



*HORIZON-CL4-2022-RESILIENCE-01-10 - Innovative materials for advanced (nano)electronic components and systems*

# MatEI

## **PZT and Graphene MATerials innovations for advanced opto-Electronic applications in AR and biosensing**

Start date of the project: 01/01/2023

Duration: 42 months

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### **= Deliverable D6.2=**

### **Plan for dissemination and communication activities**

Due Date: 30/06/2023

Date Submitted: 30/06/2023

Responsible WP: Marco Messina, WP6, AMI

Responsible Task Leader: Marco Messina, WP6, AMI

Version: 1.0

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Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	



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## MatEI

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## MatEl

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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.

As part of Task 6.1, “*Dissemination and communication activities*”, the Deliverable 6.2, which has been developed as a preliminary plan to fulfil the aforementioned goals, is presented. This document summarizes the strategy for disseminating the results of the MatEl project and the activities planned to give high visibility to the project, its achievements, and its 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.

This document is closely linked to the MatEl Initial communication kit, which includes the project communication materials (e.g., website, factsheet, flyer, etc.) and was submitted as deliverable 6.1 in M4.

The target audience is defined as well as the corresponding communication strategy:

- Project website, brochures, multimedia, and social media are addressed to the broad public;
- Scientific publications, publications in technology news servers and participation in conferences are addressed to the scientific community;
- Workshops, events, press releases and newsletters are addressed to CSP community, industry, policymakers and media, etc.;
- Participation in commercial conferences with booths and dissemination materials, as well as demonstrations, are addressed to industry and potential investors.

It is vital that the communication and dissemination of the project’s achievements should never jeopardise protected intellectual property (e.g., patent, product design) or further industrial application. In order to address this, before any activity (e.g., publication, presentation, etc.), strict rules of prior notice to all partners will be applied according to EC guidelines and the MatEl Consortium Agreement. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm their interests.

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## 1. Introduction

The Deliverable D6.2, “*Plan for dissemination and communication activities*” is part of the Task 6.1, “*Dissemination and communication activities*”. The task states that partners will define a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and the communication strategy (means, methods, and tools to be used during the project to define the target audience).

The dissemination activities and plan, which consist in transferring the project’s results to foster their exploitation, will be updated periodically by the use of the “MatEI Dissemination activities recording” Excel file. Information regarding the publishing of the project’s knowledge and results will also be included in the periodic reports. The “MatEI Dissemination activities recording” Excel file will be distributed to MatEI partners in order to track and report the efforts of all partners and all information will subsequently be included in the periodic reports.

The communication activities will be carried out during the entire life of the project in order to promote to a broader audience the results and activities related to the project and the partners. This will be achieved through the use of digital tools, such as the project website and social channels, but also by participating in events and meetings aimed at the target audiences.

The dissemination and communication strategy outlines the main elements and strategic choices regarding the dissemination and communication activities of the MatEI project toward the most important stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities to achieve the identified main objectives: implementation of communication activities targeted towards different stakeholders, production of promotional materials for project outputs, awareness, and involvement of the community throughout all phases of the project. Active participation in conferences, workshops, exhibitions, and courses, as well as fostering relationships with other framework projects and initiatives (clustering activities) are key initiatives for this plan.

## 2. Dissemination and Communication Rules

### 2.1. Internal Communication

Internal communication is one of the most important factors determining the success of a consortium. It is as important as the external communication, although it can easily be overlooked. Some partnerships focus more on external communication with the target groups, neglecting communication flows among themselves. This should be at all costs avoided by institutions who are spread across different countries, and who cooperate on an EU-funded project, since their geographical dispersion alone makes their joint work extremely challenging.

Proper communication flow means that the information is concrete, clear, and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.

The main objectives of internal communication within MatEI are to:

- share information among partners;
- inform constantly about project progress;
- synchronise activities of the partners and resolve interdependencies;
- identify problems (if any) and find proper solutions;
- make decisions on project changes (if any).

Communication among the eight partners will be carried out in the following manner:

- Physical or online meetings are organised every 6 months;
- Project Steering Committee (PSC) teleconferences are organised monthly;
- Within the individual WPs, the partners communicate on a daily basis. In this regard, Technical Teleconferences are organised bi-weekly. Any problematic issues will be immediately dealt with using appropriate solutions proposed in cooperation with involved partners.

To efficiently exchange information and documents internally, MatEI uses a cloud-based management and storage platform (ownCloud) hosted by AMIRES. All partners have easy access to ownCloud and therefore to the latest information, documents, and templates therein stored.

### 2.2. External Communication

In relation to 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), strict rules of prior notice to all partners will be applied, according to European Commission guidelines.

Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm the partner's interests. The Dissemination Manager (Marco Messina, AMI) in cooperation with the Exploitation Manager (Jeroen Duis, PHIX) will follow all the below-described approval processes and will act as an internal executive approval body for any dissemination action organised by different partners.

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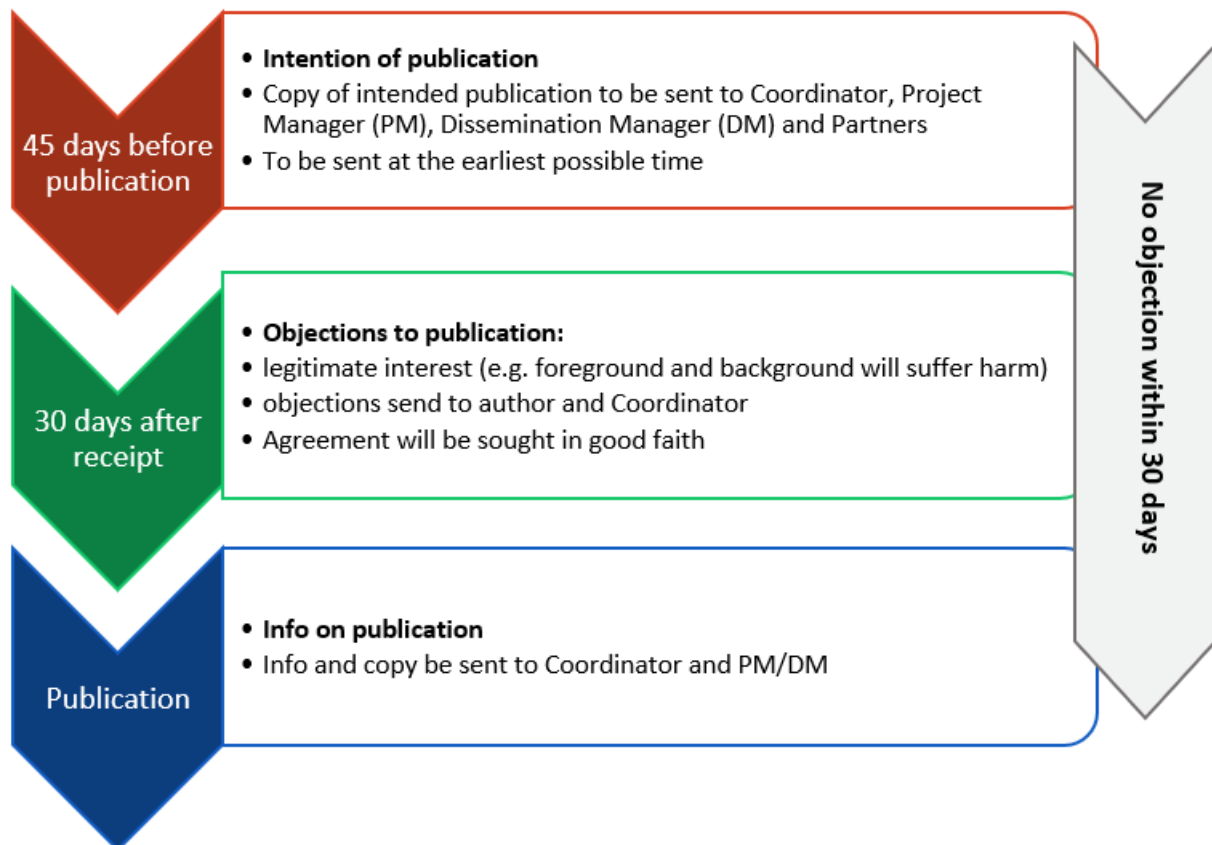
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All project outcomes will acknowledge the support of the European Commission as requested by Article 17 (Communication, Dissemination and Visibility) and the corresponding Annex 5 (Communication, Dissemination, Open Science and Visibility) of the Horizon Europe Model Grant Agreement. Unless it goes against their legitimate interests, each beneficiary must disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). This does not change the confidentiality and security obligations laid out in Article 13 and Annex 5 of the Grant Agreement, all of which still apply. The process of dissemination can be found in more detail (e.g., time schedule for prior notice and partner's approval) in the signed Consortium Agreement.

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 procedure of Article 17.4 of the Grant Agreement subject to the following provisions:

- Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in writing to the 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:
  - (i) the protection of the objecting Party's Results or Background would be adversely affected, or
  - (ii) the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed, or
  - (iii) the proposed publication includes Confidential Information of the objecting Party. The objection has to include a precise and reasonable 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 (for example, by an amendment to the planned publication and/or by protecting information before publication) provided that 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 the objections of the objecting Party have been addressed.

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*Figure 1: MatEI timeline for publication approval*

The EU emblem with a funding statement should always be included in the publication. In addition, according to Article 17.3 of the Grant Agreement, any communication or dissemination activity related to the action must indicate the following disclaimer: *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”*

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

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

A role of a Dissemination Manager (WP6 Leader, Marco Messina, AMI) has been established in order to plan, follow, undertake, and monitor the planned communication and dissemination activities. Regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.



## 2.3. Guidelines for Partners

The European Commission is encouraging the Dissemination Leaders to record, track, monitor, coordinate, and report all the project communication and dissemination activities (publications, participation in events, contributions within press and media) with dedicated deliverables and updates within the Periodic Reports. An Excel file has been prepared in order to monitor and assess each partner’s contribution and maintain a complete list of possible future actions. This file, created at the very beginning of the project, is composed of three different sheets: Publications (**Figure 2**), Dissemination (**Figure 3**), and Communication (**Figure 4**). The tables include information about each dissemination and communication action performed within the project.

- For publications, the type of publication, PID, URL, authors, journal, publisher, and costs are detailed, among others.
- Dissemination tracking lists the type, objective, status, and targeted audience of the activities, including associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, oral presentations, DEMO/video show, stand/booth).
- Communication tracking provides data on the target audience, publication data, communication channel, responsible partner, and outcomes.

The dissemination tracking file is distributed amongst the consortium members and updated internally every 6 months of the MatEI project duration. This updated information will be inserted in the Periodic report towards the Grantor.

Scientific publications implemented by partners during the lifetime of the project. To be regularly updated

List all relevant publications where the project is acknowledged.

Publications													
Type of PID (repository)	PID (a)	Type of publication	Link to publication	Title of scientific publication (b)	Authors	Title of the Journal	Publisher	Month/Year of publication	Open access (c)	Peer - review	Publishing fees	Type of publishing venue	Costs charged to the project
/dropdown options/	/insert text/	/dropdown options/	/insert text/	/insert text/	/insert text/	/insert text/	/insert text/	/insert text/	/dropdown options/	/dropdown options/	/dropdown options/	/dropdown options/	/insert value/

(a) DOI: Digital Object Identifier is a character string (a "digital identifier") used to uniquely identify a digital object, such as an electronic document. A DOI name differs from standard identifier registries such as the ISBN and ISRC.

(b) For book chapter, title of the chapter, not the book.

(c) "Open access" means the practice of providing online access to research outputs resulting from actions funded under the Programme, in particular scientific publications and research data, free of charge to the end-user

**Figure 2: Dissemination and Communication Reporting – Publications**

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Dissemination activities implemented by partners during the lifetime of the project. To be regularly updated

Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers.  
List the dissemination activities carried out in the context of the project.  
Include dissemination activities mentioned in the proposal and new ones.

Dissemination activities recording and plan														
Dissemination activity name (a)	WHAT? Type of dissemination event	WHO? Targeted audience										WHY? Description of the objective (b)	Status of the dissemination activity	
		Research communities	Industry, business partners	Innovators Investors	International organisation (UN body, OECD, etc.)	EU Institutions	National authorities	Regional authorities	Local authorities	Civil society	Citizens			Specific end user communities
/insert text/	/dropdown options/	/choose one or more items/										/insert text/	/dropdown options/	
Euro Nano Forum 2023 (Lund, Jun 11-13, 2023)	Conferences	X	X	X		X							*MatEI: PZT and Graphene MATerials innovations for advanced opto-Electronic applications in AR and biosensing* K. Andritsos, M. Makrygianni, F. Zacharatos, S. Kamyar, E. Schreuder, R. Dekker, K. Obara, M. Milosevic, A. Centeno, A. Zurutuza, W. Knober, M. Messina, M. Chopart, R. Pašek, S. Bagdzevicius, R. Matioub, P. Muralt, J. Gamet, A. Kvasov, I. Zergioti	Delivered
EUROMAT 2023 (Frankfurt am Main, Sep 3-7, 2023)	Conferences	X	X	X									*Comparative study of LIFT-printed solder paste materials with different particle sizes for integrated photonic applications* with authors: K. Andritsos, M. Makrygianni, F. Zacharatos, I. Zergioti.	Ongoing

(a) Insert activity name. Example: conference name, symposium name etc.  
(b) Insert description of the objective(s) with reference to a specific project output (max 200 characters)

Figure 3: Dissemination and Communication Reporting – Dissemination

Communication activities implemented by partners during the lifetime of the project. To be regularly updated

Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Communication activities							
Communication activity name (a)	Description	WHO? Target audience	Publication date	Responsible partner	HOW? Communication channel	Outcome (b)	Status
/insert text/	/insert text/	/dropdown options/	/insert text/	/insert text/	/dropdown options/	/insert text/	/dropdown options/

(a) Examples: Title of the post, interview etc.  
(b) Insert key performance indicators

Figure 4: Dissemination and Communication Reporting - Communication

2.4. Publication Policy and Open Access

Partners agree to generate peer-reviewed Articles resulting from projects to an institutional or subject-based repository, for example Zenodo, and to make their best efforts to ensure open access to these Articles, at the time of publication. The open access will be in line with Article 17 and Annex 5 of the Grant Agreement. Only “Gold” Open Access journals or transformative journals committed to transform into fully Open Access journals will be targeted.

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Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results (Annex 5 of Model Grant Agreement).

In particular, it must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications;
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g., CC BY-NC, CC BY-ND); and
- information is given via the repository about any research output, or any other tools and instruments needed to validate the conclusions of the scientific publication;
- metadata of deposited publications must be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.

MatEI ownCloud is used for internal open access repository (internal file sharing and collaboration platform accessible to all the consortium partners).

MatEI website will provide information about and links to the Open Access Document of all scientific publications generated from MatEI results.

Various research data and results will be collected and generated throughout the duration of the project. The main research results will be shared with the scientific community and general public through the World Wide Web. The emphasis of data management will be on faithful and reproducible record keeping, with an emphasis on transparency and accountability. The consortium has a preliminary plan with respect to managing products of research, data format and content, data access and sharing, re-use and redistribution, and archiving and preservation of access. The first version of MatEI Data Management Plan will be submitted as project deliverable D7.3 in M6.

### 3. MatEI Dissemination and Communication Strategy

Various communication tools will be used and tailored to the needs of various stakeholders and audiences. The target audiences will include research community, broad public and media, technology users/customers, standardisation and regulation bodies, policymakers and the European Commission. The identified channels and tools for the communication and dissemination are introduced in following subchapters. Communication activities will be monitored and followed-up to maximise their impact.

The Project Advisor will be regularly informed about the communication and dissemination outcomes and, based on their decision, European Commission communication channels could be used too.

MatEI

Visual identity (Logo, SME and R&D profiles)		Digital tools (social media, website)		Promotion materials (flyers, posters, brochures)		Press and reports (SMEs annual reports EC & Associations)		Outreach & events (Open doors, Training workshops/schools)	
<b>Description</b>	A strong visual identity will foster all communication activities of MatEI and increase its visibility. It will comprise the project's logo which is already designed, relevant templates, the involved SME's Corporate profile visual transformation and the website customization of the R&D beneficiaries, with emphasis on project's related activities so as to be aligned with the aesthetics and the concept of MatEI.	<b>Description</b>	A properly designed website dedicated to MatEI's concepts and objectives acts as a portal for the attraction of stakeholders and investors. The exchange of information and evision of documentation between beneficiaries is done through the cloud-based management and storage platform (ownCloud) hosted by AMIRES. It also contains all the publishable material (press releases, abstracts, flyers, posters) in downloadable format. The site will remain active for a period of three years after the end of the project. Social media, including LinkedIn and Twitter will be employed for the information about forthcoming events and the interaction with the general public. Stakeholders from the MatEI beneficiaries' network will be invited to join.	<b>Description</b>	MatEI's flyer have been designed and printed within the first three months of the project. It contains jargon-free but clear information about the consortium, the overall goal, the objectives and the expected impacts of the project. It will be circulated in many copies to all beneficiaries so it can be distributed in every outreach and dissemination activity MatEI partners will participate in. Similarly, a project's poster has been created, which consists in a graphical synopsis of the overall concept and will be displayed in every available booth or stand. Both the flyer and the poster will be updated as often as necessary.	<b>Description</b>	Press releases to European media, consumers associations and tech press and to the communication offices of the participants' institutions and to the EC communication services will be drafted in all activities associated with MatEI. Newsletters: Electronic periodic newsletters will be sent out to stakeholders EC and national officials, as well as patient associations. SMEs annual reports and EC press releases will be updated with MatEI's content.	<b>Description</b>	Having access to the facilities of NTUA, MatEI's consortium will benefit from this opportunity to reach out for students and the general public via open door events, events such as researcher's night and summer schools.
<b>Target Audience</b>	Consumers Professionals Researchers	<b>Target Audience</b>	General Public Professional	<b>Target Audience</b>	General Public	<b>Target Audience</b>	Professionals Researchers EC delegates	<b>Target Audience</b>	General Public Students Researchers
<b>Level of reach/size</b>	EU > 10.000	<b>Level of reach/size</b>	Global > 10.000	<b>Level of reach/size</b>	EU & Global > 1.000	<b>Level of reach/size</b>	Global > 10.000	<b>Level of reach/size</b>	National > 1.000
<b>Expected Impact/Reaction</b>	Profile transformation Familiarization with the project Recognizance	<b>Expected Impact/Reaction</b>	Raise awareness Sensitize Linking Raise VC interest	<b>Expected Impact/Reaction</b>	Raise awareness Sensitize Linking with stakeholders	<b>Expected Impact/Reaction</b>	Sensitize Linking with stakeholders Diffuse	<b>Expected Impact/Reaction</b>	Train Educate Raise awareness Sensitize Diffuse

Figure 5: MatEI Communication Targets

MatEI

Industry & Potential Investors, Stakeholders		EC Policy Making Bodies & Associations		Academia & Scientific Community	
Tools & Channels	<p><b>Industry</b></p> <p>A portfolio dedicated to linking with industrial stakeholders will be developed early on and project's outputs will be forwarded to industry and regulators, keeping an active dialogue, supported by the MatEI's website, poster, flyers, presentations and targeted person-to-person contacts. Both European CMOS foundries such as Ligentec and X-Fab and world leaders PICs and copackaged optics e.g. Mellanox LTD and Nvidia corporation will be approached. Targeted industrial pilot lines and associations include: the world's first open-access Photonic Integrated Circuit (PIC) Assembly and Packaging Pilot line (PIXAPP), the European Silicon Photonics Alliance (ePIXfab), JePPIX is the joint European platform for photonic integrated components and circuits, the European Photonics Industry Consortium (EPIC), European Diagnostic Manufacturers Association, Photonics 21 &amp; Photonics PPP, and industrial leaders and innovations hubs such as AMO, IMEC, HOLST-center and Ugent-CMST. In the project period LION and PHIX plan to participate with presentations and booths in world-renowned events such as Photonics Days and SPIE Photonics West annual conferences, IMAPS conference (International microelectronics and advanced packaging), EMPC Conference (European microelectronics packaging conference), ESTC conference (electronic system technology conference). GRAPH participates annually in major exhibitions / conferences for graphene and 2D materials: Graphene week, EMRS and events organized by the European Graphene Forum. Other targeted industrial events and tradeshows and fairs located in Europe will related to the end-use applications such as Display week, BioChip Berlin, Enterprise Wearable Technology Summit and others.</p>	Tools & Channels	<p><b>Policy-making bodies</b></p> <p>Key policy-forming bodies, at regional, national and EU level will be sensitised to MatEI's findings. A plan will be formulated starting from M1 and communications are expected to start from the first few months of the project, towards National Ministries of Research and Developments, and EU associations e.g. European Photonics Association – ISTC, EuCER – The European Consumer Electronics Retail Council, European Competitive Telecommunications Association – ECTA, the relevant EC directorates for digitization and sustainable manufacturing and EU Parliamentary Committees.</p> <p>Regarding the biosensor application, health insurance agencies will be involved as early as possible to ensure favourable reimbursement policies for our new product: e.g. Achmea in the Netherlands. MatEI partners will pursue every opportunity to attend meetings organized by entities such as EPIC, SPIE, EMRS and Horizon Europe.</p>	Tools & Channels	<p><b>Scientific Community</b></p> <p>Research groups, Institutes, Universities and key opinion leaders within the fields of photonics, optoelectronics and electronics, biomedical instrumentation and microfluidics and personalised medicine will be directly targeted. MatEI findings will be presented in invited talks and seminars in highly prestigious conferences such as SPIE photonics Europe, European Conference on Integrated Optics (ECIO), EMRS meetings, PHOTOPTICS, Laser conferences (e.g. CLEO and LOPEC) EOS conference in opto-fluidics, World Congress on Biosensors. The consortium will employ all available means to ensure at least one invited or keynote talk and two oral presentations per year.</p> <p><b>Publications in peer-reviewed journals</b></p> <p>MatEI scientists and technology leaders have an excellent track record in high impact factor journals and intend to carefully screen and highlight the projects nonpatentable outcomes to increase their publications in top of the line journals such as: Nature photonics, ACS Photonics, Advanced Materials, Scientific Reports (NPG). All publications will be under the open access publishing frame. All publications will have to be first submitted to the Coordinator and to the Innovation Manager, in order to ensure that IP is not compromised. At least 3 publications per year will be pursued.</p> <p><b>Scientific Associations</b></p> <p>Targeted dissemination actions through personal interaction will be implemented to raise awareness on the project's accomplishments towards high influential scientific communities in the fields of photonics, microelectronics, system integration, AR, biophotonic sensing such as the European Material Research Society (EMRS), SPIE photonics, Photonics21, MNE, Micro&amp;Nano, ESSCIRC, IEEE.</p>
	KPIs		Components of the demo systems will be exhibited/ demonstrated starting between M18-42, with conceptual designs ready by M5. A portfolio for showcasing will be developed by M6.		KPIs

Figure 6: MatEI Dissemination Targets

MatEl

3.1. Strategy Structure

MatEl communication and dissemination activities are suggested as follows:

- Development and maintenance of the *project webpage* and *social media* accounts;
- Preparation of the *communication and dissemination materials*;
- Organisation of *MatEl events*;
- Publication of *MatEl results*:
  - (i) at key *conferences* in Europe;
  - (ii) in relevant *scientific and industrial journals*;
  - (iii) as contributions to *technology news servers*;
- EU and national *clustering activities*;
- Cooperation with the members of *MatEl External Expert Advisory Board*.

3.2. Dissemination Timeline

The MatEl Dissemination plan foresees specific dissemination & communication activities during the course of the project, as shown below:

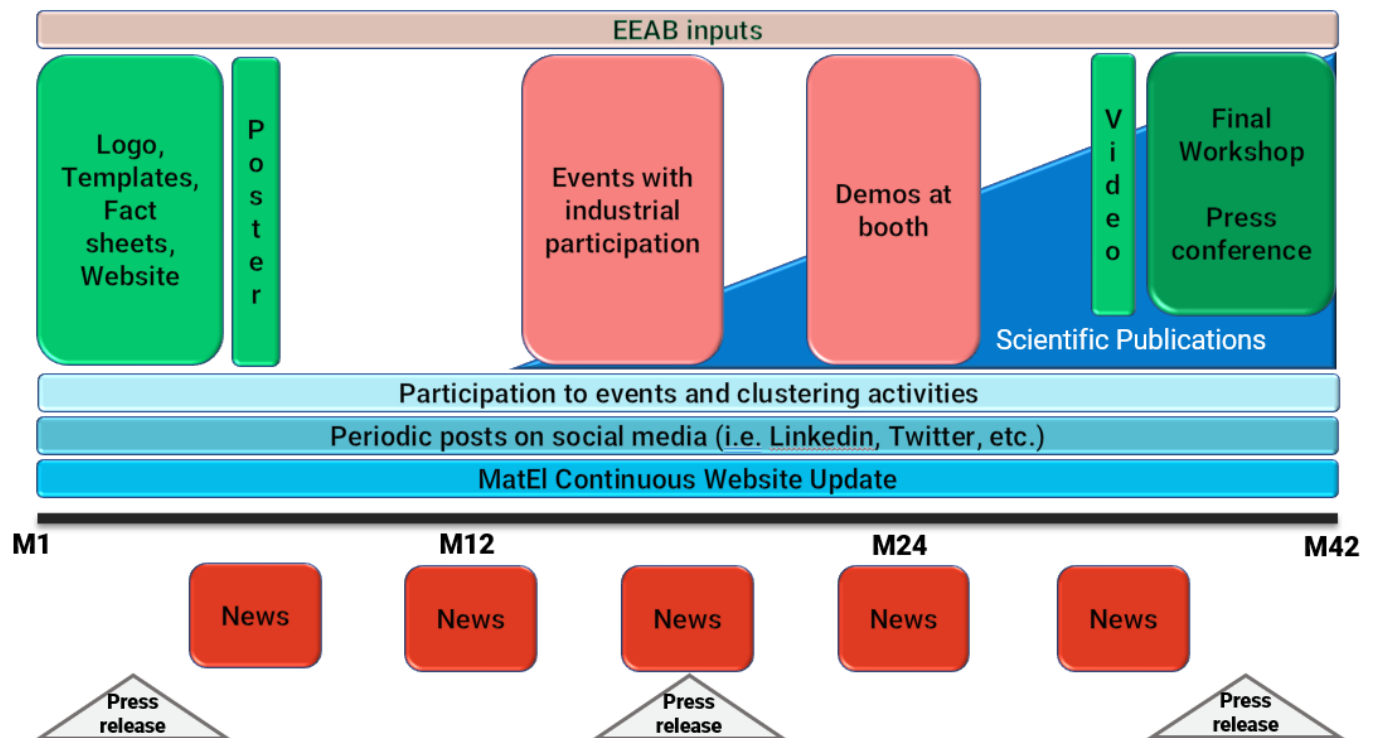


Figure 7: Dissemination & Communication timeline

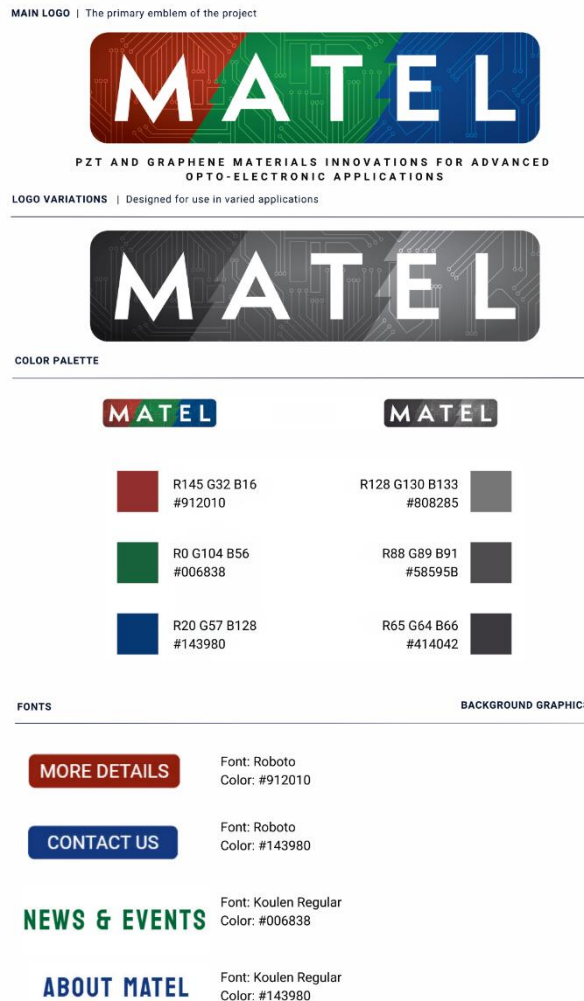
3.3. MatEl Visual Identity and Communication Kit

The MatEl communication kit has been developed as a Deliverable in order to increase public awareness of the MatEl project and also how to create sustainable electronics. The deliverable D6.1 “Initial Communication Kit”, submitted on M4, shows the initial communication materials that have been developed, which will be described below, and the project website.

## MatEI

In that deliverable, a comprehensive description of dissemination materials (factsheets and leaflets) and communication channels (website and social media) can be found.

The MatEI website (<https://project-matel.eu/>), which is online since April 2023 and actively updated, was created based on a visual identity for the project. This visual or brand identity was inspired by both the material innovations of the project (hexagonal shape of graphene) and its applications (printed circuit board and RGB scheme for the primary colours of light), with the goal of serving as a unification link between all the communication channels and efforts in the project.



*Figure 8: Brand Identity Guideline*

### 3.4. MatEI communication and dissemination materials

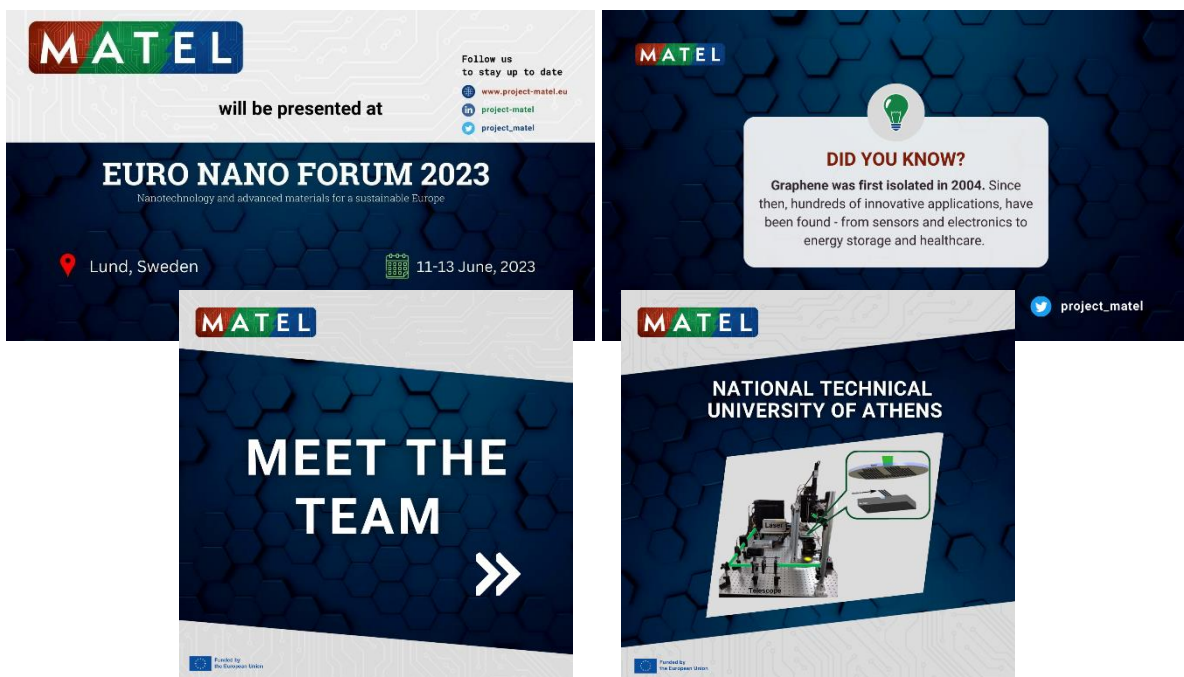
Several types of dissemination materials will be prepared during the course of the project in order to inform wide and various audiences on the MatEI project and its development. As already mentioned, some of them have been already created and submitted as part of the *D6.1. Initial Communication Kit*, and published on MatEI website. These include:

- The Project logo;

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- The Project Leaflet, a flyer that gives a short overview of key objectives and activities and which will be used to communicate the main messages to a wider audience.
- The Project Factsheet, a two-pages document that summarises the most important messages of the project for a scientific and professional audience;
- The Project slide deck, presenting MatEI project, concept, and partners to facilitate introducing the project to people outside of the consortium. The presentation is envisioned as a template for partners to adapt based on their communication/dissemination objectives.
- The Project poster, a high-quality graphical synopsis of the overall goal, objectives and the expected impacts. The poster will be displayed in booths and stands of conferences or other public places. The poster will be updated on a yearly basis and will be made available to partners via OwnCloud to print and distribute at their discretion.

Templates for social media content have been created along with the visual identity of the LinkedIn ([project-matel](#)) and Twitter ([project\\_matel](#)) accounts. The content on MatEI's social channels will be used to showcase and promote the project's actions and results. Not only that. The social media channels will be used also to give a better understanding of the Partners' contributions to the project, through dedicated posts sharing their expertise and role in the project, and the overall context in which the project operates.



*Figure 9: Social Media Templates for LinkedIn and Twitter*

Over the course of the project, additional promotional materials will be prepared, including the following:

- Project roll-ups;
- Project videos.

### 3.4.1. MatEI roll-up

Project roll-up will be prepared which will include general project information, a description of MatEI concept and approach including project logo, logos of the partners and the webpage link. More roll-ups will be prepared for the



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partners to use them at events they will attend. Further posters displaying scientific content could be developed by partners and presented during scientific symposia and conferences, demonstrating tangible results along with project achievements.

### 3.4.2. MatEI video spot

A short video spot about the project will be produced and distributed through the project's communication channels and presented at booths of conferences/fairs attended by MatEI partners. As a different tool, video might attract another audience while maintaining established communication and dissemination routes.

### 3.4.3. MatEI press releases

The aim of the press releases is to attract favourable media attention and provide publicity for the project and its events. The first project press release was published after the project start introducing its topic, challenges, and consortium partners. Other press releases will be produced during the course of the project and will be connected with important results/milestones achieved. All the press releases published by the project are available on the project website.

## 3.5. Publication of MatEI results

Publication of MatEI results in relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured throughout the whole project lifetime.

### 3.5.1. Presentation at conferences, symposia, meetings

A set of conferences will be selected for participation and Articles, papers, and other materials will be prepared. During these events, the representatives of the project will have the possibility to communicate the project's scope as well as interact and exchange initiatives and projects in related fields. Here are some examples:

Conference Name	Participating Partner	Place	Date
<i>Euro Nano Forum 2023</i>	AMI	Lund, Sweden	11-13 June 2023
<i>EUROMAT 2023</i>	NTUA	Frankfurt am Main, Germany	3-7 September 2023
<i>Graphene Week</i>	NTUA, GRAPH	Gothenburg, Sweden	4-8 September 2023
<i>Festival of Biologics</i>	SURFIX	Basel, Switzerland	10-12 October 2023
<i>Medica</i>	SURFIX	Düsseldorf, Germany	13-16 November 2023

**Figure 10:** Selected conferences considered for participation by MatEI partners

### 3.5.2. Scientific Articles in journals

Joint publications from different partners are encouraged during the course of the project. Examples of journals, where contributions from MatEI partners might be expected:

- Sensors;
- IEEE Journal of Selected Topics in Quantum Electronics;
- Nanophotonics.

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### 3.5.3. Other forms of publications

MatEI will comply with knowledge sharing arrangement and will actively contribute to CORDIS periodically each time after the latest achievements, at least at the beginning and at the end of the project.

### 3.6. Cooperation with External Expert Advisory Board

The MatEI External Expert Advisory Board (EEAB) will be created not only to support the consortium during the technical specification phase, validation of results and flawless results exploitation but also to increase the Pan-European concept of this project and provide desirable feedback from other closely related European or national activities in this topic. The communication with EEAB members is ensured through regular meetings (in person or through teleconferences).

Potential candidates will be contacted. After the NDAs are officially signed, the list of all members will be updated.

## 4. Conclusions

This document represents the Deliverable D6.2, “Plan for dissemination and communication activities” of Horizon Europe-funded project MatEI. It summarises the strategy for disseminating the results of the MatEI project and the activities planned to give high visibility to the project, its achievements and partners. The dissemination of the project’s achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation), strict rules of prior notice to all partners will be applied, and objections by partners are possible. The Dissemination Manager in cooperation with the Coordinator and Exploitation manager, will follow the approval processes and will act as an internal executive approval body for any dissemination action organised by different partners.

An Excel file was prepared in order to record each partner’s contribution to the common dissemination effort and publication of the project contents. Dissemination guidelines referencing the European Commission Open Access policy are provided to partners. List of main journals targeted for dissemination have been identified by partners. It is the role of the main author to propose fair and equal distribution of co-authorships and determine the order. Additionally, partners are encouraged to present the MatEI project at national or international events or conferences, which may be interesting for showing results from the project.

A set of MatEI promotional materials have been created and will be updated to raise awareness and inform the public and various identified target audiences about the project and its development. These materials will be extensively used by MatEI partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc.

When disseminating the results of the MatEI project, the following sentence will always be included: “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

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**5. Degree of progress**

The deliverable is 100% fulfilled. Task 6.1 “Dissemination and communication activities” will continue until the end of the project and the Dissemination activities and plan will be updated periodically (each 6 months) by the use of “MatEI Dissemination activities recording” Excel file. Information about Dissemination will be also provided to the EC through the periodic reports.

**6. Dissemination level**

The deliverable D6.2 is Public.