



Deliverable D8.2

Dissemination Plan

Point of Contact	Federica Haupt
Institution	AMO GmbH
E-mail	haupt@amo.com

Project Acronym	FOXES
Project Title	Fully Oxide-based Zero-Emission and Portable Energy Supply
Grant Agreement No.	951774
Topic	FETPROACT-EIC-05-2019 - FET Proactive: emerging paradigms and communities
Project start date	01 October 2020
Nature	Report
Dissemination level	Public
Due date	M6
Date of delivery	M8
Lead partner	AMO
Contributing partners	MCL
Authors	Federica Haupt (AMO), Marco Deluca (MCL)
Reviewer	All partners



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951774 (FOXES).
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Document information

Abbreviations

GA	Grant Agreement
CA	Consortium Agreement
IoT	Internet of Things

Participant short names

MCL	Materials Center Leoben Forschung GmbH
BUW	Bergische Universität Wuppertal
AMO	Gesellschaft für Angewandte Mikro- und Optoelektronik GmbH
UNINOVA	Uninova-Instituto de Desenvolvimento de Novas Tecnologias - Associacao
UB	Universitat de Barcelona

Versions

V1.0	15.06.2021	Federica Haupt (AMO)
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Summary

This document summarizes the dissemination strategy for the project FOXES (Section 1), as well as the internal guidelines for what concerns the dissemination activities (Section 2).

1 Dissemination and Communication Plan

1.1 Introduction

AMO will coordinate the communication and dissemination activities of the project FOXES, based on the actions described in the grant proposal, in the Grant Agreement (GA), and in the present document. The goal is to raise the interest of the scientific community, as well as of European companies and policy makers, in the potential of FOXES technology as a sustainable way to power devices of the Internet of Things (IoT) and wearable devices.

In addition to the dedicated communication actions described below, the existing channels of the partners will be used to inform the general public, policy makers and journalists on the project activities.

The dissemination strategy will be systematically reviewed and updated in parallel to the project progress. This document will be updated at M12 and M36.

1.2 Target audience and dissemination channels

We have identified seven target-groups for dissemination, and a set of dissemination channels defined for every group. In some cases, the same channel helps reaching more than one target group.

The target groups are:

- Neighbouring research communities (solar cells, IoT and sensor devices, and photonics)
- European sensor industry (e.g. Bosch Sensortec, ams AG, Sensirion, Honeywell...)
- European photonic industry
- Policy makers
- General research community (outside of the nano-electronic devices research fields)
- Students and young researchers
- Media/press-professionals and general public

The dissemination channels include:

- Publications in relevant scientific and technical journals (see Sec. 1.3.1)
- Project website
- Social media channels of the partner institutions (e.g. AMO LinkedIn channel, MCL Facebook channel)
- Press releases
- Presentations in influential international conferences (see Sec. 1.3.2)
- Articles or guest posts on relevant magazines and newsletters (e.g. IEEE Spectrum, IEEE Newsletters)
- Participation to research/industry workshops, networking meetings, consultation meetings and technical fairs.
- Project flyer and e-documents
- Preparation of policy notes
- Participation to general science events (e.g. “Girls’ Day”, “Engineer Academy”, “Career days”, “Open Lab days” or “Research night”)

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- Visits to R&D labs of European sensor companies
- Links with national and international initiatives in the field, such as Silicon Alps and Global Innovation Summit (Austria), ...

The specific dissemination channels identified for each group and the expected impact of the planned communication activities are described in Table 1.

Table 1: Dissemination targets and expected impact

Target group	Dissemination channels	Expected impact
Neighbouring research community (academic and industrial)	<ul style="list-style-type: none"> • Publications in relevant scientific and technical journals • Presentations of results at influential international conferences • Project website • Links with national and international initiatives in the field 	<ul style="list-style-type: none"> • Initiate and promote further R&D and collaborations based on project results • Adoption and further technology development of project results
European sensor and photonic industry	<ul style="list-style-type: none"> • Participation to research/industry workshops, networking meetings, consultation meetings • Visits to R&D labs of European sensor and photonic companies • Articles or guest posts on electronics magazines • Project flyer and e-documents • Press releases 	<ul style="list-style-type: none"> • Adoption and further technology development of project results for industrial exploitation
Policy makers	<ul style="list-style-type: none"> • Project website • Project flyer and e-documents • Social media • Press releases • Participations to networking meetings, consultation meetings • Preparation of policy notes 	<ul style="list-style-type: none"> • Support policy makers to secure further R&D funding for FOXES technology from prototype- to market-level
General research community	<ul style="list-style-type: none"> • Project website • Project flyer and e-documents • Social media • Press releases • Participation to general science events (e.g. AAAS meeting) 	<ul style="list-style-type: none"> • Raise awareness of the FOXES project and of the activities in the field • Promote interdisciplinary collaborations and take on of results in different fields.
Students and young researchers	<ul style="list-style-type: none"> • Project website • Project flyer and e-documents • Social media • Press releases • Participation to general science events aimed at young researchers, students and school pupils 	<ul style="list-style-type: none"> • Attract talents into the field • Advance education in the field of micro/nano electronics.
Media/press-professionals and general public	<ul style="list-style-type: none"> • Press releases • Social media • Project website 	<ul style="list-style-type: none"> • Raise awareness of the FOXES project and of the activities in the field

1.3 Actions

According to the objectives of the project, we have developed a list of concrete actions for communication and dissemination:

- Within M3, we have set up a public website for the project (see Deliverable D8.1). The website is the main dissemination and communication venue. It will be maintained by AMO until a few years after project end, and it will contain all project results, news, press releases and (potentially) video presentations. The website includes also a contact point for third parties interested in accessing the work in FOXES, which will serve as the hub for information exchange between the project partners and third parties.
- Within M3, we have prepared a digital flyer for the project (see Deliverable D8.1), which has already been instrumental for contacting and engaging the members of the Advisory Board. The flyer is available for downloads on the project webpage. When in-person conferences will be possible again, we will consider redesigning the flyer for a foldable printed version to be distributed at conferences and at expositions booths.
- We will mainly use the existing social-media channels of the partner institutions to disseminate FOXES results and news, in particular AMO's LinkedIn channel (~1100 followers) and MCL Facebook channel (~100 abonnements). This will ensure a higher visibility to the project than a dedicated social-media channel, especially in the first years of the project. We will reconsider the opportunity of opening a dedicated FOXES channel on LinkedIn or Facebook once FOXES demonstrators will be available and in the context of the proof-of-concept demonstration of FOXES technology in the urban area of Barcelona (see below).
- We will organize a workshop on research related to FOXES technology on year 4.
- Along the entire duration of the project, we will send press releases, articles (and possibly videos) to science and tech magazines and websites.
- At the end of the project, we will arrange a proof-of-concept demonstration to show the effectiveness of the FOXES technology to monitor NO₂ and O₃ emissions in the urban area of Barcelona. Such an activity will be accompanied by a dedicated media campaign and open to the participation of young students and citizen scientists.
- All publications will be made open access according to the rules of the EC in H2020 (more information in Sec 2.4).
- Public project deliverables will be accessible through the project website.

1.3.1 Publications in relevant scientific and technical journals

The publication of FOXES results in relevant scientific and industrial periodicals and journals in Europe will be encouraged during the course of the project.

Examples of journals, where contributions from FOXES partners might be expected (the list is not exhaustive):

- ACS Nano, <https://pubs.acs.org/journal/ancac3>
- ACS Sensors, <https://pubs.acs.org/journal/ascefi>
- Nano Letters, <https://pubs.acs.org/journal/nalefd>
- Materials, <https://www.mdpi.com/journal/materials>
- Advanced Materials, <https://onlinelibrary.wiley.com/journal/15214095>
- Acta Materialia, <https://www.sciencedirect.com/journal/acta-materialia>
- IEEE Journal of the Electron Devices Society, <https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6245494>
- Applied Physics Letters, <https://aip.scitation.org/journal/apl>
- Applied Physics Reviews, <https://aip.scitation.org/journal/are>

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- Sensors and Actuators B: Chemical, <https://www.journals.elsevier.com/sensors-and-actuators-b-chemical>
- Sensors, <https://www.mdpi.com/journal/sensors>
- IEEE Journal of Internet of Things, <https://ieee-iotj.org/>

1.3.2 Presentation at conferences, symposia, meetings

A set of conferences, workshops, and meetings has been identified by partners as ideal venues to disseminate FOXES results – an example is listed below (the list is not exhaustive and will be updated during the course of the project):

- ICCTE International Conference on Chemistry and Technology
- Meetings of the European Material Research Society (E-MRS)
- EMA Electronic Materials and Applications
- IEEE Sensors Conference
- Eurosensors Conference
- Conference on Design of Circuits and Integrated Systems
- International Conference on Synthesis, Modeling, Analysis and Simulation Methods and Applications to Circuit Design (SMACD)

Partners will provide updated information about events attendances in the dissemination database (see Sec. 2.3). Clustering activities with other projects will provide more opportunities to participate in dissemination activities.

2 Internal guidelines

2.1 Obligation to disseminate results and advance notice to the consortium partners

Unless it goes against its legitimate interests, each partner is required to ‘disseminate’ its results by disclosing them to the public as soon as possible by appropriate means, including scientific publications (in any medium).

Nevertheless, the dissemination of the project’s achievements should never jeopardize the protection of generated intellectual property (e.g. patent, product design). Therefore, a partner that intends to disseminate project results (in an article, at a conference or in other forms) must give advance notice to the other partners at least 30 days in advance (unless agreed otherwise), together with sufficient information on the results to be disseminated. This is regulated by the CA. Excluded by this rule are posts on social-media channels, which, however, should never include IPR-sensitive information.

Any objection to the planned dissemination activity needs to be made in writing to the Coordinator and to the partner proposing the dissemination activity, within 15 calendar days after receipt of the notice. If no objection is made within this time limit, the activity is permitted. Otherwise, the dissemination may not take place unless appropriate steps are taken to safeguard the legitimate interests of all parts. The Dissemination Manager will keep track of the described approval processes. The Project Coordinator and the Exploitation Manager will help mediating possible controversies.

2.2 Acknowledgments

All project outcomes (in particular scientific publications) will acknowledge the support of the European Commission by including the following information:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951774 (FOXES)”.

2.3 FOXES dissemination database

We have created an Excel file to track the dissemination activities of the various partners. This file is composed of three sheets:

- Scientific publications (Figure 1)
- Events (Figure 2)
- Press releases & media coverage (Figure 3)

The file is managed by the Dissemination Manager and updated internally each 3 months during the whole duration of the project.

FOXES publications database							
Name of journal/book	DOI	Publication title	Authors	FOXES's partner(s) involved into publication	Submission date	Publication date	Cost for GOLD OpenAccess

Figure 1 Snapshot of the Excel table for tracking FOXES scientific publications

Dissemination events													
Event info								Type of activity					
Type of event	Name of event	URL	Date	Place	Target audience	Number of participants /visibility	Proceedings (y/n)	FOXES' participants	Only attendance	Poster (Title)	Talk (Title & Type)	Booth/stand	Flyer distribution

Figure 2 Snapshot of the Excel table for tracking FOXES participation to various dissemination events

Press releases & media coverage													
Type	Title	Date	Partner responsible	URL	Taken up by								
Press release	FOXES: develop	23.07.2020	AMO	https://www.ifo.org/en/press-releases/foxes-develop	Uni Barcelona	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop	https://www.ifo.org/en/press-releases/foxes-develop
post AMO Lin		23.07.2020	AMO	https://www.ifo.org/en/press-releases/foxes-develop									
post AMO Lin		02.10.2020	AMO	https://www.ifo.org/en/press-releases/foxes-develop									

Figure 3 Snapshot of the Excel table for tracking FOXES press releases and media coverage

2.3.1 Standard operating procedure for tracking FOXES dissemination activities

1. At least 30 days before a planned dissemination activity, the authors will inform by email the Dissemination Manager, the Coordinator and the co-authors of the work, giving basic information about the type of activity and the material to be presented. Excluded by this rule are posts on social-media channels.
2. The Dissemination Manager will update the dissemination database.
3. Any objection to a certain activity should come within 15 days after notice.
4. Once the article is published/ the conference or exhibition is closed/ the link to media channels is available, send to the Dissemination Leader by email some additional information to update of the Excel database and the project website.

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5. One month before the Dissemination reports (due at M12 and M48), the Excel file will be made available to all partners for checks and updates, using the Microsoft Sharepoint folder put in place by MCL and used as platform for secure data sharing by the whole consortium (see Deliverable D2.1, Sec. 2.2)

2.4 Open access to scientific publications

As stated in the Grant Agreement, FOXES partners will ensure open-access (i.e. free of charge online access for any user) to all peer reviewed publications related to the project results. In particular, they will:

- Deposit a machine-readable electronic copy of the published version or of the final peer-reviewed manuscript accepted for publications at the latest:
 - on publication, if a freely-accessible electronic version is available via the publisher (gold open access)
 - six-months after publication in a public repository (e.g. arXiv) in any other case (green open access).
- Ensure publication in journals that comply with the open-access policies mentioned above.¹
- Ensure open access to the bibliographic metadata that identify the deposited publication.
- Deposit the data underpinning the publications and related datasets (e.g. the final dataset) on the Zenodo repository (<https://zenodo.org/>), following the guidelines described in Deliverable D2.1 (Open Research Data Pilot).

¹ Embargo and open-access policies of various scientific journals can be checked using the [Sherpa Romeo](#) online resource.