



Bridging the gap between materials research and P-t-X  
industry using neutron and X-ray science

# **Dissemination and Communication Plan - DCP1 Deliverable D7.1**

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. Neither the European Union nor the granting authority can be held responsible for them.



Funded by the  
European Union

Grant agreement number 101188263  
Start: 01/03/2025 – Duration: 48 months



## Document Classification

<b>Title</b>	Dissemination and communication plan - DCP1
<b>Deliverable</b>	D7.1
<b>Reporting Period:</b>	RP1 M1-M24
<b>Date of Delivery foreseen</b>	M6 31/08/2025
<b>Draft delivery date</b>	M5 31/07/2025
<b>Validation date</b>	M6 22/08/2025
<b>Authors</b>	Julie MOUGIN, CEA
<b>Work package</b>	WP7 – Communication and outreach
<b>Dissemination</b>	PU = public
<b>Nature</b>	R: Document, report
<b>Version</b>	V1
<b>Keywords</b>	Communication, dissemination, scientific publications, conferences, events

## Document Validation

Partner	Approval (Signature or e-mail reference)
<b>WP Leader</b>	CEA
<b>Coordinator</b>	DTI
<b>Others (if applicable)</b>	



## Table of content

Abstract .....	4
Introduction.....	5
1 Dissemination Strategy.....	5
1.1 Dissemination activities .....	5
1.2 Clustering activities .....	6
2 Scientific Publication Plan .....	6
2.1. Scientific publications .....	6
2.2. Conferences and other public events .....	7
3 Dissemination activities targets.....	7
4 Communication Strategy and Targets .....	8
4.1 Communication Tools .....	8
4.2. Communication channels and targets .....	9
5. Conclusion.....	10



## Abstract

As part of WP7, Communication and outreach, it is expected in the project to develop and implement a Dissemination and Communication Plan (DCP) for outreach and dissemination activities to ensure an efficient communication & dissemination of ACTNXT activities throughout the whole duration of the project.

This deliverable D7.1 is the 1<sup>st</sup> iteration of the DCP, which will be used by the consortium as a basis to start the communication and dissemination activities of the project. It defines a clear dissemination and communication plan, with quantified targets for the whole project duration.

It will be updated with the D7.2 at mid-term (M24).



## Introduction

The ACTNXT dissemination strategy will ensure that targeted and relevant stakeholders are able to use and support the project results. The strategy is defined in the present Dissemination and Communication Plan (DCP), acting as the first version of the plan, so called DCP1 and referenced as deliverable D7.1. An updated version will be provided in project month 24 as deliverable D7.2.

This deliverable D7.1 defines an optimised dissemination and communication strategy for the project, and in particular the objectives, activities, target audience, communication tools of the consortium partners (e.g. websites, social media channels) and professional networks useful to communicate and reach out efficiently.

## 1 Dissemination Strategy

The initial DCP firstly establishes which stakeholders will be targeted for the dissemination activities, and then the messages, measures, and channels for those stakeholders will be tailored. As mentioned above, the dissemination strategy will be aimed at enhancing and promoting the use of the project results.

### 1.1 Dissemination activities

The dissemination strategy will pursue different objectives to inform stakeholders, according to the different project stages, which are summarized in 4 steps:

- 1. Multi-Level Mobilization - Increase general awareness:** This stage will be performed at the beginning of the project, when the consortium will have confirmed the Key Exploitable Results (KER) to be disseminated and settled the key messages to convey to the different stakeholders at all levels. Digital tools will be mainly used for this purpose with a universal language (project logo and visual identity being defined). This work will continue throughout the project to increase the general awareness of the project.
- 2. Research - Share Knowledge and Research Outputs:** During the first tasks of the project, the consortium will be fully engaged in research activities. The results will be disseminated to the scientific community to enable the use of its research outcomes, exchange best practices with other institutions and existing projects, and SMEs and industrial actors allowing them to explore and advance the ACTNXT concept. Both scientific (publications, events) and digital tools (Research Gate and LinkedIn account of partners, HAL platform,...) will be used for this purpose.
- 3. Concept Validation and Industrial Dissemination - Attract Potential Users:** The PtX market will be thoroughly studied in WP2-5 to identify the market actors, competitors, niches, and opportunities. Once the instrumentation has been developed, the consortium will finally have quantitative and qualitative results to show to the main industrial stakeholders and potential users of the technology produced by ACTNXT. The results will be disseminated to these actors in the goal of establishing preliminary commercial and licensing agreements, to facilitate the attraction of further investments and financing for the 4th step. Face-to-face meetings and digital tools will be mainly used for this purpose. WP7 leader, CEA, is board member of Hydrogen Europe Research, an association gathering more than 150 universities and RTOs, which works hand in hand with Hydrogen Europe, another association gathering more than 520 companies working in the field of hydrogen in Europe. Through this channel, ACTNXT activities and results will be promoted towards this broad community.



4. **Scale-Up Strategy in the EU Context - Inform the Potential Supporters:** This final step will be implemented during the second half of the project, to mobilize supporters, especially key policy makers and standardization bodies capable of endorsing the necessary measures and infrastructure for the successful deployment of the developed PtX technologies, thereby removing and/or mitigating barriers that are external to the project itself.

## 1.2 Clustering activities

The dissemination strategy will also include clustering activities so as to foster common knowledge and share lessons and solutions on different instrumentation, tools, methods and solutions:

- **Clustering with other R&I projects:** ACTNXT will collaborate with several ongoing EU projects (PHENET; HIAOOS; IMAGINE; RADIOBLOCKS; CONVERGE; BIOINDUSTRY 4.0; ENCASE; ANERIS; THRILL; GEORGE; MICROBE; Fragment-Screen; IMPRESS; and SUBMERSE) as well as other projects funded under HORIZON-INFRA-2022-TECH-01-01. T7.4 is fully dedicated to this coordination of mutual learning.
- **Clustering with associations and networks:** Link with the League of European Accelerator-based Photon Sources (LEAPS); League of advanced European Neutron Sources (LENS); Clean Hydrogen Partnership through Hydrogen Europe Research and Hydrogen Europe associations; Pan-European Research Infrastructure Industrial liaison officers (ILO); Association (PERIIA); Mediators connecting Industry to X-rays and Neutrons (MIXN); RI user meetings, for example Joint ESS ILL User Meeting, ESRF user meeting.
- **Clustering with Standards and regulation bodies:** ACTNXT will interact with working groups dealing with PtX technologies (IEC TC105, ISO TC197) and will participate in EU commission's consultation & other worldwide regulatory in the field of interest, in order to promote ACTNXT results and to make sure that they can be integrated and contribute to future standards.
- **Workshop with industrial advisory board:** one workshop will be organized to disseminate the latest results towards PtX actors and to contribute to designing new collaborative research proposals.

## 2 Scientific Publication Plan

### 2.1. Scientific publications

Significant results obtained from ACTNXT Project will be published according to the conditions set out in the Grant agreement and in the Consortium agreement.

The objectives of scientific publications are as follows:

- Circulate the project results and therefore the ideas;
- Disseminate to the most outstanding research community the project results;
- Get feedback from peers.

**Publications in international journals** are planned after M12 when some results will be available in the project. Provisionally the following journals are targeted: International Journal of Hydrogen Energy, Journal of Power Sources, Applied energy Materials, Energy & Environmental Science, Advanced Energy Materials, Journal of Instrumentation, Review of Scientific Instrumentation, Chem Catalysts, ACS Appl. Energy Mater., Nature Materials, Nature Communications, Journal of synchrotron radiation, Journal of Neutron Research, Quantum Beam Science, Journal of Applied Crystallography, ACS Catalysis, Joule, ACS Energy Letters, Journal of Physics: Energy.



## 2.2. Conferences and other public events

Public events represent a great opportunity for ACTNXT visibility and to convey the project contents to EU and international PtX communities. The objectives to participate to public events are as follows:

- Disseminate the latest results towards PtX actors;
- Meet relevant industry players;
- Collect all comments and suggestions concerning the results and eventually the suggested solutions proposed;
- Network face-to-face with some of the leading names in the field;
- Seek international partners and form new alliances;
- Raise ACTNXT profile within the scientific community;
- Communicate ACTNXT message to a highly qualified scientific and technological community;
- Demonstrate ACTNXT results;
- Increase ACTNXT awareness and visibility;
- Enhance relationships with existing customers and meet new ones;
- Elevate ACTNXT profile in the global PtX research and development community.

**Publications at international conferences** are planned after M12 when some results will be available in the project. Provisionally the following conferences are targeted e.g. International Conference on Neutron Scattering (ICNS); European Conference on Neutron scattering (ECNS); Synchrotron Radiation & Instrumentation (SRI); International Congress on X-ray Optics and Microanalysis (ICXOM), World Hydrogen Energy Conference (WHEC), European Fuel Cell Forum (EFCF), The Electrochemical Society (ECS) biannual meetings, etc.

For the conferences finally selected in the provisional list above, or any other identified as meaningful for the project, at least 1 paper or communication or poster per conference is targeted.

**Participation with presentation of results at international events with industry**, e.g., Hannover Fair, Hyvolution, Big Science Business Forum (BSBF); World Electrolysis Congress; Dusseldorf-Neuss Hydrogen Tech Expo, World Hydrogen; Hydrogen and P2X; World Hydrogen Week; World Hydrogen Mobility; and World Hydrogen Summit & Exhibition.

For the events selected in the provisional list above, or any other identified as meaningful for the project, if the event proposes communications/posters, a communication/poster will be targeted, otherwise the distribution of flyers to participants will be performed, possibly taking advantage of the booth of some project's partners in order to ease the organization of meetings.

## 3 Dissemination activities targets

The following table lists the initial targets given for objectives at the beginning of the project.

Target groups	Indicators for measuring the effectiveness of the approach	Min target value	Anticipated Outcomes
<b>Research community</b> <i>PtX researchers &amp; industries</i>	Publications at international conferences (M12 onwards)	12	- Disseminate the latest results towards PtX actors - Designing new collaborative research proposals.
	Publications in international journals (M12 onwards)	10	
	Participation with presentation of results at international events with industry	6	
	Workshop with Industrial Advisory Board	1	

<b>General public</b> <i>Public and Private</i>	Non-scientific publications (articles, press releases); Participation in national events promoting new solutions for PtX	12	- Attract attention and generate interests for an optimal exploitation of the project's results.
	Flyers/Poster distributed at conferences, workshops, etc.	1,000	
	Project Website (M3): Number of Visits Public deliverables will be made available: N° of downloads	3,000 200	
<b>Customers</b> PtX technologies developers, PtX operators and end-users	Customer request for RIs measurements.	10	-Discussions on industrial and commercial fairs. -Request for specific features in order to address specific integration needs. -Direct contact following press coverage and communication.
	Interest of industrial customers on Technology Exploitation via partnerships and/or license agreements. Main sectors of focus: Energy sector, Energy intensive industries, (e.g., steel, chemicals and cement) with particular focus on R&D intensive SMEs.	10	
	Beamline Open Days	4	
<b>Other R&amp;I projects for clustering</b>	See section 1.3 for details	14	- Lessons and solutions on different instrumentation, tools, methods and solutions.
<b>Associations and networks</b>	See section 1.3 for details	5	
<b>Standards &amp; regulation bodies</b>	Interaction with working group dealing with PtX technologies (IEC TC105, ISO TC197)	1	- Promoting the ACTNXT results and making sure that they can be integrated and contribute to future standards.
	Participation in EU commission's consultation & other worldwide regulatory in the field of interest	1	
<b>Education</b> Students (PhD & Master students)	Integration of modules with project results in regular courses; Contributions to relevant Summer Schools and workshops: e.g. Joint European Summer School (JESS) on Fuel Cell, Electrolyzer and Battery Technology.	10	- Education of future technology users.

Table 1: ACTNXT main dissemination activities and quantified targets

## 4 Communication Strategy and Targets

### 4.1 Communication Tools

Communication activities will be aimed at promoting a fruitful exchange within the research community, the private industrial sector and institutional stakeholders. In order to harmonise the external communication with a unique identity for the project in all channels of communication, the following tasks have been set up at the beginning of the project and will be periodically updated:

- Definition of the project's graphic identity, including a logo and a colour code,
- Setting-up and update of the project public website



- Creation of a project leaflet

The project graphic identity is much more than a logo, it is a coordinate way to present the project so that any product (website, deliverable, newsletters) reflects its mission, vision and values. As a first step, the project logo was released:



As part of the project brand a visual identity was designed and based on the ACTNXT logo, templates were created for PowerPoint presentations and project reports and deliverables, as can be seen for the present deliverable. The partners will use the visual identity for homogeneous dissemination using the templates.

The website has been created also using this visual identity and color code. It is visible at the following address: <https://actnxt.eu/>

It enables a user-friendly access to the project information, in section About, where the different focus areas of the project are more specifically described. The website will be updated with results all along the project.

Finally, the website allows visitors to subscribe to the project newsletter.

The website will be updated on a regular basis. Inputs to the website will be discussed at the periodic meetings.

A leaflet/flyer will also be designed and distributed to partners for dissemination, based on the general project presentation already available. This will be updated as the project proceeds and distributed at various conferences and other events in the future.

## 4.2. Communication channels and targets

ACTNXT intends to reach a broad range of non-expert target groups by utilizing various and complementary communication channels. Therefore, communication methods widely used within academia and industry (e.g., scientific publications in high-impact journals, organization of events, participation in high-profile international conferences, article publication in key international networks), will be merged with digital tools (social media, web pages, eNewsletter), to maximize the impact of the strategy.

The main communication channels are shown in the table below.

Communication strategy	Target audience	Means of communication	Span	Key performance indicators
Raising awareness	All	Press releases	M1-M48	A total of 2000 hits on news websites describing ACTNXT's developments.
Detailed communications	All	Newsletters, social media	M6-M48	4 newsletter publication per year of the project; at least 100 followers on LinkedIn.
Educational	Students (PhD & Master students)	Conference presentations, lab open days	M1-M48	At least 10 conference presentations for whole project, 2 organized lab open days during whole project.

Knowledge sharing	Research Communities	Workshops	M24-M48	2 workshops for industrial stakeholders during whole project
Promotional	Customers	Press releases, related social media	M1-M48	2 press releases per each project year
Networking	Research Communities; Customers; Standards & regulation bodies	Taking part in clustering events	M6-M48	Taking part in at least 2 clustering events during whole project.
Communication kit	All	Set of directions for communication; set of promotional materials – leaflets, posters, key lanyards.	M3-M48	1 communication plan, 1 electronic leaflet, 4 posters for use during conferences, 1 roll up.
Project website	All	Content on the website – info regarding the goals of the project, news, promotional, members.	M3-M48	1 project website
Social media channels	All	Content on LinkedIn channel	M3-M48	Channels on LinkedIn with a least 20.000 impressions
Final video	General public	Video material	M48	1 promotional video

*Table 2: Main communication channels and related KPIs*

## 5. Conclusion

As part of WP7, Communication and outreach, it is expected in the project to develop and implement a Dissemination and Communication Plan (DCP) for outreach and dissemination activities to ensure efficient communication throughout the project.

This deliverable D7.1 is the 1<sup>st</sup> release of the DCP, which will be used by the consortium as a basis to start the communication activities of the project. It defines a clear dissemination and communication plan, with quantified targets for the whole project duration.

It will be updated in D7.2 at mid-term (M24).