

# WaterMan: Final project structure

**Jens Masuch, GA-MA Consulting**  
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# Overall goal & approach

**Overall goal:** To promote **reuse of water** in the Baltic Sea Region by

- Elaborating local **model strategies for water reuse**, which combine:
  - Measures for the **reuse of treated water**
  - Measures for the **recirculation of retained water**
  - Promoting **stakeholder & consumer acceptance**
- Processing the results into a „**BSR Water Reuse Toolbox**“
- **Pro-actively disseminating** the developed **approaches & tools** to
  - Municipalities / local authorities
  - Local water companies

# WaterMan - Project concept

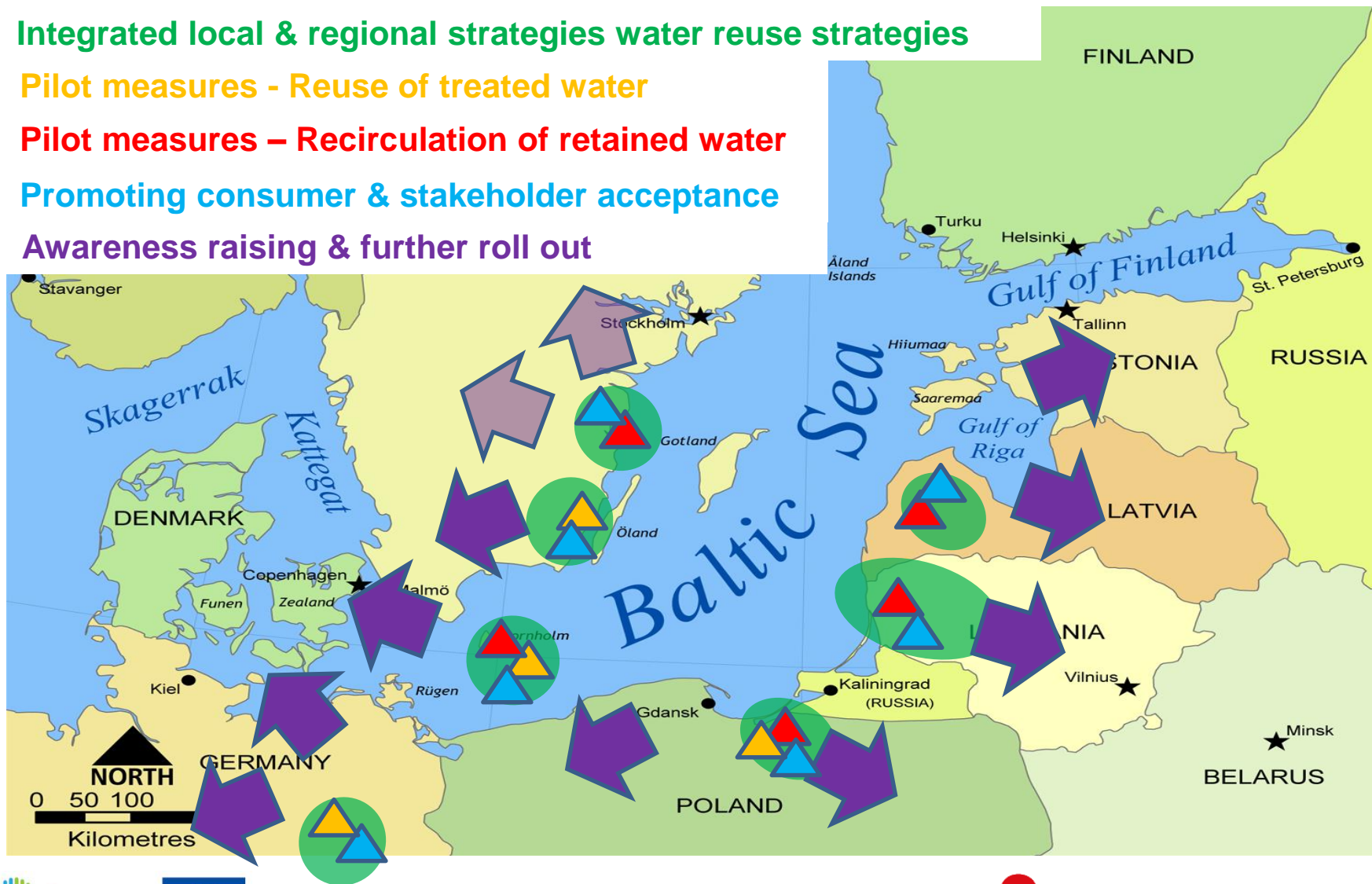
Integrated local & regional strategies water reuse strategies

Pilot measures - Reuse of treated water

Pilot measures – Recirculation of retained water

Promoting consumer & stakeholder acceptance

Awareness raising & further roll out



# Project structure

## Work packages (obligatory):

- **WP 1: *Preparing*** solutions
- **WP 2: *Piloting*** & evaluating solutions
- **WP 3: *Transferring*** solutions

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- **WP 1: *Preparing* solutions**
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# WP 1: Preparing solutions

## Groups of Activities:

- **GoA 1.3: Preparatory surveys**

# WP 1: Preparing solutions

## Groups of Activities:

- **GoA 1.1: Collecting inspirations** for the local model strategies
- **GoA 1.2: Developing a set of methods & tools**
- **GoA 1.3: Preparatory surveys** for the strategies

# GoA 1.1: Collecting inspirations

## Diagnosis / strategic focus:

- Some countries **outside BSR** are **more advanced**
- It is important that also **decision makers** see the good practices

## Approach:

- Events for **picking up first-hand knowledge** on good practices for
  - Technology
  - Acceptance
  - Legal and regulatory frameworks



# GoA 1.1: Collecting inspirations

## Planned activities:

- 2 **study trips** to best practices (DE / NL, ES – tentative)
- 2 international **conferences**
- 4 **workshops** (back-to-back with half-annual All-partner meeting)
- 1 **round tables** in Brussels

# WP 1: Preparing solutions

## Groups of Activities:

- **GoA 1.1:** Collecting **inspirations** for the local model strategies
- **GoA 1.2:** Developing a **set of methods & tools**
- **GoA 1.3:** Preparatory **surveys** for the strategies

# GoA 1.2: Developing a set of methods & tools

## Diagnosis / strategic focus:

- Water reuse is **more than** a **technological** task
- **Stakeholders & water consumers** have to become **aware** and to **accept** that it is necessary to use water of different qualities

## Approach:

- Jointly elaborating **methodological guidelines** for elaborating the local water reuse strategies, incl.
  - Ways to prove the **necessity** of water reuse vs. climate change
  - Tools to demonstrate the technological, environmental, social & economic **feasibility** of water reuse
  - Means to **involve** stakeholders & water consumers

# GoA 1.2: Developing a set of methods & tools

## Planned activities:

- **Stock-take** & joint appraisal of available tools
- Exchange **workshops** to select & adapt them
- On this basis: Elaboration of **common methodological guidelines**
- **Seminars & coaching** sessions to learn how to apply them

# WP 1: Preparing solutions

## Groups of Activities:

- **GoA 1.1:** Collecting **inspirations** for the local model strategies
- **GoA 1.2:** Developing a **set of methods & tools**
- **GoA 1.3: Preparatory surveys for the strategies**

# GoA 1.3: Preparatory surveys for the strategies

## Diagnosis / strategic focus:

- We get to get to know **what kind of measures** are appropriate under the given local conditions, i.e.
  - the **entire range** of possible measures
  - The local **level of acceptance** of water reuse

## Approach:

- Carrying out **local survey & studies** to close knowledge gaps
  - > Scope may look different from region to region

# GoA 1.3: Preparatory surveys for the strategies

## Planned activities, e.g.:

- Analysis of **available data**, surveys, studies on climate change
- Implementation of **further local investigations**, if necessary
- **Stakeholder analysis**: Who needs to be involved?
- Surveys to examine the **acceptance** of using water of **different qualities** for different purposes

# Project structure

## Work packages (obligatory):

- **WP 1: *Preparing*** solutions
- **WP 2: *Piloting* & evaluating** solutions
- **WP 3: *Transferring*** solutions



## WP 2: Piloting & evaluating solutions

### Groups of activities:

- **GoA 2.1:** Transnational **co-creation** of model strategies & pilots
- **GoA 2.2:** Piloting local measures for **reuse of treated water**
- **GoA 2.3:** Piloting local measures for **recirculating retained water**
- **GoA 2.4:** Elaborating **local model strategies**
- **GoA 2.5:** Creating the “**BSR Water Reuse Toolbox**”

## WP 2: Piloting & evaluating solutions

Groups of activities:

- **GoA 2.1: Transnational co-creation of model strategies & pilots**
- **GoA 2.2: Piloting local measures for reuse of treated water**
- **GoA 2.3: Piloting local measures for recirculating retained water**
- **GoA 2.4: Elaborating local model strategies**
- **GoA 2.5: Creating the “BSR Water Reuse Toolbox”**

# GoA 2.1: Transnational co-creation of model strategies & pilot actions

## Diagnosis / strategic focus:

- There exist **different experiences** & expertise in the **partnership** so that we may learn from each other
- Proficient external **proficient experts** can help us

## Approach:

- Transnational **peer learning & co-creation** process, incl.
  - Setting up an **international expert panel** to advise us
  - Regular **peer review sessions** during the work process
  - External **evaluations** of the pilot measures & model strategies by international experts

# GoA 2.1: Transnational co-creation of strategies & pilots

## Proposed activities:

- Jointly **selecting** the members of the **expert panel(s)**
- 6 transnational **peer review sessions** on pilots & model strategies
- External **ex-ante evaluations** on each **model strategy**
- External **ex-post evaluations** on each **pilot measure**

## WP 2: Piloting & evaluating solutions

Groups of activities:

- **GoA 2.1:** Transnational **co-creation** of model strategies & pilots
- **GoA 2.2:** Piloting local measures for **reuse of treated water**
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- **GoA 2.4:** Elaborating **local model strategies**
- **GoA 2.5:** Creating the “**BSR Water Reuse Toolbox**”

## GoA 2.2: Local pilot measures for reuse of treated water

### Diagnosis / strategic focus:

- We want to **demonstrate practical approaches & use cases** for water reuse in the BSR
- There exist already various approaches, but they have to be **validated for use in the BSR**

### Approach:

- Creating a complementary **set of validated measures** by
  - **Testing** them under “real-world” conditions
  - Elaborating **feasibility studies** for applying them in the BSR

## GoA 2.2: Local pilot measures for reuse of treated water

### Planned activities:

#### In all the cases:

- Further **preparatory studies** or surveys, if necessary
- **Refining** the tentative approaches for the pilots by peer reviews
- Elaboration of **feasibility studies** (or implementation plans)

#### In case of „real-world“ testing:

- Purchase of **equipment** / construction of **infrastructure**
- **Testing** under „real world“ conditions
- **Evaluation** of the testing phase incl. peer reviews
- Final **adjustments** of concepts / designs
- Elaboration of **replication blueprints** (= „altruistic“ task)

## WP 2: Piloting & evaluating solutions

Groups of activities:

- **GoA 2.1:** Transnational **co-creation** of model strategies & pilots
- **GoA 2.2:** Piloting local measures for **reuse of treated water**
- **GoA 2.3:** Piloting local measures for **recirculating retained water**
- **GoA 2.4:** Elaborating **local model strategies**
- **GoA 2.5:** Creating the “**BSR Water Reuse Toolbox**”



## GoA 2.3: Local pilots for recirculating retained water

### Diagnosis / strategic focus:

- Recirculation of retained water can be the **first step into water reuse**, as less costly & complex, thus rather low-threshold
- There **exist** already **adapted approaches** for it in the **BSR**

### Approach:

- Creating a complementary **set of further advanced, validated measures** by
  - **Testing** them under “real-world” conditions
  - Elaborating **feasibility studies** for advancing them

## GoA 2.3: Local pilots for recirculating retained water

### Planned activities:

#### In all the cases:

- Further **preparatory studies** or surveys, if necessary
- **Refining** the tentative approaches for the pilots by peer reviews
- Elaboration of **feasibility studies** (or implementation plans)

#### In case of **real word testing**:

- Purchase of **equipment** / construction of **infrastructure**
- **Testing** under „real-world“ conditions
- **Evaluation** of the testing phase incl. peer reviews
- Final **adjustments** of concepts / designs
- Elaboration of **replication blueprints**

## WP 2: Piloting & evaluating solutions

### Groups of activities:

- **GoA 2.1:** Transnational **co-creation** of model strategies & pilots
- **GoA 2.2:** Piloting local measures for **reuse of treated water**
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- **GoA 2.4:** Elaborating **local model strategies**
- **GoA 2.5:** Creating the “**BSR Water Reuse Toolbox**”

## GoA 2.4: Elaborating local model strategies

### Diagnosis / strategic focus:

- There exist individual water reuse measures in the BSR
- But **local strategies** that combine them in a strategic way are **rare**
- Main challenge for promoting water reuse is **lack of acceptance**

### Approach:

- Drafting **exemplary local water reuse strategies** that combine:
    - Measures for reuse of treated water
    - Measures for recirculation of treated water
- ....and are **accompanied by actions to promote acceptance**

## GoA 2.4: Elaborating local model strategies

### Proposed activities:

- Establishing a local **reference group**
- Elaborating a **draft strategy**, based on project experiences
- **Refining** the strategy in dialogue with the reference group
- International **peer reviews** & external **ex-ante evaluation**
- Implementing accompanying **awareness raising** measures
- **Adoption** of the strategy as guiding framework for future actions

## WP 2: Piloting & evaluating solutions

### Groups of activities:

- **GoA 2.1:** Transnational **co-creation** of model strategies & pilots
- **GoA 2.2:** Piloting local measures for **reuse of treated water**
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- **GoA 2.5:** Creating the **“BSR Water Reuse Toolbox”**

## GoA 2.5: Creating the “BSR Water Reuse Toolbox”

### Diagnosis / strategic focus:

- **Pilot measures & model strategies** alone are **not enough** for ensuring the **uptake** of the developed approaches by others
- It needs **practical guidelines** & replication blueprints for that

### Approach:

- Creation of a “**hands-on**” **BSR Water Reuse Toolbox** that includes
  - **Methodological guidelines** for strategy elaboration
  - Replication **blueprints** for concrete measures
  - **Success stories**
  - A generic **PR toolkit** to promote acceptance
  - **Best practice** presentations (cases beyond BSR)

# GoA 2.5: Creating the “BSR Water Reuse Toolbox”

## Planned activities:

- 2 **workshop** to elaborate the concept of the toolbox
- Elaboration of a **frame concept** for drafting replication blueprints
- **Drafting & compiling** the materials for the toolbox
- **Publishing** the toolbox online (as section of project website - tbc)



# Project structure

## Work packages (obligatory):

- **WP 1: *Preparing*** solutions
- **WP 2: *Piloting*** & evaluating solutions
- **WP 3: *Transferring*** solutions

# WP 3: Transferring solutions

Groups of activities:

- **GoA 3.1:** Creating a common **set of PR tools**
- **GoA 3.2:** Dissemination in the **domestic** arenas
- **GoA 3.3:** Dissemination at **international** level
- **GoA 3.4:** Establishing a “**BSR Water Reuse Help Desk**”

# WP 3: Transferring solutions

Groups of activities:

- **GoA 3.1: Creating a common set of PR tools**
- **GoA 3.2: Dissemination in the domestic arenas**
- **GoA 3.3: Dissemination at international level**
- **GoA 3.4: Establishing a “BSR Water Reuse Help Desk”**

# GoA 3.1: Creating a common set of PR tools

## Diagnosis / strategic focus:

- Acceptance by stakeholders & citizens is the key, it needs a **well-thought-through approach** to achieve it
- **Toolbox** is rather “technical”, **only for experts**
- For citizens & decision makers > “**easy-to-understand**” tools

## Approach:

- Elaboration of a **generic PR toolkit for awareness raising**, incl.
  - Generic PR campaign (messages, text blocks, visuals, etc.)
  - Set of “easy-to-understand” promo tools

# GoA 3.1: Creating a common set of PR tools

## Planned activities:

- 2 **workshop** to elaborate the concept of the PR toolkit
- Subcontracting of **storytelling expert** / journalist (financed from the Common Budget)
- Elaboration of the **generic campaign** (in coop with expert), incl.
  - Messages / text blocks
  - Model presentations
  - Info graphics
- Production of **explanatory movies** on water reuse, incl.
  - 3 complementary intro movies
  - 9 demo movies on the „real world“ pilots

# WP 3: Transferring solutions

Groups of activities:

- **GoA 3.1:** Creating a common set of PR tools
- **GoA 3.2:** Dissemination in the **domestic** arenas
- **GoA 3.3:** Dissemination at **international** level
- **GoA 3.4:** Establishing a “**BSR Water Reuse Help Desk**”

## GoA 3.2: Dissemination in the domestic arenas

### Diagnosis / strategic focus:

- Dissemination is a task for **specialists!**
- Each country is **different**
- It is easier to use **external events** than to organise own ones
- “**See (yourself) & believe**” is the best way to convince people

### Approach:

- Implementation of **customized campaigns** in each country, incl.
  - Presentation **external events** (“door-to-door selling”)
  - Contributions to relevant **external media & channels**
  - **Demonstrations** at the pilot sites

## GoA 3.2: Dissemination in the domestic arenas

### Proposed activities:

- **Identifying** relevant external events & communication channels
- Drafting of a **domestic dissemination plan**
- Participation in **external events**, according to the plan
- **On-site demonstrations** of the pilots (min 1 per pilot)



# WP 3: Transferring solutions

Groups of activities:

- **GoA 3.1:** Creating a common **set of PR tools**
- **GoA 3.2:** Dissemination in the **domestic** arenas
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- **GoA 3.4:** Establishing a “**BSR Water Reuse Help Desk**”

## GoA 3.3: Dissemination at international level

### Diagnosis / strategic focus:

- Also internationally, **a lot of external channels & events**
- **Policy makers** in focus, too
- **Water Core Group** of ERB as potential facilitator

### Approach:

- Joint **international dissemination campaign**, incl
  - Presentation **external events** (“door-to-door selling”)
  - Own **conferences** (back-to-back with ERB Water Forums)
  - **Invite** interested parties to **partner workshops** / peer reviews

## GoA 3.3: Dissemination at international level

### Proposed activities:

- Elaboration of an international **dissemination plan**
- 3-5 presentation at **EUSBSR events**
- Dialogue meetings with **PA Nutri**
- 2 international **conferences** (back-to-back with „Water Forums“)
- 1 **round table** with policy makers in Brussels
- Inviting interested parties to **partners meetings**, if appropriate

# WP 3: Transferring solutions

Groups of activities:

- **GoA 3.1:** Creating a common **set of PR tools**
- **GoA 3.2:** Dissemination in the **domestic** arenas
- **GoA 3.3:** Dissemination at **international level**
- **GoA 3.4:** Establishing a **“BSR Water Reuse Help Desk”**

# GoA 3.4: Establishing a “BSR Water Reuse Help Desk”

## Diagnosis / strategic focus:

- It would take a **lot of efforts** to organise **tailored seminars** for in-depth advice on water reuse to the different followers (beginner / advanced, municipality / water company etc.)
- Better: **Responsive** on-demand and **one-by-one advice**

## Approach:

- Jointly setting up a “**BSR Water Reuse Help Desk**” accessible via
  - International contacts
  - National contacts

# GoA 3.4: Establishing a “BSR Water Reuse Help Desk”

## Planned activities:

- 2 international **workshops**
- Drafting of an **internal scheme / guidance** on how to advice
- Promotion / **announcement** via project PR
- Help Desk will be set **operational** by the **end of 2023**

# Time frame & budget

## Project duration:

- **1 Jan 2023 – 31 Dec 2025 (36 months)**

## Total project budget:

- **4.377.045,18 EUR**, of which:
  - > 3.501.636,90 EUR ERDF co-financing
  - > 675.409,28 EUR own contribution

Do you have any  
questions or comments?



Thank you very much  
for your attention!