

COMMUNICATION STRATEGY

Interreg Baltic Sea Region project NOAH

*Protecting Baltic Sea from untreated wastewater spillages
during flood events in urban areas*



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1 Introduction

Climate change brings along intense rainfalls and storms in the Baltic Sea region. Urban drainage systems are not capable to handle this, and therefore floods are becoming more common in the densely populated areas. Floods rise the risk of flushing untreated wastewater from urban drainage systems into the nature. This is harmful to people and environment due to the excessive amount of nutrients, hazardous substances and pathogenic microbes in wastewater.

Urban areas can be prepared for floods by improved planning and self-adaptive drainage operations. NOAH project has brought together nine towns and water utilities, seven academic and research institutions and two umbrella organizations from six countries around the Baltic Sea to join their forces (Fig. 1).

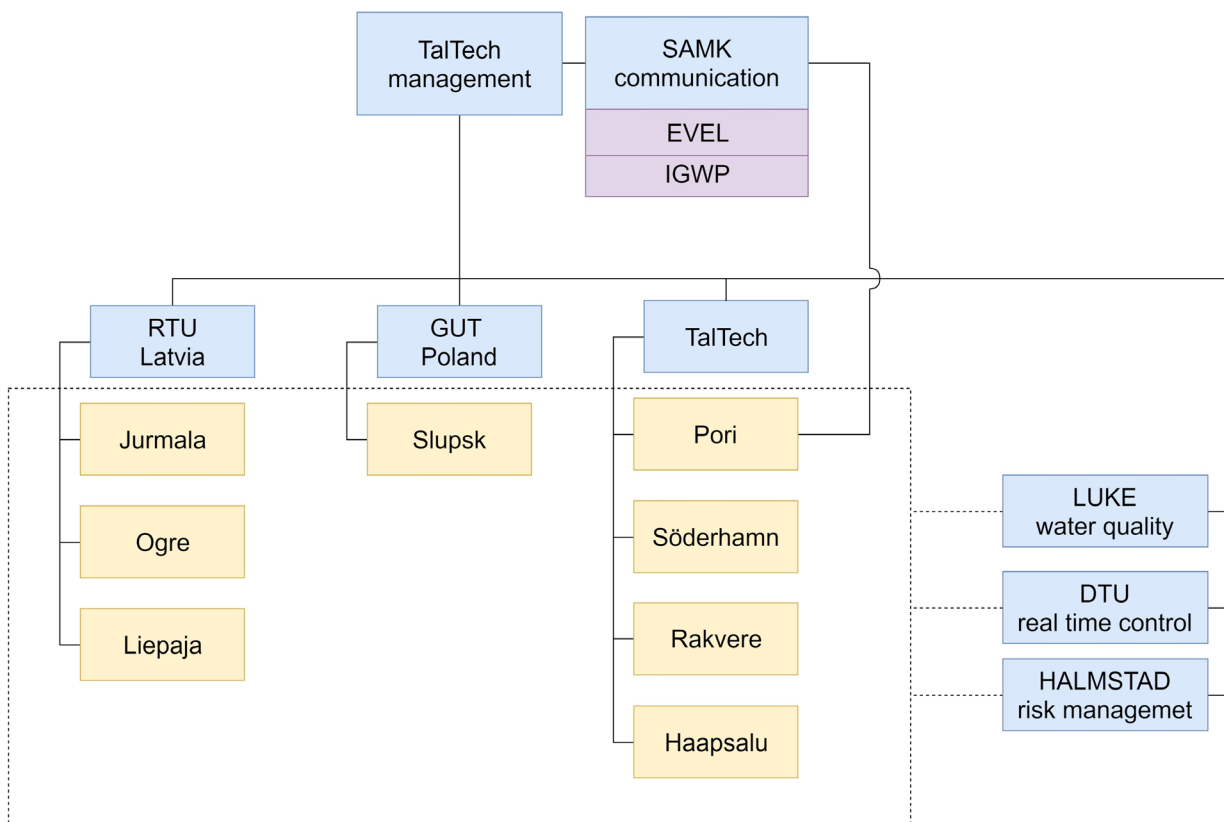


Figure 1. NOAH partnership (municipalities/water companies in yellow, universities/research institutions in blue and umbrella organizations in purple). In addition, NOAH has three associated partners (not shown in Fig. 1).

NOAH's approach is to create a concept for holistic planning and implement smart drainage systems in real urban environments. Holistic planning combines stormwater management with spatial planning. This is followed by development of smart drainage systems to make the existing facilities resilient to the impacts of climate change.

The NOAH concept will be easily scalable to any urban area around the Baltic Sea. Implementation of the concept could cut up to half of the inflow of pollutants into the Baltic Sea. The activities will be anchored into daily practices of towns and water utilities, leading to healthier and cleaner Baltic Sea.

Effective communication, both internal and external, is the basis of cooperation and essential for ensuring the achievement of the challenging goal of the NOAH project: protecting the Baltic Sea. A difficulty in projects like NOAH with respect to engagement of external users is that definitive results are often only available at the conclusion of the project. NOAH, on the contrary, has already engaged several stakeholders, as can be seen in the partnership of 18 partners and 3 associated partners. The target groups of the project have been defined in detail during the project development phase. The target groups are not treated only as receivers of information, but communication will be multidimensional, target groups also providing input to the project activities.

This document is a NOAH communication strategy (especially WP5) to ensure the capacity enhancing in partnership and the distribution of the results also outside the project membership which contributes to EU Strategy for Baltic Sea Region. The Communication Strategy consists of the aims, key messages, target audience, communication tactics as well as indicative values for communication. Activities, responsibilities, timeline, outcomes, target groups and marks for follow-up with possible assessment activities are defined in the output in order to formulate the next step, the Communication Action Concept.

2 Communication objectives, target groups and key messages

The purpose of the Communication Strategy is to ensure the flow of information and understanding between participants – individuals and organizations. The Communication Strategy will facilitate this activity through different media using all the channels and networks recognized to be relevant, efficient and beneficiary. This flow of information is vital for managerial effectiveness and decision making in general; therefore, without an agreed Communication Strategy, the transnational value of the group of activities may remain weak, whereas with this Strategy, the activities can be strong, running with transparent actions and thus being easily followed. The use of this output will be verified by all consortium member organizations and within BSR MA/JS to ensure fluent communication before, during and beyond the project life span. The evaluation of the success of the communication will be based on measures of visibility and awareness of actions and targets among stakeholders.

Within the consortium and partner organization representatives, both formal and informal communication will be active throughout the project life span. To reach public audience, most suitable free, public channels will be utilized. With stakeholders and decision-makers, close relations will be nourished to avoid any loss of information, nor time. Being concerned about sustainability after the project has finished, the consortium will make sure the results are published in the widest possible manner in relevant media by publishing articles, providing printed material, participating in conferences with presentations, organizing seminars and maintaining most modern social and interactive media opportunities. The Communication Strategy is part of phase 1 in communication - Awareness: The purpose of this phase is to raise the awareness of the public, private and research communities about the project, and the exciting and recognized knowledge gaps. We aim to tackle the need of better urban planning and mitigation of urban run-offs. During this phase, the principal tasks will involve preparing and presenting basic marketing and capacity building materials through several communication channels and events.

We develop a communication strategy that engages stakeholders at milestone-based intervals of the project. We have a three-step process to support the strategy: phase 1 - Awareness, phase 2 - Momentum, phase 3 - Exploitation. The phases are overlapping in actions and timing.

In each of the other WPs, internal communication strategy is already in-built; however, WP 5 will see the full implemented project communication, dissemination and exploitation carefully streamlined for follow-up, analyses and redirection when necessary. The communication effort will be carried out across several media channels e.g. email, online Webex HILL communication tool, dedicated website and social media as well as various communication materials (videos, webinars, newsletters, leaflets). The aim of the project is to use electronic communication means and channels in order to reduce the use of paper and thereby take the environment into consideration.

Communication will be monitored throughout the project life-span by the consortium members; the WP 5 leader (SAMK) will manage the Communication Strategy in close cooperation with the project lead partner (TalTech) and all other WP leaders. Communication manager is Dr. Minna Keinänen-Toivola (minna.keinananen-toivola@samk.fi, +358447103063) from Satakunta University of Applied Sciences, SAMK. Nevertheless, each partner organization will equally participate in the communication activities. This project communication strategy can be complemented by more detailed communication plans focusing on specific activities, if relevant for the project partners.

The aims and target groups in different WP's

WP2: Better planning and risk mitigation

No.	Communication aim	Target group(s)
1	Receive input from	<p>Input is received to achieve the aim of WP in addition to the project partners, also from:</p> <p>6 public authorities involved in WP2 about the knowledge gaps in urban planning to reduce urban runoff and consequent discharge of pollutants;</p> <p>106 municipalities around BS about the knowledge gaps in urban planning. This is achieved by the aid of associated partner UBC;</p> <p>63 Water utilities in the BS region about the bottlenecks and deficiencies of urban drainage systems in changing climate. This is achieved by the aid of Estonian Water Works Association and Economic Chamber Polish Waterworks. Special questionnaire will be prepared to acquire the information. The main purpose of the received information is to make project results universal for all urban areas in BS region and for that raise the quality of project materials.</p>
2	Increase knowledge among	<p>We want to increase knowledge among urban planners, especially working in city governments about relations between land use planning and pollution discharges carried by urban runoff to the BS. Despite the severity of the problem, there is still a knowledge gap that impedes efficient actions towards cleaner BS.</p> <p>Interaction between target groups inside the project community will be involved through workshops and meetings (A4.3), umbrella organizations and associated partners related to NOAH will support the interaction with outside stakeholders. This is achieved by sharing intermediate outputs, prepared guidelines and reports. Pilot implementations in 6 urban areas (A2.4) will form the base for increasing the knowledge as providing tangible results to show the advantages of NOAH.</p> <p>Special trainings are planned for outside stakeholders in the end of the project (A4.4). All the communication outside the project partnership is supported by the actions in WP5.</p>

No.	Communication aim	Target group(s)
3	Change behaviour of	<p>We intend to change behavior of stakeholders involved indirectly in urban land use planning. These are:</p> <p>6 City departments, responsible for spatial planning;</p> <p>6 Water utilities responsible for urban stormwater runoff management;</p> <p>Municipalities and Real estate developers outside the NOAH partnership;</p> <p>Landscape and facility designers and engineers.</p> <p>We want to achieve raise of awareness for land use and urban runoff impact on receiving water quality in changing climate conditions (A4.3 and A4.4).</p> <p>We will interact with the target groups (A4.4) by the aid of umbrella organizations and water companies involved in NOAH. We support local municipalities to organize special trainings for delivering the knowledge gained in NOAH. All the validation and promotion activities are grouped into WP4 which is underpinned by the communication package WP5.</p>

WP3: Taking control and ensuring prevention

No.	Communication aim	Target group(s)
1	Receive input from	<p>Input is received to achieve the aim of WP:</p> <p>From the project partners - utilities and municipalities involved in WP3;</p> <p>106 public authorities outside the NOAH in the BS region about the knowledge gaps of water quality measurements in urban drainage system and applying control to prevent discharges of nutrients and hazardous substances through CSO;</p> <p>63 water utilities in the BS region about the bottlenecks and deficiencies of controlling urban drainage systems in changing climate. This is achieved by the aid of Estonian Water Works Association (PP8) and Economic Chamber Polish Waterworks (PP11). Special questionnaire will be used to acquire the information. The</p>

No.	Communication aim	Target group(s)
		main purpose of the received information is to make project results universal for all urban areas in BS region and raise the quality of project deliverables.
2	Raise awareness among	<p>NOAH will raise awareness in WP3 among:</p> <p>Water utility personnel responsible for urban drainage operation including activation of combined sewer overflows (CSO) in 6 partner areas. Pilot investments (A3.4) are forming tangible positive effect of NOAH activities which will be used as a platform for awareness raising:</p> <p>Public authorities, i.e. environmental agencies, ministries and municipalities in 6 countries involved in NOAH about the impact and severity of current practice using CSOs as a part of UDS operation that will consequently result untreated wastewater spillages to the BS.</p> <p>106 public utilities and municipalities around BS but outside the NOAH partnership about the achievements, contribution and applicable results of NOAH. This is achieved through umbrella and associated organizations involved in NOAH (see chapter 4.5 and 4.7)</p>
3	Change behaviour of	<p>NOAH project is foremost about action, therefore we intend to change behavior of:</p> <p>Water utility personnel responsible for urban drainage operation in all 6 partner countries. This is achieved through project workshops (A4.3) and pilot investments (A3.4). Special trainings are foreseen in A3.4 to help utilities anchoring the solutions in their everyday operation practice.</p> <p>63 water utilities and 106 municipalities outside NOAH. This is achieved by project communication (WP5) and by the aid of umbrella organizations and associated partners (see chapter 4.5 and 4.7).</p> <p>6 public authorities responsible for monitoring water quality at CSO-s & WWTPBP-s. This is achieved by disseminated NOAH concept (handbook) about adjustments needed to be done in measurement procedure and analysis in the situation when real time control is applied to the UDS (O4.4).</p>

WP4: Cleaner Baltic Sea - building capacity and transferring the results

Communication aim	Target group(s)
Increase knowledge among	<p>We will increase knowledge on innovative urban runoff management solutions to minimize the discharges of nutrients and hazardous substances from urban runoff and drainage networks among:</p> <p>Water utility personnel responsible for urban drainage operation in 6 pilot urban areas.</p> <p>Public authorities, i.e. environmental agencies, ministries and municipalities in 6 countries involved in NOAH</p> <p>63 public water utilities and 106 municipalities outside the NOAH partnership with the need of improving urban runoff management. For example towns with combined sewer systems, combined sewer overflows (CSO) and wastewater treatment plant bypasses (WWTPBP)</p>
Raise awareness among	<p>We will raise awareness among:</p> <p>Water utility personnel responsible for urban drainage operation including activation of combined sewer overflows (CSO) and wastewater treatment plant bypasses (WWTPBP) in 6 pilot areas.</p> <p>Public authorities, i.e. environmental agencies, ministries and municipalities in 6 countries involved in NOAH about the novel urban runoff management techniques introduced in NOAH and harnessed through the pilot investments.</p> <p>Other stakeholders, i.e. 60 SME-s capable to develop RTC sensors, outside the project about urban drainage system contribution to untreated wastewater spillages (by using images from A4.2). Furthermore, how the achievements, contribution and applicable results of NOAH help mitigate this risk. Concrete guidelines, handbooks and technical concepts will be provided in series of trainings and local seminars to raise the awareness.</p>
Change behaviour of	<p>As NOAH project is foremost about action, therefore we intend to change behavior of:</p> <p>Water utility personnel responsible for urban drainage operation in 6 pilot areas by harnessing the advantages of real time control (RTC), automated hydrological stations (AHS) and smart weirwall systems (SWS).</p>

6 municipality departments responsible for urban planning by implementing extreme weather layer (EWL) into the daily planning process;

63 water utilities and 106 municipalities outside NOAH. This is achieved by project communication (WP5) and by the aid of umbrella organizations and associated partners (see chapter 4.5 and 4.7),

6 public authorities in 6 countries responsible for monitoring water quality at CSO-s and WWTPBP-s. This is achieved through disseminated guidelines about adjustments needed to be done in measurement procedure and analysis when real time control is applied to the UDS.

WP5: Communication and exploitation

No.	Communication aim	Target group(s)
1	Raise awareness among	<p>Level of effect:</p> <p>spreading the results of NOAH outside project partnership</p> <p>raise awareness of NOAH positive impact in BS region</p> <p>promote the benefit of NOAH concept in the region</p> <p>Target groups:</p> <p>Public authorities and decision makers in local (municipalities), regional (provinces) and national (country) level</p> <p>Water utilities in the BS region</p> <p>Urban planners, real estate developers, landscape and facility designers and engineers (both public as well as private enterprises)</p> <p>Research institutions</p> <p>General public</p> <p>Interaction through:</p> <p>Two-layer postings in web, Projects website, Links to partners' web sites, Social media e.g. LinkedIn, Facebook, Twitter, YouTube, Videos</p>

2

Increase knowledge among

on pilot sites (bird-view and land-level)

Printed materials (printed and digital material, leaflets, info letters, articles, brochures)

NOAH related events: seminars, conferences (incl. final conference), workshops, webinars

Level of effect:

Connection between runoff and water quality introduced;

Passive and active methods for better water quality promoted

Options for climate change adaption spread

Target groups:

Public authorities and decision makers in local, regional and national level

Water utilities in the BS region

Urban planners, Real estate developers, landscape designers and engineers (both public as well as private enterprises)

Cross governmental organizations (HELCOM, partners of BSR, totally 22 in number)

Pan-Baltic and EU decision makers

Research institutions

General public

Interaction through:

Two-layer postings in web, Projects website, Links to partners' web sites, Social media e.g. LinkedIn, Facebook, Twitter, YouTube, videos on pilot sites (bird-view and land-level)

Printed materials (printed and digital material, leaflets, info letters,

3 Change behaviour of

articles, brochures)

NOAH related events: seminars, conferences (incl. final conference), workshops, webinars

Level of effect:

BS towns will implement NOAH solutions

BS water utilities will use NOAH solutions

Policymakers will improve regulations

Target groups:

Public authorities and decision makers in local, regional and national level

Water utilities in the BS region

Urban planners, Real estate developers, Landscape designers (both public as well as private enterprises)

Cross governmental organizations (HELCOM, partners of BSR, totally 22 in number)

Pan-Baltic and EU decision makers

Research and educational institutions

General public, societies and individuals

Interaction through:

Two-layer postings in web, Projects website, Links to partners' web sites, Social media e.g. LinkedIn, Facebook, Twitter, YouTube, videos on pilot sites (bird-view and land-level)

Printed materials (printed and digital material, leaflets, info letters, articles, brochures)

NOAH related events: seminars, conferences (incl. final conference), workshops, webinars

3 Communication tactics and activities, responsibilities, timelines and outputs

3.1 Internal communication: strategy

The lead partner drives the actions with setting up a financial, content and communication management procedure between the partners. An internal workshop for the project partners will be carried out at the start of the project (including project management and risk assessment) to train individual partners if necessary and to define clear rules that need to be followed during the project by all partners (including specific requirements of the program, organizational and financial issues).

For coordination purposes, the communication manager and project coordinator will create a communication, information transfer and dissemination plan, including individual measures, target groups, target numbers, responsibilities of the individual partners, deadlines, etc. The plan will be discussed and agreed by all partners and it will be monitored, upgraded and discussed regularly during the project. Cloud-based project file catalogs are introduced for smooth communication.

For internal communication project partners will exchange e-mails and have online video Webex HILL meetings to ensure the fulfillment of project actions. Project partners key members will meet face-to-face at least twice a year to ensure fluent communication and mutual understanding about the project progress. Effective and efficient internal and external communication and information exchange procedures that have been proven successful in previous projects will be implemented.

The following meetings are planned:

- 1) 6 progress meetings with all partners (1 kick-off meeting and 5 project progress meetings). During the kick-off meeting a workshop and training of BSR specific management, financial and communication rules including risk assessment will be carried out.
- 2) 5 meetings of the Steering Group.
- 3) 5 workshops.
- 4) 4 progress online meetings in Webex (HILL).
- 5) 2 international trainings to boost the science to stakeholder transfer including all partners, all target groups and other stakeholders.
- 6) 6 regional events, site visits and meetings with local stakeholders and umbrella organizations to spread the project outcomes and present the effect of implemented activities.

All the meetings will take place in different partner countries and are organized by the local project partners in cooperation with the LP. Progress meetings and workshops are combined to reduce the traveling costs. Besides the regular progress meetings, additional cross-border meetings and training are planned (organized by two or more project partners) to ensure personal communication, consultation, clarification and knowledge transfer between the PP's over the entire duration of the project. Personal communication is supported by the information available and prepared during the project in written and electronic form (e-mails, newsletters, social media, Webex, project website etc.).

Partner involvement

While the country-based partnerships are already strong, and all those partners are acquainted to each other, the transnational partnership is not yet complete despite of the mutual challenges recognized. Therefore, each of the partners will be introduced to the full consortium through presentations and visits. Every partner organization will appoint a Project Manager and Communication Manager in order to ensure fluent communication during the project implementation. Furthermore, all partners will be involved in communication activities already before the kick-off meeting, and continue cooperation to maintain the already achieved results and found best practices.

All partners representing one single program country will formulate a country-based communication team. This team will internally choose the responsible persons to make sure the country-based relevant stakeholders have an opportunity to reach the provided material and results. When necessary for better understanding and utilization, translations to local languages will be made for any material. Furthermore, the country-based teams will invite all the relevant organizations external to the consortium, to participate the discussion and knowledge transfer in order to support the project to reach its outcomes.

Partners will participate the online meetings, emailing and other information sharing, material collecting and distribution, and dissemination activities within their own stakeholders and target groups. Every partner organization will ensure at least one representative to participate each of the project meetings and visits, should this support the NOAH communication strategy.

For workshops, seminars and conferences, all partners will participate with their representative(s), should this support the NOAH objectives. Each partner with web pages will link the NOAH web sites and published material to their most relevant web-based platforms. For each relevant publication activity from leaflets to posters or books, the partners will share their knowledge and available other resources to support the corresponding objectives. Translation from the local languages will be done by the local partners themselves or out-sourced.

All responsibilities and partners' rights will be carefully discussed in the kick-off meeting to formulate the Communication Strategy, as well as in every progress meeting to ensure correct interpretation – and implementation – of the strategy. To reach this target, contribution of each project partner is essential.

Associated organizations involvement

The invited associated organizations

AO 1 - Union of the Baltic cities

AO 2 - Ministry of Environment

AO 3 - Satakunta Chamber of Commerce

have already shown strong interest to the NOAH project, therefore they are considered to be the most close stakeholders entitled to participate the communication of the project. Should these associated partners wish to participate the project meetings with their own cost, they are welcomed to share their vision and give an input to any action or task ongoing or planned. On the other hand, associated partners have already offered their services for communication activities to direct dissemination towards the local-regional-national target groups and stakeholders. All associated partners are strong in their own environment, holding keen contacts with other similar organizations in other cities and countries.

Reserved partner involvement

It is highly expected, that NOAH will attain publicity among those municipal authorities, which face challenges similar to the project partners. These partners-to-be (associated, followers, new stakeholders...) will be taken into communication activities, should this support the project in being successful. Furthermore, other institutions – e.g. SMEs, associations, enterprises, non-governmental organizations – might show interest in NOAH, when they recognize the potential in international cooperation, opportunities in protecting the environment and giving an output to municipal structures.

Open dissemination of the results will be ensured throughout the project. However, these future partners maybe invited to the project activities according to their own interests, input to offer or special features in completing the current consortium with their competences, facilities or existing practical equipment. Nevertheless, these partners, although being warmly welcomed to join the consortium within the field of communication, will not be participating in decision-making or budgeting of NOAH activities.

3.2 External communication: Phase 1 - Awareness

Communication with the key stakeholders, dissemination of the project activities and exploitation of the NOAH handbook are interwoven activities which have to be supported by appropriate tools and strategies. Each partner organization will define their own special features in and for organization-based communication, ensuring the results and material to be documented, disseminated and exploited beyond the individual project members and participant organization units. Documentation will follow the rules of the Interreg BSR programme.

We will start with building the project brand identity and then integrating it in all online and offline tools which are going to be developed mostly during the project's initial phases. The communication with key target groups will be supported by the Customer Relationship Management (CRM) tool, which will be populated and used by everyone involved in the project. CRM will enable efficient communication and targeted use of the website, social media, events etc. for reaching the greatest visibility for the project. Almost every individual, who is part of the group of our key stakeholders, uses social media. The project will use social media as one of the channels to address the key stakeholders, get their attention towards the project and build a long-term relationship with them. We will also use social media to connect with responsible individuals who may indirectly influence the key stakeholders.

Specific attention will be given to the project pilot which is going to be a photogenic "reality" both through photos and videos and illustrative images (O4.2), therefore perfect to be promoted through social media. The partners have developed several systems of cooperation and communication in previous projects, which all without expectations have received high grades, and many also selected by the EC as "Best in Europe".

General activities of external communication

- making the project well visible with the main goal of its exploitation, i.e. replication of the NOAH concept (handbook) and reuse of gained knowledge in urban areas of BS region and beyond
- establishing a database and managing key stakeholders from different domains and regions/countries (local, regional, national and cross-border) by using a CRM to get key stakeholders directly or indirectly involved in the project activities at the greatest possible extent
- providing appropriate online tools and communication channels to support the communication with key stakeholders and the visibility of the project, i.e. project's website and social media
- providing appropriate offline tools and communication channels to support the communication with key stakeholders and the visibility of the project, i.e. printed materials and events
- networking with other relevant projects
- following and evaluation output indicators (in 4.12)
- close coordination with all WP leaders and partners (internal communication), with BS region MA/JS.

3.3 Communication actions: Phase 2 - Momentum

The communication actions are part of communication strategy Phase 2 - Momentum. The purpose of this phase is to promulgate the “intermediate” results of the project to keep the external stakeholders fully engaged. During this phase, results of the key project milestones and outcomes will be widely presented and endorsed. Since these activities are involving all the project partner countries and being even utilized beyond the consortium, the Communication Action Concept will bring direct transnational value, which can be verified through the recognized output indicators.

The Communication Actions will consist of

- Project branded templates, Project brand manual, Promotion strategy
- Customer Relationship Management (CRM), Guidelines for using Customer Relationship Management
- Two-layer posting strategy in web, Projects website, Links to partners' web sites (public portals; period 1, with frequent updates), Social media actions e.g. LinkedIn, Facebook, Twitter, YouTube (strategy, profiles, media campaigns), Videos on pilot sites (bird-view and land-level)
- Printed materials (printed and digital material, leaflets, info letters, articles, brochures)
- NOAH related events: organization and participation (seminars, conferences (incl. final conference), workshops, webinars)

Indicative values of external communication as the output indicators:

- number of news and other material published in webpages, social media and printed media
- number of NOAH-related events carried out
- number of participants and their feedback at the trainings, workshops, events
- number of project partners participating and their presentations in different events
- followers and feedback of actions on webpages and social media.

3.4 Exploitation strategy: Phase 3 - Exploitation

The purpose of the Exploitation strategy is to disseminate project outcomes beyond the project partners and countries, as well as beyond the project timeline, ensuring sustainability of the results being utilized and developed further. The Strategy will offer exploitation actions on promoting the NOAH handbook, sharing guidance on investments, introducing the tools for cost-benefit analysis of the use of the concept, and Extreme weather layer (O2.4.) RTC pilot investments (O3.4) with delivering activities in WP4 (A4.3 and A4.4). The Stakeholder Representative Panel will be established, and the NOAH concept will be introduced to it, ensuring the transnational value to be verified and documented through the various channels used in communication.

The target groups will be reached through:

- 1) Umbrella organizations (A01 UBS, PP8 EVEL, PP11 IGWP) focused to engage the participants from LT, DE, NO and RU.
- 2) Local networks of municipalities and water utilities and utilizing extensive networks of academies with local stakeholders.

The output will be carried out during the full project life-span, but also preliminary with elements ensuring the relevant stakeholders to be informed about the project starting. SAMK will lead the actions as an experienced partner on exploitation and dissemination of results beyond national and regional borders. The partners (especially cities) may then compose an Exploitation Strategy of their own to the internal partner-based communication.

Interaction will be continued through:

- Two-layer postings in web, Projects website, Links to partners' sites, Social media, Videos on pilot sites (bird-view and land-level)
- Printed materials (printed and digital material, leaflets, info letters, articles, brochures)
- NOAH related events: seminars, conferences (incl. final conference), workshops, webinars.

There will be two type of events on transferring and delivering the results of NOAH (A 4.4.)

- 1) Seminars to the stakeholders in the participating countries not involved in NOAH activities.
- 2) Trainings for the countries not participating in the project (Lithuania, Germany, Norway, Russia);

There will be one seminar arranged in each partner country from spring 2020 to spring 2021 (6 seminars in total):

- Language: local language
- Organizer: Local NOAH partner
- Content: Results and experiences gained in NOAH. How to implement NOAH activities in a municipality? What changes are needed in a policy? How water utility can gain from the

real time control and reduction of wastewater spillages? Practical actions from design, procurement to construction and implementation stage. Site visits.

- Target stakeholders: local water utilities, municipalities, urban planners, representatives of ministries
- Ensuring participation: Target groups and relevant strategy to reach the audience is specified in communication strategy and action plan (O5.1).
- Participants will get concrete and applicable package for implementing innovative solutions in their organisation created by NOAH.

Two trainings are arranged for the countries not participating in NOAH: Training 1 in Riga, autumn 2020 for LT and RU and Training 2 in Söderhamn, spring 2021 for DE and NO:

- Duration of the training: up to 2 days, language is English
- Presenters: All NOAH partners
- Organizer: Training 1 PP12, Training 2 PP17
- Content: better planning and risk mitigation, best practices of controlling stormwater system and reducing spillages of untreated wastewater, policy changes and improvements, experiences gained from NOAH pilots – procurements, construction, implementation, maintenance. Adaptivity and applicability of the results into specific regional and regulative conditions.
- Target stakeholders: municipalities, water utilities, policymakers, urban planners.
- Size: up to 20 participants.
- Ensuring participation: Umbrella organizations (A01 UBS, PP8 EVEL, PP11 IGWP) are used to engage the participants from the LT, DE, NO and RU. Target groups and relevant strategy to reach the audience is specified in communication strategy and action plan (O5.1).
- Participants will get concrete and applicable package to implement innovative solutions created in NOAH in their organization.

All the events are framed by the documentation created in the project (visual material, blueprints, communication and dissemination documents). All the knowledge transfer is based on the NOAH handbook (O4.3).

The NOAH concept will be kept available at least three years after the project closure. To ensure the durability of the project outcomes, LP and PPs will continue to introduce the NOAH concept in professional conferences and stakeholder seminars in international and national level and help to adapt it and/or its key elements to a remarkable amount of the urban area in BS region.

Vital links

Project webpage:

<https://sub.samk.fi/projects/noah/>; and partner webpages

Social media (@bsrnoah, #bsrnoah):

- Facebook: <http://www.facebook.com/BSRNOAH/>
- Twitter: <http://twitter.com/bsrnoah>
- Instagram: <http://www.instagram.com/bsrnoah/>
- Youtube: <https://www.youtube.com/channel/UCIDqPLk-6yJUA4-5YBB1AHg>