

D4.2: Communication and Dissemination Plan

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SUMMARY SHEET

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DOCUMENT CHANGE LOG

Version number	Date	Organization name	Description
1.0	11/10/2023	FOM	First Draft for partners' review
1.1	31/10/2023	All partners	Version containing the partners' input
1.2	28/11/2023	FOM	Revision to incorporate partners' input

LIST OF PARTICIPANTS

		Name	Short Name	Country
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2		Technical University of Denmark	DTU	Denmark
3		Dansk Fundamental Metrologi A/S	DFM	Denmark
4		Iscent Oy	Iscent	Finland

ACRONYMS

Please list the acronyms used throughout the report.

ACRONYM	Extended
R2R	Roll-to-roll
IFD	Innovation Fund Denmark

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1 EXECUTIVE SUMMARY

This deliverable D4.2 Dissemination and communication plan contains the QualSurf plan for dissemination and communication strategy, tools and methods, advisory board terms of reference and guidelines. The document will provide internal guidance on planned dissemination activities and the communication tools foreseen to achieve the dissemination objectives of the QualSurf project. The plan will also establish accountability for dissemination and communication actions, as well as a means to measure the results of the dissemination activities and to track progress against the dissemination goals.

The deliverable defines the main channels and means to use to maximise the impact of the project and its results across Europe. The plan establishes a set of precise dissemination and communication actions to carry out throughout the project. This includes details about the dissemination products that QualSurf intends to develop and the events it foresees to take part in or organise. In addition, the plan provides a preliminary calendar of each activity.

This deliverable D4.2 is alive and will be modified according to the project needs. It will be followed by an update of the Communication and Dissemination plan, which will be featured in D4.3 Dissemination and communication report, due in M36.

PARTNERS' CONTRIBUTIONS

Partner institution	Sections	Description of the contribution
FOM	All	First draft for partners' review
DFM	All	Review
Iscent	All	Review
DTU	All	Review

1.1 PROJECT OVERVIEW

Employing a new, fast characterization method based on scattered light, we will develop a machine module that enables non-destructive, in-line optical imaging of electronic thin films and functional surfaces, employing a spectrally sensitive camera-based technique capable of real-time monitoring of product quality at several m/min.

The module will be applied to organic photovoltaic panels in combination with antireflective surface structures. This use case requires the ability to measure:

- ✓ layer thicknesses,
- ✓ bulk optical and
- ✓ surface scattering properties

After the project ends, the metrology module compatible with R2R manufacturing machinery will strengthen Europe's industrial manufacturing value chain.

2 COMMUNICATION AND DISSEMINATION OVERVIEW AND STRATEGY

Communication and dissemination activities represent a key part of the future success of QualSurf results. These activities will promote the achievements to the potential stakeholders, and interested parties, raising awareness across multiple communication channels, to achieve the largest possible impact for QualSurf results.

In particular, the strategy focuses on highlighting key aspects and benefits of QualSurf's new technology, emphasizing the project's objectives. The communication strategy can concentrate on different areas, such as:

- 1. Technology Advancements:** emphasize the innovative features and capabilities of an R2R-compatible metrology module, highlighting how it addresses the challenges faced by traditional off-line characterization, contributing to more reliable R2R manufacturing solutions.
- 2. Market Potential and Economic Benefits:** highlight the market potential and economic advantages of in-line optical characterization. Showcase how the increasing demand for slot-die coated photovoltaic-related layers and R2R embossing, presents significant opportunities for end-users to grow in their respective markets.
- 3. Regulatory and Policy Support:** highlight the project's alignment with existing regulatory frameworks and policies related to innovative low-carbon technologies in multiple sectors such as energy storage, renewable energy, and sustainability, emphasizing how the project contributes to achieving European energy targets.
- 4. End-User Benefits:** focus on the benefits that QualSurf metrology capabilities for R2R manufacturing machinery brings to end-users, such as accelerated R&D, real time quality monitoring and more efficient use of materials.
- 5. Public Awareness and Education:** develop informative and engaging content to raise public awareness about the importance of in-line nondestructive characterization for R2R production and their role in the transition to a sustainable energy future. Communicate to the general public about the advantages, relevance, and potential of a more intelligent R2R production machinery, promoting a wider understanding and acceptance of the technology.

By focusing on these key areas, the communication strategy can effectively promote the project's objectives, engage stakeholders, and create awareness about the benefits and potential of R2R in-line optical characterization in the green energy transition landscape.

Task 4.4 is entirely dedicated to communication and dissemination, with the final aim of bringing EU-funded research and its results to the attention of multiple audiences. Task 4.5 focuses on the development of a marketing and commercialization roadmap during the second half of the project.

The communication and dissemination task spans the whole project duration (36 months), consistently communicating the project's progress and results, and engaging and involving all the categories of target audiences identified at the early stages of the project.

The QualSurf communication and dissemination activities are designed to match the messages to be communicated with the right target audience, with the end goal of achieving awareness across a multi-layered community. To do so, the Communication and Dissemination plan is based on five pillars, each detailed below:

1. **Define the key messages and the goals of communication and dissemination:** identify the results that can be made public, when and on which channels.
2. **Identify different stakeholders:** find key stakeholders interested in the project's outcomes.
3. **Tailor the information:** customize the messages to be communicated based on the audience interests and needs. In that sense, messages may vary in terms of content, style, and information support.
4. **Identify, plan, and perform the communication and dissemination activities:** build a clear and coherent strategy for the project communication that considers the goals, the target, and the specific communication for each type of audience; the strategy will help the consortium in reaching the dissemination goals and ensuring continuity and consistency in the communication activities.
5. **Measure the impact of communication and dissemination:** identify a set of indicators (KPIs) to keep track of the dissemination activities performed by the partners and to monitor the progress of the dissemination. These indicators will help to determine if the dissemination strategy is achieving the expected results.

3 OBJECTIVES AND APPROACH OF THE DISSEMINATION AND COMMUNICATION PLAN

The objectives of the Communication and Dissemination Plan are:

1. **Give visibility to the project and its network of experts** to enhance partners' reputation and help gain the understanding and support from the scientific community, policymakers, and society at large.
2. **Attract potential end-users of the project results** including industries using slot-die coating and embossing, technology providers, researchers in academia and industry, etc.
3. **Contribute to the advancement of world class knowledge sharing** to scientists, industry, public authorities, policymakers, civil society, etc. showing the success of European collaboration.
4. **Facilitate the uptake of results** by the industrial partners ensuring the adoption of industrial research outputs, solutions, and recommendations.
5. **Make scientific results a common good and raise awareness** of how public money is spent by making the project results openly available and searchable under FAIR conditions.

3.1 TARGET AUDIENCE

The identification of the target audience is crucial in order to customize the communication & dissemination activities to every different group.

The following audience and stakeholders have been identified at the world, European, national and regional level. During the project the partners will be asked to report about contacts and networking activities established with these groups:

- **Stakeholders engagement:** QualSurf industrial stakeholders will ensure that research outcomes are aligned with their industrial vision for the development of new products and services. Our participation in key industrial events will also be a great platform to introduce the project into industrial community hubs.
- **Dissemination.** Aims at targeting more experienced audiences who can learn and benefit from QualSurf results, such as: scientists in industry and academia, wide professional audiences, investors, with a focus on sharing technical/technological results through peer to peer communication or other well established channels.
- **Communication.** Aims at targeting citizens, the general public and the media. The communication process covers the whole project, including the results informing and engaging society, explaining how they can benefit from the QualSurf progress.

Table 1. Target groups

Target groups	Communication and dissemination channels	Type
Industry, Mid-Caps and SMEs operating in the field of energy conversion and energy storage (PV, battery and capacitors manufacturers).	Channels: Social media; FOM newsletter; Scientific journals, specialised conferences; Industry events (market fairs); dedicated workshops; specialised communication channels. Aim: Project involvement and commercial exploitation.	A
Industry, Mid-Caps and SMEs operating in the field of nano and micro-patterning and functional surfaces	Channels: Social media; Press releases; Scientific journals, specialised conferences; Industry events (market fairs); dedicated workshops; specialised communication channels. Aim: Project involvement and commercial exploitation.	B
Technology Communities: EU initiatives, research communities, industrial associations and platforms.	Channels: Social media; Scientific journals, conferences, dedicated workshops. Aim: Project involvement, R&D cooperation, establishment of commercial networks.	C
Researchers and Academics: (Relevant research institutions)	Channels: Social media; Scientific journals, conferences. Aim: R&D cooperation.	D
Policy Makers and Standardization Bodies: European, National and Regional Policy-makers (Governments, Ministries, Agencies, Councils, etc.), lawyers, certifiers.	Channels: Social media; Specialised communication channels (EU Community, etc.). Aim: Project involvement	E
General Audience	Channels: Web and social media; Press releases. Aim: General awareness	F
Mass media: Specialized journalist in energy, materials, environment, Economy, etc	Channels: FOM and Iscent website (dedicated section); blogs, FOM newsletter and social media; Videos; articles, and specific events in pilot sites. Aim: Influencers. Raise awareness on public opinion.	G
Students: Educational training and communication actions.	Channels: Social media; Training sessions; Student internships; master and PhD projects Aim: Promote scientific and technological vocations and formation of high level scientists and engineers in in-line characterization metrology technology.	H

3.2 ACKNOWLEDGMENTS TO FUNDING ORGANISATIONS

All participants involved must follow Eurostars guidelines¹ for communication about the project:

- Acknowledge the Eurostars programme in all external communications about the project,
- Actively support and share information about our Eurostars programme and work to enhance its reputation during your project,
- Acknowledge Eurostars support by displaying the Eurostars logo and your Eurostars project number or acronym,
- Fulfil the national funding body requirements in terms of communication (such as use of official logos, etc.).



Figure 1. Example of Eureka logos

In any communication material and in all information and public relations material related to your approved project and its implementation (for example, in event programmes, invitations, press releases, publications, at events, on participants' websites, etc.)

For the Danish partners when the project is mentioned in printed or electronic material, IFD's logo must be used.² A reference to the IFD investment must be highlighted in the text.

Other co-funding organisations should also be acknowledged.



Figure 2. Example of IFD logo

Table 2. Acknowledgments suggestions for partners

FOM	This work is partly funded by Innovation Fund Denmark (IFD) under File no. 3109-00023B, Eureka Eurostars project E2897 QualSurf.
DTU	This work is partly funded by Innovation Fund Denmark (IFD) under File no. 3109-00024B, Eureka Eurostars project E2897 QualSurf.
DFM	This work is partly funded by The Danish Agency for Higher Education and Science, Innovation Fund Denmark (IFD) under File no. 3109-00025B, Eureka Eurostars project E2897 QualSurf.
Iscent	This work is partly funded by Business Finland under File no. 1740680-8, Eureka Eurostars project E2897 QualSurf.

¹ Eurostars [guidelines](#) for participants

² [Guidelines](#): International Programmes co-funded by Innovation Fund Denmark

4 COMMUNICATION TOOLS AND ACTIONS

4.1 DIGITAL STRATEGY

With the main aim of attracting and establishing a community around QualSurf, the Digital Marketing Strategy has been established with three main pillars:

- **Partners web sites** will be updated to show the research activities of QualSurf.
- **Social Media** to share the advances about the project included on the website and attract visitors and users. This will also be used as a tool to interact and listen to the comments of the potential consumers and prosumers of the project future product.

4.1.1 Website

FOM web site will create a subpage dedicated to QualSurf and will be the main Dissemination and Communication on tool of the project. The partners when possible will create a link from their web to this new page under FOM domain. It will contain news, advances, and results of the investigation of this project, and the rest of communication actions and the future exploitation of the results. Therefore, its design, management, maintenance and generation of content are key activities.

It will showcase QualSurf in sections and explain the expected impacts for the project's partners and the final aims of the research taking place in this project.

The website will provide the following content:

- General information about the project.
- Description of all the organizations members of the consortium including the main technical staff involved.
- Information, objectives and work packages.
- A section dedicated to the prototypes to be tested in realistic scenarios.
- Calendar of events organized within the framework of the project.
- Blogs and other materials/resources focused on the Media.
- Information about the results as Public deliverables and Scientific Papers.
- Latest news.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the funding agencies and disclaimer excluding funding agencies' responsibility.

This is the list of the partners websites:

<https://www.fomtechnologies.com/>

<https://www.energy.dtu.dk/>

<https://dfm.dk/>

<https://www.iscent.fi/>

FOM website is SEO friendly and responds to the following standards:

- **Keyword Optimization:** FOM website uses keywords in the content for maximum searchability

- **Content Organization:** The content is organized in a logical way where products have a central role. This is not only good for SEO; it also helps visitors to find other related content easily.
- **Content Promotion:** Increase visibility to new content by sharing it on social networks and building links to the content (both internally and from external sites).

The FOM website has a legal warning and a policy statement that promises the fulfilment of the GDPR. This is also a requirement that has been considered when sending the quarterly newsletters

4.1.2 KEY WORDS

The following words have been identified as relevant for the project and will be updated during the project. The keywords will be useful as hashtags on social media, but also to better build the QualSurf content to attract the target audience to the project's sources.

- In-line characterization
- Quality control
- Metrology
- Organic photovoltaics
- Embossing
- Microembossing
- Nanoembossing
- Imprinting
- Roll-to-roll
- Slot-die coating
- Manufacturing
- Efficiency
- Machinery
- Industry 4.0
- Energy
- Solar energy
- Thin films

4.1.3 Newsletter

An update on the status of QualSurf will be included yearly in FOM newsletter reaching FOM network of potential future users of the results of this project.

The partners will be invited to promote the newsletter to their specific target audience and database of contacts. News will be sourced from the project's website so that the visits will be increased.

Mailings with relevant information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly to the same database used for the newsletter.

The section of the newsletter relating QualSurf progress and activities will be uploaded on the website.

4.1.4 Social Media

The creation of a "QualSurf community" will increase the visibility and impact of the results attained in the project. In fact, viral Dissemination and Communication strategies linked with the website and

its new content periodically created will be implemented based on FOM's X (Twitter, @QualSurfEurostars), LinkedIn and other Social Media tools.

4.2 EVENTS

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with other stakeholders and the general public, encourage networking and show advances and results of the project. Events also feed content to the communication channels and tools (website, Social Media) generating great impacts on different audiences.

4.2.1 Presence at key events

International conferences, congresses, workshops, exhibitions and industry fairs are one of the most effective dissemination and communication actions to reach different stakeholders. The partners' participation in events will generate more visibility for QualSurf project and will boost the contact with different target groups and other European projects.

Table 3. Key events

Event name	Partner attending	Target group	Estimated date
EMRS spring meeting / ALTECH Analytical techniques for accurate nanoscale characterization of advanced materials	DFM	Academia and industry	2024 or 2025
PrintoCent - Piloting and manufacturing printed intelligence	Iscent	Industry	5th October 2023
PRINSE'24, 8 th Printocent Industry Seminar, Oulu, Finland	Iscent	Academia and industry	24.-25.1 2024
LOPEC2024, International Exhibition and Conference for Flexible, Organic and Printed Electronics, Munich, Germany	Iscent	Academia and industry	5.-7.3.2024
MRS Spring meeting, Seattle, Washington, USA	DTU	Academia and industry	6.-11.4 2025
E-MRS fall meeting	DTU	Academia and industry	September 2025

4.2.2 Scientific publications

It is expected that the QualSurf project develops a significant amount of research results which will be disseminated to different key scientific communities. All partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index. It will follow the rules under "Open Access policy for public-sector research councils and foundations".³

³ <https://ufm.dk/en/research-and-innovation/cooperation-between-research-and-innovation/open-access/Publications/councils-and-foundations>

5 KPI MONITORING

FOM coordinates the Dissemination and Communication activities with the involvement of all the partners. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching their target audiences and build the QualSurf community.

The partners must provide all the relevant information and feedback as well in order to complete the Communication Reports on a regular basis since the start of the project.

The following will be some of the indicators to measure the results of the performance of the Dissemination and Communication activities. All KPIs will be compiled in D4.3 at the end of the project.

Table 4. KPIs table

Actions	KPIs
Project Website & Positioning	36 visits during the whole project
Videos & Multimedia	3 information videos in YouTube
Social Media Channels	X: 1 tweet a month LinkedIn: 1 QualSurf update every 6 months