



Deliverable 11.3

Dissemination Plan

WP 11 –Dissemination and Training

Version 1.0

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1 Introduction

The ENGICOIN Dissemination Plan aims at providing the guidelines for project activities within *WP 11 - Dissemination and Training*. This plan is intended as a preliminary version that collects measures that will be put in place by the consortium to ensure effective communication of the project and dissemination of its results.

This document objective is to:

- identify areas and stakeholders that could make use of results
- describe concrete and well-timed measures for dissemination of all key results throughout project lifetime and after project end
- explain how to use effective channels and platforms for all groups of potential users with long-term perspective
- facilitate and support each of the impacts aimed at in the work plan

Starting from information collected at proposal phase, each partner did execute a mapping of the objectives of respective dissemination plans, expected target stakeholders, as well as planned communication and dissemination actions.

1.1 Plan update

Given the early submission of the document, the present version of this document provides prior analyses of targeted stakeholders and activities, which is subject to further update along the project implementation. Indeed, the *Dissemination Plan update* (D11.4) planned at M18 will likely furnish other target indications and further detail the plan of activities, which will be useful input and complementing elements for *Preliminary and final ENGICOIN business and exploitation plan* (D10.3, M26 and D10.4, M48).


The Coordinator has set up an inventory, available to project partners on the ENGICOIN platform. This summarizes all the identified target stakeholders or channels and already contains several event and journal information. This will be further filled in with updated and more precise details (e.g.: new dates, etc.) until the end of the project and beyond.

1.2 Use of this document: license and disclaimer



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The author(s) of this document have taken any available measure to ensure that the information contained in this Plan is accurate, consistent, lawful, and up to date. Nevertheless, the author(s) or any ENGICOIN Consortium member that somehow participated to the creation of this document shall be liable for any direct, indirect, or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

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2 Policies and legal basis

The legal bases of ENGICOIN dissemination are to be found in the Grant Agreement (GA) and Consortium Agreement (CA). These provide the contractual binding rules to be followed by the consortium. The provisions contained in the *Data Management Plan* (D1.1, M6), in the *Preliminary Business and Exploitation Plan* (D10.3, M26) and in *ENGICOIN business and exploitation plan* (D10.4, M48) do integrate the set of rules effective in ENGICOIN.

Following, a simplified summary of the provisions included in the relevant sections of the Grant Agreement and Consortium Agreement that relate to dissemination, and specifically:

Grant Agreement

- Art 29 Dissemination of results – Open Access – Visibility of EU funding
- Art 29.1 Obligation to disseminate results
- Art 29.2 Open access to scientific publications
- Art 29.3 Open access to research data
- Art 29.4 Visibility of EU funding
- Art 29.5 Disclaimer excluding EC responsibility
- Art 29.6 Consequences of non-compliance
- Art 38 Promoting the action – visibility of EU funding
- Art 38.1 Communication activities by beneficiaries

Consortium Agreement

- Art 8.1 Ownership of results
- Art 8.4 Dissemination.

2.1 Obligation to disseminate results

According to Grant Agreement Art 29.1 "each beneficiary must as soon as possible — ‘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 obligation to protect results (Art 27)
- The confidentiality obligations (Art 36)
- The security obligations (Art 37)
- The obligation to protect personal data (Art 39)

2.2 Visibility of EU funding and disclaimer

Any dissemination of project results (in any form, including electronic) must indicate at all times that the project received funding from the European Union. In addition, a non- responsibility declaration shall

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indicate that the dissemination reflects the authors' view, thus excluding any European Commission responsibility for any future use. More in details, in line with GA provisions (Art 29.4-29.5), partners must:

- **Display high resolution EU flag**, which should be given appropriate prominence when displayed with the project logo or any other logos.
- Include the following **acknowledgement**
 - **Dissemination and communication material**
"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 760994 (ENGICOIN project)"
 - **Application for IP protection (patents)**
"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 76994 (ENGICOIN project)"
- Include the following **disclaimer**
"The content of this (paper/article/publication/report) is the sole responsibility of the authors. The European Commission or its services cannot be held responsible for any use that may be made of the information it contains".

Failure to respect these provisions could result in the non-payment of the costs claimed to produce the work as specified in GA Art 29.6.

2.3 IP protection

Consortium Agreement anticipates several details regarding Intellectual Property (IP) protection and access rights.

As stated in Grant Agreement Art. 23a and 27, the intellectual property must be managed and protected.

In line with EU requirements, the partners choose first to protect ENGICOIN results instead of disseminating them, as agreed since proposal phase. This will allow the partners to benefit from the project outputs. In case protection is not possible or reasonable, dissemination will be pursued according to provisions set out and agreed in *Section 8 – Results* of the CA.

Preliminary ENGICOIN Business and Exploitation Plan and *ENGICOIN Business and Exploitation Plan* (D10.3 and D10.4) will further detail out all key project exploitable results and identifying the consortium strategy towards either protection or dissemination to avoid possible misunderstanding.

2.4 Open access

As anticipated during the Kickoff Meeting, according to GA provisions (Art 29.2), each beneficiary shall ensure full open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its project results.

Each partner is strongly encouraged to follow the procedures identified below before applying for scientific peer-reviewed publications:

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- Check if the journal/conference policy on open access¹ are compliant with EC rules

If open access (either green or gold) is not granted or the embargo period is higher than 6 months, negotiations with publisher are possible and the eventual article processing charges (APC) are eligible for EC funding. In case neither of the options is applicable, partners are not to submit the paper to publication.

When the publication is allowed in accordance with EC provision, the author shall make sure of the following:

- Upon publication (or assignation of DOI in case of conference proceedings), the publication machine-readable copy must be uploaded on Zenodo within the ENGICOIN project community - <https://zenodo.org/communities/engico in> ²
- Open access must be provided either on publication or within 6 months from publication if an embargo is requested by the publisher
- Additional deposit in other repositories (e.g. institutional ones, Arxiv, etc.) is possible as long as the chosen repository is OpenAire compatible³, attention is paid not to double the DOI assignation to the publication and cross-reference is provided

2.4.1 Open access to research data

During the proposal phase, ENGICOIN Consortium agreed to participate to the Open Research Data Pilot. It implies that not only publications, but also digital research data generated in the project shall be given open access— when possible –

In particular, each ENGICOIN partner shall:

- (a) Deposit in a research data repository (possibly ENGICOIN community in Zenodo) and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate — free of charge for any user — the following:
 - a. the data, including associated metadata, needed to validate the results presented in scientific publications as soon as possible
 - b. other data, including associated metadata, as specified and within the deadlines laid down in the Data Management Plan (D1.2 and further updates)
- (b) Provide information — via the repository — about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (and — where possible — provide the tools and instruments themselves).

2.5 Role and responsibilities

The Task 11.1– Dissemination and Communication activities is led by IIT while KTH is responsible for *Task 11.2 – Training and Education*.

¹ <http://www.sherpa.ac.uk/romeo/index.php>

² Upload URL: <https://zenodo.org/deposit/new?c=engico in>

³ <https://www.openaire.eu/search/data-providers#text>

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IIT will therefore be responsible for carrying out and monitoring the dissemination activities. Moreover, IIT will update the dissemination register by collecting details on all dissemination activities related to ENGICOIN performed by any member of the Consortium.

Nevertheless, all partners are responsible for contributing to dissemination and communication activities of the project based on the information provided and included in the dissemination catalogue. Beside the standard publication contribution, partners and third partners will invest part of their dissemination efforts to provide input for all the identified communication and dissemination Channels (Project website, Twitter account, newsletters, etc.)

KTH will lead the training activities planned at further stage of the project. The production of the content material to be circulated during the training is responsibility of the task leader. The training activities will include: stoichiometric and kinetic modelling of microbe metabolism for guided genetic engineering, synthetic biology tools and applications for cell factories, as well as the basic unit operations surrounding pilot-scale bioreactors.

3 Dissemination and Communication Strategy

3.1 Objectives

This deliverable aims at determining the strategies for the design, application and evaluation of communication and dissemination tasks. This document it outlines:

- Key messages to be distributed
- Specifications of the tools and channels identified for communication
- Preliminary action plan for the implementation of activities
- Project stakeholders and audiences to be addressed
- Relevant polices and legal basis for dissemination
- Specific instructions for the dissemination of research
- Roles and responsibility within the consortium


Dissemination can be defined as "the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium".⁴

The objectives of ENGICOIN dissemination are:

- Share Information on ENGICOIN results with key project stakeholders
- Promoting and prompt the acceptance and adoption of project results

According to the European Commission, **Communication** is "a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results".

⁴ http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

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Consequently, ENGICOIN communication activities aim to keep the tailored audience and target groups involved, but also to inform the common audience about the project and its results. More specifically, communication activities aim at:

- Promote general awareness on ENGICOIN purpose
- Boosting public visibility of Project tasks
- Reinforce the dissemination strategies
- Demonstrating how EU funding contributes to technological innovation (and environmental preservation).

3.2 Stakeholders' analysis

The first aim of Communication and Dissemination is to generate awareness about project goals and results in the most effective way. Therefore the primary need is to carefully identify the target whom to address the ENGICOIN Message. The audience consists of specific individuals, entities or groups that are of importance to the project's success.

A preliminary analysis of the project key stakeholder groups has been drafted in proposal phase and is available in the project *Description of Action*.

The consortium has identified the following main groups of stakeholders that can support and benefit from the project and which are therefore targeted by the project dissemination activities:

Industrial/Commercials	European industries <ul style="list-style-type: none"> - European biomass industry association - waste-treatment industry - biogas industry - chemical industries - Others as relevant <ul style="list-style-type: none"> • Industrial Associations and other entities operating at EU and national level • Network associations for science, industry, politics and society
Research/Scientific Community	<ul style="list-style-type: none"> • Universities • Research networks • Research centres
Green/Environmental Associations	<ul style="list-style-type: none"> • European & International initiatives • Environmental preservation clusters
Policy Making/Institutional	<ul style="list-style-type: none"> • Institutional/political entities at national/regional level: <ul style="list-style-type: none"> - National governments, - Regional governments, - Research Energy and Clean Technology Clusters, etc. • Other governing bodies
Related projects & initiatives	<ul style="list-style-type: none"> • Consortium closed & ongoing projects • Related external projects • Major EU-wide initiatives

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Civil society	<ul style="list-style-type: none"> • No -profit organisations • Local Associations • Other
General public	<ul style="list-style-type: none"> • Non-specific audience

The preliminary analysis of the stakeholders, to be found in the Dissemination Catalogue (to be found in project repository, available to all partners), mirrors the strong industrial and commercial orientation of the project. In fact, more than the 70% of the identified stakeholders belong to the Industrial or commercial world.

The respective role of the different target groups is summarized in table below


	Industrial/ commercial	Research/ Scientific Community	Green/ Environment al associations	Policy making/ Institutions	Related projects/ initiatives	Civil society	General public
Give feedback on project activities and results	✓	✓			✓	✓	
Sharing knowledge and creating long –term collaboration opportunities	✓	✓	✓			✓	
Supporting identification of priorities and tailoring project activities to the needs of end-users	✓		✓	✓		✓	
Increase the exploitation perspective of the project results	✓	✓			✓		
Enhance project visibility	✓	✓	✓	✓	✓	✓	✓

Once the relevant stakeholders, target groups, and possible partner roles in the project are identified, dissemination activities, messages, and dissemination tools and channels must be customized to efficiently address each audience.

3.3 Key messages

Four key messages have been identified to convey the ENGICOIN objectives, expected impact and technological challenges:

- From CO₂ to value-added chemicals with ENGICOIN
- ENGICOIN low-energy consumption waste treatment
- ENGICOIN carbon capture do reduce externalities
- ENGICOIN renewable and sustainable bio-economy

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These four messages reflect both the willingness to address the widest target possible. In addition the general message will be refined once on-field observations will be available.
In fact, dedicated messages addressed at relevant stakeholder groups will be circulated at later stages of the project in order to convey project results more effectively.
(E.g. Engico.in is the paradigm for a “near-to-zero waste biorefinery”)

3.3 Plan of activities

The ENGICOIN dissemination strategy organized into three phases. These steps will relate and mutually enforce with the project advancement periods as detailed below.

Phase 1 (M1 - M24): Generate awareness and promote understanding on the ENGICOIN project and its approach

At early project stage, microbial factories maturity will be nearly negligible and the research activity will be primary focused on Synthetic and system biology developments of the microbial hosts and on the validation of the site preparation.

At first, the awareness creation will mostly rely on communication activities (visual identity building, presentation/ poster circulation...). In this first phase, some bases for future actions are created. Subsequently, more proper dissemination activities will be carried out.

Consequently, dissemination strategy will focus on:

- i) Identifying and targeting stakeholders
- ii) establishing and setting up tools to be used alongside project implementation;
- iii) spread the knowledge of the project concept and of the expected outcome among the stakeholders' community and general audience.

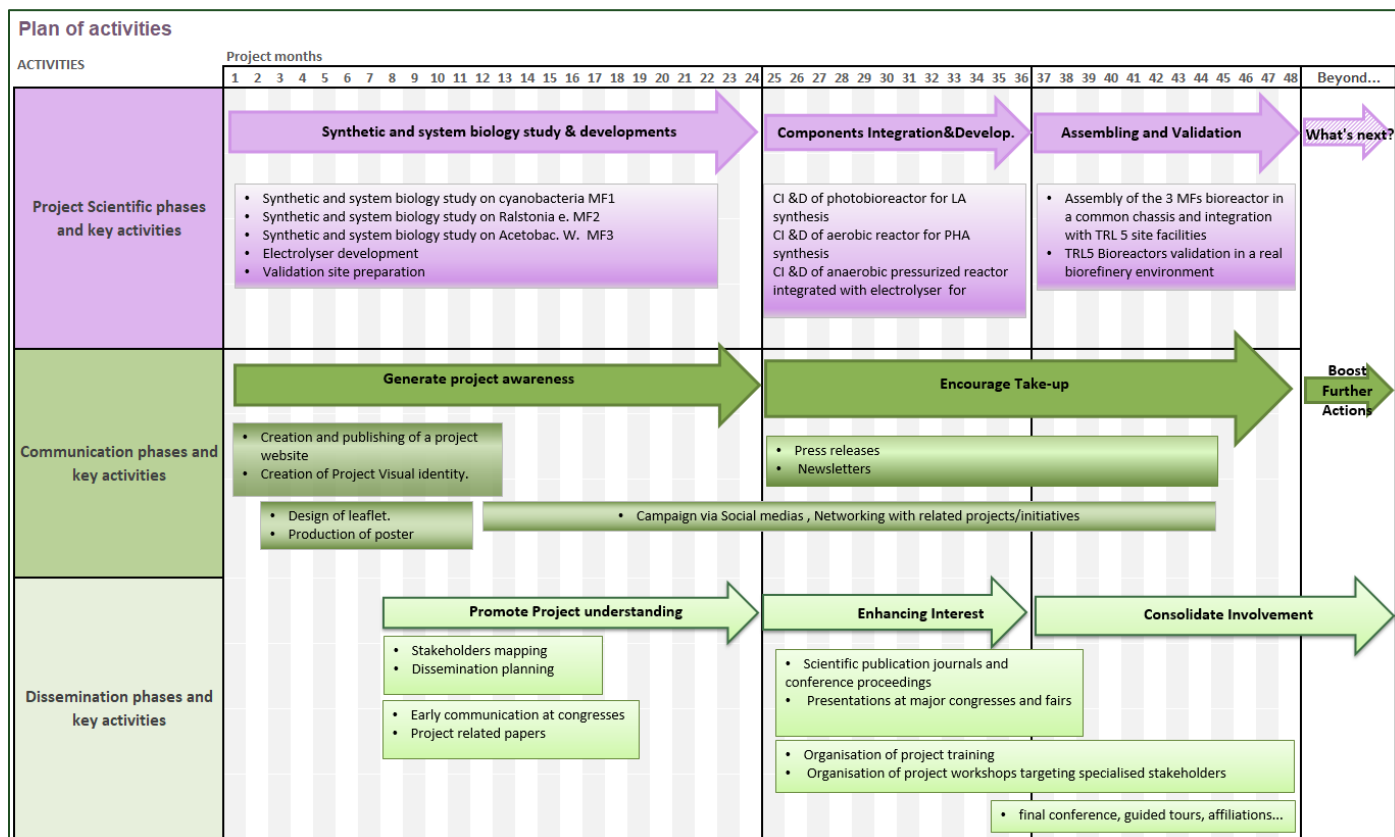
The participation of the partners at ad hoc conferences and application to target journals will convey the disclosed information to the scientific community.

Phase 2 (M25 – M36): enhancing interest and encourage take-up on ENGICOIN benefits

Once the optimization of the ENGICOIN processes outset and the technology embedded in the project evolve to higher Technology Readiness levels, the dissemination activities will direct more specifically toward specialised audiences in order to engage their interest on ENGICOIN ongoing scientific results and potential industrial achievements. Nevertheless, communication actions will maintain focus on the broader public through various channels.

Phase 3 (M37 - M48): consolidating the involvement in ENGICOIN approach and boost further action

In the final phase of project implementation, communication and dissemination will focus on the disclosure of information regarding the technology developed for potential customers and end users in order to guarantee their adoption and exploitation. In parallel, the consortium will aim at informing the general community on how obtained results can benefit the environment and tackle environmental challenges.




Going Beyond ENGICOIN:

Dissemination and communication strategies shall go beyond the project duration. The promotion of ENGICOIN results and the exploitation of its outcomes in the medium-and long-term will persist after the conclusion of the project.

4 Tools and channels

Each target group will be addressed with specific tools and channels in order to make dissemination and communication activities the most effective. A detailed description of envisaged tools/channels has been included in this section. Table 3 summarizes how different tools and channels will reach target stakeholders selected.

	Industry and/or commercial	Policy making/ institutional	Green/ environmental associations	Research and scientific community	Related projects and initiatives	Civil society	General public
Project visual identity	✓	✓	✓	✓	✓	✓	✓
Flyer		✓	✓	✓	✓		✓
Posters	✓			✓			

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Print materials	✓	✓	✓	✓	✓	✓	✓
<i>Training materials</i>	✓			✓	✓		
<i>Press releases</i>	✓	✓		✓	✓	✓	✓
<i>E-mail newsletter</i>	✓	✓	✓	✓	✓	✓	✓
<i>Presentations</i>	✓		✓	✓	✓	✓	✓
Audio-visual tools	✓	✓	✓		✓	✓	✓
Scientific publications	✓			✓	✓		
Content Events	✓	✓	✓	✓	✓	✓	✓
<i>Scientific conferences</i>	✓	✓		✓	✓		
<i>Other events</i>	✓	✓	✓	✓	✓	✓	✓
<i>Relevant initiatives</i>	✓	✓		✓	✓	✓	
<i>Workshops and training events</i>	✓	✓		✓	✓		
<i>Guided tours</i>	✓			✓	✓		
Social media	✓	✓	✓	✓	✓	✓	✓

Table 3: tools/channels and target audiences

4.1 Project tools

Project Partners can already count on some material and can refer to a strategy involving different tools:

- project visual identity
- print material
- content material
- audiovisual

This package will help to address efficiently the target audiences with the proper messages among the one mentioned above, and it will allow reaching the highest impact possible.

4.1.1 Project visual identity

The visual identify of the ENGICOIN project is comprised by logo, graphic theme and symbol and key colours.

IIT designed the visual identity during the first month of project implementation in order to ensure a proper recognition and uniform project identification applicable to every communication and dissemination activities.

All the components are applied in a coherent manner in all project templates described in the *Communication material* (D11.2).

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4.1.2 Print materials

As it has been described in full details in the Communication Plan (11.2), the key printed tools will consist of:

Flyers

A project flyer draft has been produced at M6. It is primarily produced in English and it contains a short text explaining the ENGICOIN project concisely. The flyer also displays the Consortium and each partner logos. Additional flyers will be produced along project implementation targeting different audience groups (e.g. industrial stakeholders, scientific community etc.).

The file version will be shared with partners for translation into the other consortium languages (Dutch, French, German, Italian, Spanish and Swedish). This will also allow them to print it when needed or to add extra information as new results and objectives are accomplished.

Business cards

Business cards will be used as dissemination/communication tools and distributed during external meetings and events. The card features the project logo, link to the website and key project contact information.

IIT will share the business card design to all project partners who will be free to print as many as needed. No modification shall be made to the design without the consent of the Coordinator.

Posters

A draft poster has been produced at early project stage of the project. It shall provide the scientific and industrial audience with an overview of the ENGICOIN project, its objectives and expected impact.

Along project implementation, additional posters will be created to be in line with project and its scientific achievements hence they will be presented to the scientific conferences. The posters will be produced in English.

4.1.3 Content tools

Presentations

Communication material (D11.2) already described and detailed both the template for presentations and a project overview presentation. As long as the project will produce the first results, the original presentations will be integrated and tailored to meet the interest of the various audiences and to present our outputs in the best possible ways.

Press releases

Press releases will be produced not earlier than M13, according to the maturity of the project. In fact, this tool will serve as to inform stakeholders on project objectives and main results. Press releases will timely correspond to key deliverable submission and milestones achievement. The IIT, task 11.1 leader will lead this activity, however every partner is expected to provide inputs when contribution will be required. The first test of the releases will be published in English. These will be shared with partners media offices for translation into the other consortium languages (Dutch, French, German, Italian, Spanish and Swedish).

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Newsletter

The newsletter will be dedicated to identified stakeholders. Starting from M19 tailored mails will be circulated among the selected stakeholders. The messages will include, project's news, new findings in the field, updates regarding single partners, key events, training reminders and science -pills.

These newsletters will be published online on the project website.

Training material

Training material will mainly consist PPT presentations, handouts and short videos. The different materials will be shared with trainees both in occasion of specific training, workshops, events both in hard copy and through digital support. A link to a cloud or download service will be provided.

4.1.4 Audio/visual tools

Photos

In occasion of key events, such as project periodical meetings, scientific events, project training/workshops/conferences and along normal implementations of the project, photos will be regularly taken to document ENGICOIN work. These will be shared through relevant dissemination tools, such as the public website "Gallery".

In addition, pictures of the laboratories, equipment and teams of the different beneficiaries will be shared to the public via the website and the Twitter account.

Videos

Videos will have two different aims: videos with a more generic content will be available for the general public, while specific and more technical content ones will be presented to selected audience. This possibility will be further explored along project implementation.

4.2 Scientific publications


Scientific publications will allow the dissemination of project results and the use for further research.

Scientific community and representatives of the various target groups are the tailored audience to be reached thanks to major scientific journals in an effective way.

The Open Access publications will be made available on the project web site. Each publication will be subject to the Dissemination rules as stated in the Consortium Agreement. These rules shall be considered valid and binding until one year has passed after the end of the project.

Along with the project publications, including deliverables, open datasets will be made available in the project internal repository.

Open Access publications, public posters, datasets and presentations will also be uploaded in Zenodo.

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5 ENGICOIN Channels

The project consortium has identified several dissemination and communication channels, which can be classified into three main categories as shown in Table below.

Channels		Target
Publications	Scientific journals	Research, academic, other projects & initiatives
	Conference proceedings	Research, academic, industrial, other projects & initiatives
Media	Website	All
	Social media	All
Events	Scientific conferences/ congresses	Research, education, industrial, other projects & initiatives
	Training activities	Industrial, research
	Other events and conferences	All

5.1 Scientific proceedings

To share the project progress with the scientific community, the consortium will draft articles and other contributions for the technical literature and dedicated journals.

Journals and conference proceedings will represent one of the key channel for scientific dissemination.

Before each peer-reviewed conference or article publications, every partner must make sure to comply with EC rules on Open Access. In order to simplify this check, IIT did perform a pre-screening on the indicated scientific journals and reported the analysis on the Dissemination Monitoring Tool.

5.2 Media


Media channels, which are here intended to be online mainly, are key for a good project communication, targeting all project stakeholders as well as general public. Nevertheless, media will be used in a integrate way, in order to give a multi-channels visibility to the project. Partners are encouraged to both use the already existing media channels linked to their institution and contact media in their countries (either general or specialized) in order to increase the project's visibility and to spread the results.

5.2.1 Website

One of the main channels for communication will be the project's website: www.engico.in.eu.

Deliverable 11.1 describes the specifics of the Project Website that was delivered in M5.

The current structure, content, but also layout of the project website may be modified in accordance with project management and by eventually using optimized templates. This update, which is likely to take place in months M10-M15, allows for higher usability from all stakeholders.

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The website contains overview information about the project, the partners, and the obtained scientific and technological results. It includes pages with information about news, events, dissemination articles, media reports and related initiatives.

The project coordinator (IIT) will manage the website but all partners are responsible for producing content. The website maintenance will be guaranteed by IIT for five years beyond the project duration.

5.2.2 Social Media- Twitter

Social media allow engaging interested audience with the project, representing an interactive and direct platform of communication. Despite the specificity of the ENGICOIN Project content, the communication via Social media, particularly Twitter, permits to keep the interest of the public whether it is the stakeholders or other audiences. It also contributes to disseminate the work done during the implementation and it helps enhancing the project's impact.

Alongside the institutional accounts, the consortium has set up a project Twitter account. It will be used to increase the project visibility, mainly through partners already existing accounts.

The ENGICOIN Twitter account was set up in M6 for sharing quick news about the project, pictures, videos, and link articles to raise awareness about key thematic addressed by the project and representing the Consortium to reach out to the public as a sole entity. The main audience will be mainly represented by the civil society, media and industrial and research communities.

The project Twitter account managed by IIT is: https://twitter.com/engico.in_h2020

Visibility of ENGICOIN Twitter account will be increased through two main actions:

- Retweets and mentions by more consolidated partners and PI accounts
- Accurate hashtag and mentions of the main trends and subjects in the field:

@Engico.in	@EU_H2020
# H2020	#nanotechnologies
#advancedmaterials	#biotechnology
# biobasedchemicals	#bio-materials
# bioplastics	#acetone
#lacticacid	#circulareconomy

5.3 Events

5.3.1 Scientific conferences

ENGICOIN promotes project presentations at scientific conferences targeting relevant domains for the project that represent a high visibility and impact opportunities to share both the concrete project results and the technical novelties developed with experts in the fields.

During the preparation of this deliverable, a catalogue of target scientific conferences of interest for the partners has been collected and will be updated along the project implementation when specific dates and venues for identified events will be determined, or when new events will be added to the list. Along

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project implementation, the specific events will be selected considering the most suitable timing for the available project results.

5.3.2 Training Activities

According to description of Task 11.2 of the Grant Agreement, the consortium has already planned open seminars, training activities and workshops targeting participants such as students and professionals, specialized researchers, but also policy makers from different countries.

The approach to be followed will be to create a path going from general awareness of the project and its rationale, toward the mastery of the processes and products involved in the project.

Close to the end of the project, ENGICOIN will reinforce its dissemination activities based on a fully-fledged exploitation aim. The strategy will be initially based on traditional channels, such as newsletters, trainings, web page, etc. The key messages in any dissemination and exploitation oriented campaign will be centered on the particular benefits offered by ENGICOIN to municipalities, citizens, and manufacturing in response to certain business or societal objectives.

5.4 Related initiatives and projects

5.4.1 Related projects

The proposal of ENGICOIN already highlighted the wide experience and expertise of the Consortium partners, with particular focus on research projects. These skills are fundamental bases to the ENGICOIN work perspective.


In order to maximize visibility and the potential mutual impact cross-projects collaboration shall be a priority, starting from related projects where ENGICOIN partners are already involved.

The projects where ENGICOIN beneficiaries do have an active role have been identified and included in the Dissemination Catalogue. Further external project may be added in future (e.g.: Common Dissemination Booster below).

5.4.2 Common Dissemination Booster

ENGICOIN Consortium will consider inserting dissemination activities in the Common Dissemination Booster⁵ action of the European Union. So far, IIT has been investigating the possibility of a joint dissemination action in collaboration with two EC funded Projects [BioRECO2VER (#760431), BIOCONCO2 (#761042)], that have been financed in the field related to ENGICOIN. The collaboration may boost both dissemination and exploitation possibilities of each project. Still the possibility is under evaluation.

⁵ <https://www.trust-itservices.com/common-dissemination-booster>

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6 Monitoring

Each partner has the responsibility to record the details regarding their dissemination and communication efforts and the impact registered along the project. Communication of this information should be passed on to the WP Leader on regular bases, especially in occasion of Internal Report.

IIT as responsible WP 11 leader will constantly monitor the progresses towards identified targets and indicators listed in Table 4. For what regards the training task, the related monitoring will be performed with the help of the partner responsible for training activities (KTH).

In case of deviations, parameters will be adjusted along project implementation in coordination with consortium members (notably in occasion of project periodical meetings).

Table 1 - dissemination targets

ENGICOIN Tool	Indicator
Flyers	Number of flyers distributed
Press releases	Number of press releases
E-Newsletter	Number of newsletters distributed
Presentations at conferences/fairs	Number of attended conferences with presentation or posters
Training events	Number of registered participants
EU level final conference	Number of registered participants
Publications in scientific journals	Number of accepted articles in peer-review journals
	Number of accepted articles in conferences
Social media	Number of members/followers
	Number of retweets
Website	Monthly visits
	Country distribution
	Number of downloads per month