

CHINA
EUROPE
Water Platform

Communication Plan
2018–2019



1. Overview

CEWP is a regional component of the EU Water Initiative. It is administered by two secretariats hosted and financed by the Ministry of Water Resources on behalf of China and by the Ministry of the Agriculture and Forestry of Finland on behalf of the EU and its Member States.

The EU Commission is supporting China Europe Water Platform through Partnership instrument (PI) for activities to be implemented during 2018-2021. The work will encompass the four existing (vertical) Focus Areas of CEWP, as well as a new, horizontal Activities Program. This communication plan deals with internal and external communications of the European Secretariat of CEWP and the project funded by the EU.

EU member states as well as government agencies, research institutions, private sector companies and international organizations in both China and Europe are invited to participate and co-lead specific themes or topics.

The main goal of this communications plan is to clarify responsibilities and channels available for organizations and individuals under the CEWP umbrella, as well as reach relevant actors and expand the active participation in CEWP activities.

Due to EU funding of the project EU visibility rules are followed. The requirements can be found here: https://ec.europa.eu/europeaid/sites/devco/files/communication-visibility-requirements-2018_en.pdf.

2. Objectives and target groups

The objective of China Europe Water Platform (CEWP) is to promote policy dialogue, joint research and business development in the water sector.

It is of strategic importance for China and Europe to improve cooperation on management of water as a crucial natural resource in order to avert a future global water crisis and its potential impacts on social and economic development and stability.

According to the Declaration signed at the CEWP high-level Conference in Finland in 2017, during the next two years the CEWP will focus on reaching the UN Sustainable Development Goals associated with water and promoting a water-related circular economy.

Pillars	Key partners and target groups	Objectives
1 Policy dialogue	<ul style="list-style-type: none"> • EU Commission, DG Environment • EU, Asia-Oceania Working Party (COASI) • Chinese and EU Member State Ministries responsible for water issues, business, research and innovation entities • EU Member States • Chinese Provinces • Chinese River commissions 	<ul style="list-style-type: none"> • Promote EU-China long-term dialogue and cooperation on water resources as a response to the global water crisis. • Promote EU-China cooperation to reach the goals linked to water security in the 2030 Agenda for Sustainable Development in EU, China and beyond.



	<ul style="list-style-type: none"> • Regional authorities • Cities 	<ul style="list-style-type: none"> • Promote good governance to tackle the challenges related with water security.
2 Joint Research	<ul style="list-style-type: none"> • EU Commission, DG Research and Innovation • Ministry of Science and Technology, China • EU Member States • Research institutions 	<ul style="list-style-type: none"> • To facilitate a further increase in joint research and also improved scientific and private sector co-operation in the water sector. • To advance innovative water solutions for green development and circular economy.
3 Business Cooperation	<ul style="list-style-type: none"> • China Water Enterprises Confederation • EU Member States • EU MS national business facilitation organizations • EU SME Centre in China • European Union Chamber of Commerce in China, Environmental Working Group • Trade Departments of the Embassies • Networks e.g. COSME's Enterprise Europe Network • Water tech organizations e.g. WssTP • EIP Water Working Groups • Investors e.g. Tsinghua University Holding and Tungtai Holding • European companies 	<ul style="list-style-type: none"> • To facilitate cooperation between private sectors in China and Europe. • Promote the opportunities of private businesses and research communities to strengthen their joint activities for improving water security.
Platform Coordination and Development	<ul style="list-style-type: none"> • International organizations e.g. UN, OECD, GGGI • international financing institutes e.g. WB, EIB, ADF, AIIB 	<ul style="list-style-type: none"> • To facilitate long-term and effective operation of CEWP. • To revise organization and working mechanisms of CEWP. • Overall coordination between Partnership Instrument project and other CEWP activities. • Attract more EU MS and Chinese Ministries and Provinces to become active members of the Platform.

The ways to communicate with different target groups are defined in Annex 1.



3. Communication tools

3.1. Website

The website (cewp.eu) is the main source of communication and information on the EU cooperation with China on water through the CEWP. It is also the most visible communications channel for the CEWP organization. The site is administered by the secretariat in Finland. Main contact is Johanna Lantto (johanna.lantto@ely-keskus.fi). All partners have the responsibility to send ready-to-publish material about events they organize. All events organized under the umbrella on CEWP must be made available to publish by the secretariat.

The website will be overhauled during the first half of 2018. Structure of the website will be updated and simplified, as well as made more compliant with mobile devices. The three pillars (policy, research, business) will have added visibility. Plan for the website redesign is detailed in a separate document.

Twitter feed will be integrated into the website.

The approval of the reports that will be published on the CEWP website will be made by the CEWP Secretariats in consultation with the EU Delegation in Beijing and EU Commission. When publishing major policy and business related issues on the website, The EU Delegation in Beijing and EU Commission are informed beforehand.

There will be an intranet section behind a password for the project partners. On the intranet site there will be a joint calendar, a notice board for messages and a place for sharing files. The intranet includes also a listing of social media accounts of CEWP partners. This will enable following of partners organizations and cross-sharing of content, both increasing overall CEWP visibility.

3.2. Social media & other marketing

More emphasis will be placed on social media. Each event organizer under the CEWP should consider how to use different services to their advantage. At minimum pictures should be made available for the use of the secretariat. Social media plays an important role in both internal communications and marketing purposes during major events.

Twitter

Official CEWP Twitter handle is @ChinaEUwater and hashtag #CEWP. Other important hashtags include #water, #environment# and #cleantech. Account will have 1-2 posts per week + several posts from each event. Number of followers will increase steadily. Account will tweet news regarding European and Chinese water sector + other notable news and events.

The style of the tweets can be more informal than on the website cewp.eu. Target audience is the same as for CEWP in general, but also taking into account interests of media and other active accounts, which might resend material tweeted by CEWP. Audiences and tweet impact will be followed weekly and adjustments made accordingly.



The Twitter account @ChinaEUwater will be verified when there are at least 300 followers.

Other

CEWP is widening its social media presence if the possibility arises. For example, High Level Meeting in Turku was publicized via LinkedIn. However, at the moment presence at other social media platforms is solely through partner organizations under the CEWP umbrella.

3.3. Newsletters

Newsletters based on Horizontal Activity and Vertical Lots' deliverables and outcomes of the Joint Steering Committee and High-Level Meetings will be published twice a year in English. There will be a possibility to order the newsletter on the website cewp.eu.

3.4. Press releases

Press releases will be published about the CEWP High-Level Conferences. The organization that organizes the High-Level Conference will publish the press releases through their channels and on cewp.eu. In 2018 the CEWP High-Level Conference will take place in China in November 2018. In 2019 the CEWP High-Level Conference will be organized in Portugal.

Horizontal Activity and Vertical Lots' will use their own communication portals in order to announce important upcoming events with press releases.

The results of the project will be disseminated through relevant water related publications.

3.5. Event communication and promotion

The marketing of the events will be happening through website, social media (Twitter) and by contacting the stakeholders directly.

3.6. Other

New email addresses will be created to make the communication easier and more permanent: secretariat@cewp.eu, communication@cewp.eu and as needed. The lead of the European secretariat and people responsible for the communications of CEWP will change every two years. These email addresses will make it easier to reach the right people, since emails addressed to these mailboxes will be redirected to the people responsible for the actions at each time.

An overall visual design will be commissioned for the project. It will match the existing CEWP logo and the EU emblem. Templates for reports, flyers, presentations and posters will be ordered from a graphic designer.

4. Internal communication

There will be a Consortia Leaders meeting (CLM) four times a year in 2019-2021. Two of them per year are planned to be back to back with CEWP Events. Lots 1-4 will write one-page progress reports prior to the Consortia Leaders Meetings. The Horizontal Lot 5 will have a progress report in the form of an Excel Sheet.



Brief meetings (by video or email reports) will be held every three months between Lot 5 and the EU Commission and EU Delegation in Beijing to keep the them updated about the project progress. The EU Delegation in Beijing will be informed beforehand when publishing major policy and business related issues on the website. The responsible person for informing EU Delegation is the one making the request for the website update.

There will be a joint calendar, outlining the next years' events within all Lots. The updated calendar will be online in the Intranet section of the website cewp.eu.

Annual joint activity report of the project will be written by all Vertical Lots. The report will gather information about Activities developed, work ahead and financial expenditures.

5. Communication schedule

The overall visual design and the templates for the project will be ready in May 2018.

The renewed website will be launched in July 2018. The Intranet will be ready in September 2018. The website will be updated regularly. Updates about news, events and reports will be added to the website as soon as they are ready for publishing.

The newsletters will be published twice a year around May/June and October/November. The schedule will depend on the CEWP events that are marketed via the newsletters. In 2018 the newsletter will be published in July and November.

Press releases will be published about the CEWP High-Level Conferences in November 2018 and in 2019. Horizontal Activity and Vertical Lots' can publish press releases to announce significant upcoming events.

A preliminary list of events in 2018-2019. The list will be refined, when more information about the upcoming events will be available.

2018/6, Pilot Event in Qingdao, China
 2018/11, CEWP High-Level Conference in China
 2018/12, Slush in Helsinki, Finland
 2019/11, AquaTech in Amsterdam, the Netherlands
 2019, Slush in Shanghai, China
 2019, CEWP High-Level Conference in Portugal

6. Evaluation

The communications will be evaluated with an indicator matching the communication method

Method	Indicator
Website	Number of the visitors in the website cewp.eu
Newsletter	Number of subscriptions and newsletters published
Twitter @ChinaEUwater	Audience size on Twitter (average impressions/day)
Reports	Number of published reports

7. Resources



There is 25 000 e reserved in the budget for supporting the CEWP EU Secretariat in communications in 2018-2019. The third party for support will be chosen subject to tender. ELY Centre is responsible for coordinating the communication activities. In the Horizontal Activities of the PI project there is 7 500 e reserved for visibility actions.



Annex 1. Ways to communicate to different target groups

Pillars	Key partners and target groups	Website	Newsletter	Twitter	Workshops	Press releases	High-Level Conference	Contacting directly
1 Policy dialogue	• EU Commission, DG Environment	x	x				x	x
	• EU, Asia-Oceania Working Party (COASI)							x
	• Chinese and EU Member State Ministries responsible for water issues, business, research and innovation entities						x	x
	• EU Member States	x				x	x	x
	• Chinese Provinces				x			x
	• Chinese River commissions		x		x			
	• Regional authorities	x	x	x	x	x		x
	• Cities	x	x	x	x	x		
2 Joint Research	• EU Commission, DG Research and Innovation	x	x				x	x
	• Ministry of Science and Technology, China						x	x
	• EU Member States	x				x	x	x
	• Research institutions	x	x	x	x			x
3 Business Cooperation	• China Water Enterprises Confederation		x		x	x	x	
	• EU Member States	x				x	x	x
	• EU MS national business facilitation organizations	x	x	x	x	x		
	• EU SME Centre in China	x	x		x		x	x
	• European Union Chamber of Commerce in China, Environmental Working Group	x	x		x			x
	• Trade Departments of the Embassies	x	x		x			
	• Networks e.g. COSME's Enterprise Europe Network	x	x		x			
	• Water tech organizations e.g. WsTP	x	x					x
	• EIP Water Working Groups	x	x					
	• Investors e.g. Tsinghua University Holding and Tungtai Holding	x	x		x			
• European companies	x	x	x	x			x	
Platform Coordination and Development	• International organizations e.g. UN, OECD, GGGI	x	x				x	x
	• international financing institutes e.g. WB, EIB, ADF, AIIB	x	x		x		x	x

