



AQUACYCLE's Capitalization Plan ensuring Sustainability of outcomes beyond end-of-project-lifetime



Meeting wit ECA
17 January 2022

The Capitalization Plan is the final output of WP2 Communication

Some of the ingredients
have been described in the
5th AQUACYCLE e-Newsletter
issued in November 2021



Key objectives:

- 1) Promoting the uptake of AQUACYCLE's low-cost, eco-innovative wastewater treatment technology (APOC technology)
- 2) Demonstrating good governance in the water and sanitation sector is perfectly feasible

Strategy:

The Capitalization Plan assigns equal importance to both a 'technological push' of the new technology and to an 'awareness pull' towards the new technology

Our means to drive the 'technological push' of the new technology

Target Group

Means

Investors

3-D Model of APOC Technology
Participation in Exhibitions (WEF NEXUS Fair)
Participation in Final Event

Decision-makers,
National and local
entities involved with
water and sanitation

Participation in First Stakeholder Workshop
Press Releases, Presentations on TV and Radio
Opinion articles (4 issued to date)
Participation in Third Stakeholder Workshop
and Final Event

Wastewater treatment
plant operators &
technicians

e-Training Platform how to design, operate
and maintain the APOC system
Training a target of 180 certified operators

Scientific Community

Networking/exploring synergies with other
EU funded projects (e.g. H2020 Solar Twins)
Scientific publications



Our means to drive an 'awareness pull' to the new technology

Target Group	Means
<p>Local communities around pilot-demo units in LB, ES, and TN</p>	<p>Participation in Second Stakeholder Workshop to draw reuse action plans Activities with schoolchildren</p> 
<p>General public</p>	<p>Project website (> 200 posts uploaded to date = twice target set by MA) Social Media (1st place LinkedIn connections, 2nd place Twitter followers, 9th place Fb followers in first 12 months) YouTube (over 29 hours of watch time, 1250 views, 15 clips to date) e-Newsletters (5 issued to date) TV and Radio presentations (in all partner countries) AQUACYCLE My Autobiography (publication in Feb 2022)</p> 
<p>Organized actors and interest groups at EU, Med and Int'l Level</p>	<p>Med-APOC Charter (content will collect voices and aspirations of the rural communities around the pilot-demo plants) Interest groups will be invited to endorse/sign up to the Charter</p>