Communication Strategy of MBR-Network

The European coalition dedicated to the membrane bioreactor technology

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Content

- Background on MBR-Network
- Communication Strategy
Membrane bioreactor (MBR) technology?

Combination of activated sludge with membrane filtration to treat municipal or industrial wastewater.

Advantages:
- Compactness
- Robustness
- Treatment quality
EC to boost MBR technology in 6\textsuperscript{th} FP

- Total budget: € 16 million, incl. € 9 million EU
- About 50 European and international partners
- About 1,800 person months = 150 person years !
  (~ 40 full-time p.a.)

- Focus on municipal applications
- Build-up on current European expertise and know-how
- Foster MBR technology advances, competitiveness, acceptance and application in EU
4 projects = 1 cluster

- **AMEDEUS**: Accelerate membrane development for urban sewage purification (STREP, M€ 6.1)

- **EUROMBRA**: Membrane bioreactor technology for advanced municipal wastewater treatment strategies (STREP, M€ 6.2)

- **MBR-TRAIN**: Process optimisation and fouling control in membrane bioreactors (Marie-Curie EST, M€ 2.4)

- **PURATREAT**: Energy efficient approach to MBR operation for decentralised wastewater treatment (INCO, M€ 1.2)

www.mbr-network.eu
Strategic objectives

- **Technological**
  Increase competitiveness and reliability of MBR techniques in comparison with conventional processes

- **Environmental**
  Broaden an advanced treatment process to common practice in environmental engineering, with increased sustainability

- **Industrial**
  Foster development of competitive European MBR-filtration technologies and know-how

- **Economical**
  Increase EU share in worldwide municipal & industrial MBR market
Communication Strategy and targeted audiences

Strong and coordinated effort of dissemination (~ 5% of budget)

- Visual identity for high visibility
  logo, templates for presentations, reports, posters, flyers

- Press releases and articles in national / international journals
  target: national wastewater communities

- Scientific articles in peer reviewed journals
  target: international scientific and expert MBR communities

- International conferences endorsed by IWA
  target: international scientific and expert MBR communities

- Technology transfer workshops in targeted regions
  target: local practitioners in regions with high market potential

- Plan for using and disseminating the knowledge
  exploit knowledge and publication list

- Joint and interactive webplatform
  www.mbr-network.eu: the website of the MBR community
Press releases and general articles

- 9 press releases
  - At key project milestones
  - English, German and Dutch
  - International and national journals
  - Appeared in 20 vectors each (high impact rate)

- 5 general articles in specialist press
  - Start of project
  - International journals
Scientific articles in peer reviewed journals

> 100 published manuscripts
  • Peer reviewed journals
  • Conference manuscripts
  • Joint review articles
Conferences and workshops

- International conferences endorsed by IWA
  - IWA Young Water Professional workshop, 120 participants
  - IWA Final Workshop of MBR-Network workshop, 220 participants
  - 1st international conference 100% dedicated to MBR technology
  - Key of success: intensive promotion, endorsement by IWA and other associations, attached to international events (Wasser Berlin)

- 4 project workshops or sessions in conferences

- 4 technology transfer workshops in potential market regions (P, CZ, GR, AU)

- total: 900 participants
Joint and interactive webplatform

www.mbr-network.eu
‘The website dedicated to MBR technology’
on-line since July 2006

• Actual information / reports / conference proceedings of the 4 EU projects
• Discussion forum between specialists of the MBR-community
• Data-base of MBR companies and institutions (starting with 50 project members)
• Data-base of articles (journals and conferences)
• Data-base of other European projects involved with MBR
• List of international conferences, symposiums or seminars
Design of www.mbr-network.eu

Strategy for interactivity:
reduce time required by users and editors

• Site to be as frequently as possible updated
• Most procedures automatised
• Members logo with link to website
• Emails sent to members for each new information
• No needs to go on website to receive info!
Dynamic website

Proceedings of MBR-Network workshop on-line

Information sent to workshop delegates
Website still active since end of project!

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<th>Statistics</th>
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Conclusion

- Ambitious communication strategy of MBR-Network

- Good prerequisites:
  - Size of cluster with high visibility (4 projects, 50 partners)
  - Specific and booming technology at time of projects

- But also a collective and coordinated effort

- Strategy implemented for greatest short term and long term impacts towards targeted audiences
Acknowledgement

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They constitute the MBR-NETWORK Cluster
More info: www.mbr-network.eu