PHOTOGENIC

D6.1

Plan for dissemination and exploitation including communication activities

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Abstract:	This report constitutes an updated plan and initial report on the partners` dissemination, communication and exploitation activities of the first 6 months. It also provides an overview of the PhotoGeNIC communication kit, including the project's visual identity as well as communication and dissemination materials, which are used within the project.
Keywords:	Dissemination, Communication kit, Exploitation, collaborative tools, infrastructure, website, homepage, internal and external communication;

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Disclaimer

Executive Summary

This Deliverable aims to provide a clear update on the initial communication and dissemination plan, of the PhotoGeNIC project. Dissemination and communication activities that took place in the first six months of the project are explained and further plans are summarized. Updates on the dissemination report will be provided in the upcoming periodic reports as well as in D6.3 “Final report on dissemination and exploitation including communication activities” in M36.

In Chapter 1, the three main phases of the project`s dissemination and communication plan are described. Chapter 2 illustrates the dissemination and communication strategy and defines the target audience of PhotoGeNIC. Chapter 3 describes the dissemination and communication targets of PhotoGeNIC, Chapter 4 the visual identity of PhotoGeNIC and Chapter 5 provides an overview of the PhotoGeNIC communication kit. In Chapter 6 the past dissemination and communication activities of the first six project months are described and within Chapter 7 there is a dissemination / communication plan for the upcoming months. Chapter 8 provides a first small inside into the exploitation plans of the project.

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Chapter 1 Introduction

This deliverable provides an overview of the PhotoGeNIC communication, dissemination and exploitation plan as well as a first report on activities, which includes communication and dissemination material that are created and used within the project. As thoroughly described in our initial plan of dissemination (D), communication (C) and exploitation (E) activities (DoA – Section 2.2), our activities are clustered into three main phases, illustrated in Figure 1.

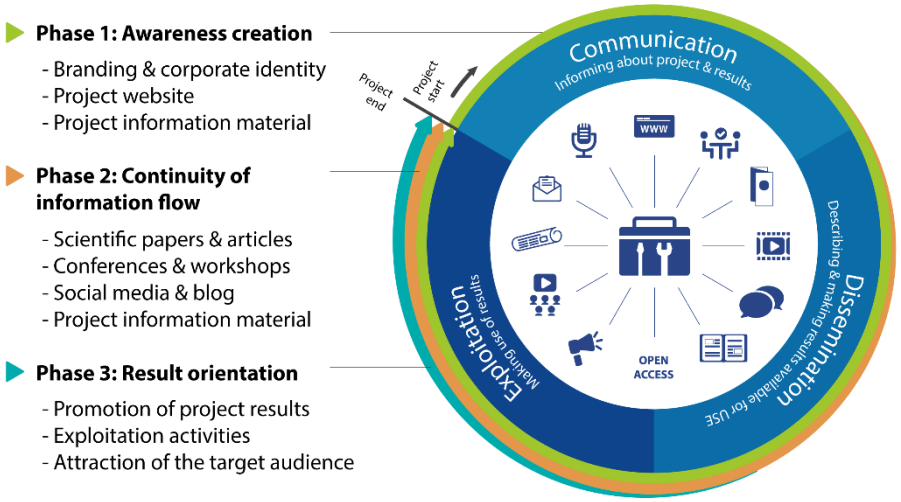

Figure 1: Dissemination & Communication phases

The awareness creation phase took place during the first months of the project, in which the PhotoGeNIC consortium consolidated its branding and corporate identity. During this time, it also established project information material, as well as several communication tools, such as document templates and manuals; a shared platform through which all partners can exchange information; and a project website, on which the latest news and status of the project are made available to the public.

At the end of its first phase, the project has now transitioned into the second phase of our communication and dissemination plan. During this phase, the project pursues to promote its results and further raise awareness among the industry and scientific community. Social media also plays an important role during this phase, increasing the interest of multiple audiences and allowing a more interactive communication with them.

As part of the activities planned for this phase, the project has already started to give presentations at different relevant conferences and workshops; and scientific publications are being written and submitted to journals and conferences too, as a result of the work done in the project. The contributions to academic and industry/standardization bodies facilitate lively discussions, as well as new insights and feedback on the project´s progress, which contributes to the project´s success and possibly also follow-up research activities.

Chapter 2 Dissemination and communication strategy

A clear communication and dissemination strategy is essential and a forerunner for the execution of a dissemination and communication plan. Therefore, the PhotoGeNIC project has set out a clear strategy for dissemination and communication (Figure 2). The strategy defines the audiences the project aims to target and defining why such audiences should be targeted and by which means.

While talking about communication the goal is to highlight the benefits of the PhotoGeNIC project for society, e.g. by showing the public society and media the impact of our project on everyday lives. When it comes to dissemination the goal is to transfer knowledge and make project results available to an audience that may take an interest.

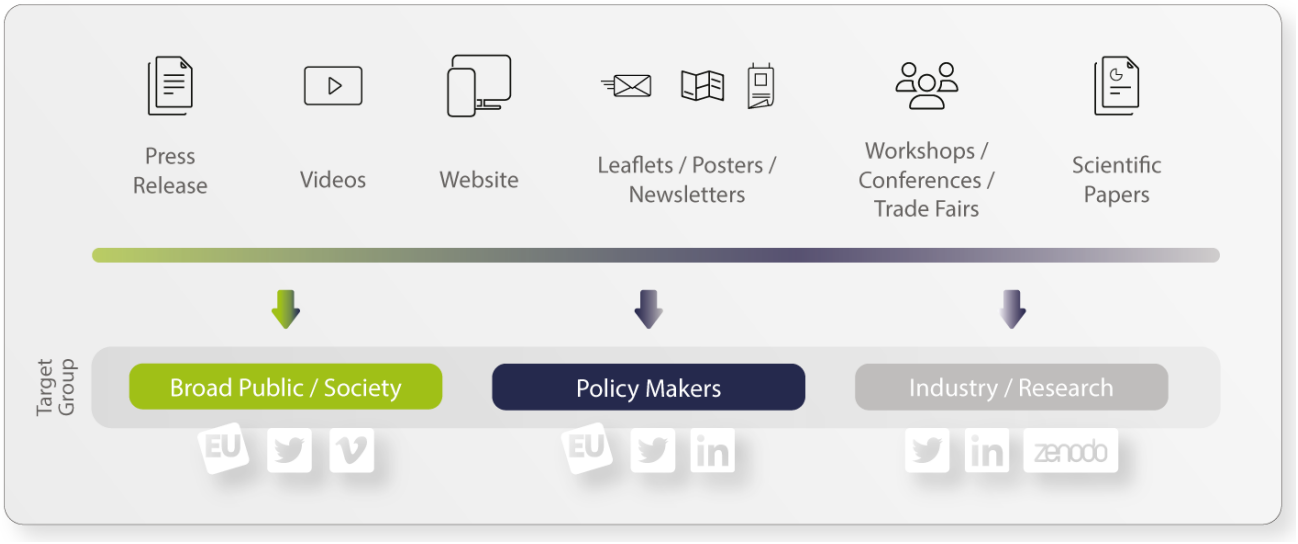

Figure 2: The PhotoGeNIC Dissemination and Communication strategy

Within the PhotoGeNIC project, four main audience groups can be defined:

- **End-user industries (TG1),**
- **Academic research community (TG2)**,
- **Policy Makers (TG3)**,
- **Broad public society & media (TG4)**

The project results can be used specifically to reach different audiences, by using various channels from Figure 2. The channels and forms of their application are described in the following.

Chapter 3 Dissemination and communication targets

During the proposal phase of PhotoGeNIC, an initial communication and dissemination and exploitation plan was already set up, stating different audiences, what the objective of reaching the audience would be and what the impact of reaching them will be. This plan is the basis for D6.1 and can be found in Section 2.2 of the DoA.

In order to assess the effect of the dissemination and communication activities on the target audience, a number of Key Performance Indicators (KPI) have been selected, allowing to measure progress towards fixed goals for dissemination activities. These KPIs are repeatedly referenced in the document. The following table collects the selected KPI:

Dissemination activity/ channel	KPI
PhotoGeNIC website	• Number of visits • Number of new and returning visitors
Newsletter	• Number of contacts • Number of downloads
Social Media	• Number of postings • Number of follower/contacts • Engagement rate
Scientific journals and conferences	• Number of publications per year • Number of views per publication • Number of attendees • Number of citations • Feedback received
Presentation/ workshops	• Number of attendees • Number of events

Table 1: Key performance indicators for dissemination and communication activities

Chapter 4 Visual Identity

The creation of a corporate visual identity plays a significant role in the way the PhotoGeNIC project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics. Our corporate visual identity provides the project with visibility and "recognisability". It is of great importance that people are aware of the project and remember its name and core objectives at the right time. The following subchapters present the actions which were taken to create a visual identity of the project.

4.1 Project Logo

To improve its visibility, the PhotoGeNIC project has adopted a project logo. TEC was the main partner responsible for the design of the project logo, including the colours, fonts, and icons. The final logo was chosen together with VIGO among three different logo ideas. The logo is shown in Figure 3.

Figure 3: PhotoGeNIC Logo

The project logo will be presented on all communication and dissemination documents developed within the PhotoGeNIC project and on documents submitted to the EC (e.g., deliverables), on PowerPoint presentations and newsletter used for communication and dissemination activities, on the PhotoGeNIC website and project presentations on social networks, as well as academic publications. This consistent graphical identity will support effective communication and recognizable dissemination activities.

4.2 Project Templates

The project identity is reflected in all documents created by the consortium for both internal and external use. The project management team established templates for different formats as MS-Word, MS-Excel, and MS-Power-Point. The templates for documents and presentations are accessible to all project members. These templates are important to ensure a coherent theme and a consistent visual appearance of the project. An example of a template is shown in Figure 4.

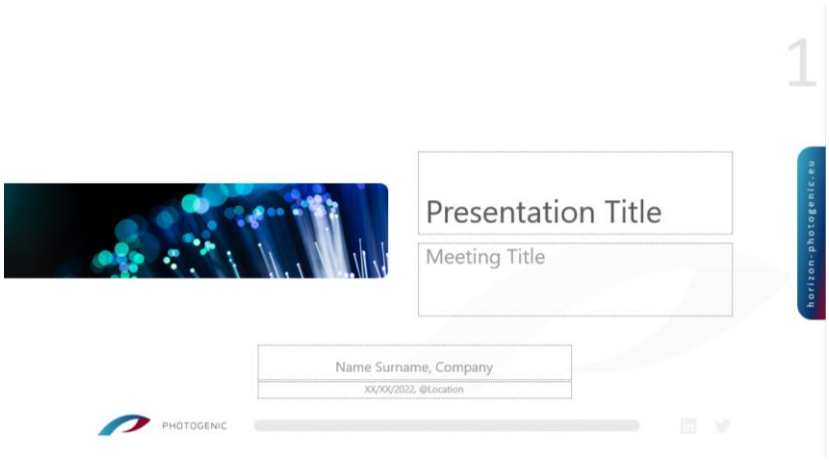

Figure 4: PhotoGeNIC templates

Chapter 5 Dissemination and communication kit

This chapter describes the PhotoGeNIC overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. All these materials are freely accessible for download on the project website. Additional materials, which will be created throughout the duration of the project, will be added in D6.3 “Final report on dissemination and exploitation including communication activities”.

In general, we grant open access to all communication and dissemination materials. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly. All the project material will be marked with the following sentence:

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5.1 PhotoGeNIC Project Website

For a better visibility of PhotoGeNIC, the project website was launched in the 2nd month of the project. As already recalled, the project website constitutes the main communication tool, and will be used to disseminate most of the project information and dissemination materials. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System, which has been configured as to allow the site to be accessed by the main public.

The PhotoGeNIC project website is available on the following link: https://horizon-photogenic.eu/

The design of the website is based on the templates and colours of the PhotoGeNIC Logo to establish a strong project identity in all communication activities.

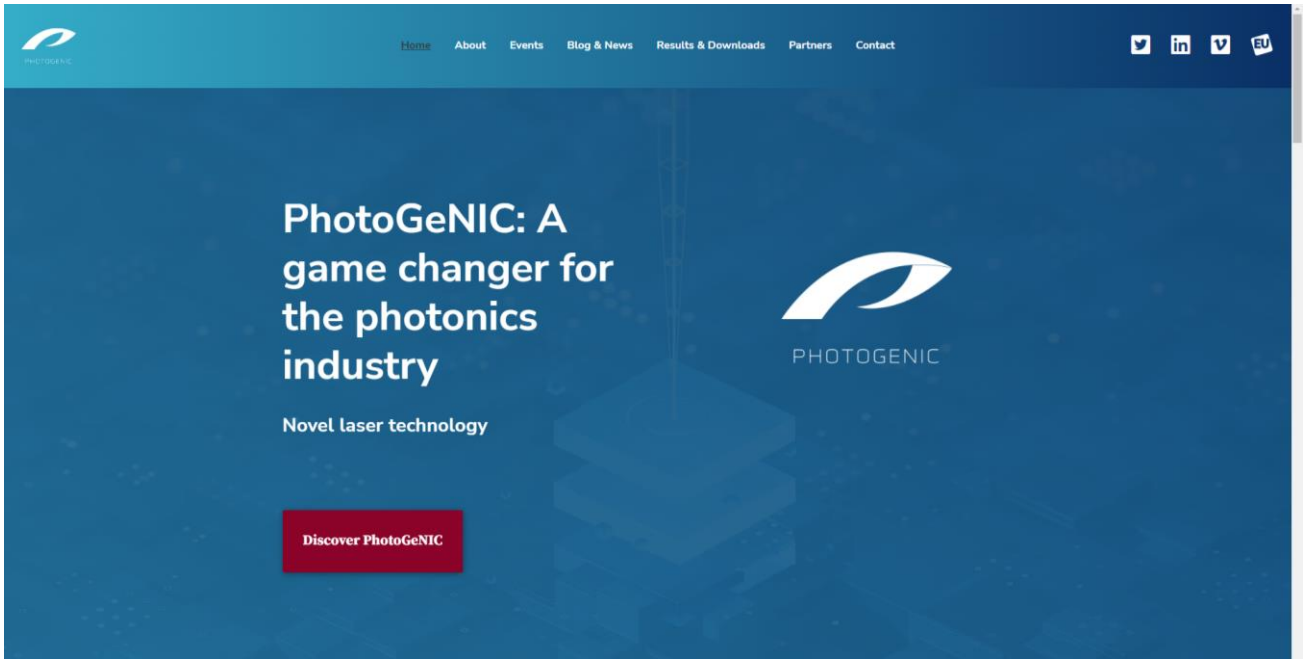

Figure 5: PhotoGeNIC website

Figure 5 illustrates the start page of the PhotoGeNIC website. The main categories on the front page are: Home, About, Events, Blog & News, Results & Downloads, Partners and Contact.

- ***Home***
  In the first category, the visitor receives information about the project consortium and the contact persons. Furthermore, blog entries and upcoming events related to the project are shown. Also, on the main page of the website, quotes from different partners will be illustrated, which will be updated on a regular basis. These quotes will include comments on the mission and activities of the PhotoGeNIC project.
- ***About***

  In this area visitors can find an overview of the PhotoGeNIC project. This includes the project's vision, mission and objectives, motivation, work packages and related projects.
- ***Events***

  This category shows upcoming events related to the PhotoGeNIC project.
- ***Blog & News***

  The consortium members can post relevant information on this blog. As an example, Figure 6 shows a PhotoGeNIC project blog post. The blog will also feature an image gallery by which pictures of events can be presented.
- ***Results & Downloads***

  Here, visitors can see and download project publications, papers and public technical deliverables.
- ***Partners***

  This page presents an overview of the PhotoGeNIC project partners.
- ***Contact***

  Using this page, website visitors can send an email directly to the coordinator of the PhotoGeNIC project, e.g. general feedback or questions regarding the project or website.

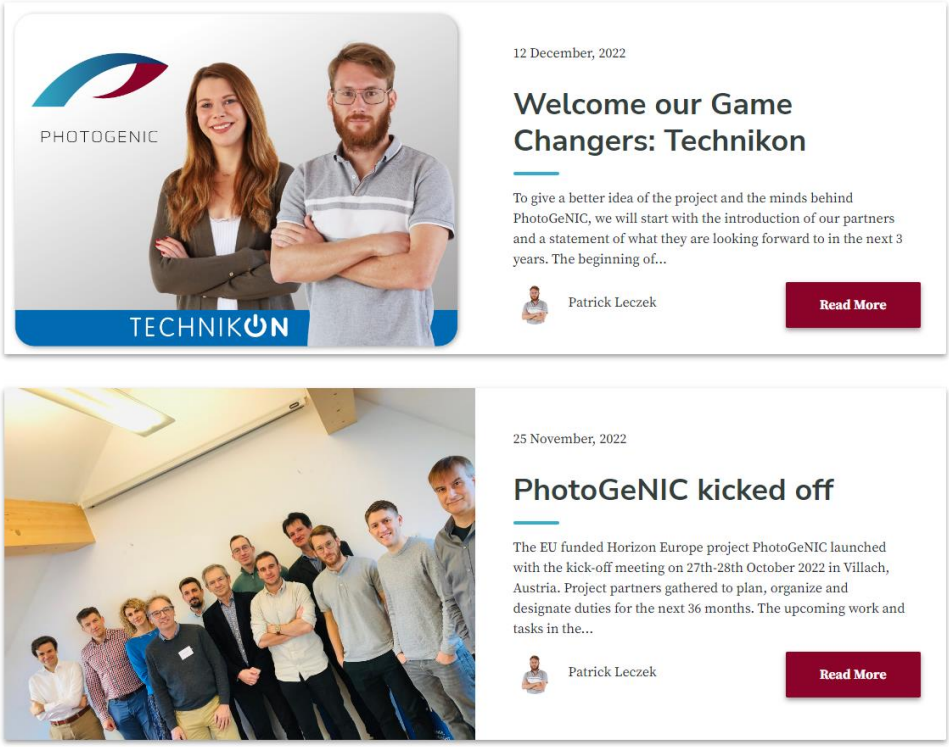

Figure 6 : PhotGeNIC blog posts

Each page of the PhotoGeNIC website includes at the bottom the disclaimer, the legal notice, the privacy policy and the feedback form. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and a few years afterwards.

The website backend is updated by Technikon on a regular basis, in particular as soon as major updates are made available by the developers of the WordPress CMS. For collecting statistics, Technikon uses AW stats. Some of the available metrics are:

- The number of unique visitors;
- The number of total visits;
- The geographical distribution of the visitors' locations;
- The ratio between new and returning visitors.

5.2 PhotoGeNIC Announcement Letter

In November 2022 the official PhotoGeNIC announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview about the participating partners and lists the coordinator and the technical lead. The announcement letter can be found also on the project website: https://horizon-photogenic.eu/results-downloads/

5.3 PhotoGeNIC Leaflet

The PhotoGeNIC consortium created an official leaflet. Technikon was the mainly responsible for the content and design of it and distributed it to all partners for finalisation. It is an informative and graphically appealing A5 leaflet, highlighting the PhotoGeNIC vision, main goals, key technological aspects as well as background information and can be used for distribution at conferences or certain other dissemination events to provide further visibility to the PhotoGeNIC project. An electronic version of the leaflet is available on the project website: https://horizon-photogenic.eu/wp-content/uploads/2022/12/PhotoGeNIC_Leaflet_web.pdf

In particular, the project leaflet is covering the following aspects of the project:

- Project details, such as duration, funding and project number;
- Project vision;
- Project main goals;
- The consortium members and their country of origin;
- The contact persons for the project.

Figure 7: PhotoGeNIC Leaflet

5.4 PhotoGeNIC Videos

The PhotoGeNIC consortium will publish videos and interviews throughout the project. Video material with durations of up to 2 minutes and animated 2D/3D content will be produced by TEC and published on Vimeo.

TEC's media department will produce and record interviews at the project meetings and host them on the Vimeo platform. They will be then shared via https://euvation.eu/, TEC's platform for research innovation. These videos will then also be shared on the project website and on the PhotoGeNIC Social Media accounts.

The project teaser as well as the first PhotoGeNIC interviews, which were conducted during the Kick-off meeting are already available on the PhotoGeNIC website and on Technikon's Vimeo presence.

We had the opportunity to talk with our WP5 Lead Roland Jäger from pmdtechnologies ag.
In his interview, Roland talks about his role in the project, what he is most looking forward to in the next 3 years in the project and why PhotoGeNIC is also relevant for the younger generation.

Roland and his team are leaders of WP5 "Automotive LiDAR and industrial camera demonstrator" and they are responsible for the characterisation of the VCSEL devices as well as the construction and testing of an industrial 3D camera demonstrator with Ge VCSELs.

Figure 8: PhotoGeNIC Interview Example

5.5 PhotoGeNIC Social Media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the third project period to disseminate the project's ideas and results. In particular, the project will use Twitter and LinkedIn to this end.

- *Twitter* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The PhotoGeNIC project is available on: https://twitter.com/PhotoGeNIC_HEU

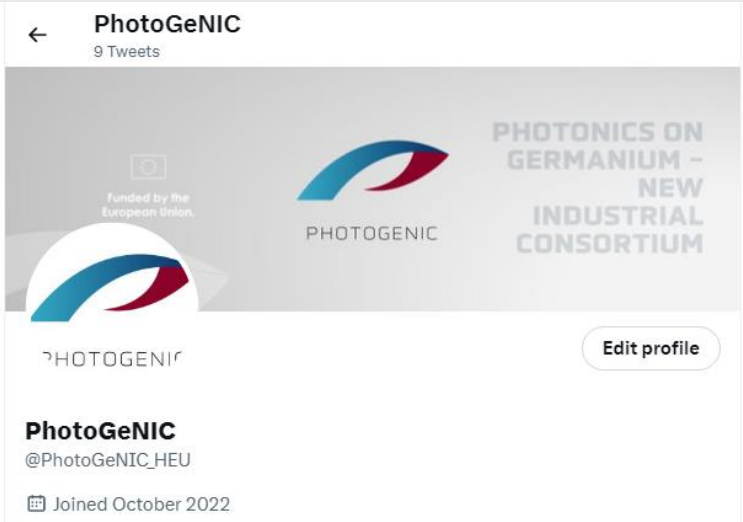

Figure 9: PhotoGeNIC Twitter account

- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. The PhotoGeNIC project has a public page. It can be accessed via: https://www.linkedin.com/company/photogenic-horizon-europe-project-101069490/

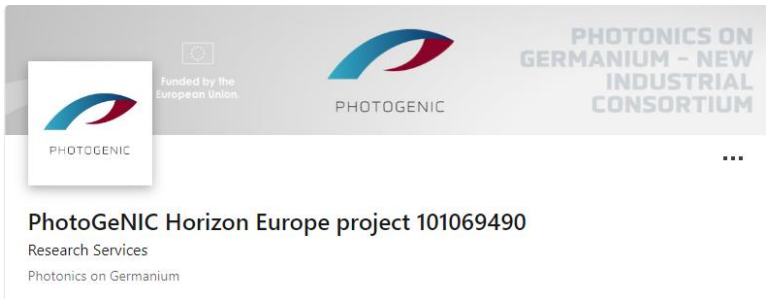

Figure 10: PhotoGeNIC LinkedIn account

- Direct links to the PhotoGeNIC Twitter Account and the LinkedIn page can be found on the PhotoGeNIC website.

5.6 PhotoGeNIC Newsletter

The PhotoGeNIC Consortium will publish a periodic newsletter, informing about the main outcome and results of the project. In fact, newsletters are an efficient communication channel to provide news on the project progress, and to discuss ongoing topics relevant to PhotoGeNIC for internal and external project partners, stakeholders and other interested bodies. In addition, publications and participation in conferences will be promoted in the newsletters. The newsletters will be published int the section blog and news of the PhotoGeNIC website and will be shared via the PhotoGeNIC Twitter and LinkedIn accounts to raise further public awareness.

Chapter 6 Dissemination and communication activities

Table 2: Past dissemination and communication activities

No	Type of activities	Main Leader	Title	Date	Place	TG1[1]	TG2[2]	TG3[3]	TG4[4]	TG5[5]	TG6[6]	Type and goal of the event / website	Countries addressed
1	Other	TEC	Project logo	01.10.2022	online	x	x	x	x	x	x	Logo will be used for PhotoGeNIC deliverables, publications, presentations, etc.	International
2	Website	TUL	Physicics from the Lodz University of Technology are working on the multiplying the production of lasers	05.10 2022	online	x	x	x	x	x	x	Project launch- official info on TUL's website	National
3	Social Media	TEC	PhotoGeNIC Twitter account	07.10.2022	online	x	x	x	x	x	x	To inform stakeholders about the project start: https://twitter.com/PhotoGeNIC_HEU	International

[1] TG1: Scientific Community
[2] TG2: Industry (incl. Investors & Costumers)
[3] TG3: Civil Society (e.g. NGOs)
[4] TG4: General Public
[5] TG5: Policy Makers
[6] TG6: Media (e.g. press)

No	Type of activities	Main Leader	Title	Date	Place	TG1[1]	TG2[2]	TG3[3]	TG4[4]	TG5[5]	TG6[6]	Type and goal of the event / website	Countries addressed
4	Social Media	TEC	PhotoGeNIC LinkedIn account	07.10.2022	online	x	x	x	x	x	x	To inform stakeholders about the project start: https://www.linkedin.com/company/photogenic-horizon-europe-project-101069490/	International
5	Press release	TEC	Announcement Letter	07.10.2022	online	x	x	x	x	x	x	https://technikon.com/wp-content/uploads/2022/11/PhotoGeNIC_Announcement_Letter.pdf and https://horizon-photogenic.eu/results-downloads/	International
6	Website	TEC	PhotoGeNIC website	21.10.2022	online	x	x	x	x	x	x	https://horizon-photogenic.eu/	International
7	Flyer	TEC	PhotoGeNIC leaflet	20.12.2022	online	x	x	x	x	x	x	https://horizon-photogenic.eu/wp-content/uploads/2022/12/PhotoGeNIC_Leaflet_web.pdf	International
8	Participation to other events	TUL	Awareness raising - presentation of project	03.11.2022	Lodz University of Technology	x	x	x	x	x	x	Emphasising that involvement in international research projects offers a number of benefits and opportunities for cooperation	National
9	Website	TUL	Commemorative diploma granted to Prof. Tomasz Czyszanowski	03.11.2022	University of Technology	x	x	x	x	x	x	Acknowledgements for the contribution to the international research projects	National
10	Video/ Film	TEC/ PMD	Interview with WP5 Lead (PMD)	20.02.2023	online	x	x	x	x	x	x	https://horizon-photogenic.eu/talk-with-our-wp5-lead/	International

No	Type of activities	Main Leader	Title	Date	Place	TG1[1]	TG2[2]	TG3[3]	TG4[4]	TG5[5]	TG6[6]	Type and goal of the event / website	Countries addressed
11	Video/ Film	TEC/ XENO	Interview with XenomatiX	01.03.2023	online	x	x	x	x	x	x	https://horizon-photogenic.eu/talk-with-xenomatix/	International
12	Video/ Film	TEC/ UMICORE	Interview with Umicore	29.03.2023	online	x	x	x	x	x	x	https://horizon-photogenic.eu/talk-with-umicore/	International
13	Video/ Film	TEC	Project Teaser	31.03.2023	Online	x	x	x	x	x	x	https://horizon-photogenic.eu/photogenic-project-teaser/	International

Chapter 7 Dissemination and communication plans

Table 3: Planned dissemination and communication activities

Type of activity / material[7] –- Timeframe – contributing partners	Target Groups / main message	KPI / Means to measure KPI
Phase 2: Continuity of information flow		
Newsletter - (C), (D) – *Throughout the project* Partners: TEC, XENO, VIGO	Increased awareness among scientific community, end users and public at large on technological and scientific progress; distribution via public and social media and project website.	KPI: reach at least 1,000 people with each press release, newsletter (at least 2 newsletters per year) / Newsletter mailing list, website and social media statistics
Participation in conferences or trade fairs – (C), (D), (E) - *Throughout the project* Partners: VIGO, TUL, PMD, CNRS-LAAS, UMICORE, XENO	Interest of stakeholders attracted, comparison with international research and with competitors from the market, potential for international cooperation identified. **Events**: • SPIE Photonics West, San Francisco, • SPIE Photonics Europe, Strasburg • VCSEL Day • EWMOVPE • International Conference on Molecular Beam Epitaxy (ICMBE) • VCSEL Day • CLEO • International Semiconductor Laser Conference (ISLC)	KPI: persons reached during events (depending on size of event) / Feedback from participating partners
Publication of scientific papers in high impact factor journals – (D), (E) – *Throughout the project*	Project results disseminated and made accessible to end users and scientific community. **Conferences:**	KPI: publish at least 10 scientific papers / Number of publications, download statistics of repository (e.g. ArXiv, Zenodo, citations of papers)

[7] **Type of activity**: Communication (C), Dissemination (D), Exploitation (E)

Type of activity / material[7] –- Timeframe – contributing partners	Target Groups / main message	KPI / Means to measure KPI
Partners: VIGO, TUL, PMD, CNRS-LAAS, UMICORE, XENO	• 18.04.2023: https://cs-international.net/ • 15.05.2023: https://csmantech.org/ • International Conference on Molecular Beam Epitaxy (ICMBE), • SPIE Photonics West, San Francisco, • SPIE Photonics Europe, Strasburg • VCSEL Day • CLEO • International Semiconductor Laser Conference (ISLC) **Journals:** Journals related to materials topics : • Applied Physics Letters • APL Materials • Optics Material Express • ACS Applied Materials & Interfaces **Journals focused on innovative optical devices:** • APL Photonics • ACS Photonics • Nature Photonics • Optics Express • JPhys Photonics • Optica • IEEE Journal Of Selected Topics In Quantum Electronics	
Social media – (C), (D) – *Throughout the project* Partners: TEC, UMICORE, all	Scientific community, end users & public at large updated on technical & scientific progress/achievements by sharing e.g. public deliverables, publications, other project-relevant content.	KPI: reach at least 500 views of each posting, 2 posts per week / Social media statistics; partner UMICORE has a LinkedIn page with almost 60k followers where messages were regularly spread on VCSELs on Ge
Video interviews - (C), (D), (C) - *Throughout the project* Partners: TEC, XENO	Public at large and end users informed about project activities and results relevant for the European society through an	KPI: 2-4 video interviews published on video platforms, project website and social media channels; at least 1,000 hits each / Video

Type of activity / material[7] –- Timeframe – contributing partners	Target Groups / main message	KPI / Means to measure KPI
	interview series with project partners telling about their role in the project, the expected outputs etc.	platform statistics, website statistics, social media statistics
Targeted e-mails or face to face meetings – (C), (D), (E) – *Throughout the project* Partners: All	Input provided for discussions and recommendations exchanged among the EU-involved countries.	KPI: Actual number of policy makers / reached via e-mail or face to face
Reports and deliverables – (D), (E) – *Throughout the project* Partners: All	Reports and deliverables sent to the EC and end users to inform about project results.	KPI: feedback received from EC or policy makers/ Number of reports and deliverables delivered
Related projects – (C), (D), (E) – *Throughout the project* Partners: All	Exchange information/feedback about project objectives and results with research projects from the same field via e-mails, conference calls, or face-to-face meetings.	KPI: feedback received from related projects, potential for collaboration activities / Number of collaboration activities carried out
Phase 3: Result orientation		
Co-organisation of summer school/workshop on VCSEL – (C), (D) – *Towards project end* Partners: CNRS-LAAS	Students/scientists/people from industry and research community taught about tools/methodology developed within the project.	KPI: at least 20-25 participants / Actual number of participants
Presentations (E) **–** *Towards project end* Partners: PMD, UMICORE	Presentations about project results at CS International and VCSEL Day. Publish articles in upcoming (popular) journals such as Photonics Spectra, CS Magazine and Forbes magazine. Use commercial advertisements to promote Ge wafers, specifically for the use of VCSELs on specialists' websites.	KPI: reach at least 10,000 people via conferences, with publications and advertisements
Final project workshop - (C), (D), (E) – *Towards project end* Partners: All	Overview of the project results given and future work discussed to scientific community and end users. Speakers working on related topics invited – f2f workshop.	KPI: at least 25-30 participants / Actual number of participants
Final press release – (C), (D), (E) – *Last month of the project* Partners: TEC, all	Overview of the project results and their impact on European society for the public at large, end users and the scientific community.	KPI: reach at least 10,000 people via public and social media, project/partners' websites / Social media/website statistics
Final Animated/Real video - (C), (D) – *Towards the project end* Partners: TEC, all	Public at large and end users aware of project results and their impact on European society.	KPI: reach at least 10,000 hits via video platforms, project website and social media

Type of activity / material[7] –- Timeframe – contributing partners	Target Groups / main message	KPI / Means to measure KPI
		channels / Video platform statistics, website statistics, social media statistics
Presentation of commercial exploitation practicability- (E) *Towards project end* Partners: PMD	PMD internal presentation to evaluate the commercial exploitation practicability within PMD.	KPI: at least 15-20 participants / Actual number of participants

Chapter 8 Exploitation

The early stage of the PhotoGeNIC project naturally starts with the focus on individual goals and objectives of underlying work packages. Although the most active exploitation phase of the project results is towards the end of the project (mostly a topic for 2025 and beyond) we are closely monitoring project outcomes for early exploitation opportunities.

The end of project exploitations will be base around the actual deliverables and addressed objectives of PhotoGeNIC project beyond 2025. Our early exploitation approach is based on scientific research and publications as well as prior experience of the consortium to shorten the feedback loop and get inputs from experts during the PhotoGeNIC project.

Chapter 9 Summary and Conclusion

A presentation of the visual identity of the PhotoGeNIC project, including the project logo and project templates, was developed. A corporate visual identity expresses the values and ambitions of the PhotoGeNIC project and its characteristics. The visual identity provides the project with visibility and "recognisability".

The PhotoGeNIC communication kit consists of the PhotoGeNIC project website as the major communication tool, the announcement letter, the project leaflet, as well as Social Media channels.

The website is divided into different sections, which will be updated on a regular basis. It was reviewed by several management and research employees of TEC and very useful feedback has been received by the partners. Through publishing all relevant public information about the project on the official PhotoGeNIC website, the website will be kept up-to-date and external visitors will immediately see the current news and activities. Further, this allows more interaction and communication within and outside the PhotoGeNIC Consortium. In general, we grant open access to all communication and dissemination materials published on the project website. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly.

This Communication and Dissemination Plan (C&D) includes strategies on how the above-mentioned objectives will be pursued and achieved with the use of specific tools by the PhotoGeNIC partners, whereas the overall goal is to maximise the impact of the PhotoGeNIC project by step by step. The C&D Plan is an important starting point for impact creation and can be adapted to the needs of the target groups at a later stage of the project.