



Fishfriendly Innovative Technologies for Hydropower



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D6.3: Communication & Dissemination Strategy

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Coordinator	Technische Universität München
Author	Kordula Schwarzwälder
Contributor	Hany Abo El Wafa, Eleftheria Kampa
Reviewer	Peter Rutschmann
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Executive Summary

FIThydro, an interdisciplinary research project funded by the European commission (Horizon 2020) has in its consortium 26 partners, with a research as well as an industrial and operational background. The project addresses Fishfriendly Innovative Technologies for Hydropower. This deliverable provides the overall strategy that was defined and set up by the project coordinator in order to facilitate the communication, dissemination and exploitation strategy of the project's contents and results. This documents aims to define the objectives of dissemination, the target groups, the measures and role for Communication, Dissemination and Exploitation. The strategy was developed by the project office at the Technische Universität München. The deliverable 6.3 "Communication, Dissemination and Exploitation", is being submitted as specified in the FIThydro Description of Action (DoA). The dissemination level of this deliverable is public.

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1. Summary

The involvement of stakeholders in FIThydro is one of the underlying principles the project is built on. This involvement takes place on different levels of the project. Operators and consultants are involved in the project as partners contributing to the project results. In the Case Study Management Board stakeholders are integrated in management and conduction of the project by the Coordination Office and the Steering Committee and also integrated in the project management and conduct.

FIThydro accounts for this and offers an interdisciplinary and international project approach that is strictly committed to produce solutions and output with highest stakeholder relevance and feasibility.

The dissemination plan will target the partners of the project (representing all target groups), the policy makers and hydropower plant designers and operators, the scientific community outside the project, policy and decision makers and other key stakeholders including water and ecosystem networks, intergovernmental organisations, river basin commissions, the water innovation industry, NGOs, land managers, administration, general public and media. For each of these major target groups, appropriate methods of dissemination will be applied. This report defines the overarching communication and dissemination objectives of the project.

The current Communication and Dissemination Strategy is a “living document”, which can be revisited and updated throughout the project duration. FIThydro’s external communication, dissemination and exploitation will be on the agenda of each Project Board meeting such as Steering Committee (SC) Meeting and Case Study Management Board (CSMB) Meetings and at annual General Assembly (GA) meetings.

2. Dissemination and Communication Objectives and Goals

2.1. Objectives

This communication and exploitation strategy has three objectives:

- 1) to provide direction for the different boards within FIThydro regarding communication activities on any activity conducted under this project,
- 2) provide guidance, awareness, ideas, tips and principles for the dissemination and exploitation activities of research results under the FIThydro project
- 3) promote effective dissemination for the different and diverse target groups of the project and enhance the efficiency of researchers’ communication with the public.

These dissemination objectives and the following activities are key instruments to achieve the FIThydro overall objectives related to dissemination, following the DoA:

- a) Bringing together existing, transdisciplinary and inter-disciplinary knowhow from all relevant stakeholder and actors (biology, ecology, engineering, economy and socio-political sciences), from four geographical regions of the EU to synthesise and extend existing solutions, methods, tools and devices (SMTD).
- b) Risk based Decision Support for planning, commissioning and operating of HPPs Provide a portfolio of risk based approaches and solutions in a web-based tool to evaluate new and upgraded HPPs to optimize exploitation and business applications and evaluate systems/models and new technologies to mitigate adverse impacts.

- c) Enhancing problem awareness and objectiveness of policy implementer, NGOs and the public. The project partners will engage with relevant stakeholder communities, planning agencies, environmental groups to maximize the uptake and dissemination of the project outputs and to increase visibility and awareness of environmentally friendly hydropower solutions. The direct engagement of practitioners and stakeholders within the consortium in developing and applying tools and innovative methods will further enhance project dissemination.

2.2. Goals

The dissemination objectives are given further substance in the following performance indicators for the project's dissemination and publication activity set out in the work program and especially in the Work Packages 5 and 6 with a close link to dissemination activities:

- Promote scientific publication, especially in well-known international publication channels
- Raise the level of interest and knowledge among the general public, stakeholders, NGOs, authorities and scientific communities about the findings, relevance and chances of environmental friendly and cost efficient hydropower through targeted dissemination of project results.

As dissemination has to be adapted during the project this topic is therefore included in the projects work planning as a whole work-package on its own, the WP 6 (see section 2.3).

The dissemination will take part on different levels. On a general level it will show how the outcomes of the project are of relevance for one's daily life. On a scientific level, gained knowledge will be shared through peer-reviewed publication in scientific journal and on presentations/posters at international conferences. On the implementation level, the final results will be processed as planning and implementation guidelines/recommendations and will be addressed to the whole community (from planners to decision makers). They will present the state of the art in research, give an overview on methods used within the established evaluation framework tool and give best practice recommendations on the transfer of research results and innovative technologies to stakeholders, decision makers and the public. The proposed approach envisages the distribution of the gained information to the whole community engaged with hydropower and to any stakeholder affected by measures taken by addressing the demands.

2.3. Interaction with WP6

Some of the activities implemented in this strategy are executed through WP 6 (see DoA and list of deliverables Table 1).

Further, this work-package sets special foci with new approaches on the investigation of the regional differences between stakeholder groups in different regions and also the broader public in different regions. This is on the one hand a research issue, which evaluates regional ways of communication and analyses different interests, ways of understanding of contents and trails of communication. This includes also historical, cultural and ethical principles which are taken as a basis for weight and evaluation of FIThydro related questions.

The results, the potential regional differences found, will feed into later versions of this dissemination strategy.

Especially young scientists will become a very relevant and important stakeholder group. Although the scientific community seems to be a more homogeneous group than other target groups, it is important to integrate and support young researchers which is specifically considered in WP 6.

3. Impacts to address in the DoA

3.1. Impacts on science and knowledge

To date, the scientific knowledge on the assessment of both conventional and innovative hydropower plants is largely limited by fragmented regional information on specific aspects such as damage of single fish species or size classes, or a regionally occurring species pool. Merging this information and expanding it by addressing current knowledge gaps will thus create a more comprehensive basis for assessment.

Moreover, the decision support system taking into consideration individual and population-based damage, as well as the sensitivity and conservation status of species and economic aspects is innovative and generally applicable throughout different geographical ranges. There is currently a gap between scientific results and assessment of hydropower technologies with socio-economic and industrial perception. The project will bridge this gap by integrating those different partners thus resulting in a greater acceptance of the outcome. The transdisciplinary impact of this work will be reflected by scientific publications in scientific journals such as “Journal of Ecohydraulics”, as well as “Journal of Hydraulic Research”, “Water Resources Research”, “Environmental and Resource Economics” and “Energy and Environment”.

3.2. Impacts on policy, business and society

FIThydro will provide solutions for sustainable growth of the European hydropower production sector in the context of fisheries and environmental protection, delivery of ecosystem services, compliance with WFD and helping address climate change issues. It will primarily benefit the following areas over the next two decades and beyond.

FIThydro will directly support policy makers and water managers (e.g. regional / local agencies, engineers, managers of river basins, project planners)

3.3. Impacts on environmental objectives according to EU policy

The risk classification system of European lampreys and fish species based on species traits, conservation value and hazard risks provides for the first time a comprehensive environmental impact assessment tool for fish at hydropower and other human alterations in fulfilment of the mortality risk evaluation and reporting obligations according to the Habitat Directive.

The newly developed Fish Population Hazard Index further allows weighting and prioritising impacts from hydropower and potential mitigation measures to derive the most ecologically

efficient set of measures and protection facilities for sustaining and improving local fish populations to meet the environmental objectives of the WFD.

4. Dissemination Process

This document presents the initial agreed dissemination strategy and plan. This strategy and plan will be continually monitored, updated and reported during the course of the project. This monitoring will be based on key performance indicators, the so called outcome measures (in section 7). In this sense, it will be a living document that evolves with and over the course of the project's duration, learning from the project's dissemination experiences and adaptations to changing needs.

4.1. Deliverables relevant for dissemination activities

The final dissemination deliverable D6.5 "Plan for dissemination and exploitation of the project's results" takes place in month 36. Furthermore there are some Deliverables in WP 6 which feed directly in this strategy paper as can be seen in the following Table 1. This strategy refers also to the Deliverables 7.1, 7.2 and 7.3 of WP 7.

Table 1: Deliverables of WP 6 in the DoA for FIThydro

Deliverable	Deliverable Title	Lead beneficiary	Type	Dissemination	Due Date (in months)
D6.1	Development of a Corporate identity	1 - TUM	Other	Public	6
D6.2	Website	1 - TUM	Websites, Patents filling, etc.	Public	4
D6.3	Communication & Dissemination Strategy	1 - TUM	Other	Public	6
D6.4	Intermediate Exploitation plan documents	11 - EI	Report	Public	24
D6.5	Plan for dissemination and exploitation of the project's results	1 - TUM	Report	Public	36
D6.6	Press release for dissemination	1 - TUM	Report	Public	18

D6.7	Press release for dissemination	1 - TUM	Other	Public	30
D6.8	Publication and press release for exploitation and di	1 - TUM	Other	Public	48

4.2. Activities

All the activities to be undertaken are designed for informational demands and interests of one or more target groups. Many different measures are planned in an effort to satisfy the diverse interests of different target groups. Activities will range from personal contact and discussion for both specialists (as conferences) and the general public (as presentations) to digital media publications for different uses of information procurement. By considering such a wide range of different target groups in the dissemination process, we expect the project to be well and widely received. Broad acceptance of the project promises a high likelihood of successful implementation of planned project measures, especially with respect to the test cases. Ultimately, our attention to dissemination efforts will lead to a deeper impact of the project and a wider spreading of the results Opportunities and benefits generated by FIThydro are elucidated.

The effects of all these activities and measures will be monitored and therefore they can be adapted rapidly if necessary.

The exploitation of the results will be accomplished via publications, further development of devices and largely through the use of the Decision Support System, which leads to real world applications of the project's results, and in some cases exploitation through physically tangible installations at hydropower plants.

- Publications: The publications of the results in journals and at workshops and conferences will allow interested scientists, planners and stakeholders to make use of these results and work on these results in further projects.
- Further development of solutions, models, methods and devices: The solution, devices and models which are developed in FIThydro can be adapted and applied for other projects or scopes. All the solutions found in the project can never be seen as completely finished as they can be modified accordingly to case-specific technical, economic or social demands. Also new models or devices can be invented based on findings during the project, or in later work based of the ones developed within FIThydro.

Also, the following data and IPR management measures will be employed for the effective exploitation of results.

4.3. Timing and Evaluation of Efforts

To ensure a specific, precise and target oriented implementation of all measures presented in this strategy paper responsible partners will be defined for different measures (see section 7). Some of the activities, as the Networking, are assigned to all partners while others such as the

organisation of workshops are under the responsibility of selected partners. The detailed planning linked also with the time schedule for the realisation of the activities is ongoing and will be presented, discussed and finalized on the 2. General Assembly meeting of FIThydro together with all partners.

This detailed planning includes also the establishment of routines and procedures to implement and evaluate the different measures specified in this strategy.

5. Target groups and stakeholder engagement

The target groups relevant for FIThydro can be defined in three main groups:

- Researchers
- Stakeholders
- The Public

All these groups will be addressed in a different way and by the use of different measures. In the Work-packages 5 and 6 there are special tasks dealing with a more detailed identification and definition of these two stakeholder groups, “stakeholder” and “public”.

Most of the target groups are identified so far. Dissemination and awareness raising will address the following main sub-groups:

- Scientists
- Young Scientists
- decision and policy makers at EU level (EU institutions)
- decision and policy makers at national/regional level (authorities concerned with hydropower planning and operation)
- sectoral stakeholders for hydropower, fisheries and biodiversity
- Energy related politics
- Grid operators
- small and medium enterprises
- intergovernmental organisations
- river basin commissions
- the water innovation industry
- NGOs
- land managers
- the general public (mainly EU citizens, but on a later stage worldwide).

For the stakeholder workshops, which are conducted in WP 5, the groups of stakeholders will be prioritised. The workshops are taken as measures to integrate the stakeholders in a more decided manner. They will encourage us to understand the needs and interests of the stakeholders and classify them. The planning for these workshops and measures are already underway.

The established guidelines will focus on optimizing, accelerating and simplifying the planning, decision-making as well as the implementation process regarding efficient, sustainable and cost-effective hydropower impact mitigation measures.

Despite the obvious differences between the different stakeholder categories, some stakeholder interests and barriers overlap. The relevant stakeholders are all related to hydropower and environmental issues in different way, therefore their interests are interlinked with one another. An effective stakeholder engagement strategy therefore needs to seek to address all the different and sometimes contrarious interests and attempt to overcome some of such barriers.

6. Key Messages

The communication and dissemination strategy will deliver a number of key messages to the scientific and wider community. These are:

- 1) Hydropower is a key factor of sustainable energy production in Europe and the world. While sustainable energy sources are of increasing importance also the conflicts induced by the use of such energies become obvious. Thus there is a need to better understand and predict the costs, benefits and potential mitigation measures of current and future hydropower.
- 2) The EU Water Framework Directive fundamentally changed the management of waters and the discussions and practices related to environmental aspects of rivers in the European countries by using the status and quality of an ecosystem as additional basis for decisions. FIThydro will develop measures for decision making how these needs for restoration measures and the need for sustainable energy resources can be combined in a more effective way creating a win-win situations.
- 3) Following FIThydro will provide knowledge and guidance for improvement of target fish populations and habitat quality in hydropower environments combined with the enhancement of hydropower efficiency.
- 4) FIThydro will develop procedures to support the decision making for the design of restoration and mitigation measures for the stakeholders to combine the demands of a self-sustainable fish population and economic hydropower production with respect to the social and political backgrounds.
- 5) The FIThydro project will increase the awareness and appreciation for the need, potential and benefits of such measures for all stakeholders through active involvement of stakeholder groups and dissemination of projects outcomes to them.

7. Measures and Means

Different measures are undertaken to ensure an effective dissemination on all levels and for all target groups.

- **Webpage**
The website (www.fithydro.eu) presents the project's objectives, structure, partner profiles, progress, data, and products. The website will host the dissemination media that are produced by the project, including scientific results, applications, factsheets

and news items. An internal area is established for communication and discussion among project partners.

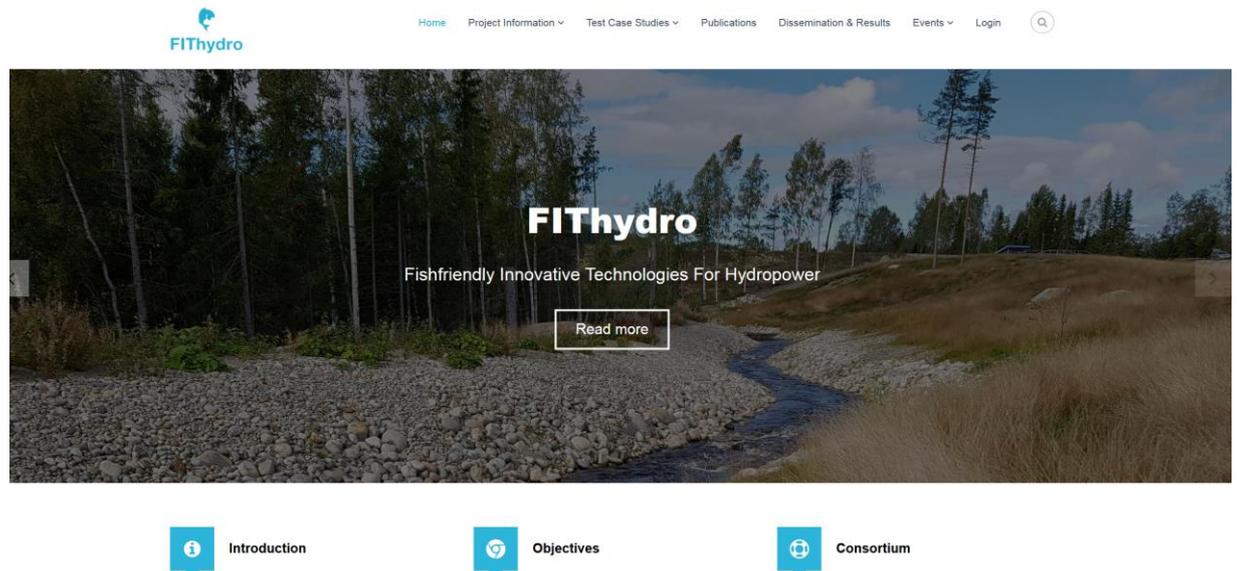


Figure 1: Screenshot of the FITHydro Homepage (www.fithydro.eu)

Outcome measure: page views, downloads, comments received, requests for information received

- **Email communication**

Email is an easy measure to inform interested persons about upcoming activities or events. However the effectiveness is not always clear. Therefore this measure will be used mainly as a tool for fast and first information to invite people to submit to the newsletter.

Outcome measure: e-mail responses, expansion of network of contacts

- **Newsletter**

It aims at informing on upcoming, ongoing and past events and activities, raising awareness about the project and its objectives. The FITHydro newsletter is distributed every 6 months. The interested public can subscribe to the newsletter via the project's webpage. It can be easily distributed and forwarded to others, who are not yet on the mailing list but might be interested to subscribe. The project's partners are asked to distribute the newsletter to their contacts. All newsletters will be archived on the website.

Outcome measures: number of person to whom the newsletter is sent, number and development of subscriptions and requests

- **Seminars and conferences**

Open or closed events for specialist and researcher or for the general public are an important measure of dissemination activity. It aims to spread information and address new and potentially interested groups Presentations on the project's outcomes and results will address both the scientific community as well as the non-scientific public. Some of the envisaged conferences are listed in the Table 2.

Outcome measures: number of person attending the seminars and conferences, number of abstracts and papers submitted, number of persons asking for information

Table 2: First collection of relevant conferences for FIThydro

No	Timespan	Event	Location	Level	Thematic link to FIThydro
1	2018	Ecohydraulics Conference	Tokyo	international	Key topics are fish passage, catchment strategies, ecology, habitat issues
2	annual	Kolloquium zur Herstellung der ökologischen Durchgängigkeit	Not yet announced	national	Key topics are fish passage and hydropower
3	annual	Fish passage Conference	Not yet announced	international	Key topics are fish passage and hydropower
4	every 2 nd year	AGAW Symposium	Not yet announced	international	Key topic is hydropower
5	every 2 nd year	International Junior Researcher and Engineer Workshop on Hydraulic Structures	Not yet announced	international	Key topic is hydropower
6	every 2 nd year	International Symposium on Hydraulic Structures	Not yet announced	international	Key topic is hydropower
7	2020	Ecohydraulics Conference	Lyon	international	Key topics are fish passage, catchment strategies, ecology, habitat issues

- **Networking**
 It aims to use existing networks, like the International Hydropower Association, the Arbeitsgemeinschaft Alpine Wasserkraft, the Association for Hydro-Environment Engineering and Research and its parts, as well as the different networks maintained by the partner universities for spreading the projects contents among the target groups and build new networks to do so.

Outcome measures: number of new persons or institutions on the mailing lists, number of persons or institutions informed about the project
- **Stakeholder events and workshops**
 Regional and trans-national events will be organized throughout the project to report and present the results in detail and to get in touch with the respective restoration community.

Outcome measures: feedback and input given by the participants
- **Publication and writing**
 It aims at publishing scientific articles in journals to spread results and achieve a high impact in the scientific community and other groups interested in scientific results. The publications of the results in journals and at workshops and conferences will allow interested scientists, planners and stakeholders to make use of these results and work on these results in further projects.

Outcome measures: number of scientific and other articles published, contact requests following the publications, feedback from the scientific community
- **Internet based networks**
 It is about to share information and data and offer the use of prepared datasets for further research and use for other target groups. This will be done as part of the data management planning within FIThydro.

Outcome measures: interest on the data and datasets, amount of data shared, number of requests
- **Daily newspaper and magazines**
 It aims at presenting the project in the broader public. As this doesn't aim on the scientific community the articles should give a general deeper insight in the project and its outcomes with respect to the links to the different non-scientific stakeholders. It should enhance the transfer of knowledge from within the project into the stakeholder community.

Outcome measures: number of articles published, feedback from the public, general interest shown by the public
- **Social media**
 This measure is one of the basic elements to distribute information to a broader public. It will be supplemented by the newsletter. This measure can be used to add a visual aspect to the number of dissemination measures which enables us to show how different aspects (e.g. measurements, tests) of the undertaken activities and results look like. It is also the key measure to spread information through very different audiences and communicate in a very immediate way. Using social media channels any person interested can stay informed easily about all our activities. Therefore FIThydro is active in many social media channels: Twitter, Facebook, Research Gate and LinkedIn.

Outcome measures: number of tweets and re-tweets, number of likes, feedback from the public, number of visits

- **Project Retreat for young scientists**
It aims to support young scientist who are involved in the project and also who are interested in the project and its results. It should be a forum to meet, generate knowledge and spread it.
Outcome measures: number of participants, feedback from the participants
- **Training for stakeholder**
This should open and explain the project's results to the user of the projects' results for training purpose of the potential user community.
Outcome measures: feedback given by the participants
- **Educational and information trails, visual dissemination**
It aims to inform the public about undertaken activities, gives general information as well as details with an educational aspect on the subject.
Outcome measures: feedback of the visitors, information material spread
- **School Workshops**
This should address young people and families, explain challenges and mitigation measures to achieve both ecological and cost efficient solutions.
Outcome measures: feedback of the young people and families, information material spread

The EU is notifying the partners on new communication strategies via email and offers assistance with a special focus on media as communication measure. These comments and suggestions are considered properly. The coordinator would make sure to conform to the EC's overall strategy of communicating its funded scientific research to the scientific community as well as to the public to ensure a greater outreach is fulfilled.

7.1. Data Management

Data Management includes different measures and considers the internal data management for sharing data between partners, and the external data management for offering data to target groups.

For the internal as well as the external data management a special sharing and storing platform will be used. This is provided and supported by Technical University Munich (TUM). The platform offers the chance of a secured use to store and share data within a defined group of users, and also the possibility to offer a free download of data with the appropriate characteristics. In addition, the publications can be managed with this tool.

The requirements of all partners in terms of storage size and type of data are presently collected with a questionnaire sent to all partners.

7.2. Intellectual Property Rights and Technology Transfer

IPR Management within the project shall be agreed to within the Consortium at project initiation, and is included in the Consortium Agreement. Any information provided by a partner is by default considered confidential, but may be used freely for project work within the scope and for the duration of the project by the other partners. The provider loses no rights through its

disclosure to the project. Where it is felt necessary to formally establish prior art or background, a formal summary shall be prepared by the partner and circulated to all the others and will be filed by the coordinator for the duration of the project.

While foreground IPR made during the course of the project will be the property of those partners developing it, agreement will be sought however to make sure that any specification work carried out with a standardisation objective (e.g. protocol definition, language specification, application profile) will be made available as an open specification.

TUM ForTe Office for Research and Innovation, in particular the Patent and Licensing Office at the coordinating institution TUM, will be the main contact point and central coordination office for the IPR management relevant for the project. This includes advising in contractual negotiations on IPR, identification of patentable research results, assisting in preparing and filing reports of intervention and consultation for elaborating exploitation strategy according to IPR management regulations.

In compliance with the recommendation of the European Commission (Commission Recommendation of 10 April 2008 on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations), TUM has developed the guidelines and procedures for the treatment of intellectual property, which are also the basis for the IPR regulations in the project.

7.3. Open Access

The consortium of FiThydro will ensure open access to all peer-reviewed publications.

The coordinating institution, TUM, offers an own infrastructure for open access:

- For Green Open Access, the University Library of TUM provides the OpenAire compliant repository mediaTUM, which will be used as the repository for project publications.
- For Gold Open Access, the following journals are available

Table 3: Open Access Journals of interest for FiThydro

Name of journal	Impact factor
International Journal of Innovative Research in Science, Engineering and Technology	5.4
Journal of Civil and Environmental Engineering	2.15
Journal of Ecosystem & Ecography	1.114
Journal of Biodiversity Management & Forestry	0.313
Journal of fundamentals of Renewable Energy and Applications	0.31
Innovative Energy & Research	0.2
Research and Review: Journal of Engineering and Technology	0.2
International Journal of Plant, Animal and Environmental Science	-

8. Planning of meetings

The planning of internal meetings, board meetings as well as any other kind of internal meeting is planned as part of the Project Management Plan (Deliverable 7.1) and the Planning and organization of the different board meetings (Deliverable 7.7) in WP 7.

9. Role of the External Experts Advisory Board

The External Experts Advisory Board is the main external advisory body and consists of independent persons representing international and national stakeholders or stakeholder organisations. It will be appointed and steered by the Steering Committee.

The Advisory Board will provide knowledge and experience from scientific, practical and policy points of view and will position the results of the project in the context of hydropower, environment and sustainability. It will also provide guidance on the direction of the research activities in relation to stakeholder requirements.

The Advisory Board and the FIThydro partners will connect FIThydro to other ongoing projects and activities in order to tune, compliment, and support each other's work (see section 10). In addition the Advisory Board will announce FIThydro in relevant bodies and support the dissemination of its outcome.

The Advisory Board will be invited to attend the different board meetings to give feedback and recommendations to improve the realization of FIThydro and the adoption of its results. They will be also informed about the outcomes of the additional SC meetings.

10. Link to other projects

FIThydro works together with AMBER to multiply the audiences and the public awareness of the projects results in public. The coordinator is conducting further networking and finding other projects which might have similar or ancillary key topics. The External Experts Advisory Board is supporting the coordinator and the partners with their networks and expertise to set up with other projects.

FIThydro will contribute, upon invitation by the INEA, to common information and dissemination activities to increase the visibility and synergies between H2020 supported actions.

11. Acknowledgment of EU funding

All dissemination activities and publications in FIThydro (including project reports, peer-reviewed scientific publications, articles in magazines etc.) should include the following statement (cited from GA art. 38.1.2):

- a) display the EU emblem and
- b) include the following text:

For communication activities:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 727830”

For infrastructure, equipment and major results:

“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 727830” .

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.