DT-NMBP-18-2019
Materials, manufacturing processes and devices for organic and large area electronics (IA)

RoLA-FLEX

Roll-2-Roll and Photolithography post-processed with LAser digital technology for FLEXible photovoltaics and wearable displays

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Dissemination and communication strategy

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RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Executive summary

Timely and effective dissemination of results is an essential part of every research project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

This document summarizes the strategy for disseminating the results of the RoLA-FLEX project and the activities planned to give high visibility to the project, its achievements and partners. Dissemination activities will be developed with the aim to support the project exploitation, trying to attract and involve the stakeholders through specific communication activities.

The Dissemination and Communication Strategy will be regularly updated so that all possible dissemination and communication routes are used during the whole course of the project.

EC rules for dissemination are summarized in Chapter 2: guidelines for internal communication, dissemination and publication of the project contents, with reference to the EC Open Access policy, are provided to partners. The quality assurance and approval process are also described.

The target audience is defined as well as the corresponding communication strategy: project website, brochures, multimedia and social media are addressed to broad public; scientific publications, publications in technology news server and participation to conferences are addressed to the scientific community; workshops, events, press releases and newsletters are addressed to CSP community, industry, policy makers and media, etc.

A Dissemination plan and corresponding timelines, able to create awareness is developed and presented in the Timeline subchapter.

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1. Introduction

Deliverable 7.2 *Dissemination and Communication Strategy* is part of task 7.1 *Dissemination and Communication Activities*. Part of this task is the definition of a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project).

The Dissemination activities and plan will be updated periodically by the use of "RoLA-FLEX recording dissemination" Excel file and information about dissemination will be also included in the periodic reports. A "RoLA-FLEX recording dissemination" Excel file has already been distributed to RoLA-FLEX partners in order to declare the dissemination activities where they will be involved in the coming 18 months. Inputs are included in this document in particular on the subchapter *Publications of the RoLA-FLEX results*.

The dissemination strategy has the objective to outline the main elements and strategic choices regarding the dissemination activities of the RoLA-FLEX project towards the most important stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities in order to achieve the identified main objectives: implement communication activities targeted to different stakeholders, produce publicity materials for project outputs awareness and involve the flexible electronics community throughout all phases of the project. Actively participate in conferences, workshops, trade-shows and courses and foster relationships with other framework projects and initiatives (clustering activities) are key initiatives for the plan.

2. Dissemination and Communication strategy and plan

2.1. Dissemination of results

Partner **AMIRES (Michael ten Donkelaar, WP7 leader)** will be responsible for dissemination and communication. AMI will monitor the latest achievements of the project and will suggest the best dissemination channels for scientific and industrial awareness.

In relation to the external communication, it has to be mentioned that the dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any dissemination activity (publication, presentation, etc.) **strict rules of prior notice to all partners will be applied, according to EC guidelines**. Partners will have the possibility to refuse dissemination of their own know-how (background or results) when it could potentially harm the partner's interests. The Dissemination Manager (Michael ten Donkelaar) and the Exploitation Manager (Damien Hau – ASPF-FR) will follow all the above described approval processes and will act as an internal executive approval body for any dissemination action organized by different partners.

*This **Dissemination and Communication Strategy** will ensure that all possible dissemination and communication routes are used during the whole course of the project.*

All project outcomes will acknowledge the support of the European Commission as it is requested by Article 29 (Dissemination of Results, Open Access, Visibility of EU Funding) and Article 38 (Promoting the Action, Visibility of EU Funding) of the H2020 MGA and follow its principles. The dissemination details (e.g. time schedule for prior notice and partner's approval) are covered in the Consortium Agreement, signed by all partners before the project's start.

2.1.1. Internal approval of dissemination activities

According to article 8.4.2 of the Consortium Agreement, during the Project and for a period of 1 year after the end of the Project, the dissemination of any material and/or results, shall be governed by the following provisions:

- Prior notice of any planned publication shall be given to all Parties at least 45 calendar days before the publication. Any objections shall be made in accordance with the Grant Agreement in writing to the Project Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.
- Objections are justified if the protection of the objecting Party's Results or Background by IPR or Confidential Information would be adversely affected or if the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed or the proposed publication contains Confidential Information of the objecting Party. The objection must include a precise request for necessary modifications.
- If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.
- The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party.

The following information will be always mentioned in the publication: "**This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862474, project RoLA-FLEX**".

The figure below shown the timeline of the publication approval

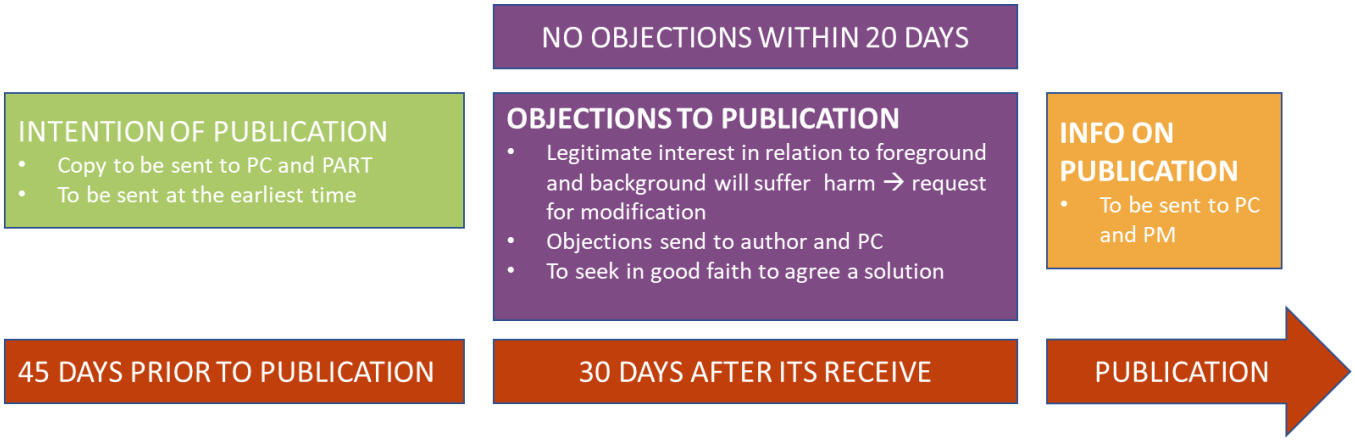


Fig 1: RoLA-FLEX timeline for publication approval

The procedures to allow all dissemination materials to be quality assured including both the content and layout are established with the aim to check:

(i) messages to be transmitted outside of the consortium, including the suitability of the messages for the people addressed, the emphasis on the benefits and the relevance for the industry (when applicable);
(ii) technical contents control in order to ensure the quality of achieved scientific and research objectives of project brochures;
(iii) that scientific papers and publications contain sufficient reference to the project; and
(iv) layout quality and suitability to the standard.

Partners agree to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository, and to make their best efforts to ensure open access to these articles at the latest on publication or within six months after publication. **The open access to scientific publications will be ensured in line with Article 29.2 H2020 MGA on Open access to scientific publication and "green" or "gold" model would be used depending on the strategy of the consortium with regard to the specific peer-reviewed scientific publication.**

Scientific dissemination activities will target both scientific and technical audiences. They will include presentations to international conferences and workshops and also publications in top of the line peer-reviewed journals in the field of advanced materials, energy engineering, laser processing, optoelectronics, MEMs and sensors.
The project partners plan to contribute manuscripts to highly prestigious journals including Applied Physics Letters (AIP), Advanced Materials (Wiley), ACS Photonics (ACS), Optics Express (OSA), Applied Surface Science (Elsevier), Journal of Laser Applications (AIP), Energy (Elsevier).

2.2. Partner guidelines for dissemination recording

The European Commission is encouraging the Dissemination Leaders to record, track, monitor, coordinate and report all the project dissemination activities (publications, participation in events, contributions to press and media) within the Periodic Reports. Therefore, the following **guidelines were provided to the partners as procedures for disseminating RoLA-FLEX** (i.e. submit a peer reviewed article, attend a conference, have a booth at a Trade Fair, publish press releases, post online information about the project, communicate with media, etc.):

- Send an email to the Dissemination Leader and to the other involved partners (i.e. coordinator and co-authors for publications) with basic information about the planned dissemination activities, respecting the clauses of prior to notice, approval and acknowledgement.
- The Dissemination Leader will update the Excel file that will be made available for partners in OwnCloud platform. Co-authorships in scientific publications are encouraged and possible joint participation of different SOLWATT partners at the same event will be coordinated by the Dissemination Leader.

- Once the article is published/ the conference or exhibition is closed/ the link to media channels is available, send to the Dissemination Leader by email some additional information for repository and update of the Excel.
- One month before each 6-month internal report, the "RoLA-FLEX recording dissemination" Excel file will be circulated by email amongst the project partners for a double check and updates.

These guidelines give the project team the possibility to provide regular updates to the EC about the project dissemination and the exploitation from the project partners and to remain updated about project publications and upcoming events.

An Excel file has been prepared in order to track each partner's contribution, keep a complete list of possible future actions, and monitor/assess each dissemination activity. This file, created at the very beginning of the project, is composed of three different sheets: Scientific publications, Events and Press & Media (Figure 2, Figure 3 and Figure 4). The tables include information about each dissemination activity performed within the project (type and title, URL and references, targeted public and participants, date, location, RoLA-FLEX partner responsible for such dissemination, visibility level, etc.) and associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, newsletter, etc., oral presentations, DEMO/video show, stand/booth, press releases, post in social media, interviews and videos, etc.). It is distributed amongst the consortium members and updated internally every 6 months of the FlexFunction2Sustain project duration. The updated information will be inserted in the official Periodic Reports towards the EC in M18 and M36.

Dissemination recording and plan																	
Type of event (*)	Name of event	URL	Date	Place	Partner responsible/participants	Targeted audience (#)	Number of participants/Visibility (Ç)	Outputs (i.e. n. of contacts taken - see sheet "contacts")	Attendance	Dissemination activity							
										Abstract submission	Paper submission	Poster submission	Lecture/Powerpoint presentation	Brochure/Newsletter distribution	Video/DEMO	Booth/stand	
Workshop / Conference																	

Table 1 - Event recording table

Dissemination recording and plan								
Name of the journal/book	Publisher/editor	D.O.I. (*)	Title of the RoLA-FLEX publication (#)	Partner responsible/main author	Authors	Cost of the Gold Open Access	Date of submission	Date of publication

Table 2 - Scientific publication recording table

Dissemination recording and plan											
Press and Media (*)	URL	Publication date	Partner responsible/author	Targeted audience (#)	Language	Visibility (Ç)	Dissemination activity				
							Publication in paper form	Web article	Web post	Visual contents	Interview

Table 3 - Press and media recording table

2.3. Communication activities

The content of the communication will be in line with Article 38 (Promoting the Action, Visibility of EU Funding) of the H2020 MGA and will not jeopardize either confidentiality obligations stated in Article 36 or the security obligations in Article 37 of the Grant Agreement. Therefore, the same rules **of prior notice to all partners will be applied** as for the dissemination activities, however, considering the character of the information and the communication channel.
Various communication tools will be used and will be tailored to the needs of various stakeholders and audiences. The target audiences will include **scientific community, industry, policy makers, standardization bodies, students,**

public and the media. The identified channels and tools for the communication (and dissemination) are the following (also depicted above).

- **Project webpage** with the all the basic information, news and downloadable materials will be created.
- **Project folders and leaflets** for large non-specialized scientific community and stakeholders will be created and distributed to partner's institutions, EC and on dissemination events.
- **Technology news servers**: The project will comply with knowledge sharing arrangement and will actively contribute to CORDIS each time after the latest achievements.
- **Presentation at conferences, symposia, meetings** (e.g. EMRS, EUROMAT, SPIE photonics, IDTechEx Europe, ISFOE, InnOLAE, LOPEC, COLAE and other relevant events)
- Tools like **LinkedIn, YouTube, Twitter** etc. will be considered to address the potential impact especially to the younger generation and to have the feedback from various audiences.
- **Video spot** to convey the project's messages in a more visual way will be shot.
- **Press conference and press releases** will be used as tools to communicate directly with the media.

Furthermore, the project's results will be disseminated to **European Research and Innovation Networks**, to maximize the project's impact on Europe. Where applicable, it will be used in the Technology Offer section to seek license agreements and inputs for further custom application development.

The following **EU Technology Platforms** will also be kept in the loop of RoLA-FLEX' developments:

- Advanced Engineering Materials and Technologies (EuMaT);
- European Nanoelectronics Initiative Advisory Council – ENIAC;
- European Technology Platform on Smart Systems Integration – EpoSS,
- Future Manufacturing Technologies – MANUFUTURE;
- Photonics21;
- European Additive Manufacturing Group – EAMG.

2.3.1. Dissemination plan

A provisional Dissemination Plan with KPIs is listed in the table below:

Target groups	Measure for dissemination	Target value	Impact
Research community	Publications at international conferences	10	Disseminate technical achievements. Stimulate discussion about new applications. Setup collaborations for follow up activities.
	Publications in international journals	7	
	RoLA-FLEX Workshop	1	
Broad public	Project Website: Number of Visits Public deliverables will be made available: N° of downloads	3000 200	Create awareness about the project, its objectives and impact on the EU community
	Non-scientific publications (articles, press releases, videos) and posts in social media (i.e. Twitter)	10	
	Flyers/Poster distributed at conferences, workshops, etc.	1000	
End-users / customers	Publications in specialized magazines (OPV, wearables, flexible electronics, sports equipment etc.)	10	Create market need, Direct contacts at our booth.
	Exhibitions and trade fairs	4	
Industries (Manufacturers / Integrators)	Request for technology features and its potential use	50	Discussion on new applications and needs. Discussion on know-how transfer and exploitation
	Interest of industrial customers on Technology Exploitation via partnerships and/or license agreements	10	
Education	Integration of modules with project results in regular courses	2	

	Organisation of thematic educational workshops	2	Education of future technology users including new actors (i.e. designers)

Table 4 – Dissemination KPIs

As all dissemination events are recorded it will be possible to monitor if the project in on track meeting the key performance indicators.

3. Dissemination materials

This chapter lists the dissemination materials to be developed within the project.

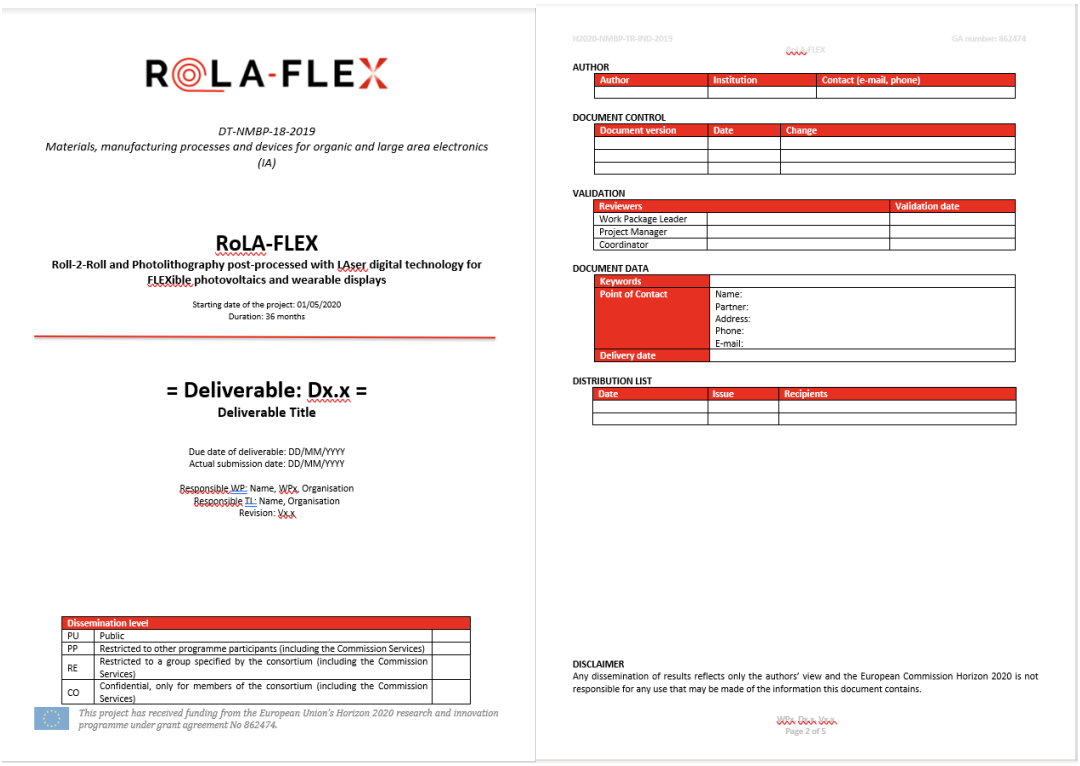
3.1. Project logo and visual identity

To aid in branding and increasing visibility and awareness of the RoLA-FLEX project, a logo and visual identity (see Figures below) have been created to be used in all dissemination activities and tools, as well as a PowerPoint template.

Fig. 2 Rola-FLEX logo

Fig. 3 RoLA-FLEX presentation template

Fig. 4 RoLA-FLEX report template



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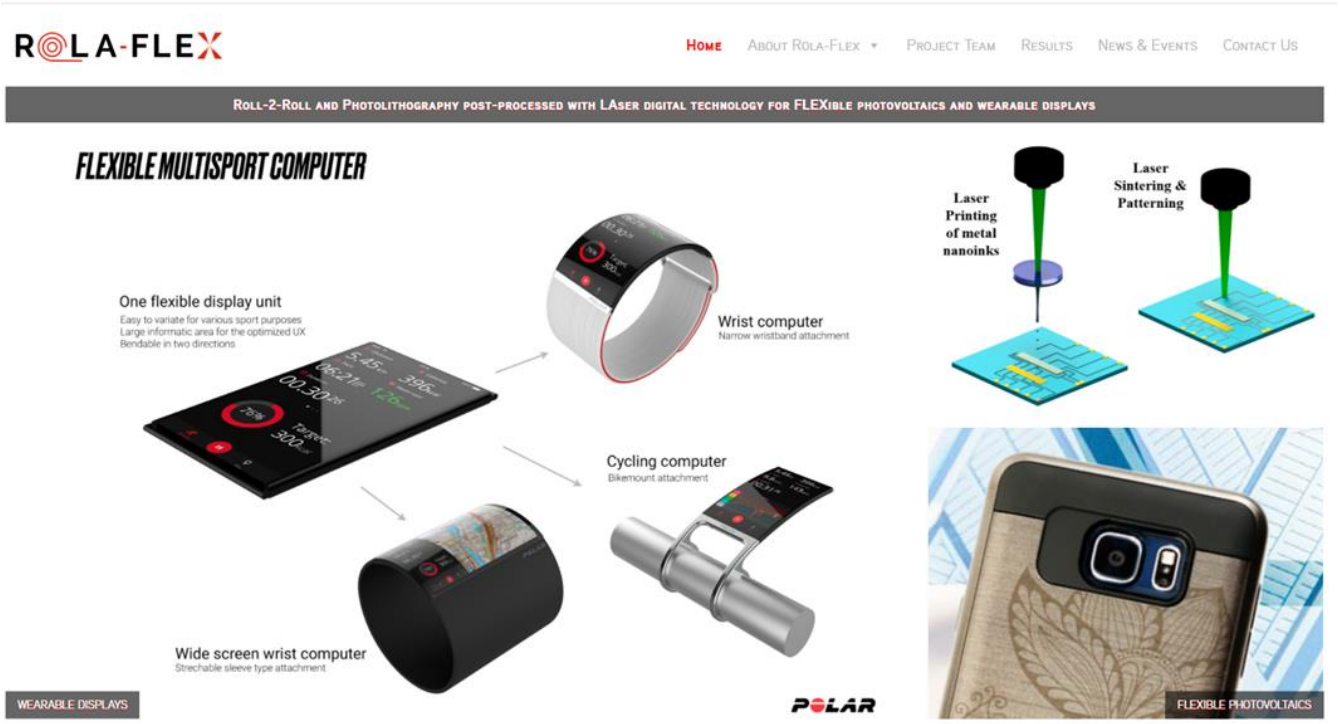
3.2. RoLA-FLEX website

The RoLA-FLEX website https://rola-flex.eu/ has been set up in order to increase public awareness of the RoLA-FLEX project. A provisional webpage with basic information on the project (i.e. project facts, the publishable abstract, list of partners and contacts) has been operational since June 2020. The whole contents of the webpage is public and complete project information is on-line since the end of August 2020. The RoLA-FLEX website will be actively maintained and updated during the whole course of the project.

Fig. 5 RoLA-FLEX website homepage screenshot



3.3. Promotional materials, press releases

Promotional materials like leaflets, flyers, brochures, posters, etc. will be created and distributed widely in all key events and through a regularly updated database of contacts (including newcomers registering through the web site). Journalists (from periodicals, magazines, newspapers) will be regularly updated on RoLA-FLEX progress, results and events by publishing dedicated press releases. Tools like Wikipedia, or social networks (Facebook, YouTube, Twitter, etc.) will also be considered to reach the young generation and to feed followers with public, validated and fresh data.

3.3.1. Press releases

The aim of the press releases is to attract media attention and increase public awareness of the RoLA-FLEX project and its outcomes and events. A first press release will be prepared by month 7 and will discuss the results of the first work package (specifications and requirements) and present the activities for the first project year.
Additional press releases will be prepared halfway through the project and at the projects end. All press releases connected to the RoLA-FLEX project are available on the project website.

3.3.2. Posters and roll-ups

The project posters and roll-ups can have different objectives and targets: to catch the attention with visual contents during exhibitions and workshops with stakeholders (also stimulating questions and requests for more details) and/or provide technical details, showing the scientific results, in a short way, to scientists and experts during conferences and other events. In order to make the presentation of the RoLA-FLEX project in different events more effective a roll-up will be developed including the general project information, the description of the RoLA-FLEX concept and approach with visual contents, the logos of partners and the webpage link. Other posters with more scientific contents could be developed by the research partners and presented during scientific symposia and conferences, showing with tangible results and data the achievements of the project to the scientific community. Such posters could be presented as soon as tangible results of the project become available.

3.3.3. Social media

Social Media such as LinkedIn, Twitter, etc. will be considered to address the potential impact especially to the younger generation and to enable feedback from various audiences. Posts about the RoLA-FLEX project and its development will be shared on the identified platforms especially during events, conferences, and symposiums. Social media will also be considered as a communication channel to disseminate potential clustering activities with other EU-funded projects.
As soon as the project can present some concrete results, a short Youtube video (2 to 3 minutes) will be developed.

3.4. Publication of RoLA-FLEX results

Publication of the RoLA-FLEX results to relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured during the whole project lifetime. A short publication highlighting the results of the project under the form of best practices for wider adoption and distribution will be prepared. Joint publications from different partners are encouraged.

Especially the partners presenting the two project prototypes (the flexible OPVs and the OLCD/OTFT displays) will be encouraged to present their project results at exhibitions and trade fairs. But also other partners that have the possibility to show products, approaches related to the RoLA-FLEX project, will be encouraged to do so.

3.5. EU and national project clustering activities

The dissemination manager's responsibility will be also to monitor and to contribute to necessary information related to policy making (market failure, regulatory affairs etc.) towards Project Officers, related to the EU clustering activity (e.g. the exchange of information with other EU-funded projects).

3.6. RoLA-FLEX events

At the end of the project, a final RoLA-FLEX event will be organized: a large panel of invitees will be addressed, including EU representatives, companies involved in the field of flexible electronics, policy makers, associations active in Europe, etc.
One or two special, more technical (or educational) workshops for future technology users and involved actor s(like designers) will be considered as well during the second half of the project.

3.7. Dissemination timeline

The RoLA-FLEX Dissemination plan foresees specific dissemination & communication activities during the course of the project as described below, split into activities for year 1 to 3.

Project period	Activity
Year 1 (M1 – M6)	Project logo and document template creation
	Webpage creation (project website)
	Set up of dissemination strategy (this document)
Year 1 (M7 - M12)	Press release introducing the project and summarizing first results
	Clustering activities (with other EU research activities)
	Preparation of dissemination materials: factsheet, brochure, leaflet etc.
	Start contribution on social media (LinkedIn, Twitter)
	Preparation of short project video
Year 2 (M13 – M24)	Continuous webpage update
	Preparation of dissemination materials: poster and roll-up
	Scientific publications of the RoLA-FLEX results
	Partners participating in conferences
	Press release summarizing the first half of the project
	Clustering activities (with other EU research activities)
Year 3 (M25 – M36)	Dissemination strategy update
	Continuous webpage update
	Scientific publications of the RoLA-FLEX results
	Partners participating in conferences
	Organisation of technical workshop(s)
	Final RoLA-FLEX conference / event
	Final press release summarizing the whole project
	Transform the RoLA-Flex project website to a knowledge-base and news blog for new information and innovations related to flexible electronics

3.8. Impact of COVID-19

As COVID-19 has heavily impacted on conferences / workshops that were either postponed or moved online, the dissemination calendar will be regularly updated given the actual situation.

4. Conclusions

This strategy document is prepared in order to plan the best communication, and dissemination routes for the RoLA-FLEX project results (e.g. through the project webpage, project dissemination materials, RoLA-FLEX events, participation in events, clustering activities, etc.). Additional new routes will be investigated and if found relevant they will be integrated into the communication and dissemination road map.

When disseminating the results of the RoLA-FLEX project, the following sentence will always be included: the acknowledgment of the EU funding: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 862474, project RoLA-FLEX”.

5. Degree of progress

The deliverable is 100% fulfilled. Task 7.1 “Dissemination and communication activities” will continue till the end of the project and the Dissemination activities and plan will be updated periodically (each 6 months) by the use of “RoLA-FLEX recording Dissemination” Excel file. Information about Dissemination will be also provided to the EC through the periodic reports.

6. Dissemination level

The Deliverable D7.2 is public and therefore it will be available to download on the project’s website and on demand