



Tailor-made portfolios for utilities outside PREPARED



COLOPHON

Title

Tailor-made portfolios for utilities outside PREPARED

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Author

Raul Glotzbach (IWA)

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By Katharine Cross (IWA)

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1 Overview

As part of WP 7, IWA is developing and cataloguing a portfolio of material and expert panels from the participating cities and research organisations that can be assembled and deployed on demand. The aim is for the tailor-made portfolio to be used by interested utilities/cities/municipalities both from (required) and outside PREPARED. This supports the dissemination and exploitation of the project to a wider network beyond PREPARED.

This area of work targets the influencers and the decision-makers – whether they are in a political role or in another leadership or managerial role – with adaptation solutions or measures that can be implemented to better prepare their city for future challenges in water supply and sanitation resulting from climate change. Using PREPARED outputs, the platform provided represents vehicles for advocacy and will be encouraging behaviour change for the benefit of sustainable futures. Key people will be engaged to buy into and own the knowledge that has been generated, and be part of moving the agenda forward, and leading change and advocating this in their constituencies.

2 Outcome and rationale

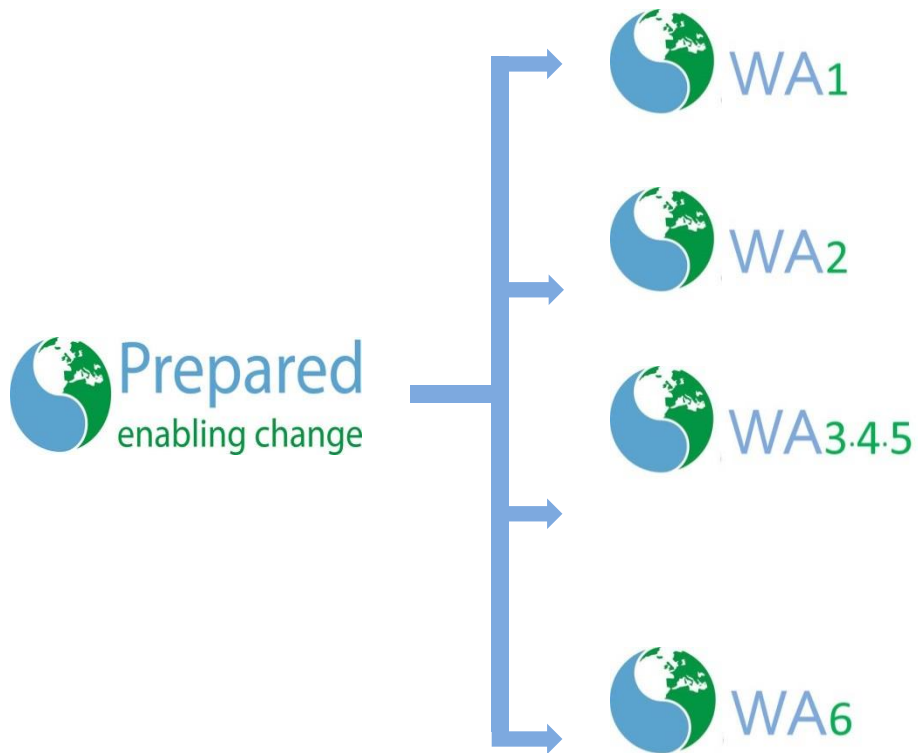
To achieve this, IWA has set up a LinkedIn group: “[Adaptive Solutions for Water Utilities](#)”. LinkedIn groups are a powerful aspect of LinkedIn to which a vast majority of water professionals are registered. PREPARED and its partners can establish themselves as thought leaders in their niche around a LinkedIn group which can be connected to existing groups or groups of individuals working on adaptation. A quick search on LinkedIn¹ reveals a number of existing groups from as small as 40 to as big as 8000 members (to name a few: “[Resilient Cities - Cities, Adaptation to Climate Change and Urban Resilience](#)”, “[AdaptAbility° Climate Adaptation Network](#)”, “[Climate Change and adaptive water management](#)”, “[UCCRN Urban Climate Change Research Network](#)”) showing the interest and opportunity in establishing a platform for knowledge exchange and discussion. Setting up a LinkedIn Group and connecting with existing groups and groups of individuals has introduced an opportunity to strengthen connections with like-minded individuals in an exclusive forum where knowledge generated by PREPARED is being disseminated. The group also provides a public space to interact with non-PREPARED partners (other LinkedIn members) that share common skills, experiences, industry affiliations, goals, etc.

The reach of LinkedIn since the inception of the PREPARED project in 2009 has grown vastly with members frequently looking to connect to a community. The group will provide water professionals focusing on climate change adaptation in water utilities to come together and share experiences and knowledge through discussions and material exchange.

From the perspective of PREPARED, sending messages is a powerful feature within the group and a quick and easy means of updating members on various developments in partner cities post PREPARED. The possibility to create subgroups can further help arrange the group in a more effective and strategic way, facilitating the possibility of targeting specific members. We have therefore set up 4 subgroups (See section 3) structured along the various Work Areas (WA): [WA1](#), [WA2](#), [WA3-4-5](#) and [WA6](#) of the PREPARED project.

¹ search terms: urban, climate change, adaptive, sanitation, water supply, water utilities

3 Structure



*click on individual images to access the LinkedIn group and subgroup pages

4 Final remarks

IWA has set up the LinkedIn group, and will work with consortium partners to enable regular updates and discussions on deliverables during and post PREPARED.