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Executive Summary

This document explains the dissemination plan of the HYDROPTICS project, including detailed description of upcoming actions, the workload of each Partner in the dissemination actions. It describes in details all the dissemination means to be used, the targeted stakeholders, and the special events to participate and organize. Projects website and social media pages are identified as a primary platform for dissemination of the project goals, methodology, and the outcomes, hence, a detailed description of the websites structure is presented. The document attempts to address the following points:

- What is the dissemination strategy for HYDROPTICS?
- What is the dissemination plan of the HYDROPTICS?
- What are the actions to be done for dissemination?
- What are the main dissemination channels?
- Who are the targeted audience for dissemination?
- Updates on dissemination kit
- HYDROPTICS website presentation/description

This document will be a guideline throughout the project lifespan for dissemination activities. The Consortium will follow the strategy of the dissemination defined in this document.

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1. Introduction

Dissemination is a key action towards commercializing the outcomes of the HYDROPTICS project, therefore, we take a serious care to ensure that a clear path and plan is defined for the dissemination action. This document will make a clear vision for the Consortium members on how to execute the dissemination of the project.

Why disseminate: Each action must be justified, and support at least one of the projects strategic objective: positioning the project in the photonics ecosystem, gather developers, communities attention, engaging stakeholders and reaching out to future innovators.

Disseminate How: Outcome-driven, pragmatic and simple approach, utility nature, lightweight on resources.

Disseminate What: Disseminate project goals, scientific outcomes, reusable platform components, standardization propositions, pilot use cases, methodology and impacts, etc.

Disseminate Where: Press releases and newsletters, web portal and social media, conferences and workshops, relationship with other projects, mobilization of local ecosystems, hackathon and developers events (also capitalising on the development of the HYDROPTICS digital twins and process optimisation algorithms, and the open research data), standardization committees.

To Whom: from local ecosystems of the pilot to the global community of researchers and oil industry, but also linked communities and developers and makers communities.

Disseminate When: Starting from day 1 and adapting to the timeline of the project.

This document sums up the dissemination plan and strategy for the project at the point of M6 of the project. It is a living document that can be customized throughout the project, in order to react quickly to situations and to provide the best plan.

2. Dissemination and Communication Strategy

Effective internal and external result communication is an important task for the success of a project. In the case of HYDROPTICS this consideration has been put at a higher level, as it is considered that the creation of a community around the project is one of the vital challenges of the project. The dissemination activities are not just essential to keep project participants and other stakeholders informed of the progress of the project and of any disruptive developments, but they are also necessary to position the project visibly in the dynamic and rapidly evolving nutrition ecosystem, to federate developers' communities around the project outputs, to take into account local ecosystems and stakeholders needs and to reach to the future innovators: i.e. start-ups, SMEs and the research community.

A successful dissemination activity will highly depend on the dissemination channels. We will make an extensive use of traditional (printed dissemination material, scientific publications, attendance to workshops, conferences, trade fairs) as well as online (website, social media, professional blogs, videos) channels.

2.1. Objectives

The main objective of the Dissemination and Communication strategy is to create awareness of HYDROPTICS project at the European level. The project will aim to:

- Create a strong and recognisable HYDROPTICS brand by identifying the key messages to be used in the dissemination materials. Based on the aforementioned, create a professional dissemination and communication toolkit consisting of HYDROPTICS logo, brochures, Banners, Posters, and Templates.
- Identify the map of key stakeholders potentially interested in the outcomes of the project, engage them into the project's activities and keep them updated on the project results.
- Set up a robust and reliable communication and dissemination support structure i.e. visibility, social media, target groups and communication channels.
- Recognize the dissemination opportunities in international events (conferences, workshops etc.)
- Promote HYDROPTICS project group-specific mailing list and newsletters

- Advertise HYDROPTICS technologies through scientific publications, and participation to special events.
- Build partnership through intensive networking with existing and related projects.

This dissemination plan will serve as a handbook for the Consortium and will assist them to perform their dissemination activities.

2.2. Dissemination Plan

The Dissemination of the HYDROPTICS project will be constructed from two parts: Phase1 – Awareness raising and Phase2 – Engagement:

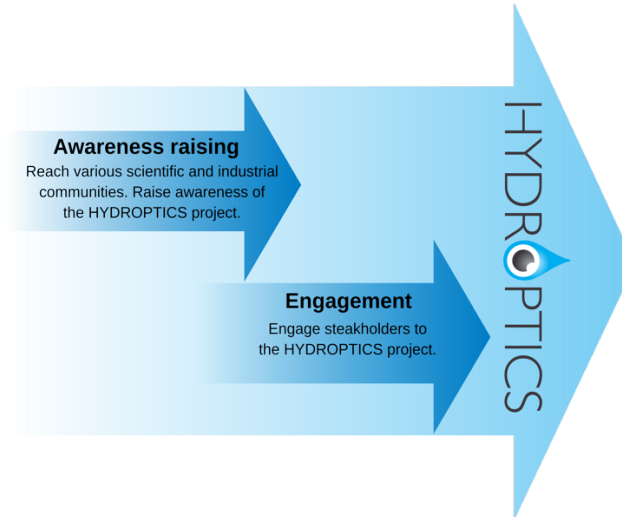


Figure 1: Dissemination plan of the HYDROPTICS project.

2.2.1. Phase1: Awareness raising

In the early stages of the project there will not be significant amount of results and outcomes of the project, hence during this phase the main goal would be to raise awareness to the various scientific, industrial, social communities and other stakeholders. Reaching to these communities is essential not only to provide feedbacks on the project outputs, but also to ensure their sustainability in the exploitation beyond the project lifespan. The project will reach out to various communities, both local and global to attract developers.

The project will also be open for connections with relevant technological domains to enlarge its reach. These connections will be based on the existing connections or memberships of the HYDROPTICS partners. The project will also reach out to international research organization working on photonics and industrial sensing via already established connections and mark of interest in the US (NIST, Industrial Internet Consortium) or in Japan (Japan Innovation Network and established links through EU-Japan projects).

To support these connections, the project will participate in community events, and the entire consortium will be mobilized to activate their existing connections.

This phase will be performed through communication channels such as social media (linkedin, facebook, twitter), the projects official website, and dedicated email lists. We will continuously distribute newsletters about the project ideology, technologies, and goals. Every notable achievement, novelty, will also be advertised through the dissemination channels (with an agreement of the Consortium). We will also be very present at various scientific and other type of events, the projects goals and methodologies will be advertised in those events by distribution of projects brochures/leaflets, and discussions with the community members.

To gather developers communities attention, the project will create the necessary supporting documentations, additional tutorials, etc.

2.2.2. Phase2: Engagement

The second part of the dissemination will involve engaging various stakeholders in the project.

To engage with relevant stakeholders in the pilot case studies (industry), HYDROPTICS will mobilize local ecosystems of the pilot in the definition of their potential business models and up to their set-up and operation. It will establish mechanisms to extend the project pilots with new experiments and technologies. There is already a growing interest of organizations outside the Consortium on the final outcomes of the HYDROPTICS project. This is indicative of the interest that is expected by the wider oil industry as well as by smaller players (SMEs) involved in the oil industry value chain.

To reach future innovators of industrial processes, actions will be undertaken to engage the SME local ecosystems of the project through the “local cluster” partners of the consortium in each pilot site. The local ecosystems will be invited to participate in the project local events (including local plenary meetings, but also dedicated local workshops) to foster mutual exchanges between the project and the ecosystem. They will also be kept regularly informed of the project activities, and invited to contribute to the project events/workshops. This will lead to exchanges and opportunities that are important for the project exploitations as well as for identifying early on rising trends or innovative companies. This first level of local ecosystems will be supported by a second level of related ecosystems in Europe that have already been contacted. This second level will support the project by relaying information on project opportunities, with the objective of having a large reach all across Europe most innovative local photonics ecosystems.

To support the project’s commercialization and market uptake strategy, the project will undertake targeting dissemination activities (in the form of pre-marketing activities) toward industrial cases following their classification according to the project’s maturity model and the customization of related messages/results to be disseminated. Relevant dissemination activities including direct contacts with all relevant stakeholders will be conducted during the project, participation in all high-profile exhibitions, presentations and live demonstrations to industry officials and more.

2.3. Targeted stakeholders

Dissemination is carried out from an early stage of the project and continues while it matures and includes activities related to the target market stakeholders, as well as broader community awareness. We are concentrating on the targeted audience from the following fields:

- Large oil & gas industries
- NGOs promoting sustainability
- Industrial sensor industry
- Tier 1 oil industry device suppliers
- Tier 1 chemical process integrators
- Other chemical industries
- Technology transfer bodies (e.g. EEN)
- Regulatory bodies
- Universities
- Chemical engineers associations / communities
- Ministries of commerce/industry
- Other stakeholders

The targeted stakeholders are:

Table 1: List of Targeted Stakeholders for HYDROPTICS project.

Country	Name of Organization	Abbreviation	Website
Netherlands	SHELL	SHELL	https://www.shell.com/
Germany	Wintershall	Wintershall	https://wintershalldea.com/en

Germany	DEA	DEA	https://wintershaldea.com/en
Spain	CEPSA	CEPSA	https://www.cepasa.com/en
France	Total	Total	https://www.total.com/france
Switzerland	VARO	VARO	https://varoenergy.com/en/
United States	VALERO	VALERO	https://www.valero.com/en-us
United States	ExxonMobile	ExxonMobile	https://corporate.exxonmobil.com/
Canada	Suncor	Suncor	https://www.suncor.com/en-ca
Saudi Arabia	Saudi Aramco	Saudi Aramco	https://www.saudiaramco.com/
United States	Turner Designs	Turner Designs	https://www.turnerdesigns.com/
United States	Baker Hughes	Baker Hughes	https://www.bakerhughes.com/
United States	Nalco Holding Company	Nalco	https://www.ecolab.com/nalco-water
Switzerland	Clariant AG	Clariant	https://www.clariant.com/en/Corporate

Each of the dissemination channels is targeted to a specific audience. The complete matrix of the tools used to reach out to the audience can be found in the Table 2.

Table 2 Matrix of the channels used by the consortium to reach targeted audience

Dissemination tools	Targeted audience			
	End users	Scientist	Engineers	General public
Website	✓	✓	✓	✓
Social media	✓	✓	✓	✓
Publications	✓	✓	✓	
Brochures	✓	✓	✓	✓
Newsletters		✓	✓	✓
Posters		✓	✓	
Press releases	✓			✓
Newspapers and interviews	✓			✓
Related events	✓	✓	✓	
Workshops	✓	✓	✓	

2.4. Targeted activities

Main dissemination tools of the project will include:

- Web portal
 - Updates on the project development on a regular basis
- Social media presence
 - Disseminate the events of the project through social media
- Press and media articles
- Participation in conferences
 - Scientific and industrial
- Documentation of the project outcomes on the web portal
- Tutorials on project outputs

- Local workshops/pilot use cases workshops
- Presentation and Demonstrations to industries and potential customers - Participation in exhibitions
- Linking with (local) integrators of spectroscopic devices & solutions

2.5. Evaluation of the execution of the dissemination strategy

Key performance indicators (KPIs) are defined in order to monitor the execution of the dissemination activities. The Consortium will constantly monitor and target the fulfillment of the KPIs. The KPIs can be found in the Table 3, this table represents the KPIs for the entire lifespan of the project.

Table 3 Key performance indicators (KPI) for dissemination of the HYDROPTICS project

Metric	Target
Number of views of the HYDROPTICS website	10,000
Published articles in technical papers, magazines, newspapers	6
Presentation in scientific conferences, trade fairs, exhibitions	4
Publications on open access scientific journals	6
Project website leaflet and/or poster downloads	200
Number of views of video	1000
Social media posts	50

3. Dissemination procedures

Prior to executing any dissemination activity, the corresponding partner should submit the dissemination activity following this procedure:

1. Fill in the template for the dissemination activity (see Fig. 1) 21 days prior to the deadline
2. Inform the Management Support Team (MST) on the planned activity) 21 days prior to the deadline
3. Submit all the material related of the Dissemination to the MST 21 days prior to the deadline
4. 14 days prior to the deadline the MST shall inform the first draft decision on the dissemination.
5. In case of an issue, the relevant Partner shall conduct multiple meetings with the MST and related Partners to resolve the issue
6. After confirmation, the dissemination is possible

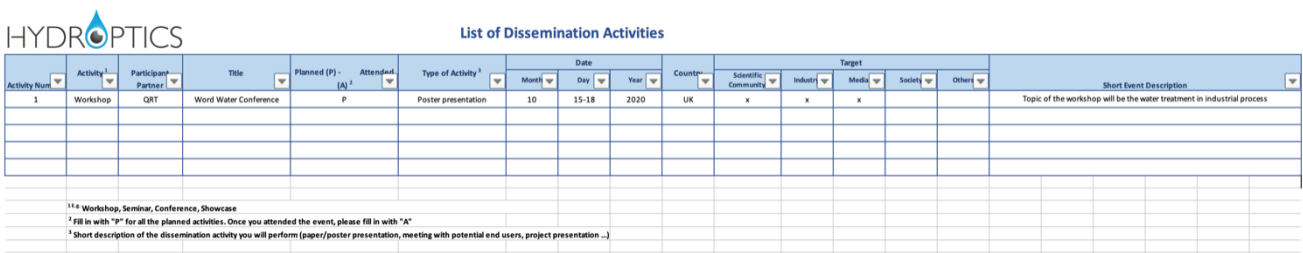


Fig. 1: Template for the dissemination activity list

MST consists of the Coordinator (ALPES), Technical Manager (TUW), and Innovation Manager (QRT) of the project. A dedicated excel file has been created by the Innovation Management team (QRT), in order to efficiently keep track on all the dissemination activities of the project.

In case of issues rising due to the dissemination If after multiple discussions no amicable solution is found, a steering committee shall chair a meeting and the question should be resolved by a votation. Each Party shall have a right on a single vote, the majority of votes shall decide the outcome.

The list of the dissemination file shall be stored on the shared platform, and the Partners shall have access to it.

4. Project identity

4.1. Brochure update

Since M3 of the project the brochure has been modified due to various comments and suggestions for the Consortium members. The new version of the brochure can be found in the figure below:



Fig. 2 Updated version of the Brochure

4.2. Banner

A dedicated banner has been created to be used in all the events either related to the project, or where HYDR**OPTICS** will participate. The banner represents the projects identity, the main goals, methodology, and it expresses the multidimensional expertise of the Consortium in oil refinery, oil detection, data fusion, as well as laser development and spectroscopy. Four initial iterations of the banner can be found in the Fig. 3, the final banner will be decided at M10 of the project.



Fig. 3: Banner versions of the HYDROPTICS project

5. Website

The HYDROPTICS website is accessible at <http://hydroptics.eu/>. The HYDROPTICS website will become a single gateway to access available results for people seeking information.

The website is a major dissemination channel for end users, scientists, engineers and the general public. It will be regularly updated with project news and achievements. It is also the area where any person interested in the project can download documents about the project, such as public deliverables, presentations and any other available dissemination material.

The website contains information on project objectives, significant achievements, project events, technology news, consortium members, etc. The website will be systematically updated during the project's lifespan.

At the top of the page (header) the HYDROPTICS logo and the navigation menu can be found (See Fig. 4).

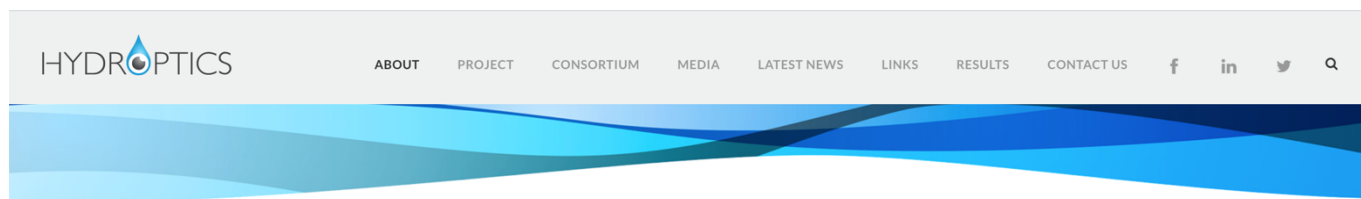


Fig. 4 Header of the HYDROPTICS website

The navigation menu contains the following buttons:

- About
- Project
 - Concept
 - Impact
 - Objectives
 - Methodology
- Consortium
- Media

- Latest News
- Links
- Result
- Contact us

About: The main page of the website contains a short description of the HYDROPTICS project, the section below is the Latest News/events section, followed by Videos and Consortium sections.

Project: The project menu has 4 submenus named Concept, Impact, Objectives, Methodology. The Concept section describes the general concept of the project, the Impact section describes the technological and environmental impact of the project, Objectives section lists the main objectives of the project, and finally Methodology describes the general work structure of the project with a graphical representation of it.

Consortium: The menu where the list of the Consortium members is presented.

Media: The Media menu contains all the information related to the media, it has subsections events, and press releases. Events section contains all the information on the past, present and upcoming events of the project, press releases section presents all the press releases related to the project. It also has a submenu Download that is related to all the communication kits. It contains the projects logo, brochures, banners and can be freely downloaded.

Latest News/Events: Contains all the latest information on the project (latest results, events, press releases etc)

Links: Contains a list of all the related projects with their short descriptions.

Results: Contains all the results of the project that can be publicly shared, including all the public deliverables available for downloading, all the scientific publications available online free of charge.

Contact us: General contact information of the projects Coordination team.

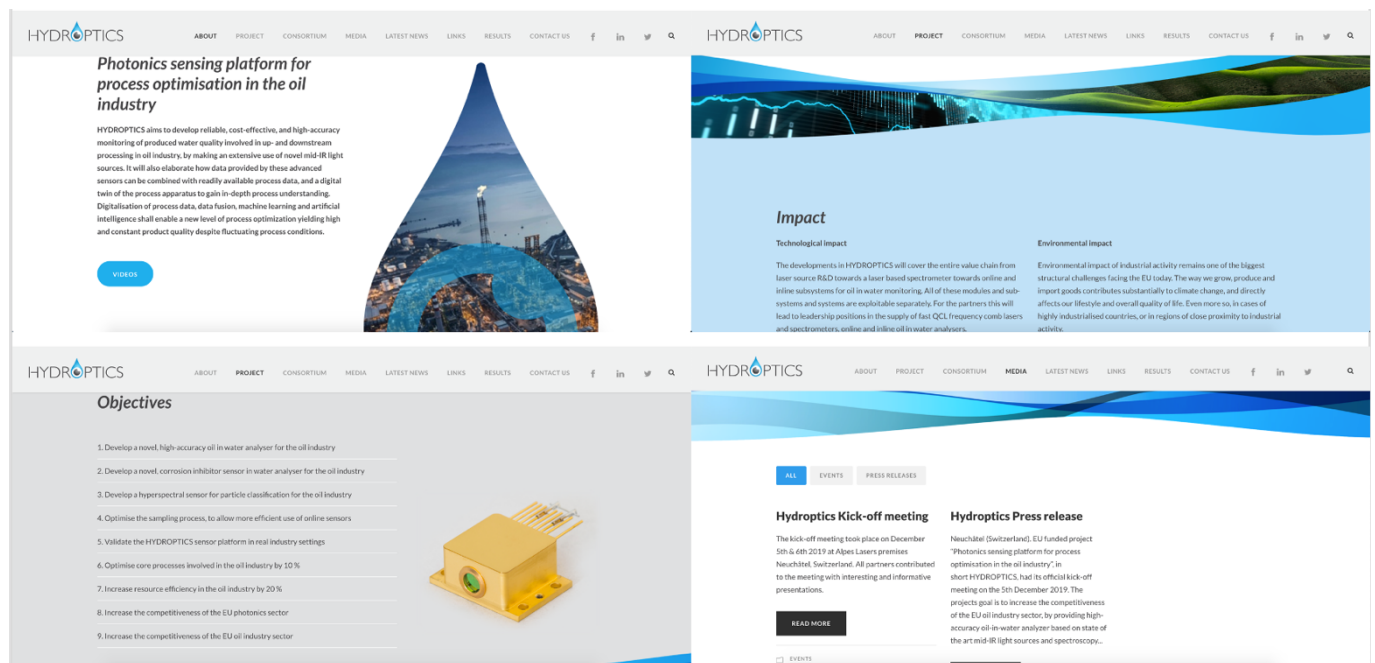


Fig. 5 Pages of the HYDROPTICS website

At the bottom of the page a footer is displayed. The footer is present on each page of the website and acknowledges the EC funding the HYDROPTICS project receives.



Fig. 6 Footer of the HYDROPTICS website.

Conclusions

This deliverable sums up the Dissemination activities done so far, and depicts a detailed dissemination strategy and plan for the lifespan of the project. It summarizes the activities to be done for the dissemination, the main dissemination channels such as social media and an official webpage. The document also contains the general information on the list of communities the dissemination should be focusing, a list of targeted stakeholders, and the defined KPIs of the project. The projects official webpage is presented, with description of various aspects of it. It is the very first version of the webpage, as the project progresses modifications will be made. There is a dedicated page for the news of the project, we will post every event, outcomes, results, news, of the project. This page will be updated on a regular basis.

There is a separate page devoted to results of the project where we will post all the scientific publications to be downloaded at no extra cost, as well as all the public deliverables of the project.