

Communication Materials Definition

CleanWater

“Safe water disinfection by an innovative ion exchange
membrane”



CIP Eco-Innovation

First Application and market replication projects

Agreement number: ECO/13/630560



Co-funded by the Eco-innovation
Initiative of the European Union

Summary of the CleanWater Project

The purpose of the project is to introduce an innovative water disinfection technology, at a reasonable cost level, and with improved health and safety performance, to the European market.

The Ceram Hyd CW technology provides a unique alternative to existing chlorination processes. The technology generates two chemicals, free available chlorine (FAC) and caustic soda, from a raw material consisting of ordinary table salt and water. These two chemicals are central to water supply operations and the CeramHyd technology provides for the economical, efficient and safe production of these vital materials. This technology is significantly safer than the conventional method of producing active chlorine from dangerous chlorine gas or sodium hypochlorite, which must be transported to and stored at the place of use and is subject to rapid storage deterioration.

Over the course of this project, the benefits of disinfecting water using the Ceram Hyd technology will be demonstrated at three different water treatment sites of FCC Aqualia in Spain. The demonstration will encompass disinfection for three distinct applications: 1) drinking water, 2) desalinated water (pre-treatment and post-treatment), and 3) wastewater for reuse applications. Intensive tests in operational conditions will provide for optimisation of the system for commercial success.

Certification of the technology for the European market will be undertaken as part of the project.

Market Uptake and Exploitation

The CleanWater project is co-funded by the Eco-innovation Initiative of the European Union. The Eco-innovation Initiative helps accelerate good ideas for innovative products, services and processes that protect the environment, become fully-fledged commercial prospects, ready for use by business and industry.

The Eco-Innovation initiative aims to maximize the impact and mobilize wide market uptake of the CleanWater project, helping it reach a critical mass and self-sufficiency during the project and in the short/medium term.

Communications Materials Definition

Achieving market penetration with new technologies in the European context is a significant challenge. The regulatory process is complex and the decision-making process is conservative. Therefore, the introduction of the CeramHyd technology must encompass a focused and disciplined communications process around the technology and the opportunities that this new technology provides.

To achieve wide market uptake, it is essential that the partners undertake a comprehensive market communications strategy that reaches out to key decision-makers, press, academia and market opinion makers that encompasses the following:

➤ **CleanWater Project Public Website**

The webpage of the project (foreseen in M6) can now be found at the following URL:

<http://www.cip-cleanwater.eu/>

The CleanWater website will be used to increase the visibility of the project and associated eco-innovative products, and it is focused on the specific target groups of the solution, responding to their information needs. In addition, the website will be used to disseminate the objectives and development of the project to the general public, authorities, practitioners and media. On a regular basis, the site will be updated with information regarding latest outcomes of the project.

In addition to the public website, a private site (or intranet) associated will be launched in the URL:

<http://cipcleanwater.sharepoint.com>

The aim of the intranet (still under construction) is to provide a space where the members of the consortium can share documents and information associated to the project, i.e. deliverables, reports, technical documents, etc.



FRAMEWORK CIP ECO-INNOVATION: CLEANWATER
“SAFE WATER DISINFECTION BY AN INNOVATIVE ION EXCHANGE MEMBRANE” ECO/13/630560



Co-funded by the Eco-innovation Initiative of the European Union

Large eco-production of hypochlorous acid (HClO) for a safe water disinfection by an innovative ion exchange membrane. CleanWater project join in 2014 the Eco-innovation Initiative as part of the EU's Entrepreneurship and Innovation Programme (EIP). The EIP is part of the wider Competitiveness and Innovation Framework Programme (CIP) aimed at encouraging the competitiveness of European companies, in particular SMEs. The Eco-innovation Initiative bridges the gap between research and the market. It helps good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial projects, ready for use by business and industry. [Read more](#)



BUDGET

CleanWater is a project co-funded by the Eco-innovation Initiative of the European Union with the Grant Agreement ECO/13/630560.
 Total budget: 1.666.901,00 €
 Total EU financing: 833.450,00 €



TECHNOLOGIES

The CleanWater partners have unique technologies and competences fully complementary for the execution of the project and exploitation of the actions. The full cooperation of each partner is strategic to achieve the production of an adequate water disinfection system.



PROPOSAL

The CleanWater proposal will allow the first application of a new disinfection system making a significant and demonstrable progress towards the goal of sustainable development, through reducing impacts on the environment and achieving a more efficient and responsible use of resources at EU level.



PROMOTING

Thanks to this partnership, Ceram Hyd and FCC Aqualia will be able to demonstrate both the economic and environmental efficiency of the system in real operating conditions and promoting the results all over Europe in order to reach new municipalities.

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➤ **CleanWater logo and corporate image**

Within the framework of an environmental project as CleanWater, based on promoting a new and more sustainable technology, it is important to use tools to build the corporate identity, since good use of it will help to disseminate the project. The CleanWater graphical identity includes logo, fonts, colours and text guidelines and templates. The availability of this resource from the beginning of the project will also save time and effort for the members of the consortium, since no further design work will be necessary. The CleanWater project logo is as shown here:



An internal manual for using the logo and other derived products has been prepared.

➤ **Milestone Press Releases**

Press releases will be issued on a release cycle with a view to announcing significant events and technical achievements. The next release is scheduled for month 12 and shall include information that is of technical, operational and financial interest to readers.

The partners are working on projects that are representative of challenges frequently encountered in the water industry. Press releases will be issued with a view to reaching out to the most interested readership. The partners anticipate that the demonstrations of the technology, and in particular any information that relates to improvement in overall water quality, should find strong interest.

CeramHyd has engaged a press release service (Marketwire) that can target specific sectors and markets in defined geographies. This provides for efficient dissemination of technical information. Releases are instantaneous and are compliant with legal requirements for public companies. Well focused press releases are frequently picked up by editorial writers and articles typically follow press releases in due course.

➤ **Annual Newsletter**

The project partners will release a newsletter annually. The Newsletter will be made available both on-line and in hard copy and will be distributed by both project partners. The Newsletter will encompass the following elements:

- A description of the project as an interesting story;
- The opportunities presented;

- Interesting technical experiences and achievements; and
- Interesting stories about the companies and technical staff.

➤ **Promotional Materials**

The project partners will disseminate information related to the project in the course of conducting day to day business. The elaboration and printing of the promotional material is complementary to the CleanWater web content. All media will be available in both hard copy and on-line. The following will be released:

- **Project Technical Brochure.** A descriptive brochure that explains the project, describes the technology and clearly defines the opportunities that the technology presents. The brochures will be made available through various channels and staff will be mandated to broadly release the information. The production of the brochure is foreseen in M27.
- **Project Leaflet.** A leaflet containing general information of the project, as the aim, the contribution of the Eco-innovation Initiative of the European Union, the budget and the consortium; will be created and distributed during different events to various stakeholders and general public as well.
- **Project Visual Presentation.** A dynamic PowerPoint presentation that is updated regularly. The presentation shall be prepared in such a way that it can be presented to key decision makers and interested parties.

➤ **Technical Datasheet for the CleanWater product**

The technical datasheet for the CleanWater product is aimed at technical decision makers. This is a technical document that details the overall functionality of the CeramHyd technology and its application for diverse market sectors.

Since the technology can be applied in diverse sectors, the project partners will decide on the need for one or more datasheets. This will be decided once the testing programs are complete and the impact on the various sectors can be more precisely defined. For example, the applications in wastewater are distinct from seawater pre-treatment and therefore it may be necessary to delineate the datasheets accordingly.

➤ **CleanWater Commercial Brochure**

The commercial brochure enables decision-makers at all levels to identify the financial and operational advantages presented by the CleanWater technology. The brochure will provide comparative examples with a view to helping decision makers identify the appropriate applications for the CleanWater technology in their respective sectors.

➤ **Communication about the CleanWater disinfection system on Ceram Hyd's website**

CeramHyd has identified this project in its website and this will be further expanded as substantive progress takes place. The presentation of the CleanWater project will be presented as follows:

- General identification of the project on the website
- Presentation of at least one and possibly more case studies in the Website "Case Studies" section
- Links to project partner FCC Aqualia and the Eco-Innovation Initiative

➤ **Technical Articles for Publication**

The project partners anticipate that the collaborative work completed over the course of the CleanWater project will result in unique publishable materials. This may include academic papers and articles for trade journals.

➤ **Internal newsletters**

FCC Aqualia has a communication tool denominated "Flash informativo" (newsflash), an internal newsletter distributed regularly in the group by email. Thanks to this tool, 2,700 persons working in FCC Aqualia in all countries in which the company operates, will be informed about the project results.



➤ **Layman's report**

Towards the end of the project a public available Layman's report will be produced in paper and electronic version. It will be targeted at a non-specialist audience and will serve to inform decision makers and non-technical parties of the project objectives and results.

➤ **Speaking Engagements.**

Both Aqualia and CeramHyd have technical staff who are well known experts in their fields and who may conduct speaking engagements to promote the CleanWater technology at various events and conferences.