



# Dissemination & Communication

WP10 | General Assembly  
19-20 September | Barcelona



The ZERO BRINE project ([www.zerobrine.eu](http://www.zerobrine.eu)) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730390.



# Agenda

1. Intro Video + upcoming videos
2. Policy briefs
3. Field visits
4. Project events
5. Dissemination at Conferences & Events
6. EU project collaboration (ICT4Water, common dissemination article)
7. OBP + Serious game
8. Media partners
9. In the Press
10. Website
11. Newsletters
12. Social Media

# Videos



**We need smart brine management solutions.**

## Upcoming:

- By end of 2019: Video of the pilot in the Netherlands, Poland and Spain
- 2020:
  - ZERO BRINE Technology
  - Pilot in Turkey
- 2020/2021:
  - Impact of ZERO BRINE





# Policy briefs

**Objective: Effectively communicating and disseminating ZERO BRINE results and policy recommendations to shape policy, ensuring that the ZERO BRINE technology has the best conditions to be implemented in the market.**

**May 2019** - Submission of outline of D10.3 Policy briefs – evolving along the project

Cross-collaboration amongst WPs (especially WP10, WP9, WP8, WP2, WP3, WP4) --> Policy session in the afternoon

## Upcoming:

- By end of November 2019: First version of the core policy brief
- Bi-annual updates of the document
- Final submission M46



# Field trips

*Join us and invite your network!*

Field visit to ZERO BRINE demo-site in the water industry, NL

May 2019



Upcoming:

- **8 October 2019:** Field visit to the ZERO BRINE demo-site in the mining industry in Poland
- **2020:** Field visit to the ZERO BRINE demo-site in the textile industry, Turkey

# Project events

Join us and invite your network!

Invitation to the stage of the European Water innovation museum  
→ ZERO BRINE exhibit?



**Stakeholder consultation at EU Salt conference**  
23 May 2019  
Rotterdam, Netherlands  
SEALEAU



**Matchmaking workshop**  
2 July 2019, Terneuzen, Netherlands  
ISPT



**Matchmaking workshop**  
1 October 2019  
Dlfzjl, Netherlands  
ISPT



**Matchmaking workshop**  
1 October 2019  
Dlfzjl, Netherlands  
ISPT



**Matchmaking workshop**  
24 October 2019  
Dlfzjl, Netherlands  
ISPT



**Matchmaking workshop**  
4 or 5 November, 2019  
Amsterdam, Netherlands  
ISPT



**From waste-to-resource workshop EUWIC**  
11 December 2019, Zaragoza/ES  
FACSA, SEALEAU, CTM, IQE, REVOLVE

# External Conferences & Events



## Desalination for the Environment

3-6  
September,  
Athens /  
Greece  
Presentation  
REVOLVE



## Global Water Summit

8-10 April 2019,  
London  
Presentation,  
exhibition booth  
SEALEAU,  
REVOLVE



## Smart Circular Economy

30 May 2019,  
Santorini,  
Greece  
Presentation  
NTUA



## Water Innovation Europe

12-13 June  
2019 Brussels  
Exhibition  
WssTP,  
REVOLVE



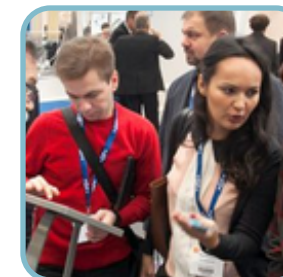
## EREK – Make it happen with resource efficiency

25-26 September  
2019  
Exhibition  
REVOLVE



## Coal regions in transition WG meeting

16 October 2019  
Presentation  
Brussels/Belgium  
SEALEAU,  
REVOLVE



## Aquatech

5-8 November  
2019  
Presentation  
SEALEAU





# EU project collaboration



*Be part of it!*



A hub for EU-funded research and innovation projects on **ICT applied to water management**.

- 40+ EU innovation projects
- Showcasing project results and supports their dissemination and exploitation
- Exchanging information and best practices with other projects
- Joint activities among projects
- 2-3 annual events



# OBP and Game

## OBP + ZERO BRINE Game

OBP - communication material + campaign (press release + social media)

Game- Matchmaking promotion, communication support + design



Industrial Wastewater ♦ Resource Recovery ♦ Circular Economy

#ZeroBrine

www.zerobrane.eu

@zero\_brine\_



**ZERO BRINE**

**ZERO BRINE & THE ONLINE BRINE PLATFORM:**

**REDESIGNING THE VALUE AND SUPPLY CHAIN OF WATER AND MINERALS**

**PROJECT:** ZERO BRINE, Horizon 2020 Framework Programme  
**DURATION:** June 2016 – May 2021  
**PROJECT COORDINATION:** TU Delft, Roelof Huis

**TOTAL BUDGET:** € 8.3M  
**RELATED WORK PACKAGE:** WP5 – Online Brine Platform  
**Application of the software for the case of Netherlands**

**WP4 LEAD / IPT:** John Harriek  
**CONTACT PERSON:** John Harriek; John.Harriek@tue.nl  
**INDUSTRIES INVOLVED:** WTAU, ZEALAN, TU Delft, REMONDE

## INITIATING THE ZERO BRINE PROJECT THROUGH THE ONLINE BRINE PLATFORM

### What is the ZERO BRINE project?



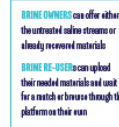
- EU project aiming to recover/re-use salt and water from brine streams (Circular Economy)
  - Develops and offers technical solutions to achieve sufficient purity
  - Facilitates business opportunities by recovering residual materials from waste
- ZERO BRINE is developing the circular business model for the recovery of water and salts, closing industry loops. Key challenge is to design developed during 50+ funded projects (see back) to enable the transition from linear to circular economy, while participating and users research funding (back) to the project results.

- EU wide project (excluding the Netherlands)
- Four pilot projects in four different countries
- In the NL, pilot project in Nieuwegein to recover Heat and Magnesium from Brine (to be initiated in 2018)



### What is the Online Brine Platform?

- Supports the communication of business opportunities between stakeholders along the value chain
- The Brine Owners (processing industries) and the Brine Re-users are connected together with the providers of the technologies
- The users are matched based on the:
  - Required materials
  - Quality of the materials
  - Quantity of the materials
  - Distance
- Workshops on the OBP tool will be provided in the five industrial clusters of the Netherlands





# Media Partners

## 5 Official Media Partners

- both print + digital news coverage
- promote newsletters + social media posts

Audiences: Targeting water professionals, policy makers, water companies and experts in engineering, tech, research and environment







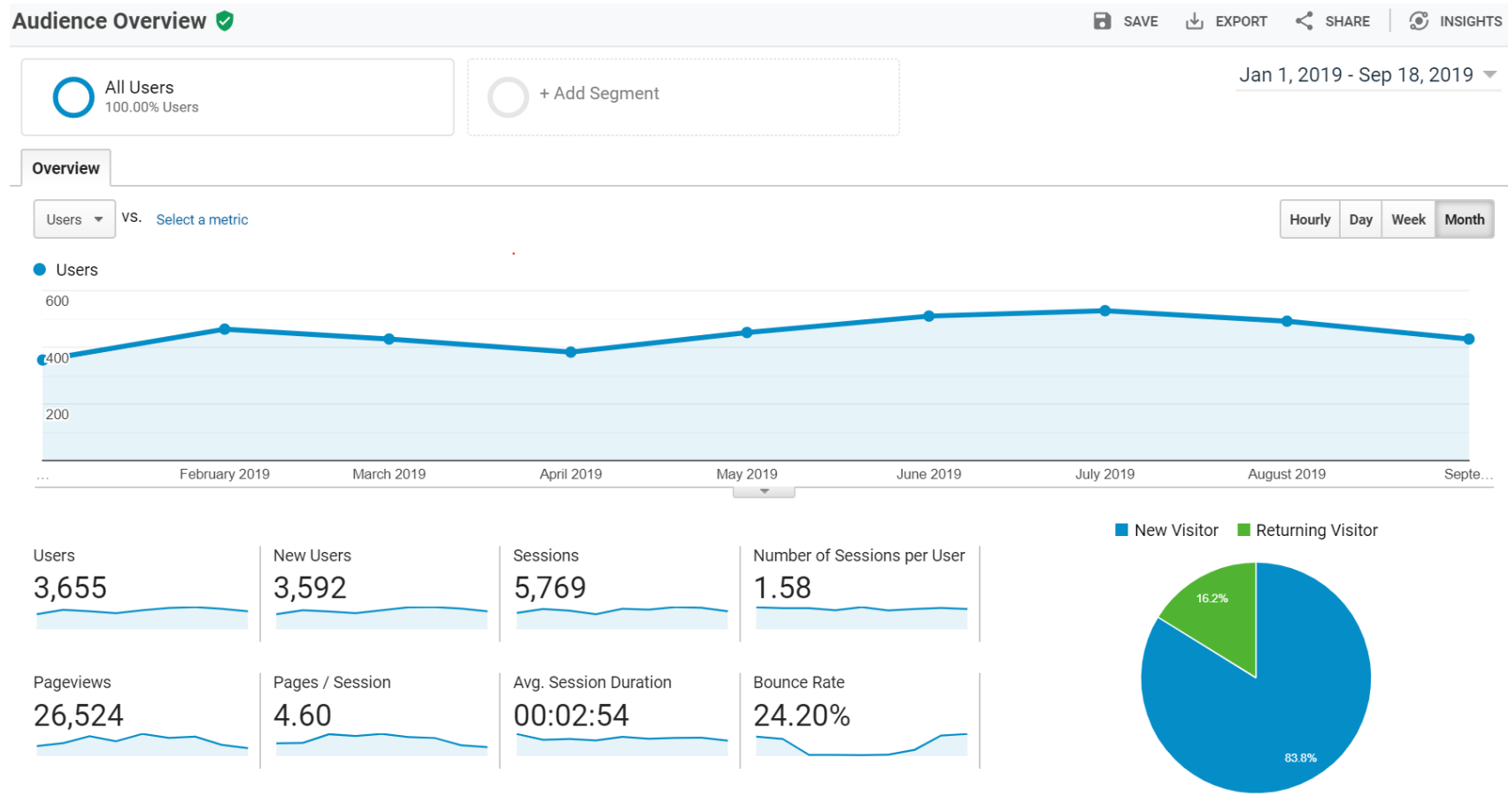
# In the Press

2019: various national and international  
print + digital outlets

-press releases, content, news, events



# Website





# Newsletter + Mailings

Total ZERO BRINE subscribers: **1,641**

Opening rate highlights

- 10% - 57% (April newsletter)
- 17% - 67% (Pilot Visit NL Press release)

Mailings:

- Press releases: Field visit + Online Brine Platform
- Event invites + newsflashes: Matchmaking workshops
- April Newsletter

September Newsletter - send your updates + events!



## CLOSING THE LOOP OF INDUSTRIAL WASTEWATER

With the recent **UN-backed report** warning of the rising levels of toxic brine as desalination plants meet growing water needs, the **Circular Economy approach** to recover resources from industrial wastewater is more important than ever.

In the past year, ZERO BRINE took big steps towards redesigning the supply chain of water and minerals. With the first of the pilot plants in operation, the innovative approach of ZERO BRINE has seen international coverage in online and print media. In January, ZERO BRINE's launch of its **Online Brine Platform** also made waves in various international press outlets and resources, while the project was also presented at numerous conferences throughout Europe to industry, end-users, policy-makers, and academia.

Learn more in this newsletter and visit our website stay-up-to date about **our work**.



### Jumpstarting Pilot Plants

The first **ZERO BRINE pilot plant** in Spain is up and running since December 2018. The pilot will be



### Online Brine Platform

The ZERO BRINE **Online Brine Platform** developed by NTUA was launched in November 2018 with the





# Social Media

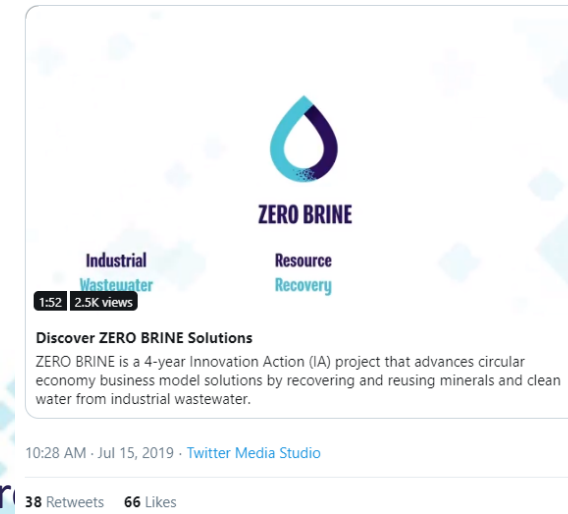


## Twitter:

- 646 Followers (+316 followers in last 12 months)
- 579 Tweets
  - **+134,203 impressions in 2019**

Top mention  
**245 engagements**

Top tweet 2019  
**4,573 impressions**



Industrial Wastewater ♦ Resource Recovery ♦ Circular Economy

# Thank you for your attention!

Feel free to contact us for communication support of your activities:

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[www.zerobrine.eu](http://www.zerobrine.eu)

#ZeroBrine



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