D7.1 – Dissemination & Communication Plan (initial)

WP7 – Task 7.1 Public

21/02/2024

Authors

Anne-Charlotte Costabadie (LGI)

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Summary

This Dissemination and Communication Plan presents the strategy and steps to raise awareness about the Ph2otogen project and the concept of converting solar energy into green hydrogen. This plan will be periodically updated and adjusted according to the results collected, aiming to achieve the communication and dissemination key goals.

Keywords

Green energy, sustainability, green hydrogen, solar power, solar to hydrogen, innovation, sustainable future, energy transition.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
D&C	Dissemination and Communication
EU	European Union
H2	Hydrogen

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Introduction

Ph2otogen is a Horizon Europe project that aims to accelerate the Sun-to-Hydrogen technology readiness to market.

Managed by Clean Hydrogen Joint Undertaking and coordinated by Toyota Motors Europe, Ph2otogen gathers 8 partners from 5 countries for 42 months.

The main objectives of the project are to:

- Identify promising, innovative, and widely available semiconducting materials.
- Develop a scalable photocatalytic flow reactor (500 cm²) that produces green hydrogen.
- Achieve an average solar-to-hydrogen efficiency of > 5% over 500 hours.
- Produce value-added oxidation products that can generate revenue for the overall system.
- Get the overall system closer to market readiness.
- Get the project known by key stakeholders and the general public.

To meet these goals, the project was divided into various tasks and activities organised into 8 work packages (WP).

WP7 is dedicated to Communication, Dissemination and Exploitation activities. The primary objective is to make the project and its results known by a wider audience. The communication will be mainly online, with the construction of a website, social media presence and yearly campaigns.

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1 Objectives

1.1 Purpose and scope

The aim of this deliverable is to outline Ph2otogen's communication and dissemination strategy. It defines the main communication and dissemination goals, target audiences, key messages, tools, and channels used to engage and share project outcomes.

Key Performance Indicators (KPIs) are listed to assess the impact and effectiveness of the communication and dissemination efforts. They are detailed in Section 7 of this deliverable. Continuous monitoring and updates will be detailed in the "Dissemination & Communication Plan (updated)" by M24 (December 2025 - deliverable D7.3), with the final version expected by M41 (May 2027 - deliverable D7.5). Furthermore, a summary of our dissemination and communication activities will be made in the annual reporting to the Clean Hydrogen Partnership.

1.2 Partner contributions

LGI leads communication and dissemination activities for Ph2otogen. More specifically, LGI focuses on the global communication of the project and its results as well as distributing progress updates to key stakeholders. Dissemination activities will be led by Toyota Motor Europe (TME). The communication and dissemination strategy detailed in this deliverable will be followed by all partners, specifically those involved in WP7.

Partner	Contribution
5 - LGI	**Task 7.1 – Public communication - Lead** • Communication and dissemination strategy • Project branding • Communication channels • Promotional materials **Task 7.2 – Dissemination of project results** • Dissemination materials
1 - TME	**Task 7.2 – Dissemination of project results - Lead** • Coordination of scientific publications and participation at events • Webinar series **Task 7.3 –Fostering synergies with relevant projects, networks, and stakeholders - Lead** • Identification of projects and networks • Stakeholder engagement

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3 - CEA	**Task 7.3 –Fostering synergies with relevant projects, networks, and stakeholders** • Identification of projects and networks • Stakeholder engagement
Other partners	**All tasks** • Communicate to WP7 any relevant news or results that could be communicated to stakeholders • Take part in communication and dissemination activities

Table 1: Partners contributions

2 Dissemination and communication strategy

2.1 Main D&C objectives

The communication and dissemination activities are a key part of the project. The main objectives for Ph2otogen communication and dissemination activities are to:

- Promote the Ph2otogen project and its results through channels and tools to maximize the impact of the project and its results to different key targets: scientific community, policymakers, industry, general public, etc.
- Generate interest and engagement from the research and development community around innovative photocatalytic materials and reactors.
- Disseminate the knowledge gathered throughout the whole project, contributing to develop competitive and innovative photocatalytic devices.
- Create synergies with similar projects, networks, stakeholders and experts on the green energy fields.
- Raise awareness and inform citizen and policy makers about the importance of the solar-to-hydrogen research.
- Highlight the climatic and economic sustainability of Ph2otogen's technology to relevant stakeholders.
- Raise awareness on the development of clean energy sources and its impact on climate change.
- Highlight the uses of green hydrogen in everyday life.
- Showcase and maximize the impacts of Ph2otogen's project after its completion in terms of climate action, clean energy, sustainable growth.
- Mitigate concerns regarding hydrogen technology, economic and environmental cost, etc.

The Ph2otogen communication and dissemination strategy revolves around specific key messages customized for different audiences. They will be implemented throughout the different channels and tools described in the dedicated section in this deliverable.

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2.2 Target audiences

Target Groups	Target audiences	Why/Relevance
Scientific community	• Researchers • Scientists • Academics working in the field of photocatalysis • Materials science specialists • Energy conversion specialists • Etc.	• Share the project's technical findings and progress and inspire new research in this area • Align the research methodology on photocatalysis and green hydrogen
Industry stakeholders	• Manufacturers • Suppliers • End-users of photocatalytic and hydrogen technology	• Accelerate the adoption of hydrogen as a sustainable source of energy • Demonstrate the cost, efficiency, and performance of photocatalytic cells compared to conventional technology
Policy makers and regulators	• Government agencies • Policymakers • Regulators (local, national and international)	• Share the project's outcomes to demonstrate feasibility of photocatalytic hydrogen production • Address some of the barriers in scaling up green hydrogen production
General public	• Any person interested in the renewable energy field and climate change challenges • Potential users of hydrogen technology	• Share the potential of hydrogen as a renewable energy source and the latest developments in photocatalytic hydrogen generation

Table 2: Target audiences

2.3 Key messages

Ph2otogen's dissemination and communication strategy will emphasize 5 general messages, designed to foster interest of the target audiences and keep them engaged during and beyond the life of the project.

- Ph2otogen's goals, objectives and expected outcomes can have a significant impact in the fields of climate action, clean energy, sustainable growth in the European hydrogen value chain.

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- The novelty of the technology and the methods employed in Ph2otogen can create new research methodologies in the field of green hydrogen and encourage the development of a competitive and growing research field.
- Challenges and successes will be shared regularly throughout the whole project's life with regular updates.
- There will be collaboration and participation opportunities with Ph2otogen, such as workshops, consultations, or other events to take part in the project.

The Ph2otogen project's results will be shared and accessible to all relevant audiences.

Based on these general messages, the key audiences will be targeted with specific information and messages:

Who	Tailored information and actions
Scientific community	• Disseminating semiconductor benchmarking results • Highlighting findings and future perspectives of this technology • Advertising of new approach to tandem photocatalytic sheets • Encouraging scaling up of photocatalytic sheets within the research community • Demonstrating the efficiency of the 500 cm^2 demonstrator.
Industry stakeholders	• Explaining how Ph2otogen's technology works and its advantages in terms of life-cycle analysis and techno-economic assessment. • Sharing roadmaps to integrate this technology into the future energy ecosystem. • Emphasizing future collaboration opportunities to bring Ph2otogen's technology to a higher technology readiness level after the end of the project.
Policy makers and regulators	• Explaining how Ph2otogen's technology works, and Ph2otogen's advantages compared to state-of-art. • Discussing how photocatalytic hydrogen strategy can be concretely incorporated into the European strategy on Hydrogen production (including KPIs) and how it can strengthen the EU's energy security. • Anticipating future technical challenges.
General public	• Mitigating public concerns about hydrogen as a future energy vector, the cost of green hydrogen and environmental impact of the production. • Discussing future social and economic benefits, especially in terms of sustainability, energy security and resilience to climate change.

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Journalists	• Explaining how Ph2otogen technology is an exciting innovation that could impact the society we live in and the life of the general public.

Table 3: Key messages

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2.4 Timeline

A timeline showing all key communication and dissemination activities throughout the project has been created and will be continuously updated to meet the project's goals.

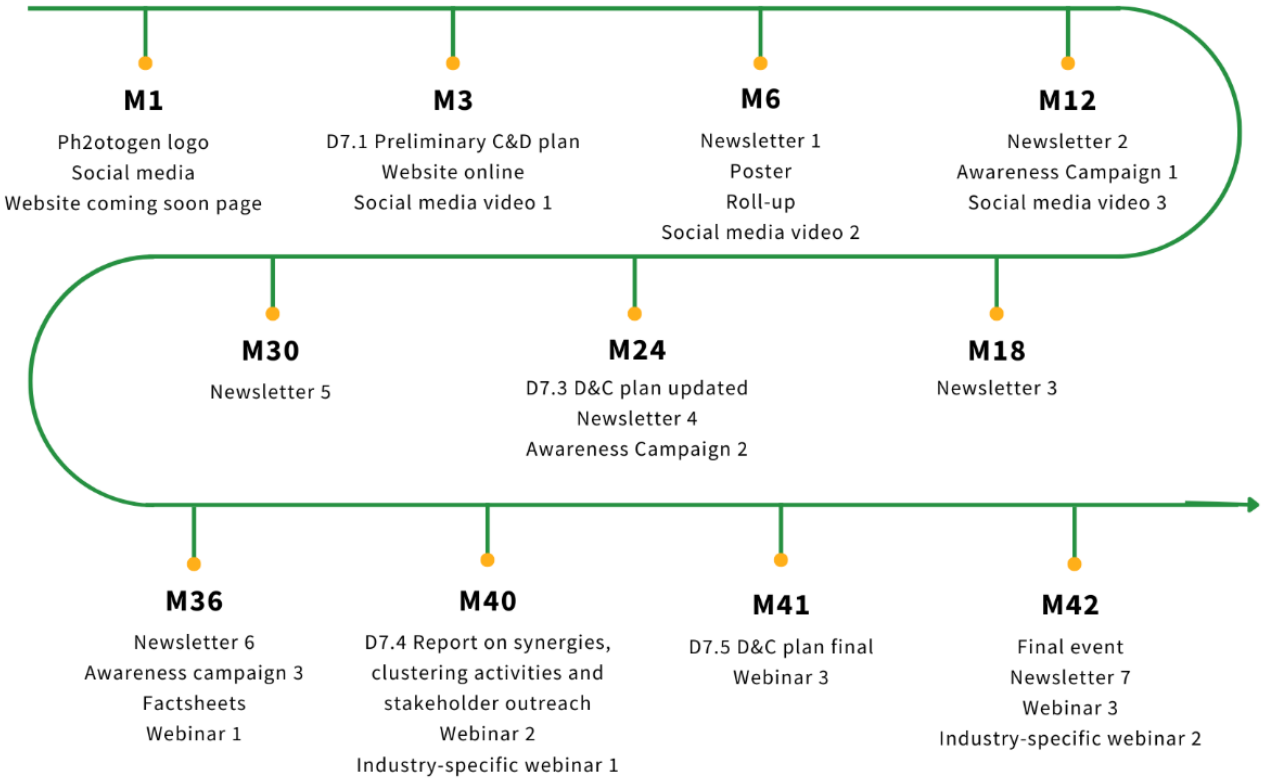

Figure 1: Timeline of Dissemination and Communication activities

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3 Management

3.1 Content flow

A process has been implemented to allow all partners to easily transmit information and collaborate on content creation shared through Ph2otogen's communication channels.

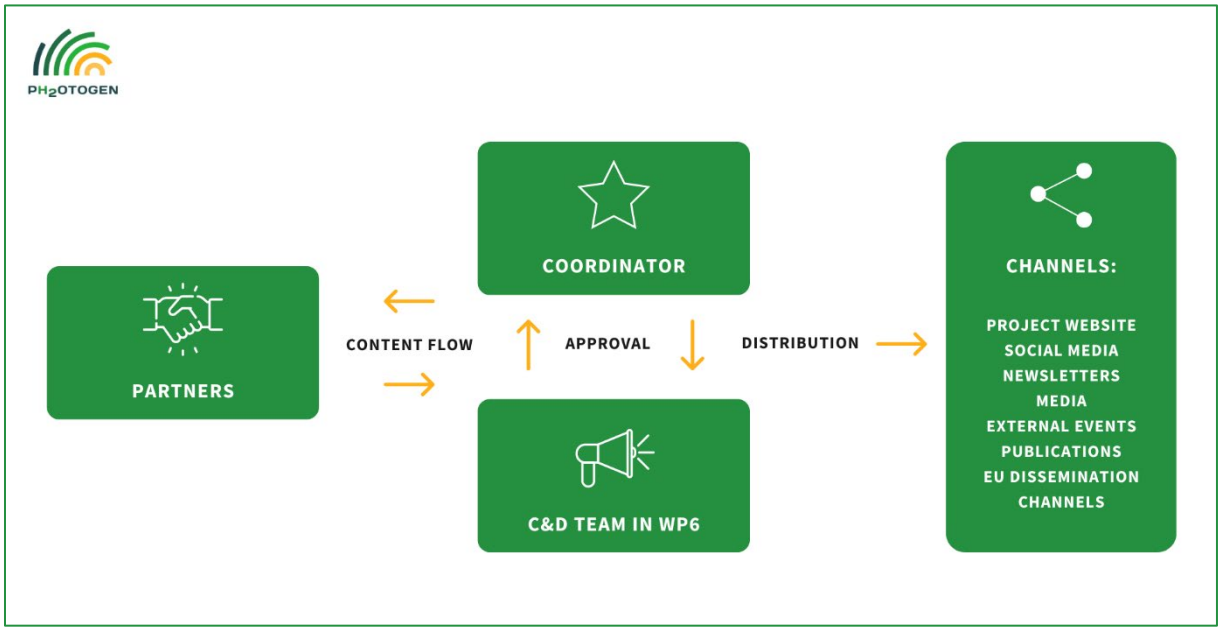

Figure 2: Content flow

Ph2otogen uses a dedicated Teams channel with relevant subchannels to organize the flow of information and documents shared throughout the whole project.

The email address contact@ph2otogen.eu has been set up to receive news, announcements, scientific papers, pictures or information regarding participation in events related to the project.

It is also an entry point for any person or organization wishing to enter in contact with the project.

3.2 Responsibility of partners

Partners are strongly encouraged to get in touch with the communications teams via contact@ph2otogen.eu to share any relevant news that could be communicated inside or outside the consortium.

An excel file in the project's shared Teams channel was also created so the partners may list all relevant events and publications they are involved in. This file and the contact by email ensure that there is no loss of information and that the communication and dissemination team can provide communication support when needed.

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PH2OTOGEN

Event type (as per EU portal for reporting)	Title	Date	Place	Partners participating	Comments - description of participation	Link (optional)
Conferences	Title of the conference	07/11/2023	Brussels	LGI	Oral presentation, ...	
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				
Choose (as per EU portal items)		DD/MM/YYYY				

PH2OTOGEN

Publication title	Partners involved	Publication link to Open Access

Figure 3: Extracts of Ph2otogen Communications, dissemination, events and publications report file

The partners have been reminded during the kick-off meeting event that their active participation in the circulation of information is key to the success of the communication and dissemination strategy.

4 Communication tools and channels

4.1 Visual identity

A specific visual identity has been developed for Ph2otogen's communications and dissemination tools, providing a consistent and unique brand identity. It aligns with the image that the project wishes to convey.

In addition, all materials, including scientific papers and publications produced by the project, will contain the following mandatory items (Article 17 of the Grant Agreement):

- The EU logo and mention of the co-funding:

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Figure 4: Co-funded European logo

It is important to note that "when displayed with another logo, the EU emblem must have appropriate prominence".

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- The following disclaimer:

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- According to article 18 of the Grant Agreement, the logo of the granting authority must also be displayed:

Figure 5: Clean Hydrogen Partnership logo

4.1.1 Logo

One of the initial communications actions (Task 7.1) was to develop a logo to build immediate recognition of the Ph2otogen brand. This logo and two other options were developed in time for the kick-off meeting, and submitted to a vote to all partners, to ensure a visual identity in coherence with the project's identity and values.

The logo is to be included in all paper and electronic documentation as well as promotional materials.

Figure 6: Ph2otogen logo

In this composition, the progressive curves evoke the sun's rays and are an illustrative reminder of the energetic conversion to hydrogen we're aiming for. The way in which the

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shapes are gradually arranged is designed to create a sensation of both stability and consistent transformation.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent Ph2otogen in the simplest and clearest way possible.

Figure 7: Ph2otogen logo variations

4.1.2 Colours

Ph2otogen colour palette was designed to convey certain messages throughout colour symbolism.

The green tones allude to the ecological and regenerative aspects of nature, while the yellow and orange tones convey dynamism, vitality, warmth, and optimism—which are, among other things, characteristics often associated with the sun.

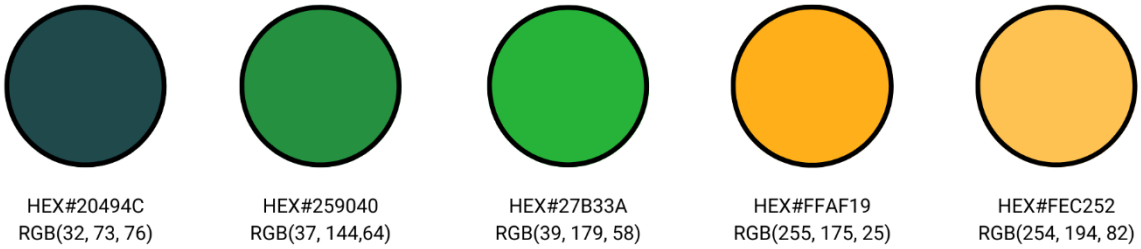

Figure 8: Ph2otogen colour palette

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4.1.3 Fonts

Specific fonts were chosen to pair with the design of the brand and are to be used in all types of communication materials. This consistent use will reinforce the coherence of the visual identity.

- **Days: Used only for the logo, it is a sans serif typeface, giving a modern, futuristic, technologic and clean feeling of the project.**
- Roboto: used in all text, deliverable and ppt presentations.
- Source Sans Pro: used for social media posts to ensure greater readability.

Figure 9: Fonts

4.1.4 Graphic Handbook

A graphic handbook was also created and made available to all partners. This detailed document presents multiple logo alternatives, usage guidelines, and designated fonts and colour schemes. It includes instructions to uphold the visual identity components of Ph2otogen, ensuring a unified and cohesive presence across all media channels.

Figure 10: Extract of the Identity Guidelines Sheet

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4.1.5 Project presentation template

A PowerPoint presentation template was created and shared with all partners from the beginning of the project. This user-friendly and adaptable template enhances the Ph2otogen brand and guarantees the project's brand visibility during presentations at events or conferences.

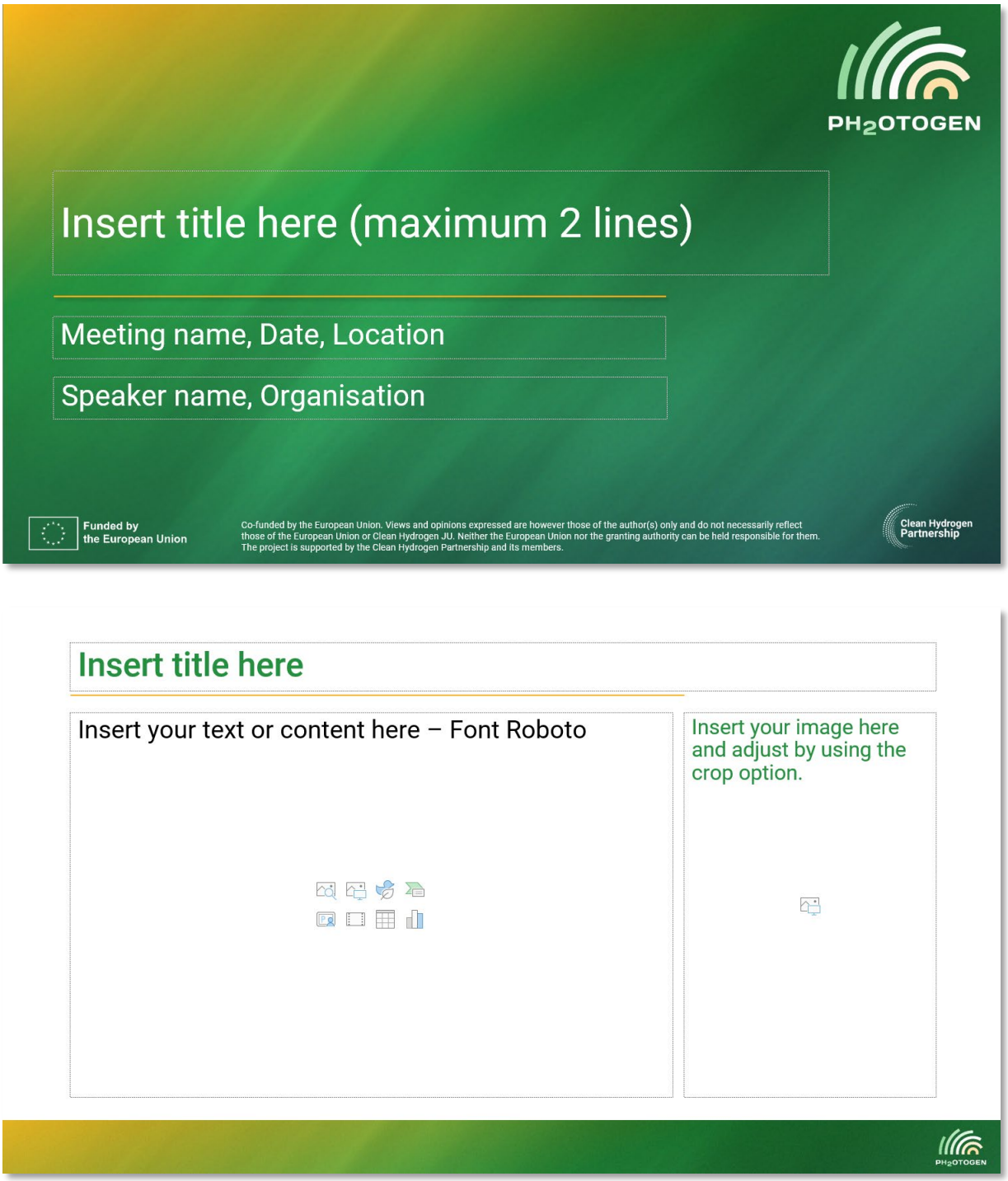

Figure 11: Extracts of PowerPoint template

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4.2 Deliverable template

A Word document template was also prepared and shared with all Ph2otogen partners shortly after the start of the project. Consistent with Ph2otogen visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.

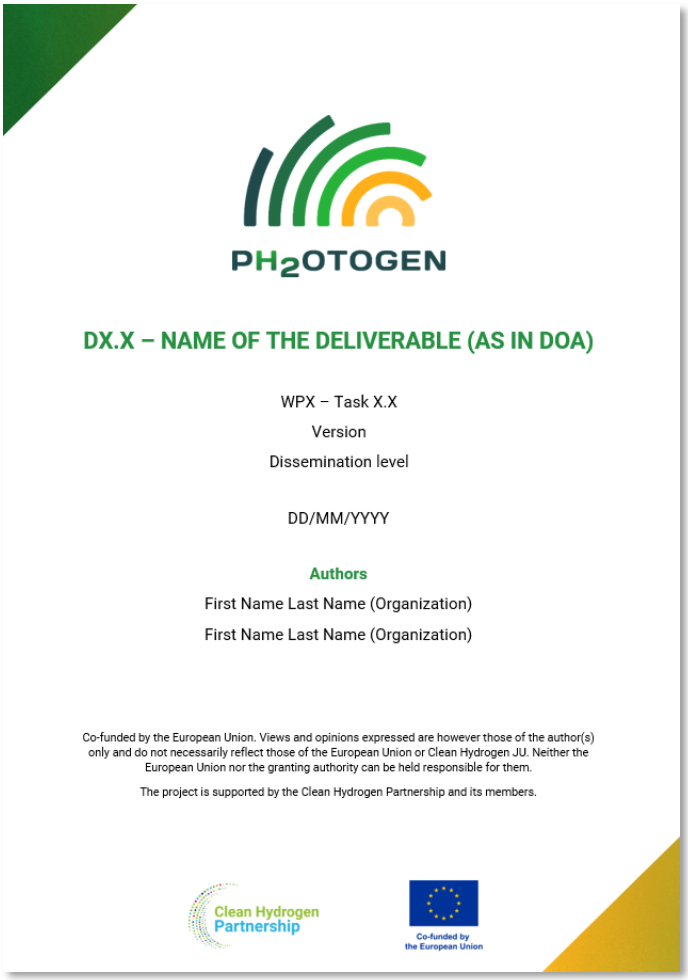

Figure 12: Deliverable cover template

4.3 Other materials

Standard presentation: a general presentation will be created so the partners can use it during their interventions at events, workshops, etc. It will be updated based on the project's achievements.

Flyer: a flyer will be designed and printed on demand whenever it is relevant, for example at events, workshops, etc. It will include a description of the project and its objectives, consortium members and contact information.

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Roll-up: a roll-up will be produced to display Ph2otogen brand and information at physical events and gatherings. This roll-up will be printed on demand and only once the event is confirmed. When possible, the rollup will be reused as much as possible.

Other promotional materials: additional visuals will be created to fit the needs of communication during the project, mainly for social media posts and the promotion of events.

4.4 Project description

The project description was drafted in two lengths, to ensure a coherent and consistent presentation of Ph2otogen. This description will be used by partners for promoting, communicating, and disseminating the results of Ph2otogen.

Short version

Ph2otogen - Developing scalable and sustainable solar-to-hydrogen technology

Contributing to climate change mitigation, Ph2otogen is aiming to develop a scalable photocatalytic flow reactor that produces green hydrogen, along with value-added oxidation products that can generate revenue to accelerate the availability of green hydrogen.

Visit the project website for more information at www.ph2otogen.eu

Coordinator: Hannah Johnson, Toyota Motor Europe NV (TME)

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Long version

Ph2otogen - Developing scalable and sustainable solar-to-hydrogen technology

With the increase of CO2 emissions causing climate change, it's imperative to find solutions that can bring green hydrogen to market quickly.

PH2OTOGEN is aiming to develop a scalable photocatalytic flow reactor that produces green hydrogen, along with value-added oxidation products that can generate revenue to accelerate the availability of green hydrogen.

The PH2OTOGEN consortium, gathering 8 partners from 5 countries, uses advanced techniques to identify promising and innovative combinations of semiconducting materials to achieve an average solar-to-hydrogen efficiency of > 5% over 500 hours in a 500 cm^2 demonstrator.

Visit the project website for more information at www.ph2otogen.eu

Coordinator: Hannah Johnson, Toyota Motor Europe NV (TME)

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4.5 Website

A landing page version of the website was published at www.ph2otogen.eu. It displays the project identity, a description of the project, social media links and contact information.

A full website will be published on the same address at the end of March 2024.

The website will be the primary source of information regarding the project's progress and activities. It will present Ph2otogen and its objectives and will be regularly updated to keep the stakeholders engaged.

The website display will be made appealing and easy to use, and responsive on any type of device (computer, phone, tablet, etc.). It will also be compatible with web browsers on all common operating systems.

An analytic tool, IONOS, is used to monitor the website results and to follow the KPIs set in the project (described in Section 7). The main data monitored will include:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

The communication strategy will evolve based on those results.

4.6 Social media

Two social media channels were selected to serve as communication and dissemination avenues: X (Twitter) and LinkedIn. Based on the nature of the project, these two platforms are the most adapted to the type of content and target audiences (see Section 2 of this deliverable).

A selection of hashtags has been identified to be used on social media and ensure that the project is linked with relevant topics and communities already present on those platforms.

The hashtags are not meant to be used all at once and should be adapted to the type of content that is published. This list might also evolve with time while adjusting the communication and dissemination strategy.

#PH2OTOGEN #HorizonEurope #Sustainability #RenewableEnergy #energytransition #solarpower #greehydrogen #sustainablefuture #innovation #greenenergy

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4.6.1 X (Twitter)

To ensure that stakeholders find Ph2otogen's X (Twitter) easily, the account @Ph2otogen was created at the start of the project.

Figure 13: Ph2otogen Twitter Page

The three main objectives set for Twitter are to:

- Bring relevant news into the stream of information of the target audiences, especially general public, policymakers and journalists.
- Engage with relevant communities regarding the topics of green hydrogen, renewable energy, and innovative science.
- Create anticipation to Ph2otogen's results and possible impacts.

The Ph2otogen Twitter account will be managed daily and will take some regular actions to keep the channel active and growing:

- One tweet/retweet each week, minimum
- Reply to users who tweet or mention **@ph2otogen**
- Follow and engage users who tweet content related to Ph2otogen activities
- Track specific words, mentions and trending hashtags to keep the social media strategy up to date.

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This Twitter account will communicate on the news shared on the website, on any event that Ph2otogen partners will attend to, and promote results of the project.

4.6.2 LinkedIn

The LinkedIn page of Ph2otogen was also created at the beginning of the project: www.linkedin.com/company/ph2otogen

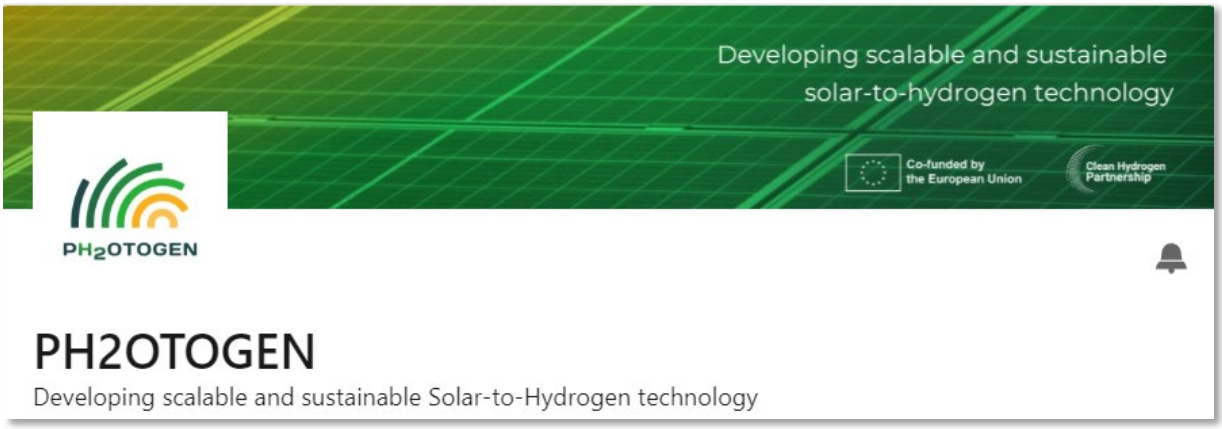

Figure 14: Ph2otogen LinkedIn Page

This social media platform presents a key opportunity to reach a wide audience of stakeholders as the partners gather 550 000 followers in total.

While the objectives are similar to those of the Twitter account, the audiences targeted differ. The information is especially tailored for scientific communities, academia and industry stakeholders.

In order to keep the channel active and growing, the following actions will be taken:

- Target at least one post or share each week, minimum
- Reply to users who mention **@ph2otogen**
- Follow and engage users who post content related to Ph2otogen activities
- Track specific words, mentions and trending hashtags to keep the content up-to-date

4.7 Newsletters

During the project timeline, a minimum of 7 newsletters will be distributed, on a bi-annual basis.

These newsletters will highlight the project's latest accomplishments and all the relevant upcoming events.

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According to the content flow detailed in Section 3.1 of this deliverable, partners will play an essential part in providing relevant and up-to-date information for the newsletters.

The newsletter will be constructed on a similar pattern:

- An editorial overview by the coordinator summarizing the past 6 months
- A section showcasing achieved results
- Updates from each work package's progress
- Past and upcoming events of interest

Depending on the progress of the project, a first newsletter should be sent by June 2024 (M6). Statistics will be followed and content might evolve to better fit the needs of stakeholders regarding the type of information displayed.

The website and social media will display a link to grow the base of subscribers. The information will be used in compliance with GDPR regulations.

4.8 Videos

At least three videos will be created for the Ph2otogen project. The initial video will feature a brief interview introducing the project, its goals, and anticipated outcomes. The following two videos will include an interview with a research WP lead and an explanatory video showcasing the project's technology.

These videos will be shared on social media and the project's website.

4.9 Factsheets

Two factsheets will be created to highlight the accomplishments of the work packages. These factsheets will be widely spread through Ph2otogen website, social media platforms, conferences, and various European networks and initiatives (Task 7.2).

5 Awareness raising campaign

Yearly awareness raising campaigns will be created by the team of task T7.3 to address the general public. They will inform and educate about the challenges of hydrogen production and mitigate the concerns about scalability and sustainability of this technology.

The messages will be tailored in collaboration with task 7.1 (Public communication), with the objective to be clear, pedagogic, and close to the preoccupations of the general public.

The communication tools described in this deliverable will be widely used in the diffusion of the campaigns and the messages defined. In particular:

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- Posts on social media channels will encourage the creation of a dialogue on the identified topics. A dedicated hashtag will be created to engage more efficiently with the audience.
- The Ph2otogen page and partners will be included in relevant discussion groups on LinkedIn to build credibility of the project about green hydrogen research and production.
- The X (Twitter) account will be used to engage discussions with similar projects and experts and share key information when relevant, with the objective of being identified as a reliable source regarding hydrogen technology.

The campaigns will be closely monitored and adapted if necessary to optimize the future campaigns, to gain even more visibility and engagement around green hydrogen and Ph2otogen technology.

The outcome of this task will be reported in Deliverable 7.4 “Report on synergies, clustering activities and stakeholder outreach”.

6 Dissemination channels and contents

6.1 Interaction and exchanges related to other projects

Ph2otogen will connect and encourage collaboration with relevant networks, clusters, and initiatives at local, national and international levels to share information, create synergies and develop even more dissemination channels. Several other projects have been already identified: Sun-to-X, Elobio, Oracle, GH_2, Kerogreen, SFP 953: Synthetic Carbon Allotropes, SunCoChem, SUNER-C Project SUNERGY and Ohpera.

6.2 Conferences and events

Ph2otogen and its results will be presented at conferences and will have, when possible, a booth at events to maximize dissemination and create contact with stakeholders.

Once the relevant events are selected, the project consortium will present the project and its results. Depending on the event and its expected outcomes, the consortium will decide what communication / dissemination method would be more relevant, for example a presentation or hosting a booth. The yearly events identified as relevant for Ph2otogen will be contacted in advance to ensure a proper representation of the project.

The Ph2otogen project has already identified several events of interest:

- European Hydrogen Conference
- Hydrogen Days
- The long night of science (DE)
- National Congress of the French Chemical Society (FR)
- Research institute open days

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- Cluster meetings organized by CHP-JU and Suner-C (European network for solar fuels)
- NanoGe MATSUS conferences,
- European Materials Research Society meetings (Spring and Fall)
- Annual Meeting of International Society of Electrochemistry
- World Hydrogen Energy Conference
- World Hydrogen Technologies Convention

The partners are required to participate in at least 30 events, conferences and trade fairs throughout the project.

To make sure the dissemination and communication team is in capacity to prepare all the relevant communication materials for those events, the consortium will fill the excel file created in the Teams channel and mentioned in Section 3.2.

A final multi-stakeholder event will be organized at the end of the project to present the results and reach a wide audience and foster opportunities to take the results and knowledge of Ph2otogen beyond the life of the project.

6.3 Webinars

The Ph2otogen project will create further dissemination opportunities in the scientific community by hosting 2 webinars to share the knowledge gathered during the project and its key results. Industry stakeholders will also be invited to take part in two additional webinars, to show how the results and the technology can be beneficial to industry.

These webinars will contain some live interactions to engage discussions with key stakeholders. Recordings will be published on the Ph2otogen website.

6.4 European dissemination channels

Ph2otogen will also use the available official European dissemination channels, for example:

- Horizon Result Platform
- Innovation Radar
- Horizon Impact Award
- Horizon Results Booster
- IP Booster
- Programme Review Days
- Dealflow.eu

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6.5 Scientific publications

A minimum of 10 publications, including 6 publications co-authored by two partners will be written by lead scientific partners involved in the project. These publications will play a key role in the dissemination activities and will be presented in some of the conferences listed in section 6.2.

All the publications will comply with the Horizon Europe Open Access policy by providing online access to any article, conference paper or research data published in peer-reviewed scholarly journals. This access is free of charge and reusable via repository platforms like Zenodo.

As described in Section 3.2, partners will be encouraged to share information about their scientific publications via the file created in the common Teams channel of the project.

Some peer-review journals and scientific magazines have been identified:

- ACS Catalysis
- ACS Nano
- ACS Applied Nanomaterials
- ACS Applied Materials and Interfaces
- Green Chemistry
- Energy and Environmental Science
- ACS Energy Letters

If relevant, other journals will be added to this list.

6.6 Students activities

The dissemination activities will also focus on students, as they will be involved and trained according to the knowledge and results gathered throughout the project. The dissemination activities include internships at the partner's organizations, PhD programs and guest lectures by the partners.

7 Key Performance Indicators

To ensure that the project meets enough recognition among the identified stakeholders, some Key Performance Indicators (KPI) have been defined and are to be completed by the end of the project.

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Activity	Description	Target
Public website	Number of visits	7,500
Social media	Number of followers all accounts combined	350
Scientific publications	Number of publications of partners	10, at least 6 co-authored by two or more partners
Conference, events, trade fairs	Number of participation of partners	30
Scientific webinars	Number of attendees	50
Industry webinars	Number of attendees	50
Project final event	Number of attendees	50

Table 4: Key performance indicators

Conclusion

This deliverable details the initial Dissemination and Communication Plan for Ph2otogen, to ensure the project is effectively promoted and that its results are disseminated beyond the life of the project. This plan will be adjusted and improved based on the continuous monitored results. An updated version of the deliverable will be available in December 2025 (D7.3) and a final one in May 2027 (D7.5).

The updated versions of the deliverables will include the communication and dissemination actions conducted. It will also analyse if the results are aligned with the objectives set in this present deliverable.

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