



Project website and flyer release

Deliverable D5.2, WP5

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2	11.07.2024	Submitted to Commission

History of Changes	
Date/section	Nature of change and reason
10.07.2024 page 2	To address the reviewers' comment "When updating the deliverable, please include in the history of changes where and what have been added comparing to the initial version of the deliverable. This will facilitate to review the deliverable": Previous "History of Changes" renamed to "History of Versions". "History of Changes" added.
10.07.2024, page 9, section 4	To address the reviewers' comments "The UKRI guidelines concerning communication should be checked. Do they need to be taken into account?" and "While the website is well referenced, sections on both the project innovations and expected results and project documentation (to download flyers, deliverables, articles...) should be added." The following sentences have been introduced: For July 2024, two additional sections "Expected Results" and "Resources" are planned. The section " Expected Results " will give an overview about the innovations and expected results for SafeCREW. The section " Resources " will provide easy access to the policy briefs, the guidance documents, the public reports, recordings of webinars, press releases, promotional and additional material produced by the project and by the ZeroPollution4Water Cluster. The intended clustering activities will also get visibility. Acknowledgement of the funding by the European Union and by UKRI is displayed according to their communication guidelines. The following sentence has been deleted: The website will also provide access to the public reports produced by the project.
10.07.24 https://safecrew.org/20-disclaimer/	To address the reviewers comment "The UKRI guidelines concerning communication should be checked. Do they need to be taken into account?": Acknowledgement of funding by UKRI has been added.
10.07.2024; https://safecrew.org/	To address the reviewers' comment: "While the website is well referenced, sections on both the project innovations and expected results and project documentation (to download flyers, deliverables, articles...) should be added." Sections " https://safecrew.org/innovations and expected results/ " and " https://safecrew.org/resources/ " have been added to the website



10.07.2024; https://safecrew.org/	To address the reviewers comment for D5.6 “The documents developed for the ZP4Water (cluster strategy, action plan, flyer and roll-up) should be made available on the project website.”: The documents have been uploaded to “ https://safecrew.org/resources/ ” and to “ https://safecrew.org/zeropollution4water/ ”
10.07.2024; https://safecrew.org/	To address the reviewers comment for D5.6 “Finally, after 1 year, the vision of SafeCREW should have been developed, but it is not presented in this deliverable, nor on the website; please do include it on the website, as this is the major digital communication channel for SafeCREW.” The SafeCREW vision has been added to the website: https://safecrew.org/about/



Abstract

This deliverable documents the publication of the first communication pack and the kickoff of public facing communication. The visual branding of SafeCREW has been defined. The project website safecrew.org is online, a project flyer (pdf) and a press release on the project start have been published. Screenshots, images and links serve as the documentation of this deliverable (Task 5.2).



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1 Introduction

1.1 Purpose of this Deliverable

The purpose of this document is to provide the formal presentation of Deliverable 5.2, the first public-facing communication pack to promote the SafeCREW project. This communication pack comprises the elements of the visual branding, the launch of the SafeCREW website, the project flyer and a first press release. In addition, social media accounts have been set up. Deliverable 5.2 forms part of the dissemination activity of the project covered by Work Package 5.

2 Visual branding

The objective of the visual branding is to create a consistent branding of the project in the public. The visual branding consists mainly of the logo and the SafeCREW colours and shall represent the essence of the project. The visual branding also contains a template for PowerPoint presentations as well as for Word and pdf-text documents. A first set of graphical representations has also been developed.

2.1 SafeCREW logo and colours

SafeCREW aims at securing drinking water quality under climate change conditions. High drinking water quality is associated with a set of four different blue colours. The logo represents a water drop protected by the climate resilient management guidelines which will be main results of SafeCREW. Pink and orange have been chosen as accent colours. Squares and circles in the six colours can be used as differentiation elements. The logo and the colours are available in different versions and formats, see figure 1 for a selection.

After initial design by TUTECH and preselection by the coordinator, the SafeCREW logo and colours have been agreed upon at the General Assembly of the Kickoff meeting.





Figure 1: SafeCREW logo and colours– selection of use cases (RGB 151-207-242, RGB 62-92-167, RGB 67-158-216, RGB 37-129-196, RGB 200-2-110, RGB 62-92-167, RGB 67-158-216, RGB 243-146-19)



2.2 SafeCREW graphical abstract

A first graphical abstract of the project as part of the Description of Action has been adapted to the visual branding (figure 2). This image illustrates the objectives and approach of the project and will be used to explain SafeCREW to the public.

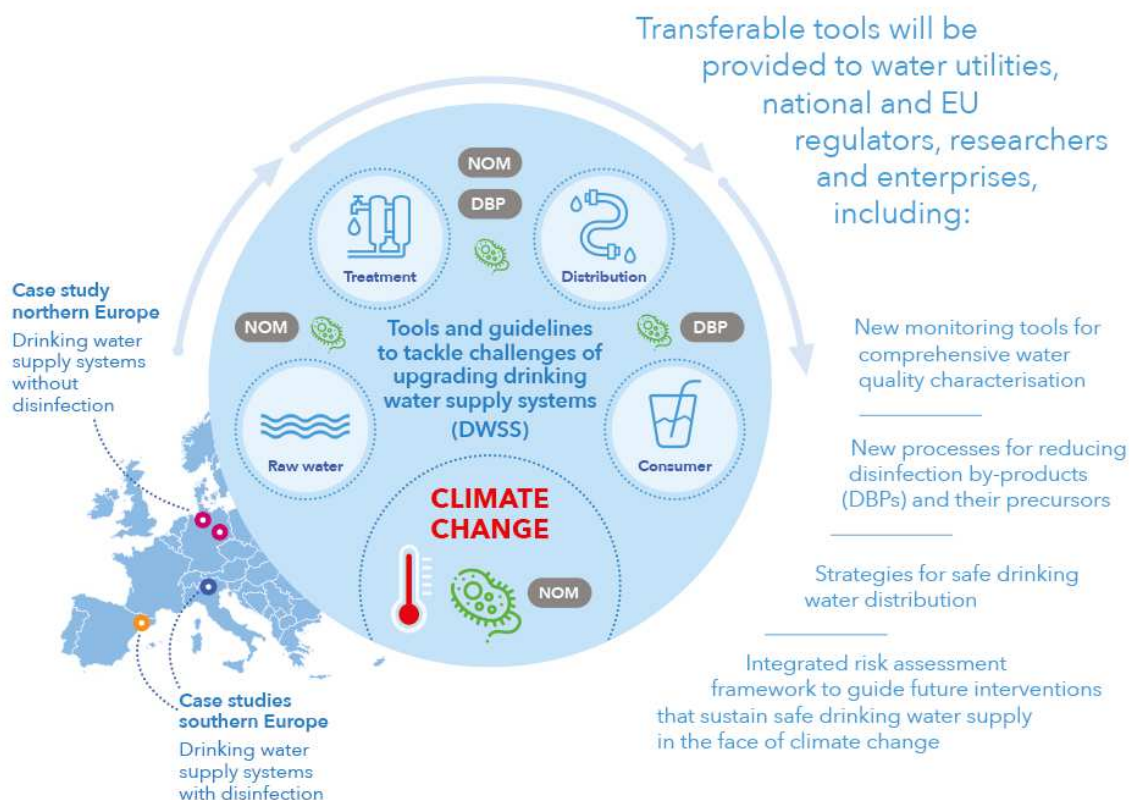


Figure 2: Graphical abstract of SafeCREW

2.3 PowerPoint and Word templates

A SafeCREW PowerPoint template has been developed for use at internal and external events when presenting SafeCREW project and/or its outcomes. The template includes a cover slide and several body slides. SafeCREW colours are implemented as design colours (see Annex 1). A Word template has been developed to be used for any kind of text based information. The template includes one cover page and the following sections acknowledgement, abstract, main body and annex. This template has been used for this deliverable.

3 Project flyer

A project flyer has been produced to inform the public about the project (figure 3 and Annex 2). The flyer gives a brief overview about the key messages and the general vision of the project. It is available for [download](#) on the SafeCREW website and distributed in stakeholder events, conferences, fairs and similar.





Figure 3: SafeCREW flyers

4 Website

4.1 Public website

The website <https://safecrew.org/> has been launched on 14 February 2023.

It describes the project aims and approach, the partner organisations and their role in the project. The website is also providing regular information on the progress of the project as well as on events and meetings. For July 2024, two additional sections “Expected Results” and “Resources” are planned. The section “[Expected Results](#)” will give an overview about the innovations and expected results for SafeCREW. The section “[Resources](#)” will provide easy access to the policy briefs, the guidance documents, the public reports, recordings of webinars, press releases, promotional and additional material produced by the project and by the ZeroPollution4Water Cluster. The intended clustering activities will also get visibility. Acknowledgement of the funding by the European Union and by UKRI is [displayed](#) according to their communication guidelines.

The website has been developed using open-source software like the content management system Wordpress and tracking software Matomo. Matomo can be used to learn about website visits and insights into possible improvements to the website. Tutech is managing hosting on a Germany based leased system running open-source software that is fully compliant with German legal requirements.

The following snapshots of the website are given as examples (see also Annex 3):





Figure 4: SafeCREW website – landing page and news blog

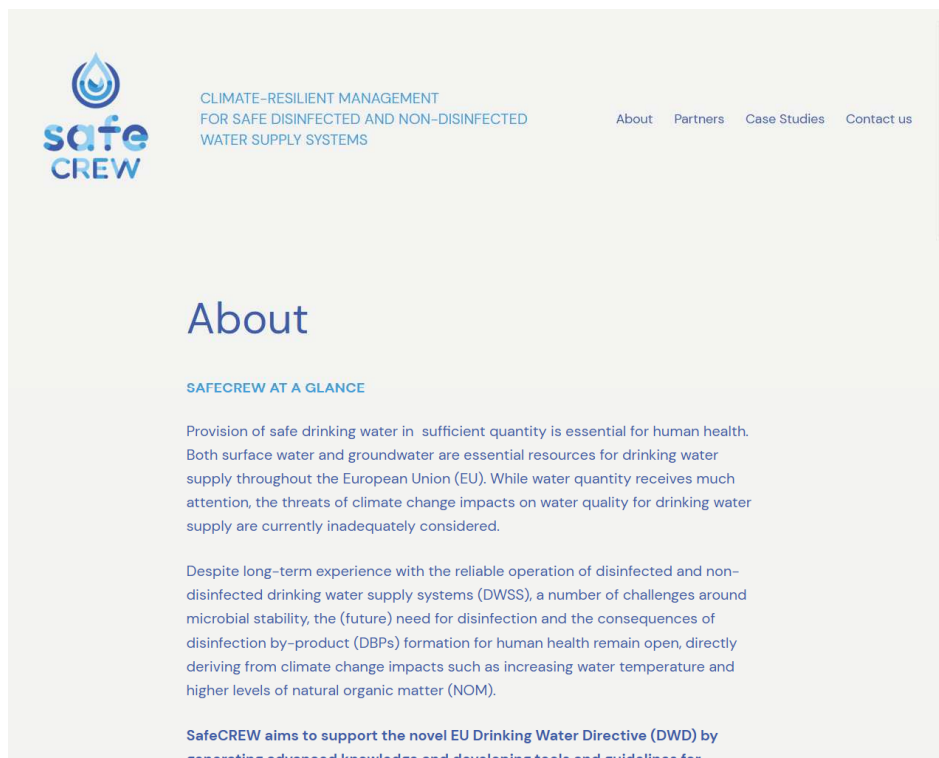


Figure 5: SafeCREW website – Project aim and approach





Figure 6: SafeCREW website – Case Studies

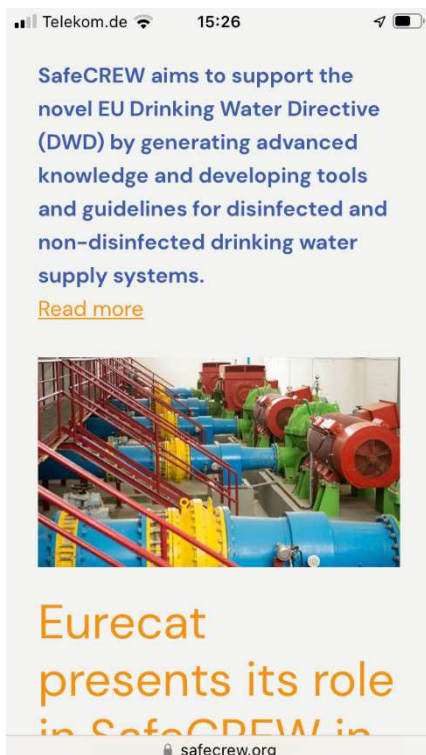


Figure 7: SafeCREW website on mobile phones



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5 Set up of social media accounts

A LinkedIn account, a Twitter account and a ResearchGate account have been established (figures 8 and 9 display a couple of screenshots) in order to enhance the visibility of the project and its results. First connections with related projects and accounts have been set up. Social media activities have been kicked off with the launch of the SafeCREW website.

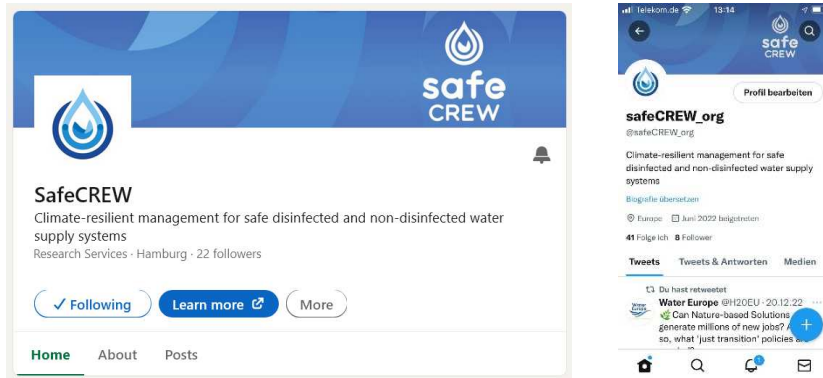


Figure 8: SafeCREW LinkedIn and Twitter profile

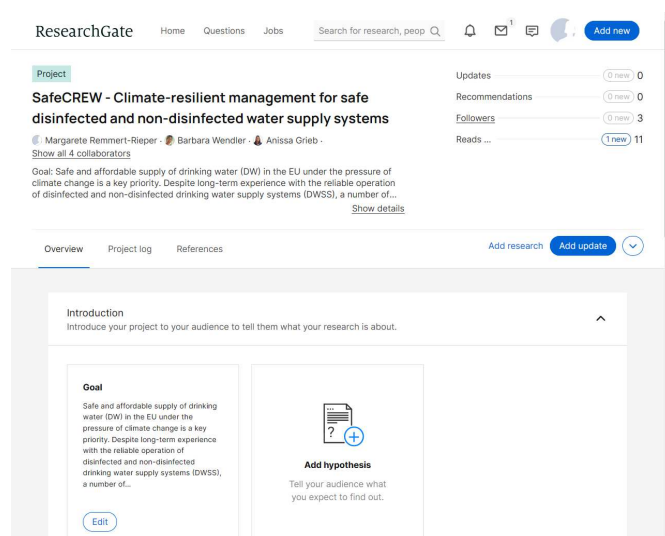


Figure 9: SafeCREW on ResearchGate

5 First press releases/communication activities

SafeCREW has issued a first press release on 1 December 2022 which was uploaded to the news portals PresseBox (focus IT and technology, in English, French and German) and idw-online.de (scientific information service, in English and German). In addition, the press release was published on the websites of DVGW, TUHH and Tutech. On 20th December 2022, Multisensor Systems distributed the press release to 60 of its distributors worldwide. Eurecat also published news on SafeCREW.



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The press release reached out to more than 13,000 interested persons, 1100 media and 19 press portals. Statistics on PresseBox one month after publication revealed 919 visitors, among them 409 journalists and opinion formers. Google search (December/January/February) displayed the uptake of the press release in two journals, the “Zeitschrift für kommunale Wirtschaft” (<https://www.zfk.de/wasser-abwasser/europaeisches-konsortium-forscht-fuer-sichere-trinkwasserversorgung>) and unitracc (<https://www.unitracc.com/e-journal/news-and-articles>, <https://www.unitracc.com/about-us/about-us> ; source DVGW-page or idw-online). Unitracc has been specialised in news on underground infrastructure.

Selected references linking to the press release and news about SafeCREW (screenshots available in Annexes 4 and 5):

- <https://www.dvgw.de/der-dvgw/aktuelles/meldungen/meldung-vom-01122022-eu-projekt-safecrew-gestartet> (download available in English and German)
- https://intranet.tuhh.de/presse/pressemitteilung_einzeln.php?id=14188&Lang=en
- <https://tutech.de/en/new-eu-project-safecrew-launched/>
- <https://www.pressebox.de/pressemitteilung/tutech-innovation-gmbh-hamburg-innovation-gmbh/New-EU-project-SafeCREW-launched-Scientific-expertise-on-safeguarding-drinking-water-supply-systems-under-climate-change-conditions/boxid/1137901>
- <https://idw-online.de/de/news805892>
- <https://eurecat.org/portfolio-items/safecrew/>
- <https://www.deib.polimi.it/eng/research-projects/details/452>
- <https://www.tuhh.de/tuhh/en/forschung-und-transfer/neues-aus-der-forschung/eu-project-safecrew.html>
- <https://www.tuhh.de/wwv/en/welcome.html>

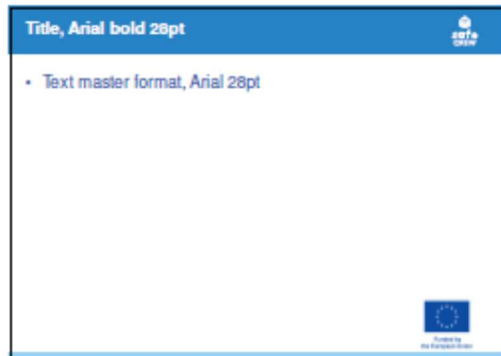
6 Conclusions

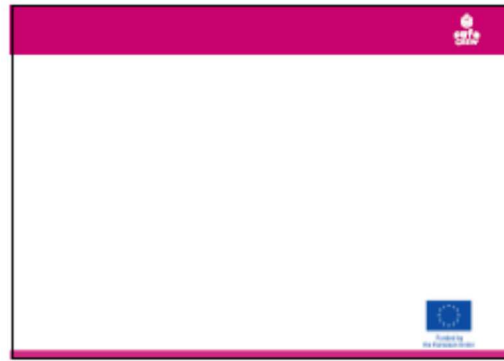
With the logo, the visual branding, a set of templates, the flyer and the website the first set of promotional material is in place and communication and dissemination activities can be embedded in a consistent visual appearance. Social media accounts have been established and first press releases have been issued on project level as well as by some of the individual partners. During the next six months communication activities will mainly focus on setting the scene and attract the attention of stakeholders in the water sector: We will inform about the current state of play, the project and its aims. Later, communication and dissemination of results will follow.



Annexes

Annex 1 - PowerPoint template





Annex 2 – Flyer

SafeCREW is funded by the EU's Framework Programme for Research and Innovation Horizon Europe Call "Securing drinking water quality by protecting water sources against pollution, providing innovative monitoring and treatment solutions and ensuring safe distribution" (HORIZON-CL6-2022-ZEROPOLLUTION-01-04). The project brings together 11 research institutes and industry partners from Germany, Italy, the Netherlands, Spain and the UK.

- DVGW Research Centre at Hamburg University of Technology Germany
- Politecnico di Milano Italy
- Kompetenzzentrum Wasser Berlin Germany
- BioDetection Systems B. V. The Netherlands
- EURECAT Spain
- Umweltbundesamt Germany
- Helmholtz Zentrum für Umweltforschung Germany
- Consorci d'Aigües de Tarragona Spain
- Tutech Innovation GmbH Germany
- Metropolitana Milanese Spa Italy
- Multisensor Systems Ltd. United Kingdom

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CLIMATE-RESILIENT MANAGEMENT FOR SAFE DISINFECTED AND NON-DISINFECTED WATER SUPPLY SYSTEMS

The safe and affordable supply of drinking water in the EU under the pressure of climate change is a key priority. Despite long-term experience with the reliable operation of disinfected and non-disinfected drinking water supply systems (DWSS), climate change impacts such as increasing water temperature and higher levels of natural organic matter (NOM), will lead to challenges. These are linked to microbial stability and the (future) need for disinfection; and the consequences of disinfection by-product (DBP) formation for human health remain open.

SafeCREW aims to support the novel EU Drinking Water Directive (DWD) by developing tools and guidelines for disinfected and non-disinfected drinking water supply systems.

Three case studies, located in northern Germany, Italy and Spain, will create novel data sets on the occurrence and concentration of as yet unknown disinfection by-products, as well as comprehensive water quality characterization, including chemical and microbiological parameters. These data, together with newly developed treatment solutions, will lead to better management of water distribution networks to maintain high drinking water quality. Commercial actors will be stimulated to further develop tools for disinfection by-product quantification and mitigation. This will include all processes from source via treatment to distribution.

SafeCREW will increase the preparedness of the EU water sector for challenges arising from climate change and will support the EU's leading position in science-based policymaking for drinking water consumer protection.

Transferable tools will be provided to water utilities, national and EU regulators, researchers and enterprises, including:

- New monitoring tools for comprehensive water quality characterisation
- New processes for reducing disinfection by-products (DBPs) and their precursors
- Strategies for safe drinking water distribution
- Integrated risk assessment framework to guide future interventions that sustain safe drinking water supply in the face of climate change

The diagram illustrates the water supply cycle: Raw water → Treatment → Distribution → Consumer. Key factors include NOM (Natural Organic Matter), DBP (Disinfection By-Product), and CLIMATE CHANGE. Case studies are shown for northern Europe (Drinking water supply systems without disinfection) and southern Europe (Drinking water supply systems with disinfection). Tools and guidelines to tackle challenges of upgrading drinking water supply systems (DWSS) are also highlighted.



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Annex 3 – SafeCREW website – landing page



CLIMATE-RESILIENT MANAGEMENT
FOR SAFE DISINFECTED AND NON-DISINFECTED
WATER SUPPLY SYSTEMS

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Securing safe drinking water distribution

SafeCREW aims to support the novel EU Drinking Water Directive (DWD) by generating advanced knowledge and developing tools and guidelines for disinfected and non-disinfected drinking water supply systems.

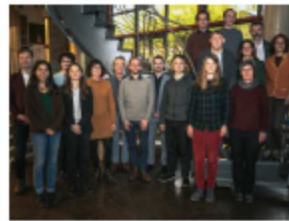
[Read more](#)



Eurecat presents its role in SafeCREW in Catalan and Spanish

SafeCREW partner Eurecat is the main Research & Technology Organization in Catalonia and the second largest private research organization in southern Europe. It brings together the experience of more than 650 professionals who generate an annual turnover of 52 million euros and provides services to more than 2,000 companies. Eurecat works on SafeCREW through its [...]

7 February 2023



Kickoff meeting of SafeCREW concluded

The safe and affordable supply of drinking water in the EU under the pressure of climate change is a key priority. The European joint project SafeCREW, led by the DVGW Research Centre at Hamburg University of Technology, will address this key priority over the next three and a half years. SafeCREW will develop new methods [...]

16 January 2023



SafeCREW – Safeguarding drinking water supply systems under climate change conditions

The DVGW research center at TUHH is coordinating the EU project SafeCREW since 1 November 2022. Partners from five countries will research on climate-resilient management for safe disinfected and non-disinfected water supply systems. They will close knowledge gaps on disinfection by-products and develop guidelines for the monitoring and management of drinking water supply. SafeCREW is [...]

16 January 2023

Got any questions?

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Annex 4 – Press release



New EU project "SafeCREW" launched: Scientific expertise on safeguarding drinking water supply systems under climate change conditions.

The safe and affordable supply of drinking water in the EU under the pressure of climate change is a key priority. The European joint project SafeCREW, led by the DVGW Research Centre at Hamburg University of Technology, will address this key priority over the next three and a half years. SafeCREW will develop new methods for monitoring, quality assessment, treatment and distribution of drinking water and will derive guidelines for drinking water management and integrated risk assessment for water suppliers and authorities. The project has received 3.9 million euros in funding from Horizon Europe to provide answers to this important question: How do we need to adapt technologies for European water supply in order to provide safe and healthy drinking water under climate change conditions?

Hamburg, 1 December 2022 - The SafeCREW research project will kick off with a meeting in Hamburg on 1 and 2 December 2022. Together with ten partners from Germany, Italy, Spain, the Netherlands and the UK, the DVGW Research Centre at the Hamburg University of Technology (DVGW-TUHH) will conduct research on the conditions for climate-resilient water supply and develop guidelines for action for water suppliers, policy-makers and regulatory authorities.

Climate change poses major challenges for the drinking water supply in Europe. With rising water temperatures and increasing heavy rainfall events, higher amounts of organic substances and microorganisms will also be present in raw water. Well-established processes that have so far guaranteed high drinking water quality will have to be changed and adapted. In southern Europe, disinfection of drinking water is already necessary today. It is possible that even northern European water suppliers will have to use disinfection in the future. One focus will be the investigation of previously unknown disinfection by-products and the further characterisation of already known ones and their formation. With the results, the participating companies intend to develop commercially available methods of quantifying and reducing these by-products so that negative effects on human health can be prevented.

The SafeCREW consortium of research institutes, European water suppliers, small and medium companies and the German Environment Agency (UBA) will use three case studies in northern Germany, Italy and Spain to drive the further characterisation of water quality, and develop new water treatment methods and better management of water distribution networks to maintain high drinking water quality. This will include all processes from source via treatment and up to distribution.

SafeCREW is funded by the European Union and targets stakeholders in the water sector: Water suppliers will receive support for integrated risk management, regulatory authorities will be able to use the data generated in SafeCREW to inform the approval of safe materials in the distribution networks, and last but not least, the research will ensure the further development and implementation of the EU Drinking Water Directive.

Further information on the project can be found [here](#)



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Project partners in the SafeCREW consortium

DVGW Research Centre TUHH (Coordinator, Germany), German Environmental Agency (Germany), Helmholtz Centre for Environmental Research GmbH – UFZ (Germany), KWB Kompetenzzentrum Wasser Berlin gGmbH (Germany), Tutech Innovation GmbH (Germany), Metropolitana Milanese SPA (Italy), Politecnico di Milano (Italy), Consorci Concessionari d'Aigües per als Ajuntaments i Indústries de Tarragona (Spain), Fundació EURECAT (Spain), BioDetection Systems B. V. (Netherlands), Multisensor Systems Limited (United Kingdom)

Horizon Europe

Horizon Europe is the EU's key funding programme for research and innovation with a budget of €95.5 billion. It tackles climate change, helps to achieve the UN's Sustainable Development Goals and boosts the EU's competitiveness and growth. The programme facilitates collaboration and strengthens the impact of research and innovation in developing, supporting and implementing EU policies while tackling global challenges. It supports creating and better dispersing of excellent knowledge and technologies.

The DVGW Research Centre TUHH

The DVGW (German Technical and Scientific Association for Gas and Water) Research Centre at the Hamburg University of Technology (TUHH) is one of four water research institutions run by the DVGW. It is affiliated with the University's Institute of Water Resources and Water Supply. The research conducted at the DVGW Research Centre is linked to current practice. The centre provides advice to water companies and industrial corporations. Its research areas range from water collection to water treatment and distribution. They include, among others, the optimisation of water treatment processes, hygiene issues concerning water distribution, and energy efficiency. A key area of its work is the North German water supply with its special characteristics.

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Phone: +49 (0)40 428 78 30 95



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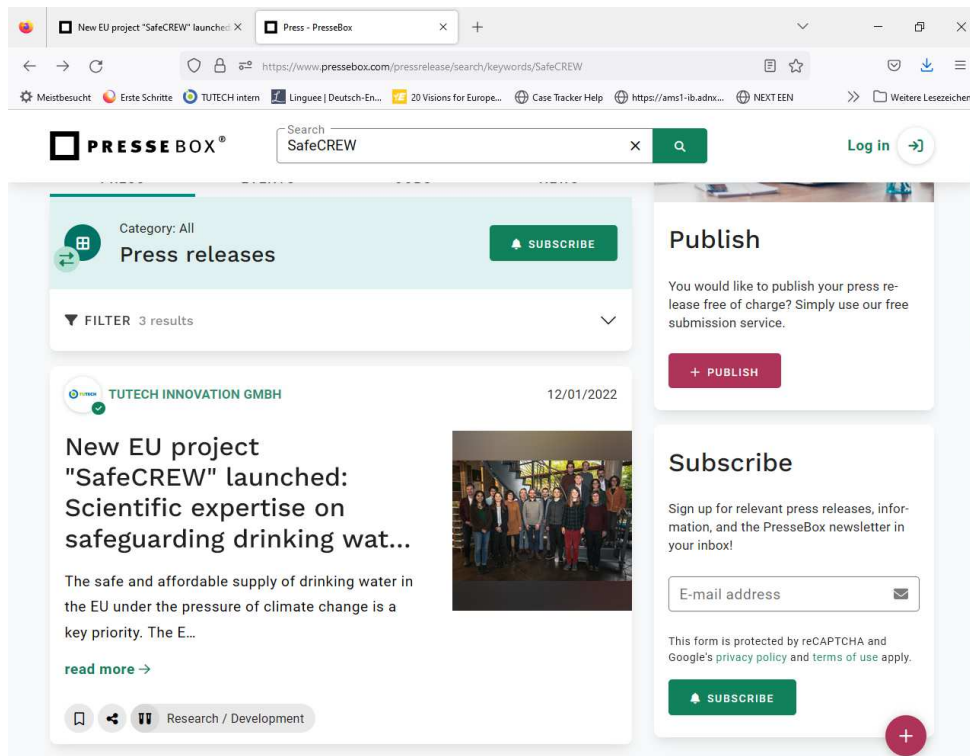
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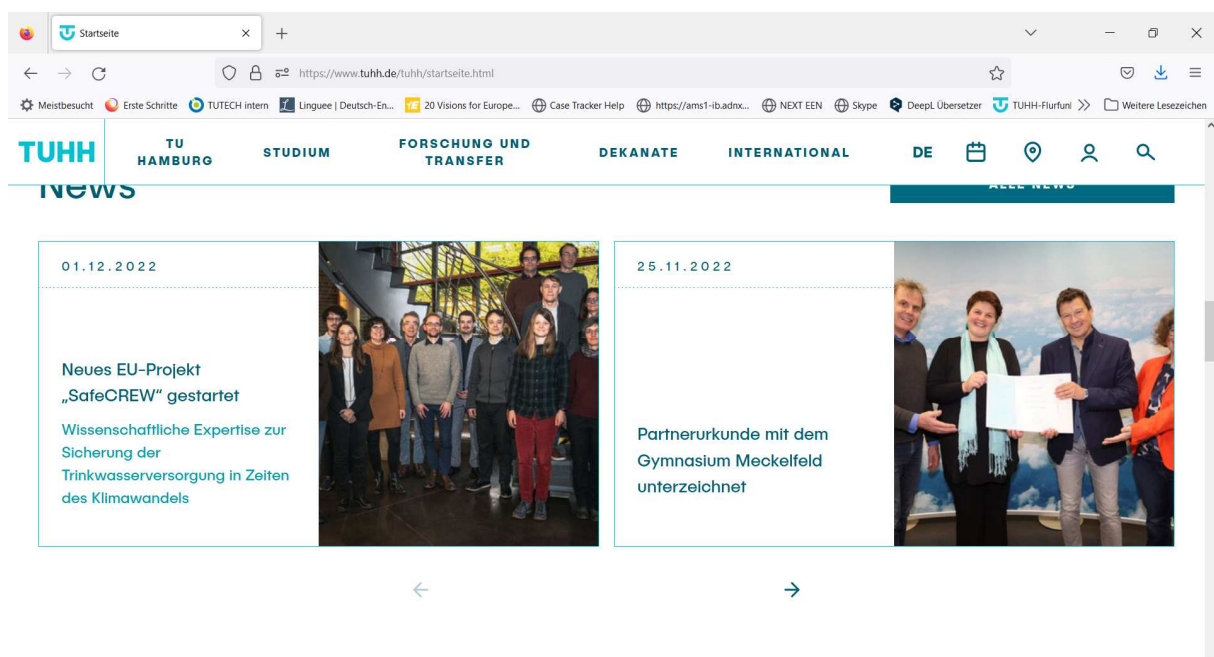


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Annex 5 – Screenshots from published press releases (Accessed 2 December 2022 respectively 14 February 2023)



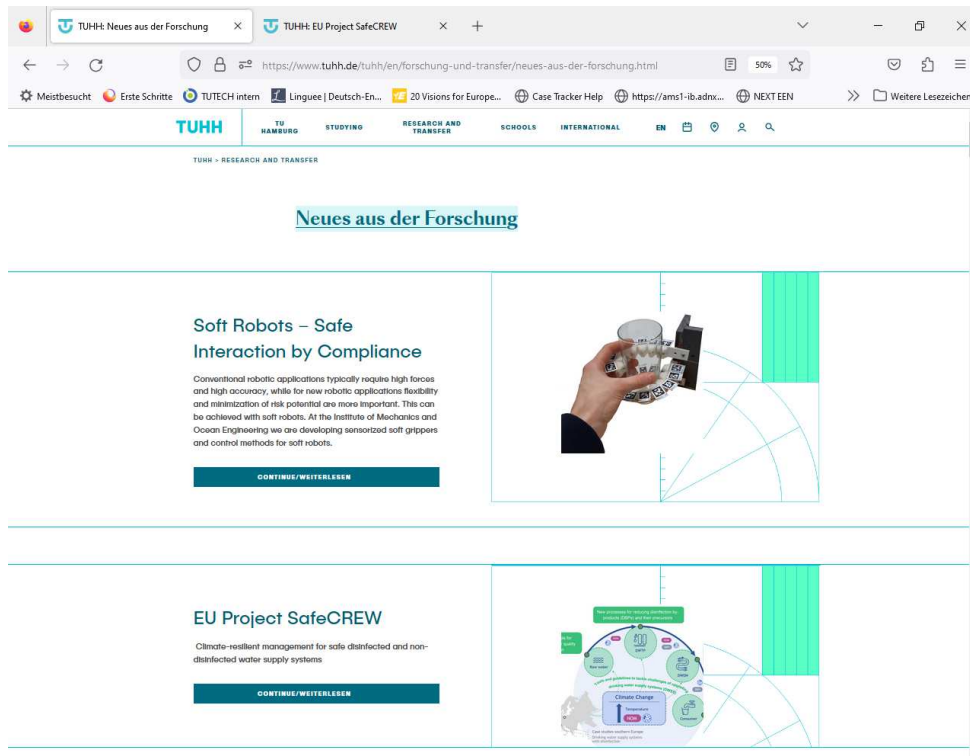
<https://www.pressebox.de/pressemitteilung/tutech-innovation-gmbh-hamburg-innovation-gmbh/New-EU-project-SafeCREW-launched-Scientific-expertise-on-safeguarding-drinking-water-supply-systems-under-climate-change-conditions/boxid/1137901> (Accessed 2 December 2022 and 14 February 2023)



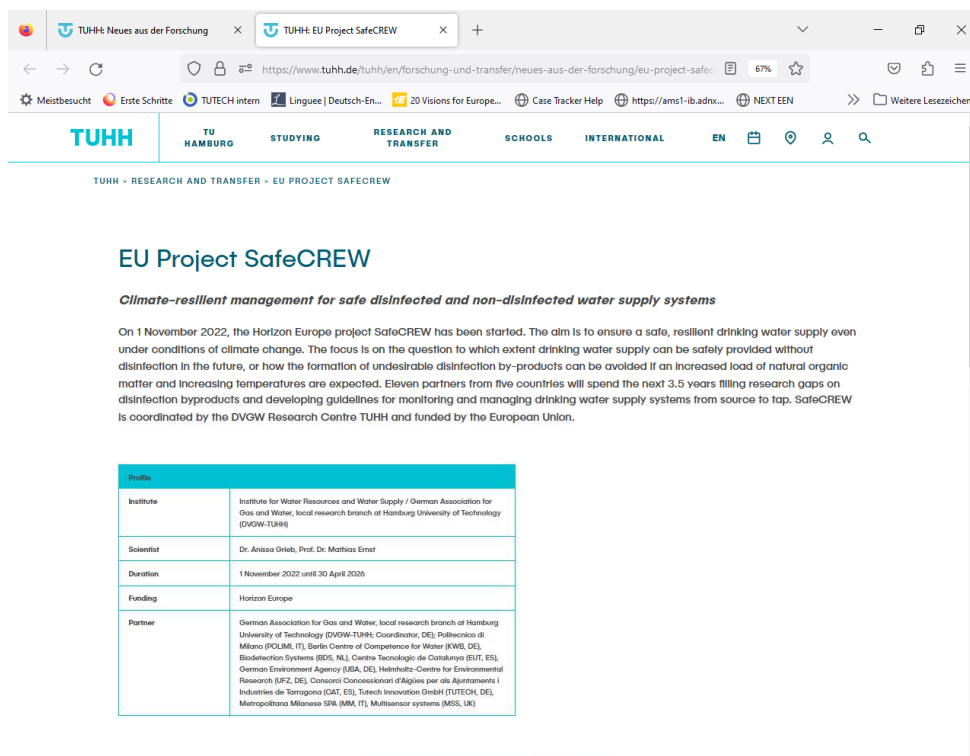
www.tuhh.de (accessed 2 December 2022)



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<https://www.tuhh.de/tuhh/en/forschung-und-transfer/neues-aus-der-forschung.html> (accessed 14 February 2023)



<https://www.tuhh.de/tuhh/en/forschung-und-transfer/neues-aus-der-forschung/eu-project-safecrew> (accessed 14 February 2023)



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Regelwerk Veranstaltungen Servicecenter Landes- und Bezirksgruppen Presse Karriere Kontakt DE | EN Anmelden

DER DVGW THEMEN LEISTUNGEN Mein DVGW BLOG SUCHEN

< Meldungen

01. Dezember 2022

Sicherung der Trinkwasserqualität und -versorgung in Zeiten des Klimawandels

EU-Projekt SafeCREW unter Leitung des DVGW gestartet

Ein an organischen Stoffen und Mikroorganismen in Rohwässern aufgrund des Klimawandels stellen die Wasserversorgung vor neue Probleme; © iStock.com/ariostoto

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Meldung vom 01.12.2022

Der Klimawandel stellt die Trinkwasserversorgung in Europa vor große Herausforderungen. Mit steigenden Wassertemperaturen und zunehmenden Starkregenereignissen werden auch höhere Mengen an organischen Stoffen und Mikroorganismen in Rohwässern vorkommen. So ist in Südeuropa schon heute eine Desinfektion des Trinkwassers notwendig, und möglicherweise werden in Zukunft auch nordeuropäische Wasserversorger davon betroffen sein. Gut etablierte Prozesse und eingesetzte Technologien, die bisher eine hohe Trinkwasserqualität garantieren, müssen verändert und angepasst werden, um auch weiterhin ausreichende Mengen an qualitativ hochwertigem Trinkwasser bereitstellen zu können. Wie das gehen kann, erforscht das

<https://www.dvgw.de/der-dvgw/aktuelles/meldungen/meldung-vom-01122022-eu-projekt-safecrew-gestartet> (download available in English and German, accessed 2 December 2022 and 14 February 2023)



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New EU project "SafeCREW" launched on safeguarding drinking water supply systems under climate change

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The safe and affordable supply of drinking water in the EU under the pressure of climate change is a key priority. The European joint project SafeCREW, led by the DVGW Research Centre at Hamburg University of Technology, will address this key priority over the next three and a half years. SafeCREW will develop new methods for monitoring, quality assessment, treatment and distribution of drinking water and will derive guidelines for drinking water management and integrated risk assessment for water suppliers and authorities. The project has received 3.9 million euros in funding from Horizon Europe.

Hamburg, 1 December 2022 - The SafeCREW research project will kick off with a meeting in Hamburg on 1 and 2 December 2022. Together with ten partners from Germany, Italy, Spain, the Netherlands

<https://idw-online.de/de/news805892> (accessed 2 December 2022)



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