

**Project Title:**

Intelligent Urban Water Management System

**Project Acronym:**



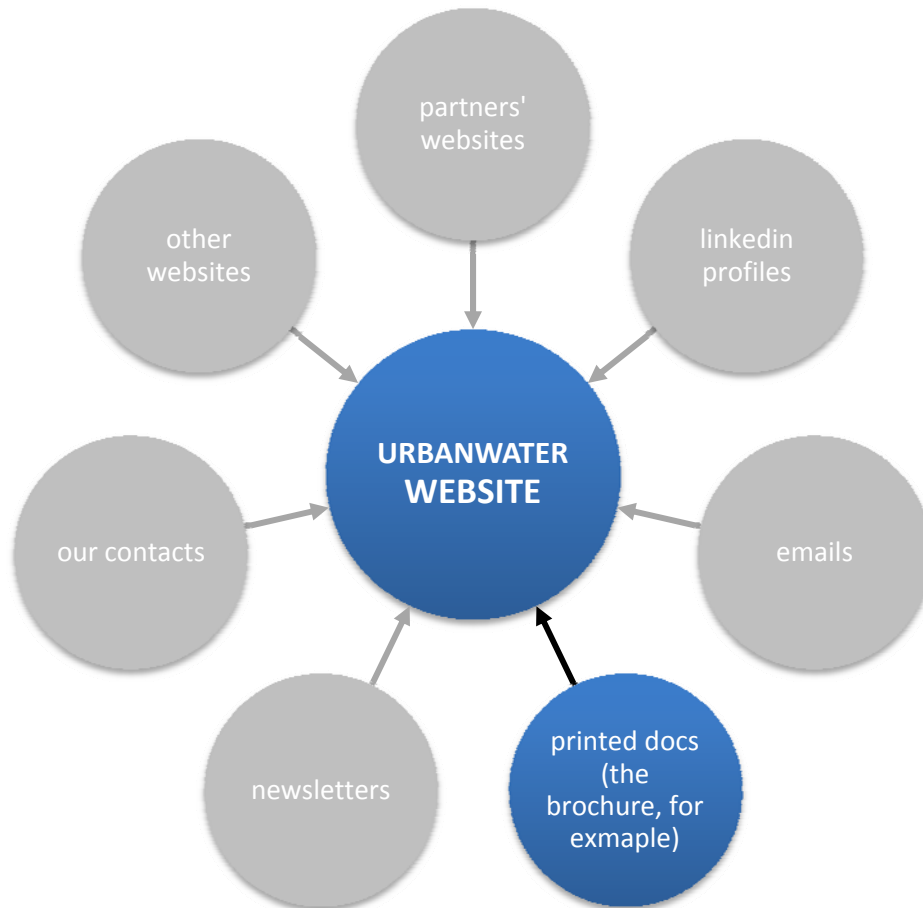
**Seventh Framework Programme**  
Collaborative Project  
Grant Agreement Number 318602

**Subject:**

**D8.7 – URBANWATER BROCHURE – WP8**

**Dissemination Level:** PUBLIC

**Lead beneficiary:** ATEKNEA – ATEKNEA SOLUTIONS CATALONIA, S.A.



Electronic / Traditional Linkbuilding. General web dissemination strategy

## 1 Introduction

For the UrbanWater Project, according to the provisions of the Description of Work (Dow) and the requirements of the project officer, **an updated version of the brochure (in a leaflet format)** has been modified to be displayed in any public event, or even sent electronically by email or attached in the project website.

According to the commentaries and suggestions given at the project review meeting held in Brussels last February 3<sup>rd</sup>, a more detailed and specific leaflet must be prepared and resubmitted since the initial one only contained general information about the project with no relevant data. Consequently a new content has been agreed by the consortium partners providing more information regarding the goals, features and members of the project.

### Which are the keys of this leaflet?

- It is **small, easy to carry** and **easy to keep**. The proposed format is A5 (printed in both sides).
- It is providing **specific** information about the project.
- Can be used anywhere. Each member has a rewritable copy of the design that **can be adapted into its own language to reach a concrete market**.
- It goes with the main dissemination strategy: **“To use the website as the main dissemination source to provide unified, approved and create awareness to a wider audience”**. The leaflet invites the reader to enter the website including also a QR code (always very usable at fairs, for example).

**New, more detailed and product oriented versions of this initial design might be edited and printed during the second and third periods of the project** depending in the individual and collective interests since members are very active attending international fairs and congresses.

Other advertising materials foreseen are: a standardized PowerPoint presentation, a short and target oriented video clip, new brochures, the use of newsletters, etc.

Applying also the concept and logo approved by the team (which is already visible in the website [www.urbanwater-ict.eu](http://www.urbanwater-ict.eu), a poster version has been also edited and it is ready to print and use by all the partners.

## The brochure – SIDE A

The **UrbanWater** platform integrates robust technologies already operative in the European energy sector or in other sectors together with innovative developments

Find out more about this innovative EU co-funded project and sign up for notifications and updates at:

[www.urbanwater-ict.eu](http://www.urbanwater-ict.eu)



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 318602.

  
urbanwater  
smart water

Improving the efficiency of water management in Europe!



Figure 1 Side A of the UrbanWater brochure - format A5

## The brochure – SIDE B

UrbanWater is an innovative modular ICT platform and service for water utilities to smooth water consumption peaks through adaptive pricing and user empowerment solutions.

The platform will enable better end-to-end water management in urban areas. This objective will be achieved by developing a modular, open and flexible system.



The UrbanWater platform is going to offer various services developed by different companies.

### The Consortium

The project consortium consists of 10 partners from 7 European countries:

- 2 Water Utilities
- 2 Large Companies
- 1 University
- 5 SMEs



### THE PILOTS

The resulting platform will be piloted in Fife (Scotland) and Tavira (Portugal). These two sites have different characteristics that will challenge the flexibility of the developed system.

### The UrbanWater project includes the following features:

- Multi-protocol and a multi-meter gateway prototype.
- Robust single cloud platform able to store and process large amounts of data. This cloud database will meet the needs for operating water distribution networks and smart meters (Automatic Meter Reading - AMR).
- Water demand prediction system and a novel detailed consumption model. Water availability prediction system. Spatial decision support system. Leakages detection system based on hybrid methodology.



- On-line platform to allow customers to monitor their water consumptions. Set of serious games to reinforce customers' empowerment. Adaptive pricing system. Automatic and dynamic billing system.



- Set of interfaces to offer communication between the different modules composing the UrbanWater platform. Simplify the access from the different services to a single point of storage. Open Source ICT cloud platform for water utilities contributed by many entities. Providing data to SMEs and developers to create new services to the reducing the barrier to entry to the water sector.

Figure 2 Side B of the UrbanWater brochure - format A5

The poster – proposed size: 21 x 42 cms.



Figure 3 UrbanWater, initial and non confidential poster version