merlin

Maximising biogas production with cutting-edge technologies for greater resource availability and digital tools for increased efficiencies

D6.1 Initial Communication and Dissemination Plan

Co-funded by the European Union

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D6.1 Initial Communication and Dissemination Plan

Summary

The Communication and Dissemination Plan for the LIFE MERLIN project is the main document outlining the communication and dissemination activities that will take place throughout this project. This material should be used regularly by the partners to keep track of the activities, responsibilities and cooperation needs between their dissemination tasks. The Communication Plan will be updated periodically.

The Communication Plan includes dissemination activities which connect research outputs and the relevant target audiences by means of appropriate communication tools.

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LIFE MERLIN is a European project co-funded by the LIFE Programme (LIFE23-CCM- ES-LIFE MERLIN 101158094), the European Union's funding instrument for the environment and climate action. The general objective of LIFE is to contribute to the implementation, updating, and development of EU policy and legislation on environment and climate through the co-financing of projects with European added value. The opinions and views expressed are solely those of the author(s) and do not necessarily reflect those of the European Commission or CINEA. Neither the European Commission nor the granting authority can be held responsible for them.

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1 Executive summary

The Communication and Dissemination Plan for the LIFE MERLIN project is the main document outlining the communication and dissemination activities that will take place throughout the project. This material should be used regularly by the partners to keep track of the activities developed, as well as the responsibilities and cooperation needs between their dissemination tasks. The Communication and Dissemination Plan will be updated periodically.

The Communication and Dissemination Plan includes dissemination activities which connect research outputs and the relevant target audiences by means of appropriate communication tools. By doing so, the dissemination strategy serves as the main guiding document with the following aspects:

- **WHO** is the target (audience)
- **WHAT** the project is disseminating (key message)
- **HOW** to reach these audiences (channels)
- **WITH WHAT** kind of materials the audiences will be approached (actions and communication tools)
- **WHEN** will the different actions and activities take place (timing).

2 Introduction: the LIFE MERLIN project

In this section, the global context is explained to have a vision of the problem LIFE MERLIN is aiming to solve. The project's general objectives are also stated.

2.1 Context

Climate change and environmental degradation, as well as the **dependence of the European Union (EU) on energy imports from non-EU countries**, represent a **great challenge** for the EU, and therefore it is **necessary to look for alternative energy sources** that are more sustainable and of Community origin.

LIFE MERLIN (Maximizing biogas production with cutting-Edge technologies for greater Resource availability and digital tools for Increased efficieNcies) will **boost the biogas production in wastewater treatment plants (WWTPs)** through an innovative and synergistic **combination of urban wastewater sludge pre-treatment technology together with a smart co-digestion process -**that is, a digestion process of two or more raw materials- of waste from food companies.

The pilots, located in the Monte Orgegia (Alicante) and Murcia Este (Murcia) treatment plants, will maximise the production of biogas that can later be used as a source of energy for the operation of the facilities themselves.

LIFE MERLIN will **contribute significantly to achieving the objectives of the European Renewable Energy Directive (2018/2001/EU)**, which establishes that 42.5% of the energy produced in Europe must be renewable in 2030.

2.2 Project objectives

- **To maximise electricity production of Combined Heat and Power engines on-site by increasing the amount of biogas produced**, thus minimising the dependency of the WWTP sites on the grid and power mix.
- **To minimise greenhouse emissions** (GHG) and increase sustainability in a circularity approach for wastewater treatment plants, sludge management and disposal, and biogas production through sludge anaerobic digestion.
- **To ensure the secure and reliable operation of the co-digestion process** within the LIFE MERLIN project to maximise the biogas production and prevent any process inhibition.
- **To assess the transferability** of the LIFE MERLIN technological solution plant to

other WWTPS.

- **To develop a sustainable business model** for the commercialisation of the LIFE MERLIN solution.
- **To disseminate the LIFE MERLIN solution results**, establishing a localised waste valorisation ecosystem tailored to each demonstration site within the project.

2.3 Expected results

- **Total 6.5% yearly reduction of electric power consumption** in Monte Orgegia and Murcia Este WWTPs. That is a reduction of 0.97GWh/year.
- **Total 16.5% yearly increase in renewable energy produced for autoconsumption in Monte Orgegia and Murcia Este WWTPs**. That is an increase of 1.34 GWh/year.
- **Total 6.5% yearly reduction of greenhouse gases emissions.** That is a reduction of 249.4 tonnes of CO_2 equivalent/year.

3 Communication objectives

LIFE MERLIN aims to achieve the following **communication objectives**:

General objective:

- **To make possible the global understanding of the project** by target groups, as well of its impacts for the environment.

Specific objectives:

- **To disseminate the LIFE MERLIN objectives and achievements** through digital (website, social media) and printed (brochure, leaflet, notice board) means
- (M48).
- **To engage and maintain a strong stakeholder network** through two on-site events (M48).
- **To promote and encourage the widest possible application of project methodologies and tools** beyond the lifetime of the project (M48).
- **To raise awareness among different audiences on the benefits of biogas production boosting** with LIFE MERLIN technological solution (M48).
- **To share knowledge and experiences** with other similar projects (M48).

4 Target audiences

Addressing the target audiences of a research project is a crucial factor in the uptake and use of the research results. Targeting these audiences through appropriate dissemination means and activities is one the main objectives of the communication and dissemination work in the LIFE MERLIN project.

This plan identifies seven key target audiences for LIFE MERLIN.

4.1 Project partners

The LIFE MERLIN consortium is formed by the following participants:

- **Cetaqua Barcelona.** Cetaqua is a private non-profit foundation that was created in 2007 by Aigües de Barcelona, the Polytechnic University of Catalonia (UPC) and the Higher Council for Scientific Research (CSIC). It is a model of public-private collaboration created to ensure the sustainability and efficiency of the integral water cycle, considering local needs.
    - **Role in the project:** Cetaqua will manage and coordinate the overall project, including administrative and financial management and scientific and technical coordination. It will also lead the communication and dissemination activities. From a technical point of view, Cetaqua will lead activities related to the development of the innovative combination of urban wastewater sludge pre-treatment with a smart co-digestion process.
- **Cetaqua Galicia.** Cetaqua Galicia is a technology centre which manages and executes research and development projects aiming at ensuring the sustainability and efficiency of the water cycle management by creating new products and innovative solutions for industries, public administrations, and society. Cetaqua's organisational model is based on public-private collaboration to foster the implementation in industrial sectors of research carried out by universities and research centers.
    - **Role in the project:** As an affiliate organisation in the project, Cetaqua Galicia will support Cetaqua Barcelona in tasks related to co-digestion

tests and data analysis.

- **Createch360°.** Createch Solutions (trading as Createch360°) is a leader in the development and implementation of digital platforms for the water industry, including smart monitoring, as well as decision support systems and real-time control.

    - **Role in the project:** In LIFE MERLIN, Createch will lead the development of the smart co-digestion process, with particular reference to the development of the real-time control platform. Createch360° will lead the digital tool design, programming and commissioning on both demo sites. Createch will also support activities related to the replicability (T4.3) and the business models.

- **Aguas Municipales de Alicante, Empresa mixta (AMAEM).** Aguas Municipalizadas de Alicante (AMAEM) is a mixed capital company (municipal/private), with 115 years of history, recognised by the World Bank as a model of successful PPP. AMAEM is a core water domain expert, with in-depth knowledge of the day-to-day and strategic challenges of the water cycle, from hydric resources preservation, water delivery, demand management, to waste water collection, drainage management, wastewater treatment and reuse. AMAEM manages the urban water cycle in the city of Alicante (Spain) and surrounding municipalities.

    - **Role in the project:** AMAEM is the WWTP manager of Monte Orgegia, located in the Alicante region in Spain, one of the demonstration sites of LIFE MERLIN. Thus, AMAEM will participate in all the activities related to their site and will lead the demonstration of LIFE MERLIN. AMAEM will contribute also to all the activities linked to the impact monitoring.

- **Empresa Municipal de Aguas y Saneamiento de Murcia (EMUASA).** Empresa Municipal de Aguas y Saneamiento de Murcia (EMUASA) was born in 1989 as a joint venture service company, 51% owned by Murcia's Council and 49% by HIDROGEA, a private partner belonging to Veolia. Emuasa manages the urban water cycle in the municipality of Murcia, serving nearly 439,712 people divided between the urban centre, the surrounding countryside and 54 villages. Its activity includes drinking water production and distribution, sewage network

management, discharges control and, finally, the wastewater treatment at 16 WasteWater Treatment Plants (WWTP).

    - **Role in the project:** EMUASA is the WWTP manager of Murcia Este, located in Murcia, Spain, one of the demonstration sites of LIFE MERLIN. Thus, EMUASA will participate in all the activities related to their site.

- **Aquambiente Circular Economy Solutions (ACES).** ACES, part of Agbar (Veolia group), is specialised in energy and materials recovery from waste and by-products. The company is engaged in several activities, such as innovation projects, market studies, characterisation of raw materials, and the promotion of synergies with external organisations.

    - **Role in the project:** In LIFE MERLIN, ACES will lead the local feedstock screening.

4.2 Public administrations

LIFE MERLIN will engage a significant number of entities and decision-makers that can influence the development of policies, during and after the project lifetime. The following administrations already-expressed commitment for supporting the project:

- Alicante's City Council
- L'Alacantí Mancommunity, which encompasses the following councils: Alicante, El Campello, Mutxamel, San Juan de Alicante, San Vicente del Raspeig and Agost
- Entidad de Saneamiento y Depuración de la Región de Murcia (ESAMUR)

4.3 Potential end-users for replicability

Water operators are the main potential end-users of the LIFE MERLIN solution. The following water operators have already supported formally the project:

- AQUONA
- Aigües de Barcelona
- ViAQUA
- VEOLIA Spain

4.4 Food and biowaste industries

The food and waste processing industries are also an important target of the LIFE MERLIN project, as the waste generated during its production process serves as the co-substrate used for the LIFE MERLIN process. Companies which have expressed formal commitment to the project are:

- Helados Alacant
- Mercalicante
- SOLAMPLAS, S.L.

4.5 Associations and platforms

Scientific and research groups and platforms interested in fostering innovation and technologies development regarding the management of water resources and waste have expressed their interest in the project results, and will contribute to their dissemination through their communication channels, during and after the project lifetime.

- Asociación Española de Valorización de la Biomasa (AVEBIOM)
- Water Europe

4.6 Scientific community

Research institutions that have been working in the field of water management, bioenergy and water recycling strongly believe that the project can contribute to groundwater remediation and will join the Advisory Board. They will contribute to the LIFE GENESYS, assessing the project progress and difficulties and guaranteeing the technical quality of its outcomes.

- CRETUS, Cross-disciplinary Research in Environmental Technologies (Santiago de Compostela, Spain)

In addition, LIFE MERLIN aims to establish sustained and meaningful relations with similar projects to discuss and share experiences and avoid overlapping research efforts. In this sense, LIFE MERLIN will organise frequent meetings and joint promotional materials to create a critical mass of exchanged knowledge, intelligence, and experiences with the purpose of disseminating and exploiting the project outcomes and results for different or combined purposes. Some similar EU-funded projects that will be contacted are:

- LIFE NIMBUS (EC LIFE)
- SEMPRE-BIO (EU H2020)
- PRODIGIO (EU H2020)
- BIOMETHAVERSE (EU H2020)
- LIFE CHANDELIER (LIFE23)

4.7 General public

Policies and practices are more likely to benefit the society when they are supported by knowledge built on research activities. Therefore, the LIFE MERLIN project recognises the value of communicating research to non-academic audiences.

Therefore, several communication materials such as a video and a set of infographics will be produced in order to explain the project objectives and results in an easy-to-understand way, as well as several communication and dissemination activities such as social media campaigns or the publication of press releases by general media outlets. In addition, an info day session will be organised in order to directly engage citizens.

5 Key messages

After identifying the target audiences, the next step for an effective dissemination activity is to identify the key messages and information to communicate. These messages need to demonstrate the value and benefits of LIFE MERLIN. Early successes and results will also be highlighted.

Disseminating a project and its results requires establishing a key communication message that allows both the general and specialised public to access information about the project and the LIFE Programme.

The main key messages to communicate are strictly linked to the project's objectives and expected results, highlighted in page 7:

- Climate change, environmental degradation, and dependence of the European Union on energy imports from non-EU countries cause that it is **necessary to look for alternative energy sources that are more sustainable and of Community origin**.
- LIFE MERLIN will **boost the biogas production in wastewater treatment plants (WWTPs)**.
- The solution is an innovative and synergistic **combination of urban wastewater sludge pre-treatment technology together with a smart co-digestion process.**
- LIFE MERLIN will **help to advance the process of ecological transition and decarbonisation** needed to achieve the **European Green Deal** targets: a reduction of greenhouse gas emissions by a minimum of 55% by 2030 and the achievement of climate neutrality within the EU by 2050.
- LIFE MERLIN will achieve a **total 6.5% yearly reduction of electric power consumption** in Monte Orgegia and Murcia Este WWTPs. That is a reduction of 0.97GWh/year.
- LIFE MERLIN will achieve a **total 16.5% yearly increase in renewable energy produced for autoconsumption in Monte Orgegia and Murcia Este WWTPs**. That is an increase of 1.34 GWh/year.
- LIFE MERLIN will achieve a **total 6.5% yearly reduction of greenhouse gases emissions.** That is a reduction of 249.4 tonnes of CO_2 equivalent/year.
- The LIFE MERLIN solution is **technically, economically and environmentally feasible**.
- The LIFE MERLIN solution **can be transferred to other uses and contexts**.

6 Communication and dissemination of the LIFE MERLIN project

The LIFE MERLIN Communication and Dissemination Plan is a dissemination strategy which is managed for the effective transfer of know-how and results to the targeted audiences.

The communication strategy of the LIFE MERLIN project, aligned with Work Package 6: Communication and dissemination, is divided into **four different tasks:**

1. **Communication activities:** This task includes the development of a visual identity and the production of communication and dissemination materials and activities (digital and/or printed) through the lifetime of the project, which will be gathered in the LIFE MERLIN communication pack that will be submitted at the end of the project.
2. **Scientific dissemination activities:** This task consists in disseminating the project's results to the scientific community through participation in different networking events, technical meetings or forums, as well as through the publication of results in peer-reviewed journals and conferences.
3. **Communication and dissemination activities for potential end-users, stakeholders and clients:** This task focuses on disseminating the project's results to stakeholders, potential end-users and clients through the use of several Spanish associations, and the deployment of communication materials in the Water Museum of Alicante. A final report containing main findings, recommendations and recommendations will be elaborated and circulated among the whole stakeholder community.
4. **Networking with other projects and initiatives:** This task encompasses the organisation of a workshop and a transfer webinar by Cetaqua, as well as the creation of a networking group with other similar projects.

6.1 Task 6.1: Communication materials

- Task leader: Cetaqua
- Participants: All
- Duration: M1-48

Table 1. Activities planned under Task 6.1: Communication materials.

Action	Timing	Description	Objective(s)	Target audiences
Logotype and templates	M3	Creation of a project logotype and templates including attributes of the LIFE Programme with the aim of giving unity and visual identity to the project.	To achieve fast identification of the project through visual identity elements. To give the project unity, coherence and identity. To promote the LIFE Programme.	All the targeted audiences.
Project website	M6	Design of a project website within Cetaqua's domain, as well as its hosting, security audit and maintenance during the lifetime of the project and 5 years after the project ends.	To present the project and its objectives. To present results, progress, documents and keep the audiences informed.	All the targeted audiences.
Poster and roll-up	M6	Design and production of a poster and roll-up that present the project in attended events.	To give visibility to the project in different events.	All the targeted audiences.

Infographic	M6	Design, production and distribution of a document that presents the project objectives and expected results in a graphical and easy-to-understand way.	To help understand the project in a graphical way.	All the targeted audiences.
Informative leaflet	M6	Design, production and distribution of an offline and online version of a brochure containing general information about the project in an informative way	To disseminate the project context, objectives and expected results.	All the targeted audiences.
Kick-off event	M8	Organisation of an event to introduce the project to stakeholders.	To disseminate the project content, objectives and expected results. To engage stakeholders.	Project partners and stakeholders, potential end-users, and the general public
Short promotional video	M12	Creation of a video that presents the project in an easy-to-understand way to the general public. Publication in social media, events, website, etc.	To disseminate the project context, objectives and expected results to the general public.	General public.

Notice boards and stickers	M30	Design, production and placement of two information panels displayed in a strategic place in Monte Orgegia and Murcia Este sites, and placement of LIFE stickers.	To introduce the project to visitors to the pilot plant. To promote the LIFE Programme	Public administrations, potential end-users, and the scientific community.
Virtual tour	M30	Creation and dissemination of a virtual tour of the pilot plant that allows visitors to have first-hand contact with the prototype from anywhere.	To allow public administrations, potential end-users, and the scientific community to have remote contact with the pilot plant.	Public administrations, potential end-users, and the scientific community.
Workshop at AMAEM facilities	M36	Organisation of an event to disseminate the project among stakeholders and reinforce their engagement with the project, as well as to detect potential future applications of the project's solution.	To present the project's objectives, results, and benefits. To discuss the project, exchange knowledge, receive feedback, involve the potential end-users in the project, and find possible applications.	Public administrations, potential end-users, food and biowaste industries.
Workshop at EMUASA facilities	M36	Organisation of an event to disseminate the project among stakeholders.	To present the project's objectives, results, and benefits. To discuss the project, exchange knowledge, receive feedback, involve the potential end-users in the project, and find possible applications.	Public administrations, potential end-users, food and biowaste industries.

Final video	M48	Creation of a video that presents the project outcomes and results, including technical and informative data on the project. Publication in social media, events, website, etc.	To present the project´s context, objectives and outcomes. To offer a brief general vision of the project in a comprehensive way.	All the targeted audiences.
Layman's report	M48	A report providing a general vision of the project and its outcomes and results released at the end of the project.	To contribute to the implementation of actions beyond the project and to communicate the main outcomes to the wider public.	General public.
Final event	M48	An event to present the results of the project to the scientific community.	To disseminate the project outcomes and results and to evaluate its future applications.	Public administrations, potential end-users, food and biowaste industries, associations and platforms, and the scientific community.
Social media campaigns	M1-M48	Periodic publication of tweets and LinkedIn posts from the consortium members' accounts to disseminate the project among stakeholders and general audiences.	To inform all the target audiences about the project and increase their awareness on the project matter.	All the targeted audiences.

General media	M1-M48	Sharing of press releases and articles with several general media channels (newspapers, online media, radio and TV, etc.).	To inform the general public about the project and increase their awareness on the project matter.	General public.
Technical media	M1-M48	Sharing of press releases and articles with technical channels such as scientific magazines.	To disseminate the project among a specialised audience through the publication of technical articles.	Project partners, public administrations, potential end-users, food and biowaste industries, associations and platforms, and the scientific community.
Communi-cation database	M1-M48	Creation of a database that keeps track of all the communication and dissemination activities and materials.	It is the base for monitoring both the progress and the impact of the communication activities and materials.	Project partners.

6.2 Task 6.2: Scientific dissemination activities

- Task leader: Cetaqua
- Participants: All
- Duration: M6-48

Table 2. Activities planned under Task 6.2: Scientific communication activities.

Action	Timing	Description	Objective(s)	Target audiences
Establishment of a community repository	M6	Set up and curation of a community repository	To manage the open access publications and open research data, in accordance with the DMP.	Scientific community.
Publication in peer-reviewed journals	M1-M48	Production of qualified papers submitted to prestigious scientific journals. Application of an open science approach.	To disseminate the project's results among the scientific community.	Scientific community.
Technical articles	M1-M48	Elaboration of technical articles in specialised media.	To disseminate the project objectives and outcomes among potential end-users and the scientific community.	Potential end-users, the scientific community.

Participation in scientific events	M6-M48	Attendance to several scientific events with the objective of disseminating the project to potential end-users and specialised audiences, as well as creating a link with emerging initiatives.	To disseminate project activities and outcomes. To validate the implemented technologies. To gain expertise and contacts for potential collaborations.	Project partners, public administrations, potential end-users, associations and platforms, and the scientific community.

6.3 Task 6.3: Communication and dissemination activities for potential end-users, stakeholders and clients

- Task leader: Cetaqua
- Participants: All
- Duration: M1-48

Table 3. Activities planned under Task 6.3: Communication and dissemination activities for potential end-users, stakeholders and clients.

Action	Timing	Description	Objective(s)	Target audiences
Dissemination and participation at events from recognised platforms	M1-M48	Participation in events organised by platforms such as Water Europe and AVEBIOM.	To disseminate project activities and outcomes. To validate the implemented technologies. To gain expertise and contacts for potential collaborations.	Potential end-users, associations and platforms, and the scientific community.

Deployment of communication materials in the Water Museum of Alicante	M48	Organisation of an exhibition at the Water Museum managed by AMAEM aimed at the general public.	To introduce the project to the general public, to make citizens of Alicante aware of the need of producing more sustainable energy sources.	General public.
Final report	M48	Elaboration of a final report including main findings, conclusions and future recommendations will be elaborated and circulated across the whole stakeholder community (D6.3, D6.4).	To share findings, conclusions and future recommendations related to the project with the stakeholder community.	Potential end-users, associations and platforms, and the scientific community.

6.4 Task 6.4: Networking with other projects and initiatives

- Task leader: Cetaqua
- Participants: All
- Duration: M1-48

Table 4. Activities planned under Task 6.4: Networking with other projects and initiatives.

Action	Timing	Description	Objective(s)	Target audiences
Workshop at Cetaqua facilities	M36	Organisation of an event to disseminate the project among stakeholders.	To present the project's objectives, results, and benefits. To discuss the project, exchange knowledge, receive feedback, involve the potential end-users in the project, and find possible applications.	Public administrations, potential end-users, food and biowaste industries.
Transfer webinar	M48	Organisation of a transfer webinar addressed to potential end-users.	To disseminate project activities and results.	Potential end-users, associations and platforms, and the scientific community.
Networking group	M1-M48	Identification of topic-related projects funded by the EU to share knowledge and exchange experiences.	To discuss and share experiences among similar projects, exchange knowledge, avoid overlapping and improve the LIFE MERLIN results.	Other topic-related EU funding projects.

6.5 Selected channels

In order to ensure that the communication and dissemination actions described in the previous sections reach the proposed target audiences, it is important to define the channels that best serve this purpose. In this document, a preliminary list of channels is set.

- **Consortium members' webpages:** Webpages of the consortium members will be used to disseminate the LIFE MERLIN project and will include a link to the project's landing web in Cetaqua's website. It is important to note that ACES does not currently have a webpage:
    - https://www.cetaqua.com/

- https://www.createch360.com/
- https://www.aguasdealicante.es/
- https://www.emuasa.es/en/

- **Consortium members' social media channels:** Social media channels of the consortium members will serve to keep their network informed about LIFE MERLIN updates It is important to note that ACES does not currently have social media channels:
  - https://x.com/CETAQUA/
  - https://x.com/CREAtech360
  - https://x.com/AMAEM_Oficial
  - https://x.com/EMUASA_Clientes
  - https://www.linkedin.com/company/cetaqua/
  - https://www.linkedin.com/company/createch360%C2%BA---intelligent-control-solutions/
  - https://www.linkedin.com/company/aguasdealicante/
  - https://www.linkedin.com/company/aguas-de-murcia/

- **Journals:** High impact and open access peer-reviewed journals have been identified to serve the research dissemination of the LIFE MERLIN results:
  - Waste Management
  - Resources, Environment and Sustainability
  - Resources, Conservation and Recycling
  - Bioresource Technology
  - Water Research
  - Journal of Cleaner Production
  - Environmental Science: Water Research & Technology
  - Environmental Research
  - Biochemical Engineering Journal
  - Journal of Environmental Management

- **Scientific events:** Attendance at relevant national and international conferences from the water, green energy and waste management sectors is key to sharing results and outputs obtained during LIFE MERLIN with the scientific community. Some conferences of interest are:

- Biogas Congress
- IWA World Congress on Anaerobic Digestion
- GENOCOV seminars
- Salón del Gas Renovable
- European Meeting of the International Society for Microbial Electrochemistry and Technology
- European Biosolids & Bioresources Conference & Exhibition

- **Platforms:** Dissemination of the LIFE MERLIN project within sectorial platforms is key to reach a broad number of experts. Some of the platforms that will be engaged are:
  - Water Europe
  - AVEBIOM
  - Catalan Water Partnership (CWP)
  - Asociación Española de Biogás
  - European Biogas Association
  - World Biogas Association

- **Technical media:** Publication of articles, interviews, etc. in technical media is important to reach specialised audiences from the water, environment, pharmaceutical and medical sectors. Some technical media outlets LIFE MERLIN aims to publish on are:
  - RETEMA
  - TecnoAqua
  - iAmbiente
  - IndustriAmbiente
  - Aguasresiduales.info
  - ECOticias
  - Residuos Profesional
  - Corresponsables
  - Interempresas
  - L'Eau , l'Industrie, les Nuisances

- **General media:** General media outlets (digital and printed newspapers, TV,

radio) are important to disseminate the project among the general public, especially among citizens of Alicante and Murcia, where the pilot sites will be installed. Some relevant media outlets are:

- ABC Comunidad Valenciana
- CBNoticias
- Diario de Alicante
- Todo Alicante
- El Español de Alicante
- El Periòdic
- Alicante Plaza
- L'Alicantí
- La Verdad
- Murcia Economía
- Murcia Plaza
- La Opinión de Murcia
- Murcia Diario

6.6 Timing of the activities

	M1	M6	M12	M18	M24	M30	M36	M42	M48
Task 6.1									
Logotype and templates	■								
Project website		■							
Poster		■							
Infographic		■							
Informative leaflet		■							
Kick-off event			■						
Short promotional video			■						
Notice board & stickers						■			
Virtual tour						■			
Workshop at AMAEM facilities							■		
Workshop at EMUASA facilities							■		
Final video									■
Layman's report									■
Final event									■
Social media campaigns	■	■	■	■	■	■	■	■	■
General media	■	■	■	■	■	■	■	■	■
Technical media	■	■	■	■	■	■	■	■	■
Communication database	■	■	■	■	■	■	■	■	■
Task 6.2									
Community repository		■	■	■	■	■	■	■	■

Publication in journals									
Technical articles									
Participation in scientific events									
Task 6.3									
Events from recognised platforms									
Deployment of communication materials in the Water Museum of Alicante									
Final report									
Task 6.4									
Workshop at Cetaqua facilities									
Transfer webinar									
Networking group									

Chart 1. Planning of LIFE MERLIN communication and dissemination activities.

6.7 Budget

Several budget allocations are assigned to different communication and dissemination activities within the LIFE MERLIN project:

Table 5. Budget allocated to each communication and dissemination activity within LIFE MERLIN.

Action	Budget
Logo and templates	€2,000
Infographic	€800
Informative leaflet	€1,000
Short promotional video	€2,000
Notice boards	€3,300
Stickers	€300
Kick-off event	€3,000
Conferences registration fees	€8,300

Publication of scientific papers	€2,000
Virtual tour	€1,200
Workshops with stakeholders	€8,000
Final video	€2,000
Final event	€6,000
Layman's report	€5,000

7 Evaluation of the communication and dissemination activities of the LIFE MERLIN project

For each of the tasks which shape Work Package 6: Communication and dissemination of the LIFE MERLIN project, impact and effectiveness indicators will be monitored on a regular basis to analyse if the actions are being carried out correctly. This evaluation is important to identify the effectiveness of the information and tools used in the communication process by means of previously defined indicators.

Some of the used monitoring mechanisms include:

- Regular activity review meetings by the LIFE MERLIN communications team, plus review and interaction between the partners.
- Web analytics and statistics.
- Impact of published material.

All of them are included in the following table:

Table 6. Indicators and progress of communication and dissemination activities.

Task 6.1		
Action	**Indicators**	**Current progress**
Logotype and templates	• Logotype and brandbook • Templates for PowerPoint, Word, and Poster	**DONE:** The logotype, templates and manual of identity were developed by M3 of the project and shared with all consortium members.
Project website	• 1 project site • Mention of the project in all the consortium's members • Maintenance for a minimum of up to 5 years after the end of the project • Target of 3,500 visits in total	**ONGOING:** The website was recently launched. No data regarding visits is available yet.
Poster and roll-up	• 1 poster with key facts • 1 roll-up	**NOT STARTED**
Infographic	• 1 set of infographics	**NOT STARTED**
Informative leaflet	• 1 informative brochure • 200 copies (printed/digital)	**NOT STARTED**
Kick-off event	• 1 kick-off event • 50 attendees	**NOT STARTED**
Short promotional video	• 1 short promotional video • 250 views	**NOT STARTED**
Notice board and stickers	• 2 notice boards	**NOT STARTED**
Virtual tour	• 1 virtual tour • 100 visits	**NOT STARTED**
Workshop at AMAEM facilities	• 1 on-site workshop • 20 attendees	**NOT STARTED**
Workshop at EMUASA facilities	• 1 on-site workshop • 20 attendees	**NOT STARTED**
Final video	• 1 final video • 250 views	**NOT STARTED**

Layman's report	• 1 Layman's report • 100 downloads	**NOT STARTED**
Final event	• 1 final workshop • 70 attendees	**NOT STARTED**
Social media campaigns	• 25 tweets • 25 LinkedIn posts	**ONGOING:** Consortium members, supported by media outlets, have started to share information about the project's development using the hashtag #LIFEMERLIN. So far, 4 tweets and 8 LinkedIn posts have been made.
General media	• 3 press releases • 1,000 recipients across Europe • 20 general media impacts	**ONGOING:** So far, LIFE MERLIN has sent 1 press release and has made 18 appearances on general media.
Technical media	• 3 press releases • 1,000 recipients across Europe • 20 technical media impacts	**ONGOING:** So far, LIFE MERLIN has sent 1 press release and has made 10 appearances on technical media.
Communication database	• 1 Communication database	**ONGOING:** A Communication database was created at the beginning of the project. It is updated periodically.
Task 6.2		
Establishment of a community repository	• 1 open access repository	**NOT STARTED**
Publication in peer-reviewed journals	• 4 papers in peer-reviewed journals	**NOT STARTED**
Technical articles	• 3 technical articles	**ONGOING:** A technical article was published by IndustriAmbiente in December 2024.
Participation in scientific events	• Participation in at least 7 scientific events • 9 papers in conference proceedings	**NOT STARTED**

Task 6.3		
Dissemination and participation at events from recognised platforms	• Participation in 1 event by Water Europe • Participation in 1 event by AVEBIOM	**NOT STARTED**
Deployment of communication materials in the Water Museum of Alicante	• 1 exhibition about LIFE MERLIN • 70 visitors	**NOT STARTED**
Final report	• 1 final report for stakeholders • Mailing to 50 people	**NOT STARTED**
Task 6.4		
Workshop at Cetaqua facilities	• 1 on-site workshop • 20 attendees	**NOT STARTED**
Transfer webinar	• 50 attendees	**NOT STARTED**
Networking group	• Identification of a minimum of 3 similar projects for networking activities • 2 networking meetings/events	**NOT STARTED**

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