



H2020 Ref.101075672

DELIVERABLE REPORT

FOR2ENSICS

Future Oriented Renewable and Reliable Energy SIC Solutions

Project number	101075672
Project acronym	FOR2ENSICS
Project title	Future Oriented Renewable and Reliable Energy SIC Solutions
Call	HORIZON-CL5-2021-D3-02
Duration of the project	48 months

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Authors	Rita Viaplana and Giulio Pellegrini
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COMMUNICATION PLAN

This document describes the main actions foreseen for adequate communication activities to be developed during and after the FOR2ENSICS project. The Communication Plan is divided in the following sections:

- General goals and target recipients
- FOR2ENSICS logo and corporate image
- Internal communication tools
- External communication tools
- Responsibilities of the Communication.

1. General goals and target recipients

The **general goals** of the Project Communication Plan are:

- To report and communicate the concepts and the results to European society in order to promote the introduction of low cost, very efficient and compact DC/DC converters from LV (<1500V) up to MV (<10KV) to the market.
- To make the Project known to potential actors and principal beneficiaries in Europe
- To optimize the information flow between the partners in the Project

In order to design different communication actions, the following **target groups** have been identified.

- The target for **internal communication** is the partners of the Project
- The target groups for **external communication** are:
 - General public in the countries where the project takes place
 - Young generations
 - Scientific and technical community
 - Professional sector: industry and other potential end-users in the field of energy

2. FOR2ENSICS logo and corporate image

As a part of the “brand building” process, both the project logo and the template for dissemination material (posters, presentations) have been designed in order to define the visual identity of the project. The logo and corresponding templates are shared among the project partners in the common online repository (see section on internal communication tools).



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Figure 1. For2ensics logo and deliverables template

3. Internal communication tools

Several tools have been designed in order to facilitate the communication between partners (internal communication). These tools aim at:

- facilitating the flow of information
- making the partners aware of intermediate and final duties and goals
- sharing practices and challenges
- creating spaces for sharing materials as well as for monitoring and assessing the results
- informing all partners about their obligations
- engaging all partners in an active participation in relevant communication activities

The tools that have been designed are:

A **Sharepoint** as a repository of the project material (Grant Agreement, Consortium Agreement, templates, minutes, lists of contacts, logo...) and of the common technical data (deliverables, and other reports). The sharepoint is password protected and all the partners involved in the project can access, exchange and modify the files. This tool is particularly useful in this Project because the Consortium counts with three beneficiary partners with no access to the EU Participant Portal.

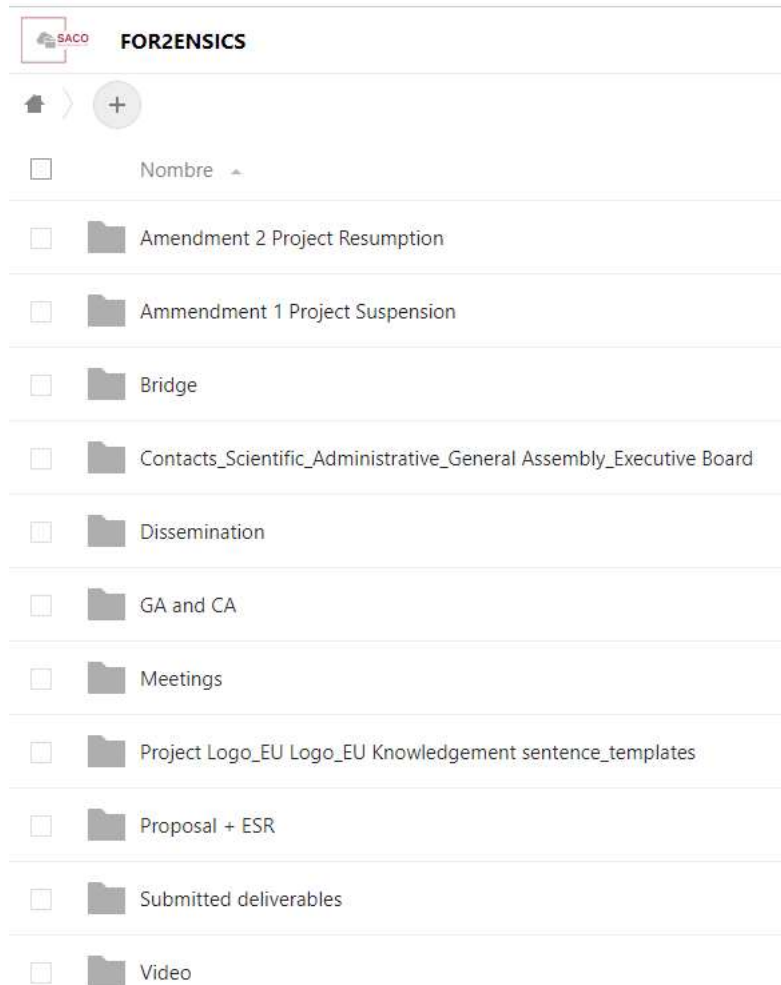


Figure 2. For2ensics sharepoint

Zoom has been chosen for web meetings and internal web calls and series of **group mailing lists** have been created in order to facilitate the internal communication (scientific list, administrative list; WP8 list,...)

4. External communication tools

External communication aims at reaching specific sectors in society and towards the society at large, together with actual and potential beneficiaries. The main goals of the external communication are:

- to implement specific activities in the countries involved by the project
- to increase the visibility of the project within local, national and European institutions and the general public
- to communicate the main achievements
- to promote the FOR2ENSICS concepts



The external communication counts with the following tools:

Website

The project website <https://for2ensics.imb-cnm.csic.es/> was launched in January 2023. It serves as a tool for communication of the project concepts to large audiences (sections “Home”, “About”, “Results”), for a presentation of the project consortium (“Participants”), and for contacting the CNM (Coordinator) team (“Contact”). The section “News” contains all the the news and events related with the project activity are published in order to promote scientific dissemination.



Figure 3: “Home” section of the FOR2ENSICS web

LinkedIn

The LinkedIn account (<https://www.linkedin.com/company/future-oriented-renewable-and-reliable-energy-sic-solutions/>) was opened in February 2023 and will be used as a communication tool for spreading news on the project (e.g. scientific outcomes, participation in conferences, advertising of events), together with establishing a public discussion based on interesting general articles regarding the fields related to the Project. This will serve for positioning the project and its partners as a European reference for the different target audiences and as a source of an accurate and relevant information in the Project’s field. LinkedIn will also be one of the channels to find new talent for the project when new job positions are available.

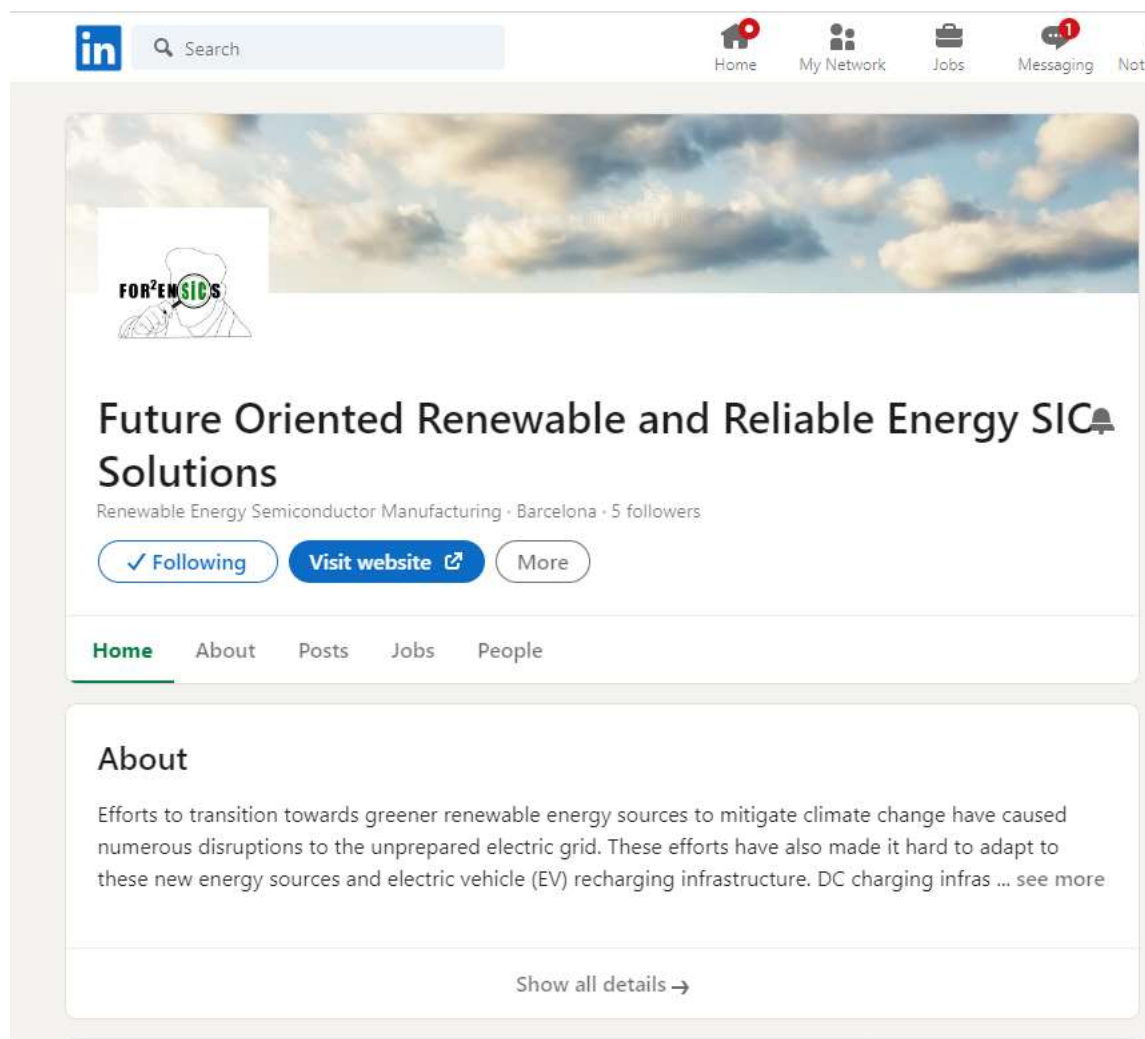


Figure 4: For2ensics LinkedIn account

Project flyer

The flyer will be used for communication to different audiences, as it will be made available to the general public for downloading via the website and it will be useful in public events (e.g. project stands) and at industrial fairs. The goal of this material is to provide an overview of the project in terms of technology and goals, together with the presentation of the Project Consortium and funding.

Workshops and tutorial days

The communication towards the scientific audience will benefit from the organization of meetings and events. One **technical workshop**, one **industrial workshop** and one **tutorial day** will be organized during the course of the Project. They will host a delegation of the project partners, eminent invited speakers in the field and they will be open for participation to specialists. Such activities will be advertised via the web channels of the project, via social media, via direct invitation at conferences and via EU channels (communication with the project officer), in order to ensure high resonance.



Summer schools

Such activities will be dedicated to the young generation of researchers, with the main aim of transferring the knowledge and the methods and of ensuring a continuity in the research and technological development of the For2ensics project. Here, lectures will be given to PhD/young postdocs by a selection of project partners and by external professionals, in order to motivate the young researchers' generation for an active involvement in the topics and to generate new ideas

Contact with the press: Press releases, presence in radios/TVs/newspapers

Such activities will be carried out by each partners at the local level for reaching the audience of the countries involved, and by taking advantage of the EU channels (e.g. through the project officer) for reaching a larger audience. The activities will be carried out in English and local languages.

For such activities, the Project will largely benefit from the contact with the press which have already been established by the reference institutions. Up until now, the following content has been produced:

- An open-access article on the CSIC web: <https://www.csic.es/es/actualidad-del-csic/el-csic-desarrollara-chips-para-producir-y-distribuir-energias-renovables>
- An open-access article at El Periodico (Spanish newspaper): <https://elperiodicodelaenergia.com/csic-desarrollara-chips-carburo-silicio-producir-distribuir-energias-renovables/>

A video

An introductory video describing the vision and the goals of the project will be created. It will be distributed via the website and shown during the various public presentations of the event.

5. Responsibilities of the Communication

The following responsibilities regarding the communication strategy have been assigned to the partners.

As a task leader, **the CNM** will:

- Present and share this communication plan with partners
- Create, coordinate and maintain the main project communication channels and tools
- Make sure that the actions described in the present deliverable are carried out
- Coordinate the activities between beneficiaries
- Report the EU regarding the activities
- Provide partners with communication materials
- Inform the partners about communication events of interest

As a part of the Consortium, **all partners should:**

- Inform the coordinator about events, special days and communication activities in general, which could be of interest to the project
- Take part in reach-out events at the local level by explaining the For2ensics Project with adequate tools (e.g. institute open days, public science days...)



- Be active communication agents at the local level, by contacting local media for participation in radio/TV shows and for the preparation/publication of articles in local magazines (using the national language)
- Contribute content to the project communication channels (e.g. blog and social media accounts). Keep the communication folder in the Sharepoint up to date for a correct

DISSEMINATION PLAN

The Dissemination Plan describes the main actions foreseen to ensure adequate dissemination activities to be developed during and after the FOR2ENSICS project. The Dissemination Plan is divided in the following sections:

1. General objectives and targets
2. Dissemination actions management
3. Dissemination tools for the technical community

The Consortium attributes great importance to dissemination. Therefore, all partners will contribute to dissemination efforts and will strive to maximize the use of existing dissemination channels for the purpose of project results adoption and successful future exploitation of the FOR2ENSICS foreground.

1. General objectives and targets

The general goal of the dissemination strategy is to make the results of the project available and easily accessible to the technical audience.

In order to maximize the promotion of the results and of the technologies developed by the project, specific dissemination activities are considered for both the **scientific** and the **industrial** audience, together with general tools, as described next.

2. Dissemination actions management

The outcome and dissemination activities produced during the project will be collected and reported by CNM (task leader). All the partners have access to an intranet “*sharepoint*” which is designated as the only repository for the project activities. A dedicated folder “*Dissemination and Communication*” is made available to all the partners for collecting the dissemination material (e.g. project logo, presentation template) and for sharing the results of the dissemination activities. It is mandatory for all the partners to keep it up-to-date.

The coordinator (task leader) will **inform all partners** about all the dissemination activities (e.g. conferences, workshops, fairs) which may be of the Project’s interest. In the same way, all partners should **share with the Consortium any information regarding potential activities for dissemination**.



3. Dissemination tools for the technical community

The Consortium believes in the high scientific and technological potential of the research proposed in the Project, so the dissemination plan towards the **scientific community** comprises the publication of several **scientific papers** per year and **attend to the main conferences** in the topic, as well as the participation in several **workshops** and at the **social media** (Linkedin). As for the **industrial community**, the Consortium aims at the regular participation at **industrial fairs**.