



HORIZON-CL4-2021-RESILIENCE-01-07 – Critical raw materials for EU industrial value chains and strategic sectors

InVECOF

Innovative Value Chains for European Ceramic Oxide Fibres

Starting date of the project: 01/05/2022

Duration: 36 months

= Deliverable: D6.2 =

Plan for dissemination and communication activities V1

Submission date: 11/2023

Responsible WPL: Olja Kristic, WP6, ABIMI

Responsible TL: Olja Kristic, ABIMI

Dissemination level		
PU	Public – fully open (automatically posted online on the Project Results platforms)	
SE	Sensitive – limited under the conditions of the Grant Agreement	X
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	



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Executive summary

Timely and effective dissemination of results is an essential part of every research project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

This document is an updated version of the strategy for disseminating the results of the InVECOF project and the activities planned to give high visibility to the project, its achievements and partners. Dissemination activities are developed with the aim to support the project exploitation, trying to attract and involve the stakeholders through specific communication activities.

EC rules for dissemination are summarized in Chapter 2: guidelines for internal communication, dissemination and publication of the project contents, with reference to the EC Open Access policy, are provided to partners. The quality assurance and approval process are also described.

The target audience is defined as well as the corresponding communication strategy: project website, brochures, multimedia and social media are addressed to broad public; scientific publications, publications in technology news server and participation to conferences are addressed to the scientific community; workshops, events, press releases and newsletters are addressed to the ceramic oxide fibre community, industry, policy makers and media, etc.

A dissemination plan and corresponding timelines, able to create awareness is developed and presented in the Timeline subchapter.

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1. Introduction

Deliverable 6.2 Plan for dissemination and communication activities (version 2) is part of task 6.1 Dissemination and communication activities. Part of this task is the definition of a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project).

The Dissemination activities and plan will be updated periodically by the use of “InVECOF recording dissemination”. “InVECOF recording dissemination” Excel file has been distributed to InVECOF partners in order to declare the dissemination activities where they are involved during project implementation.

The dissemination strategy has the objective to outline the main elements and strategic choices regarding the dissemination activities of the InVECOF project towards the most important stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities in order to achieve the identified main objectives: implement communication activities targeted to different stakeholders, produce publicity materials for project outputs and involve the ceramic oxide fibre community throughout all phases of the project. Actively participate in conferences, workshops, trade-shows and courses and foster relationships with other framework projects and initiatives (clustering activities) are key initiatives for the plan.

2. Dissemination and communication strategy

2.1. Dissemination of results

Partner ABIMI (WP6 leader) is responsible for dissemination and communication. ABIMI will monitor the latest achievements of the project and will suggest the best dissemination channels for scientific and industrial awareness.

In relation to the external communication, it has to be mentioned that the dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any dissemination activity (publication, presentation, etc.) strict rules of prior notice to all partners will be applied, according to EC guidelines. Partners will have the possibility to refuse dissemination of their own know-how (background or results) when it could potentially harm the partner's interests. The Dissemination Manager (Olja Kristić - ABIMI) and the Exploitation Manager (Christopher Kluthe – RATH) will follow all the above-described approval processes and will act as an internal executive approval body for any dissemination action organized by different partners.

This Dissemination and Communication Strategy will ensure that all possible dissemination and communication routes are used during the whole course of the project.

All project outcomes will acknowledge the support of the European Commission as it is requested by Article 17 (Communication, dissemination and visibility) of the Horizon Europe Annotated Model Grant Agreement (AGA) and follow its principles. The dissemination details (e.g. time schedule for prior notice and partner's approval) are covered in the Consortium Agreement, signed by all partners before the project's start.

2.1.1. Internal approval of dissemination activities

According to article 8.4.2 of the Consortium Agreement, during the Project and for a period of **1 year** after the end of the Project, the dissemination of any material and/or results, shall be governed by the following provisions:

- Prior notice of any planned publication shall be given to all Parties at least **45 calendar days** before the publication. Any objections shall be made in accordance with the Grant Agreement in writing to the Project Coordinator and to the Party or Parties proposing the dissemination within **30 calendar days** after receipt of the notice. If no objections are made within the time limit stated above, the publication is permitted.
- Objections are justified if the protection of the objecting Party's Results / Background / IPR or Confidential Information would be adversely affected or if the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed or the proposed publication contains Confidential Information of the objecting Party. The objection must include a precise request for necessary modifications.
- If an objection has been raised, the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.
- The objecting Party can request a publication delay of not more than **90 calendar days** from the time it raises such an objection. **After 90 calendar days** the publication is permitted, provided that Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party.

The following information will be always mentioned in the publication:

"This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101058078, project InVECOF". OR a shorter version:



**Co-funded by
the European Union**

Figure 1 below shown the timeline of the publication approval.



Figure 1: InVECOF timeline for publication approval

The procedures ensure quality assurance of all dissemination material, both in terms of the content and layout, are put in place and include checks of:

- (i) The messages to be transmitted outside of the consortium, including the suitability of the messages for the people addressed, the emphasis on the benefits and the relevance for the industry (when applicable);
- (ii) The technical content control in order to ensure the quality of achieved scientific and research objectives of project brochures;
- (iii) The scientific papers and publications and that they contain sufficient reference to the project; and
- (iv) The layout quality and suitability to the standard.

All scientific peer-reviewed publications will fully comply with the **Article 17 and Annex 5 HE (Communication, dissemination, open science and visibility) of the Horizon Europe AGA**. In practical terms this implies the following:

- Partners will **disseminate project results via peer-reviewed scientific publications as much as possible** taking into account protection of IP and potential commercialization of the results;
- All **peer-reviewed articles will be published in “green” or “gold” open access model with no embargo period**;
- **Fully open-access publishing venues will be given a priority**, considering EC’s guidelines and cost eligibility (i.e. publishing fees are eligible costs only for fully open-access publishing venues);
- Open access to the publications will be also provided by **deposition in trusted open-access repositories**, whether institutional, subject-based or general (e.g. Zenodo) **at the latest at the time of publication**.

Scientific dissemination activities will target both scientific and technical audiences. They will include presentations to international conferences and workshops and also publications in top of the line peer-reviewed journals in the field of ceramic oxide fibres, oxide CMC production and their properties.

Within InVECOF articles and manuscripts will be prepared and published in Open Access journals¹ such as: Journal of the European Ceramic Society, Applied Ceramic Technologies, The Journal of the Textile Institute, Journal of Materials Chemistry, Frontiers in Chemistry, Construction and Building Materials, ACS Energy Letters, Nature Scientific Reports, Fire Safety Journal, etc.

Joint publications with industrial partners’ participation will be encouraged.

¹ Partners will be made aware that in Horizon Europe publishing fees are eligible costs only for the fully open access venues (all content must be free). They can publish in a hybrid venue but the fees are not eligible.

Dissemination activities implemented by partners during the lifetime of the project. To be regularly updated

*Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers.
List the dissemination activities carried out in the context of the project.
Include dissemination activities mentioned in the proposal and new ones.*

Dissemination activities recording and plan												WHY? Description of the objective (b)	Status of the dissemination activity				
Dissemination activity name (a)	WHAT? Type of dissemination event	Industry, business partners	Innovators	EU institutions	EU institutions	National authorities	Regional authorities	Local authorities	Civil society	Others	Research communities			Specific end user communities	International organisations (UN body, IAEA, etc.)	Other	Investors
		/insert text/	/dropdown options/														

(a) Insert activity name. Example: conference name, symposium name etc.
 (b) Insert description of the objective(s) with reference to a specific project output (max 200 characters). Include also the type of activity: attendance, abstract, paper, poster, lecture/PowerPoint presentation, brochure/newsletter distribution, video/DEMO, booth/
 (c) Other scientific cooperation: cooperative work to achieve one's own goals.
 (d) Other **scientific collaboration**: cooperative work to produce something together and achieve shared goals.

Table 3: Communication activities tracking

Communication activities implemented by partners during the lifetime of the project. To be regularly updated

Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Communication activities							
Communication activity name (a)	Description	WHO? Target audience	Publication date	Responsible partner	HOW? Communication channel	Outcome (b)	Status
/insert text/	/insert text/	/dropdown options/	/insert text/	/insert text/	/dropdown options/	/insert text/	/dropdown options/

(a) Examples: Title of the post, interview etc.
 (b) Insert key performance indicators

2.3. Communication activities

The content of the communication will be in line with Article 17 (Communication, dissemination and visibility) of the Horizon Europe AGA and will not jeopardize either confidentiality or security obligations as stated in Article 13 of the Grant Agreement. Therefore, the same rules **of prior notice to all partners will be applied** as for the dissemination activities, however, considering the character of the information and the communication channel.

Various communication tools will be used and will be tailored to the needs of various stakeholders and audiences. The target audiences will include **scientific community, industry, policy makers, standardization bodies, and associations**. The identified channels and tools for the communication (and dissemination) are the following (also depicted above):

- **Project webpage** with all the basic information, news and downloadable materials will be created.
- **Scientific publications:** articles and manuscripts will be prepared and published in open access journals. Joint publications with industrial partners' participation will be encouraged.
- **Project factsheets, leaflets and roll-ups** for large non-specialized scientific community and stakeholders will be created and distributed to partner's institutions, EC and on dissemination events. If possible, infographics will be used for better visualisation of the information and project's objectives.
- **Technology news servers:** The project will comply with knowledge sharing arrangement and will actively contribute to CORDIS each time after the latest achievements.

- **Presentations at conferences, symposia, meetings** (e.g. Material Research Society Meetings, HT-CMC, ECerS Conference, RHC platform conference, ICRERA, etc.).
- Tools like **LinkedIn and YouTube** are considered to address the potential impact especially to the younger generation and to have the feedback from various audiences.
- **Videos** to convey the project's messages in a more visual way will be shot. The videos will be targeted to a broad public, using simple language and will contain visual content.
- **Press releases:** Press releases are written and circulated at the beginning, in the middle and at the end of the project to the relevant media list.
- **Project workshop:** a workshop will be held during the last year of the project to promote the developed results.

Furthermore, the project's results will be disseminated to **European Research and Innovation Networks**, to maximize the project's impact on Europe. Where applicable, it will be used in the Technology Offer section to seek license agreements and inputs for further custom application development.

The following **EU Technology Platforms** will also be kept in the loop of InVECOF developments:

- Advanced Engineering Materials and Technologies (EuMaT);
- European Technology Platform on Smart Systems Integration – EpoSS;
- Future Manufacturing Technologies – MANUFUTURE;
- European Ceramics society (ECerS)
- Composites United Ceramics Composites

2.3.1. Dissemination plan

A provisional Dissemination and communication Plan with KPIs (as agreed within the project consortium during proposal preparation) is listed in the two tables below:

Table 4: Dissemination KPIs

Targets	Tools and channels		KPIs
Science & academia	Scientific events	Active participation at scientific events to communicate results to experts and key opinion leaders in the fields of Ox-fibres and O-CMC components.	<i>4 presentations per year, 1 poster</i>
	Peer-reviewed publications	Scientific excellence of the project and its outcomes will be verified by publications in recognized journals.	<i>3 publications per year</i>
Industry	Industry fairs	Innovation implications of the research results will be discussed with industry at industrial exhibitions.	<i>1 trade fairs/exhibitions of prototypes per year</i>
	Project workshops	Project workshops will be organized as a part of larger events or as stand-alone events. These will allow target matching of partners owning the results with companies to enable new business.	<i>2 project workshops</i>
Policy makers, regulators	Policy making forums and meetings	Results, their implications and created value will be shared with EC unit, national agencies and national and European Associations.	<i>Active participation in 3 events,</i>

& associations			<i>submission of 3 recommendation papers</i>
	Events of professional associations	will be attended to allow them to include insights relevant to project outcomes into their communication efforts.	<i>Active participation in 3 events, submission of 3 recommendation papers</i>
European projects	Clustering	with relevant European projects will be pursued to support mutual learning from the results and implementation of best practices.	<i>1 clustering meetings attended per year, set up communication channels with 4 projects</i>

Table 5: Communication KPIs

Objectives	Targets	Tools & KPIs	Engagement / feedbacks
Increase awareness of Digital, Industry and Space cluster	Public Researchers Industry End-users	> 3000 website visits per year	<ul style="list-style-type: none"> Collect public opinions on the problem and its severity Make industry aware of the business opportunity Inform end-users that their problem is being approached
		300 social media followers	
		1000 brochures distributed	
		1 press release/year published by 5 media	
		2 videos viewed 500 times each	
Receive feedback on project approach	Researchers Industry	30 external inquiries via website/email	<ul style="list-style-type: none"> See end-user attitude towards the solution Obtain market feedback See available options to help reach the project goals
	End-users	100 business cards from F2F meetings	
Set stage for market acceptance of project results	Public Industry End-users	2 regulatory bodies contacted	<ul style="list-style-type: none"> See end-user opinion on integration into workflows Align expectations of key stakeholders Demonstrate business value
		1 press release/year published on recognized association website	
		2 workshops with industry and end-users organized	
Demonstrate need for pan-European cooperation	Public Researchers Industry	10 presentations at EU symposia	<ul style="list-style-type: none"> Increase understanding of the need for pan-European research and innovation cooperation
	End-users	300 views of website consortium page	
		Clustering with 4 projects	

3. Dissemination material

This chapter lists the dissemination material that will be used within the project.

3.1. Project logo and visual identity

To aid in branding and increasing visibility and awareness of the InVECOF project, a logo and visual identity (see Figures below) have been created to be used in all dissemination activities and tools, as well as a PowerPoint template.



Figure 2: InVECOF logo



Presentation title

Name of the presenter, Organisation


Title of the event / meeting | Date | Location



Innovative Value Chains for European Ceramic Oxide Fibres
This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101058078

1

Figure 3: InVECOF presentation template



HORIZON-CL4-2021-RESILIENCE-01-07 – Building innovative value chains from raw materials to sustainable products (IA)

InVECOF
Innovative Value Chains for European Ceramic Oxide Fibres


Starting date of the project: 01/05/2022
Duration: 36 months

= Deliverable: Dx.x =
Deliverable Title

Submission date: MM/YYYY

Responsible WP: Name, WPx, Organisation
Responsible TL: Name, Organisation

Dissemination level		
PU	Public – fully open (automatically posted online on the Project Results platforms)	?
SE	Sensitive – limited under the conditions of the Grant Agreement	?
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	?
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	?
Classified S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	?

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Project Manager: Ojja Kristić	DD/MM/YYYY
Coordinator: Arne Rüdinger	DD/MM/YYYY

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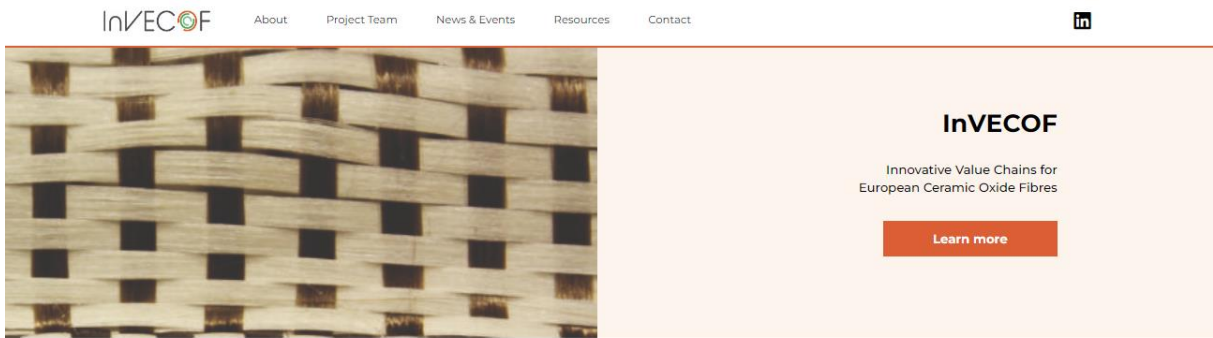
Figure 4: InVECOF deliverable template

3.2. InVECOF website

The InVECOF website has been set up in order to increase public awareness of the InVECOF project. The website is available since August 2022. Within the first 18 months of implementation, the website has been updated once, to better reflect the project current status.

The InVECOF website has been created in Open Source software called WordPress. The website provides access to all public documents that were created in the frame of the project. It includes links to any open access scientific publications written within InVECOF, press releases and other public downloads. The website is available for public access and will be actively maintained during the project.

InVECOF



The development of a European oxide ceramic reinforcing fibre equivalent (ROF fibre) to US fibres and to establish it among end users in key industrial sectors.

The development and validation of a next-generation fibre in parallel with improved thermo-mechanical properties (NGO fibre).

News & Events



01/12/2022
InVECOF first in-person meeting!



01/09/2022
InVECOF fact sheet published



26/08/2022
InVECOF leaflet is published

[Learn more](#)

Project facts



Start date
01/05/2022



Duration
36 months



EU funding
€ 7.1 mln



Consortium
11 partners



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The project InVECOF receives funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101058078.

Connect with us



[Privacy policy](#)

Figure 5: InVECOF website homepage screenshot

3.3. Promotional materials, press releases

Promotional materials like leaflets, flyers, brochures, posters, etc. are and will be created and distributed widely in all key events and through a regularly updated database of contacts (including newcomers registering through the web site). Journalists (from periodicals, magazines, newspapers) will be regularly updated on InVECOF progress, results and events by publishing dedicated press releases.

3.3.1. InVECOF communication kit

The InVECOF communication kit consists of the project website (home page see above), project factsheet, project leaflet and a roll-up.

The project leaflet gives a short overview of key objectives and activities and will be used to communicate the main messages to a wider audience. It is created in booklet form and a screen shot is given below.

Key project facts

Start date: 01/05/2022
 Duration: 36 months
 Project budget: 8.6 mln €
 EU contribution: 7.1 mln €

www.invecof.eu

Project consortium

11 partners from 5 countries RTO institutions, industrial producers of ceramic fibres and their end-users from aerospace and manufacturing industry.

Partners: Fraunhofer ISC, CNRS, nlr, Pyromera, SAFRAN, ananeGROUP, RATH, Université de Limoges, Rauschert, porcherindustries*, AMIRES

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InVECOF

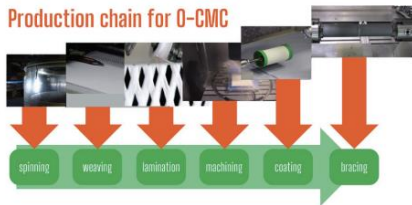
Innovative Value Chains for European Ceramic Oxide Fibres

The project InVECOF receives funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101058078.

Project description

Oxide fibre reinforced ceramics, so-called oxide ceramic matrix composites (O-CMC) are gradually becoming key strategic materials in multiple industrial applications, e.g. for use in next generation aero-engines, stationary gas turbines, power-to-X processes with concentrated solar power CSP, chemical industry, batch carrier for high temperature processes, etc. Today such high-end O-CMC components and the key raw material, the ceramic fibres as reinforcement component, are mainly exclusively produced in the United States. But as these are key components for the European manufacturing, energy and aerospace industry, there is a need to develop a European oxide fibre and O-CMC component industry, decreasing dependence on non-EU producers.

Production chain for O-CMC



Project activities

The InVECOF project addresses this urgent need and provides a substantial contribution to sustainable product innovation through the following key activities:

1. The development of a European oxide ceramic reinforcing fibre equivalent (ROF fibre) to US fibres and to establish it among end users in key industrial sectors and
2. The development and validation of a next-generation fibre in parallel with improved thermo-mechanical properties (NGO fibre).

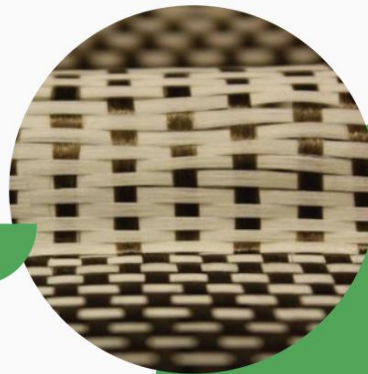


Figure 6: InVECOF Leaflet

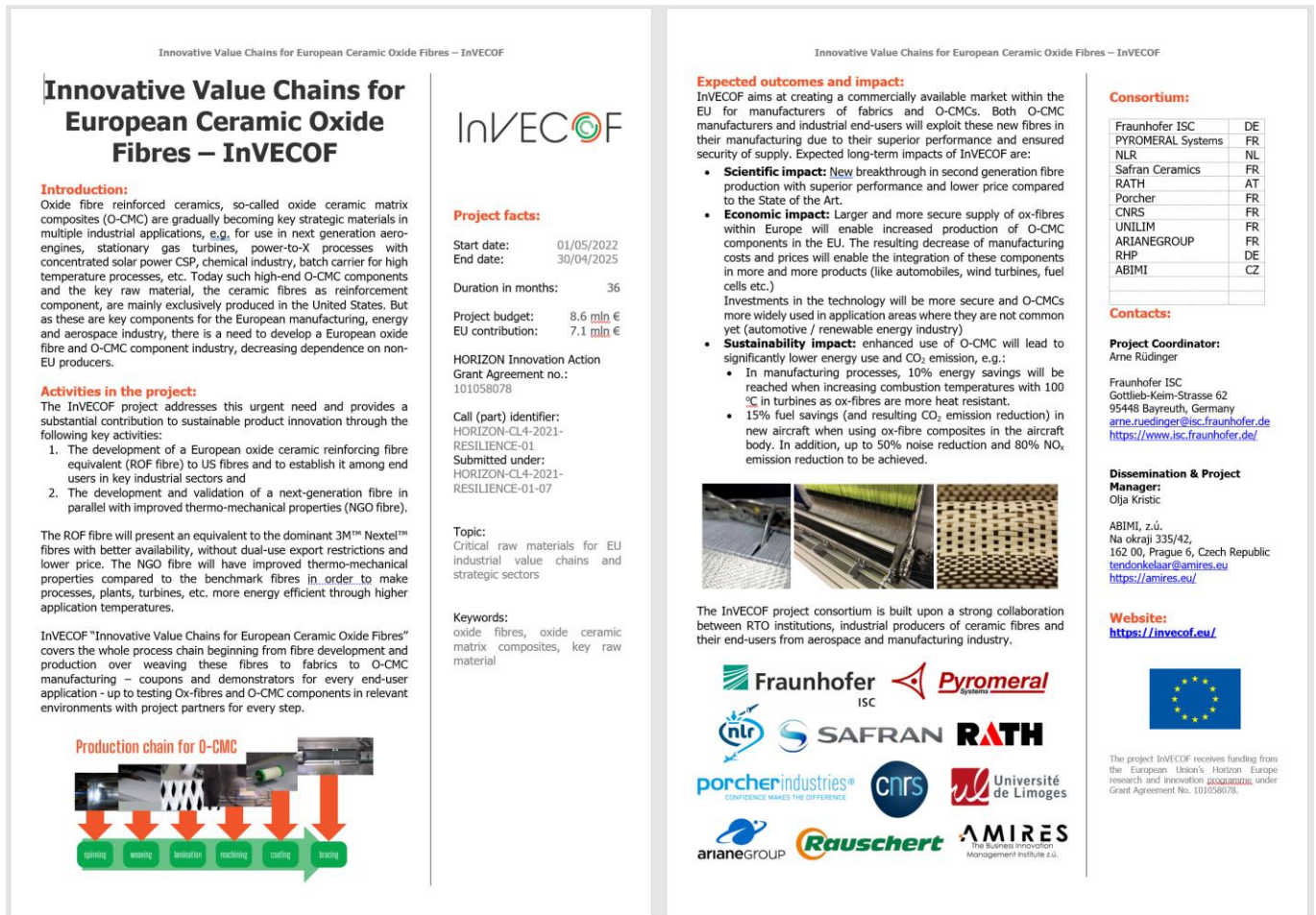


Figure 7: InVECOF Factsheet

3.3.2. Press releases

The aim of the press releases is to attract media attention and increase public awareness of the InVECOF project and its outcomes and events. Press releases will be prepared through the project implementation to inform the public of important milestones and results achieved.

3.3.3. Posters and roll-ups

The project posters and roll-ups can have different objectives and targets: to catch the attention with visual contents during exhibitions and workshops with stakeholders (also stimulating questions and requests for more details) and/or provide technical details, showing the scientific results, in a short way, to scientists and experts during conferences and other events. In order to make the presentation of the InVECOF project in different events more effective a roll-up will be developed including the general project information, the description of the InVECOF concept, the logos of partners and the webpage link. In addition, other posters with more scientific contents could be developed by the research partners and presented during scientific symposia and conferences, showing with tangible results and data the achievements of the project to the scientific community. Such posters could be presented as soon as tangible results of the project become available.

The banner features the InVECOF logo at the top, followed by the text "Innovative Value Chains for European Ceramic Oxide Fibres" and the website "www.invecof.eu". A QR code is positioned below the website. Three images show ceramic oxide fibers in various stages of production. The bottom section lists partner logos: Fraunhofer ISC, cnrs, Université de Limoges, RATH (OUTSTANDING INSIDE Refractory Solutions), Rauschert, SAFRAN, arianeGROUP, Pyromeral Systems, AMIRÈS, nlr, porcherindustries®, and the European Union logo with the text "Co-funded by the European Union". At the bottom right, there is a LinkedIn logo with the handle "@InVECOF" and another QR code.

Figure 8: InVECOF Roll-up

3.3.4. Social media - LinkedIn

Social Media such as LinkedIn and YouTube are used to address and engage with various audiences. Posts about the InVECOF project and its development will be shared on the identified platforms especially during events, conferences, and symposia. Social media will also be considered as a communication channel to disseminate potential clustering activities with other EU-funded projects.

InVECOF [LinkedIn](#) page is created and kept updated. This channel is the fastest way to reach stakeholders and keep them informed about the project progress.

3.4. Publication of InVECOF results

Publication of the InVECOF results to relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured during the whole project lifetime. A short publication highlighting the results of the project under the form of best practices for wider adoption and distribution will be prepared. Joint publications from different partners are encouraged.

3.5. EU and national project clustering activities

Part of this activity will be the monitoring of current projects dealing with ceramic fibres and Information will be provided to project partners as well (including information about market trends and policy making).

Within this activity, ABIMI will exploit the AMIPlexus (www.amiplexus.eu) cooperation visualisation and search tool. AMIPlexus uses data visualisation to get an overview of already funded EU projects, their technologies and key drivers. The consortium activities will be also reported to relevant European Technology Platforms and similar activities. Partners will contribute, upon invitation by HaDEA, to common information and dissemination activities to increase the visibility and synergies between Horizon Europe supported actions.

4. Conclusions

This strategic document is prepared in order to plan the best communication and dissemination routes for the InVECOF project results (e.g. through the project webpage, project dissemination materials, InVECOF events, participation in events, clustering activities, etc.). Additional new routes will be investigated and if found relevant they will be integrated into the communication and dissemination road map.

This document will be continuously updated throughout the entire duration of the project implementation.