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*FET-Open Challenging Current Thinking*

# **POSEIDON**

**NanoPhOtonic devices applying Self-assembled colloIDs for novel ON-chip light**

Starting date of the project: 01/01/2020

Duration: 48 months

**= Deliverable D6.2 =**

**Dissemination strategy and materials**

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CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	



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## Executive Summary

The 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 summarizes the strategy for disseminating the results of the POSEIDON project and the activities planned to give high visibility to the project, its achievements and partners. Dissemination activities will be developed with the aim to support the project exploitation, trying to attract and involve the stakeholders through specific communication activities.

Dissemination and Communication strategy will be regularly updated so that all possible dissemination and communication routes are used during the whole course of the project. This document will be updated in M24 and M48.

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. The quality assurance and approval process are also described. The target audience is defined as well as the corresponding communication strategy which includes: project website, brochures and social media which targets the broad public; as well as scientific publications, publications in technology news server and participation to conferences that are addressed to the scientific community.

**Chapters 3 and 4 highlight the dissemination and communication activities** in POSEIDON. Chapter 3 describes the main dissemination materials such as project logo, website, fact sheet, leaflets & brochure, newsletters and press releases, and social media. Chapter 4 is related to the publications of the POSEIDON results in scientific events (conferences, symposia, meetings) and articles in relevant journals and periodicals as well as in press and media.

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## 1. Introduction

Deliverable 6.2 ‘Dissemination strategy and materials’ is part of the task 6.1 Communication materials. The task states that partners will define 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 through “POSEIDON recording dissemination” excel file.

The dissemination strategy has the objective to outline the main elements and strategic choices regarding the dissemination activities of the POSEIDON 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 scientific community throughout all phases of the project. Key initiatives for the plan include actively participating in conferences, workshops, trade-shows to foster relationships with other framework projects and initiatives (clustering activities).

## 2. Dissemination and Communication strategy and plan

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 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 Project Coordinator in cooperation with the Project Manager will follow the 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 it is requested by the Article 29 (Dissemination of Results, Open Access, Visibility of EU Funding) and Article 38 (Promoting the Action, Visibility of EU Funding) of the H2020 MGA. Unless it goes against their legitimate interests, each beneficiary must disseminate its results by disclosing them to the public by appropriate means, including in scientific publications. This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply. The proper dissemination details (e.g. time schedule for prior notice and partner's approval) is covered by the signed Consortium Agreement.

Prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the consortium member proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit, the publication is permitted (Figure 1).

The following information will be always mentioned in the publication: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861950, project POSEIDON".



Figure 1: Information and timeline of intention of publication

The above stated procedures ensure that all dissemination material is quality assured through checking:

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

**2.1. Guidelines for Partners**

The European Commission is encouraging the Dissemination Leaders to record, track, monitor, coordinate and report all the project Dissemination activities (publications, participation to events, contributions to press and media) with dedicated Deliverables and sessions inside the Periodic Reports. **An Excel file was prepared in order to track each partner’s contribution, prepare a complete list of possible future actions and monitor/assess each dissemination activity.** This file, created at the very beginning of the project, is composed of three different sheets:

- Scientific publications (Figure 2);
- Events (Figure 3);
- Press & Media (Figure 4)

The tables include information about each dissemination activity performed within the project (type and title, URL and references, targeted public and participants, date, location, POSEIDON partner responsible for such Dissemination, visibility level, etc.) and associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, newsletter, etc., oral presentations, DEMO/video show, stand/booth, press releases, post in social media, interviews and videos, etc.). It is distributed amongst the Consortium members and updated internally each 6 months during the whole POSEIDON project duration. This updated information will be inserted in the official updated Dissemination strategy and materials in M24 and M48.

**The following guidelines were provided to the partners as procedures for disseminating POSEIDON** (i.e. submit a peer reviewed article, attend a conference, have a booth at a Trade Fair, publish press releases, post online information about the project, communicate with media, etc.):

- Send an email to the Dissemination Leader and to the other involved partners (i.e. coordinator and co-authors for publications) with basic information about the planned dissemination activities, respecting the clauses of prior to notice, approval and acknowledgement.
- The Dissemination Leader will update the Excel file that will be made available for partners on the OwnCloud server. Co-authorships in scientific publications are encouraged and possible joint participation of different POSEIDON partners at the same event will be coordinated by the Dissemination Leader.
- 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 for repository and update of the Excel.
- One month before the 6M internal report, the "POSEIDON recording dissemination" Excel file will be circulated by email amongst the project partners for a double check and updates.

The benefits of having periodic recording of the project Dissemination activities it to easily keep track of activities and be able to provide regular and accurate updates to the EC.

Dissemination recording and plan								
Name of the journal/book	Publisher/editor	D.O.I. (*)	Title of the POSEIDON publication (#)	Partner responsible/main author	Authors	Cost of the Gold Open Access	Date of submission	Date of publication

Figure 2: Scientific publications

Dissemination recording and plan														
Type of event (*)	Name of event	URL	Date	Place	Partner responsible/participants	Targeted audience (#)	Number of participants/Visibility (€)	Outputs (i.e. n. of contacts taken - see sheet "contacts")	Dissemination activity					
									Attendance	Abstract submission	Paper submission	Poster submission	Lecture/Ppt presentation	Brochure/Newsletter distribution

Figure 3: Events

Dissemination recording and plan											
Press and Media (*)	URL	Publication date	Partner responsible/author	Targeted audience (#)	Language	Visibility (€)	Dissemination activity				
							Publication in paper form	Web article	Web post	Visual contents	Interview

Figure 4: Press and Media

Partners agreed to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository, for example Open AIRE, and to make their best efforts to ensure open access to these articles at the latest on publication or within six months after publication. **The open access to scientific publications will be ensured in line with Article 29.2 H2020 MGA on Open access to scientific 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 (Article 29.2 of what). In particular, it must:**

- deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit the research data needed to validate the results presented in the deposited scientific publications.
- ensure open access to the deposited publication at the latest:
- on publication, if an electronic version is available for free via the publisher, or
- within six months of publication in any other case.
- ensure open access to the bibliographic metadata that identify the deposited publication.

During the POSEIDON project's course various data will be collected and generated. It will mainly be the data acquired during the phase of the development and validation of individual technologies/components and the entire toolbox system (data from modelling and simulation) and data obtained during the tests in laboratories and on real testing sites. An appropriate privacy policy will be put in place and all necessary approval will be acquired before the deployment of the system. **Anonymization of all data will be ensured.** All data collected during the project will be placed in the official OwnCloud server where they will be available for all authorized persons and will be properly secured against theft and misuse.

## 2.2. Timeline

POSEIDON communication and dissemination activities are suggested as follows:

- development and maintenance of the project webpage with FAQ section
- preparation of the dissemination materials
- publication of the POSEIDON results
  - at key conferences in Europe
  - in relevant scientific and industrial journals
  - contribution to technology news servers
- EU and national clustering activities
- E-mail newsletters

More in detail, **the POSEIDON dissemination plan foresees:**

Phase 1 (M1 – M12):

- webpage creation
- preparation of the dissemination materials: factsheet
- dissemination strategy
- clustering activities
- first POSEIDON presentations at events
- newsletter

Phase 2 (M13 – M24):

- mid-term report on dissemination
- continuous webpage update
- clustering activities
- scientific publications of the POSEIDON results
- partners participating in conferences and symposia
- dissemination materials: POSEIDON poster/roll-up and brochure
- newsletter and press release summarizing the first half of the project



**Phase 3 (M25 – M36):**

- continuous webpage update
- clustering activities
- scientific publications of the POSEIDON results
- dissemination materials: leaflet with project's results
- newsletter

**Phase 4 (M37 – M48):**

- report on dissemination activities
- continuous webpage update
- dissemination strategy update
- scientific publications of the POSEIDON results
- final newsletter and Press release summarizing the whole project

### **2.3. Target audience**

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, public and the media.

Communication activities will be monitored and followed-up to maximize their impact. The Project Officer will be regularly informed about the communication outcomes and based on her decision EC communication channels could be used too.

A role of the Dissemination Leader (WP6 Leader, Kristina Pandek, AMI) 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.

## **3. Preparation of dissemination materials**

Several types of dissemination material will be prepared during the project's lifespan in order to create awareness and inform wide and various audiences on the POSEIDON project and its development. These materials will be extensively used by POSEIDON partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc.

The promotional materials developed and under development during POSEIDON project are:

- **Project logo**
- **Project webpage**
- **Project factsheet**
- **Presentation at conferences, symposia, meetings**
- **eTools like LinkedIn**
- **Press conference and press releases**

All the materials will be distributed to all the partners by email and uploaded to the OwnCloud server.

### **3.1. Project logo**

Some proposals for the project logo were designed before of the kick-off meeting and discussed with the Coordinator. The official POSEIDON logo (Figure 5) is also associated with the EU flag and acknowledgment. The project logo is used in all the project related advertising materials.



Figure #5: POSEIDON official logo

### 3.2. Webpage

The POSEIDON website <https://poseidon-fet.eu/> has been set up in order to increase public awareness of the project and will be actively maintained during the whole course of the project. The whole content of the webpage is public.

The website structure is composed of 6 main pages and 3 subpages with the aim of targeting different audiences. “Starting page” and “Project team” are for broad public. “Goals and Results” including subpages “Glossary”, “Public Deliverables” and “Scientific publications” are providing information to scientific community, stakeholders and investors. “Impact” page is for broad public, end users and media. The “News and Events” section ensures the project visibility and returning visitors and “Contact us” allows visitors to ask questions to engage with the project team.

The main navigation menu is placed at the top of the webpage and includes the following sections (with their respective subsections, visible as soon as moving the mouse on the page title): Project team, Goals and Results (subpages: Glossary, Public Deliverables and Scientific publications), Impact, News and Events and Contact us.

On the bottom 3 frames are dedicated respectively to Project facts, Downloads and Links. At the bottom of the webpage the acknowledgment of EU funding (“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861950, project POSEIDON”) is placed. The heading’s and bottom page’s visualisation remain constant on all pages.

The project’s website is described in detail in deliverable D6.1.

After discussions with partners, it was decided not to include a secure section on the website due to privacy concerns. Therefore, partners will have access to relevant documents, contact data and other material developed through the project through the OwnCloud file repository (an online, cloud-based platform accessible through different browsers, while the data is still physically on the server and well protected). Additionally, the file repository will be actively maintained during the project period.



Figure #6: POSEIDON website

### 3.3. Project fact sheet and posters

In order to provide broad public, with information about the project, promotional material like project fact sheet, leaflets, flyers, brochures, posters, etc. about POSEIDON 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 POSEIDON progress, results and events by publishing dedicated press releases. Additionally, events such as the Industrial Showcase event in Cambridge in M33

with high profile speakers and free attendance for European industry and academia will provide an attractive and low entry threshold forum for networking and promoting POSEIDON.

NanoPhotonic devices applying Self-assembled colloIDs for novel ON-chip light sources – POSEIDON

# NanoPhotonic devices applying Self-assembled colloIDs for novel ON-chip light sources

## POSEIDON

### Introduction:

Silicon photonics made tremendous progress in the last decade and promises far more cost effective photonic integrated circuits (PICs) than competing III-V semiconductors. However, a monolithically integrable, mass-manufacturable light source is missing. All approaches of heterogeneous integration of III-V light sources are costly and not highly scalable, creating massive cost and complexity barriers for the commercialization of PICs.

### Project description:

The ground-breaking aim of POSEIDON is to develop a radically new bottom-up approach towards multi-scale, on chip self-assembly of active colloids based on low cost colloid technology. For the first time this encompasses the entire process chain of computer-aided design, controlled synthesis, hierarchical assembly, optoelectronic integration and device fabrication. By controlling and designing self-assembly processes directly on a device, addressing length scales from nm to 100's of  $\mu\text{m}$  simultaneously, the POSEIDON approach allows to fabricate functional nanophotonic components with 3D, single-nm resolution integrated into complex PICs.



### Project facts:

Start date: 01/01/2020  
End date: 31/12/2023

Duration in months: 48

Project EU funding: € 3.07M

H2020 FET-OPEN Research &  
Innovation Action  
Grant Agreement no.: 861950

Call (part) identifier:  
H2020-FETOPEN-2018-2020  
(FET Open – Novel ideas for  
radically new technologies)

Topic:  
FETOPEN-01-2018-2019-2020

Figure #7: POSEIDON fact sheet

Infographics will be used for better visualization of the information and project's objectives. They will be designed, approved by coordinator and distributed in the consortium. The objective of the information materials is to present the project in a short, simple and easy to read way. It includes general project information, an introduction to the technology being developed and the expected aim. The material will also include information on the consortium members, contacts of the project manager and coordinator as well as a webpage link of the project. The fact sheet can be distributed both electronically and in printed form by each partner during events and meetings with stakeholders.

### 3.4. [Technology news servers](#)

The project will comply with knowledge sharing arrangement 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. [Roll up](#)

In order to make the presentation of the POSEIDON project in different events a roll-up will be developed including the general project information, the description of the POSEIDON concept and approach with visual contents, the logos of partners and the webpage link. Other posters with more scientific contents could be developed by the partners and presented during scientific symposia and conferences, showing with tangible results and data the achievements.

### 3.6. [Social Media](#)

A POSEIDON LinkedIn page has been created and other social media such as Twitter will be considered to address the potential impact. Short news on the POSEIDON project and its development would be prepared and shared on the identified tools especially during events, conferences and symposiums. Social media will be also considered as a communication channels to disseminate potential clustering activities.

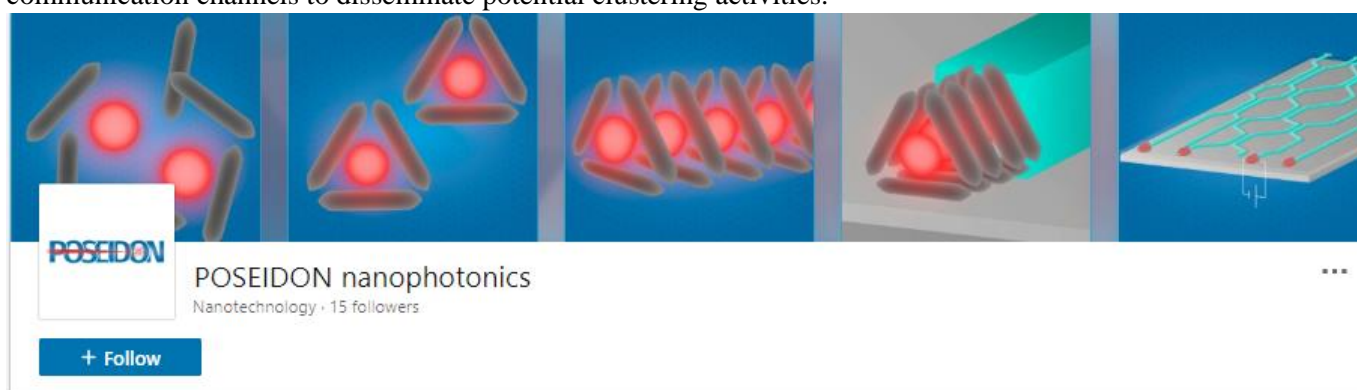


Figure #8: POSEIDON LinkedIn page

## 4. [Publication of POSEIDON results](#)

The publication of POSEIDON results to relevant scientific periodicals, journals, events and key conferences will be assured during the whole project lifetime.

### 4.1. [Presentation of conferences, symposia, meetings](#)

A set of conferences, workshops, and seminars have been identified by partners to disseminate POSEIDON results.

Here are a few examples of events where presentation of the project will be considered (the list is not exhaustive and will be updated:

- ICCTE International Conference on Chemistry and Technology
- SPIE Photonics West
- CLEO and CLEO Europe: Conference on Laser Science and photonics applications
- IEDM International Electron Device Meeting in San Francisco
- European Conference on Integrated Optics (ECIO)
- OSA Advanced Photonics Congress

Partners will provide updated information about events attendances in the 6-months internal report. Clustering activities with other projects will provide more opportunities to participate in dissemination activities.

#### 4.2. Scientific articles in relevant journals and periodicals

Publication of POSEIDON 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 POSEIDON partners might be expected (the list is not exhaustive):

Nature, <https://www.nature.com/>

Science, <https://www.sciencemag.org/>

Nature Communication, <https://www.nature.com/commsenv/>

Nature Photonics, <https://www.nature.com/naturephotonics>

Opt. Express, <https://www.osapublishing.org/oe/home.cfm>

ACS Photonics, <https://pubs.acs.org/journal/apchd5>

ACS Nano, <https://pubs.acs.org/journal/ancac3>

Nanoscale, <https://www.rsc.org/journals-books-databases/about-journals/nanoscale/>

Advanced Materials, <https://onlinelibrary.wiley.com/journal/15214095>

Nano Letters, <https://pubs.acs.org/journal/nalefd>

#### 4.3. Press and media

During POSEIDON meetings, especially in the last year, local media will be invited to speak with coordinator and partners. Partners will use their websites to disseminate POSEIDON activities. News and short report will also be published on the partners' website and other media.

### 5. Conclusions

This document represents the public Deliverable D6.2 “*Dissemination strategy and materials*” of the POSEIDON project and it summarizes the strategy for disseminating the results of the project and the activities planned to increase visibility and promote 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.

An Excel file was prepared in order to record each partner's contribution to dissemination and guidelines for dissemination and publication of the project contents have been shared with partners. List of main journals have been identified, but it is the role of the main author to propose fair and equal distribution of co-authorships and determine the order. Each partner is free to choose any national or international event or conference, which may be interesting for showing results from the POSEIDON project.

The target audience is defined in the document as well as the corresponding dissemination routes. While the project website, brochures and social media address the broad public; scientific publications, publications in technology news server and participation to conferences are addressed to the scientific community. Moreover workshops, events, press releases and newsletters will address to scientific community, industry, policy makers and media, etc.

POSEIDON promotional materials will create awareness and inform the wide and various target audiences about the project and its development. These materials will be extensively used by POSEIDON partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc.

The dissemination plan will be reviewed and updated at the M24 and at M48 to ensure the best dissemination strategy during the later stages of the project. Possible new routes will be further monitored and if found relevant they would be integrated in the communication, dissemination and exploitation road map.

When disseminating the results of the project, it will be always ensured, that following sentence is mentioned: **This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861950, project POSEIDON.**



## 6. Degree of Progress

The deliverable is to 100% fulfilled. Task 6.1 “*Communication materials*” will continue until the end of the project and the Dissemination activities and plan will be updated periodically by the use of the “*POSEIDON recording dissemination*” Excel file.

## 7. Dissemination Level

The Deliverable D6.2 is public and therefore it will be available to download on the project’s website and on demand.