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Large area perovskite solar cells and modules

LUMINOSITY

Large area uniform industry compatible perovskite solar cell technology

Starting date of the project: 01/06/2024
Duration: 48 months

= Deliverable D8.2 = Diss&Comm plan-1

Dissemination level		
PU	Public	x
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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Executive Summary

Timely and effective communication and 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. Following a well-defined strategy can contribute to its business sustainability.

Therefore, this document summarizes the first version of the strategy for disseminating the results of the LUMINOSITY project to European research community and for effectively communicating about the project, its achievements, and partners, maximizing the visibility and impact of LUMINOSITY. All activities will be developed with the aim to support the project exploitation, trying to attract and involve all relevant stakeholders and potential customers from the early stages of the project. The Dissemination and Communication Strategy will be regularly updated and adjusted so that the most optimal dissemination and communication routes are used during the whole course of the project.

This document is closely linked to the LUMINOSITY Initial communication kit, which includes the project communication materials (e.g., website, factsheet, etc.) and was submitted as deliverable 8.1 in M4.

It is vital that the communication and dissemination of the project's achievements should never jeopardize protected intellectual property (e.g., patent, product design) or further industrial application. In order to address this, before any activity (e.g., publication, presentation, etc.), strict rules of prior notice to all partners will be applied according to EC guidelines and the LUMINOSITY Consortium Agreement. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm their interests.

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1. Introduction

The deliverable D8.2 presents the first version of the plan for communication and dissemination activities, part of the Work Package 8, “*Exploitation, dissemination, communication*”. Part of this task is the definition of a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and the communication strategy (means, methods, and tools to be used to reach the defined target audience). The Dissemination activities and plan will be periodically updated, and strategies will be adjusted based on the activities performed by partners and depending on external factors.

The *Dissemination and Communication Strategy* has the objective to outline the main elements and strategic choices regarding the dissemination and communication activities of the LUMINOSITY project towards the most important stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities to achieve the identified main objectives: implementation of communication activities targeted towards different stakeholders, production of promotional materials for project outputs, awareness, and involvement of the community throughout all phases of the project.

In particular, active participation in conferences, workshops, exhibitions, and courses, as well as fostering relationships with other projects and technical infrastructure initiatives (clustering activities) are key elements of this plan. The “*LUMINOSITY Dissemination and communication activities recording*” excel file will serve to track and report the efforts of all partners and all information will subsequently be included in the periodic reports.

2. Dissemination & Communication Rules

2.1. Internal Communication Rules

Internal communication is one of the most important factors determining the success of a consortium. It is as important as external communication, although it can easily be underestimated. Some partnerships focus more on external communication with the target groups, neglecting communication flows among themselves. This should be at all costs avoided by institutions that are spread across different countries, and who cooperate on an EU-funded project, since their geographical dispersion alone makes their joint work extremely challenging.

Proper communication flow means that the information is concrete, clear, and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.

The main objectives of internal communication within LUMINOSITY are to:

- Share information among partners.
- Inform constantly about the progress of the project.
- Synchronous activities of the partners and resolve interdependencies.
- Identify problems (if any) and find right solutions.
- Make decisions on project changes (if any).

Communication among the consortium will be carried out in the following manner:

- Physical or online meetings are organized every 6 months.
- Project Steering Committee (PSC) teleconferences are organized monthly.
- Within the individual WPs, the partners communicate daily. Any problematic issues will be immediately dealt with using appropriate solutions proposed in cooperation with involved partners.

To efficiently exchange information and documents internally, LUMINOSITY uses a cloud-based management and storage platform (ownCloud). All partners have easy access to the platform and therefore to the latest information, documents, and templates therein stored.

2.2. External Communication Rules

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), strict rules of prior notice to all partners will be applied, according to European Commission guidelines.

Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm the partner's interests. The Dissemination Manager (Anastasia Grozdanova, ABIMI) in cooperation with the Project Coordinator (Ilker Dogan, TNO) will follow all the below described approval processes and will act as an internal executive approval body for any dissemination action organized by different partners.

All project outcomes will acknowledge the support of the European Commission as requested by Article 17 (*Communication, Dissemination and Visibility*) and the corresponding Annex 5 (*Communication, Dissemination, Open Science and Visibility*) of the Horizon Europe Model Grant Agreement. Unless it goes against their legitimate interests, each beneficiary must disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

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

- Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in writing to the coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.
- Objections are justified if:
 - the protection of the objecting Party's Results or Background would be adversely affected, or
 - the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed, or
 - the proposed publication includes Confidential Information of the objecting Party. The objection has to include a precise and reasonable 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 (for example, by an amendment to the planned publication and/or by protecting information before publication) provided that 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 the objections of the objecting Party have been addressed.

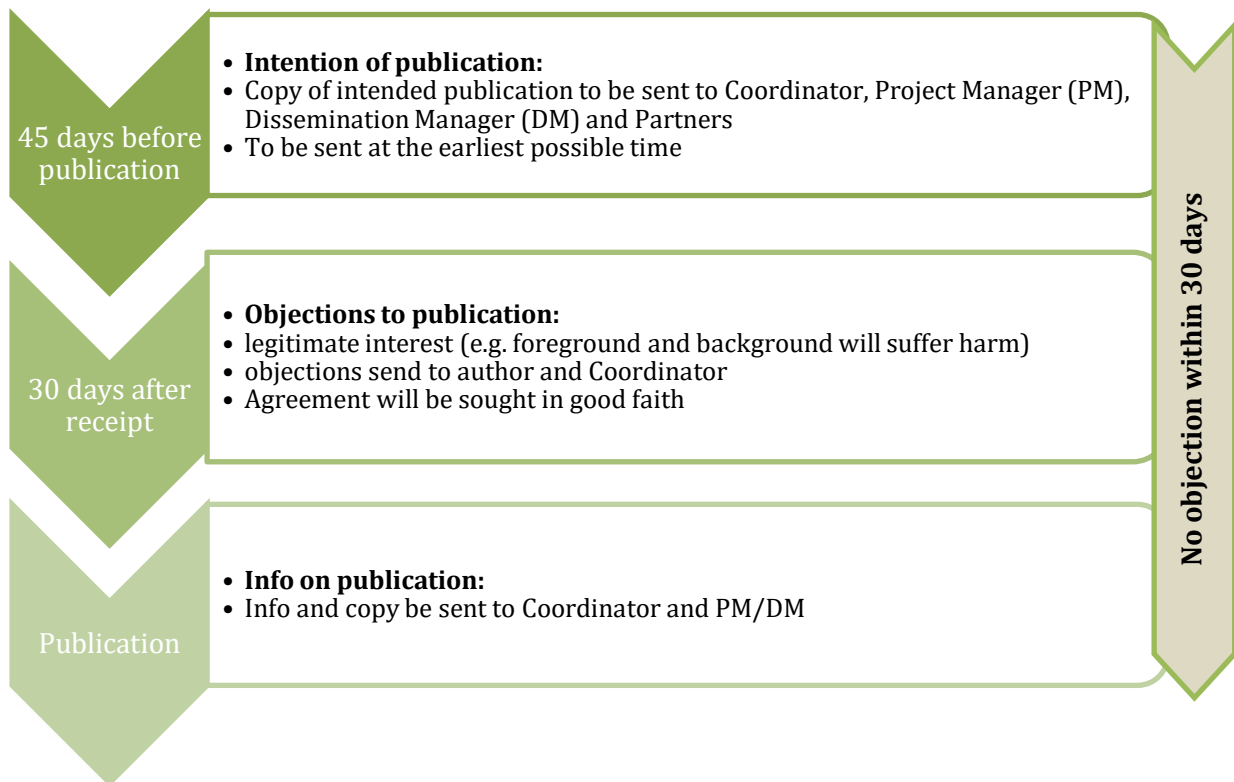


Figure 1 LUMINOSITY timeline for publication approval

The EU emblem with a funding statement should always be included in the publication. In addition, any communication or dissemination activity related to the action must indicate the following disclaimer: *“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”*

The procedures to allow all dissemination materials to be quality assured, including both the content and layout, are established with the aim of checking:

- (i) the messages transmitted outside of the consortium, including the suitability of the messages for the people addressed, emphasizing the benefits and relevance for industry (when applicable),
- (ii) the technical contents to ensure the quality of achieved scientific and research objectives,
- (iii) that scientific papers and publications contain sufficient reference to the project,
- (iv) layout quality and overall suitability.

A role of a Dissemination Manager (WP8 Leader, Anastasia Grozdanova, ABIMI) has been established to plan, follow, undertake, and monitor the planned communication and dissemination activities. Regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.

2.2.1. Guidelines for Partners

The European Commission is encouraging the Dissemination Leaders to record, track, monitor, coordinate, and report all the project communication and dissemination activities (publications, participation in events, contributions within press and media) with dedicated deliverables and updates within the Periodic Reports.

An Excel file has been prepared to monitor and assess each partner’s contribution and maintain a complete list of possible future actions. This file, created at the very beginning of the LUMINOSITY project, is composed of three different sheets: Publications, Dissemination, and Communication. The tables include information about each dissemination and communication action performed within the project.

- For publications, the type of publication, PID, URL, authors, journal, publisher, and costs are detailed, among others (Figure 2).
- Dissemination tracking lists the type, objective, status, and targeted audience of the activities, including associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, oral presentations, DEMO/video show, stand/booth) (Figure 3).
- Communication tracking provides data on the target audience, publication data, communication channel, responsible partner, and outcomes (Figure 4).

Publications													
Type of PID (repository)	PID (a)	Type of publication	Link to publication	Title of scientific publication (b)	Authors	Title of the Journal	Publisher	Month/Year of publication	Open access (c)	Peer - review	Publishing fees	Type of publishing venue	Costs charged to the project
/dropdown options/	/insert text/	/dropdown options/	/insert text/	/insert text/	/insert text/	/insert text/	/insert text/	/insert text/	/dropdown options/	/dropdown options/	/dropdown options/	/dropdown options/	/insert value/

Figure 3 Scientific Publications Recording

Dissemination activities recording and plan															
Dissemination activity name (a)	WHAT? Type of dissemination event	WHO? Targeted audience												WHY? Description of the objective (b)	Status of the dissemination activity
		Research communities	Industry, business	Innovators Investors	International organisation	EU Institutions	National authorities	Regional authorities	Local authorities	Civil society	Citizens	Specific end user	Other		
/insert text/	/dropdown options/	/choose one or more items/												/insert text/	/dropdown options/

Figure 4 Dissemination Activities Recording

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/

Figure 5 Communication Activities Recording

The tracking file has been distributed amongst the consortium members and updated internally every 6 months of the LUMINOSITY project duration. This updated information will be inserted in the Periodic report towards the Grantor.

2.2.2. Publication Policy and Open Access

Partners agree to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository, and to make their best efforts to ensure open access to these articles, at time of publication. Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

It must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications.
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the *Creative Commons Attribution International Public Licence* (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g., CC BY-NC, CC BY-ND).
- information is given via the repository about any research output, or any other tools and instruments needed to validate the conclusions of the scientific publication.
 - metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organizations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.
- LUMINOSITY website will provide information about and links to the Open Access Document of all scientific publications generated from LUMINOSITY results. The information will be regularly updated on section *Results* (<https://luminosity-project.eu/results/>);
- Various research data and results will be collected and generated throughout the duration of the project. The main research results will be shared with the scientific community and public through the World Wide Web.
- The emphasis of data management will be on faithful and reproducible record keeping, with an emphasis on transparency and accountability. The consortium has a preliminary plan with respect to managing products of research, data format and content, data access and sharing, re-use and redistribution, and archiving and preservation of access.

The first version of LUMINOSITY Data Management Plan will be submitted as project deliverable D8.3 in M6 (31 November 2024).

3. LUMINOSITY Dissemination and Communication Strategy

3.1. Target audience

Various communication tools will be used and tailored to the needs of various stakeholders and audiences. The target audiences will include the research community, broad public and media, technology users, standardization and regulation bodies, policymakers and the European Commission. The identified channels and tools for communication and dissemination are introduced in the following sub-chapters.

Table 1 LUMINOSITY target audience and dissemination KPIs

Objectives	Target Groups	Tools & KPIs	Engagement/ feedbacks
Increase awareness of Digital, Industry and Space cluster	Public Researchers Industry End-users	○ > 3000 website visits per year	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 End-users	○ 30 external inquiries via website/email	See end-user attitude towards the solution; Obtain market feedback;
		○ 100 business cards from F2F meetings	See available options to help reach the project goals;
Set stage for market acceptance of project results	Public Industry End-users And Policy	○ 1 press release/year published on recognized association website	See end-user opinion on integration into workflows;
		○ 2 workshops with industry, policymakers, regulatory bodies and end-users organized	Align expectations of key stakeholders; Demonstrate business value;
Demonstrate need for pan-European cooperation	Public Re-searchers Industry End-users	○ 10 presentations at EU symposia	Increase understanding of the need for pan-European research and innovation cooperation
		○ 3000 views of website consortium page	
		○ Clustering with 5 projects	

A role of a Dissemination Manager (WP8 Leader, Anastasia Grozdanova, ABIMI) has been established in order to plan, follow, undertake, and monitor the planned communication and dissemination activities. Regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.

Communication activities will be monitored and followed up to maximize their impact. The Project Advisor will be regularly informed about the communication and dissemination outcomes and based on their decision; European Commission communication channels could be used too.

3.2. Timeline

The LUMINOSITY Dissemination and Communication Plan outlines specific activities scheduled throughout the project. As detailed in *Table 2*, a dissemination and communication timeline has been established, which may be revised in the coming months to reflect any updates.

Table 2 LUMINOSITY Dissemination and Communication Strategy timeline

Project period	Activity
Year 1 (M1 – M12)	<ul style="list-style-type: none"> ○ project logo and document template creation ○ set up of dissemination strategy (this document) ○ development of the project webpage and social media accounts ○ webpage and social media (LinkedIn, Twitter) accounts creation ○ preparation of dissemination materials: factsheet, brochure, leaflet etc. ○ press release summarising the launch of the project ○ first LUMINOSITY presentations at events ○ clustering activities with sister projects ○ organization of LUMINOSITY events ○ contributions to technology news servers & other online news and media outlets
Year 2 (M13 – M24)	<ul style="list-style-type: none"> ○ dissemination strategy implementation ○ continuous update of webpage and social media accounts ○ clustering activities ○ organization of LUMINOSITY events ○ partners participating at key conferences, symposia, exhibitions in the PV domain ○ scientific publications of the LUMINOSITY results ○ contributions to technology news servers & other online news and media outlets ○ press release summarizing the first half of the project
Year 3 (M25 – M36)	<ul style="list-style-type: none"> ○ dissemination strategy update ○ continuous webpage and social media accounts update ○ visits of production sites ○ clustering activities ○ partners participating at key conferences, symposia, exhibitions in the PV domain ○ scientific publications of the LUMINOSITY results ○ contributions to technology news servers & other online news and media outlets
Year 4 (M37 – M48)	<ul style="list-style-type: none"> ○ dissemination strategy update ○ continuous webpage and social media accounts update ○ clustering activities ○ final LUMINOSITY workshop ○ partners participating at key conferences, symposia, exhibitions in the PV domain ○ scientific publications of the LUMINOSITY results ○ contributions to technology news servers & other online news and media outlets ○ final press release summarizing the whole project

3.3. Dissemination and Communication materials

Several types of dissemination materials were developed during the initial months of the LUMINOSITY project. These materials will be regularly updated, and new ones will be created to engage diverse audiences and share information about the project's progress and outcomes.

As of Month 6, the materials produced include a project logo set, social media templates, and a factsheet. Some of these have already been submitted as part of Deliverable D8.1, "*Initial Communication Kit*," and made available through the LUMINOSITY website. Links to these resources are provided below:

- [Project logo set](#): features a bright sun, symbolizing the project's focus on capturing solar energy with perovskite technology. Simple and modern, it represents the project's commitment to innovation and sustainability;
- [Project flyer](#): a flyer that gives a short overview of key objectives and activities and which will be used to communicate the main messages to a wider audience;
- [Project roll-up](#): represents a useful marketing material to be used during events and workshops. It gives an overview of the project, its innovation, partners, contacts and funding schemes;
- [Project factsheet](#): a two-page document that summarizes the most important messages of the project for a scientific and professional audience;

Throughout the project, promotional materials will be updated as needed to ensure they remain relevant and effective. These materials will be widely distributed at key events and shared with a regularly updated contact database, including new subscribers who register via the project website.

3.4. LUMINOSITY events

3.4.1. Project events and workshops

LUMINOSITY will actively participate in a range of events within the perovskite solar energy domain. These events will serve as important platforms to engage with a diverse set of stakeholders, ranging from research institutions to industry professionals and policy makers. By attending and contributing to these events, LUMINOSITY aims to raise awareness of its objectives, share the latest project results, and foster discussions on the future of perovskite technology.

In addition to these external events, the project will also organize workshops tailored to specific target groups, providing a dedicated space for in-depth discussions on key developments and innovations. These workshops will focus on showcasing the outcomes of LUMINOSITY and highlighting its contributions to the perovskite solar energy field for different actors in the ecosystem, industries and end-users, SMEs associations, policy makers, EC.

3.4.2. Final event

At the end of the project, a final LUMINOSITY event will be organized: a large panel of invitees will be addressed, including EU representatives, companies involved in the field of nanomaterials processing, local authorities from several European regions, policy makers, associations active in Europe, etc.

3.5. Publication of LUMINOSITY Results

Publication of LUMINOSITY results in relevant scientific and industrial media outlets, journals and key conferences in Europe will be assured throughout the whole project lifetime.

3.5.1. Scientific articles in journals

Publication of the LUMINOSITY 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.

LUMINOSITY undertakes the task of making the research outcomes accessible without paywalls. In particular, the partners of LUMINOSITY will ensure open access to all scholarly peer-reviewed scientific publications and dissertation. The choice of outlet for publishing will be done based on its Open Access policy: only fully Open Access journals, Open Access platforms such as Open Research Europe or transformative journals committed to transform into fully Open Access journals will be targeted. All publications will be also uploaded to either general repository such as Zenodo or a discipline-specific repository trusted in a given research field. The upload will take place at the latest on the date of publication.

All relevant research data will be available in public data repositories and secondary dissemination platforms such as the Perovskite Database (www.perovskitedatabase.com) an initiative by the consortium partner HZB and Emerging PV. Special attention will be paid to the copyright conditions set by the journals to ensure that the articles are published under Creative Common Attribution (CC-BY) or similar license in order to allow commercial use of the results.

3.5.2. Presentation at conferences, symposia, meetings

A targeted selection of conferences will be identified for participation, focusing on presenting the LUMINOSITY project's progress and outcomes. These will include the preparation of articles, scientific papers, and posters to showcase findings to academic, industrial, and policy-oriented audiences. Key events in the photovoltaic (PV) sector, such as the European Photovoltaic Solar Energy Conference and Exhibition (EU PVSEC), IEEE Photovoltaic Specialists Conference (IEEE PVSC), and the International Conference on Renewable Energy Research and Applications (ICRERA), will be prioritized to ensure effective dissemination among experts and stakeholders.

Additionally, selected trade fairs and industry-oriented events will be leveraged to exhibit project results and foster networking opportunities. These venues provide excellent opportunities to engage with businesses, policymakers, and potential end-users, facilitating collaborations and promoting the commercial viability of the project's innovations.

By participating in these events, the LUMINOSITY project aims to maximize visibility, encourage knowledge exchange, and strengthen its position within the renewable energy community.

3.5.3. Other forms of publications

LUMINOSITY will comply with knowledge sharing arrangements and will actively contribute to CORDIS periodically each time after the latest achievements, at least at the beginning and at the end of the project.

3.5.4. Press release

The primary goal of press releases is to capture media attention and raise public awareness about the LUMINOSITY project, its outcomes, and key events.

The first press release, scheduled for Month 7, will highlight the results of the initial work package (specifications and requirements) and outline the activities planned for the first project year.

Subsequent press releases will be issued midway through the project and upon its conclusion. All press releases related to the LUMINOSITY project will be made available on the official project website for easy access and reference.

3.6. Clustering activities

LUMINOSITY is and will be actively collaborating with other European projects project. We are already as part of the ‘Perovskite Network,’ a joint initiative aimed at advancing perovskite solar technology and amplifying its impact across various platforms. This collaboration fosters a dynamic presence at shared booths during key events and creates opportunities for exchange and visibility among projects.

As part of this initiative, LUMINOSITY joins efforts with the projects PEARL, VALHALLA, NEXUS, TRIUMPH, TESTARE, DIAMOND, and PEPPERONI to showcase innovative developments and foster dialogue between science enthusiasts, industry professionals, and policymakers.

- **First Event Participation:** LUMINOSITY made its official in-person debut at the *41st European Photovoltaic Solar Energy Conference and Exhibition (EUPVSEC)*, held from September 23–25, 2024, at the Austria Center Vienna. EUPVSEC is recognized as a leading global event for solar innovation, gathering industry leaders, researchers, and pioneers to shape the future of photovoltaics.
- **Future Engagements:** LUMINOSITY, together with its network partners, will continue to participate in relevant initiatives and events to promote its objectives, share findings, and strengthen collaboration across the perovskite solar energy community.



Figure 6 LUMINOSITY as part of Perovskite Network at EUPVSEC 2024

3.7. Cooperation with External Advisory Board

The support of the External Advisory Board (EAB) will ensure objective decisions of the General Assembly during the technical specification phase at the start of the project, validation of results and confirm the continuity of high-quality objectives before mid-term and support for flawless result exploitation and shift towards potentially new innovative products at the end of the project.

The consortium will also benefit from the expertise of energy intensive industrial sectors that might be interested in implementing LUMINOSITY integrated solution. In terms of dissemination and communication, they will specifically advise on the best dissemination & exploitation routes.

4. Conclusions

This document summarizes the strategy for disseminating the results of the LUMINOSITY project and the activities planned to ensure high visibility to the project, its achievements and partners. The dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation), strict rules of prior notice to all partners will be applied, and objections by partners are possible. The Dissemination Manager in cooperation with the Coordinator and Exploitation manager, will follow the approval processes and will act as an internal executive approval body for any dissemination action organized by different partners.

An Excel file was prepared to record each partner's contribution to the common communication and dissemination effort and publication of the project outcomes. Dissemination guidelines referencing the European Commission Open Access policy are provided to partners. A list of main events and media outlets targeted for communication and dissemination have been identified by partners and will be used to collaborate over the course of the project.

Additionally, partners are being encouraged to present the project at national or international events or conferences beyond the originally previewed ones. A set of LUMINOSITY promotional materials have been created and will be updated to raise awareness and inform the public and various identified target audiences about the project and its developments. These materials will be extensively used by LUMINOSITY partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc.

5. Degree of Progress

The deliverable is 100% fulfilled.

6. Dissemination level

The deliverable D8.2 is Public and therefore it will be available to download on the project's website and on demand.