

Deliverable 6.2

Interim report on editorial, video
and visual content highlights

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Technical References

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Project Coordinator	Gerard van den Berg KWR
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¹ PU = Public

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

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

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





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V	Date	Author(s) /Reviewer(s) (Beneficiary)	Description
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0.2	12 August 2022	J. van den Broeke (KWR)	Quality check
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1	31 August 2022	K. Jung (ESCI)	Final version after quality check by Andrea Naves (EUT)





Executive Summary

Summary of Deliverable

The deliverable D6.2 (Interim report on editorial, video, and visual content highlights) presents the outcome of the ULTIMATE project's online activity until month 24 and recommendations on how to improve its digital strategy. The ULTIMATE Communication, Collaboration and Dissemination (CC&D) strategy was initially presented in the deliverable D6.1 (Dissemination, Collaboration & Communication Master Plan) and will be updated in M25 and M40. The CC&D aims to create awareness, understanding and action among targeted audiences. It contains a mix of compelling content and a proactive use of online, offline, and face-to-face opportunities by providing the processes, channels, tools, and messages. The main goals are:

- Target technical and commercial audiences with visual, print, and written resources detailing proven technology performance to give them – and their organisations – the confidence and motivation to trail and adopt water smart solutions
- Help demo cases integrate with other industries, connect with public bodies and facilities to build hubs for circularity clusters targeted in the SPIRE 2050 Vision and Water Smart Territories (WST) programme with locally relevant D&C actions
- Contribute to building public understanding and interest in industrial ecology and its contribution to sustainability with multi-, social, and mass media content

A modern and dynamic website (<https://ultimatewater.eu/>) that moves away from being a repository and towards being a ‘digital anchor’ for ULTIMATE content is the main pillar of the dissemination and communication strategy. Priority is given to an easy to update and well-connected website with ULTIMATE content featured in the media or sectorial sites, twitter feeds, interviews, and blog posts. The website had 9.678 total site visits during the first half of the project.

The ULTIMATE project has established a strong presence in the social media space as it is active in Twitter, LinkedIn, YouTube, SlideShare, ResearchGate, and Zenodo. The project uses the unique characteristics and audiences of each platform to better distribute specific content and connect with influencers. LinkedIn is the flagship platform in social media, where the <https://www.linkedin.com/company/ultimate-water-eu> account has more than 1.390 followers and 62.814 impressions. Apart for LinkedIn, ULTIMATE is also popular in the other platforms with over 850 followers and 86.119 impression in Twitter; 1.998 video views in YouTube; and 298 views in SlideShare's presentations and infographics.

The ULTIMATE project achieved most its CC&D goals for the reporting period, as it managed to establish its presence in the field of water-smart industrial symbiosis and to exploit the achieved results so far by distributing more editorials, articles, and deliverables. Based on a successful start and also on pressing issues for recovering water for reuse due to past and current droughts in Europe, ULTIMATE will be able to achieve the main CC&D goals for the second half of the project that is to be a source of knowledge and inspiration in the field of water-smart industrial symbiosis.





The EU-added value of the CC&D strategy is to allow the ULTIMATE project to function as a catalyst for “Water Smart Industrial Symbiosis” (WSIS) in which water/wastewater plays a key role both as a reusable resource and as a vector for energy and materials to be extracted, treated, stored, and reused within a dynamic socio-economic and business oriented industrial ecosystem.

Effective communication and dissemination of the progress and results of ULTIMATE is of major importance to maximise the impact of the project and achieve long-lasting results, also for the time the project is finalised.

Disclaimer

This publication reflects only the author’s views, and the European Union is not liable for any use that may be made of the information contained therein.





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1. Introduction

1.1. Scope, objectives and expected impact

The deliverable D6.2 (Interim report on editorial, video and visual content highlights) contains an analysis of the project's online activity and recommendations on how to improve its digital strategy. The deliverable is part of the task T6.6 (Dynamic communication tools, content and distribution). This task contains the creation of both online and offline tools (i.e. website, social media accounts, printed materials, academic publications, etc.) that will serve the project and will be used by the partners to bring visibility and consistency to dissemination and communication efforts. However, only the results of online activities are reported to D6.2.

The deliverables D6.1 first version and D6.1 second version (Dissemination, Collaboration & Communication Master Plan) give the framework of the project's online communication, collaboration and dissemination activities. Communication and dissemination are essential activities throughout the ULTIMATE project lifetime.

The document presents the results of the ULTIMATE communication and dissemination activities in the following online channels:

- Project website (<https://ultimatewater.eu/>)
- LinkedIn page (<https://www.linkedin.com/company/ultimate-water-eu>)
- Twitter account (<https://twitter.com/ULTIMATEWaterEU>)
- YouTube channel
(<https://youtube.com/playlist?list=PLb8wE1rKCAQfcxZbGQqnMUm7BqFmVlh0L>)
- SlideShare account (<https://www.slideshare.net/ULTIMATE>)
- ResearchGate page (<https://www.researchgate.net/project/ULTIMATE-Water-Smart-Industrial-Symbiosis>)
- Zenodo community page (https://zenodo.org/communities/ultimate_water/?page=1&size=20)

The above list shows the wide field of the ULTIMATE online communication and dissemination activities.

1.2. Relation to other tasks and deliverables

D6.2 is related to all other ULTIMATE work packages, as they produce content for the ULTIMATE website and social media accounts. Results from the other work packages are communicated through the project channels. The deliverable will help them to improve their digital strategy.





1.3. Deliverable structure

The current document is organised in the following chapters:

Chapter 1 introduces the report.

Chapter 2 presents the methodology of the project's online approach, as well as the monitoring tools and the metrics that are used.

Chapter 3 shows the impact of the Ultimate activities in the project's online channels (i.e., website, Twitter, LinkedIn, YouTube, SlideShare, ResearchGate and Zenodo).

Chapter 4 presents the conclusions and recommendations for further communication and dissemination activities.



2. Methodology

2.1. Principals of the online approach

The ULTIMATE Communication, Collaboration and Dissemination (CC&D) strategy was initially presented in the deliverable D6.1 Dissemination, Collaboration & Communication Master Plan and is updated in D6.1 second version (ULTIMATE Project, 2022). The CC&D aims to create awareness, understanding and actions among targeted audiences. It contains a mix of compelling content and a proactive use of online, offline, and face-to-face opportunities.

Video, visuals, social media content, journalistic articles, research papers, citizen journalism and news releases are some of the planned activities to bring the project’s story and personalities to life. The ULTIMATE project partners are proactively promoting the project on their own websites, news posts and social media channels. With these initiatives, ULTIMATE is brought to where target audiences are, rather than passively expecting them to come to us.

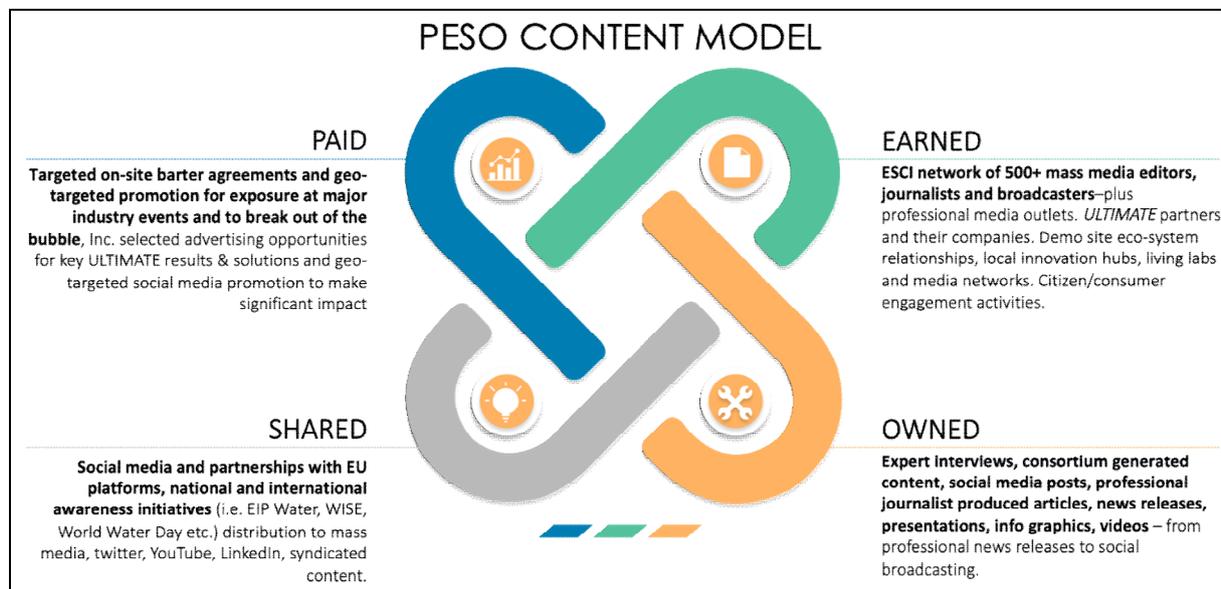


Figure 1 - ULTIMATE segmentation and organisation of communication and dissemination principals

With a content-focused approach, ULTIMATE explores a mix of Paid, Earned, Shared and Owned media, known as the ‘PESO model’ (figure 1). As a research and demonstration project, ULTIMATE is particularly rich in ‘Owned’ content and ‘Shared’ media. Communication and dissemination actors across the project prioritise bringing ULTIMATE insights to a wider audience and leveraging their personal, professional, and institutional networks.

Online ULTIMATE ‘Owned’ media – such as LinkedIn company page, Twitter feed, SlideShare and the website ultimatewater.eu – inform dissemination targets with easily accessible and up to date content on project aims, progress and key contextual issues and challenges.



'Earned' media taps into the PR, investor, and influencer engagement of WP6 lead ESCI at a European level and local CC&D leads. ULTIMATE also considers 'Paid' media in the form of sponsored tweets if it helps the CC&D action meet an objective. ULTIMATE CC&D approach aims to make the project visible, credible, and inspirational.

All ULTIMATE partners work together to achieve a maximum transfer of information and shareable research results. Each organisation and individual connected to ULTIMATE being able to discuss and reference the project in an engaging way. Regular content, clear branding, active social media and 'elevator pitch' discussion points are made available to all. Specific and clear calls to action aim to secure the commitment and contribution of the most gifted and enthusiastic as for every concrete action ULTIMATE wants to achieve.

2.2. Social media monitoring

Social media monitoring is the process of using social media channels to track, gather and mine the information and data of certain individuals or groups, usually companies or organisations, to assess their reputation and discern how they are perceived online. Social media monitoring is also known as social media listening and social media measurement.

In order to evaluate the ULTIMATE online activities, we continuously monitor all conversations, articles and posts that the project publishes on the website and on its social media accounts for a time span of every 6 project months. This allows us to measure the success of our online activities and the impact of the ULTIMATE Water-Smart Industrial Symbiosis brand, as well as to listen what others are saying about the ULTIMATE project

Several core performance metrics are used to measure the outcome of ULTIMATE online activity in different platforms. Many of these metrics are cross-platform (used in many platforms) while other are platform specific.

For the ULTIMATE website the following metrics which are important in the general monitoring template produced by Matomo:

- **Visitors:** Number of site visits who have initiated at least one session during the date range.
- **Sessions (Visits):** Total number of Sessions within the date range. A session is the time a user is actively engaged with the website.
- **Page views:** The total number of pages viewed. Repeated views of a single page are counted.
- **Pages / Session:** The average number of pages viewed during a session. Repeated views of a single page are counted.
- **Sessions / User:** The average number of Sessions per user.
- **Average Session Duration:** The average length of a Session.





For the social media accounts the following metrics are important:

- **Profile visits / Page Views:** Number of times users visit the account's main page.
- **Impressions:** Number of times users saw an update (tweet, post, video, etc.) in their timeline.
- **Views / Reads:** Number of times users view a video, visit the update's page, read a publication, etc.
- **Mentions:** Number of times users mention the name of the social media account in their updates.
- **Engagements / Reactions / interactions:** Number of times a user has interacted with an update. This includes all clicks anywhere on the post (including hashtags, links, avatar, username, etc), shares, comments, follows, and likes.
- **Followers:** Number of users that receive regular updates for new published content.
- **Visitors:** Number of unique users that visit the account page or any other page (i.e. post page, image page, etc.).

2.3. Monitoring tools

ULTIMATE project uses a variety of monitoring tools to gather data regarding the outcome of the project's online activity. The following tools are used:

Matomo

Matomo (formerly called Piwik) is an open-source measurement software that provides statistics of data on the use of a web page, such as visits, page views, origin of visits. It's an alternative to using Google Analytics.

Falcon / Brandwatch

Falcon is a social media marketing platform built on social analytics, community engagement and governance for Facebook, Twitter, LinkedIn, and Instagram.

Native analytics of the social media platforms

All social media platforms offer analytics tools to help users understand how the content they share on the platform grows their business. The functionality of these tools varies from advanced solutions (i.e. Twitter, LinkedIn, and YouTube analytics) to more primitive (i.e. SlideShare and ResearchGate analytics).





3. Impact of the ULTIMATE online activities

3.1. Overview

During the first half of the project, ULTIMATE published online a significant amount of content that includes video, visuals, social media posts and updates, journalistic articles, citizen journalism and news releases, and built a strong online presence. The project's website counted in total 9.678 visitors. By using the unique characteristics and audiences of each platform, ULTIMATE managed to better distribute specific content and connect with influencers. [LinkedIn](#) is the flagship platform in social media, where the account has more than 1.390 followers and 62.814 impressions and a reach of 38.424 until M24. Apart for LinkedIn, ULTIMATE is also popular in the other platforms with over 850 followers and 86.119 impression in Twitter; 1.998 video views in YouTube; and 298 views in SlideShare's presentations and infographics. Table 1 presents the overview of the project's online activity and its impact for the time period M1-24. In the separate chapters about the respective social media channels more detailed development of follower numbers and engagement is depicted.

Table 1 - Overview of the ULTIMATE project online activity and impact

Medium	Content	Followers / Visitors	Impressions	Reads
Website	8 news posts, 3 communication materials, 13 public deliverables, 47 case study meeting presentations	9.678	19.317 pageviews	1.276 downloads
Twitter	380 tweets & retweets	850	86.119	59.467
LinkedIn	118 posts	1.390	62.814	38.424
YouTube	24 videos	0	1.998	N/A*
SlideShare	9 presentations	N/A*	298	N/A*
ResearchGate	0	12	126	N/A*

*Non-Applicable





3.2. ULTIMATE Website

A **modern and dynamic website** that moves away from being a repository and towards being a ‘digital anchor’ for ULTIMATE content is the pillar of the dissemination and communication strategy. Priority is given to an easy to update and well-connected website with ULTIMATE content featured in the media or sectorial sites, twitter feeds, interviews, and blog posts.

The website is publicly available at <https://ultimatewater.eu/> hosted by ESCI. It was published end of M3 in August 2020. An important characteristic of this layout is that it is responsive to smart devices such as smart phones and tablets, allowing easy use and facilitating presentation of information, as illustrated in the following figure 2:

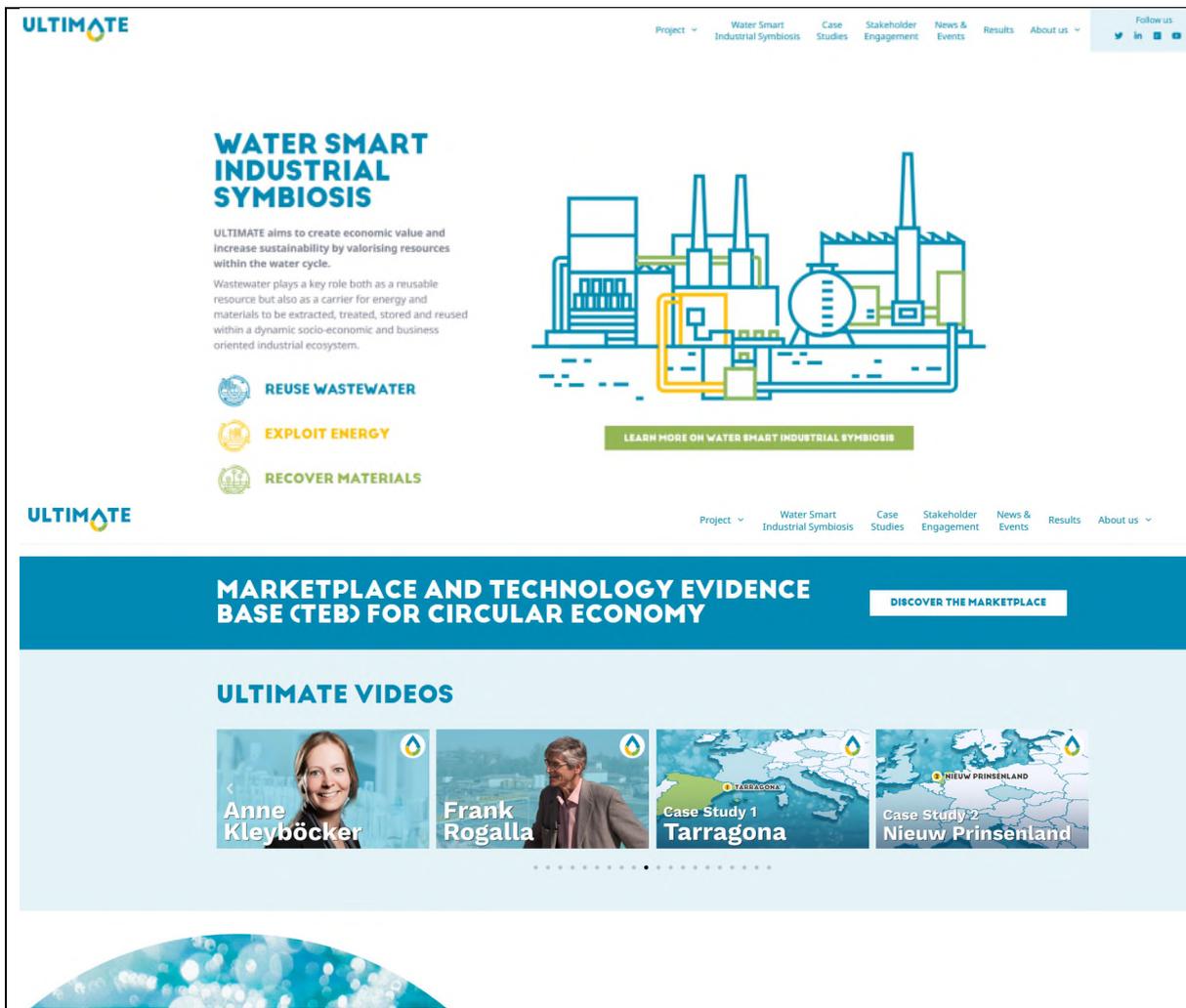




Figure 2 – ULTIMATE website – starting page





Apart from the pages that present the ULTIMATE project, the website contains dynamic content such as news articles, the publications, and the public deliverables in the “News & Events” and the “Results” section. By May 2022, 3 news posts and 4 journalistic articles were published in the news section on the website. The journalistic articles generated by ESCI were further published in online magazines (e.g. Smart Water Magazine, Amsterdam International Water Web) or online repositories, like AlphaGalileo or CORDIS. With further results in the project term, the numbers of publication of journalistic articles is going to rise further. Additionally, to disseminating project results, emerging issues on water scarcity and drought are used as a hanger for journalistic article to explain why the in ULTIMATE developments for implementing a water-smart industrial symbiosis.

For disseminating the ULTIMATE technologies and results, we additionally created an online repository on the website in appearance and function of a general file manager in the rider “Results”. Currently there are published in overall 14 public folders 14 public project deliverables, 3 graphical information material and 47 presentations from the case study meetings for downloading. The provided files in the result section have been downloaded in total 1208 times.

The launch of the website was from the beginning already very successful. In the time of the lunch in M3, a twitter post announcing the website was the most successful one in the monitoring period M1-6. In the period M7-12, the website accounted for a total of 3,959 visits for example.

The following tables and figures present the main metrics as established by the monitoring software Matomo in total from M3-M24. As these general templates provide an overview of all possible metrics to be measured there might also be some metrics included for which the ULTIMATE has currently no function included, e.g. for the search function on the website content in general. Only in the “Results” section a quick search is included in the file manager, which is a separate app included in the backend of WordPress. However, the analysis of the use of this search is not measured in Matomo, as this app is not captured by the monitoring tool.



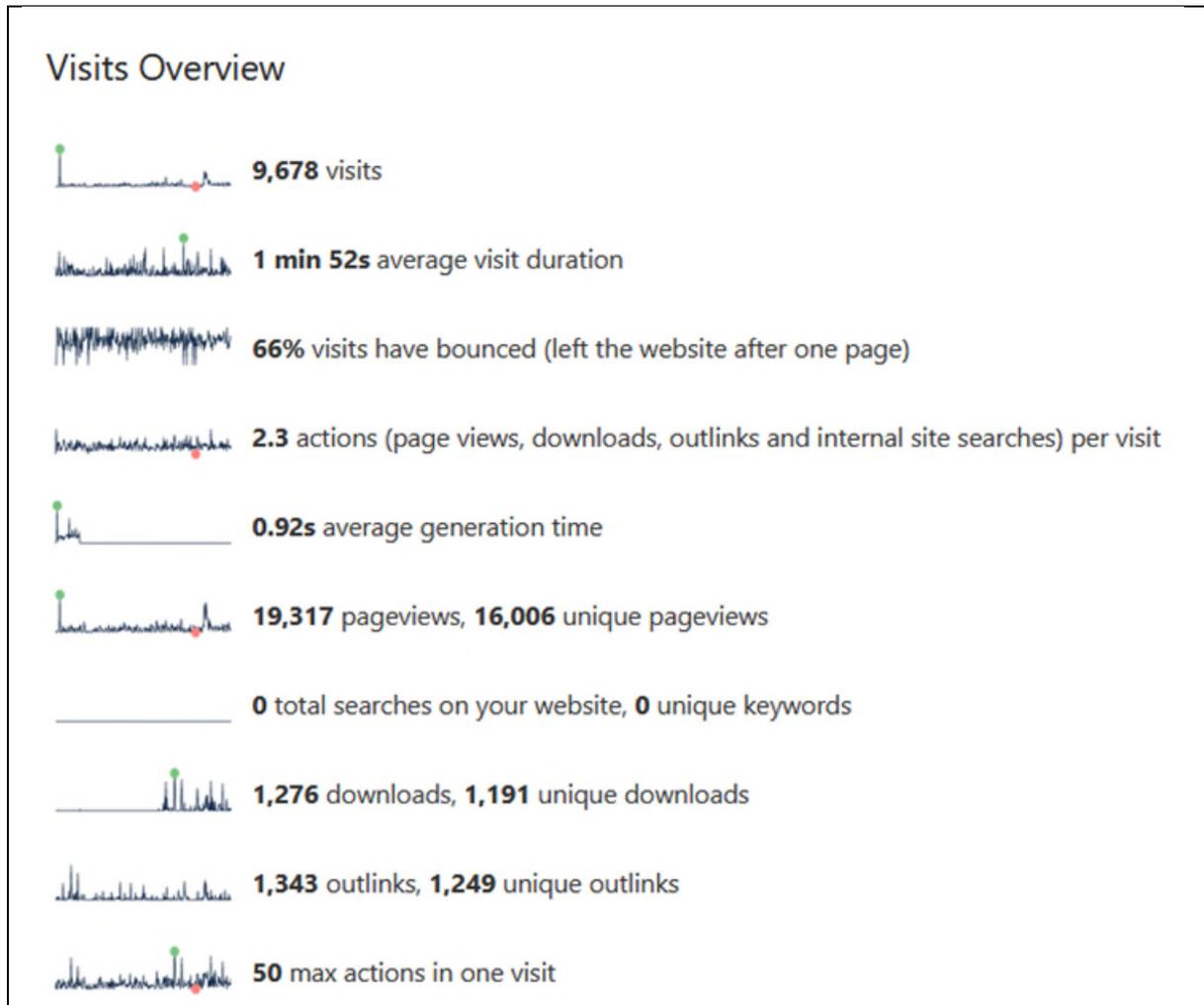


Figure 3 - Website visits complete overview analysis

The website gathers visitors from all over the world. Although, most of the visitors come from countries where an ULTIMATE partner exists (United Kingdom, Netherlands, Germany, Spain, etc.), United States, Finland and Norway supplement the list of the top ten countries.



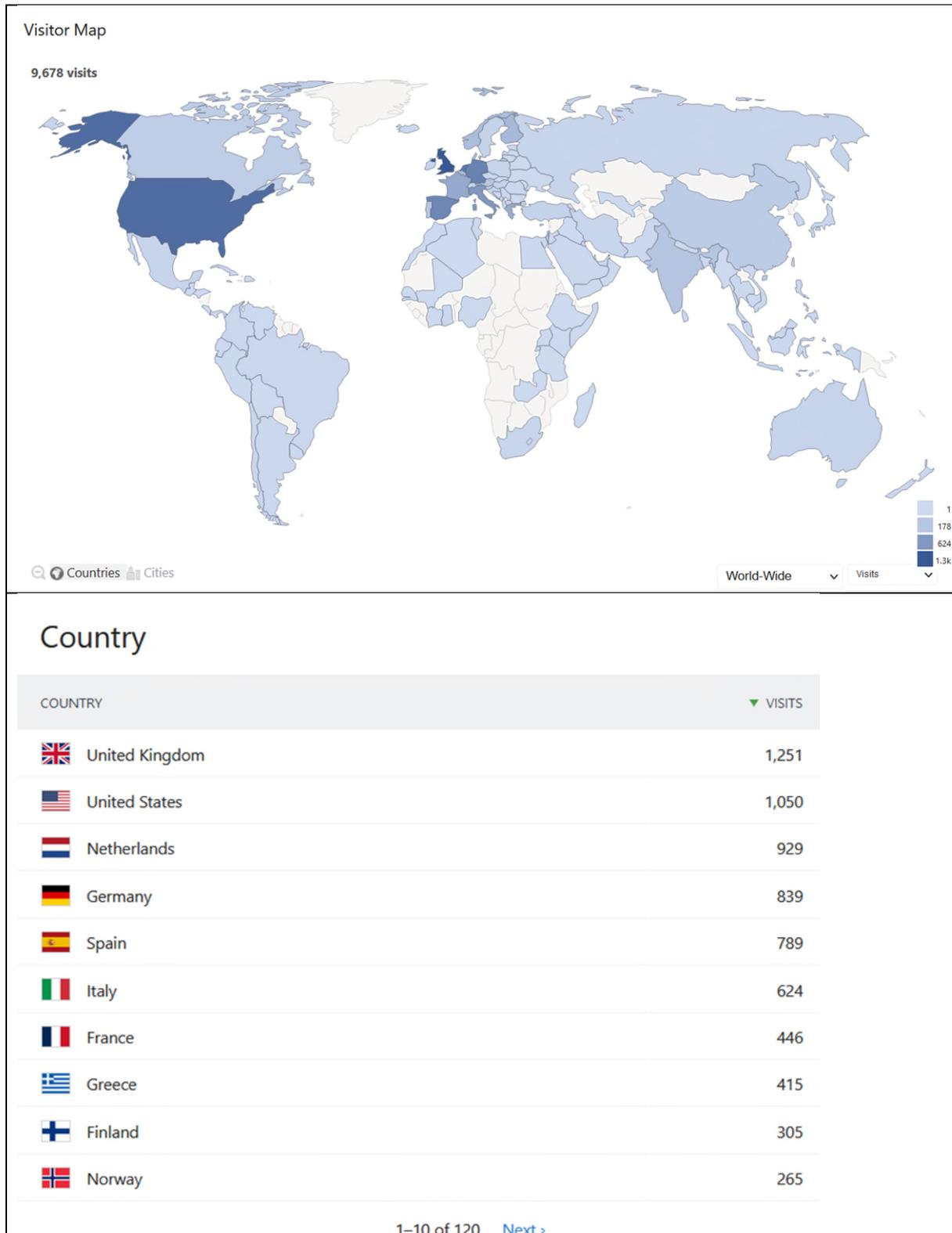


Figure 4 - Website visitor locations and Top 10 country

Visitors of the website come from all different channel to land on the ULTIMATE website. In the figure below this is monitored by the Matomo software in form of an overview table:





Channel Types					
CHANNEL TYPE	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
Direct Entry	5,715	11,490	2	1 min 31s	73%
⊕ Search Engines	2,688	7,172	2.7	2 min 20s	55%
⊕ Social Networks	765	1,676	2.2	1 min 42s	66%
⊕ Websites	509	1,635	3.2	3 min 34s	48%
⊕ Campaigns	1	1	1	0s	100%

Figure 5 - Channel types leading to the ULTIMATE website

For the further development of the website content, it is important to assess the numbers about which pages were most visited and the average time visitors spent on these separate pages. A common overview about this numbers is given in figure 7 below. As anticipated, most visitors land on the project page. We also detected a strong interest with a high time spent on the demonstration cases subpage. In summary visitors are currently most interested in the case studies and the technologies being developed in ULTIMATE. For us important to provide more inspiring content over the second half of the project.

PAGE URL	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
/index	1,590	1,314	53%	00:00:43	62%	4.26s
⊕ project	835	659	75%	00:00:55	45%	1.94s
⊕ demonstration-cases	603	513	66%	00:01:00	34%	1.9s
⊕ interactive-map-share-of-district-heating-and-cooling-across-euro...	552	418	72%	00:01:32	78%	2.08s
⊕ a-new-interactive-map-share-of-district-heating-and-cooling-acro...	497	391	20%	00:00:49	38%	3.21s
⊕ virtual_demosites	342	310	82%	00:01:47	68%	5.61s
⊕ resources	272	221	77%	00:01:39	62%	1.69s
⊕ news	240	127	69%	00:00:33	33%	1.54s
⊕ virtual-demo-sites	175	120	55%	00:00:26	24%	1.51s
⊕ contact	119	109	76%	00:01:16	46%	1.66s
⊕ technology	86	74	80%	00:01:32	76%	3.14s

Figure 6 - Most viewed pages and subpages per the time on the ULTIMATE website





3.3. LinkedIn account

LinkedIn is an online platform for business- and employment-oriented social networking services. An account in such an online platform is of major importance for ULTIMATE since it will facilitate the communication with specific target groups and online communities such as ICT professionals, researchers, technical innovation groups and engineers. Maintaining contact with such groups and individuals will not only assist in communicating the project’s results and content in such audience but also in finding contribution and support by specialists in certain domains essential for the project.

From month one of the project, ULTIMATE has been very active on social media and values the huge potential reach it gives to both professional and public audiences. LinkedIn is preeminent among social media for water-smart industrial symbiosis content and thought leaders.

ULTIMATE aims to become a key influencer on the channel during the project – and potentially beyond. By month 24, in LinkedIn there were 118 published posts and 1.380 followers measured. The content of the posts is relevant to the project’s concepts and the very relevant topic on water-smart industrial symbiosis. Figure 8 depicts to most popular/most viewed LinkedIn posts during the first 24 months of the project.

ULTIMATE Water EU
212 followers

The ULTIMATE project develops, investigates and promotes circular economy based technologies in a total of 9 large-scale demonstration sites. In this frame, seminars are conducted monthly connecting H2020 projects dealing with the same topics. Tomorrow, our first meeting will take place focusing on energy recovery via biogas technologies. Innovative technologies, such as the "bioelectrochemical fluidized bed reactor" and an "immobilized high rate anaerobic system", will be presented. Furthermore, we will learn from other projects, such as NextGen Water and #SmartPlant. Together with our sister projects, we want to discuss new concepts and explore synergies.

To find out more, also visit our website or follow us on Twitter and LinkedIn!
<https://ultimatewater.eu/>

#circulareconomy #technologies #demosites #energyrecovery #biogas #H2020

KWR Water Research Institute Kompetenzzentrum Wasser Berlin

PROCESS
NEXTGEN PROCESS
ULTIMATE PROCESS

AGRICULTURE
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WASTEWATER
BIOPROCESSING
WATER REUSE
ENERGY RECOVERY
WASTE REUSE

WATER
ENERGY
FOOD / FOOD / FOOD

NEXUS

ULTIMATE | CS MEETING ON "NUTRIENT RECOVERY"
December 17th, 2020

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22 - 1 Comment

Like Comment Share

Lars Lundgaard
Very exciting to see other studies than our own 😊
Like Reply 1 Like



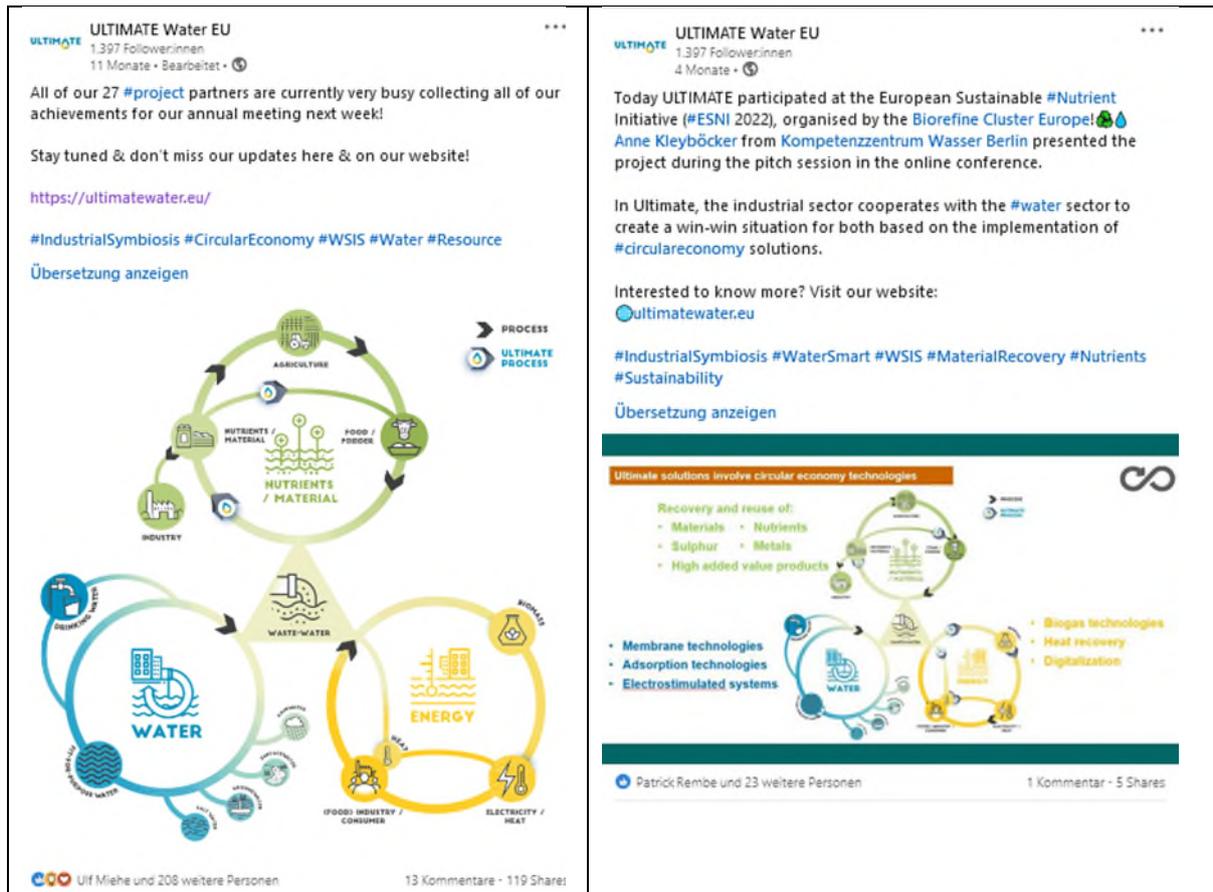


Figure 7 - Most popular/most viewed posts in LinkedIn

The LinkedIn account was developing fast in follower numbers and engagement rate from the start of the social media channels. The growth rate monitored every six months shows a linear increase in numbers. In just 6 months ULTIMATE had 278 followers in LinkedIn. In M12 there were 510 followers counted, in M18 1176 followers and in M24 1380. The table below shows the development in numbers for the engagement and reach / impression separated in 12 months' time period and for 24 months accumulated for a easier to catch and understandable overview.

Table 2 - Detailed analysis of the ULTIMATE LinkedIn account

	M3-M12	M13-M24	M3-M24
Impressions	25648	37166	62814
Reach	15577	22847	38424
Engagements	808	1357	2165





Engagement rate	3,15%	3,65%	3,40%
Shares	111	277	388
Reactions	680	1054	1734
Clicks	1155	1328	2483

An important metric that shows how efficient is the ULTIMATE activity in LinkedIn is the “Engagement rate” . Engagement rate is calculated as: (Clicks + Likes + Comments + Shares + Follows) / Impressions. ULTIMATE engagement rate is constantly above 3% which is the typical rate for a company page.

3.4. Twitter Account

From month one of the project, ULTIMATE has been also very active on Twitter and values also in this channel the huge potential reach it gives to both professional and public audiences. Twitter also provides a useful listening post and strategic watch on key issues and developments.

During the first 24 project month, there were 380 published tweets in total in the project Twitter, of which 118 were unique ULTIMATE tweets, the rest were quoted and non-quoted retweets from third party content. We managed to attract over 800 followers and several highly favoured influencers and thought leaders (e.g. project partners and CEO from KWR or Marco Ranieri from the EC) in the topic of water-smart industrial symbiosis among followers and regular interactions. The content of the tweets is relevant to the project’s concepts and the very relevant topic on water-smart industrial symbiosis.

Figure 8 depicts to most popular/most viewed Twitter posts during the first 24 months of the project.





ULTIMATE Water EU @ULTIMATEWaterEU
We are happy to announce that @ULTIMATEWaterEU website is online! Follow ultimatewater.eu for more information about the project, demonstration cases, #technologies & #businessmodel innovations in #WaterSmartIndustrialSymbiosis! #circulareconomy @KWR_Water

0:12 | 574 views

5:30 PM · Aug 31, 2020 · Falcon Social Media Management

9 Retweets 4 Quote Tweets 38 Likes

ULTIMATE Water EU @ULTIMATEWaterEU
Want to find out more about our 9 large-scale #demonstrations, #industrialsymbiosis & #circulareconomy concepts in ULTIMATE? See our #interview with A. Kleyboecker from @kompetenzwasser on key industrial sector, partnerships & #technologies! youtube.com/watch?v=o0xGjG... #WSIS

ULTIMATE Water Talks – Industry Symbiosis and Circular Eco... Anne Kleyboecker from the Center of Competence for Water in Berlin and Kristine Jung from ESCI talk about the 9 case ... youtube.com

10:07 AM · May 18, 2021 · Twitter Web App

9 Retweets 1 Quote Tweet 15 Likes

ULTIMATE Water EU @ULTIMATEWaterEU
Meet @GuleriaTavishi from @KWR_Water - one of our young professionals in ULTIMATE - during the @eujiwp event at the #EUGreenWeek! Listen how #water pollution affects & her visions for #ZeroWaterPollution. #waterrecycling #WSIS #CircularEconomy #IndustrialSymbiosis

EJWP - European Junior Water Programme @eujiwp · May 31
This Wed. 2 June online at 16:45 CET! View and discuss your #videos in 'Making Waves - Young People's Views on #water #pollution' session at #EUGreenWeek, with @EU_ENV. Brainstorm with @naomitimmer & the expert panel! Today's video is by @GuleriaTavishi from @KWR_Water

Show this thread

0:07 | 372 views

1:16 PM · Jun 1, 2021 · Twitter Web App

4 Retweets 8 Likes

ULTIMATE Water EU @ULTIMATEWaterEU
We successfully concluded our 1st Review Meeting! We are proud about our achievements during the past 18 month & humbled by the positive feedback from our Project Officer & expert reviewer. Looking forward to the next phase for more results to share! #IndustrialSymbiosis #CE

ULTIMATE | ULTIMATE REVIEW MEETING
07 February 2022

ALT FOLLOW US ON: www.ultimatewater.eu | ultimatewater.eu | @ULTIMATEWaterEU

Gerard van den Berg und 9 weitere Personen

11:11 vorm. · 8. Feb. 2022 · Twitter Web App

7 Retweets 26 „Gefällt mir“-Angaben

Figure 8 - Most popular/most viewed tweets in Twitter

As well as in LinkedIn, also the Twitter account was started successfully in the first project month. The follower numbers are gradually increasing over the complete 24





first project month as well as in shorter time periods monitored (every six month). In M6 there were 262 followers counted, M12 466 followers, M18 636 followers and in M24 over 800 followers. The table below presents the main metrics of the ULTIMATE activity on Twitter divided in every 12 months and in sum for 24 months.

Table 3 - Detailed analysis of the ULTIMATE Twitter account

	M3-M12	M13-M24	M3-M24
Impressions	44739	41380	86119
Reach	30907	28560	59467
Engagements	921	833	1754
Engagement rate	2,06%	2,01%	2,04%
Engaged users	1196	958	2154
Likes	714	665	1379
Replies	9	7	16
Shares (RTs)	202	215	417
Link clicks	94	84	178
Quotes	33	12	45
Video views	636	544	1180

An important metric that shows how efficient is the ULTIMATE activity in Twitter is the “Engagement rate”. Engagement rate is calculated as: (Clicks + Likes + Comments + Shares + Follows) / Impressions. ULTIMATE engagement rate for Twitter is constantly above 2% which is the typical rate for a company page.



3.5. YouTube Channel

YouTube is an online video-sharing platform, widely known and used by different type of audiences for many different purposes, from entertainment to professional and business related.

The ULTIMATE project has its own playlist, used for publishing videos related to events, sharing knowledge and lessons learned, providing material for researchers and communicating project results. It is the home of ULTIMATE's video interview series #UltimateWaterTalks, where key members of the project and broader industry and technology stakeholder feature.

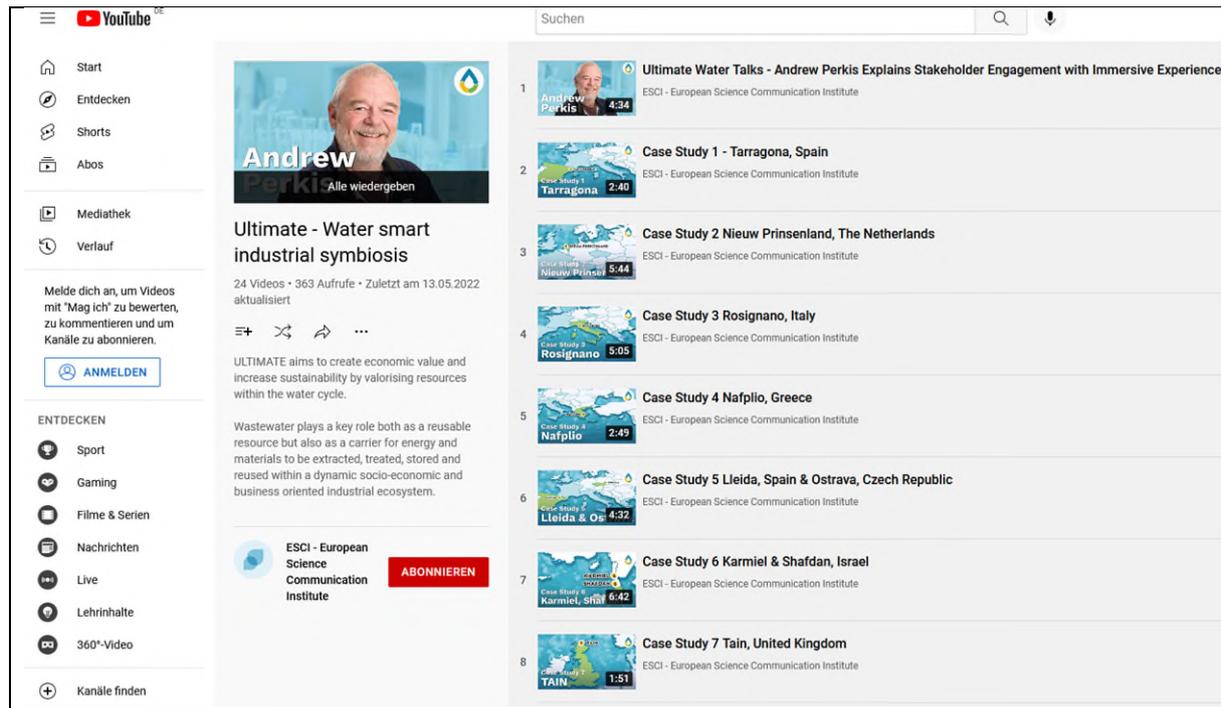


Figure 9 - ULTIMATE YouTube playlist (excerpt)

ULTIMATE YouTube channel was created in March 2022. Since then, 24 videos have been published. In total, all videos published in YouTube have attracted 1998 views until May 2022.

3.6. SlideShare account

A SlideShare account gives an excellent organic search return and very international readership. Currently it is still managed over the personnel account of the communication manager. In order to use its full option of being a powerful tool for reaching professional dissemination targets and highly interested members of the public, the SlideShare accounts will be tandem with the ULTIMATE LinkedIn account. Until M24, 9 presentations were uploaded attracting a total of 298 views (figure 10).

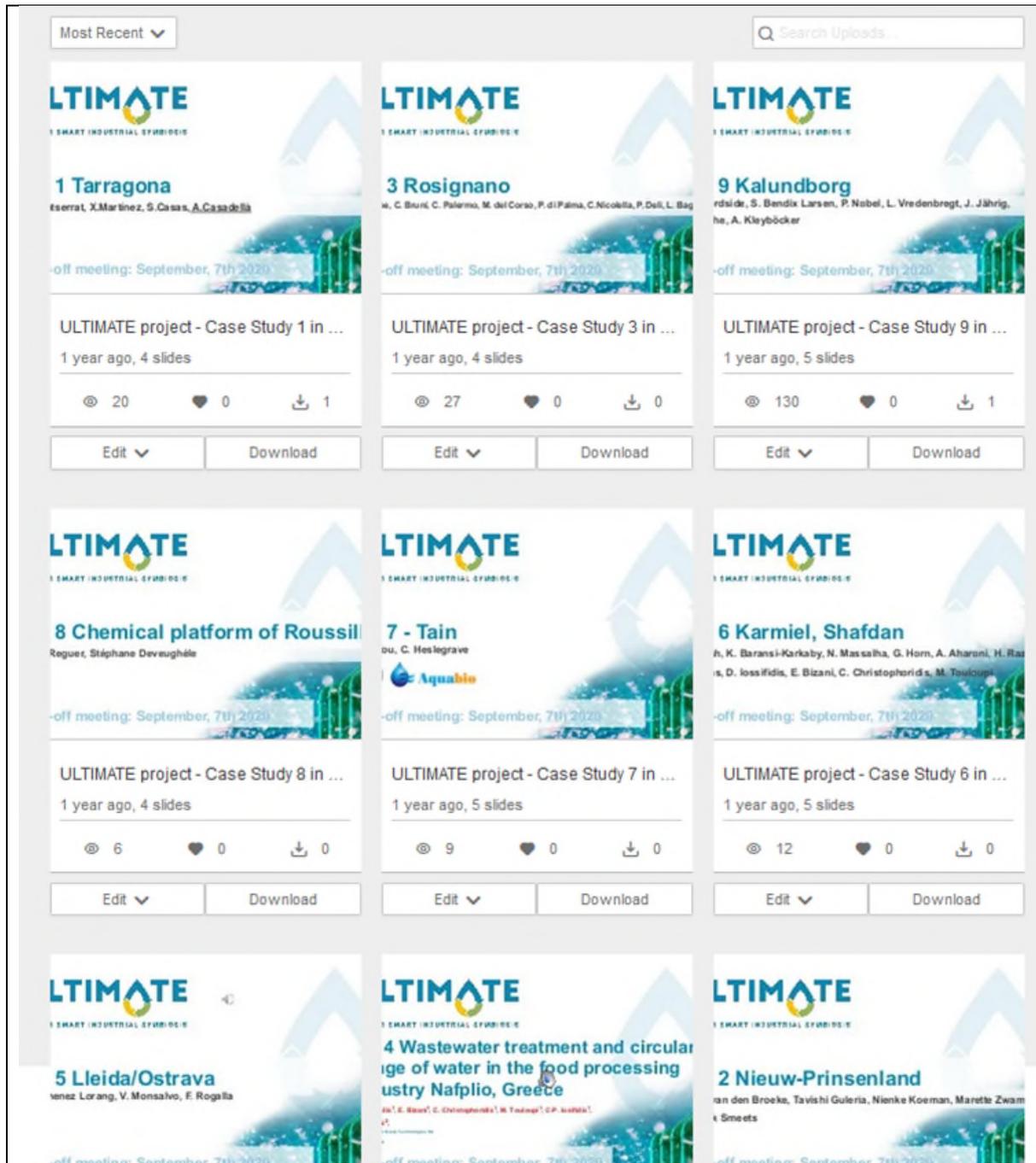


Figure 10 - Upload in SlideShare of the ULTIMATE case study presentations

3.7. ResearchGate Project Page

ResearchGate is a professional network for scientists and researchers. Over 17 million members from all over the world use it to share, discover, and discuss research. The platform’s mission is to connect the world of science and make research open to all.

Many researchers from the ULTIMATE partners have accounts to ResearchGate and publish their academic research papers. The ULTIMATE ResearchGate project page





aims to use the connections of these researchers to promote the project's academic publications (Figure 11). In M24, one reference is added to the project page, it has 9 followers and attracted 126 views.

The screenshot displays the ResearchGate interface for the project 'ULTIMATE - Water Smart Industrial Symbiosis'. At the top, there is a search bar and a 'Discover by subject area' button. The project title is prominently displayed, followed by the names of the collaborators: Kristine Jung, Mara J. van Welle, and Andrew Perkis, with a link to 'Show all 11 collaborators'. The project goal is stated as: 'ULTIMATE aims to create economic value and increase sustainability by valorising resources within the water cycle.' Below this, a paragraph explains that wastewater plays a key role as a reusable resource and a carrier for energy and materials. The project date is listed as 1 June 2020, and the lab is identified as Francesco Rossi's Lab. On the right side, there are statistics: 0 updates, 0 recommendations, 12 followers, and 126 reads. A 'Follow' button is visible. The 'Project log' section shows a recent entry from Kristine Jung on Jan 10, 2021, where she added a project reference to an article titled 'Membrane-Based Processes to Obtain High-Quality Water From Brewery Wastewater', published in Sep 2021, which has 2 recommendations.

Figure 11 – Screenshot of the starting page in ResearchGate

3.8. Zenodo community page

ULTIMATE already has a community page on the Zenodo platform. Based on the feedback from the review meeting, all publications from the project (e.g., press releases, journalistic article, scientific publications, presentations, and public deliverables) will be uploaded and shared in this additional online repository to broaden the reach of the project results and to serve the obligation to make all public results openly available for dissemination.

The community platform for the project is accessible under the following address:
https://zenodo.org/communities/ultimate_water/?page=1&size=20





4. Conclusions - Recommendations

Based on a solid Communication, Collaboration and Dissemination (CC&D) strategy, the ULTIMATE project has built a strong online presence in the first 24 months. The project's website, used as a 'digital anchor' for ULTIMATE content, is the main pillar of the CC&D strategy. During the first 24 month of the project, the website had 9.678 visitors. ULTIMATE is active in Twitter, LinkedIn, YouTube, SlideShare, ResearchGate and Zenodo. The project uses the unique characteristics and audiences of each platform to better distribute specific content and connect with influencers. LinkedIn is the flagship platform in social media, where the ULTIMATE account has more than 1.300 followers and 62.814 impressions. Apart for LinkedIn, ULTIMATE is also popular in the other platforms with over 850 followers and 86.119 impression in Twitter; 1.998 video views in YouTube; and 298 views in SlideShare's presentations and infographics.

The project uses a variety of online tools to monitor and evaluate its online activities. The analysis of monitoring data collected from the website and social media accounts shows that, during the first half of the project, ULTIMATE published online a significant amount of content (deliverables, video, visuals, social media updates, journalistic articles, citizen journalism and news releases), which is widely accepted by the users.

The ULTIMATE project achieved its CC&D goals for the reporting period, as it managed to establish its presence in the field of water-smart industrial symbiosis (be visible) and to exploit the achieved results so far by distributing more editorials, articles, and deliverables (be credible).

Based on a successful start, ULTIMATE will be able to achieve the main CC&D goal for the 2nd half of the project that is to be a source of knowledge and inspiration in the field of smart and sustainable cities. The main pillar for this success is the expected project's results. Lighthouse technological achievements in the Water Europe Marketplace, online and offline tools, best practices, solution factsheets, academic publications, webinars, the replication roadmap, and replication plans constitute a rich pull of resources for communication and dissemination.

To increase the visibility of these results, the project must constantly update the website, complementary to the existing official <https://www.ultimatewater.eu/>. To capitalize the widely known by the social media campaigns, #WaterSmart and #WSIS hashtags, the new content on the website will attract more relevant stakeholders as identified in the D6.1 (Dissemination, Collaboration & Communication Master Plan). To have a successful communication and dissemination of the project results, the consortium partners is reminded of this fact





by sending them an email reminder. Additionally, the updated CC&D plan will be circulated to the consortium for information and for communicating the need to support the activities and also the partners obligations to do so in the project.

This website and the marketplace for the technologies developed from 3 different projects are open to other European projects, as well as to experts in the field, to publish their visions towards water-smart industrial symbiosis. The combination of the new content rich website with the already established social media channels will boost the visibility and acceptance of the ULTIMATE project's results not only at a European level but also worldwide.

