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BioQantSense

**Twinning for excellence of the Serbian Research Center
for quantum biophotonics**

Work Package 3

Dissemination, exploitation and communication

Deliverable 3.1

Plan for communication, dissemination and exploitation

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1. PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION

The plan for communication, dissemination and exploitation (Plan) is a living document, linked with a feedback process that will constantly be monitored, evaluated, adapted and updated (near the end of the project), to ensure that the growing knowledge and experience gained during its implementation are fully reflected.

The main objectives of the Plan are:

- To identify specific pathways for rising the impact of project activities
- To improve and strengthen the IPB communication instruments to raise its profile for future European research projects.
- To increase visibility of project results through publications in scientific journals, presentation at conferences and seminars.
- To communicate with public through media sources, public presentations of the project as well as outreach activities aiming to increase scientific culture of Serbia.
- To identify and approach stakeholders via dedicated communication links and invitations to project events.

The Plan should be considered as an essential part of the BioQantSense. The implementation of communication activities constitutes the best approach towards the successful achievement of the project's overarching goals and objectives. The key to enhancing the value of its impact to a large extent lies in the ability to effectively communicate the main outputs of the project's activities. Plan defines dissemination and communications activities that will target scientific community, national and international stakeholders, as well a wider audience. It aims to build sustainable communication channels and will concentrate on the dissemination of the project results by various and multiform activities, the exploitation of its outcomes, and the outreach of its results.

The development of the Plan for the spreading information of the project's results and experience is of outmost significance for the successful establishment and further development of the Center for quantum biophotonics.

Plan will respect and include where ever possible the official HE communication and dissemination guidelines. It will be jointly implemented by all Project Partners.

2. COMMUNICATION AND DISSEMINATION

2.1 PURPOSE

A sound and concrete Communication and Dissemination Plan should ensure maximum impact of the project during its life span, as well as benefits to all the relevant stakeholders after its completion. For promoting the project topics and results, careful planning of communications to a multitude of audiences, during and after the the BioQantSense, are important, particularly for project long term impact. Like disseminations, the communications for project promotion and successful outcome, also goes to different audiences, experts and public.

The purpose of this Plan is to provide an overall framework and some guidelines for the implementation of successful communication and dissemination activities, aligned with the programme's overall goals. To that end, the Plan is made up by a set of interrelated activities, in order to inform all target groups about the objectives of the project, its outcomes and its results. Hence, the overall goals are:

- promotion
- participation
- awareness
- networking with stakeholders
- exploitation
- better organising of the project
- set up basis for future collaboration

2.2 METHODOLOGY

The Plan emphasized two forms of activities:

Project visual identity and promotional material, aimed at developing the appropriate tools for the dissemination and communication of the project to all relevant stakeholders and target groups. The relevant tools will include the official project website in English, the toolkit with dedicated BioQantSense accounts to social media applications (Facebook, LinkedIn and Twitter). The social media are best for reaching wide and targeted audience when communicating the project. For increasing the project visibility, besides the project accounts, partners accounts can be used as well, even accounts of project members. Dissemination material (Material) includes project brochure outlining project objectives and scope, publications of yearly electronic newsletter to a research community and end-users and also numerous scientific an dissemination articles that will be published in scientific journals and conferences. IPB will create the Visual Identity of the Project acting on behalf of the consortium and will also develop and maintain the official website. All partners will provide inputs to the website. Furthermore, IPB will maintain all Social Media accounts and will design the newsletter and brochure.

Awareness Raising Events, the activity that foresees the organization of project workshops, or special sessions during photonic conferences. These meetings will promote and disseminate the research and operational capacities developed, stimulating the further exchange with the audience, and gathering feedback. The Plan foresees three workshops, which conveniently can be organized in conjunction with the Photonic Workshop, annual event organized by IPB, and two Sessions with the project topics at the Photonica 23 and 25, International school and conference on photonics, biannual event, also organized by IPB. The main aim will be the exchange of information & experiences and the discussion of potential synergies with other European initiatives to ensure the capitalization of project results.

On the first phase of Plan's Methodology the target audiences must be identified and categorised. This process means that the project is reviewed, in order to ensure that all the relevant stakeholders are included. After this categorization of the key actors and target beneficiaries is concluded, the dissemination priorities of these categories are defined.

The next step is about the basic points that need to be communicated to the target audiences. The information communicated needs to be specific, in order to ensure that unnecessary information does not disengage the target audiences from the project. The messages should be customized and allocated to the specific members that were previously identified.

Different types of means for promotion can be used, such as online communication (website, portal, social networks), events (open days, conferences), media work (newsletters, press releases), publications (brochures) and also targeted means for information (posters, banners).

2.3 COMMUNICATION PACKAGE

Regarding the dissemination and communication of the project, the following tools will be developed:

Project logo

The logo identifies the project and convey its innovative character.



The logo will be used in the heading of the documents produced during the project and for all communication activities (e.g., website, newsletters, brochures).

Project's website (www.bioqsense.ipb.ac.rs)

A public website is useful channel to disseminate and communicate about the results of a research project. The website general aims to make information available free and in forms that are easily accessible. Websites are particularly useful for people in remote areas accessing

project information and are more effective than information repositories in this regard. They are readily updateable and can be used to dispatch information with relative ease.

Uses/strengths

- Can provide publicity, information and limited public input
- Capable of reaching very large numbers with enormous amounts of information
- Offers a low-cost way of distributing larger documents
- Offers a highly accessible forum for posting project updates

The website includes the most important project information: the objectives of the project, the main concept, the consortium and all publications from the project as they become available. Furthermore, it shows all news and events concerning the project, which will be regularly updated.

As the Coordinator, IPB develops and maintains the official website. All partners are invited to provide input to the website.

The website can also be a very useful instrument for co-operation among the partners, by a restricted area, which will be granted by a username and a password. In this way, all partners will have access to internal documents and confidential deliverables. The official website will be active during the whole duration of the project with contents provided by all partnership, regularly updated with new sections created if necessary, in light of the evolution of the project and its tasks.

Social Network

Besides the official website of the project, an important communication and dissemination tool will be the accounts of BioQantSense to social media applications:

Facebook: <https://www.facebook.com/Bioqantsense-Project-117851011266459>

Linkedin: <https://www.linkedin.com/company/bioqantsense>

Twitter: <https://twitter.com/BioQSense>

The former will be updated and operated on a weekly basis. Lead Partner IPB will maintain Social Media accounts, with the participation of all partners, following the tips and guidance from European Research Executive Agency (REA).

Project brochure

A project brochure will be created to present the project. It will contain the main details of the project, e.g., consortium, objectives, activities etc. The brochure will be distributed in all relevant workshops organized or attended within the second period of the project, but also in conferences of relevant topics.

Newsletter

An electronic newsletter will be created every 12 months to a predefined list of stakeholders (including research community and end-users) plus to any interested party who signs up in the website will be delivered.

Templates for newsletters can vary according to the subject covered, but the cover page should clearly identify the project as being part of the EU-funded Program.

Dissemination material includes three Newsletters, written in English. The Newsletters will provide information on the project's progress and outcomes. The scope of the Newsletters is to disseminate the project's activities among all relevant target groups. They will be uploaded on the project's website and distributed through the project database.

Presentation and documents

A power point template will be created, so that all partners can use it to their presentations of project achievements. Also, partners will define the Word templates to be used for the project deliverables and milestones during the project.

Poster

Posters will be printed for the promotion and communication activities of the project (e.g. conferences, open days).

2.4 COMMUNICATION AND DISSEMINATION ACTIVITIES

Communication and dissemination activities is aiming to knowledge sharing, network development and exposure to an international environment of IPB staff outside of the project consortium.

- Scientific publications will be relevant to ensure the effective dissemination of the scientific results and will be prepared for publishing in peer-reviewed scientific journals with high impact factor. Publications in peer-review journals will have with open access. When possible, we will choose gold open access. Pre-printed manuscripts of articles will be made accessible by storing them in open access repositories.
- For the whole duration of the project, attendance by trainers and trainees will be encouraged to main European conferences with topics in photonics, biophotonics, biophysics, biomedicine (SPIE Photonics Europe, OSA conferences). These will be exploited both to promote the project and its twinning planning (in terms of scientific and management/administrative trainings) as well as to disseminate the scientific and training results. These will be mainly presented in a form of abstracts, poster and/or oral presentations at national and international scientific conferences and meeting incorporating the project logo and acknowledgement of EC funding, ensuring to use the uniform templates.
- Convenient for dissemination of project results will be photonics meetings traditionally organized by the IPB, annual *Workshop on photonics*, and biannual international *school and conference on photonics*. Special sections on topics covered by the project will be organized in parallel with the main program.
- Seminars at IPB will be held by experts from the foreign partner during their visits. These seminars will be announced at all faculties and research institution in natural sciences, medicine and engineering. Project leaders and senior scientists will give talks at partner's places during visits, that will cover progress in project results obtained at IPB.

- During the project period, several open and outreach activities will be used to increase the visibility and the connections between IPB and local stakeholders. A special round table meeting with representative invited stakeholders will be conducted in parallel with the final project workshop scheduled for M35 to initiate creative exchange, collaboration and opening of new avenues for commercial applications.
- As the press and the radio reach very large audiences, regular flow of information is foreseen in the form of interviews and articles in newspapers and magazines especially during the final months of the project. Radio and newspapers will be also used as means to promote and advertise some of the dissemination events and outreach activities related to WP2 and WP5.
- IPB has its own web site and Fb page, and a YouTube channel „The Garden of Science“ that will be used for project promotion and results dissemination. Also, IPB collaborates with popular science magazines, Nauka kroz price*, a central outreach services to the general public, which organize popular manifestations (lectures, fairs and so on).

*„Nauka kroz price“ (<https://naukakrozprice.rs/>) is a large popular science community in Serbia, with IPB as a main supporter and partner. The founders and editor are employees of IPB – communication and PR department.

2.5 INTERNAL COMMUNICATION

Internal communication planning is usually neglected, as far as the strategic planning of a project is concerned. Project teams usually focus on their external communication plan, but fail to spend any energy towards creating an organized plan for internal communication.

However, efficient internal communication is of major significance for the long-term success of a project. In this context, a sound Internal Communication Plan should:

- Implement a long-term strategy
- Ensure all messages are consistent across the partners
- Communicate clear values and goals
- Review the effectiveness of the communication strategy regularly

A set of different tools and tactics will be used for improving internal communication. These tools can require face to face meetings, written notices or information and communication technologies, depending on the needs of the project.

Main tool of communication, as it is a cheap, easy and quick way to send information. Partners should read often and thoroughly and try to respond to all of their mail within 24 hours.

Means of communication between partners are e-mails, project (restricted) area of the common web portal for sharing files resources and other information, and virtual meetings as the best way to simulate a face-to-face meeting.

3. EXPLOITATION STRATEGY

As project results are often implemented and utilized after the official end-date of the project, the project's consortium will ensure that results of this project are available for follow up, monitoring and exploitation. To strengthen the strategic goals of its dissemination and communication measures, BioQantSense exploitation strategy is to be revised and detailed on a regular basis in order to offer new venues through which the materials developed within each WP could be reused by other stakeholders.

The overall aim of BioQantSense is that results will be used in further R&I activities, or as services, or recommendations for strategic decisions. The exploitation strategy therefore includes the identification and evaluation of possibilities for academic and non-academic exploitation of outputs for the project's partners and other existing European research centres. This deals with all aspects connected to the knowledge management and the exploitation of knowledge generated during the project, with the view of valorising its innovative results.

It addresses the four basic questions: to whom?, why?, what?, and how? and therefore BioQantSense will continue to:

- Identify and develop the pool of stakeholders and target audiences for project results,
- explore the stakeholder's needs and interests through liaising events, consultations and outreach initiatives,
- identify the most appropriate exploitation venues and channels to provide long-lasting solutions for matchmaking and access to materials developed in the project

It is high priority for Project Management Board (PMB) to disseminate results and communicate with all potential stakeholders. Possibly the most important consequence of exploitation of results is founding of the Center for quantum biophotonics, as it is of the highest interest for biophotonics and quantum optics in Serbia, and for companies involved in development of new sensing devices.

The exploitation, the ownership and access to key knowledge (Intellectual Property Rules (IPR) -issues) will be handled by the Consortium Agreement implementing the DESCA model with IPR option "fair and reasonable conditions," covering the IPR issues during and after the project. To prevent breach of the IPRs, any manuscript will be circulated within the project prior to submission to a journal or a conference. All communications and publications addressing the various communities will be archived on the project website. For now, Project Coordinator has obtained consortium agreement to manage ownership and access to key research data and IPR that allow Coordinator to pursue market opportunities arising from the project's results.

4. VISUAL IDENTITIES (European Commission publicity obligations)

The beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner (GA art.17.1).

As stated in GA (art.17.2), Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



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The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.