



**Accelerating Water Circularity in Food
and Beverage Industrial Areas around Europe**

WP Networking, Communication and Dissemination: Deliverable D10.8 “Report on Communication and Dissemination activities - Version 2”

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Partners

Beneficiary		Country	Logo
Agricultural & Environmental Solutions	AGENSO	EL	
National Technical University of Athens	NTUA	EL	
Institute of Communication and Computer Systems	ICCS	EL	
Athenian Brewery S.A.	AB	EL	
FrieslandCampina Hellas S.A.	FCH	EL	
Rezos Brands S.A.	REZOS	EL	
DIGNITY Private Company	DIGNITY	EL	
ProdAI Scarl	PRODAL	IT	
CALISPA SpA	CALISPA	IT	
Associazione Nazionale Industriali Conserve Alimentari Vegetali	ANICAV	IT	
University of Vic	UVIC	ES	
Associació Catalana D'Innovacio Del Serctor Carni Porci	INNOVACC	ES	
Mafrica	MAFRICA	ES	
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Executive Summary

The aim of the current deliverable is to report the communication and dissemination activities implemented in the first 35 months of the AccelWater project. It outlines the activities that were conducted to accomplish the set of objectives and the materials used to achieve them, as well as the tools used like AccelWater website and the official social media project accounts. It includes all the communication and dissemination activities for the AccelWater project conducted until September 30th 2023 (M35). This is the second report of its kind for the AccelWater project. The final report will cover months M36 to M54 and will be delivered at the end of the project.

Table of Contents

Executive Summary.....	4
List of Figures	6
List of Tables	8
Table of Abbreviations	9
1 Introduction	10
2 Dissemination and Communication Tools	11
2.1 Project website	11
2.2 AccelWater on social media.....	15
2.2.1 AccelWater Twitter	16
2.2.2 AccelWater LinkedIn	20
2.2.3 AccelWater Facebook	25
2.2.4 AccelWater YouTube.....	31
2.2.5 Overall assessment	38
3 Dissemination and Communication activities.....	39
3.1 Project events	39
3.1.1 4 th PCM in Athens, Greece	39
3.1.2 5th PCM in Reykjavik, Iceland	40
3.2 Non-project events	41
3.3 Popular and scientific publications	52
3.3.1 Popular publications	52
3.3.2 Scientific publications	54
3.4 National / international web pages	56
3.5 Newsletters	57
4 Conclusions	60

List of Figures

Figure 1: AccelWater official website	11
Figure 2: New and returning users.....	13
Figure 3: Users and new users per month	14
Figure 4: Users per country.....	14
Figure 5: Users per device.....	15
Figure 6: AccelWater Twitter profile.....	16
Figure 7: Total number of followers	17
Figure 8: New and total number of followers.....	18
Figure 9: Profile visits	19
Figure 10: Impressions and tweet impressions	19
Figure 11: Tweet engagements.....	20
Figure 12: Mentions and retweets.....	20
Figure 13: AccelWater LinkedIn profile.....	21
Figure 14: Total followers	21
Figure 15: New and total followers.....	22
Figure 16: Overview and total unique visitors.....	23
Figure 17: Overview and total page views.....	23
Figure 18: Likes and clicks	24
Figure 19: Impressions	24
Figure 20: Visitor's job description	25
Figure 21: AccelWater Facebook page.....	26
Figure 22: Net and total followers	27
Figure 23: Impressions and people reached	28
Figure 24: Engagement, reactions, comments & shares	28
Figure 25: People reached	29
Figure 26: reactions	29
Figure 27: Link clicks, comments & shares	30
Figure 28: Age & gender of followers	30
Figure 29: Location of followers	31
Figure 30: Screenshots from video	32
Figure 31: YouTube channel starting page	33
Figure 32: Impressions and how they led to watch time.....	34
Figure 33: How viewers find the video (Overall)	35
Figure 34: How viewers find the video (External).....	35
Figure 35: Images from the 4 th PCM	40
Figure 36: Images from the 5 th PCM	41
Figure 37: Selected images from non-project activities #1	49
Figure 38: Selected images from non-project activities #2	50
Figure 39: Selected images from non-project activities #3	51

Figure 40: Screenshots from the first Newsletter.....	58
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List of Tables

Table 1: Google Analytics indicators' indexes.....	12
Table 2: Metrics per traffic source.....	36
Table 3: Metrics per subtitle and CC.....	37
Table 4: Metrics per geography	37
Table 5: Metrics per playback location	37
Table 6: Metrics per device type.....	37
Table 7: Non-project events.....	42
Table 8: Popular publications.....	52
Table 9: Scientific publications.....	55
Table 10: Upcoming scientific publications	55
Table 11: National and international web pages.....	56
Table 12: Statistical data from published newsletters	59
Table 13: Communication and dissemination balance scorecard	60

Table of Abbreviations

Abbreviation	Explanation
B2B	Business-to-business
CC	Closed captions
CEO	Chief Executive Officer
CTR	Click-through rate
CV	Curriculum Vitae
EU	European Union
EUGD	European Union Green Deal
GA	Grant Agreement
GDP	Gross Domestic Product
IoT	Internet of Things
KOM	Kick-off Meeting
KPI	Key Performance Indicator
Q&A	Questions & answers
P2P	Peer-to-peer
PC	Project Coordinator
PCM	Project Coordination Meeting
WP	Work Package
WPL	Work Package Leader

1 Introduction

The AccelWater project's objective is to optimize freshwater water consumption in the food and beverage industry under a water-waste-energy nexus by introducing beyond state-of-the-art water reclaiming, reusing and Artificial Intelligence enabled monitoring and control technologies that will permit the use of reclaimed water in the manufacturing processes of food and beverages. At the same time, it will allow waste and energy reclamation, optimization and management, and consequently will result to environmental sustainability, cost savings and the development of added value products and value chains through material recovery.

WP 10 "Networking, Communication and Dissemination"– will define a dissemination strategy for the successful deployment of a set of promotional and dissemination materials ensuring sustainability of the project outcomes after its completion. Engagement with stakeholders will take place through targeted events at regional and EU level to ensure that uptake of the developed solution is as widespread as possible in different levels. AccelWater will connect with EU bodies, regional stakeholders on the demonstrator locations (e.g. municipalities, industrial areas boards), food and beverages industries as well as EU initiatives (e.g. EU-funded projects).

AGENSO, being the WPL, is responsible for the efficient communication and dissemination of the project's results. However, the successful implementation of WP 10's objectives and tasks relies on the effective and fruitful collaboration of all the project's partners. The plan for the promotion of the project has already been developed and delivered as a deliverable (i.e., D10.3 "Communication and Dissemination Strategy and Action Plan"). More specifically, the AccelWater logo, as well as the templates and the dissemination materials (bookmark, roll-up banner and the brochure template) have already been developed and defined in the aforementioned deliverable. In addition, the deliverable contains information regarding the content of the project's website.

Moreover, the official social media accounts of the project (Facebook, Twitter and LinkedIn) are available and contribute actively to the dissemination and communication of the project's results, actions, events and activities. On the following chapters, the communication and dissemination activities that were implemented during the first period of the project are described in detail, as well as the result of the KPIs that were used for monitoring the progress of these activities.

2 Dissemination and Communication Tools

2.1 Project website

The AccelWater website (Figure 1) is one of the most important dissemination and communication tool of the project and can be accessed in the following URL: <https://www.accelwater.eu>

The website can be accessed by using any modern web browser (i.e., Apple Safari, Google Chrome, Microsoft Edge and Mozilla Firefox). The website was officially launched on the April 5th 2021. It includes all the significant information about the project such as the project's partners, the working packages, as well as the project's outcomes.

As of today, the website is available in the English language, as well as in all partners' languages (Greek, Italian, Spanish and Icelandic).

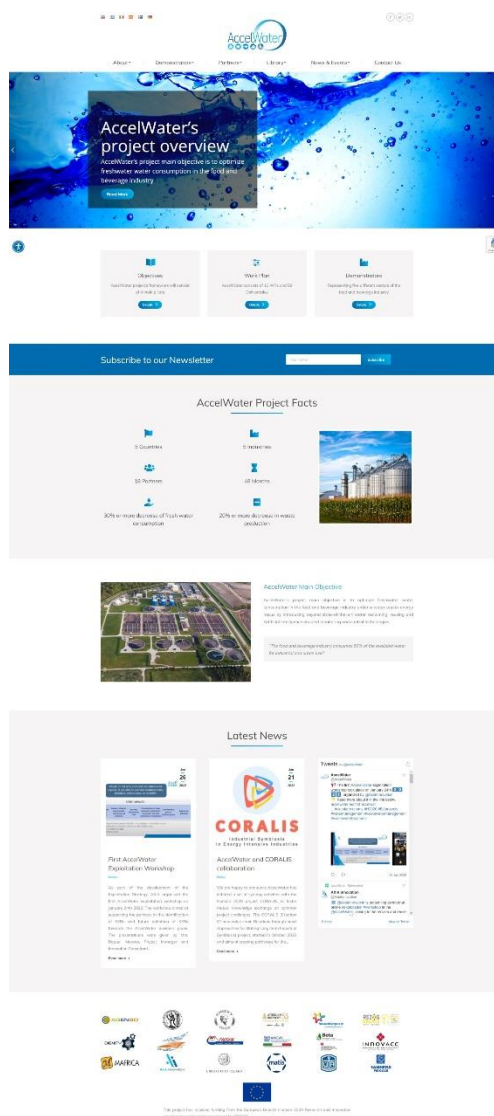


FIGURE 1: ACCELWATER OFFICIAL WEBSITE

Performance of the project website is constantly being evaluated, using performance data monitoring acquired by Google Analytics. The main indicators used are the following:

- Users: visitors with at least one visiting session
- Sessions: a session is a group of user interactions with a given website that take place within a given time frame. For example, a single session can contain multiple page views, events, social interactions, and ecommerce transactions
- Page views: total number of pages viewed. Repeatedly viewed pages are counted
- Pages/Sessions: average number of pages viewed during a session. Repeated views of a single page are counted
- Average Session Duration: average browsing time spent by visitors in the website

The performance of the AccelWater website until September 30th 2023 using the aforementioned indicators, is presented in Table 1.

TABLE 1: GOOGLE ANALYTICS INDICATORS' INDEXES

Indicator	Value
Users	8.683
New users	8.592
Sessions	10.470
Page views	20,870
Pages/sessions	1,99
Engaged sessions	5.696
Engagement rate	54,0%
Average engagement time	0 minute 55 seconds

In the project's GA and deliverable D10.3 - "Communication and Dissemination Strategy and Action Plan", the target value for the total number of visits of the AccelWater website has been set to a minimum of 10.000 visits for the duration of the project. This specific target has been overachieved by 4,70% during the reporting period in question, as 10.470 visits (sessions) were reported since the launch of the website (Table 1). This number demonstrates the interest of users in the content and information shared on the project website. Additionally, users visiting the project website, devote time in navigating into the website, with an average session duration a little under one minute (Table 1). This proves that even though the developed website is attractive and its content is interesting, there are details that could be improved in order to engage users more.

Furthermore, 17,07% of sessions are reported by the same users and the calculation is as follows:

$$\frac{\text{sessions} - \text{users}}{\text{sessions}}$$

This is something that highlights the embracement of the website. Consequently, these users visited the website and came back in order to find more information and stay updated regarding the project's progress.

Moreover, data retrieved by Google Analytics demonstrate that a little more than one out of ten (11,95%) users are returning visitors, who return and navigate in the project website, presumably in order to collect information related to the project that they consider to be significant to them (Figure 2).

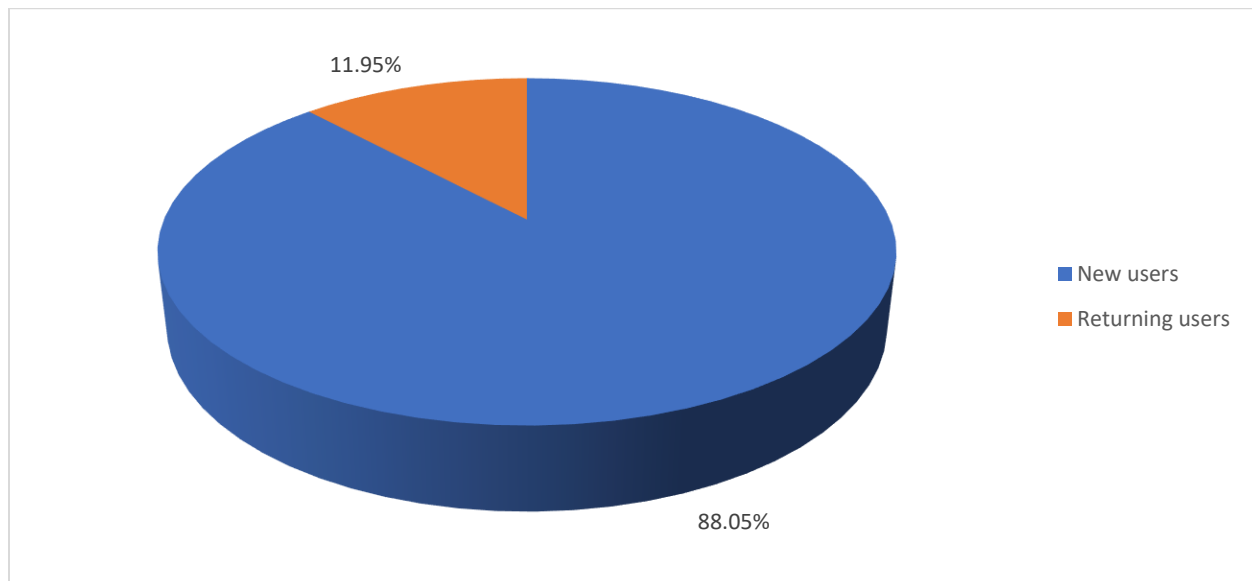


FIGURE 2: NEW AND RETURNING USERS

While some fluctuations are being observed (Figure 3), the number of users and new users after the project's website went live remains relatively constant in the months since the website went live. The greatest increase is observed in May 2022, demonstrating the broad acceptance of the project, which leads to the growth of AccelWater community.

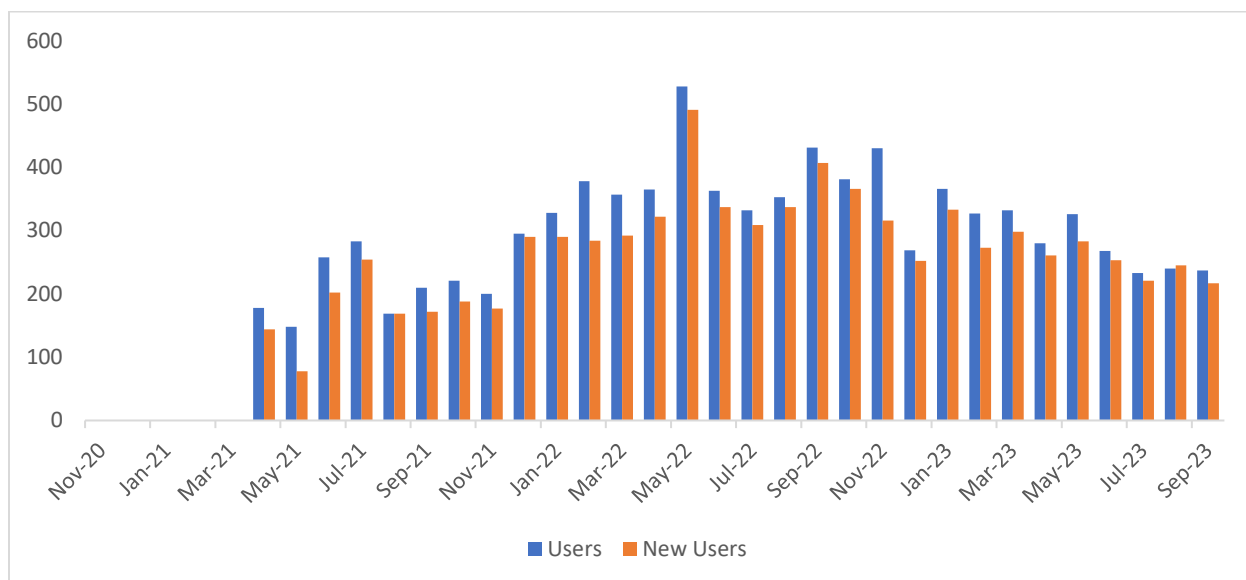


FIGURE 3: USERS AND NEW USERS PER MONTH

Another significant indicator, illustrating the percentage of users by each country, reveals that the website attracts most of its users from Greece (being the country where most partners of the consortium originate from), Spain, USA and Italy, with a cumulative percentage exceeding 50% of total users (Figure 4). Users from Germany, Netherlands, UK, France, Iceland and India follow, with a cumulative percentage fluctuating around 20% of total users. The remaining 30% of users, comes from such as China, Belgium and other countries.

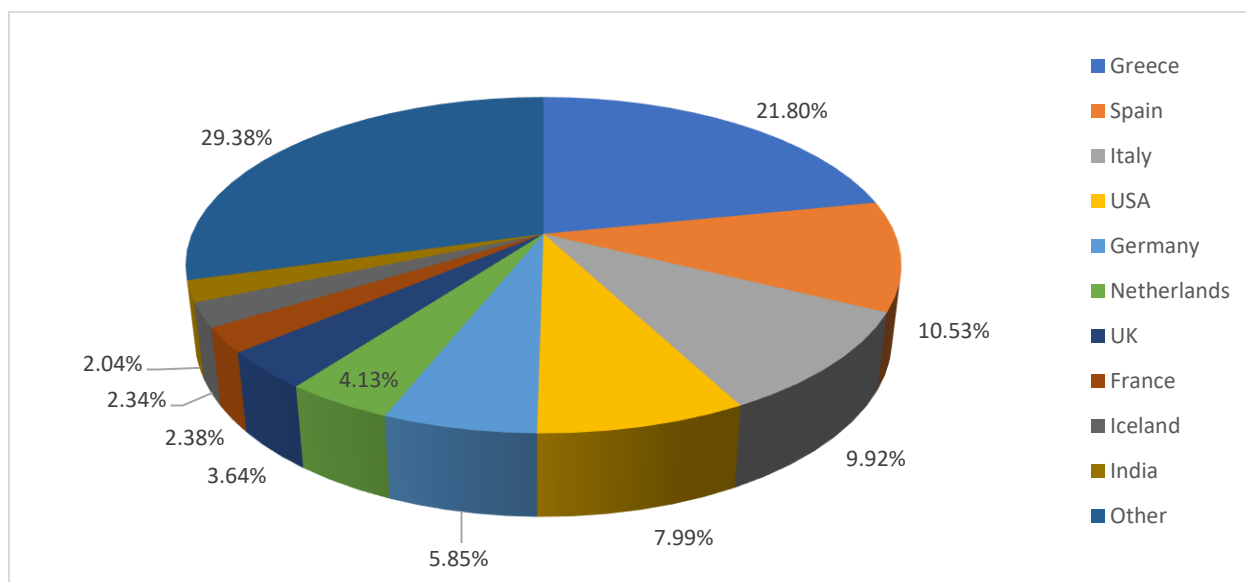


FIGURE 4: USERS PER COUNTRY

As for the device the users are using, almost 63% of the users are viewing the AccelWater website from their desktop computers (Figure 5). The rest of the users use their mobile phones, while a very small percentage (smaller than 1%) are browsing the website from their tablets.

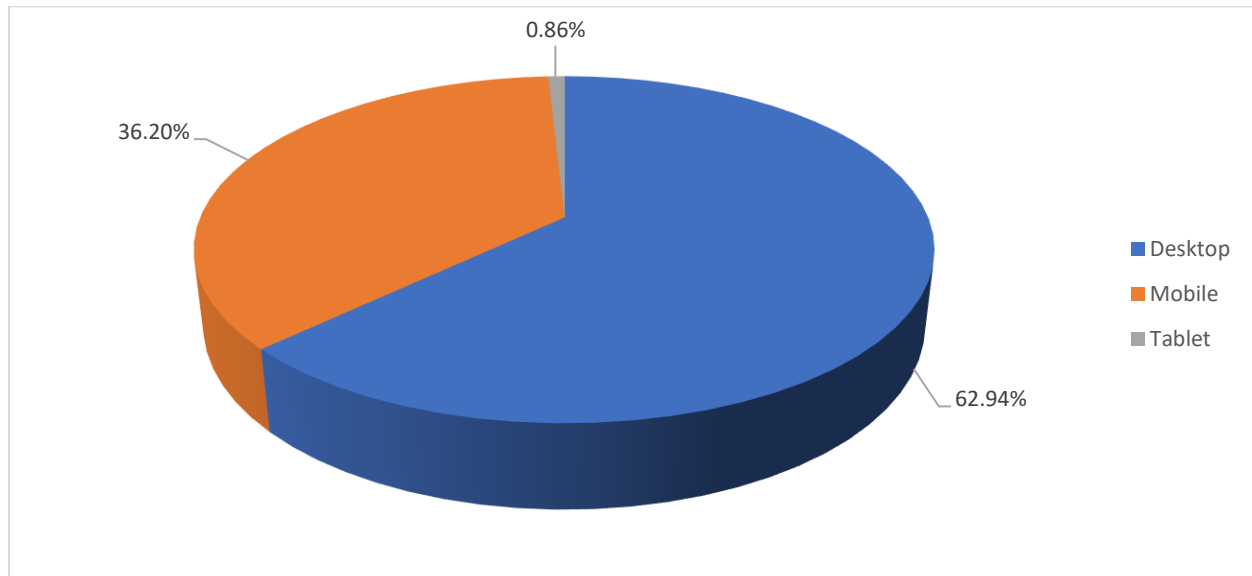


FIGURE 5: USERS PER DEVICE

2.2 AccelWater on social media

Since the first months of the project, AccelWater has been active on three of the most popular social media networks, namely Twitter, LinkedIn and Facebook. Official accounts have been created, aiming to the dissemination of the project's results and actions in a broad and diverse audience, in an easily accessible and user-friendly way. Consequently, all interested parties, such as stakeholders, agrifood industries, scientists, technology application developers, as well as general interest users worldwide, may have access to significant information related to the project.

AGENSO has undertaken the administrative role of the official social media accounts as leader of WP 10. In this framework, posts and shares/retweets are generated frequently, at least at a weekly basis, in conjunction with a constant attempt for increasing the accounts' followers. Data and information collection has continuously been carried out by AGENSO, with its ultimate purpose being the communication of the project through social media profiles.

As social media accounts are considered to be a very useful tool for the dissemination and communication of the project, reaching the appropriate followers is considered to be a very significant procedure. Thus, potential followers should be reached carefully, aiming to facilitate their engagement with AccelWater. For this reason, all AccelWater partners, are sharing the official AccelWater social media accounts' updates through their respective channels, aiming to reach as many new followers as possible that are associated with the scope of the project and its related topics. The wide pool of contacts from each project partner will be used for the broad diffusion of the official pages in related pages, where followers can be

triggered to follow them. This type of mapping will allow the expansion of the AccelWater community and provide access to all projects outcomes and results, to a wide audience.

Under the aforementioned framework, videos, images, newsletters and abstracts from scientific papers that will be produced during the project's lifetime, will be incorporated in the official project's website and will be used to feed to social media accounts with appealing content and interesting material for the followers.

The evaluation of the accounts' performance has been conducted using specific distinctive indicators for each social media account, such as followers, impressions, engagements, likes, retweets, reach of posts, reactions and clicks. During the production of this report, all three social media accounts were extensively assessed for the evaluation of their performance.

In the following chapters, the assessment of each social media profile is described in detail.

2.2.1 AccelWater Twitter

The AccelWater has been registered on Twitter under the username AccelWater (@AccelWater) (Figure 6). The account has been active a little earlier than the official starting date of the project (October 2020). Tweets (i.e., posts on Twitter) attracted a lot of visibility and enhanced the dissemination of the project's results, mainly due to the use of hashtags. Hashtags generally play a very significant role in all social media platforms, and especially in Twitter. Some of the most common hashtags that are used in the project's page are the following: #AccelWater, #EUprojects, #HaDEA, #EUGD, #GreenDeal, #H2020, #agrifood, #circulareconomy, #freshwater, #industrialsymbiosis, #IoT, #research, #sustainability, #watermanagement, #waste, #wastewater, #wastewatermanagement, #wastewatertreatment and #water.



FIGURE 6: ACCELWATER TWITTER PROFILE

While the target for the Twitter followers was set to 500 in D10.3 "Communication and Dissemination Strategy and Action Plan", for the period in question (up to and including September 2023), the number of followers was 550, having surpassed the target by 10% (Figure 7).

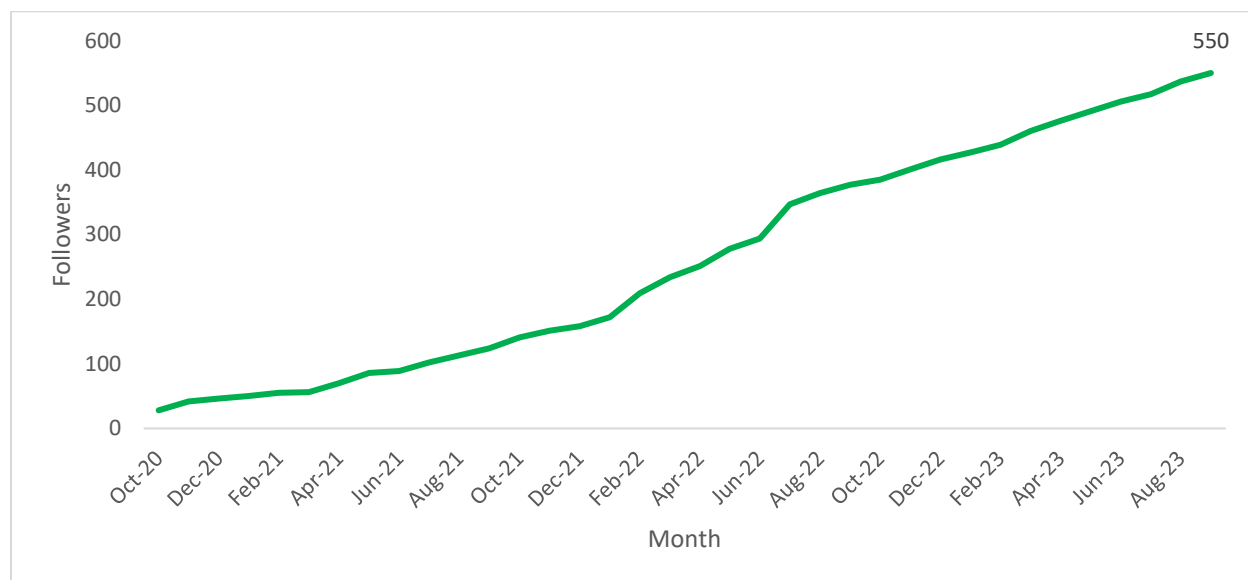


FIGURE 7: TOTAL NUMBER OF FOLLOWERS

Apart from total number of followers, other indicators were used to monitor and evaluate the performance of the Twitter page, such as:

- Impressions
- Tweet impressions
- Profile visits
- Tweet engagement
- Mentions and retweets

Based on the analysis of the data extracted for the aforementioned indicators, as can be inferred from the relevant figure (Figure 8), since its creation the AccelWater Twitter account has been gaining new followers each month, while the total number of followers shows a steady growth.

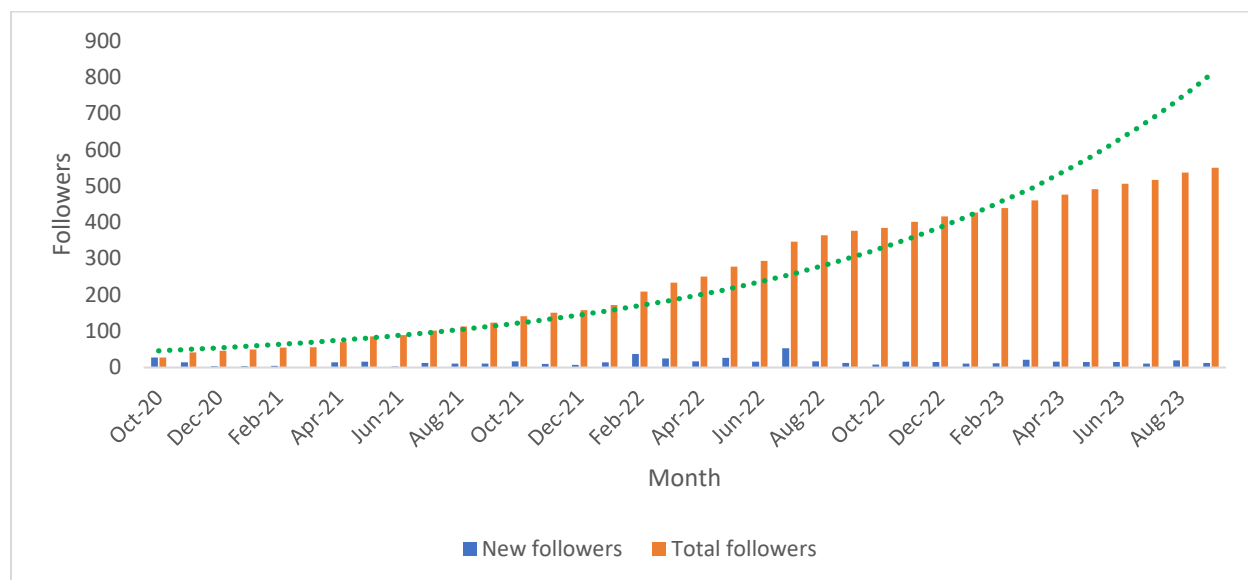


FIGURE 8: NEW AND TOTAL NUMBER OF FOLLOWERS

Moreover, profile visits (Figure 9) are observed to having a steady increase in the period leading up to (and including) September 2023, with peaks monitored in July 2021 (2nd PCM), December 2021 (Water Projects Europe event), March 2022 (3rd PCM) and November 2022 (4th PCM).

The aforementioned figure, clearly shows a fluctuation of profile visits for the period in question. Regardless, a remarkable result has been achieved, i.e. the total number of visits in the project's first 35¹ months was 24.930, while the corresponding monthly mean value was 712 visits per month.

Taking into consideration this achievement, it is apparent that the AccelWater Twitter page has attracted a considerable number of visitors, while the tweets that were generated attracted the interest of users that visited and followed the page in order to stay updated regarding the actions of the project.

¹ Due to the rebranding of Twitter to X and various behind-the-scenes changes, some analytics were unavailable as of writing this report, namely profile visits and mentions for months M34 and M35



FIGURE 9: PROFILE VISITS

The activity of the followers of the Twitter page, can also be confirmed by the increasing number of impressions and tweet impressions (Figure 10), tweet engagements (Figure 11), as well as mentions and retweets (Figure 12).

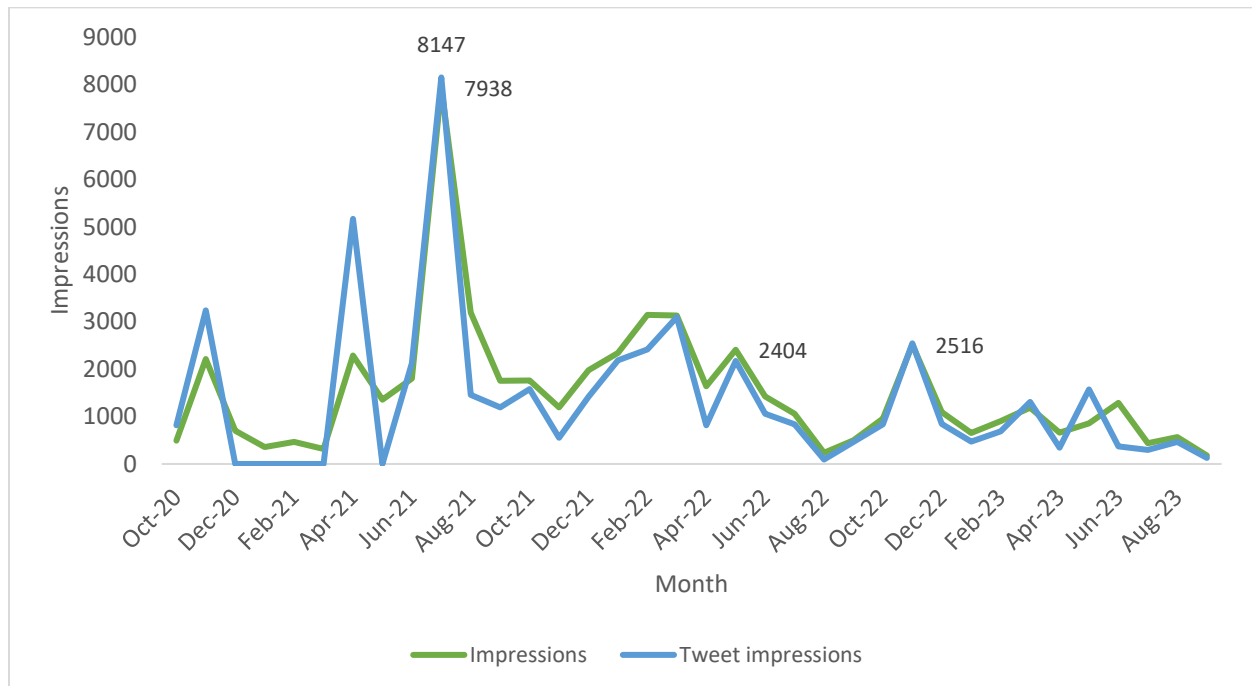


FIGURE 10: IMPRESSIONS AND TWEET IMPRESSIONS

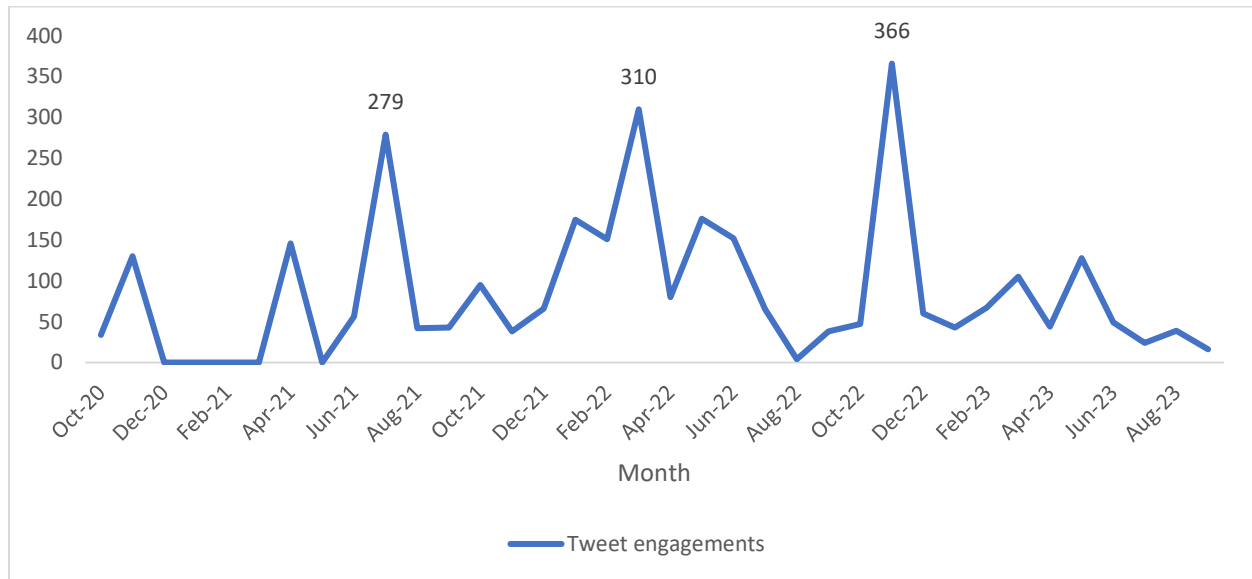


FIGURE 11: TWEET ENGAGEMENTS

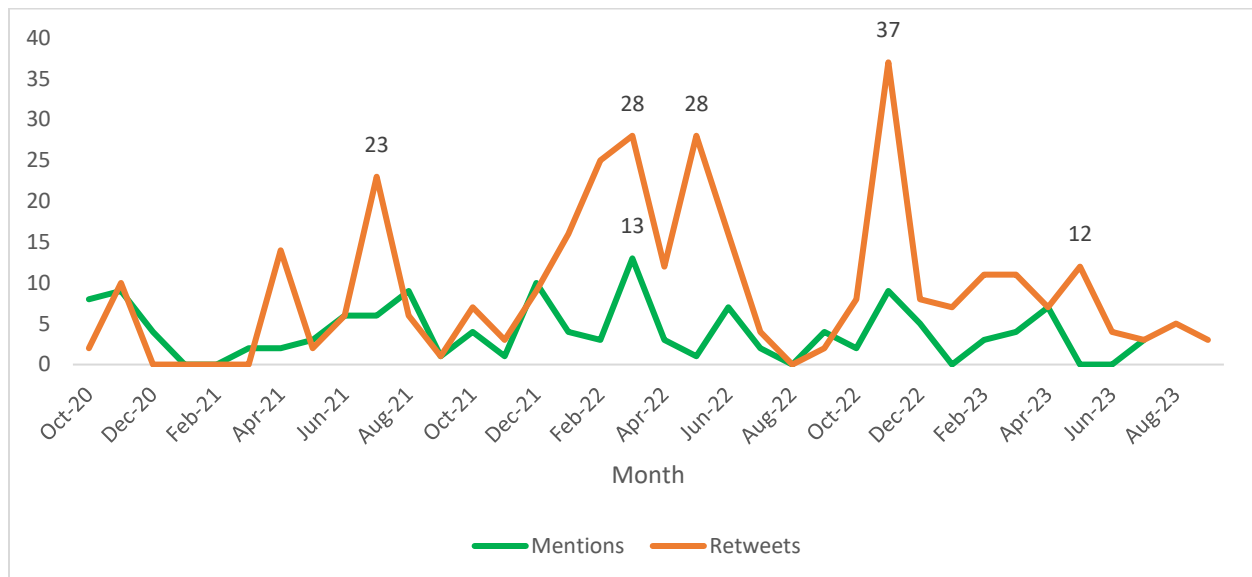


FIGURE 12: MENTIONS AND RETWEETS

2.2.2 AccelWater LinkedIn

LinkedIn is one of the most well-known professional network platforms designed to help users on establishing business connections and share their CVs, as well as their professional experiences.

The AccelWater LinkedIn page (<https://www.linkedin.com/company/accelwater>, Figure 13) has been created a little earlier than the official starting date of the project (October 2020) under the name "AccelWater".

While the target for the LinkedIn followers was set to 500 in D10.3 "Communication and Dissemination Strategy and Action Plan", for the period in question (up to and including September 2023), the number of followers was 361, having reached 72,20% of the target (Figure 14).



FIGURE 13: ACCELWATER LINKEDIN PROFILE

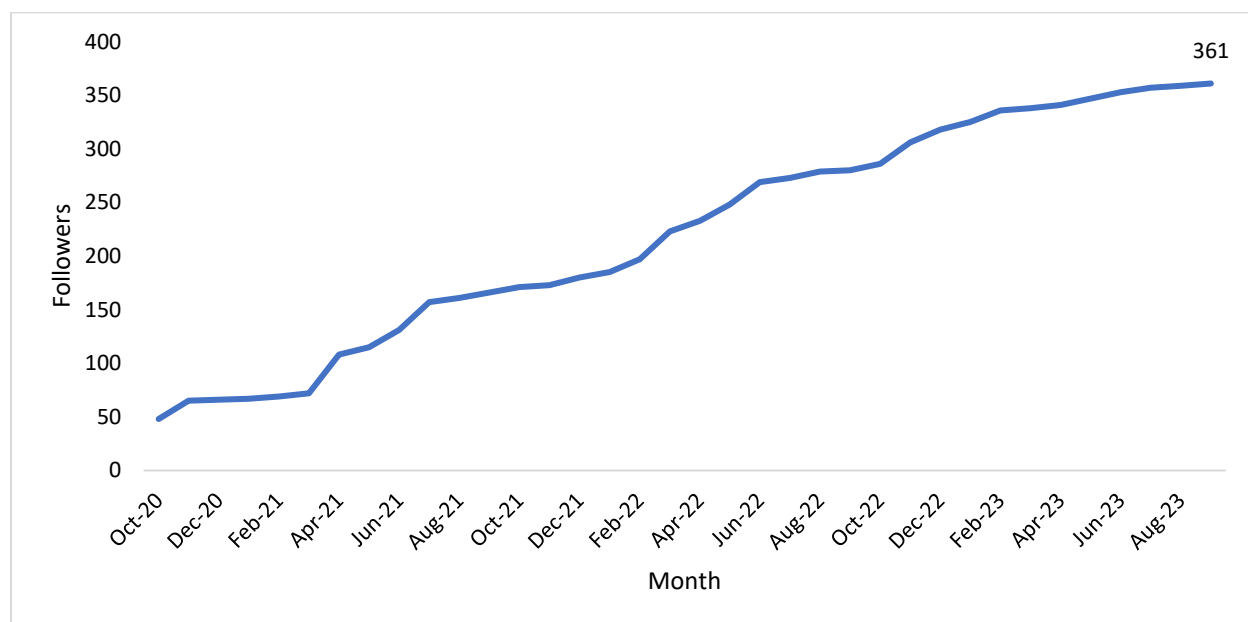


FIGURE 14: TOTAL FOLLOWERS

Apart from the number of total followers, several other indicators were used to monitor and evaluate the performance of the LinkedIn page, including:

- New followers
- Overview unique visitors
- Total unique visitors
- Overview page views
- Total page views

- Likes and clicks
- Impressions

Based on the analysis of the data extracted for the aforementioned indicators, as can be inferred from the relevant figure (Figure 15), since its creation the AccelWater LinkedIn account has been gaining new followers each month, while the total number of followers shows a steady growth.

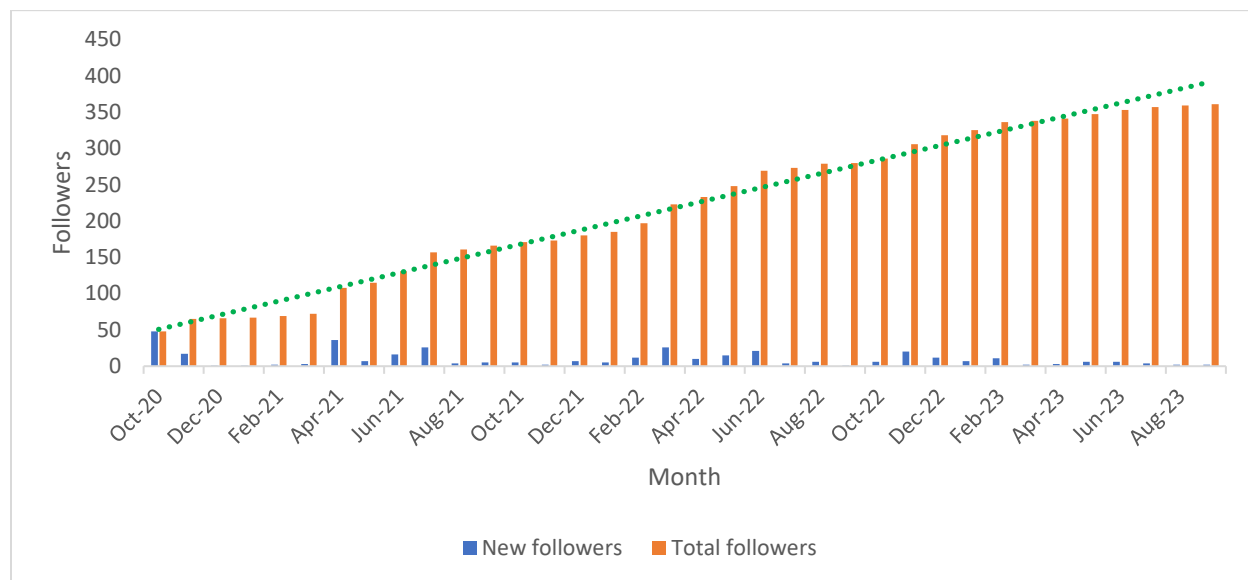


FIGURE 15: NEW AND TOTAL FOLLOWERS

Overview page views and total page views were selected for the evaluation and monitoring of user activity and frequency of page visits.

The results extracted indicate that since April 2021, a significant increase of page views has been observed (Figure 16) that totally aligns with the observed increase of page followers (Figure 15).

The same pattern has also been observed in the assessment of Overview and total page views (Figure 17).

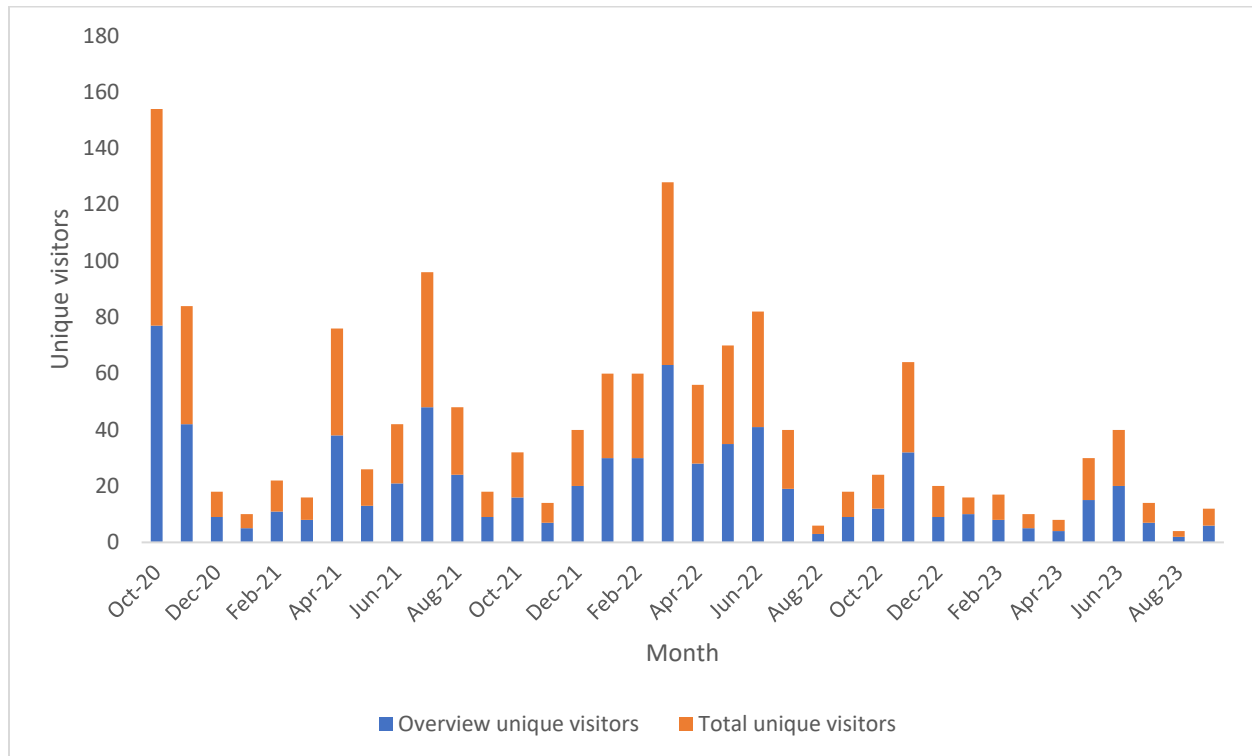


FIGURE 16: OVERVIEW AND TOTAL UNIQUE VISITORS

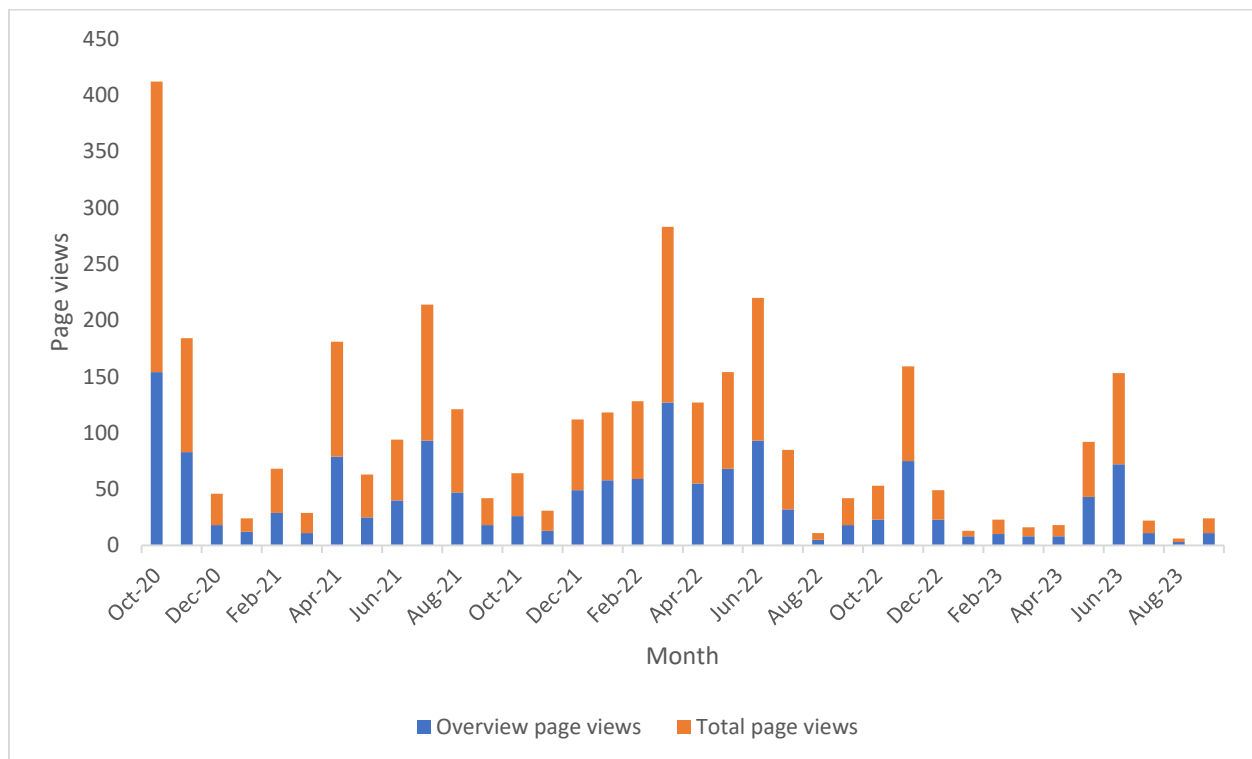


FIGURE 17: OVERVIEW AND TOTAL PAGE VIEWS

Likes, clicks and impressions were selected in order to assess the interactivity of users with the AccelWater LinkedIn page.

All three indicators appear to have been increased since April 2021, and, despite the expected fluctuation, an overall upward trend is observed.

This is indicating significant and continuous interaction of users with the posts of the page.

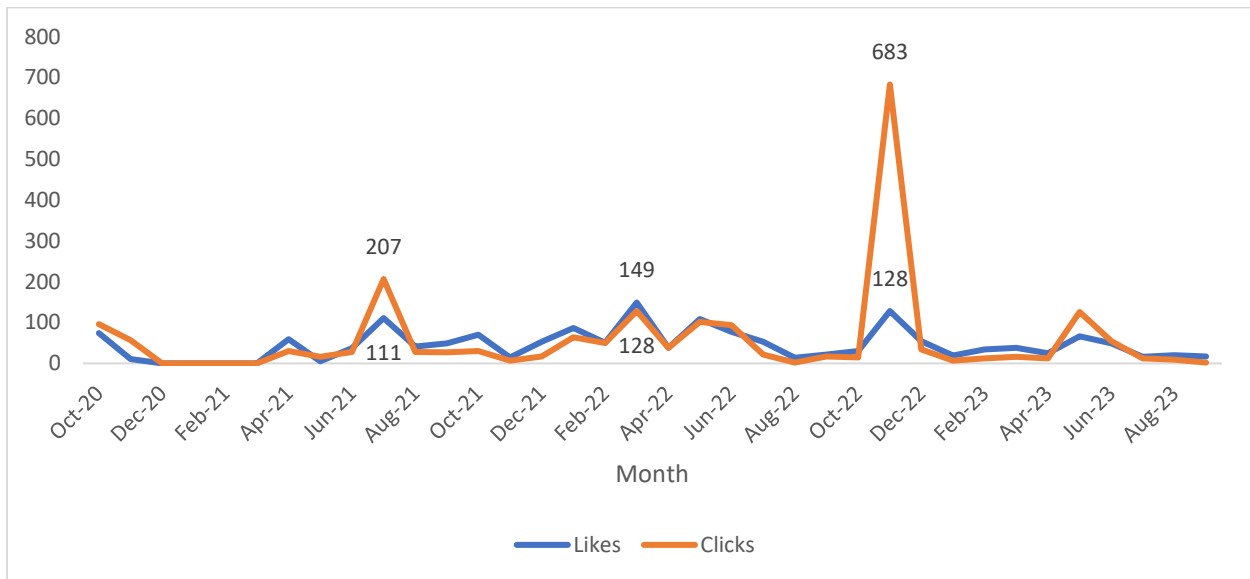


FIGURE 18: LIKES AND CLICKS

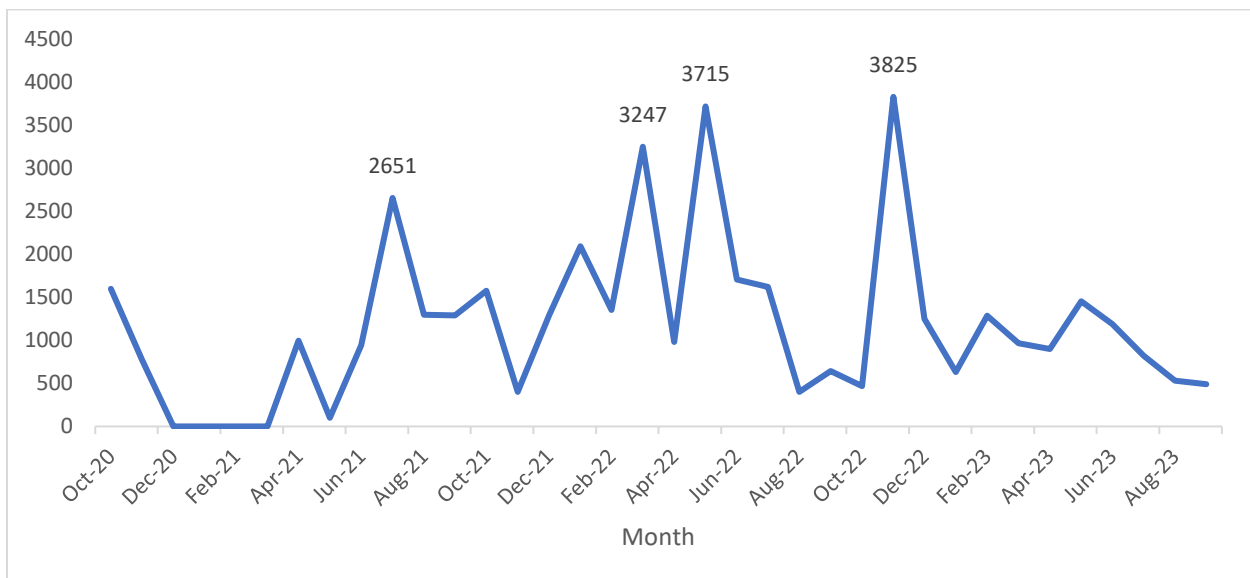


FIGURE 19: IMPRESSIONS

Finally, the cumulative chart for the job description of all LinkedIn visitors up to (and including) September 2023 (Figure 20), shows that the majority operate in “Program and Project Management” (22,345%), with visitors operating in “Research” (18,27%), “Engineering” (11,98%) and “Business Development” (10,94%) following. The rest of the top-ten job descriptions include sectors such as Education, Operations, Media and Communication, Military and Protective Services, Sales and Consulting, with percentages ranging from 9,19% to 1%.

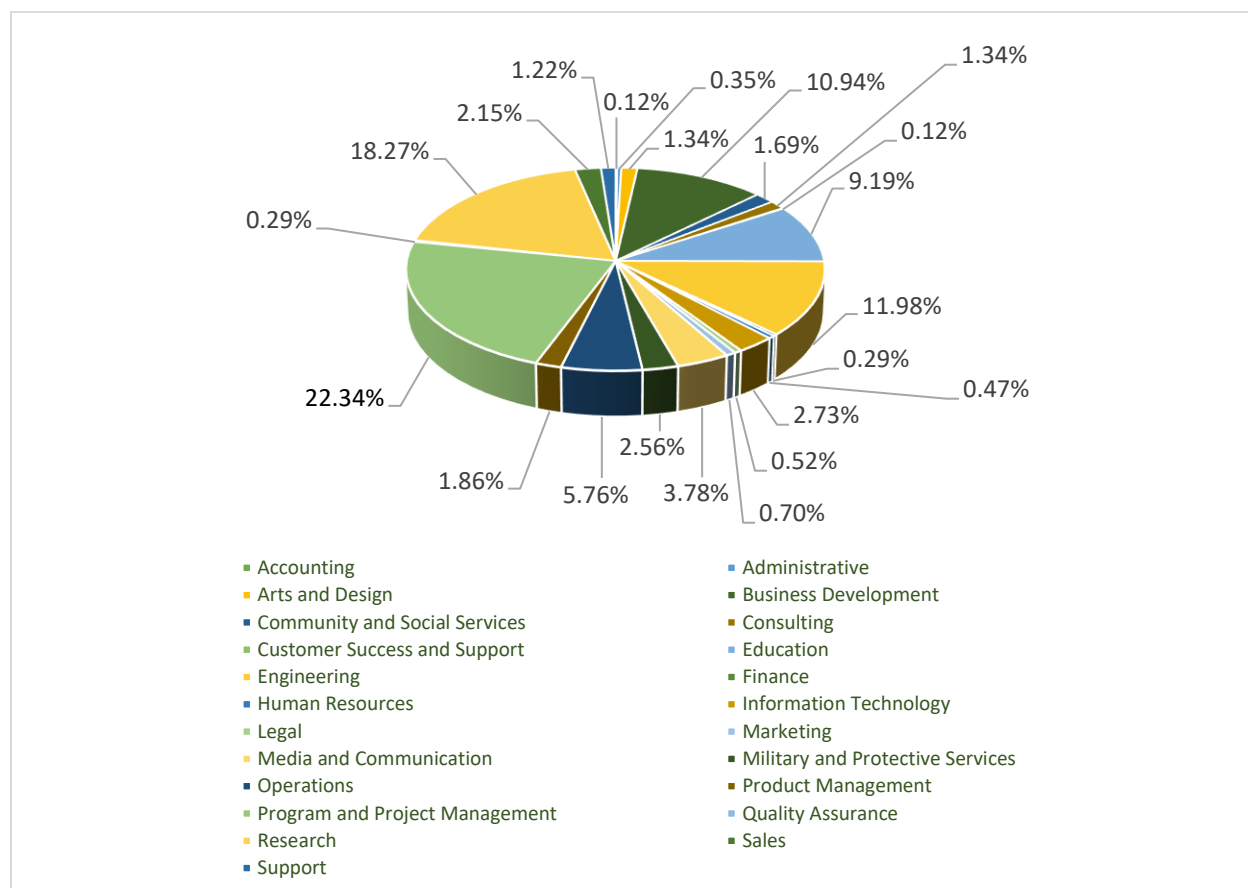


FIGURE 20: VISITOR’S JOB DESCRIPTION

2.2.3 AccelWater Facebook

The AccelWater project has also created a Facebook page (Figure 21) named AccelWater (@AccelWater), in order to achieve engagement with a younger and more technologically-aware audience containing interested parties such as stakeholders. The page was created a little earlier than the official starting date of the project (October 2020).

Indicators used for the assessment of the page’s efficacy and performance as a dissemination and communication tool, were the following:

- Net and total followers

- Post metrics
 - Impressions and people reached
 - Engagement, reactions, comments, shares and total clicks
- Page metrics
 - People reached
 - Engagement and reactions
 - Link clicks, comments, shares & photo views
 - Age & gender of followers
 - Location of followers

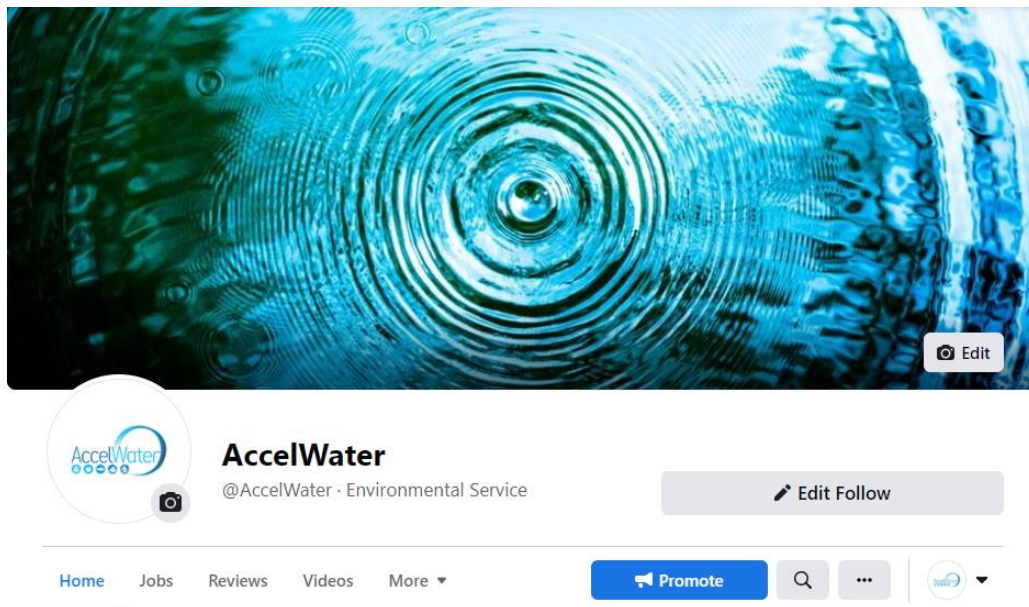


FIGURE 21: ACCELWATER FACEBOOK PAGE

Up until September 30th 2023, the number of the page's total followers had reached 133 – roughly a little more than ¼ of the final target (500 followers). The increase in the number of total followers has been very slow, with some exceptions (November, 2020, July 2021, March 2022, June 2022) when various project-related events took place (Figure 22).

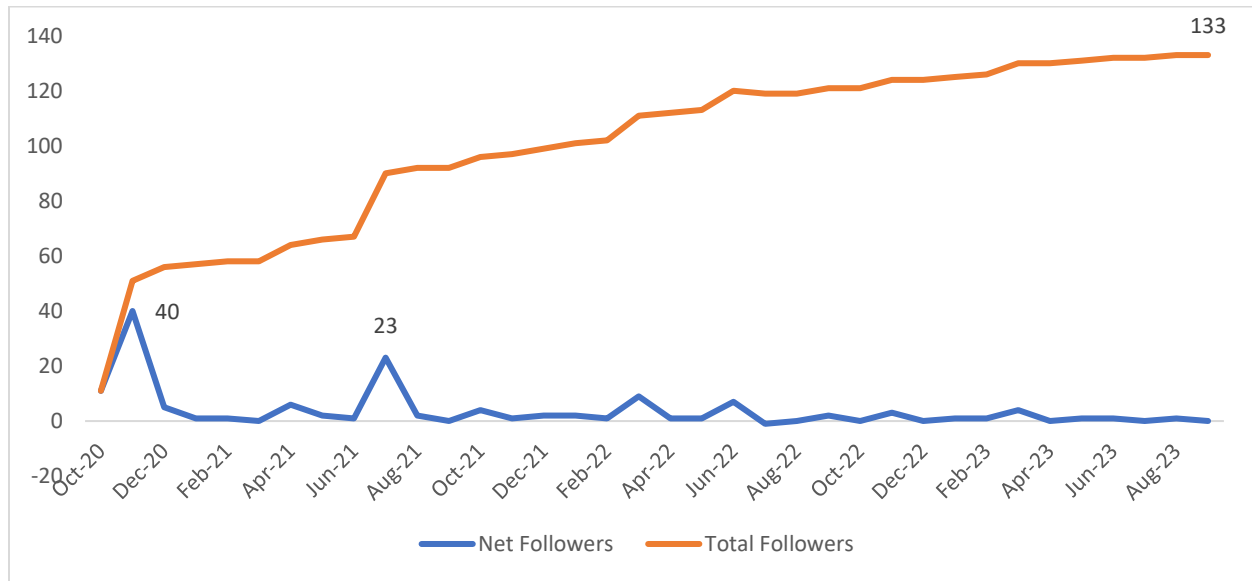


FIGURE 22: NET AND TOTAL FOLLOWERS

At the early stages of the project (excluding the KOM), there wasn't much activity for the project, as the website was still being designed and the project was slowly beginning to materialize.

That much is obvious both from post metrics (Figure 23, Figure 24) presenting impressions, people reached, engagement, reactions, comments and shares and from page metrics (Figure 25, Figure 26 and Figure 27) presenting people reached, engagement and reactions, link clicks, comments and shares.

All the aforementioned graphs have similar curves – i.e. showing a peak in November 2020, then showing minimal activity up to (and including) March 2021, then from April 2021 increasing with fluctuations between months. Some other important peaks observed are in July 2021, December 2021, February 2022, May 2022 and November 2022 where some project-related events took place (having already been mentioned in previous sections).

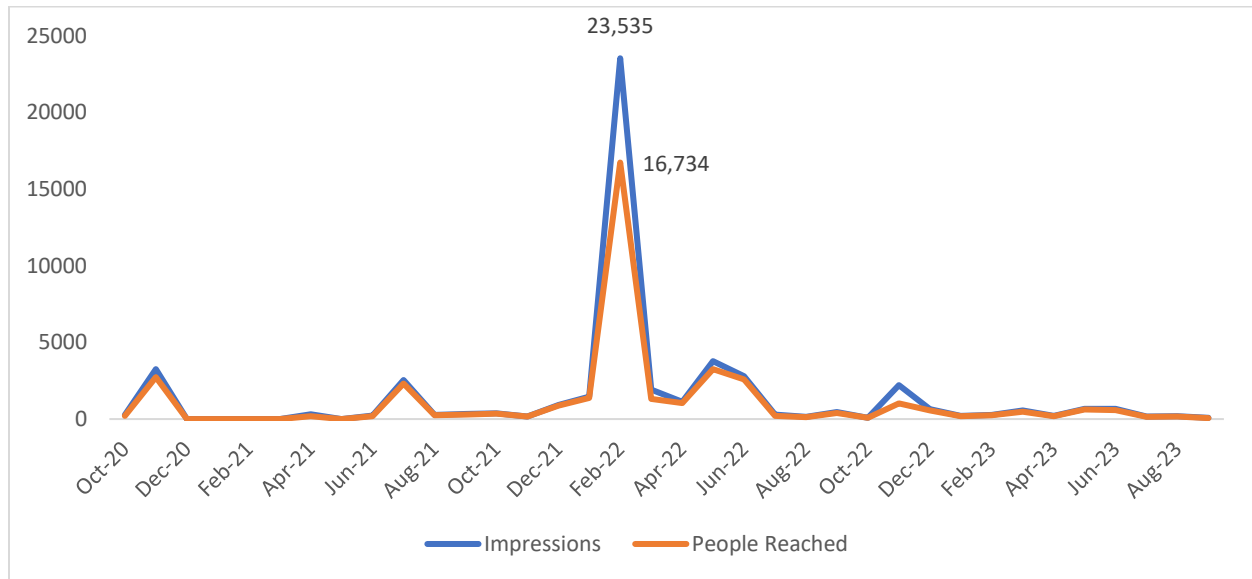


FIGURE 23: IMPRESSIONS AND PEOPLE REACHED

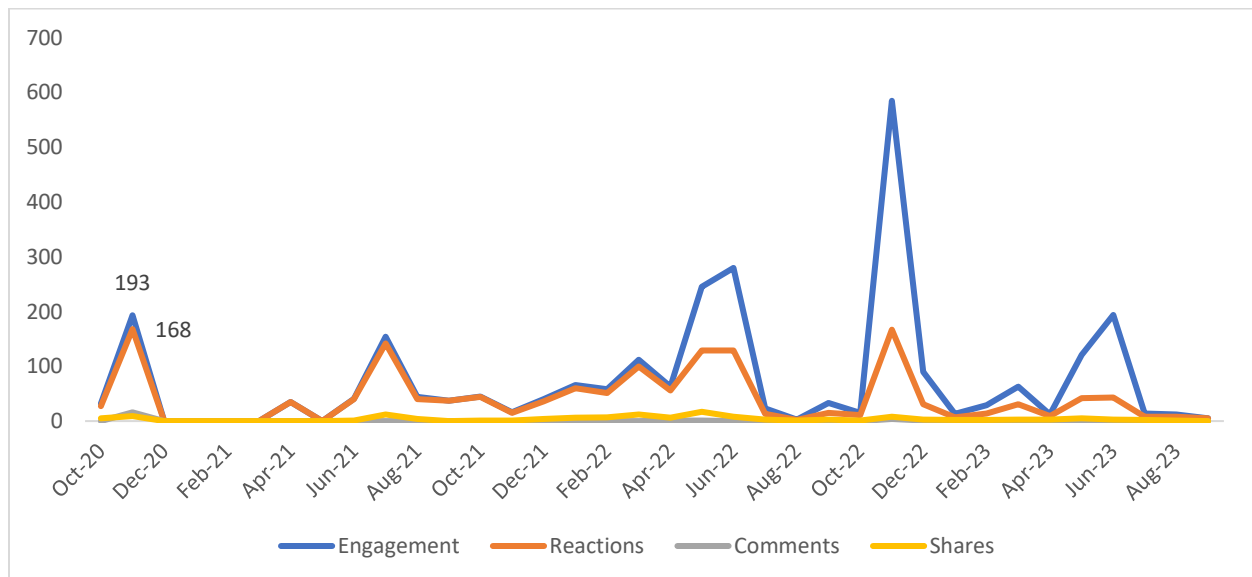


FIGURE 24: ENGAGEMENT, REACTIONS, COMMENTS & SHARES

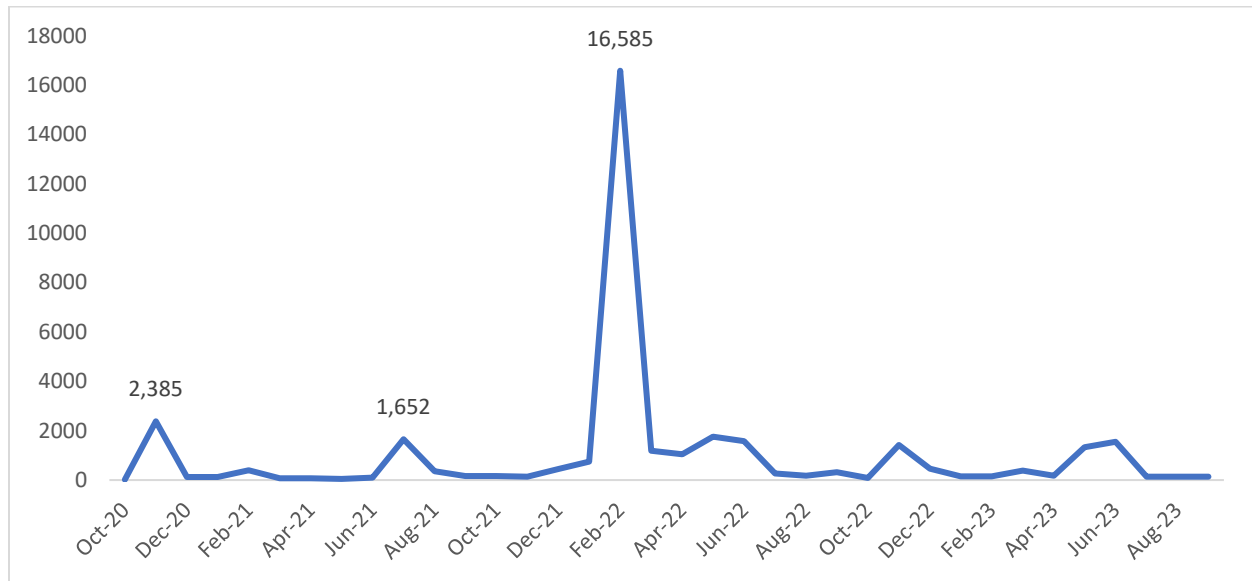


FIGURE 25: PEOPLE REACHED

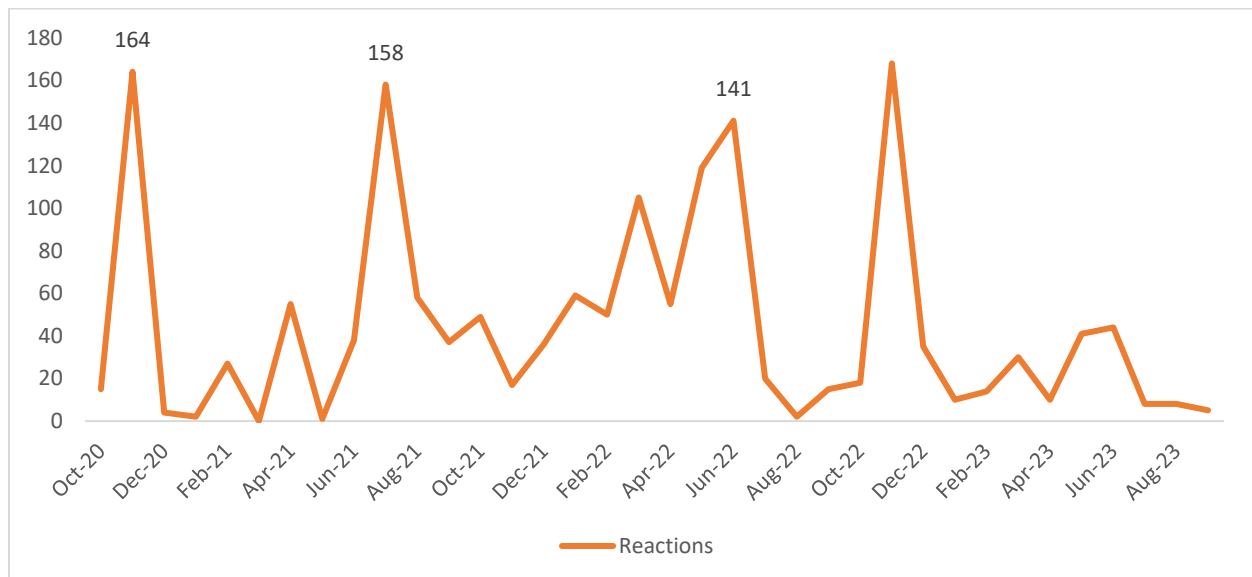


FIGURE 26: REACTIONS

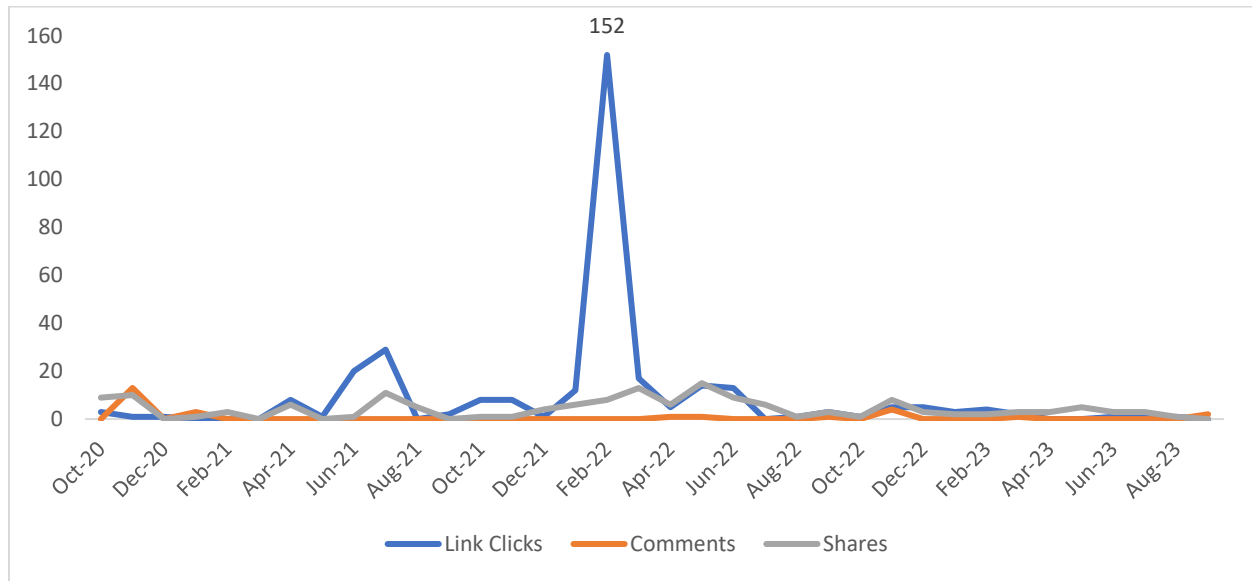


FIGURE 27: LINK CLICKS, COMMENTS & SHARES

Regarding the age and gender of the page's followers, there seems to be a balance between men and women (44,10% and 55,90% respectively). As for the age groups, the majority (practically $\frac{3}{4}$ of the followers) seems to be in the groups of 25-34 and 35-44 years old, while the age group of 45-54 comes next with 14,70% (Figure 28).

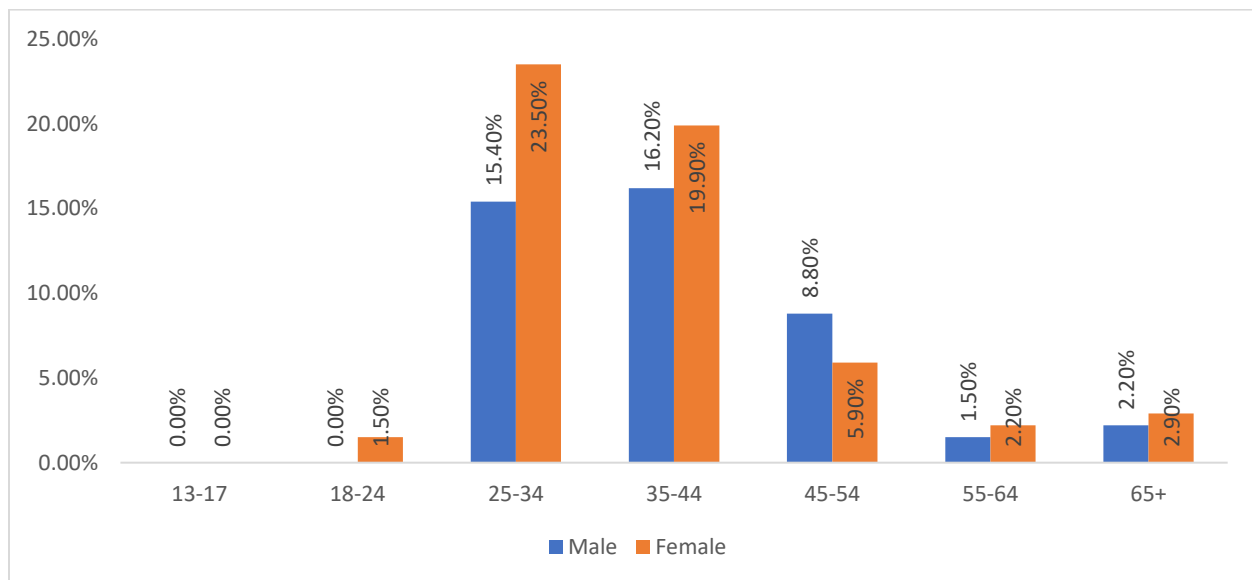


FIGURE 28: AGE & GENDER OF FOLLOWERS

As for the location of the followers, 83,50% originate from Greece – which is quite reasonable, given that the majority of the consortium partners are Greek. Next in rank are the followers from Italy, Iceland,

Germany and Spain (5,70%, 3,20%, 1,90% and 1,30% respectively), while followers from various countries reach a percentage of 4,40% (Figure 29).

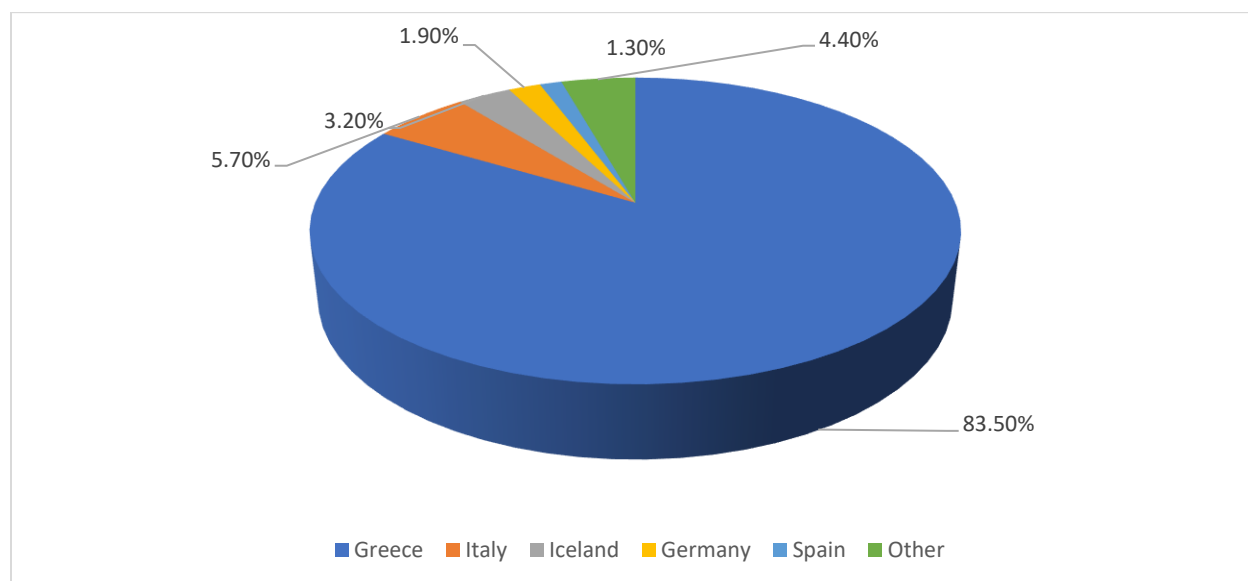


FIGURE 29: LOCATION OF FOLLOWERS

2.2.4 AccelWater YouTube

In order to appeal to broader audiences for the purposes of the project dissemination, AGENSO commissioned to produce a short introductory video for AccelWater.

It was decided that the video would be animated, therefore a Greek animator was chosen, having already been awarded for another work of hers as the "Best Animation Film" in December 2022 in the Cannes festival.

The video ended up being a little over 3 minutes, during which the project is presented in as much detail as possible, along with expected results and what led to the idea of the project. Some screenshots from the actual video are presented in Figure 30.

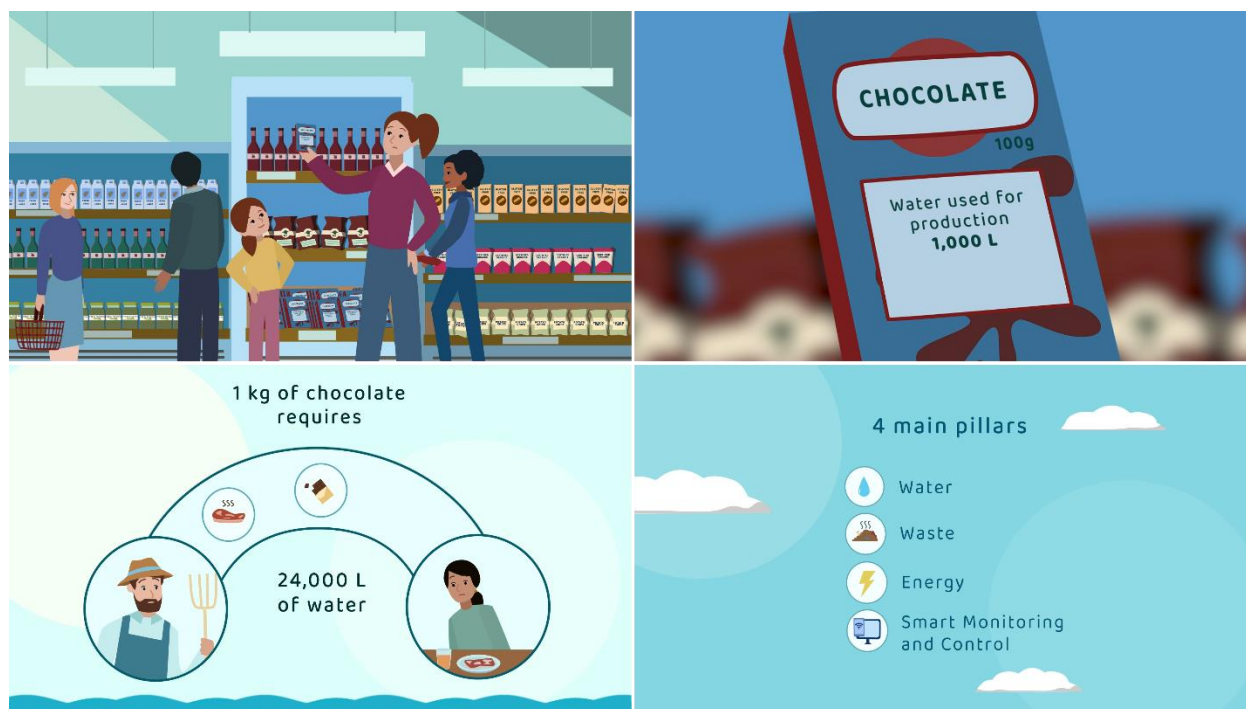


FIGURE 30: SCREENSHOTS FROM VIDEO

The narration (audio) of the video is in English, while all demonstrator WPL's contributed in translating the narration to their respective languages (Greek, Italian, Spanish and Icelandic) so as individual subtitle files could be produced.

In order for the file to be constantly visible, it was decided to create a YouTube account (called "channel") where the video would be uploaded in the best quality possible and be easily accessible.

The YouTube account has the name "AccelWater EU Project" (username: @accelwatereuproject5134) and its starting page is depicted in Figure 31. The channel can be found in the following link: <https://www.youtube.com/channel/UCOg5RrVsRj-IUPcDF03eRzQ>

As for the video itself, the direct link for it is <https://youtu.be/N8jUH72ddXw> and it's available in several video qualities (namely, 144p/240p/360p/480p/720p and HD 1080p), while there are Subtitles/closed captions in English, German, Greek, Icelandic, Italian and Spanish languages.

The aforementioned link has been added in every place the project's social media are mentioned, including website, Facebook, Twitter and LinkedIn pages, as well as in the project's newsletter.

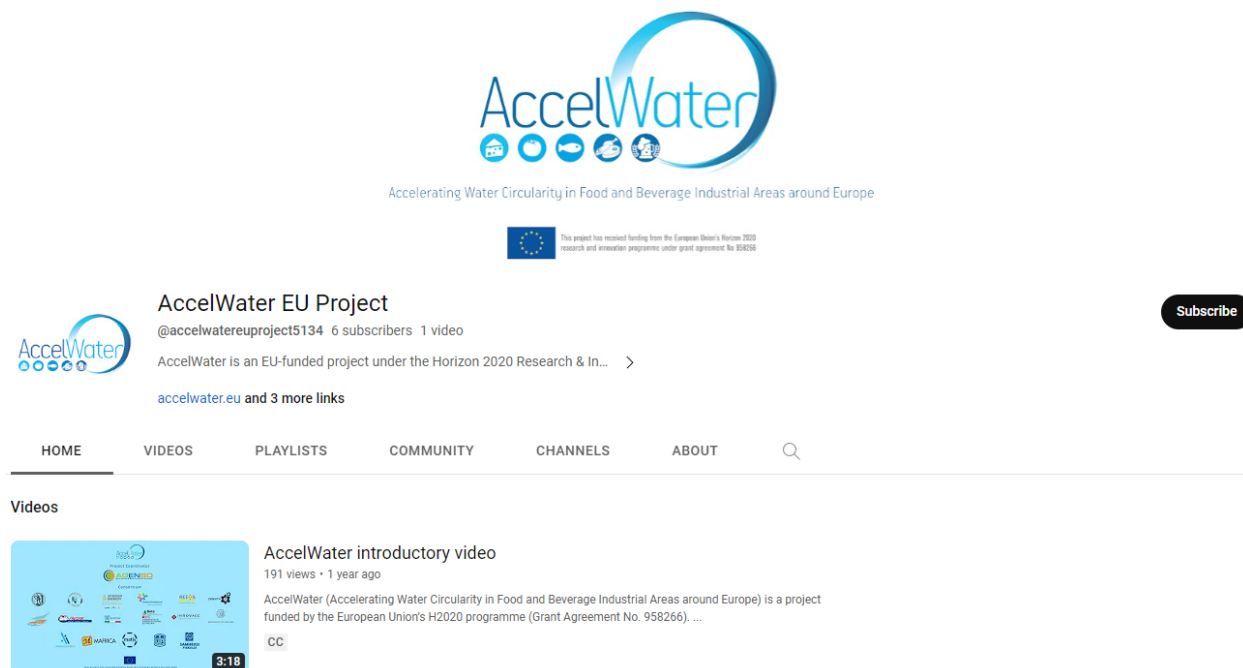


FIGURE 31: YOUTUBE CHANNEL STARTING PAGE

2.2.4.1 Analytics: content

The video has been watched 195 times, with a total watching time of 4 hours and 48 minutes. This means that the average view duration is 1 minute and 28 seconds approximately.

For the period in question the video has achieved a total of 170 impressions, i.e. the number of times that the video's thumbnails were shown to viewers on YouTube through registered impressions², while its impressions click-through rate (i.e. how often viewers watched the video after seeing a thumbnail) reached 10%.

The funnel below (Figure 32) depicts how many times a thumbnail was shown to viewers on YouTube (impressions), how frequently those thumbnails resulted in a view (click-through rate), and how those views ultimately led to watch time. Not included in the analytics presented in the current section are views and watch time that did not originate from impressions.

² <https://support.google.com/youtube/answer/9314486>

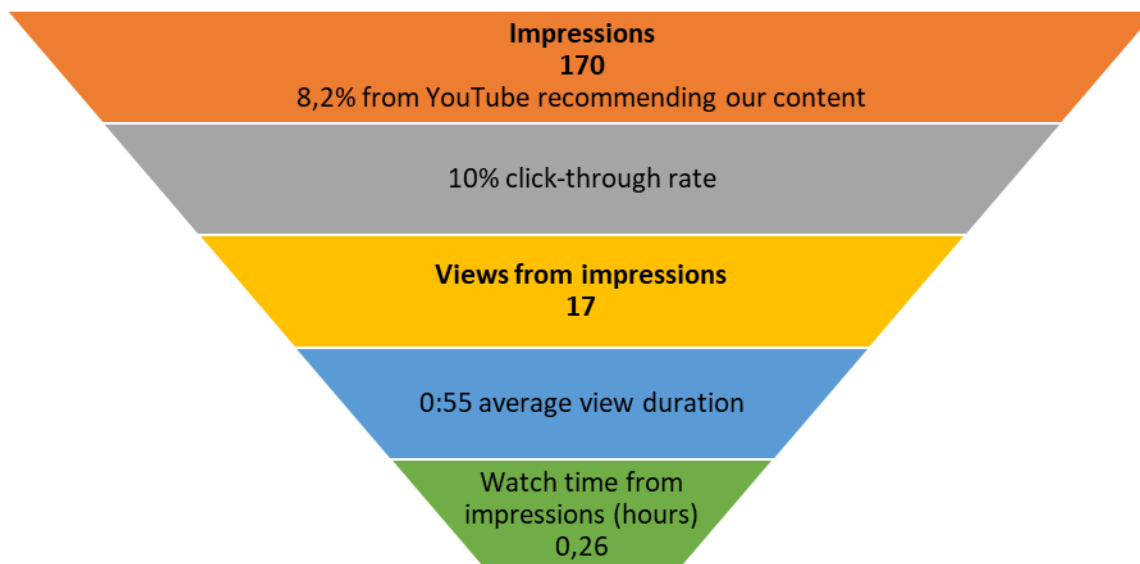


FIGURE 32: IMPRESSIONS AND HOW THEY LED TO WATCH TIME

About two thirds of the viewers (64,10%), found the video from external sources (Figure 33), while a little more than one fifth (21,50%) found it directly or from sources unknown. The rest 14,40% of viewers came from YouTube search, channel pages, etc.

By further analysing the viewers from external sources (Figure 34), one third of them (32,00%) came from linkedin.com (and another 6,40% from the LinkedIn Android app). Significant percentages originate from Facebook (24,80%) and Twitter (13,60%), something that shows the potential these three social media have for reaching to broader audiences. Other sources include Google Search, EU's website, etc.

A general overview of the various traffic sources and their respective metrics is shown in Table 2. More specifically, the metrics in the table include the number of impressions, views, average view duration and watch time, as well as percentages of impressions CTR, views and watch time.

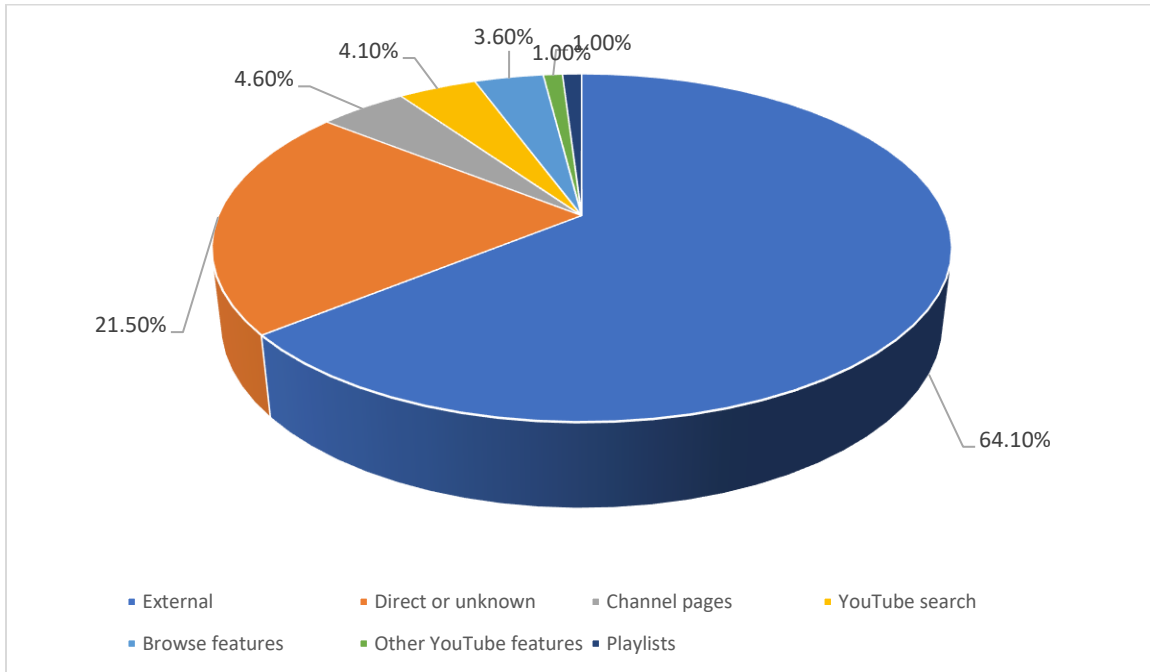


FIGURE 33: HOW VIEWERS FIND THE VIDEO (OVERALL)

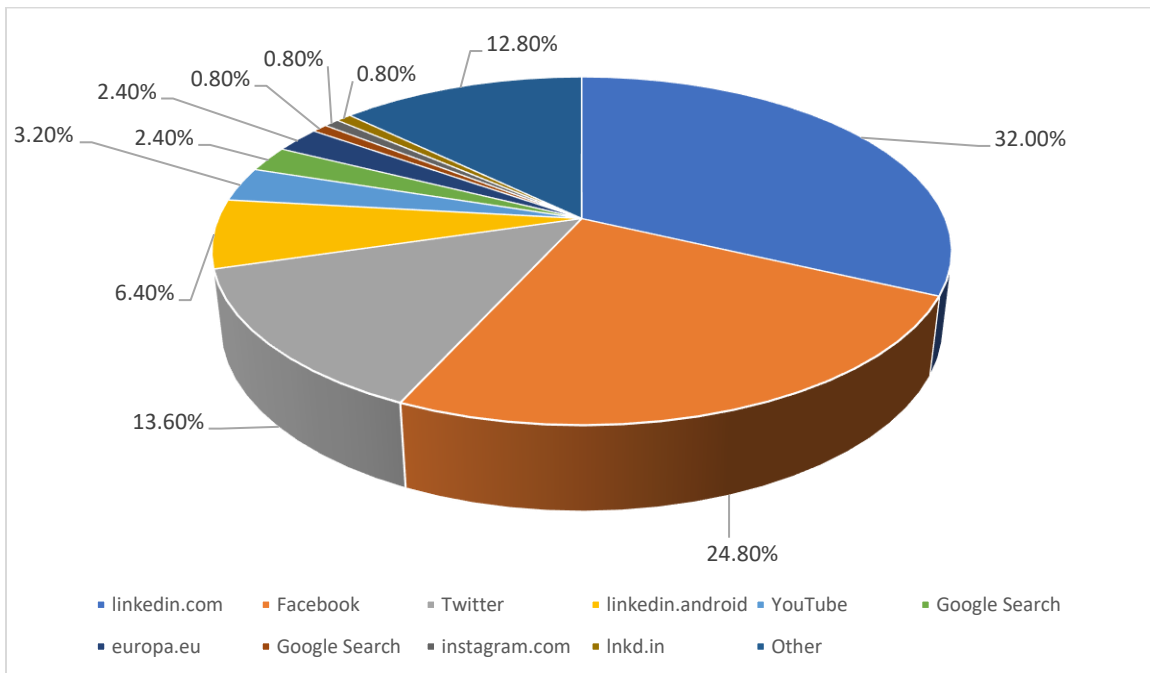


FIGURE 34: HOW VIEWERS FIND THE VIDEO (EXTERNAL)

Traffic source	Impressions	Impressions CTR	Views		Average view duration	Watch time (hours)	
External	-	-	125	64,10%	1:21	2,8	59,10%
Direct or unknown	-	-	42	21,50%	2:08	1,5	31,20%
Channel pages	10	90%	9	4,60%	1:08	0,2	3,60%
YouTube search	99	6,10%	8	4,10%	0:49	0,1	2,30%
Browse features	12	0%	7	3,60%	1:04	0,1	2,60%
Other YouTube features	-	-	2	1%	1:42	0,1	1,20%
Playlists	22	9,10%	2	1%	0:03	0,0	0,00%
Suggested videos	3	0%	-	-	-	-	-
Playlist page	24	0%	-	-	-	-	-
Total	170	10%	195		1:28	4,80	

TABLE 2: METRICS PER TRAFFIC SOURCE

2.2.4.2 Analytics: audience

Some more information about audience analytics are presented in the tables below. More specifically, there are data for the subtitles used (Table 3), audience geography (Table 4), playback location (Table 5) and device type (Table 6). The metrics in the aforementioned tables include (where applicable) the number of impressions, views, average view duration and watch time, as well as percentages of impressions CTR, views and watch time.

The majority of viewers (approximately 43%) seems to have preferred English subtitles (although they were turned off by default). Moreover, the majority of viewers comes from Greece (16,40%), with Italy and Germany following with 5,10% each. Additionally, the vast majority (95,40%) watched the video from the dedicated YouTube page and more than half of the total viewers (62,70%) used their desktop/laptop computer.

Subtitles and CC	Views		Average view duration	Average percentage viewed	Watch time (hours)	
English	87	42,9%	1:34	47,90%	2,0	2,00%
No subtitles/CC	40	22,00%	1:03	32,00%	0,7	0,70%
Greek	21	11,90%	1:36	48,60%	0,6	0,60%
Spanish	18	8,50%	1:01	31,00%	0,3	0,30%
German	15	7,90%	1:39	50,00%	0,4	0,40%
Italian	13	6,80%	1:52	56,90%	0,4	0,40%
Icelandic	1	-	-	-	-	-
Total	195		1:52	56,90%	4,30	

TABLE 3: METRICS PER SUBTITLE AND CC

Geography	Views		Average view duration	Watch time (hours)	
Greece	32	16,40%	1:21	0,7	14,58%
Italy	10	5,10%	1:35	0,3	6,25%
Germany	10	5,10%	3:43	0,6	12,50%
Other	143	73,33%	1:19	3,2	66,67%
Total	195		1:28	4,80	

TABLE 4: METRICS PER GEOGRAPHY

Playback location	Views		Average view duration	Watch time (hours)	
YouTube watch page	186	95,40%	1:29	4,6	96,70%
Embedded in external websites and apps	9	4,60%	1:04	0,2	3,40%
Total	195		1:28	4,80	

TABLE 5: METRICS PER PLAYBACK LOCATION

Device type	Views		Average view duration	Watch time (hours)	
Computer	124	62,70%	1:30	3,1	64,80%
Mobile phone	70	37,30%	1:24	1,6	34,00%
TV	1	0,50%	3:17	0,1	1,10%
Total	195		1:28	4,30	

TABLE 6: METRICS PER DEVICE TYPE

2.2.5 Overall assessment

Overall assessment of all three social media accounts (Facebook, Twitter, LinkedIn) indicated a steadily increasing activity during the first 35 months of the project's lifetime. Additionally, the fourth social media account (YouTube) has shown potential, should it include more material (e.g. interviews, radio shows, videos from conferences, etc.).

As a result, Twitter and LinkedIn (and Facebook to a lesser degree, as can be seen from the numbers) proved to be very useful and effective tools for disseminating and communicating the project's results, actions and events. Apart from the project's official social media accounts, all partners contributed actively in the dissemination and communication of the project through their own social media accounts.

In this way, a broader diffusion of the project's actions was possible and more users were attracted to follow the official accounts of the project and stay up-to-date regarding all actions, as well as future plans for project activities.

3 Dissemination and Communication activities

The communication and dissemination targets together with their KPIs were set and reported in detail during the elaboration of D10.3 "Communication and Dissemination Strategy and Action Plan", while several activities for the promotion of the project were defined in the GA.

More specifically, scientific and popular publications, project events such as workshops, seminars, open days, etc., as well as non-project events, is where the project would be disseminated.

In a monthly basis, all project partners collected their dissemination and communications activities, and produced a monthly report using a template developed for this reason. This report was uploaded on the project's file repository, in order to maintain traceability of all actions and elaborated records.

3.1 Project events

As the travelling restrictions due to the COVID-19 pandemic were eased, during the period in question (up to and including M35), two project events took place, namely two PCMs.

3.1.1 4th PCM in Athens, Greece

As no physical meetings took place during the previous months, it was decided that the first physical meeting would take place in Athens, Greece. Thus, the meeting was scheduled in November 2022 (14th and 15th).

The PCM was organized by the PC, AGENSO. The majority of the consortium members attended the meeting, while those who were unable to travel participated through a video call.

During the meeting, the progress in all four demonstrators was presented as well as the platform that is being developed, while issues of dissemination, exploitation and management were discussed.

The consortium decided that the next meeting would be held in Iceland in early summer 2023.

Some pictures from the meeting are included in the collage below (Figure 35).



FIGURE 35: IMAGES FROM THE 4TH PCM

3.1.2 5th PCM in Reykjavik, Iceland

As agreed by the consortium during the 4th PCM in Athens back in November 2022, the 5th PCM was agreed to take place in Reykjavik, Iceland during early summer 2023. After MATIS' suggestion and the approval of the consortium, the meeting was scheduled for May 30th-31st and June 1st.

All WPLs participated, as well as the majority of the consortium members. According to the agenda, each WPL presented the progress of their WP so far, while mentioning any activities that were delayed and what measures were taken. Each WP presentation was followed by a discussion among the consortium members, as well as a Q&A section. Closing the meeting, there was a discussion about the next steps of the project and the upcoming 2nd review.

Additionally, on the third day of the meeting, the participants visited the MATIS premises, as well as one of SAMHERJI's aquaculture farms in the Reykjanes area.

Various pictures from the three-day meeting are included in the collage below (Figure 36).



FIGURE 36: IMAGES FROM THE 5TH PCM

3.2 Non-project events

A significant portion of the AccelWater project dissemination and communication was realised by the promotion of the project in non-project events. Such events were clustering events, conferences, bilateral meetings, etc. organized by third parties or members of the consortium. The indicator set was defined at 10 non-project events where the project would be disseminated for its whole lifetime.

During the current reporting period, AccelWater has been disseminated by the consortium partners in 57 non-project events. The target of 10 non-project events has been achieved, with the value of the KPI being calculated at 650% since the beginning of the project. In the table below (Table 7), all non-project events are summarized, accompanied by the partner who participated and contributed in the promotion of the project as well as the relevant date.

It is particularly important that some partners went on to disseminate the project as high as government officials – such were the meetings with the Catalan authorities in Spain and the Greek Minister of Development and Investments.

The first several aforementioned events were conducted online, although as the pandemic restrictions were eased, physical events started taking place as well.

TABLE 7: NON-PROJECT EVENTS

Code	Partner(s)	Event	Type of Event	Date	Month
AW_NPE_01	INNOVACC	Presentation in Meat Sector General Assembly	General Assembly	June 20 th 2020	-
AW_NPE_02	MATIS	Introduction for the Association of Municipalities in the Northeast Iceland	Conference	October 9 th 2020	-
AW_NPE_03	AGENSO	Presentation of the project in an online webinar entitled "Precision agriculture: The contribution of technological systems to the primary sector" organised by Democritus University of Thrace	Online Webinar	December 12 th 2020	M2
AW_NPE_04	REZOS	Meeting with ETVA VI.PE. S.A. to explore further collaboration opportunities and exploitation of the project's solutions	Bilateral Meeting	April 13 th 2021	M6
AW_NPE_05	AGENSO	"Recycling of Industrial Water", clustering event of projects funded under the topic "CE-SPIRE-07-2020 Preserving fresh water: recycling industrial waters industry"	Clustering Event	May 12 th 2021	M7
AW_NPE_06	REZOS	Meeting with the Greek Minister of Development and Investments regarding the project and its expected impact in the area of Patras, Greece	P2P Meeting	June 1 st 2021	M8
AW_NPE_07	UVIC	"Horizon Europe-Aigua" organized by the Catalan Water Partnership and ACCIÓ	Online Conference	June 8 th 2021	M8
AW_NPE_08	UVIC, MAFRICA & INNOVACC	Meeting with the Climate Action Department of the Catalan Government to present the AccelWater project and to explain some details about the meat processing demonstrator	Bilateral Meeting	June 8 th 2021	M8
AW_NPE_09	REZOS	Meeting with ETVA VI.PE. S.A. to explore further collaboration opportunities and exploitation of the project's solutions	Bilateral Meeting	June 18 th 2021	M8
AW_NPE_10	UVIC, MAFRICA & INNOVACC	Meeting with the Public Health Department of the Catalan Government to discuss about the	Bilateral Meeting	July 6 th 2021	M9

Code	Partner(s)	Event	Type of Event	Date	Month
		regulation applied for the authorization of reclaimed water in slaughterhouses (objective of the AccelWater's meat processing demonstrator)			
AW_NPE_11	UVIC & MAFRICA	Food Intercluster Conference "Carbon and water footprint reduction in the agri-food sector", organized by Agroalim (the agri-food cluster of Nuevo Leon, Mexico) and INNOVACC (pig meat processing cluster, Spain)	Online Conference	July 7 th 2021	M9
AW_NPE_12	PRODAL	8th International conference on sustainable solid waste management", Thessaloniki (Greece)	Online Conference	July 23 rd -25 th 2021	M9
AW_NPE_13	AGENSO	Meeting with iWAYS project to discuss possible collaboration	Bilateral Meeting	July 28 th 2021	M9
AW_NPE_14	NTUA, ICCS & DIGNITY	LCM: The 10th International Conference on Life Cycle Management	Virtual Conference	September 8 th 2021	M11
AW_NPE_15	UVIC	"Agro&Aigua: tractament de l'aigua, reutilització i economia circular" organized by the Catalan Water Partnership (Spain), the Agri Sud-Ouest Innovation (France) and BioIB (France)	Conference	October 28 th 2021	M12
AW_NPE_16	UVIC, MAFRICA & INNOVACC	Meeting with the Catalan Waste Agency of the Catalan Government to discuss about the regulation applied for the valorisation of animal by-products generated in slaughterhouses	Bilateral Meeting	December 1 st 2021	M14
AW_NPE_17	AGENSO	Water Projects Europe 2021, presenting 5 of the most revolutionary projects developing water-smart strategies: Waste2Fresh, AccelWater, IntelWATT, AquaSPICE and iWAYS	Clustering Event	December 15 th 2021	M14
AW_NPE_18	AXIA	Boosting the EU Circular Economy transition through collaboration	Clustering Event	December 17 th 2021	M14
AW_NPE_19	INNOVACC	Presentation in Meat Sector General Assembly	General Assembly	December 21 st 2021	M14

Code	Partner(s)	Event	Type of Event	Date	Month
AW_NPE_20	UVIC	Presentation of the project at the Water Innovation Day organized by Catalan Water Partnership	Conference	February 24 th 2022	M16
AW_NPE_21	AGENSO, NTUA & ICCS	Presentation of the project and participation with a stand at the 4 th International verde.tec exhibition, Athens, Greece	Exhibition	March 18 th -20 th 2022	M17
AW_NPE_22	UVIC & INNOVACC	Presentation of the meat processing demonstrator at the "Bioeconomy, Innovation and Technology (BIT) Congress", Catalonia, Spain	Conference	April 6 th -7 th 2022	M18
AW_NPE_23	MAFRICA, UVIC & INNOVACC	Resource Circularity Meeting in the Meat Industry	B2B Meeting	April 21 st 2022	M18
AW_NPE_24	PRODAL & ANICAV	Webinar for project presentation and problems in the tomato canning industry	Webinar	April 27 th 2022	M18
AW_NPE_25	AGENSO	Presentation of the project during the educational program "Innovative methods in the agricultural sector" of the Center for Education and Lifelong Learning (K.E.DI.VI.M.) of the University of Western Macedonia	Webinar	May 15 th 2022	M19
AW_NPE_26	PRODAL	2 presentations and 3 abstracts at the 8th PEF School on Pulsed Electric Field Applications in Food and Biotechnology, Compiègne, France - "Development of a water-waste-energy nexus model integrating conventional and innovative solutions of AccelWater project" (P/A) - "Metal release and secondary reactions during PEF-treatment" (A) - "Plant Tissues Electroporation" (P/A)	School	May 30 th – June 3 rd 2022	M19-M20
AW_NPE_27	AccelWater Greek partners	"Circular Economy Opportunities for Industries, Regions and Municipalities" during the EU Green Week 2022	Workshop	June 2 nd 2022	M20
AW_NPE_28	UVIC	Project presentation in an online event organized by General Council	Conference	June 7 th 2022	M20

Code	Partner(s)	Event	Type of Event	Date	Month
		of Chambers of Commerce of Catalonia focused on the treatment of industrial wastewater and sludge			
AW_NPE_29	PRODAL	"A case study of Italian tomato processing industry: a comprehensive evaluation from production, water, and energy consumption to waste valorization, and LCA point of view" at the 9th International Conference on Sustainable Solid Waste Management, Corfu, Greece	Conference	June 15 th -18 th 2022	M20
AW_NPE_30	Uoi	"Water and energy use in aquaculture: a systematic review of Life Cycle Assessment studies" at Life Cycle Innovation Conference (LCIC) 2022	Conference	June 26 th -July 1 st 2022	M20-M21
AW_NPE_31	NTUA	"Presentation of AccelWater findings" at the 1st International Conference on Sustainable Chemical and Environmental Engineering, Rethymno, Greece	Conference	August 31 st -September 4 th 2022	M22-M23
AW_NPE_32	UVIC & INNOVACC	Project presentation (UVIC) and "Challenges and needs for the reuse of reclaimed water in the meat sector" (linked to the project, INNOVACC) in a hybrid event (face-to-face and online) about the water management in the agri-food sector, organized by the Catalan Water Partnership and UVIC	Conference	September 15 th 2022	M23
AW_NPE_33	ICCS	"Digital Platforms: End-To-End Data Integration Of Industrial Symbiosis Stages" at the 4th ISIE-SEM conference, Vienna, Austria	Conference	September 19 th -21 st 2022	M23
AW_NPE_34	UVIC	Project presentation in an online webinar focused on innovative solutions in circular economy for the agri-food sector, organized by the Catalan Food Innovation Network (XIA)	Webinar	September 21 st 2022	M23

Code	Partner(s)	Event	Type of Event	Date	Month
AW_NPE_35	UVIC	Project presentation in an online webinar focused on innovation projects for the meat industry, organized by INNOVACC	Webinar	September 27 th 2022	M23
AW_NPE_36	UVIC	Project presentation in a regional bioeconomy congress (BIT)	Conference	September 29 th 2022	M23
AW_NPE_37	AGENSO	Presentation of the project during the online event "Digital technology in the agri-food sector of Greece – New horizons of research and professional development" organised by the Agricultural University of Athens	Online Event	October 4 th 2022	M24
AW_NPE_38	PRODAL	"Pulse electric fields-assisted steam peeling of different fruits and vegetables" & "PEF for the extraction and recovery of health-related compounds from vegetable byproducts and wastes" at the 4th World Congress on Electroporation, Copenhagen, Denmark	Conference	October 9 th -13 th 2022	M24
AW_NPE_39	MATIS	"The Value in the Water – Accelwater" at the 50th Western European Fish Technologists Association (WEFTA) Conference	Conference	October 17-21 th 2022	M24
AW_NPE_40	UoI	"Sustainability in food research and innovation" at Icelandic Food and Nutrition association MNÍ day	Workshop	October 22 nd 2022	M24
AW_NPE_41	NTUA	"Proteins recovery from brewer's spent grains by microwave and coupled microwave- ultrasound assisted extractions using deep eutectic solvents and alkaline medium" at 21st International Union of Food Science & Technology (IUFoST) World Congress	Conference	October 31 st -November 3 rd 2022	M24-M25
AW_NPE_42	PRODAL	"On improving the sustainability tomato processing industry by minimization of water and energy consumption" & "Environmental impact assessment of tomato processing industry: A case study of	Conference	November 7 th -9 th 2022	M25

Code	Partner(s)	Event	Type of Event	Date	Month
		Italian tomato processing company with considering improvement scenarios" at the 36th EFFoST International Conference 2022, Dublin, Ireland			
AW_NPE_43	NTUA	"Evaluation of meat industry's environmental impact via LCA: Current state and future/alternative perspectives for sustainability" at 36th European Federation of Food Science and Technology (EFFoST) International Conference 2022	Conference	November 7 th -10 th 2022	M25
AW_NPE_44	UoI	15th Meeting of the Rotary Club of Reykjavík	Event	November 24 th 2022	M25
AW_NPE_45	MAFRICA & UVIC	Pilot plant inauguration with Catalan authorities (Catalan Water Agency, Catalan Residues Agency)	Workshop	November 25 th 2022	M25
AW_NPE_46	UVIC	Explanation of the project and its impact in Catalonia during a radio interview (El 9FM)	Radio show	November 29 th 2022	M25
AW_NPE_47	MAFRICA	Report on water reclaiming initiatives shown in Catalan Public TV news (TV3)	TV Report	December 9 th 2022	M26
AW_NPE_48	INNOVACC	Presentation in Meat Sector General Assembly	General Assembly	December 19 th 2022	M26
AW_NPE_49	UoI	"Food production and the environment" at The Icelandic Medical Association Conference	Seminar	January 23 rd 2023	M27
AW_NPE_50	UVIC & INNOVACC	Bilateral meeting with Environmental Health Department (Catalan Government)	B2B Meeting	March 2 nd 2023	M29
AW_NPE_51	AGENSO	Presentation of the project and its results at the "Water management projects, Agriculture, Environment" meeting during the AgroThessaly Exhibition 2023, Larisa, Greece	Exhibition	March 9 th -12 th 2023	M29
AW_NPE_52	MATIS	"Processing Water: An Underutilized By-Product – Potentials for Valorisation" at 1st Bremerhaven Conference on Blue Economy and Fish Processing	Conference	March 15 th -16 th 2023	M29

Code	Partner(s)	Event	Type of Event	Date	Month
AW_NPE_53	UVIC & MAFRICA	Presentation of the project in an online webinar focused on innovation projects for the meat industry, organized by INNOVACC	Webinar	March 29 th 2023	M29
AW_NPE_54	UVIC	Project presentation in the second edition of Bioeconomy congress in Vic	Conference	March 31 st 2023	M29
AW_NPE_55	AGENSO	Presentation of the project at the KYKNOS canning factory	B2B Meeting	April 4 th 2023	M30
AW_NPE_56	UVIC	Project presentation in a regional workshop titled "Circularity Day of resources in the meat industry" about the meat demonstrator was organized by INNOVACC with UVIC and MAFRICA	Workshop	April 21 st 2023	M30
AW_NPE_57	AGENSO	Presentation of the project and its equipment at the BEYOND 2023 exhibition in Thessaloniki, Greece	Exhibition	May 23 rd -27 th 2023	M31
AW_NPE_58	AGENSO, NTUA & ICCS	Presentation of AccelWater and results at the Water Innovation and Circularity Conference (WICC)	Conference	June 7 th -9 th 2023	M32
AW_NPE_59	AGENSO	Presentation of the project and its equipment at the Smart Cities 2023 (SCDC 2023) exhibition in Athens, Greece	Exhibition	June 16 th -17 th 2023	M32
AW_NPE_60	NTUA	"Results demonstrating the benefits of AccelWater's implementation" at the International Congress on Engineering and Food (ICEF14)	Conference	June 20 th -23 rd 2023	M32
AW_NPE_61	UoI	"Hidden water scarcity footprint of salmon aquaculture feed in Iceland" at Life Cycle Management LCM, Lille, France	Conference	September 6 th -8 th 2023	M35
AW_NPE_62	AGENSO	Presentation of the project's low-cost systems at the 87 th TIF HELEXPO, Thessaloniki, Greece	Exhibition	September 9 th -17 th 2023	M35
AW_NPE_63	NTUA	"Decentralized wastewater management and resource recovery: experiences, challenges and opportunities" at 12th International Conference on Environmental	Conference	September 13 th -16 th 2023	M35

Code	Partner(s)	Event	Type of Event	Date	Month
		Engineering and Management, Iasi, Romania			
AW_NPE_64	MATIS	Nordic conference on the environmental impact of the fishing industry and the energy exchange in the sector	Conference	September 13 th 2023	M35
AW_NPE_65	MATIS	International Conference on Food and Biotechnology, Food & Bio Global Summit 2023, Denmark	Conference	September 26 th -27 th 2023	M35

In the figures below (Figure 37, Figure 38, Figure 39), collages of pictures from some of the dissemination activities are presented.



FIGURE 37: SELECTED IMAGES FROM NON-PROJECT ACTIVITIES #1

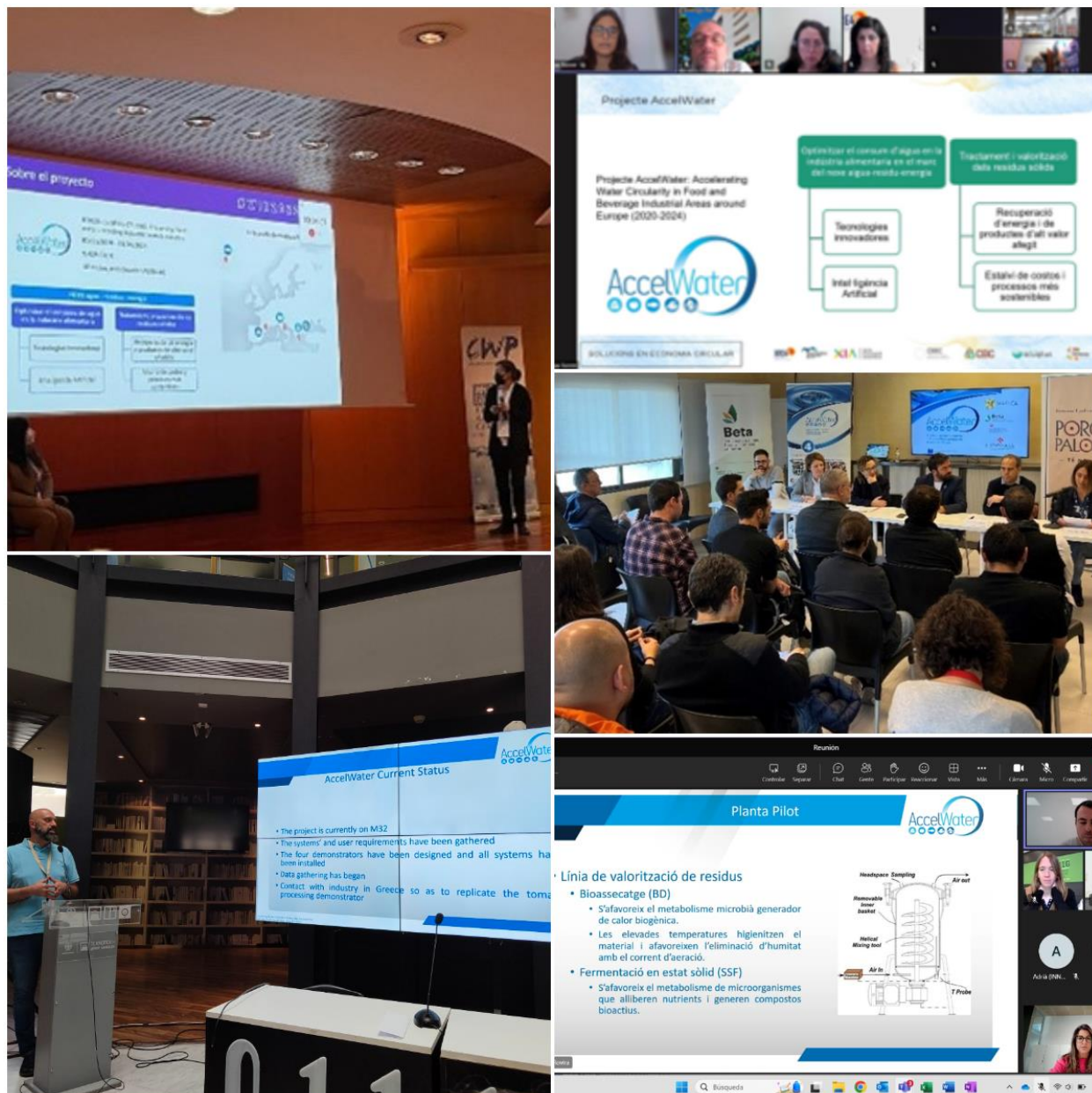


FIGURE 38: SELECTED IMAGES FROM NON-PROJECT ACTIVITIES #2

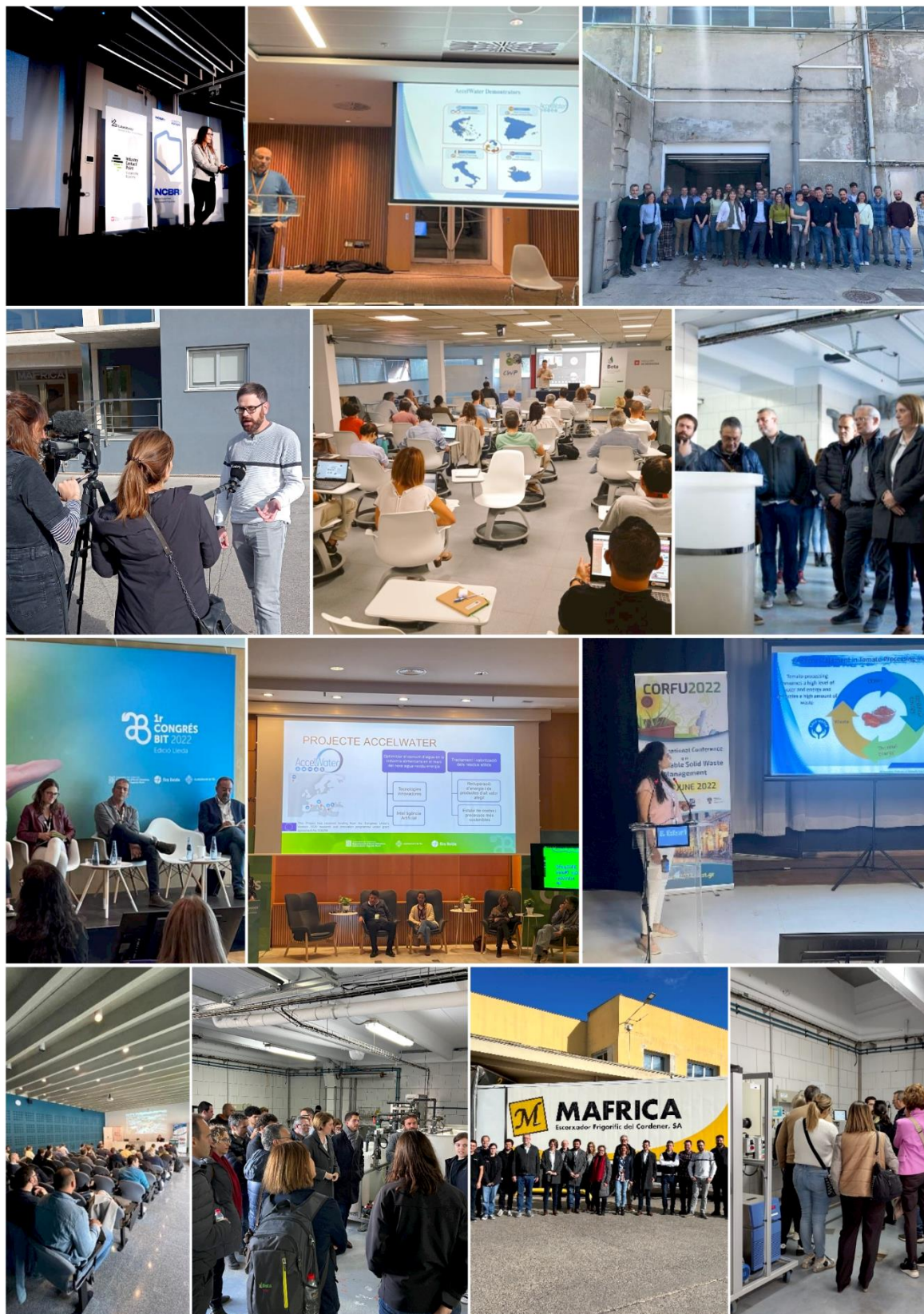


FIGURE 39: SELECTED IMAGES FROM NON-PROJECT ACTIVITIES #3

3.3 Popular and scientific publications

Scientific and popular publications constitute a significant communication and dissemination activity of the project's results. Publications were posted on magazines, newspapers, online portals, websites, partners' e-newsletters, and other media of thematically similar areas. After identification of such media, publications that were produced by project partners, were shared in order to reach the target audience. In this way, an effective dissemination of specific project results and outcomes was possible.

In the sections below, the popular and scientific publications of the project are presented.

3.3.1 Popular publications

In the table below (Table 8), the project's popular publications are presented in detail.

TABLE 8: POPULAR PUBLICATIONS

Code.	Media	Publication	Supplementary Material	Date	Month
AW_PP_01	Newspaper	Circular economy and water	https://www.accelwater.eu/files/articles/pp/AW_PP_01.pdf	October 2020	-
AW_PP_02	Newspaper	FoodReporter / Athenian Brewery: The sustainable development strategy and the fruitful collaborations	https://www.accelwater.eu/files/articles/pp/AW_PP_02.pdf	November 9 th 2020	M1
AW_PP_03	Popular publication	UVIC: "A zero-waste approach in the meat processing industry"	https://www.accelwater.eu/files/articles/pp/AW_PP_03.pdf	March 17 th 2021	M5
AW_PP_04	Newspaper	Ipaithros Chora / Irrigation of crops from recycled water and energy production from malt by-products and whey	https://www.accelwater.eu/files/articles/pp/AW_PP_04.pdf	November 27 th 2020	M1
AW_PP_05	Newspaper	EfSyn / Strong social footprint and the recipe of endurance	https://www.accelwater.eu/files/articles/pp/AW_PP_05.pdf	December 24 th 2020	M2
AW_PP_06	Newspaper	Kefalaio - Forbes / Innovation suits the image of Athenian Brewery	https://www.accelwater.eu/files/articles/pp/AW_PP_06.pdf	December 24 th 2020	M2
AW_PP_07	Newspaper	Fortune / Athenian Brewery: 57 years of innovation from 1963 until today	https://www.accelwater.eu/files/articles/pp/AW_PP_07.pdf	December 29 th 2020	M2

Code.	Media	Publication	Supplementary Material	Date	Month
AW_PP_08	Newspaper	Naftemporiki - Special Edition / Strategic partnerships to promote sustainability	https://www.accelwater.eu/files/articles/pp/AW_PP_08.pdf	February 19 th 2021	M4
AW_PP_09	Newspaper	Proto Thema - Special Edition / "Water for Tomorrow" by Athenian Brewery	https://www.accelwater.eu/files/articles/pp/AW_PP_09.pdf	March 21 nd 2021	M5
AW_PP_10	Newspaper	Proto Thema - Special Edition / Sustainability is the key for a better tomorrow	https://www.accelwater.eu/files/articles/pp/AW_PP_10.pdf	March 22 st 2021	M5
AW_PP_11	Popular publication	INNOVACC Annual Journal	https://www.accelwater.eu/files/articles/pp/AW_PP_11.pdf	June 2021	M8
AW_PP_12	Newspaper	Investigant per estalviar aigua	https://www.accelwater.eu/files/articles/pp/AW_PP_12.pdf	January 20 th 2023	M27
AW_PP_13	Popular publication	INNOVACC Annual Journal	https://www.accelwater.eu/files/articles/pp/AW_PP_13.pdf	June 2022	M20
AW_PP_14	Popular publication	AGENSO: "Optimising freshwater consumption in the food and beverage industry"	https://www.accelwater.eu/files/articles/pp/AW_PP_14.pdf	October 2023	M36

Below, a brief description for each of the aforementioned non-English publications can be found.

3.3.1.1 Article AW_PP_01

This article consists of an interview with Dr. Simos Malamis, the PC of the HYDROUSA project (GA 776643), where he discusses various things related to HYDROUSA, while AccelWater is mentioned as a thematically similar project to HYDROUSA and about to begin (the interview was published on October 2020).

3.3.1.2 Article AW_PP_02

This article describes AB collaborations with various organizations promoting sustainable development, while the AccelWater project is mentioned as one of the result of these collaborations.

3.3.1.3 Article AW_PP_04

This article mentions that by 2024, in the area of Patras there will be crops irrigated with recyclable water by a circular economy system. Moreover, thermal and electric energy will be created from by-products of the brewery and dairy industries participating in the AccelWater project, while two high-protein foods will be developed.

3.3.1.4 Article AW_PP_05

This article describes AB’ activities and results during the period of COVID-19 pandemic, presents some financial information as well as announces their participation in two research projects, one of which is AccelWater.

3.3.1.5 Article AW_PP_06

This article contains an overview of AB’s 57 years of operation and contribution to the Greek GDP, while describing future actions and targets, as well as their participation in two research projects, one of which is AccelWater.

3.3.1.6 Article AW_PP_07

This article describes the operational capacity of AB, their contribution to the Greek economy and employment, their actions towards reducing their environmental footprint, as well as their participation in research projects, among which is the AccelWater project.

3.3.1.7 Article AW_PP_08

This article describes all the strategic partners AB has developed over the years, among which is the Agricultural University of Athens. Moreover, there are extensive descriptions of the ECOFACT and AccelWater projects.

3.3.1.8 Article AW_PP_09

This article contains an interview with AB’s CEO that took place on the occasion of the World Water Day. During the interview, AB’s CEO promoted the “Water for Tomorrow” initiative, dealing with proper management of water sources. Additionally, the AccelWater project is mentioned as an example of a circular economy project.

3.3.1.9 Article AW_PP_10

This article mentions AB’s “Water for Tomorrow” initiative, as something that reinforces sustainable management of water sources. AccelWater project is mentioned as something in the similar direction, while the article closes with AB’s targets regarding environmental indexes.

3.3.1.10 Article AW_PP_12

This article from UVIC describes the objectives of the AccelWater project in connection with the (then) current drought situation in Catalonia.

3.3.2 Scientific publications

In the table below (Table 9), the project’s scientific publications are presented in detail.

TABLE 9: SCIENTIFIC PUBLICATIONS

Code	Partner(s)	Publication	Supplementary Material	Date	Month
AW_SP_01	NTUA & ICCS	Chrysanthi Akrivou, Lucyna Łękańska-Andrinopoulou, Georgios Tsimiklis, Angelos Amditis: "Industrial symbiosis platforms for synergy identification and their most important data points: a systematic review"	https://accelwater.eu/files/articles/sp/AW_SP_01.pdf	August 31 st 2021	M10
AW_SP_02	NTUA, ICCS & DIGNITY	Chrysanthi Akrivou, Lucyna Łękańska-Andrinopoulou, Charalampos Manousiadis, Georgios Tsimiklis, Vasiliki Oikonomopoulou, Sofia Papadaki, Magdalini Krokida and Angelos Amditis: "Industrial symbiosis marketplace concept for waste valorization pathways"	https://accelwater.eu/files/articles/sp/AW_SP_02.pdf	May 20 th 2022	M19
AW_SP_03	PRODAL	Elham Eslami, Serena Carpentieri, Gianpiero Pataro and Giovanna Ferrari: "A Comprehensive Overview of Tomato Processing By-Product Valorization by Conventional Methods versus Emerging Technologies"	https://accelwater.eu/files/articles/sp/AW_SP_03.pdf	December 29 th 2022	M26
AW_SP_04	Uoi	Vasquez-Mejia, Clara M.; Shrivastava, Sankalp; Gudjónsdóttir María; Manzardo, Alessandro; Ögmundarson, Ólafur: "Current status and future research needs on the quantitative water use of aquaculture using Life Cycle Assessment: A systematic literature review"	https://accelwater.eu/files/articles/sp/AW_SP_04.pdf	September 2023	M35

It is worth mentioning that the following article (Table 10) will be published in the upcoming months, while more are either in the preparation phase or under review.

TABLE 10: UPCOMING SCIENTIFIC PUBLICATIONS

Code	Partner(s)	Publication	Supplementary Material	Date	Month
AW_SP_05	PRODAL	Elham Eslami, Emad Abdurrahman, Giovanna Ferrari, Gianpiero Pataro: "Enhancing resource efficiency and sustainability in tomato processing: A comprehensive review"	https://accelwater.eu/files/articles/sp/AW_SP_05.pdf	November 2023	M37

3.4 National / international web pages

Several publications disseminating the AccelWater project were published in national and international web pages. These include publications in news media, as well as partners' newsletters.

This category's publications are presented in the table below (Table 11), along with their respective publication dates.

TABLE 11: NATIONAL AND INTERNATIONAL WEB PAGES

Publication	Supplementary Material	Date	Month
Protothema.gr / Strategic partnerships to promote sustainability	https://www.protothema.gr/environment/article/1060345/athinaiki-zuthopoiia-stratigikes-sunergasies-gia-tin-proothisi-tis-viosimotitas/	October 30 th 2020	-
Liberal.gr / Strategic partnerships to promote sustainability & circular economy	https://www.liberal.gr/economy/athinaiki-zuthopoiia-stratigikes-sunergasies-gia-tin-proothisi-tis-biosimotitas-kai-tis-kuklikis-oikonomias/333237	November 11 th 2020	M1
Article about the project published in the digital magazine of the University of Vic-Central University of Catalonia and entitled "Un projecte del Centre Tecnològic BETA valoritzarà els residus sòlids i líquids de la indústria càrnia"	https://apunt.uvic.cat/un-projecte-del-centre-tecnologic-beta-valoritzara-els-residus-solids-i-liquids-de-la-industria	November 12 th 2020	M1
INNOVACC monthly newsletter	https://www.innovacc.cat/2020/12/16/the-european-accelwater-project-is-underway-with-an-important-catalan-participation/?lang=en	November 2020	M1
Article about the project published in the Catalan newspaper "El 9 nou" and entitled "Un projecte del centre BETA valoritzarà els residus a les càrnies"	https://el9nou.cat/osona-ripolles/actualitat/un-projecte-del-centre-beta-valoritzara-els-residus-a-les-carnies/	December 12 th 2020	M2
Ypaithros.gr / Irrigation of crops from recycled water and energy production from malt by-products and whey	https://www.ypaithros.gr/ardeysi-kalliergeion-apo-anakyklomeno-nero-paragogi-energeias-apo-ypoproionta-bynis-orou-galaktos/	December 1 st 2020	M2
Fortunegreece.com / Athenian Brewery: 57 years of innovation from 1963 until today	https://www.fortunegreece.com/article/athinaiki-zithopoiia-57-chronia-kenotomias-apo-to-1963-eos-simera	December 29 th 2020	M2
Capital.gr / Innovation suits the image of Athenian Brewery	https://www.capital.gr/the-greeklist-100-2020/3521101/i-kainotomia-tairiazei-stin-athinaiki-zuthopoiia	January 25 th 2021	M3
Protothema.gr / Water for Tomorrow by Athenian Brewery	https://www.protothema.gr/economy/article/1106222/nero-gia-to-aurio-apo-tain-athinaiki-zuthopoiia/	March 22 nd 2021	M5

Publication	Supplementary Material	Date	Month
Newmoney.gr / A. Daniilides: "Water for Tomorrow" by Athenian Brewery	https://www.newmoney.gr/roh/palmos-oikonomias/business-stories/alexandros-daniilidis-nero-gia-to-avrio-apo-tin-athinaiki-zithopiia/	March 28 th 2021	M5
Ethnos.gr / Athenian Brewery: Project and goals for a safe environment for all of us	https://www.ethnos.gr/oikonomia/market/155444_athinaiki-zythopoiia-programma-kai-stohoi-me-orama-ena-asfales-periballon	May 12 th 2021	M7
Imerisia.gr / We target dynamically the environmental pillar - We invest in the 0.0% product development	https://www.imerisia.gr/epiheiriseis/15003_athinaiki-zythopoiia-stoheyoyme-dynamika-ston-pylona-periballon-ependyoyme-stin	May 31 st 2021	M7
Protothema.gr / Let us envision a green future: the example of Athenian Brewery	https://longform.protothema.gr/premium/as-oramatistoyme-ena-prasino-mellon/	June 4 th 2021	M8
INNOVACC monthly newsletter	https://issuu.com/innovaccrevistadigital/docs/disseny_revista_innovacc_2021_ok	June 2021	M8
INNOVACC monthly newsletter	https://www.innovacc.cat/wp-content/uploads/2021/07/UVIc-presentaci%C3%B3-Laura-Mejias.pdf	July 2021	M9
INNOVACC monthly newsletter	https://www.innovacc.cat/2021/04/15/europ-ean-project-accelwater/?lang=en	August 2021	M10
INNOVACC monthly newsletter	https://www.innovacc.cat/2022/04/29/innovacc-participa-al-1r-congres-bit-2022-bioeconomia-innovacio-i-tecnologia	April 2022	M18
INNOVACC monthly newsletter	https://www.innovacc.cat/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzEzMiwiMTQxM2QxNDI0YmQ1liwwLDAsMTIzLDFd	April 2022	M18
INNOVACC monthly newsletter	https://www.innovacc.cat/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzE1MSwiMDUxMjFIMjg0MzI5liwwLDAsMTQyLDFd	March 2023	M29
INNOVACC monthly newsletter	https://www.innovacc.cat/?lang=es&mailpoet_router&endpoint=view_in_browser&action=view&data=WzE1NiwiNTQwZjI1Y2I4Y2M4liw4NjYsljZlODljOWZlZDVlYjI0YjkyNDBlZjgyZWU0Yjc2YmNkIiwxNDYsMF0	April 2023	M30

3.5 Newsletters

During the reference period, AGENSO published nine (9) newsletters using the Mailchimp platform, thus combining text and multimedia content into an aesthetically pleasing and eye-catching result.

The aim of the newsletter is to summarize project activities and news in three-month intervals, so all the interested parties (stakeholders, researchers, universities, agrifood industries, etc.) stay up to date with the project and its activities.

The newsletter is divided in the following main sections:

- Work Progress
- Project News
- Dissemination Activities

Additionally, there is a section describing the project and a statement from the PC.

The aforementioned main sections, as well as the statement from the PC, may be omitted from a newsletter if there are no entries for any of them.

The layout of the newsletter is presented in Figure 40.



FIGURE 40: SCREENSHOTS FROM THE FIRST NEWSLETTER

By the end of September 2023, the number of subscribers had reached 270 – roughly a little more than 50% of the target of 500 subscribers. As can be seen from the newsletter reports extracted from the Mailchimp platform, almost one out of three (in average) open the newsletter. This is better than the average, as according to the page “Email Marketing Benchmarks and Statistics by Industry”³ from the “Resources” section of the Mailchimp website, the average email open rate for all industries the company analyzed is 21.33%. Additionally, the emails are successfully delivered to 97.76% of the subscribers (in average).

³ <https://mailchimp.com/resources/email-marketing-benchmarks>

TABLE 12: STATISTICAL DATA FROM PUBLISHED NEWSLETTERS

Newsletter no.	Publication Date	Recipients	Opens	Deliveries	Supplementary material
#1	April 2021	117	33,60%	99,10%	https://accelwater.eu/files/newletters/AW_NL_01.pdf
#2	July 2021	119	20,70%	97,50%	https://accelwater.eu/files/newletters/AW_NL_02.pdf
#3	October 2021	122	34,70%	96,70%	https://accelwater.eu/files/newletters/AW_NL_03.pdf
#4	January 2022	126	39,70%	97,61%	https://accelwater.eu/files/newletters/AW_NL_04.pdf
#5	April 2022	127	29,13%	96,10%	https://accelwater.eu/files/newletters/AW_NL_05.pdf
#6	July 2022	167	28,14%	98,20%	https://accelwater.eu/files/newletters/AW_NL_06.pdf
#7	October 2022	165	38,78%	99,40%	https://accelwater.eu/files/newletters/AW_NL_07.pdf
#8	February 2023	282	27,79%	99,40%	https://accelwater.eu/files/newletters/AW_NL_08.pdf
#9	April 2023	269	36,43%	97,40%	https://accelwater.eu/files/newletters/AW_NL_09.pdf
#10	July 2023	270	24,44%	97,00%	https://accelwater.eu/files/newletters/AW_NL_10.pdf
Average		176	31,34%	97,84%	

4 Conclusions

The overall evaluation of dissemination and communication activities of the project has been conducted using specific KPIs for each activity category. The collaboration between all partners for the promotion of the project has been very good up to this point in the project's lifetime, with all partners contributing actively in the dissemination activities.

The efficiency of these activities has been monitored and measured using the KPIs and parameters that were agreed at the beginning of the project. Several KPIs, such as those referring to the social media accounts and the website visibility evaluation, provided very successful results, while others (number of non-project events) even exceeded the target originally set.

The aforementioned are the indicators that prove the efficacy of the communication's strategy implementation (Table 13).

TABLE 13: COMMUNICATION AND DISSEMINATION BALANCE SCORECARD

Indicator	Category of Indicator	Target	Current Value	Completion Percentage
Communication and Dissemination Tools				
Communication and Dissemination Strategy and Action Plan	Output	1	1	100%
Number of websites	Output	1	1	100%
Number of registered users in user group community of the website	Result	200	0	0%
Number of social media accounts	Output	3	4	133,33%
Number of promotional materials	Output	5	6	120%
Number of digital newsletters distributed	Result	17	9	52,94%
Number of website visitors	Result	2.000	10.470	523,50%
Number of website pages visited	Result	10.000	20.870	208,70%
Number of Facebook page likes	Result	500	133	26,60%
Number of Twitter followers	Result	500	550	110%
Number of LinkedIn followers	Result	500	361	72,20%
Number of people outreached by digital newsletter	Result	500	269	53,80%
Number of people outreached with promotional materials	Result	1.000	1.500	150%
Communication and Dissemination Activities				
Number of regional Workshops held	Output	4	0	0%
Number of Final Conference held	Output	1	0	0%
Number of non-network events where Project has been disseminated	Output	10	65	650%

Indicator	Category of Indicator	Target	Current Value	Completion Percentage
Number of people asking for further information on AccelWater after participation in non-project events	Result	100	183	183%
Number of popular articles published in general media	Output	25	34	136%
Number of scientific papers published	Output	10	5	50%
Number of participants on regional workshops	Result	200	-	-
Number of participants on Final Conference	Result	100	-	-
Level of satisfaction of participants in regional workshops and final conference (on average)	Result	4/5	-	-

Furthermore, dissemination of the AccelWater in popular articles published was very successful, reaching its target in less than half the project's lifetime.

In addition to the aforementioned indicators, one very important indicator that was not included in the original BSC of D10.3 was that of the reach of the non-project events.

Non-project events seem to have played an important role in the dissemination of the project, with the relevant KPI far exceeding the target initially set. The number of people that were reached in non-project events has been over 1.000.000, thanks to a video report broadcast in a public TV channel in Spain.

It is apparent that the dissemination and communication strategy aims to promote all aspects, actions and activities of the project and the results can be considered satisfactory, given the fact that the project has almost two years left.

The current deliverable is the second report on the AccelWater events and general dissemination activities and refers to all activities conducted during months M16 and M35 of the project's lifetime. The third and final report will be produced on month M54, updating all the aforementioned KPIs.