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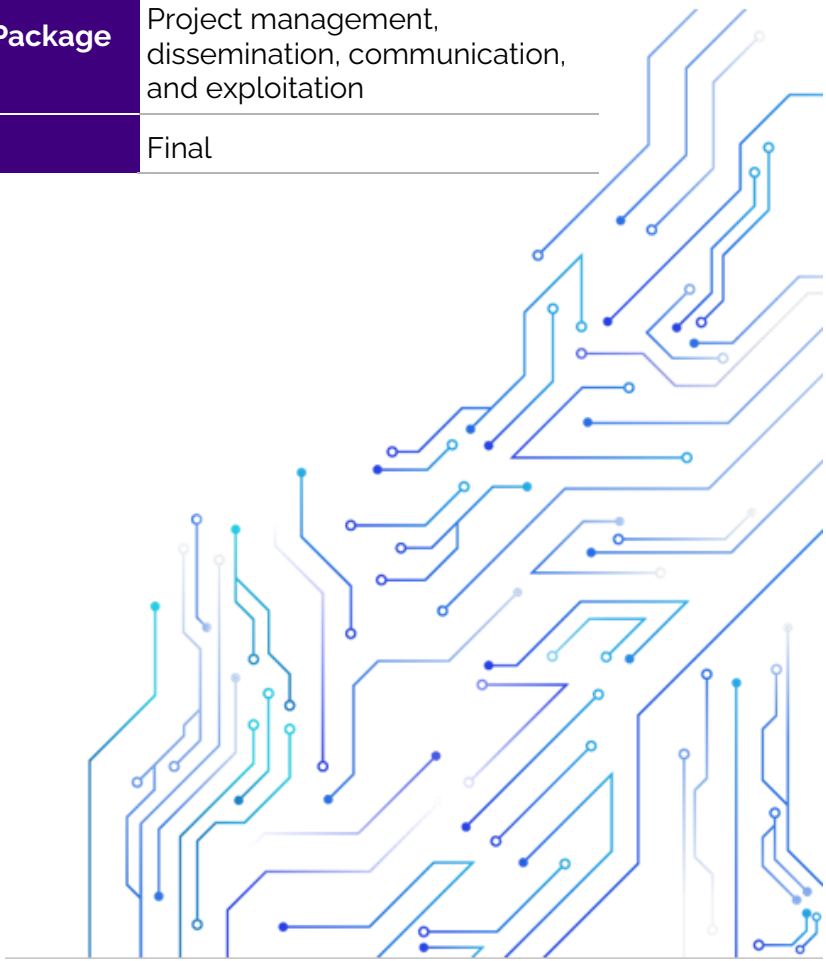
SusFE

D6.5 Dissemination and Communication Plan

Deliverable No.	D6.5	**Due Date**	31/03/2023
Description	The document describes the dissemination and communications strategy to be implemented during the first period of the project and the channels and tools that will be used		
Type	R	**Dissemination Level**	PU
Work Package No.	WP6	**Work Package Title**	Project management, dissemination, communication, and exploitation
Version	1.0	**Status**	Final



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Date	Version	Change
07/02/2023	0.1	Structure of the document. Objectives definition
16/02/2023	0.2	Table of audiences, messages and tools
24/02/2023	0.3	Definition of the work methodology and brand
1/03/2023	0.4	Channels and tools description
09/03/2023	0.5	Channels and tools description
14/03/2023	0.6	Definition of KPIs and conclusion
28/03/2023	0.7	Revision of the whole document

Key data

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Abstract

The purpose of this document is to outline a comprehensive dissemination and communication strategy of the SusFE project, specifically in relation to the task T6.4 Dissemination and Communication plan. The aim is to create a dynamic plan that will evolve and adapt to the project's growth, while remaining aligned with our ecosystem enlargement and business plans.

As this is a periodic deliverable with a yearly revision cycle, this initial version is focused on the first period program. By using a live document and regularly reviewing and refining approach, the benefits and impact of the SusFE project to stakeholders and audiences will be effectively showcase

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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About this deliverable

The objective of this document is to provide a dissemination and communication plan to ensure clear and effective communication among stakeholders, including project team members, healthcare professionals, investors, innovative organizations, administration, and the public.

By developing a comprehensive and proactive communication plan, the project team will be able to increase the visibility and credibility of SusFE, building a strong brand reputation, and ultimately achieving the goals of creating a sustainable and innovative platform for wearable and diagnostic devices.

Table 1. Deliverable context

PROJECT ITEM IN THE DOA	RELATIONSHIP
Project Objectives	SO11. Maximize SusFE Impact via dissemination/exploitation measures
Exploitable results	KER8: SusFE training and standards as applicable to the project's outputs
Workplan	WP6 Project management, dissemination, communication, and exploitation (M1-M36)
Milestones	Not applicable
Deliverables	D6.5 Dissemination and Communication Plan (MDT, M3, 12, 24, 36) D6.6 Report on Dissemination/Communication activities (TU, M12, 24, 36)
Risks	Considering that the D&C plan is alive, and the purpose its purpose is to adapt it to the project interests and needs there are no risks or deviations expected

1 Context

Functional Electronics has found application in a wide range of sectors and domains including in hybrid Integrated circuits (ICs) or flexible systems. Its global market was worth €15.4billion in 2017 and is expected to reach €37.7billion by 2023, a CAGR of 11%. Despite this growth, functional electronics can generate additional value via the adoption and implementation of new and efficient eco-design approaches at product, process, and business model levels.

In this scenario, SusFE will advance the development of functional electronics for green and circular economy by developing a sustainable design and production platform for roll-to-roll manufacturing of the next generation of wearable and diagnostic devices. This will lead to highly integrated and autonomously operating systems that are lightweight, environmentally sustainable, and low-cost.

To achieve this ambitious goal, the collaboration between existing initiatives from the healthcare and industry sectors will become crucial. Considering this, SusFE will build an ecosystem to establish dialogue with these communities with the purpose of addressing their wide range of needs to enhance the SusFE platform and products. The D&C strategy will serve to boost the interconnection and knowledge sharing among them.

1.1 Environmental analysis

An external analysis of the main elements involved in the SusFE ecosystem have been done to identify the best way to approach and influence them.

1.1.1 External analysis

1.1.1.1 Associations, organizations, and healthcare initiatives

European Wound Management Association (EWMA). It is a European not-for-profit umbrella organisation, linking national wound management organisations, individuals and groups with interest in wound care. EWMA was established in 1991 as a charity organisation registered in the UK

Central to EWMA's objectives is to support implementation of interdisciplinary and cost-effective wound care of high quality. EWMA works to reach its objectives by being an educational resource, organising conferences, contributing to international projects related to wound management, actively supporting the implementation of existing knowledge within wound management and providing information on all aspects of wound management.

EWMA was founded in 1991, and the association works to promote the advancement of education and research into native epidemiology, pathology, diagnosis, prevention and management of wounds of all aetiologies.

EIT Health. EIT Health is a consortium of over 140 partners from leading businesses, research centres and universities from across 15 EU countries. EIT Health was designated as an EIT Innovation Community by the EIT Governing Board on 09 December 2014.

The goal of EIT Health is to contribute to increasing the competitiveness of European industry, improve the quality of life of Europe's citizens and the sustainability of healthcare systems.

OE-A (Organic and Printed Electronics Association). OE-A (Organic and Printed Electronics Association) is the leading international industry association for the emerging technology of flexible, organic and printed electronics. Representing the entire value chain, OE-A provides a unique platform for local and international cooperation between companies and research institutes. OE-A is a working group within VDMA.

The collective knowledge and perspective of OE-A provides a compass for new products, applications, and opportunities driven by flexible, organic and printed electronics. Their broad, international network – representing the entire value chain – brings innovations to the market, promoting sustainable development of both economy and society, supported by a strong foundation of active research and development.

Point of Care Marketing Association. The Point of Care Marketing Association (formerly known as the Point of Care Communication Council, or PoC3) was founded in 2013 by forward-thinking industry leaders seeking to gain strength and scale through collaboration.

Their mission is to support the continued growth of the POC channel through education and advocacy and to ensure the effective use of the channel to advance patient healthcare outcomes.

Their vision is to be the leading POC resource, attracting companies to become members who share the same goal of educating patients, caregivers, and HCPs when it matters most.

Functional Print Cluster. They are a group of companies, technology centres, knowledge centres (universities and professional training), business groups and other agents whose activity is related to the support and development of functional printing.

They promote growth and competitiveness through cooperation and collaboration, business and technology, to promote one of the most innovative sectors with the best prospects for industrial growth.

IPC. IPC is the global association that helps OEMs, EMS, PCB manufacturers, cable and wire harness manufacturers and electronics

industry suppliers build electronics better. IPC members strengthen their bottom line and build more reliable, high-quality products through proven standards, certification, education and training, thought leadership, advocacy, innovative solutions and industry intelligence.

Point of Care Testing Association. The Point of Care Testing Association (POCTA) seeks to facilitate access to safe, effective, and cost-effective patient testing at the time of treatment. Laboratory testing furnished at the point of care (POC) benefits patients and the health care system. POC testing enables physicians to monitor chronic conditions, diagnose illnesses, and provide timely information to patients in a variety of care settings, from clinics to pharmacies to community centres to non-hospital facilities (e.g., assisted living). POCTA works to develop reimbursement policies that can improve health outcomes by supporting access to POC testing.

AFELIM. AFELIM is the French printed electronics association. It represents the companies that do business in printed electronics in France. AFELIM represents every profession in the value chain. AFELIM was born of the will of laboratories, communities and industrial groups to organize the French printed electronics market. AFELIM's main role is to promote this new area.

SERI. As a global non-profit organization, SERI works to create a world where electronics are reused and recycled in a way that promotes resource preservation, the well-being of the natural environment, and the health and safety of workers and communities. They understand that a critical part of achieving a true circular economy is becoming sustainable with their used electronics, and that it will take a concerted effort from everyone everywhere. Through our SERI Programs and the R2 Standard, they work collaboratively to find real, practical ways to shift thinking and create better decision making - not just around what they do with their electronics, but also with how they do it.

1.1.1.2 Industry

Biolan Health. They develop and manufacture a new biosensors generation. Point of Care devices based on advanced detection systems, intended for the diagnosis and monitoring of chronic patients, drugs and therapies.

The technological challenges are perfectly aligned with BIOLAN HEALTH's strategy and with BIOLAN's know-how in the biotechnology, electrochemistry and electronics fields. These three disciplines allow us to develop their own applications.

Sorbact®. Sorbact dressings against infections removes bacteria, irreversibly binding them to its surface to reduce bioburden and support natural wound healing.

Sorbact is not only highly effective against common wound bacteria including MRSA and VRE but also targets fungi. Unlike certain antimicrobial substances that kill bacteria, development of bacterial resistance is not expected with the mode of action of Sorbact® and can be used for a prolonged period of time.

Printed Electronics Limited. PEL is a UK company focused on developing processes and systems for the commercial fabrication of electronic circuits and devices using inkjet and digital methods. Their state-of-the-art Inkjet Electronics Development Facility provides leading edge equipment and capability. Their experience can shorten product development lead-times and reduce costs.

Universal Biosensors. Universal Biosensors Inc (UBI) is a global biosensor company and a world leader in electrochemical cell technology. UBI's ambition is to utilize its patented biosensor technology to develop a diverse range of biosensor test strips used in our hand-held portable analysers; for cost effective, effortless, and accurate detection of analytes of interest, within many industries including human health, animal health, environmental, and agriculture.

2 Objectives and workplan

The major focus of the SusFE Dissemination & Communication (D&C) plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake, and exploitation of SusFE outcomes, encouraging participation on a systematic and regular basis.

The D&C plan will be based on five components that aim to answer the WHY there is a need to disseminate, WHO (target audiences), WHAT target audiences will receive (key messages), HOW (communication channels) and WHEN (implementation and time planner).

2.1 Global objectives

- Creating awareness about the project objectives, benefits, and its potential impact on the healthcare and industry domains.
- Engaging all stakeholders in the project development process and gathering their feedback to involve them in the SusFE ecosystem.
- Building a positive image for the project and its partners stressing the innovation and green economy aspects.
- Fostering collaborations and partnerships between the scientific community, industry, regulators, and public bodies towards the exploitation of the project outcomes.
- Sharing the knowledge and "know-how" with other H2020 funded projects and EC entities in order to maximise the impact of the achievements, learnings, etc.

2.2 Timeline of key actions

Below is a guide to the work plan to be followed during the three-year project, considering the maturity of the experiment across the project life and the levels of engagement that will be exposed in the next section of this document. Actual timelines will vary depending on the progress of the project, in this respect the communication team will be prepared to adjust the plan accordingly.

2.2.1 Year 1

- Establish the communication team and designate communication roles.
- Create a communication plan, including key messages, target audiences, and preferred channels.
- Issue a press release to announce the project launch and expected impact.
- Launch a project website that features regular updates, news, and events related to the project.
- Develop communication materials such project overview presentation, marketing brochures and comprehensive videos.

- Utilize social media platforms (Twitter and LinkedIn) to share project updates and engage with relevant stakeholders.
- Identify and secure important conferences and events.
- Identify relevant publication journals around the project domain and stablish the publication strategy across the consortium.
- Create awareness among regulatory bodies, public bodies, and research associations.
- Engage influencers and build media relations.
- Organize a workshop for scientific communities.
- Engage with industry partners and potential partners.
- Conduct a mid-year review of the communication plan, evaluate progress, and refine the plan if needed.

2.2.2 Year 2

- Develop case studies and white papers that showcase the project's impact for healthcare professionals, environmental and society.
- Create educational materials such as infographics and videos to explain the project's scientific/technical concepts and applications.
- Host webinars to discuss the project's progress and outcomes with stakeholders and experts.
- Engage with policymakers and regulators to inform them about the project's potential societal and economic benefits.
- Publish scientific papers in top scientific journals and guarantee the project presence at relevant conferences and events.
- Conduct workshops and training sessions for local communities and innovation organizations.

2.2.3 Year 3

- Create a knowledge-sharing platform for the project's partners and stakeholders to exchange ideas and collaborate on future projects.
- Engage with industry partners to promote the uptake of the project's technologies and products.
- Develop a sustainable business model for the project's outcomes and establish a spin-off company or joint venture
- Organize a final showcase event to highlight the project's achievements and demonstrate the final products to stakeholders and the media.
- Publish a final report that summarizes the project's impact and provides recommendations for future research and innovation efforts.

3 Target audiences, key messages, and tools

The success of the Dissemination & Communication plan in this heterogeneous ecosystem is based on a comprehensive understanding of all stakeholders involved. To ensure the project's success the engagement of a critical mass of key targets is required,

In this regard, the engagement with stakeholders will not only promote the SusFE achievements but will also encourage their active participation in the ecosystem, depending on their profile. This approach is reflected in the following levels of engagement that will be progressively achieved throughout the project:

- **Awareness phase (M1 – M12),** which involves communicating general information about the project goals and expected benefits to the variety of stakeholders for creating initial awareness.
- **Strategic phase (M13 – M24)**, which entails disseminating information on project results and their potential applications towards researchers, industry key players, healthcare institutions and local communities.
- **Exploitation phase (M24 –M36)**, which involves encouraging active participation in the project of external targets engaged in the previous phase to validate the value proposition and SusFE exploitation strategy.

To effectively execute the plan, the main targets groups have been identified, as well as the messages that best address their specific needs and the preferred channels to reach them. Please refer to the table 2 below for a comprehensive overview of this approach:

Table 2. Key audiences, messages, and preferred channels

Stakeholder	Key Messages	Preferred Channels
European Commission	Progress updates, project achievements, and future roadmap.	Progress reports, stakeholder meetings, email updates, official project website, events organized within EC
EC projects	Collaboration opportunities, sharing of knowledge and results and joint dissemination	Conferences, networking events, webinars, social media
Municipalities and other Public Bodies	Potential for local implementation, benefits for society, public health and healthcare system	Industry events, local community meetings, workshops, press releases, informative brochures, videos, website
Associations, research, and technology organizations	Technical details and results, potential commercialization, and opportunities for collaborative further research	Conferences, workshops, webinars, research publications, LinkedIn groups

Stakeholder	Key Messages	Preferred Channels
Regulatory bodies (e.g., EMA), policymakers	Compliance with regulatory standards, product safety and efficacy, ethical considerations, and potential for industry collaboration	Scientific publications. compliance experts, transparent reporting
Influencers (e.g., EMA),	Importance of innovation in healthcare and sustainable energy sources	Social media campaigns, targeted emails, blog, and press releases
Scientific Community, industry, medical sector	Research findings, breakthrough innovation, collaboration opportunities	Research publications, peer-reviewed journals, conferences, workshops
Industry including SMEs and large corporations in the functional electronics and medical wearables value/supply chain	Technological achievements and innovation, opportunities for partnerships and commercialization, market potential	Industry events, business networking, targeted emails, product demonstrations, press release, publications
Public, NGOs, supporters, academia	Benefits for society, impact on public health, environmental and economic benefits	Social media campaigns, outreach events, press releases, informative brochures, videos

Considering the analysis of targets and key messages to be transmitted included in the table 2, the communication team will develop key content to be placed in the different communication channels, which are presented in the following sections.

4 Methodology and workflow

The **D&C leader** function is to implement the overall dissemination strategy (defined and updated yearly by MDT) considering the project life and maturity of the solutions developed. All significant decisions regarding SusFE dissemination must be approved by the D&C manager appointed by TU.

The **D&C working group** will be a task force that will serve to maintain a proper coordination among all partners to enrich and support the communication and dissemination actions across the SusFE channels. Considering the nature of the consortium, this group will consist in one representative from each partner of the project, also having a backup responsible to guarantee the assistance to the group meetings.

The task force will maintain monthly meetings under the WP6 activity. During these meetings a two-fold approach will be followed:

- **Top-down approach:** D&C leader to inform about the main ongoing activities in terms of communication at global level and the guidelines to be followed by all partners taking part of the D&C working group. Additionally, the reporting methodology of the D&C activities will be provided.
- **Bottom-up approach:** partners must update about general situation of its activity, and about any communication activity to be developed at partner level, such as publications, event attendance, appearance in local media, etc. This will serve the D&C leader to disseminate the activities through the global digital channels.

5 Visual Identity

In order to establish the SusFE visual identity, the first action was the creation of the SusFE logo and, in consonance, the rest of the brand materials. Graphically speaking the logo represents in a simple and schematic way a circuit, which means the bases of the components that will be used for SusFE solutions development.

The principal logo uses range of cold colours, from purple to blue, and a monochromatic version are available to be use on dark backgrounds. Additionally, several colours swatches have been defined to be used on the design of additional communication and materials.

Figure 1 – Main SusFE logo

Figure 2 – SusFE logo monochromatic version

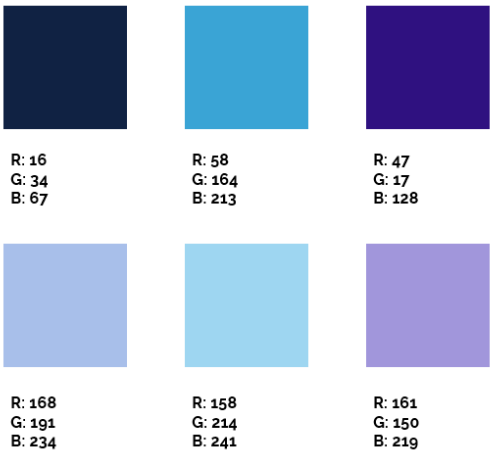

Figure 3 – Colour swatches

For the most used documents (Power Point presentations and Word Agendas, minutes, deliverables…) templates have been designed and distributed within the consortium.

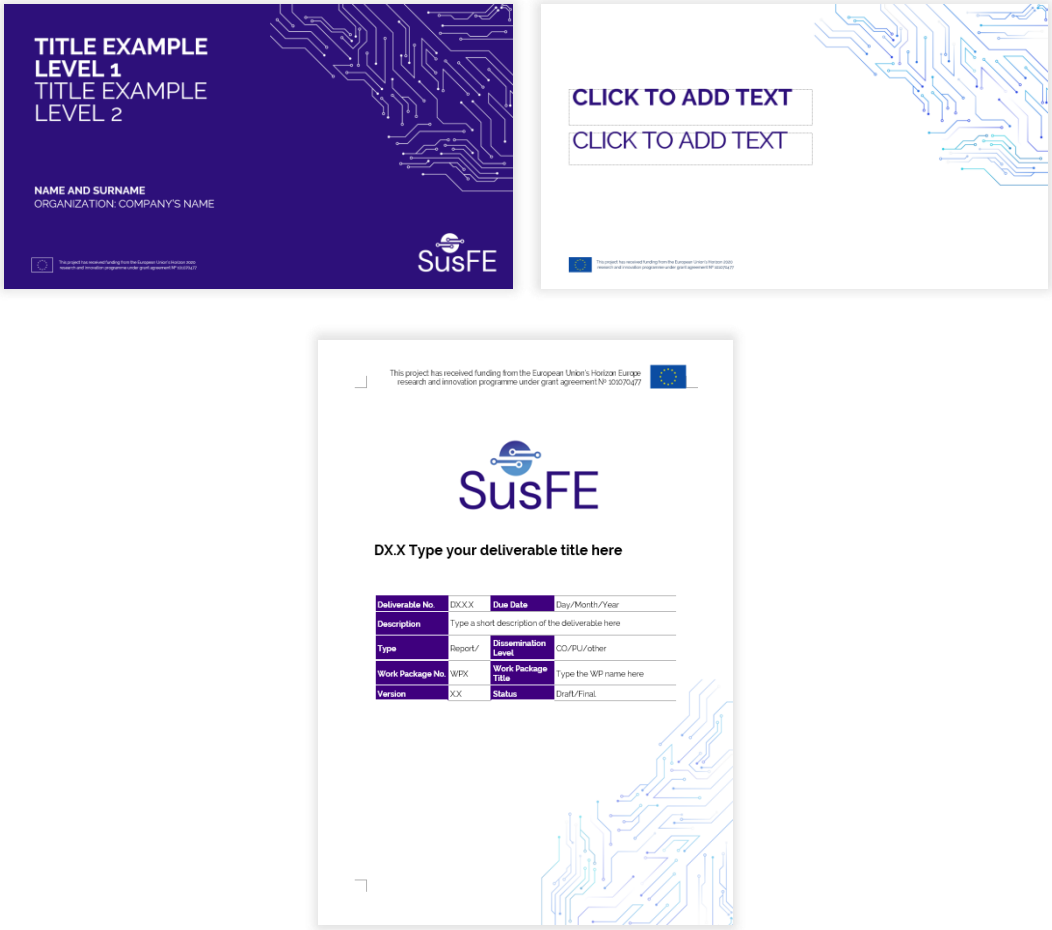

Figure 4 – PPT template

6 Dissemination and communication actions and channels

6.1 Project web page

The following structure have been implemented to offer the audiences key information about the project during the initial phase of the experiment. Naturally, the content will be updated according to the progress of the project to showcase the achievements and results obtained.

The official website was launched early February 2023 and is accessible through the following link: https://susfeproject.eu/

6.1.1 Home – Landing page

In this section the users can visualize brief information regarding the project, and they are invited to continue reading through a *Call-to-Action* button jumping to the section *About* were the objectives and the expected impact of the project are explained.

The main banner on this landing page will be dynamic and it will be used to promote other sections of the sites and/or specific D&C activities such as webinars/workshops, events promotion, social media campaigns, etc.

Several elements are static an appears in every section of the website:

1) The header with contains main menu and the links to the social media networks will be included as soon as they are launched.

2) The newsletter subscription area, where the audience will be added to the SusFE database for receiving regular communications from the project by entering their email address.

3) The footer including the navigation panel, the privacy and legal notice and the acknowledgement message as an EU funded project.

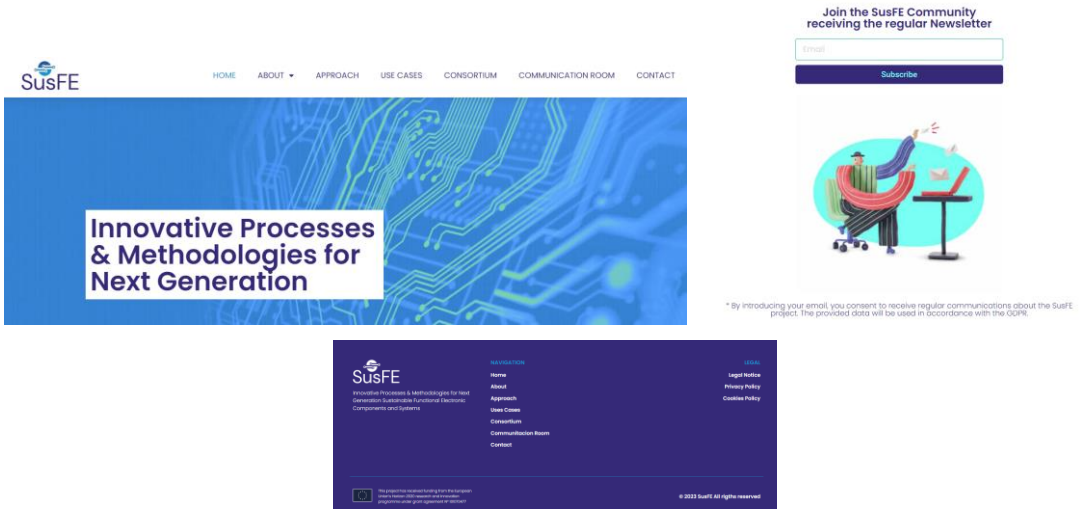

Figure 5 – Static elements of the SusFE website

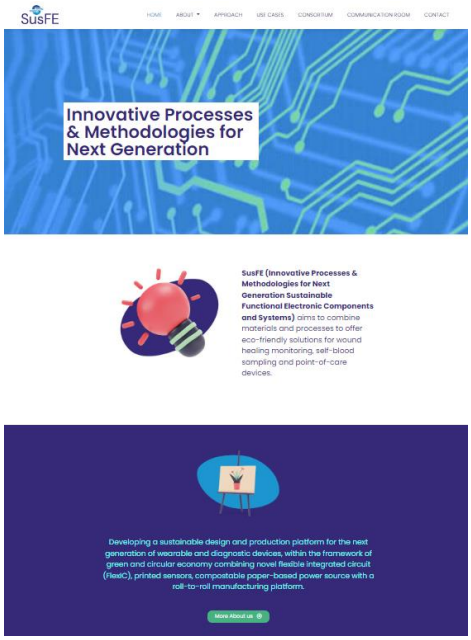

Figure 6 – Homepage section

6.1.2 About

Mission and vision. the SusFE statement is included in this area merging the project purpose, values, and ambition for developing a sustainable design and production platform for the next generation of wearable and diagnostic devices.

Objectives and Impact. The main goals of the project as well as the expected impact on the healthcare and industry fields are displayed in this area.

Governance. The HORIZON 2020 projects funded by the European Commission follows a singular structure and methodology, this section is showing the Work Packages and tasks distribution and the interaction between them to run the project properly.

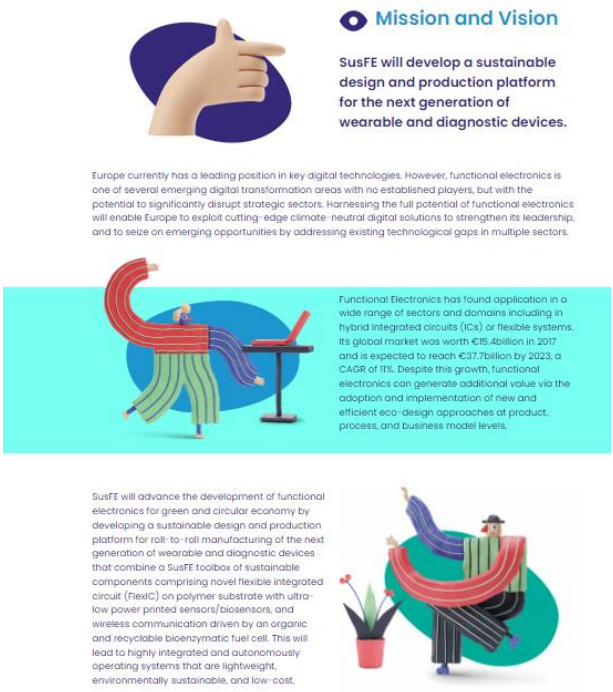

Figure 7 – Impact section

6.1.3 Approach

This section reflects how the project is going to achieve their goals by SusFE developing functional electronics through manufacturing processes based on R2R production of wearable and diagnostic devices, all within the framework of green and circular economy.

6.1.4 Use cases

This is a core area of the project where the cases studies are presented. The section will be updated according to the progress on this are of the project.

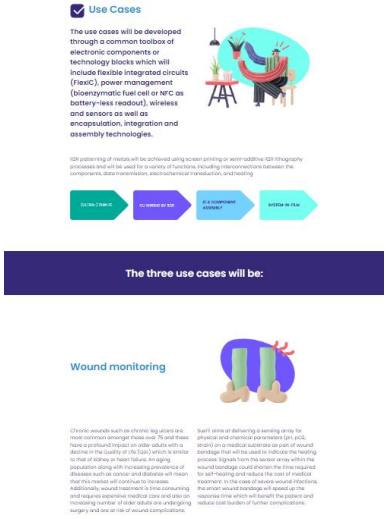

Figure 8 – Use cases section

6.1.5 Consortium

Thanks to this section the audiences will be able to see the variety of the partners that compose the consortium and how powerful it is for potential collaborations.

In a grid format all partners appear showing the complete partner's name, affiliation logo, a brief description of each organization and the link to the official webpages of the partners.

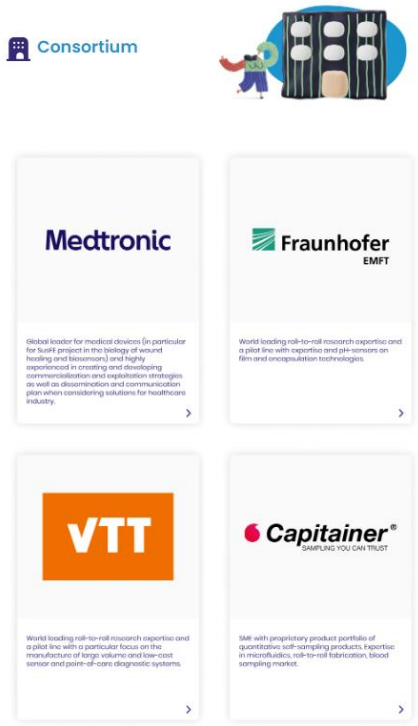

Figure 9 – Consortium section

6.1.6 Communication Room

By navigating through this section, the users will be Informed about the latest news and outcomes produced by the project consortium.

News. In this section highlights about the project meetings, events attendance, and collaborations with other projects/initiatives will be displayed.

Public deliverables. Those deliverables categorized as Public will be available in this section to be downloaded.

Downloads. The marketing materials, both digital and audio-visual, produced by the consortium will be published here.

Once the project members start to produce scientific and informative **Publications** a new section will be enable in this tab. All publications made in journals, conferences, magazines and chapter in books will appear here. The link to the source where the article will be placed in Open Access (accomplishing with the EC guidelines) will be attached.

6.1.7 Contact

This section has been enabled for the audiences to have an easy communication channel with the project managers. They will have the opportunity to be in contact with the project managers, either by sending a direct mail or by filling in the form with a concrete request. The coordination team will attend to these requests in order to canalize them through the consortium to evaluate possible collaboration opportunities.

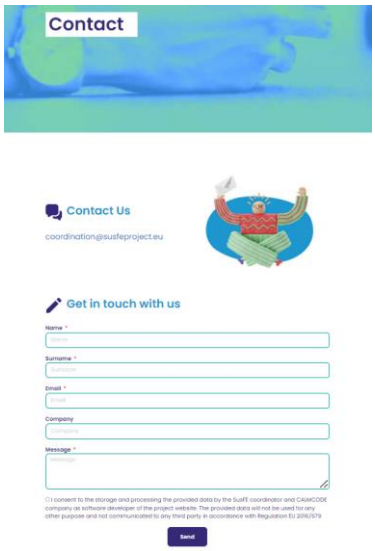

Figure 10 – Contact section

6.2 Website impact indicators (KPIs)

It is crucial to monitor the user's behaviour to assess the interest that the webpage is generating, especially when campaigns or special actions are being developed within the project.

This means to evaluate the number of visitors and its behaviour during their navigation experience. This will made with the Google Analytics tool which is already activated for the SusFE URL.

The following KPIs in terms of visitors are stated in the DoA, and its performance will be evaluated in the D&C deliverables reports.

Visitors to the Website (based on Google Analytics):

(M1-M12): 5000, (M13- M24): 10000, (M25-M36): 15000

References to the project in other websites: 20 (Y1), 30 (Y2), 50 (Y3)

7 Social media accounts

The use of social media channels (Twitter, LinkedIn, and YouTube) is very relevant for the SusFE project. Social media channels help to reach wider audiences with no geographical limitations and at a very low cost. They also allow and further promote engagement from the community through their interactive nature (e.g., twitter: comments on posts/retweets/likes; LinkedIn likes/reposts/groups discussions.)

A social media engagement plan will be carried out in coordination with the partners and considering the maturity phase of the solutions proposed. Specific campaigns will be designed by the D&C team to be distributed across the consortium with the aim of multiplying its effect taking advantage of the consortium networks.

7.1 Twitter

Twitter is a public communication channel with a continuous flow of information in real time where global and local audiences can be reached, generating impact and immediate reactions.

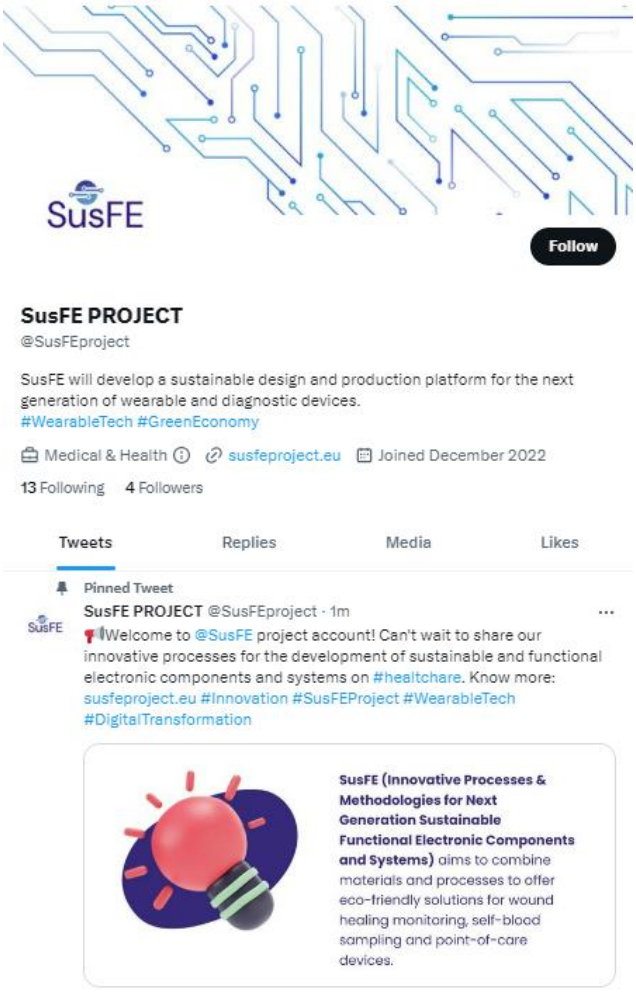

Figure 11 – Twitter SusFE account

SusFE account has been recently launched and it will be updated at least three times per week in order to maintain a continuous communication with our audiences. The posts will be created considering the "the perfect Tweet rule":

- @ Mention people whatever you can
- Including #SusFEproject hashtag (plus selected #s for each of the social media campaigns)
- Include an image or link to enrich the post

TU will be the member in charge to oversee the management of the general feed of the channel, posting information about the project regular activity. As a first step a battery of tweets introducing the project have been produced to launch the project account. Additionally, connection with the main organisations and entities included in the SusFE network, and outside the consortium, will be done to interact and participate on the debates generated around key topics of the project.

Moreover, specific campaigns will be produced in relation with the project needs. During the WP6 teleconferences all participants will define the key campaigns to be launched according to the achievements and milestones produced by the project. Moreover, the communication team will be asked to update about the individual actions planned in terms communication, such as conference attendance and/or local networking sessions. With this information a calendar will be developed to contact to coordinate the publication of posts according to the

Hashtags will be used to highlight key words and attract relevant audiences. The main hashtags defined are the following:

- #SusFEProject, that will be included in all social media messages.
- #FunctionalElectronics
- #SustainableDesign
- #GreenEconomy
- #WearableTech
- #DiagnosticDevices
- #DigitalTransformation
- #Innovation

By using this hashtags, social media campaigns will be monitored through "hashtracking.com" to analyse the impact of social media activities and to further adapt future campaigns.

7.2 LinkedIn

LinkedIn is a key communication channel among professionals working in the fields of healthcare and industry. Due to this, it will be used as one of the tools to distribute messages within the SusFE project target audiences. A LinkedIn account is already created to connect with external stakeholders and to provide a space for online discussion and visualisation of important materials produced by the consortium.

The posts on this channel will include the project activity, articles generated by the partners and the proactive interaction with actors that can be relevant for the SusFE community enlargement. Twitter and LinkedIn will be used simultaneously to cover the whole spectrum of key targets and the initial campaigns will be also launched though this channel.

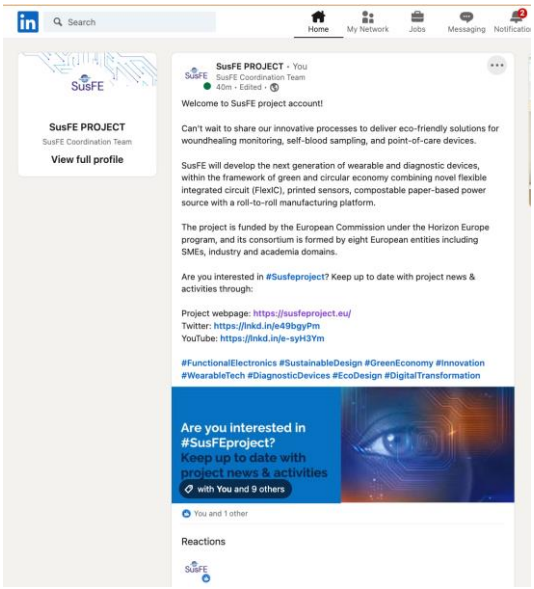

Figure 12 – LinkedIn SusFE account

7.3 YouTube

A SusFE YouTube channel have be set up as a repository to upload those videos produced by the project consortium. It will form an important part of the SusFE communication and dissemination strategy as videos are an extremely effective tool in getting people's attention and transmitting key project messages. Youtube will also be used to hold online seminars and workshops that are to be organised by the consortium.

The audio-visual materials produced will be directly linked with the SusFE website and posted on other social media channels (Twitter/LinkedIn) to maximise their visibility. TU will oversee managing the project YouTube channel and selecting the videos that should appear there.

7.4 Social media impact indicators (KPIs)

The activity will be regularly monitored to analyse the progress of the social media activity and apply corrective actions if needed.

Followers on social networks Twitter; LinkedIn: 200 (Y1), 500 (Y2), 1000 (Y3)

Posts on social networks relevant to project: 200 (Y1), 400 (Y2), 600 (Y3)

7.5 Media

One of the relevant dissemination channels that SusFE will use is the public press, TV, and radio programs. This will include presenting the SusFE achievements to wide audiences, as well as conducting interviews to disseminate the project's outcomes for increasing projects impact.

The identification of project milestones will be crucial for coordinating the launch of press releases. To achieve this, the D&C leader will oversee the control of times and produce the press release content in English, which will be shared among all partners for translation and adaptation to the local context. At least one press release will be published annually.

Coinciding with the project kick of meeting a first press release was generated and distributed through the consortium for a multisite launching. A complete report on the impact achieved at global level will be included in the next edition of this deliverable.

Figure 13 – SusFE press release impact

7.5.1 Media KPIs

The following KPIs regarding news in media sources are stated in the DoA:

Online and offline press releases impacts: 10 (Y1), 10 (Y2), 20 (Y3)

Moreover, the following aspects will be analysing:

- Clipping in local/national media including links if available.
- Analysis of the media where SusFE has been mentioned with the intention to measure the potential number of users reached.

7.6 Publications

During the life of the project the learning generated by the consortium will be materialised in scientific & dissemination publications. These activities aim at transferring knowledge with, scientific, healthcare and industry communities, creating opinions, consolidating professionals, and promoting the evidence generated by the SusFE consortium.

In this respect a publication strategy has been defined in coordination with the Technical Manager and the D&C leader (Publication Expert Team). The following points reflects the workflow to be followed by the consortium on this regard:

1) Any group of partners from the consortium interested on making a scientific/informative publication must inform the Publication Expert Team (formed by the technical manager as leader and the WP6 representatives as supporters), with the information listed below.:

    - Individual responsible of the publication (main editor)
    - Authors
    - Title
    - Abstract draft
    - Source where will be published
    - Confirmation of Open Access modality (Green or Gold).
    - Deadline for submission

2) Once the content is prepared, the individual responsible of the publication must send the final version to the *Publication Expert Team* with the purpose of obtaining the final validation of the document prior to the official submission.

3) As soon as the publication is submitted, the responsible will be required to complete all the info regarding the publication in the D&C reporting file that will be available for the whole consortium. It is mandatory to complete all the fields appearing in the file since are the ones requested by the European Commission to be included in Participant portal that must be periodically updated by the D&C leader.

4) When this process is finished, the publication responsible must send an email to the *Publication Expert Team* to confirm the submission of the publication and the completion of the reporting document. In this way, the publication can be promoted among the GATEKEEPER digital channels.

    - Publications section of the website
    - Social Media channels
    - Regular SusFE newsletter.

The categories of publications will include position papers, review articles, and research papers related to medical sensors, functional electronics, green economy, and wearable technologies domains.

Below is a non-exhaustive list of exemplary journals and magazines in which the partners envision to participate:

1) Biosensors and Bioelectronics: https://www.sciencedirect.com/journal/biosensors-and-bioelectronics
2) Analyst: https://www.rsc.org/journals-books-databases/about-journals/analyst/
3) Lab-on-a-chip: https://www.rsc.org/journals-books-databases/about-journals/lab-on-a-chip/
4) Flexible and Printed Electronics: https://www.iopscience.org/journal/2058-8585
5) Biosensors: https://www.mdpi.com/journal/biosensors
6) Sensors: https://www.mdpi.com/journal/sensors
7) Electrochemistry Communications: https://www.sciencedirect.com/journal/electrochemistry-communications
8) Sustainable Chemistry and Pharmacy: https://www.journals.elsevier.com/sustainable-chemistry-and-pharmacy
9) Frontiers in Biosensors: https://www.frontiersin.org/journals/biosensors
10) Journal of Nanomaterials: https://www.hindawi.com/journals/jnm/
11) Journal of Applied Physics: https://aip.scitation.org/journal/jap
12) Journal of Biomedical Optics: https://www.spiedigitallibrary.org/journals/journal-of-biomedical-optics
13) Open Access Government: https://www.openaccessgovernment.org/
14) ScienceOpen: https://www.scienceopen.com/
15) PLOS ONE: https://journals.plos.org/plosone/
16) BioMed Central: https://www.biomedcentral.com/
17) Frontiers in Sensors: https://www.frontiersin.org/journals/sensors

7.6.1 Publications KPIs

Scientific publications in peer-reviewed journals: 5 (Y2), 10 (Y3).

7.7 Conferences

The D&C leader together with the D&C working group will analyse (each year) the main conferences that will be held concerning project domains to select those that can represent key opportunities for the consortium to participate and present the SusFE project and its main results.

This planning will allow to prepare the assistance to the conferences in advance; focused on preparing the sessions contents and ad-hoc marketing materials such as brochures, posters, booths materials (if applicable).

Moreover, as expressed in the Social Media section, Twitter and LinkedIn channels will be used to highlight the participation of SusFE partners in conferences and interact with other projects and initiatives.

The following domains have been considered to make the initial analysis:

- Printed Electronics
- Functional materials
- Sustainable Design
- Green Economy
- Wearable Technologies
- Diagnostic Devices
- Eco Design
- Digital Transformation

The list below includes a potential list of events to attend by the consortium, this first approach will be analysed within the D&C working group meetings:

FLEX Conference & Exhibition 2023.

Date: July 11-13, 2023

Location: San Francisco, USA

Website: https://flex.semi.org/

16th International Symposium on Flexible Organic Electronics.

Date: July 3-6, 2023

Location: Thessaloniki, Greece

Website: https://www.nanotexnology.com/index.php/isfoe

International Symposium on Wearable and Healthcare Sensor Networks (WHSN 2023)

Date: May 8-11, 2023

Location: Montreal, Canada

Website: https://whsn2023.ieee-whsn.org/

15th International Conference on Organic Electronics - 2023 (ICOE 2023)

Date: June 26-29, 2023

Location: Athens, Greece

Website: https://www.icoe2023.org/

International Conference on Electrochemical Sensors (ICES 2023)

Date: June 12-14, 2023

Location: Berlin, Germany

Website: https://ices2023.com/

18th International Conference on Flexible and Printed Electronics (ICFPE 2023)

Date: June 19-22, 2023

Location: Dresden, Germany

Website: https://www.icfpe.org/

47th International Conference on Micro and Nano Engineering (MNE 2023)

Date: September 25-28, 2023

Location: Turin, Italy

Website: https://www.mne2023.org/

IEEE Sensors Conference 2023

Date: October 30 - November 2, 2023

Location: Paris, France

Website: https://ieee-sensors2023.org/

Sustainable Innovation Forum 2023 (COP 29)

Date: November 13-14, 2023

Location: Sharm El-Sheikh, Egypt

Website: https://www.copinsider.com/sif/2023

Biosensors & Bioelectronics Congress 2024

Date: February 19-20, 2024

Location: Paris, France

Website: https://biosensorscongress.conferenceseries.com/

2024 IEEE Green Technologies Conference (GreenTech 2024)

Date: April 22-24, 2024

Location: Lausanne, Switzerland

Website: https://ieeegreentech.org/

14th World Congress on Biosensors 2024

Date: May 12-15, 2024

Location: Montreal, Canada

Website: https://www.biosensors-congress.elsevier.com/

Drupa

Date: May 28-June 7, 2024

Location: Dusseldorf, Germany

Website: https://www.drupa.com/

International Conference on Functional Materials and Devices (ICFMD 2024)

Date: July 15-17, 2024

Location: Barcelona, Spain

Website: https://www.icfmd2024.org/

International Conference on Healthcare and Medical Sensors (ICHeMS 2024)

Date: August 19-20, 2024

Location: Rome, Italy

Website: https://healthcaremedicalsensors.com/

16th World Congress on Biosensors and Bioelectronics (Biosensors 2024)

Date: October 14-16, 2024

Location: Amsterdam, Netherlands

Website: https://www.biosensors-congress.elsevier.com/

11th International Conference on Sensing Technology (ICST 2024)

Date: November 25-27, 2024

Location: TBA

Website: http://www.icst2024.org/

7.7.1 Conferences KPIs

The following KPIs are reflected in the DoA concerning conference attendance:

Presentations at International Conferences: 3(Y1), 10(Y2), 15(Y3)

7.8 Marketing materials

Having a professional set of printed and audio-visual materials it is crucial for the project members to transmit the potential of SusFE among the target audiences in the variety of meetings and events that the consortium will attend.

These materials will be adapted depending on the phase of the project as following:

- Awareness phase: to show the project challenges, main activities and expected outcomes.
- Strategic phase: to display the achievements of the project and preliminary results. Opportunities to collaborate with the SusFE community.
- Exploitation phase: to expose the project outcomes and the exploitation approach.

7.8.1 Printed and Electronic promotional materials

The following list of materials will be prepared during the first year of the project according to the SusFE brand identity generated. The content on this initial phase will be focused on the approach of the project, the explanation of the use cases and the expected impact in terms of innovation. Every year these materials will be revised to apply the available updates accordingly.

- **Informative brochure**
- **Poster**
- **Roll up**

7.8.2 Videos

An introductory video will be produced during the first year of the project with the purpose of showing in a comprehensive way the project concept and the benefits that the project results will provide to the variety of sectors. To achieve this, fresh and clear infographic illustrations will be used.

Additionally, several traditional videos (recorded), will be prepared after M12. From one side, interviews to the project representatives will be performed with the purpose of showing the audiences which are the main innovative aspects of SusFE (technical and non-technical). On the other hand, videos regarding to the use cases and the technology used will be elaborated to display the achievements in the development on functional electronics field.

All these materials will be uploaded to the YouTube channel and shared among digital channels.

7.8.3 Digital communications

Newsletter. To maintain the SusFE community informed about the project achievements, an online newsletter will be generated at least twice a year. In order to maximize its impact among relevant stakeholders, this material will be distributed within the consortium to disseminate it among the networks of the consortium partners. Additionally, the SusFE database build thanks to registration process included in the website will help to boost the impact of this communication.

The dissemination leader will coordinate content generation and design of these materials in order to guarantee the correct implementation of the SusFE visual identity guidelines.

Emailing. Specific emailing camping will be launched during the project life to keep the stakeholders informed, gathering feedback, seeking support, and building relationships.

7.8.4 D&C materials KPIs

The following KPIs in terms of visitors are stated in the DoA:

Recipients of project e-newsletters: 5000 (Y1) 10000 (Y2) 10000 (Y3)

Leaflets and brochures distributed: 1000 (Y1) 1000 (Y2) 1000 (Y3)

Animation video of project views in YouTube: 100 (Y1) 200(Y2) 300(Y3)

SusFE technology videos: 4 videos during the project life.

7.9 Consortium events and clustering activities

Clustering and liaison activities are essential for any innovative project, particularly one focused on functional electronics, since this field encompass a wide range of interdisciplinary subjects, including materials science, engineering, and information technology.

Through clustering, liaison activities and engagement events, SusFE will facilitate the creation of synergies, increase networking opportunities, and enhance dissemination and exploitation of project results. By connecting with stakeholders in different sectors and countries, the project will gain valuable insights, identify new market opportunities, and improve the overall impact of their research.

During this early stage of the project the focus will be to identify the key players, initiatives, clusters, and sister & brother projects to stablish a relationship with them for defining common communication objectives and actions and obtain their support for maximizing the impact of the SusFE achievements and activities.

- **Other EC-funded projects** Proactive collaboration with related EU projects, e.g., those funded under HORIZON-CL4-2021-DIGITAL-EMERGING-01-31 and the HE Destination (Digital and emerging technologies for competitiveness and fit for the Green Deal). The main goal it to identify clusters under this call and become an active member to stablish a proactive collaboration in order to create synergies and facilitate knowledge exchange among projects. By collaborating with other projects, new ideas and innovations can be shared, and best practices can be identified and implemented.
- **Linking to Ambassadors:** Linking to other EC projects through ambassadors, who are individuals with expertise in specific areas, can help to create connections between different projects and stakeholders. Ambassadors will act as intermediaries between projects, to facilitate communication and collaboration, and provide valuable insights and advice.
- **Engagement with ICP and other standard working groups:** Ensure compatibility between ICP and other working groups on standards (e.g.,IPC-A-620, IPC-A-610, etc.). Engagement with ICP and other standard working groups is crucial to ensure compatibility between different standards and working groups. By aligning with established standards and working groups, SusFE will ensure interoperability and compatibility with existing technologies, which can enhance their overall impact and adoption.
- **Liaison and clustering workshops:** liaison and clustering workshops can bring together different stakeholders and experts from various fields to discuss common challenges and identify opportunities for collaboration. These workshops will provide a forum for knowledge exchange, networking, and problem-solving, which will ultimately lead to the development of innovative solutions and the creation of new partnerships and collaborations.

In mature phases of the project the following actions are considered and will be explained in more detail in the next version of this deliverable:

- **Workshops:** 4 knowledge exchange workshops will take place around the SusFE concept, focusing on sustainable and cost-effective R2R manufacturing of functional electronics.
- **Open day demo events:** One open day SusFE demo event will be organised for the following target audiences: Municipalities, SMEs, academia, manufacturers, suppliers, distributors, end-users.
- **Training activities and seminars**. The seminars will explain the economic, environmental, social, and technical benefits of SusFE technologies.
- **SusFE conference.** The Conference will make the outcomes of the project visible; TA: academic community, functional electronics industry and other end-user sectors

7.9.1 Consortium events and clustering activities KPIs

Seminars/Training sessions organised: 4 (Y1), 4 (Y2), 4 (Y3)
Experts/social innovators/researchers involved: 10 (Y1), 15 (Y2), 15 (Y3)
Number of local and International Ambassadors: 5 (Y1), 5 (Y2), 5 (Y3)
Workshops implemented: 2 (Y2), 2 (Y3)
Participants in workshops: 100 (Y2), 100 (Y3)
People informed by the info stand & citizens activities: 1500 (Y1), 1500 (Y2), 2000 (Y3)
Participants in each demonstration event: 40 (Y3)
Participants in final project conference: 200 (Y3)
Participants in liaison/clustering workshops: 50 (Y2), 50 (Y3)

8 Conclusions

In conclusion, an effective communication plan is crucial for the success of any innovative project. The dissemination and communication plan developed for SusFE aims to establish clear and effective communication among stakeholders, ensuring that project goals and achievements are shared and understood by all.

By implementing this plan, the SusFE team will be able to increase the visibility and credibility of the project, building a strong brand reputation, and ultimately achieving the goal of creating a sustainable and innovative platform for wearable and diagnostic devices.

Through proactive communication with healthcare professionals, investors, innovative organizations, administration, and the public, SusFE will create synergies, identify new opportunities, and accelerate the development and adoption of new technologies and solutions. Additionally, regular reviews and refinements of the communication plan will ensure that it remains relevant and effective throughout the project's lifespan.