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Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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## Document Information Table

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<sup>1</sup> **R**=Report, **P**=Prototype, **D**=Demonstrator, **O**=Other

<sup>2</sup> **PU**=Public, **PP**=Restricted to other programme participants (including the Commission Services), **RE**=Restricted to a group specified by the consortium (including the Commission Services), **CO**=Confidential, only for members of the consortium (including the Commission Services)



## Revision Table

Version	Date	Modified Page/Section	Author	Comments
V01	18/03/2016	First version	Sonia Martel Martín	First draft version
V02	25/03/2016	Training activities	Dr. Santiago Cuesta - López	Updated definition of training activities planned
V03	28/04/2016	All	Dr. Rocío Barros García	EU flag and acknowledgements.
V04	29/04/2016	All	Sonia Martel Martín	Updates regarding the latest agreements in the consortium



## 1. Summary:

The SUPERMAT Dissemination & Communication Plan provides the context, key messages, framework and guidance for the implementation of all SUPERMAT communications initiatives and activities. This includes communication approaches and vehicles to communicate consistent messages about the project to target audiences and keep them informed of activities. The communication Plan is a source of consistent direction and guidance for developing communications products to:

- Promote effective communication among the Project Consortium;
- Promote effective awareness about the Project to the general public;
- Promote effective dissemination of the results about the Project to target audiences;
- Promote the vision, goals, objectives and priorities of the Project to potential partners, industry and potentially helpful supporters;
- Meet the information needs of the scientific community, industry, SMEs and other interested audience;

As a CSA, two levels of dissemination are purposed, one general and a specific directed to IMNR and its region.

The SUPERMAT Dissemination & Communications Plan is a living document that will change over time to address the evolving information and communication needs of the Consortium. The Plan will also change over time to promote the evolving vision, goals, objectives and priorities, taking into account the evolution of the project and results. The timing of information dissemination is as important as deciding what information to deliver.

The central theme of a communications strategy is the core message. The core message of the SUPERMAT Communication Plan is: *SUPERMAT is a virtual center for Integration of Innovative synthesis and processing methods for sustainable advanced materials operating under extreme conditions.* Communication in this kind of projects (TWINNING) is crucial, as the purpose is to create a virtual center to boost IMNR position in Bucharest-Iflov region and Romania by increasing the knowledge and technology degree of innovation potential for sustainable advanced materials operating under extreme conditions.

All key messages and communication products are derived from this core message. To achieve its goals, the SUPERMAT Communication and Dissemination Plan defines the target audiences, messages and the timetable.

## 2. Introduction

### 2.1. Document Purpose

This document is designed to provide the context, framework and guidance for the implementation of all communications related to SUPERMAT. It will ensure coherence and continuity of the objectives fixed among all partners.

This plan will define the communication approach, including target messages, audience, vehicles, issuers and timetable of the communication actions related to SUPERMAT project.



## 2.2. Communication and Dissemination Goals and Objectives

The SUPERMAT Dissemination & Communication Plan is the reference document, providing information and guidance to be applied by all partners in their communication and dissemination actions. The general objectives of the dissemination products to be developed are related to the target groups they address. Two levels of dissemination are established, including its specific strategic objectives; these levels are IMNR specific dissemination objectives and the General level, including European and transnational scope. Additionally, three communication levels are developed in the project.

Strategic objectives regarding **dissemination** are the following:

- To create an international stakeholder's group to foster interaction with industries, searching new applications and including future partners.
- Spreading the results into the influence circle of the main industries that can benefit from this knowledge.
- Sharing knowledge and findings, and report the lessons learnt in the process.
- Invite other international research institutions to benefit from knowledge transfer.
- Legal frame must be flexible and adaptive to new knowledge. Each partner will impact on national authorities and the whole consortium will spread the results into the European Union.
- Awareness on the benefits of the research for the development of the country.

Strategic objectives regarding **communication** are the following:

- Collaborative work through the Intranet, Project meetings, activities and events, Telecommunication and collaborative tools.
- Confidence and shared information: participants have the commitment to share the information required for the compliance of the objectives of the project.
- Updated, accurate and accessible information.
- Secure and preserved information: encrypted mode and IP agreement.
- Verification, control and risk mitigation measures will be implemented to ensure the feedback of the information on the IMNR.
- Ensure an effective and cost efficient communication within Romania to reach the target groups identified within the country.
- Ensure an effective and cost efficient communication within Europe and at a transnational level to reach the target groups identified within the country.

## 2.3. About the Document

This document will organize the information in the following sections:

**Section 1:** Background: Provides information about the project background, structure and vision and key messages to be transferred.

**Section 2:** Target audiences, including segregations regarding the communication and dissemination objectives.

**Section 3:** Communication & Dissemination Approaches and Vehicles: Describes the means to be used in order to achieve the described objectives.



**Section 4:** Implementation: Describes the means and strategy to be developed including responsibilities and financing.

**Section 5:** Communication and Dissemination Development Procedures: Discusses the internal communication procedures and protocols to be adopted in the development process of the actions, including official communications to the European Commission.

**Section 6:** Outcome evaluation and feedback: articulates methods to measure, evaluate and incorporate corrective measures in the plan regarding the impact of the actions.

**Section 7:** Maintenance and updating of the Plan. Describes the reviewing schedule directed to maintain and update the Plan.

## SECTION 1: Background of the project.

### S1.1. Vision

The main objective of the proposal is *to create a virtual centre to boost IMNR position in Bucharest-Ilfov region and Romania by increasing the knowledge and technology degree of innovation potential for sustainable advanced materials operating under extreme conditions.* Development and understanding of these materials open new opportunities to enhance the competitiveness of regional and National SMEs in the priority machinery and equipment sector. To achieve the stated main objective, the following objectives have been derived:

- Significant improvement of the scientific capacity of the initiating institution IMNR in the field of novel nano/micro structured materials able to work under extreme conditions.
- Boosting education and staff training at IMNR.
- Promote entrepreneurship, patents and standards.
- Boost the valorization of IMNR as a service/competence center to the neighboring industry.
- Improvement of the innovation and technology transfer capabilities and services offered by IMNR at regional (Bucharest-Ilfov region), National and European levels.
- Extending synergies between IMNR and the 6 selected Excellence Centres from research intensive Countries and ensuring development and continuation of the virtual SUPERMAT center after the project end.

The proposed support activities will foster the progress the field by: improving existing modelling and simulation tools for abinitio design of novel multimaterials for extreme environments, select case studied materials with high application potential in energy equipment and machinery, propose best available technologies for selected materials, propose characterization methods to be certified for future standardization, organize specific workshops, seminars and conferences with industry, local and National Governmental Agencies, ONGs, organize summer schools and training for young researchers from IMNR, propose an European curricula for PhD students in the field of materials for extreme conditions, dissemination of the results on large scale. The sustainability and continuity of the virtual center SUPERMAT will be ensured by proposing joint collaborative research projects for H2020 and National projects calls and involvement in the strategy of EIT Nanofutures and Critical Raw Materials.

### S1.2. Goals and objectives

The communication and dissemination specific objectives of the project are:

- To boost IMNR as a reference Research Centre specialized in Advanced Materials at the European level, beyond the country socioeconomic barriers.
- To disseminate the benefits of knowledge transfer at a multiscale, multisectoral level between EU members.



- To spread the critical relevance of research in the field of new materials suitable for extreme conditions regarding also environmental, grant of supply and health issues.
- To achieve the maximum stakeholders involvement in Rumania (Institutions, Academia, Industry, NOGs and General Society) with SUPERMAT.
- Fostering knowledge sharing among European researchers.

### S1.3. Key messages

Key messages are specifically designed to address the target audiences. Three levels of communication are defined:

#### Key Messages - Internal level:

- Promote knowledge and evolution of science sector in IMNR
- Pillars:
  - Collaborative work
  - Confidence
  - Updates, accurate and accessible information
  - Security and preservation.

#### Key Messages – IMNR:

- Impact on Romanian development, innovation and economic growth
- Increase access to technology and supply and competitiveness.
- Promote exchange and quality collaboration and training
- Research will promote a safer, energy efficient and eco-friendly development.
- Promote opportunities for success in the country and well-being.

#### Key Messages – General Communication:

- Impact on this project will place Romania among the European leaders in the field.
- Impact on development, innovation and economic growth.
- Promote exchange and quality collaboration & training.
- Promote exchange and equality between the European countries will boost a just and thriving society.

## SECTION 2: Target audiences

Project's dissemination strategy identifies target groups: IMNR as the twinning promotion target, members/secondees, industry, academia, policy makers and general public and defines specific objectives with appropriate tools to reach them. The following table summarizes the target audience, information needs and expected impact.



TARGET GROUP	STRATEGIC OBJECTIVE	EXPECTED IMPACT	APPROACH AND APPROPRIATE CHANNEL OF COMMUNICATION (ACTIVITY AND/OR PRODUCT)
<b>IMNR</b>	Enhancing the human potential of Romanian Institute IMNR in the field of KETs advanced materials for extreme environments. Training on IPR and entrepreneurship. Valorisation and specialization of IMNR for specific industrial applications.	Increase the number of PhD graduates of IMNR and improve the IMNR staff scientific quality in two priority areas clearly identified: (A) Multiscale modelling, ab-initio materials design, modelling and simulation of different materials systems for extreme environments; (B) Training on-hands in multi-layered coatings of different material systems.	Specialized training sessions for of early stage researchers (ESRs) and scientific staff from IMNR in the excellence centers participating in twinning activities. Participation in the 2 summer schools. Short training (max. 1 week) for IMNR researchers in IPR issues.
<b>Members of the consortium</b>	Generating a real co-operation climate, where all the partners have a deep and fluent knowledge of the project process, information generated and achievements.	Impact on the project success. Establish links between institutions for future collaborations.	Face-to-face meetings On-line meetings Website including a dedicated intranet for members only, including conference, sharing and discussion facilities. Yearly spring common meetings for new projects proposals.
<b>Related politic authorities</b>	Legal framework must be dynamic and adaptive to the new knowledge, especially when the new research will impact on human and environmental safety, providing new protocols for the production and use of innovative products.	Impact on the regulations and protocols regarding NMs, to promote the European leadership in safe, reliable products containing NMs	Governmental inter-regional/transnational working group meeting (annual) RIS3 interregional strategy revisions. Standardization Workshops Dedicated to policy recommendations in the area, based on the results of the project and the Safe-by-design approach.
<b>Wide public and specialized media</b>	Awareness on the benefits of the research for a technological growth and leadership on a safe and reliable basis.	Improve the social concern and collective knowledge about the benefits and risks of NMs in everyday life.	MOOC: Massive Online Courses Project website Publication and dissemination materials Conferences



TARGET GROUP	STRATEGIC OBJECTIVE	EXPECTED IMPACT	APPROACH AND APPROPRIATE CHANNEL OF DISSEMINATION (ACTIVITY AND/OR PRODUCT)
<b>Scientific Community</b>	<p>Sharing knowledge and findings, and report the lessons learnt in the process</p> <p>Establish new, strategic relations between academic institutions regarding NMs.</p> <p>Attract young and senior talent to NMs and nanosafety disciplines</p>	<p>Highlight the nanotoxicity knowledge in the scientific concerns.</p>	<p>Open Access papers (secondments are committed to publish)</p> <p>Summer / Winter Schools</p> <p>Conference Special Sessions</p>
<b>Technological Industries</b>	<p>Create a stakeholders group to foster interaction with industries, searching new applications and including future partners.</p> <p>Spread the results into the influence circle of the main industries who can benefit from its knowledge</p>	<p>Impact on the regulations and protocols regarding NMs, to promote the European leadership in safe, reliable products containing NMs</p>	<p>Dedicated Workshops to the specific industries:</p> <ul style="list-style-type: none"> <li>- Industrial Workshop for innovation guidelines</li> <li>- Innovative industry and KET integration workshop</li> </ul> <p>Constitution of the Industrial Board</p> <p>Technical dissemination</p> <p>Demonstration and validation of the results of the project and the environmental / economical / societal advantages.</p>



## SECTION 3: Communication & Dissemination Approaches and Vehicles

The following communication approaches are broad, high level descriptions of how the SUPERMAT Project plans to deliver messages to target audiences. They include (but not limited to) speaking engagements, print, events and promotions, courses and workshops, briefings, electronic and any media that can help targeted audiences understand and be impacted as required. The effectiveness of the communication and dissemination efforts will be based on multilayer, multidisciplinary communication vehicles.

### Symbols and shared files:

Readily shared files will be uploaded to the intranet in the website at a high quality for project communication purposes.

Logo of SUPERMAT as well as the European Commission flag must be used in all the communications regarding the project, including those individual or local partner's actions:



All the official photos of the project will include the text SUPERMAT. They can be used with promotional purposes by the Project Partners. High quality files of the photos can be requested to the Coordinator. It's kindly recommended to inform to the Coordinator of the use of the photos. The propriety of these photos belongs to the author(s) of the picture(s) and they cannot be used for lucrative purposes. Partners are encouraged to upload to the intranet their own pictures related to the project, which will be subject to the same authorship protection.

### Up-to-date communications

In order to guarantee up-to-date information in the communication actions, SUPERMAT members are kindly requested to send any communications and information documents regarding their related activities at least every four months (at the end of April, August and December) in English language. The Coordination Team will upload this information to the Project's website.

Additionally, members are encouraged to send news, releases, scientific interesting papers and information related to the nanosafety field (even not in the frame of Project activities) to feed the news section at the website. Every conference or promotional event (even local or regional) to be attended on behalf of the project will be also communicated to the Coordination Team at least three weeks in advanced in order to coordinate the communication actions (website publication, press releases, etc.).

The spokesperson for each institution will lead the verbal communication of the project in the country, following the principles described in this document, especially those defining the key messages and target audiences.

### Communications to the EC

As agreed in the Grant Agreement, "before engaging in a communication activity expected to have a mainstream media coverage the beneficiaries must inform the Agency (see Article 52)".

### Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:



*"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 692216".*

- a) display the EU emblem and
- b) include the following text: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 692216”.*

### S3.1. SCIENTIFIC COMMUNICATION

#### Workshops, training and confluent meetings:

SUPERMAT targeted breakthroughs will likely merit publication in high-impact journals. Opting for open access publication, and accompanying such with press releases and media interview, will ensure wide dissemination of SUPERMAT outcome to the scientific community and the general public, opening the field to further scientific inquiry and technological innovations. The meetings, workshop and Summer School scheduled will further disseminate SUPERMAT outcome to relevant stakeholders and will impact directly in IMNR staff scientific competences. The initiatives carried out by the academic institutions, and the consolidated role held by the participant PIs as “opinion makers” by the major national and international media (newspapers, TV/Radio channels, Nature News, etc.) will ensure proper dissemination of SUPERMAT objectives to the general public, in the target region, Romania and also at a European level. Thus, these actions will provide a sound proof for support provided by the EU policy to excellent research and international collaborations. Furthermore, partners’ network structures will assure a wide impact at all their interactions levels that include a huge amount of specialized companies and national networks, in a unique multidisciplinary perspective.

In order to be more cost-effective, events, workshops and meetings are located aside. The following table shows the tentative workshops, meetings & schools schedule purposed:

COMMUNICATION / DISSEMINATION / TRAINING ACTIVITIES	HOST INSTITUTION	TASKS	TENTATIVE DATES
<b>Kick off meeting</b>	IMNR	MANAGEMENT MEETING	January 2016
<b>Industrial workshop for innovation guidelines.</b>	UBU - ICCRAM	INDUSTRIAL INNOVATION NEEDS	October 2016
<b>Industrial board creation</b>	IMNR	INDUSTRY INVOLVEMENT	April 2016
<b>Yearly spring common meetings for new project proposals (h2020 or bilateral projects)</b>	UBU - ICCRAM	NEW PROYECT PROPOSALS	July 2016
<b>Employees training course</b>	IMNR	MACHINERY AND EQUIPMENT TRAINING	October 2016
<b>Specialized workshop involving experts in EU policy and international standards</b>	UBU - ICCRAM	POLITICAL AND STANDARDIZATION WORKSHOP	October 2016
<b>Annual Consortium Meeting</b>	UBU - ICCRAM	COORDINATION MEETING	October 2016
<b>Governmental inter-regional/transnational working group meeting annually IMNR</b>	IMNR	POLITICAL WORKING GROUP	January 2017
<b>IPR and entrepreneurship training</b>	KTH	DEDICATED IPR TRAINING IN IMNR	January 2017



Training activities for synthesis, characterisation, design and modelling of novel nanomaterials systems for extreme environmental conditions.	KTH	TRAINING IN SCIENTIFIC SKILLS	January 2017
Secondments in partners' institutions and IMNR	IMNR	KNOWLEDGE EXCHANGE	February 2017
International Summer/Winter School on multiscale modelling of materials under extreme conditions	UBU - ICCRAM	MULTISCALE MODELLING	July 2017
Yearly spring common meetings for new project proposals (h2020 or bilateral projects)	UBU - ICCRAM	NEW PROYECT PROPOSALS	July 2017
Employees training course	IMNR	MACHINERY AND EQUIPMENT TRAINING	August 2017
<b>Annual Consortium Meeting</b>	<b>XXX</b>	<b>COORDINATION MEETING</b>	<b>October 2017</b>
Winter School on manufacturing and synthesis of materials and coatings for extreme conditions applications	CNRS - ICMCB	SCIENTIFIC SKILLS	November 2017
Training activities for synthesis, characterization, design and modelling of novel nanomaterials systems for extreme environmental conditions.	KTH	TRAINING IN SCIENTIFIC SKILLS	January 2018
Innovative industry and KET integration workshop	UoB	INDUSTRIAL WORKSHOP	January 2018
Employees training course	IMNR	MACHINERY AND EQUIPMENT TRAINING	June 2018
Yearly spring common meetings for new project proposals (h2020 or bilateral projects)	UBU - ICCRAM	NEW PROYECT PROPOSALS	July 2018
Training activities for synthesis, characterization, design and modelling of novel nanomaterials systems for extreme environmental conditions.	KTH	TRAINING IN SCIENTIFIC SKILLS	October 2018
<b>Final Consortium Meeting</b>	<b>XXX</b>	<b>COORDINATION MEETING</b>	<b>October 2018</b>

**Workshops, training, secondments and Summer / Winter Schools:** Regarding the SUPERMAT Project, Standardization and Industrial workshops will be organized. **Report on organization of workshops will be delivered to the EC (D5.1, D2.8, D4.7, D2.8, D4.8, D4.4, D4.3, D4.2, D4.9, D5.3, D5.4).**

#### MOOCS and online training

An international Massive Online Open Course (MOOC) on materials under extreme conditions for key industrial sectors will be performed (M30; All). **Report on these activities will be delivered before June 2018 (D4.12).**

#### Participation in international conferences and scientific publications

Participants must participate in international conferences and scientific publications. **A report on this activity is expected for the EC on months 18 and 36 (D6.3).**

**SUPERMAT International Industrial PhD degree/curricula in common:** This task consists in the design, create and implant a new PhD curricula in the field of materials under extreme environments, paying attention to the present industrial EU needs in the field. **A report on this activity is expected for the EC on month 25 (D4.6).**

## S3.2. INDUSTRIAL COMMUNICATION & EXPLOITATION

This section will be details in the specific Exploitation & IPR & Data Management Plan (D1.3.). General lines of this plan are described below:

**Industrial Newsletter:** Industrial newsletter actions will be leaded by IMNR. News E-newsletter, flyers, posters and non-scientific publications concerning project events, activities and results will be addressed by this task. **Periodic Dissemination Reports (including Industrial newsletter and other dissemination activities) will be delivered to the EC by January in months 6, 13, 18, 25, 30, 35.**

### Intellectual property rights aspects and exploitation of results.

The Consortium Agreement establishes the rules concerning management of IP, ownership, disclosure, commercialization, dissemination, and exploitation. IPR and Knowledge management rules are laid down in the CA. The basic ideas are explained in this section, as they directly concern every communication / dissemination action.

**General obligation to protect the results:** Central to any IPR strategy is early recognition of patentable discoveries and control of information flow. The project management team will periodically (every 6 months) review scientific progress to identify possible patentable subject matter. Internal manuscripts' reviewing process, enacted by research topics coordinators, will pay particular attention to IPR issues. Each partner must adequately protect their results for an appropriate period and with appropriate territorial coverage — if: (a) results' exploitation can reasonably be expected, and (b) It is possible, reasonable and justified to protect them. Specificities of the action and type of result will determine the most suitable protection form (patent, trademark, industrial design, copyright, trade-secret, confidentiality).

**Exploitation of the project results,** according to the terms fixed in the CA, will be boosted by the relevant involvement of industrial partners.

**Open access to scientific publications:** In line with the Open Access principle, the consortium partners will follow three main routes: (1) Self-archiving: through Subject-based repositories (e.g. PubMed Central, ResearchGate) and/or Centralised repositories (e.g. own company/institutional website or OpenAire website). (2) Direct Open access publishing. Dissemination among the peers will occur in the form of joint publications in general purpose and topic specific peer-reviewed international journals. (3) Dissemination of results at international conferences, congresses and symposia including.

**Data management** will ensure fulfilling all regulatory requirements, and processing systems conform to established requirements for security, completeness, accuracy, and consistent performance. Data will be generated locally and transferred to the consortium central database. Some data, will not be disclosed if deemed particularly innovative, if these results are identified as potentially patentable for further exploitation. The data generated in SUPERMAT will be preserved in local secure servers at IMNR and accessible via VPN or secure ftp.

### S3.3. GENERAL PUBLIC COMMUNICATION

#### Verbal communication

Verbal (formal) communication approaches include person-to-person information exchanges in officially organized briefings, conferences, meetings, especial events or functions.

Recommended formal verbal communication vehicles include:

- Briefings
- Partnership building
- Partners Spokesperson

#### Printed communications

Print communication vehicles include:

- **Scientific newsletters:** Participation in scientific newsletter related to material science will be promoted. Summer and Winter Schools contents are identified as good inputs to report.
- **SUPERMAT Brochures:** the official brochure will be available in English. A high quality file of the brochure will be available to members on the web page of the SUPERMAT project and can be downloaded and printed as a PDF.
- **SUPERMAT Posters:** one poster will be available for the members to use and adapt. This poster will include the objectives of the project, partners, tasks and TWINNING approach. Partners can enhance the format of the poster with photos, translations or new local messages.
- **Press releases:** Every Institution will publish press releases concerning the project after significant activities (achievements of secondments, celebration of workshops, summer/winter schools or webinars, meetings, etc.). These press releases will be uploaded to the website.

The cost of printing is responsibility of the Institution who will use it.

#### Electronic communications

Electronic communication vehicles include:

- **Website.** The official link of the webpage is <http://www.imnr.ro/supermat/>. The official language of the webpage is English. It will be officially presented by **April 2016**. The website will be **updated at least every three months** (the Coordinator will be in charge of this task, and partners are encouraged to contribute with news related to the subject, local events or relevant information to be published. It will include three access levels:
  - One public interface, including information about the project, MSCA RISE approach, partners, news and events, reviews and media files.
  - One intranet for partner's access only, containing management information, confidential reports, communication files to be used and interaction tools.
  - One educational section where MOOC will be published and implemented.
- **SUPERMAT Newsletter:** there will be 2 special newsletters every year. The official language is English. All partners are committed to send suggestions to be included in these newsletters following the leader's indications. The newsletter will be sent to all partners who will be



responsible for its local distribution. It will also be available on the website. Printed copies of the newsletter can be reproduced for member's promotional purposes. **Periodic e-Newsletter reports must be delivered to the EC by January 2020 (D6.2.)**

- **Internet Community Tools:** Facebook and Twitter
  - **Twitter:** There will not be a specific twitter account for SUPERMAT. Partners can write messages regarding the project on their own institutional account including the tag #SUPERMAT and the link to the official website.
  - A **Facebook** group will be created, including all partners. News will be published in this group.
- As a general rule, no personal profiles (for Facebook or Twitter) but institutional will be tagged in any picture or document from the project.

**A report on these electronic and printed communications is expected for the EC biannually (D6.3, months 6, 13, 18, 25, 30, 35)**

## SECTION 4: Implementation.

SUPERMAT will ensure the correct implementation of the communication and dissemination measures defined. All consortium meetings will have a dedicated time devoted to evaluate the implementation, impact and correction measures to improve the knowledge exchange and the communication issues.

## SECTION 5: Section 5: Communication and Dissemination Development Procedures

In order to transfer and delivers uniform and streamlined communications and reach target audiences efficiently it is important to build clear, consistent messages.

The use of all of these methods and vehicles could result in either duplicate communications or inconsistent messages. Confused messages resulting from this lack of planning and coordination would have a negative effect on targeted audiences.

For this reason, all partners must ensure that they coordinate their communication and marketing activities with the secondments and all the staff involved in the project. They should as well follow the indications in this Plan so the audience can perceive a coherent, unified message from the SUPERMAT project. Whenever exists any doubt about the message or format, the partner should communicate it to the consortium to agree the proceeding.

Partners will pay special attention to the Commission indications regarding the information on EU funding (see section 3).

## SECTION 6: Results measurement

Measuring the impact of communication activities is the starting point to correct and improve the project communication strategy. Also feedback of members and externals is necessary to be taken into account. Measurement actions must be coordinated and also they should drive to a strategy of analyzing the information and report the data so they can be useful for future actions.

The effectiveness of communications will be measured using the following methods KPIs):

- Cyberspace analysis
  - Website "hits" (using Google Analytics tracking on the website)
  - Facebook and Twitter reports (friends & followers, mentions of the hashtag #SUPERMAT).
- Events and workshops analysis
  - Global participation in events





- Surveys and reports on communication to participants
- Focus groups.
  - Partners (institutional)
  - Secondments
  - Advisory Board

The report of communication data will be discussed at the Steering Committee's meetings. The Committee will decide any change, improvement or adapt of the communication strategy regarding the results obtained.

## **SECTION 7: Plan maintenance**

One year after its official release, the Steering Committee will conduct an initial review of the Plan's methods and approaches. This will help determine if the Plan is effective in communicating and supporting the mission, goals and objectives of the Project.