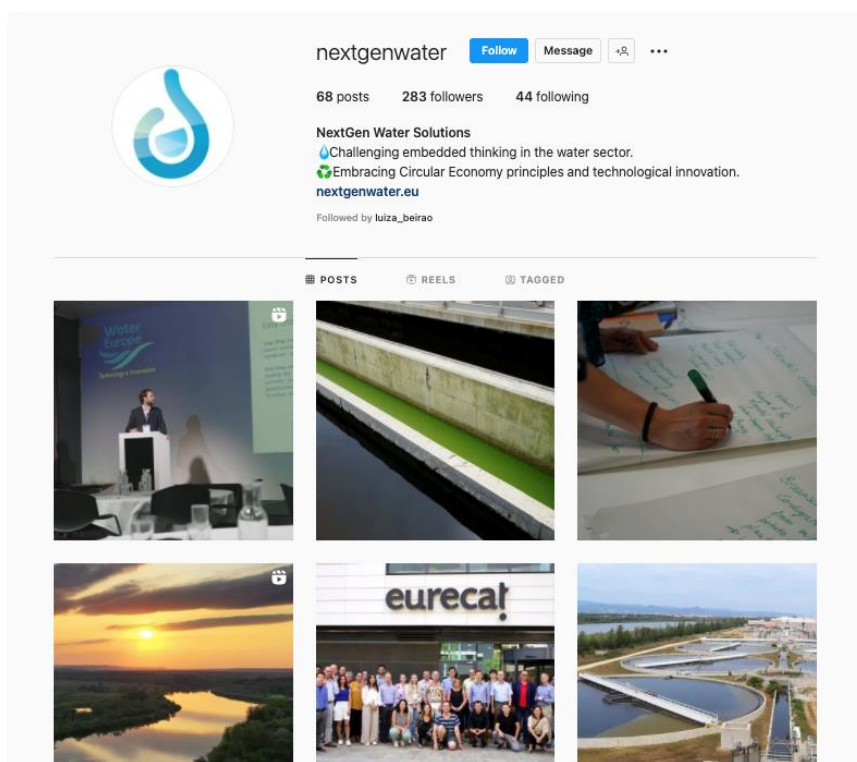


Figure 22 NextGen's Instagram

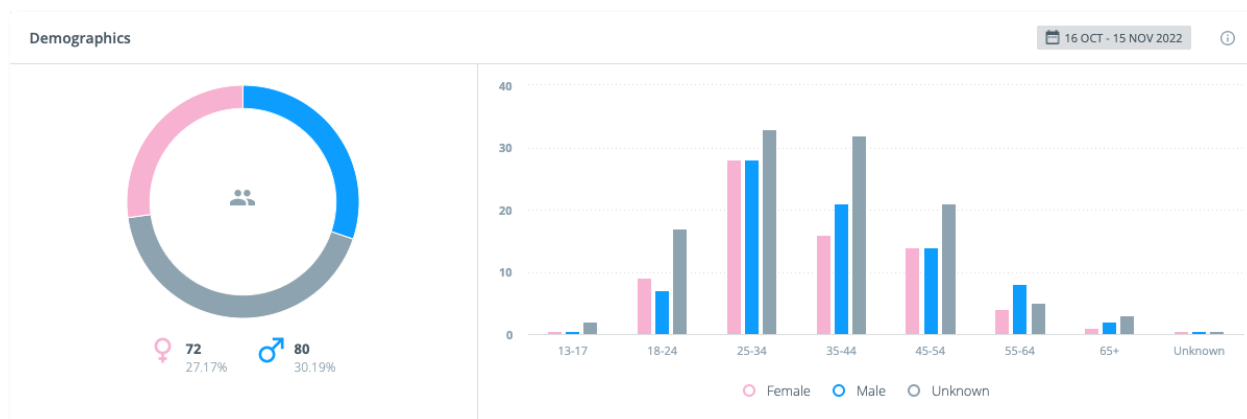


Figure 23 NextGen's Instagram demographics

NextGenWater.eu

Overview

The website was designed to be a modern and dynamic site that worked as a 'digital anchor' for NextGen content. Articles, info graphics, interviews, videos, and news bites were then

pushed, promoted, and placed on established websites with in-built audiences, linking back to the site.

Priority, therefore, was given to presenting an easy to update and well-connected website with NextGen content featured in the main sections, twitter feeds, interviews, and blog posts front and centre. The site uses the WordPress 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 >2:07, the website functioned well and above benchmark. As a KPI we aimed for 400 visits per month, which we reached, with an average of 573 monthly visits. The number of sessions to users is also healthy, suggesting a core audience that visited the site up to 3 or 4 times.

The number of pageviews was also quite high and the bounce rate under 70%, meaning that visitors engaged with the website (i.e., they didn't just stop at the home page). The average visit duration confirms this observation because it's over 2 minutes. It indicates that visitors likely read the content and stayed on the website, moving through more than one page.

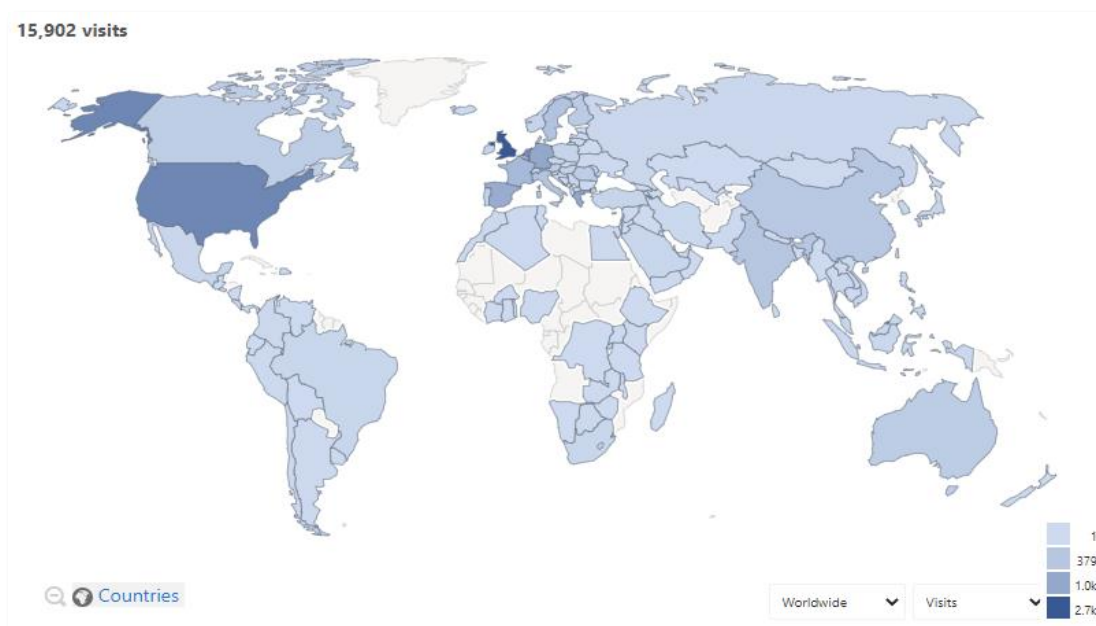


Figure 24 Geographical Distribution of the website

Most visitors are from Europe, in particular, from the UK and the Netherlands. It's also important to notice that the countries outside of Europe in which we focused to establish connections (India and China) also featured prominently on top 15 countries that accessed our website.

The 85% organic acquisition through search engines such as Google, shows that there was a large interest in our project. The 8% of click-through coming from social media supports the notion that NextGen content and presence travelled well across the internet and drove traffic back to the website as intended.

Visitors from social media mostly arrived from LinkedIn and Twitter. Even though those from Twitter were fewer than those from LinkedIn, they engaged with the website content more.

SlideShare

Overview

This extension of the LinkedIn family is a living repository for presentations, documents, and infographics. It was not currently a channel for NextGen, but it gave an extra access point, helped improve website SEO referencing and hold some pleasant surprises for increasing exposure to research content.

Performance

With 16 pieces of content, we reached 400+ views and had 22 downloads from our presentations. Our top viewers were professionals in the USA, France, and UK and most of our traffic came from our website or social media.

Top content	
Name	Views
D1.2 operational demo cases	110
Circular Economy Solutions in the Water Sector	41
Anders Natorpp Demo case - Switzerland, Altenrhein	18
NextGen Water Solutions	17
NextGen Altenrhein, Switzerland	14

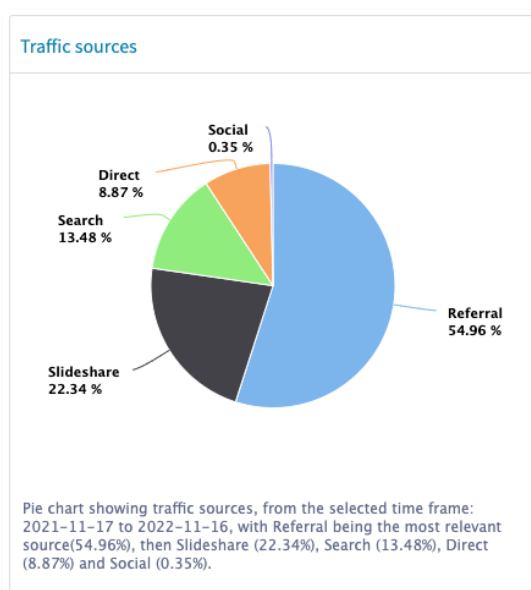


Figure 25 Top content and traffic source on SlideShare

YouTube

Overview

A de-facto video platform, YouTube hosts NextGen video content, which comprised of a total of 30 main videos with interviews, presentations and much more. We reached our KPI of 2000 views, with 2.8k.

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

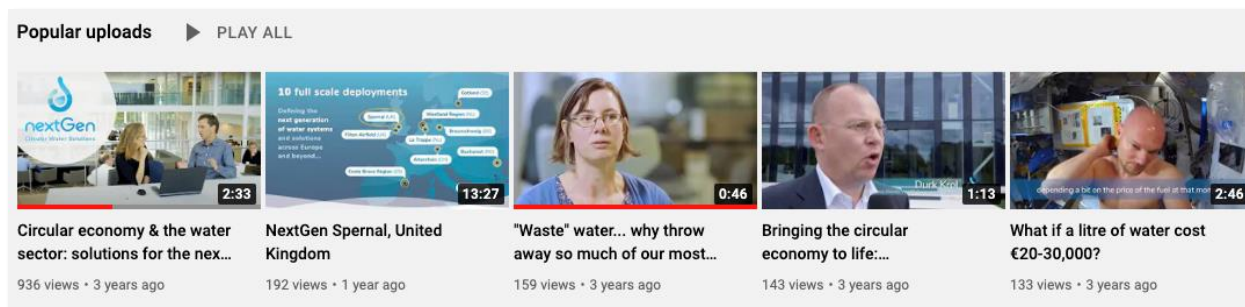


Figure 26 NextGen's YouTube channel

Performance

YouTube was an anchor for NextGen video content, but wherever possible, videos were 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 gathered another 400+ views in a LinkedIn post.

As a lesson learned, we found that having our own YouTube channel was not a good idea. The lack of weekly or even consistent videos to publish, made the channel underperform through YouTube's algorithm. As a solution, ESCI has recently in the last two years been posting in its own channel videos for all of its projects, reaching a far larger audience.

Only 4 of our videos have been posted this way and have received far more views than all other posted on NextGen's YouTube channel proving that it wasn't the quality of the videos that led to small viewership, but the channel itself.

Still, a few videos did fairly well. Especially our main project video which is still approaching 1000 views and was also regularly disseminated at events and meetings directly; creating result the project is happy with. In total, the channel has received **2,846** views which in turn generated 20.4 hours of viewership.

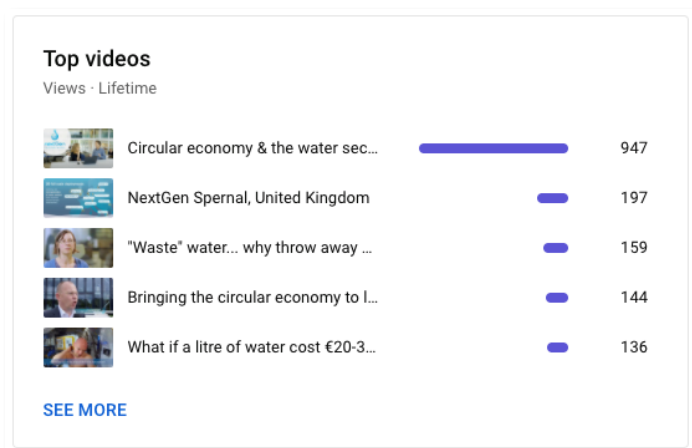


Figure 27 Most watched videos in our YouTube

NextGen 'Earned' media

Throughout NextGen's 53 months, our project has been featured multiple times in online magazines, interviews and even TV. Be it specific demo cases, actions, or innovations such as the serious game, we have generated increasing interest in our results and the water circular economy.



Figure 28 Euronews video with Trappist Monk at La Trappe demo case

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

We have been featured in 3 TV channels and 17 online magazines. Notably:

- [Horizon: the EU Research & Innovation Magazine](#)
- [Euro News: EU Knowledge & FUTURIS programmes](#)



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

- [Phys.org](#)
- [Advanced Science News](#)
- [Alpha Galileo](#)
- [Aquatech Trade](#)
- [Biopolus](#)
- [Water Forum](#)
- [Smart Water Magazine](#)
- [Utility Week Magazine](#)
- [Water & Wastewater Asia](#)
- [Water Industry Journal](#)
- [Water News Europe](#)
- [Water Online](#)
- [Water World](#)



4. Conclusion

For NextGen, exploring the nexus between water, energy, materials and the effective management and use of resources in a circular economy was primordial. Content created therefore covered all three angles of the nexus:

- **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 naturally **congregated around flagship deliverables and demonstration sites**. This means communication and dissemination content amplified key outputs and activities of the project. For example:

- Operational demo cases
- A marketplace for circular economy solutions and support to its development
- Communities of Practice and stakeholders' engagement
- Serious Gaming platform and Augmented Reality app
- Policy Briefs

The momentum and substance of these milestones and deliverables naturally grew during the project, placing a greater load of activity and output in the second half of the project, in which we developed multiple articles, videos and interviews.

We maintained a **regular frequency and quality which led to being a credible source of content** that readers were willing to engage with. Whether this is following, clicking through to an article or another engagement, an overall assessment showed that our constant posting with visually attractive and effective context - using the graphic design and identity of the project uniformly across every channel NextGen - was highly successful.

Further, editorial content was also created about **innovations that capture the imagination and high-profile moments**. A well-known trappiest 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.

Finally, a successful communication and dissemination was only possible with the effort and input from all partners. The most successful content were those in which our specialists'



faces appeared and where we could learn more about their work through their daily activities. In the same note, conferences and events were high profile moments. Some of NextGen's highest impacts have been around these moments and they help create jumps in follower numbers and engagements/interactions considerably.

That's because people are far more interested in other people and their stories than simple descriptions of technology and because by portraying the specialist, we were more likely to be able to access their network and grow our project's awareness.

Fundamentally, content can be creative, fun, and original, but the source material is always in the technical, research and innovation foundation of the project.

