

Network of excellence in make Digital Technologies and Artificial Intelligence (AI) solutions for electromechanical and power systems applications (DiTArtIS)

D1.1 Dissemination, communication and exploitation plan

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Responsible organization:	Technical University of Cluj-Napoca
Authors:	Sorin Iulian Cosman
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Contents

1. HISTORY OF CHANGES.....	3
2. INTRODUCTION.....	4
3. DISSEMINATION PLAN	4
4. COMMUNICATION PLAN.....	6
5. EXPLOITATION OF RESULTS AND INTELLECTUAL PROPERTY	7

1. HISTORY OF CHANGES

No.	Chapter	Change	Page
1.			

2. INTRODUCTION

The purpose of dissemination is to make **DITARTIS** a successful and sustainable project by raising the awareness and publicity of the **DITARTIS** project as well as its outcome. In this context, the target groups for external dissemination activities are: scientific community, industry potential partners, young people and general public.

In order to reach the particular awareness level intended, the **partners have to continuously work in the field of dissemination and public relations**. To support them as well as to provide them with a graphical identity within the consortium, the partners have to be provided with templates (for presentations and reporting) and various communication materials (web site, press release, etc.).

The purpose of this plan is to collect information on the dissemination activities already completed or planned during the 36-month run time of the **DITARTIS** project. It contains a plan for prospectively upcoming activities based on a form, collected from each partner; it describes the dissemination channels to be used and the dissemination material to be produced and indicates their schedule.

The dissemination activities of the **DITARTIS** project are organized into a logical sequence of various activities. Additional dissemination activities will be organized when the partners have prepared more detailed plans for their work. Invitations to contribute to both publications and conferences are expected as the project receives more attention throughout Europe and the rest of the world. These activities will be reported during the periodic reporting.

However, as a first step, the appropriate dissemination strategy will be described hereafter.

3. DISSEMINATION PLAN

All DITARTIS beneficiaries are committed to the project's successful implementation and long-lasting collaboration. They are all highly active in the project, take on roles and implement activities. Each beneficiary is playing a role in the implementation of the **DITARTIS** activities, including the research and training program, by:

- leading a WP;
- leading at least one research workgroup;
- involved in the mentorship program;
- hosting and/or organizing a training module/event;
- hosting short term visits;
- hosting and/or being a co-organizer of a training event;
- actively participating in the dissemination, communication and public engagement strategy implementation. Each beneficiary has a representative in the management structures, GA and MST.

The non-academic beneficiaries are strongly involved in the research and training program, as well as in **DITARTIS**'s implementation, by:

- being part of the research groups
- hosting short term visits;
- carrying out expert visits;
- hosting/co-organizing each at least one training event;
- being member of the SB and MST.

Moreover, they have an important role to play in:

- grounding the research activity in real-world applications;
- exploitation of the research results;
- public engagement (presenting the results of the research work to the general public and stakeholders in a real industrial environment).

The dissemination strategy of **DITARTIS** is made up of three categories of activities:

- **Awareness-oriented activities**, with the main goal to raise awareness within a qualified community about the project objectives;
- **Result-oriented activities** that aim to promote the results of the project, in order to allow potential interested parties to get to know the achievements and the related benefits of the **DITARTIS** project;
- **Exploitation-oriented activities** with specific activities to be undertaken to start the actual exploitation.

All of these categories require different methods and activities to be initiated in order to be able to achieve the goals. The details of each of these phases will be outlined below.

Raising awareness involves the setting up of the basic marketing materials, awareness-raising presentations at different trade events and organizing specific events. Therefore, the main activities of this phase are the following:

- Setting up a **common project design**, such as the **DITARTIS logo**, **templates for documents and presentations**.
- Creating the **project website** (www.ditartis.utcluj.ro) that will describe the challenges and the goals of the project and will introduce the project members and updating it with public deliverables and news in order to encourage active communication, to keep interested parties informed and to demonstrate project liveliness and progression.
- **Designing the project information materials** (such as a leaflet and an introductory off-the-shelf presentation), which can be distributed later on without investing greater efforts.
- Giving **introductory presentations at conferences and workshops** about the challenges and goals of **DITARTIS** in order to raise awareness among the scientific and industry stakeholders and to establish the basic brand name of **DITARTIS**.
- **Organization of network-wide training events:** all the consortium members participate with their expertise in the organisation of all network training events, including schools, workgroups and the final network conference (the yearly Open Days at UTCN for university students and the summer schools organized by UTCN). Each network-wide school or workshop (open to external participants and complementing the research and training activities carried out at each partner organization) will be organised by at least two consortium members; it will include a work status presentation colloquium of all fellows, and training tutorials on scientific and complementary topics. During maximum one week, **DITARTIS** and invited speakers will offer specific technical courses, present already established knowledge, results and research practices, along with new developments and trends in the addressed area, with in addition a specific module dedicated to complementary skills development. Presentation slides, minutes, video documentation of each school event will be made available on the **DITARTIS** linkedin, Facebook and Instagram accounts, and will be used further by the consortium members for tutorials at international workshops and conferences.

For **promoting the results**, **DITARTIS** will address scientific and industrial communities:

- **Presentations of the research-oriented results** of the **DITARTIS** project at international conferences and workshops.
- **Submission of high-level scientific articles to scientific conferences** (Electric Vehicle Symposium, International Symposium on Power Electronics, Electrical Drives, Automation and Motion, International Conference on Electrical Machines, IEEE International Electric Machines and Drives Conference, SAE Electric Vehicle Technologies Symposium, International European Power Electronics Conference and Exhibition, EPE- Power Electronics and Motion Control, etc.). All publications and presentations by members of the project consortium - including all funded fellows - acknowledge the EU financial support received. This acknowledgement will specifically include the project number and acronym.

- **Publishing and dissemination of press releases** (on the DITARTIS webpage) following the finalization of important project milestones. The press releases will be circulated among representatives of the international press.

All the submitted scientific articles under the DITARTIS project must have, according to the article 29.4 in the Grant Agreement, the following written ACKNOWLEDGMENT and Disclaimer cause: This paper was supported by the project " NETWORK OF EXCELLENCE IN DIGITAL TECHNOLOGIES AND AI SOLUTIONS FOR ELECTROMECHANICAL AND POWER SYSTEMS APPLICATIONS – DITARTIS", funded from the European Union's Horizon Europe research and innovation programme, HORIZON-WIDERA-2021-ACCESS-03-01, under the grant agreement No 101079242. It reflects only the author's view; the EU Commission is not responsible for any use that may be made of the information it contains.

In order to increase the visibility of the DITARTIS project for the large public and also for other scientists/researchers the researchers involved in the project, under the supervision of management team, will be responsible with disseminating useful information on social network/media (Facebook, Twitter, Instagram),, social network for scientists and researchers (Linkedin, ResearchGate).

4. COMMUNICATION PLAN

For increasing the impact of DiTArtIS a communication plan will be developed and implemented. Communication between the members of the consortium (internal communication) and between the project and other actors and stakeholders is an important part of the dissemination strategy. Thus, the communication plan focuses on the following main directions:

- Internal (between the members of the consortium)
- External (between the consortium and academia, industry actors or other projects, as well as general dissemination through conferences, journals, etc)
- Policy focussed (as input oriented to law and policy actors and stakeholders):
 - With stakeholders
 - With the general public
 - With policy-makers.

The main communication channels are fitted to the scope and audience, using the dissemination means presented in the paragraphs above. The communication activities aim to achieve the following objectives:

- To facilitate the communication between the members of the consortium;
- To communicate the new knowledge, methodologies and technology developed in the project;
- To create and facilitate the two-way dialogue with the general public, stakeholders and policy makers;
- To facilitate the interaction and dialogue with the scientific community, European Commission, regional and local communities;
- To increase the R&D collaborative network;
- To disseminate the results and outcomes of the project.

Different communication methods will be used by the members of the consortium:

- Communication with other scientists and industrial actors through the participation to scientific conferences and workshops and publications in scientific journals (at least 10 conferences, workshops and other events attendance per year).
- Communication with other projects dealing with similar issues, via personal communication, personal exchange of information and through links on websites; Other projects running under national and Horizon 2020 or Horizon Europe with similar topics and objectives will be identified and at least 2 meetings inter projects per year will be organized .
- Communication with the general public via social networks, newsletters in local languages, information flyers/folders tailored to the need of the public to be addressed, workshops, open days, etc. At least 4 events for the communication with the general public will be attended yearly.

The **website of the project** will be launched and used having two separate domains: a public and a restricted domain (via login). The public domain is meant for: promotion and dissemination of the scope of the project and to get into contact with other researchers, industrial existing and potential partners, related initiatives, general public, etc.

Other dissemination tools such as **ResearchGate, Facebook, LinkedIn, Twitter and Google+** (e.g. to publicize presentations on major actions etc.) will be explored by the Consortium.

Project Partners are encouraged to publish project results in relevant journals and magazines. All **publications** derived from the DiTArtIS project will contain an acknowledgement of the European Commission for project funding. DiTArtIS partners. A dedicated budget for each participant of the project has been allocated for publications.

Press releases offer an efficient and effective way to disseminate information, particularly to the media and other organizations. Both common press (e.g. newspapers), as well as the Cordis News Team (<http://cordis.europa.eu/press-service/contact.htm>), and the electronic press room of the project website (see above) will be used for press releases. The minute of the meetings and the main point of the SRIA will be considered for press release. A press release template, with the project logo, an appropriate setting of the page, fonts and colours that visually identify the project will be prepared for regular use.

Flyers, posters and brochures on DiTArtIS activities will be created to disseminate information to broad audiences in a visually-appealing way. Flyers, posters and brochures will be available throughout the whole duration of the project, distributed within the Consortium, and spread by the project participants during congresses and other meetings. Flyers, posters and brochures will be also sent to policymakers and academic institutions.

Periodic newsletters will be distributed to provide a means of reporting unfolding developments during the course of DiTArtIS. Depending on the choice of content, they will be circulated internally to inform individuals within beneficiary organizations, and externally to target audiences. Typical stories that could be included are: Suitably edited versions of project press releases; Announcements of progress/milestones by single beneficiaries or workgroup collaborators; Reports on conferences and meetings; News of publications; Information about forthcoming events. A template of the Newsletter will be prepared at the beginning of the project and used throughout the project by the members of the Consortium.

5. EXPLOITATION OF RESULTS AND INTELLECTUAL PROPERTY

The exploitation of DITARTIS's results goes at **consortium, participating institution and researchers levels**.

At consortium level, all DITARTIS participants will make sure that the outcomes and results of the project will be effectively used. Each member of the consortium will be involved in the valorization of the results. The research workgroups will provide the context for opening new research directions and for strengthening the collaboration between researchers from different institutions. Moreover they will offer the opportunity to prepare and submit proposals for national and European calls.

The main scientific achievements of the project will be presented in the frame of wide-open events (conferences, workshops, etc.) to the scientific world and/or to stakeholders, under the established IPR conditions.

The participation in the DITARTIS project will improve the international networking activities of the beneficiaries, strengthen their existing networks and will form the basis for a long-lasting collaboration in research and innovation.

At institution level, all the members of DITARTIS consortium will extend their competences and technologies for tomorrow's mobility and energy industry/market.

At researcher level, the projects results will be beneficial for developing and applying R&D skills in innovative and exciting ways in order to improve technologies performances.

Intellectual property and the management of knowledge, both pre-existing and attained during the project, are key issues for the smooth management of the project. Therefore, this subject is dealt with in the consortium agreement.