

SIMPLI-DEMO

DEMONSTRATION OF SONICATION & MICROWAVE
PROCESSING OF ESSENTIAL CHEMICALS

D6.2 Communication and Dissemination Strategy

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Table of contents

Index of Tables	5
Table of Figures	5
1. Executive Summary	6
2. Introduction.....	7
2.1. Report Overview.....	7
2.2. Structure of the document.....	7
3. Dissemination and Communication Plan Outline	8
3.1. Dissemination and Communication Plan updates	8
3.2. Dissemination and Communication Roadmap update	9
4. Dissemination objectives and overall strategy	11
4.1. Responsibilities.....	11
4.2. Target Audiences.....	12
4.3. Dissemination & Communication objectives	13
5. Methodology	16
5.1. Information to be disseminated.....	16
5.1.1. Project website updates.....	16
5.1.2. Social Network Accounts engagement	18
5.1.3. Production of dissemination material and its impact.....	19
5.1.4. Production and dissemination of scientific publications	25
5.1.5. Internal communication tools.....	26
5.2. Dissemination and communication activities	26
5.2.1. Networking with relevant communities	26
5.2.2. Networking with other relevant projects.....	27
5.2.3. Participation in major events and conferences	27
6. Publication procedure	28
7. Obligations for EU visibility	29

Index of Tables

Table 1: Dissemination and Communication plan overview

Table 2: Dissemination and Communication Activities Roadmap

Table 3: Targeted audiences, associated tools and messages

Table of Figures

Figure 1: SIMPLI-DEMO website map

Figure 2: SIMPLI-DEMO LinkedIn Account

Figure 3: SIMPLI-DEMO Twitter Account

Figure 4: SIMPLI-DEMO key logo

Figure 5: Startpage of the generic project presentation

Figure 6: Startpage of the presentation template

Figure 7: Title page of the word template

Figure 8: SIMPLI-DEMO project flyer

Figure 9: B2DROP folder for internal communication

Figure 9: Acknowledgement of EU funding

1. Executive Summary

This document is the initial plan for communication and dissemination of the SIMPLI-DEMO project and includes the main activities that will be executed in WP6 – Task 7.1 Communication and dissemination during the entire duration of the project. The deliverable is intended to be a living document which can be evaluated and adapted accordingly during the lifetime of the project.

The document sets the strategic framework for communication and dissemination of the project results and will be available to all project partners. Thus, this deliverable is to serve as a guide for the consortium partners to remind their responsibilities and on how to promote the project by using the adequate promotion tools and dissemination channels. The aim of the Communication and Dissemination Plan is to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe.

The communication and dissemination strategy defines clear and coherent messages tailored to the various target groups identified in the strategy. Therefore, the diversity of these actors is reflected as well as the EU policy obligations such as Open Access, Public Engagement and Gender.

The content includes (1.) an overview of communication channels (such as the project website, flyer, social media etc.), (2.) presents the project's communication and dissemination methodology to reach out to relevant target groups and (3.) lines out the monitoring activities through which the achievement of the project objectives will be ensured.

2. Introduction

2.1. Report Overview

This report presents the unified strategy for all SIMPLI-DEMO communication and dissemination activities conducted during the project period and beyond. The aim of the Communication and Dissemination Plan is to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe. The plan is an integral part of the Work Package 6 (WP6) for impact through communication, dissemination, standardization and exploitation.

The paper is intended as a guide for the 13 consortium partners of the research project. SIMPLI-DEMO promises new innovations for process technology in the European process industry. These can have a significant impact on the capacity of the specialty chemicals and pharmaceuticals industries to produce materials and chemicals in a sustainable and competitive way. All partners have a great interest in a continuous dissemination of the project progress, so a significant emphasis will be put on tapping into the networks and communication channels that all project partners already have, through their membership base, newsletters, social media reach, etc. This deliverable provides more detailed and up-to-date information about how the partners are planning to achieve the defined dissemination goals.

The **objective** of the dissemination activities is twofold:

- To promote the scientific approach, progress, and results of the project in the relevant communities;
- To maximise the impact of the findings of the project, respecting the confidentiality rules for the sake of the exploitation.

2.2. Structure of the document

The core of the deliverable is a structured walk-through of the dissemination and communication strategy. The dissemination strategy is defined for both Scientific and Commercial community. In this context, on the one hand, communication activities are created, which are aimed at rising cross-sectoral awareness for the intentions, goals and impacts of SIMPLI-DEMO. On the other hand, dissemination activities are addressed, which aim at the benefit of the project results for industry, academia and relevant stakeholders and decision makers, both in countries where the consortium partners are operating and on the European level.

The paper is divided into four main parts. The first step is to determine how the strategy can be embedded in the project and how it remains adaptable during the project. In a second step, the objectives of the of the communication strategy are presented by discussing the distribution of responsibilities within the team and the groups of addressees to be addressed. The third

step is to describe the methodology, which includes the concrete tools and activities. In a fourth step, the monitoring of the dissemination work is described in order to enable the success and the reporting of the project progress.

This strategy will be monitored, updated and reported upon during the course of the project. This monitoring will be based on indicators and the expected impact in the Description of Action. It describes the essential objectives of the project, and details the target groups of the project, our external partners with whom we can cooperate, what content will be disseminated to the relevant target groups, when this should take place and what medium can be used to achieve this.

3. Dissemination and Communication Plan Outline

3.1. Dissemination and Communication Plan updates

The SIMPLI-DEMO Dissemination and Communication Plan is scheduled to be executed in 3 phases as outlined in Table 1.

Phase	Description of the action	Duration
Phase I Raise Awareness	Dissemination of the project's purpose, updates on the solution and its elements delivering tangible results, in order to create awareness about its objectives and engaging external stakeholders.	M1-M42
Phase II Diffuse Knowledge	<p>Dissemination of the results that are produced in the project, either in the form of demos or in white papers or presentations, Conference and journal papers, which cover both theory and practical advice.</p> <p>Feedback to end-user related needs: Members of the Industrial Stakeholder Panel (ISP) and Symposium attendees participate directly in development of new knowledge or innovation</p> <p>These communication activities accompany the research/development phase in SIMPLI-DEMO, which deals both with the Development of validated continuous technologies (REX and COBR) in WP 1 and 2 and with the parametric validation of modular concepts in WP 3.</p>	M1-M36

Phase III Intensify/ Amplify Communi- cation	Dissemination of SIMPLI-DEMO's final results and recommendations following up the evaluation results as well as the exploitation and sustainability plan. These communication activities accompany the development phase in SIMPLI-DEMO, which aims to demonstrate REX and COBR on TRL 7 .	M36-M48
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Table 1: Dissemination and Communication plan overview

The plan is not to be understood as a strict grid, by which the individual communication channels and tools are limited, but is to be seen as an orientation guide. On the basis of the plan, the communication activities may need to be adapted in the course of the scientific-technical concretization of the project.

The phases therefore overlap and can be flexibly adapted. Phase I could actually last throughout the whole project duration, since there will always be opportunities for engaging with someone who hasn't heard about our research before, providing an opportunity to extend awareness.

The transition from Phase II to Phase III will depend in particular on the progress of the project results. Thus, communication of the results - on the way to demonstrating validated continuous technologies - will depend in particular on the possibilities to share the results produced by the project in conferences and journals until the end of the project and in combination with raised efforts for Intensified Communication to achieve the desired results.

3.2. Dissemination and Communication Roadmap update

At the time of writing, the dissemination and communication activities are in their testing phase and therefore need to remain flexible and adaptable in order to make the best use of the „Raise Awareness“ phase to present the project in a consistent manner and thus address the intended target groups.

Communication tools and instruments were set up with reference to the project's web presence. These include in particular the project website, the Twitter account and the LinkedIn account.

Event-based presence is constantly strengthened with the attendance of the SIMPLI-DEMO partners in events and conferences (Table 2 - Dissemination and Communication Activities Roadmap). Complementary to the above, dissemination material including a project factsheet, presentations have already been developed and exploited via the internal platform B2DROP and the project website (<https://simpli-demo.eu/ressources/>).

The blogs and news feed on the website are kept up to date throughout the course of the project and adapted in particular according to the interests of external stakeholders.

For this purpose, among other things, a glossary with technical and procedural terms is planned in order to establish a common language with all stakeholders.

Table 2 outlines the key actions of the dissemination and communication plan as they have been planned initially. As this report is intended to be an evolving guide for the partners in SIMPLI-DEMO, this compilation will be updated on an ongoing basis.

Activity	Remark	Contributors
Project website (simpli-demo.eu)	Initial version online	TUDO
	Updated versions	TUDO, All
Dissemination Material	Logo, Templates, Flyer/Poster, Project presentations, News on the website and social media, Video, additional merchandise on demand, e.g.sticker to brand project-related lab equipment	TUDO
	Updated versions to be released, perhaps also policy briefs (depending on the potential and industrial/political carrying range of the results)	TUDO, All
Regular Newsletter	Dissemination and infotainment content with biannual updates	KUL, TUDO
Workshops with the Industrial Stakeholder Panel (ISP)	Analysis of the methodology and project results for the SIMPLI-DEMO end users, aiming at stakeholders' engagement and consensus building	ARI, TUDO
Publications	Publication of project-relevant results	KUL, TUDO, NTUA, FHG, HWU
Open Access activities	Flyer/Poster, Project presentations, Workshops/Stakeholder events, Public deliverable preview, publication shared in zenodo and indexed in OpenAIRE, project reports, perhaps Policy briefs	All
Conferences and Events	Some of the conferences or events where results will be presented include: <ul style="list-style-type: none"> • European Process Intensification Conference (EPIC) (2023 in Warsaw, 2025) • European Sonochemistry Society (ESS) Conference (2024 in Leuven, 2026) • International Conference of Microwave and High-Frequency Applications (AMPERE) (2023 in Cardiff, 2025) 	All

Internal dissemination with the partners' organization	Establishment of an open dialogue with the institutional environment of the project partners involved in SIMPLI-DEMO. In particular, the internal representatives of the various partner institutions (especially the end-users involved in the project) are to be integrated into the project activities through the Industrial Stakeholder Panel.	TUDO, GEH, MGR, COAT, ARK
Collaboration with other EU-projects and initiatives	As SIMPLI-DEMO does not have any sister projects within the funding call A DIGITISED, RESOURCE-EFFICIENT AND RESILIENT INDUSTRY 2021 (HORIZON-CL4-2021-RESILIENCE-01), a continuous monitoring of the EU project landscape in the industrial sector will be important. This could lead to cooperation with future EU projects, for example in the context of the workshops of the Industrial Stakeholder Panel. Furthermore, the participation in the Horizon Results Booster will guarantee wide dissemination of the results in EUs scientific and innovative business cases.	

Table 2: Dissemination and Communication Activities Roadmap

4. Dissemination objectives and overall strategy

4.1. Responsibilities

In order to ensure and to cross check the performance of the dissemination activities against the strategic goals, it is necessary to nominate the responsible partners, to follow up the implementations of activities and to control the process. At the content level, key messages for each target group should be clearly drawn, informational vectors defined and events planning developed.

The plans, the roles, and the responsibilities of the partners for the project branding, awareness raising and dissemination activities are in principle defined in work package 6 (WP6). The leader is TUDO, closely cooperating with the coordinator and responsible for

- the creation of a visual identity of SIMPLI-DEMO as well as necessary templates;
- the creation of the regular Newsletter in cooperation with the KUL, as far as enough interested parties/registrations are received;
- the provision of promotional material (flyer, generic project presentation, etc.);
- the set-up and regular update of the website and social media accounts.

Furthermore in TUDO's responsibility is

- monitoring the communications and dissemination activities;
- inciting partners to provide dissemination input for the update of the website;
- organization of and communication with the Industrial Stakeholder Panel;
- keeping up to date on possible partner projects and arrange cooperation meetings with them

TUDO and the coordinator will be supported by all partners being involved in the communication and dissemination activities by providing information and giving feedback, such as

- presenting the project and its results in front of various audiences;
- issuing publications (ensuring open access);
- report on their dissemination and communication activities on a regular basis;
- contribute news on important project achievements, participation in conferences and/or activities, to be posted on the website or in social media;
- disseminate the project outcomes through their own channels and networks.

Using the promotional material produced at the beginning of the project, all partners are in charge of disseminating the project locally in their countries – but also on a worldwide level - via their networks.

4.2. Target Audiences

The overall aim of the dissemination strategy is to provide the various target groups with high-quality information about the SIMPLI-DEMO project, ensuring maximum impact of the project during the project lifetime and sustainable benefits after the project is ended.

Efficient dissemination should therefore increase the public awareness about the project deliverables and results, promote the underlying service, and provide the audience with accurate and reliable information. Therefore, simplicity and consistency are essential to ensure that the target audiences understand and retain the information. The following target audiences have already been identified to be of particular importance for the success of the project:

- **Consortium partners in SIMPLI-DEMO:** The communication activities are not only directed to the outside, but also relate to the consortium partners, in order to increase interest and contribution in project activities and project achievements and to stimulate the exploitation of results within the companies of the industrial project partners.
- **Scientific communities:** To achieve recognition for the scientific approach, the project progress and its results, it is crucial to take into account the technical expert community that is thematically related to the research area but has no affiliation with the consortium

partners. This serves to encourage a further development of the project outcomes and finally to encourage further research collaboration.

- **Other projects and clusters in Horizon Europe:** The exchange with thematically affiliated EU projects is, as for many other projects, an important process to gain recognition for SIMPLI-DEMO and its results as well as to pave the way for further collaboration. At the time of writing, there are no sister projects of SIMPLI-DEMO. However, the EC as well as the project partners believe to benefit from an exchange, which is why the combination of different projects into one call is looked forward to. In terms of clustering opportunities, we will provide liaison with other industrial research projects funded by the EU. TUDO will stay informed about possible links to other EU projects and will stay in contact with the project officer of SIMPLI-DEMO.
- **Potential industrial, end users and service users:** In line with the application-oriented approach of the innovation activities in SIMPLI-DEMO, we want to promote a close exchange with the end users of the expected results. Therefore, it is important to engage external industrial actors in project activities. It is intended to use them as multiplier to inform on the developments of the project achievements.
- **Industrial Stakeholder Panel (ISP):** The ISP represents the possibility to include industrial representatives of the relevant sectors in the innovation activity and to involve them in the technical-scientific progress. The selected high-level representatives of the potential end-user companies will be consulted about the results of the project.
- **General public:** The general public should be included in the project results and their ecological and economic impact (e.g. regarding improvements in both energy and resources efficiency as well as the decrease in CO₂).

4.3. Dissemination & Communication objectives

The SIMPLI-DEMO dissemination strategy focuses on the following objectives:

- To promote and raise awareness about the project's contents, developments and results;
- To look for cooperation with decision making bodies and organizations identifying specific channels for dissemination and communication;
- To create a core group of stakeholders interested to benefit from the SIMPLI-DEMO results, thus encouraging interactions and networking;
- To successfully achieve engagement with appropriate decision-makers to achieve their sustainable promotion and support;

- To maximise the impact of the project;
- To harmonize the dissemination activities of the partners for a more efficient and effective communication. To coordinate all levels and types of dissemination of the knowledge produced by the project;
- To plan specific activities for dissemination during and after the project lifetime.

Dissemination and communication objectives have to be clear and put in relation to the audience, i.e. the specific target groups we want to reach. Figure 1 below presents the tools and messages most relevant for the different targeted audiences.

Target audience	Messages	Communication tools
Consortium partners	<ul style="list-style-type: none"> • Increase interest and contribution in project activities and project achievements • Stimulate the exploitation of results within the companies of the industrial project partners 	<ul style="list-style-type: none"> • Regular meetings (consortium meetings, teleconferencing, Zoom-Meetings etc.) and communication (Sharing documents, advises etc.) • Administrative assistance in all matters on the part of the SIMPLI-DEMO management at TUDO.
Scientific communities	<ul style="list-style-type: none"> • Enhance project's visibility through promotion throughout their contact network. • Enhance and stimulate further R&I activities. 	<ul style="list-style-type: none"> • Project website, newsletter, social media • Relevant scientific conferences • Journal publications • Project generic presentation and flyer
Future EU-funded projects	<ul style="list-style-type: none"> • Gain recognition for SIMPLI-DEMO and the results • Pave the way for further collaboration 	<ul style="list-style-type: none"> • Project website, newsletter, social media • Project flyer • Project generic presentation and flyer • Collaborative workshop • Horizon Results Booster
Potential industrial end users	<ul style="list-style-type: none"> • Inform about project achievements and outcomes • Compare the project results to existing methodologies currently used by this target group 	<ul style="list-style-type: none"> • Project website, newsletter, social media • Project flyer • Selected case-studies

Industrial stakeholder	<ul style="list-style-type: none"> • Gather feedback on their needs and visions • Gain feedback on project achievements 	<ul style="list-style-type: none"> • Industrial stakeholder panel meetings (approx. 3 workshops during project lifetime) • Project website, newsletter, social media
General public	<ul style="list-style-type: none"> • Raise awareness about the new technologies and relevance for the general public and environment. 	<ul style="list-style-type: none"> • Project website, social media, project video • Project appearances in newspapers, magazines.

Table 3: Targeted audiences, associated tools and messages

With respect to the objectives, the information and awareness-raising campaign will last during the whole project life cycle, according to the three phases of (1.) raising awareness for the goals of the project, (2.) sharing first results and developments, (3.) sharing concrete results and extending communication.

It will start with the elaboration of the project branding, materials and tools for dissemination: the SIMPLI-DEMO visual design and the project web site. As soon as the promotion materials and tools are finalised, the dissemination activities will be brought to a higher level. A number of important dissemination activities are planned (contribution to newsletters, press releases, scientific publications, participation in events, a project video ...).

In order for the project to be successful, it is vital that the results achieved, the methodology developed and the studies carried out by the consortium partners are promoted in the communities that are relevant for the project, reaching Research Communities and Industrial End-users but also the General Public.

The communication approach we propose shall reflect and amplify interdisciplinary collaboration on new methods for the distributed management of large systems. Therefore, the expected outcomes are as follows:

- Constructive dialogue with relevant research communities and industrial stakeholders;
- Target audiences have been informed and the progress of the research consortium has been disseminated.

5. Methodology

5.1. Information to be disseminated

5.1.1. Project website updates

A website has been developed for the SIMPLIFY project to serve as the main dissemination platform for interested stakeholders (<https://simpli-demo.eu/>).

SIMPLI-DEMO D6.1, which was launched on January 31, 2023 in full operation, fully describes the design and development of the project's website.

The website (Figure 1) offers a general overview of the project and also the possibility to access the detailed information on:

- The project (general presentation, work plan and objectives and organizational structure);
- The consortium (with the description of all the project partners);
- The project outcomes and materials (public deliverables, scientific publications, promotion materials);
- The project updates (news on the project, events and meeting where the project is involved, tools for dissemination activities, etc.);
- The website also includes links to the social media pages opened on the main digital platforms (LinkedIn and Twitter).

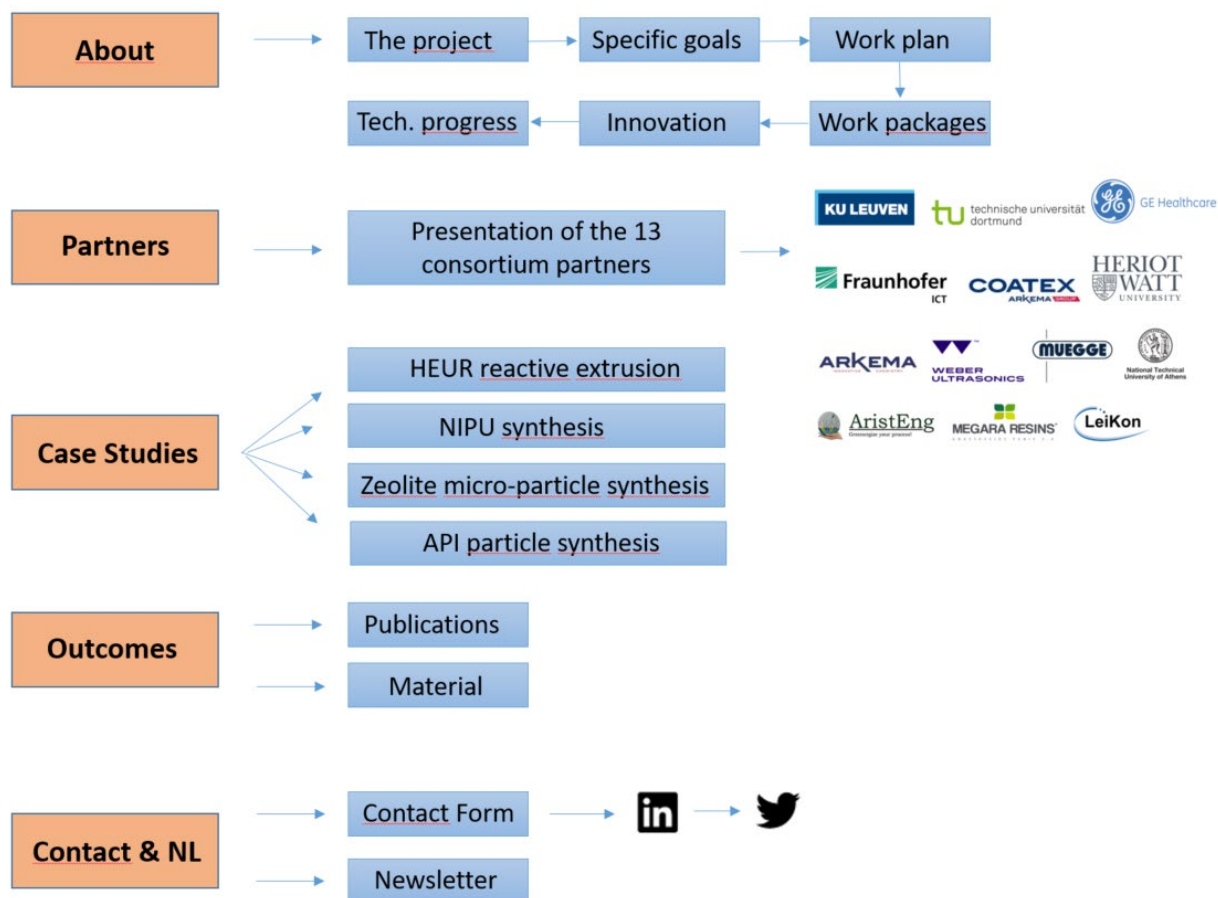


Figure 1: SIMPLI-DEMO website map

The website will be regularly updated all along the project lifetime with the latest results and findings.

The project website targets all relevant audiences of the project (research communities, industrial end-users and general public). Apart from the general information, more advanced users will find regular news of the project and access to the publications, deliverables and events online. They will also be informed about the opportunity to sign for the SIMPLI-DEMO regular newsletter.

The promotion of the project will also be done through other relevant web portals in order to create synergy effects. The websites of the consortium partner's affiliates will be particularly relevant, as will the websites of other EU projects and research institutions.

5.1.2. Social Network Accounts engagement

At the beginning of the project, two social media accounts were created for the enhancement of the SIMPLI-DEMO web-based presence. A Twitter account since M3 and a LinkedIn profile⁸ since M2 have been launched in order to complement the website and expand the reached targeted audiences. Dissemination material and activities are communicated via these platforms regularly with updates and posts. Social media presence will not only enhance public awareness of the project on the web, but it will also facilitate the creation of an active SIMPLI-DEMO community.

Over the course of the project, it will be important to monitor how high engagement is both on the website and social media channels. The engagement can be measured via the content management system Wordpress, which is used to design the website and which is hosted by TU Dortmund University. Also Twitter and LinkedIn offer the possibility to monitor the social network accounts engagement. The engagement rate will be the number of times a tweet was loaded into someone's feed, divided by the number of engagements that tweet received. An analysis of traffic on the website and engagement on Twitter and LinkedIn will be woven into the ongoing revision of the Communication and Dissemination Strategy.

The social media channels complement the SIMPLI-DEMO web presence. The information on news and project developments made available via the website will constitute the essential material for the central platforms LinkedIn and Twitter. In particular, LinkedIn offers the possibility to bind a professional clientele to SIMPLI-DEMO. In addition to the participants in the project, this can be other employees of the partner institutions and their institutional networks. The start page of the LinkedIn account introduces information about the project (siehe Figure 2).



Figure 2: SIMPLI-DEMO LinkedIn Account

The Twitter account is also intended to provide information on project news through its short message function. Since researchers from all research areas have increasingly used Twitter in recent years to draw attention to their publications and conferences, the tweets on project progress can also be used to promote scientific dissemination and to establish contact with a broader professional community. At the same time, this context offers the opportunity to promote the scientific work of SIMPLI-DEMO partners, for example by linking accounts of SIMPLI-DEMO participants at Research Gate or the websites of their respective affiliations.



Figure 3: SIMPLI-DEMO Twitter Account

5.1.3. Production of dissemination material and its impact

From the beginning of the project, dissemination material is characterised by a common look and feel, since certain templates are being followed in order to avoid confusion and facilitate public engagement and awareness with SIMPLI-DEMO at various communication channels.

Drivers for engagement and for raising awareness, materials such as our flyer/factsheet (Figure 8) provides an overview of the project and will be used both in its digital form (social media and when attending virtual events) and in a printed form as a poster for various event.

Logo and corporate design

For ease of identification, the project has adopted a logo and guidelines for its use. The **SIMPLI-DEMO logo** (Figure 4) has been designed in order to make the project easily recognizable and represents the stable visual element for project presentation and promotion. The project logo has been designed by a professional designer and consulted and agreed about with the consortium partners. The logo design was inspired by the key issues facing the project (e.g. microwave, ultrasound, chemical industry, sustainability).



Figure 4: SIMPLI-DEMO key logo

Templates

For the communication and dissemination activities of the project, a standardized project presentation should be made possible. This is essential in order to uniformly reach the target groups to be addressed and to communicate the messages to be conveyed by the communication activities in a uniform and consistent manner.

For this purpose, a **generic SIMPLI DEMO presentation** was created and made accessible in M3. It is a 10-20 minute presentation with 17 slides showing the outline of the project. It is intended to be used both for short educational presentations and as a modifiable basis for presentations tailored to specific audiences.

The project presentations serve a uniform presentation of the project and are adapted in the course of the project progress. In this way, different workshops, conferences or online meetings can be provided with a uniform project input.

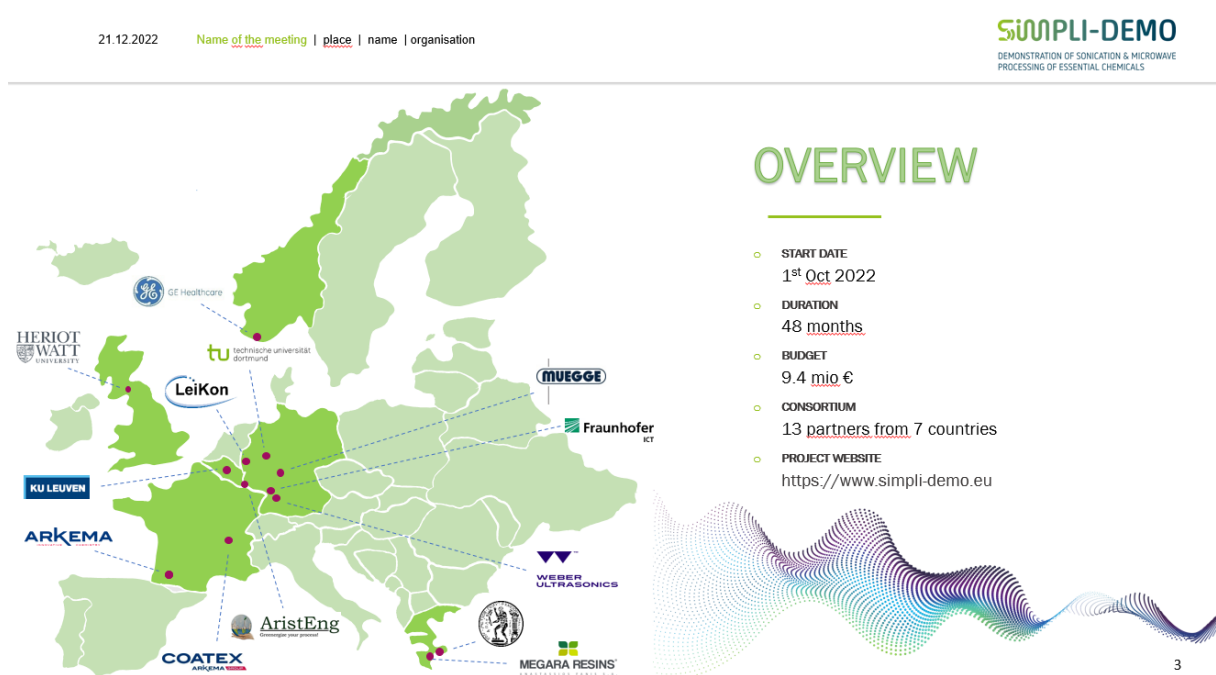


Figure 5: Startpage of the generic project presentation

Furthermore, a **presentation template** has been designed (Figure 6) in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications. This template is intended to be used in both internal project meetings as well as for the promotion of project results outside the consortium e.g. on relevant conferences.



Figure 6: Startpage of the presentation template

D6.2

Communication and dissemination strategy

In addition, a word template was professionally developed and finalised in M4 and made available to the partners. This template enables a uniform structure for the creation of project-relevant documents. It contains a title page with a central design based on the project logo. In addition, there is a table of contents and uniformly structured chapter headings and sub-headings. Among other things, the deliverables are created and made accessible under this uniform document structure.

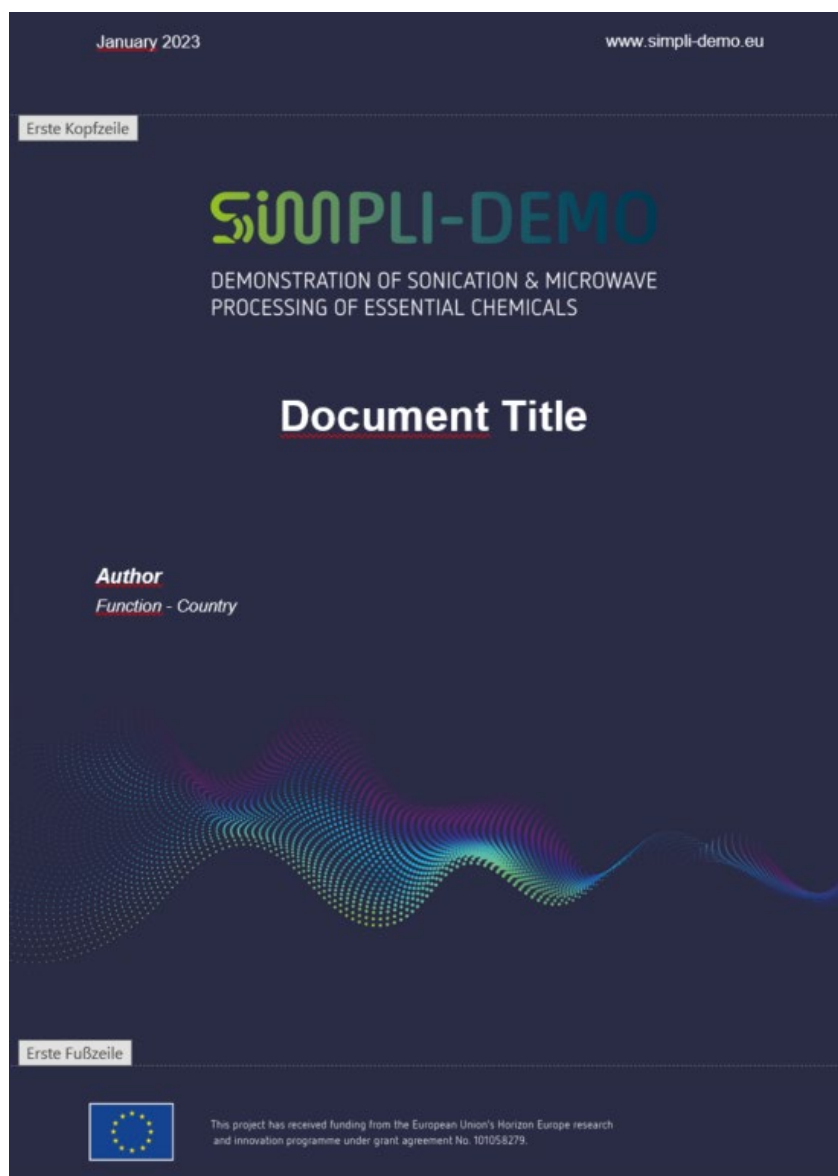


Figure 7: Title page of the word template

Flyer and Factsheets

Based on the project' branding elements, the **SIMPLI-DEMO flyer** (Figure 8) has been designed and made available to the partners. A **SIMPLI-DEMO poster**, which is based on the contents of the flyer, is in development. Their function is to present the project; they contain a general introduction to the project including project objectives and an overview of the consortium. They may be updated later when the project has advanced and the partners decide to include some project results.

SIMPLI-DEMO IMPACTS

THE TECHNOLOGIES DEVELOPED IN SIMPLI-DEMO HAVE IMPACT ON THREE LEVELS:

- The end-user cases that serve as representatives of major classes of processes in the speciality chemicals industry
- The speciality sector in the chemical industry
- The chemical industry at large

THE SPECIALTY CHEMICALS SECTOR:

- covers areas such as paints and inks, crop protection, dyes and pigments
- is the most heterogeneous group of all chemical sectors with regard to products, applications, production processes, HSE requirements and business structure
- offers chemical products which provide a wide variety of effects on which many other industry sectors rely

EXPECTED BENEFITS:

-  30 TO 80% ENERGY SAVINGS
-  40 TO 70% RESOURCE EFFICIENCY
-  UP TO 60% REDUCTION IN CO₂ EMISSION
-  20 TO 45% SAVINGS IN CAPEX
-  45 TO 55% SAVINGS IN OPEX

SIMPLI-DEMO PARTNERS

END-USER CHEMICAL COMPANIES
 Coatex SAS, France
 Arkema France, France
 GE Healthcare, Norway
 Megara Resins, Greece

TECHNOLOGY SUPPLIERS
 Weber Ultrasonics AG, Germany
 Muegge GmbH, Germany

UNIVERSITIES AND RESEARCH INSTITUTIONS
 KU Leuven, Belgium
 National Technical University of Athens, Greece
 TU Dortmund University, Germany
 Fraunhofer Institute for Chemical Technology, Germany
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SONICATION AND MICROWAVE PROCESSING OF MATERIAL FEEDSTOCK


START DATE:
1st OCT 2022


DURATION:
48 MONTHS


BUDGET:
9.4 MILLION €

Coordinator
 Prof. Tom Van Gerven
tom.vangerven@kuleuven.be

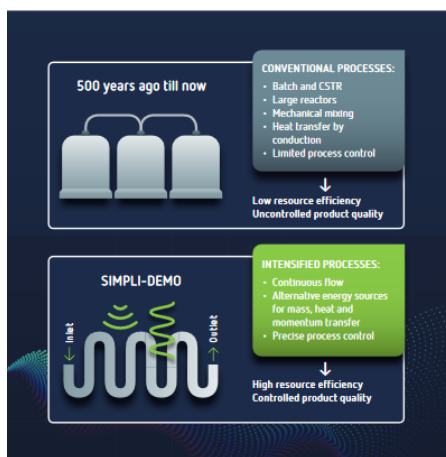
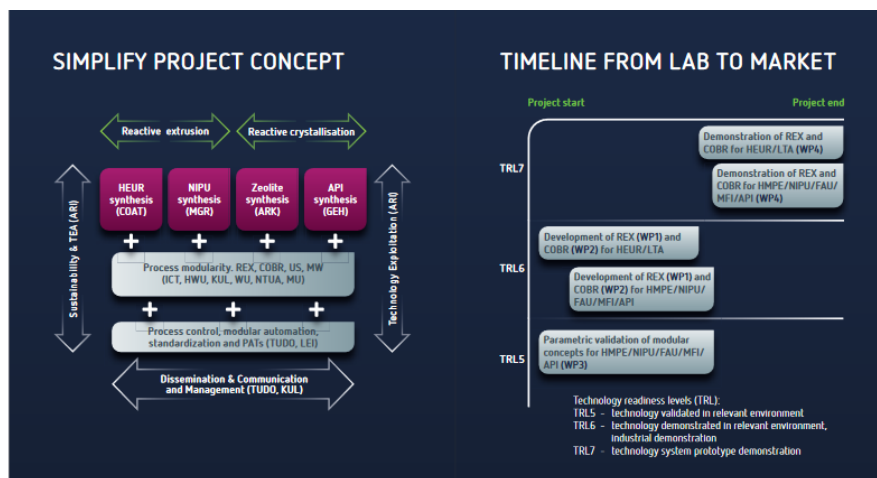
Management
simpli-demo.pdm@tu-dortmund.de

www.simpli-demo.eu 

Figure 8.1: SIMPLI-DEMO project flyer

OBJECTIVES

- optimize and validate continuous multiphase reactions that involve solids or viscous phases in modular process equipment, based on prior validation in the lab
- design, validate and demonstrate pilot-scale intensified reactors that efficiently integrate modular flow technology
- develop and implement efficient process control and innovative automation strategies for modular, flexible continuous plants with actuation by alternative energy inputs
- assess the sustainability and techno-economics of the intensified processes compared to current industrial practice
- evaluate the potential adaptability, exploitation and multiplication of the developed technologies in other industrial processes and sectors



CASE STUDIES

At the core of the SIMPLI-DEMO project are the three case studies, serving as representatives for process classes of high importance in the chemical industry. The four representative use cases will be validated in the relevant environment (TRL5) and then demonstrated in the relevant (TRL6) and operational (TRL7) industrial environment.

CASE STUDY 1 & 2

For the application area of **reactive extrusion** two case studies with different TRL are selected.

CASE STUDY 3 & 4

For the application area of **reactive crystallization**, two other case studies with different TRLs have been selected.



Figure 8.2: SIMPLI-DEMO project flyer

Project Video

A project video is the ideal way of using modern communication tools for the promotion of the project results.

It is planned to release a professional video around year 3 or 4, when the project has well developed and first significant results are available as well as it turns out which end-user case is the most promising.

In this way, the project results are to be presented in a comprehensible way and promoted to the end users. At the same time, this will promote the rapid market entry of the new applications to be developed.

5.1.4. Production and dissemination of scientific publications

All academic partners have a vital interest to publish their results in the open literature and are aware of the requirements of the Horizon Europe. Under this clause, beneficiaries are required to make their best efforts to ensure free access to peer-reviewed articles resulting from projects via an institutional or subject-based repository, and to make their best efforts to ensure open access to these articles.

In order to assure the protection of intellectual property, a detailed approval procedure based on the provisions as set out in the Consortium Agreement, was elaborated by the partner engage (see IP manual and Annex 1 for details) that allows all partners to review publications outside the consortium by keeping a realistic timeline for the authors.

Publications in peer-reviewed journals with high impact factors in the respective areas are scheduled to create awareness of the research such as:

- AIChE Journal
- Chemical Engineering and Processing
- Chemical Engineering and Reaction Design
- Chemical Engineering Journal
- Chemical Engineering Science
- Computers and Chemical Engineering
- Journal of Advanced Manufacturing and Processing
- Journal of Microwave Power and Electromagnetic Energy
- Journal of Process Control
- Ultrasonics Sonochemistry

Successful submissions will be tracked and reported with all the details of publication. Besides this, the overview of all publications will be maintained in the funding & tender opportunities portal of the European Commission. The registration procedure is described in detail in the IP manuals that has been made available to the consortium partners.

For the purpose of an optimal presentation and linking of research results, the publications are to be linked to the pan-European research information system **OpenAIRE** and thus made visible. OpenAIRE serves the presentation and linking of research results, which aggregates metadata from repositories, archives, scientific journals and other infrastructures.

5.1.5. Internal communication tools

A private area (Figure 9), accessible only to the consortium partners, has been created to allow the project partners to collaborate and share private documents and information. Dafür wird die Plattform B2DROP der EUDAT website genutzt. For this purpose the platform B2DROP of the EUDAT website is used.

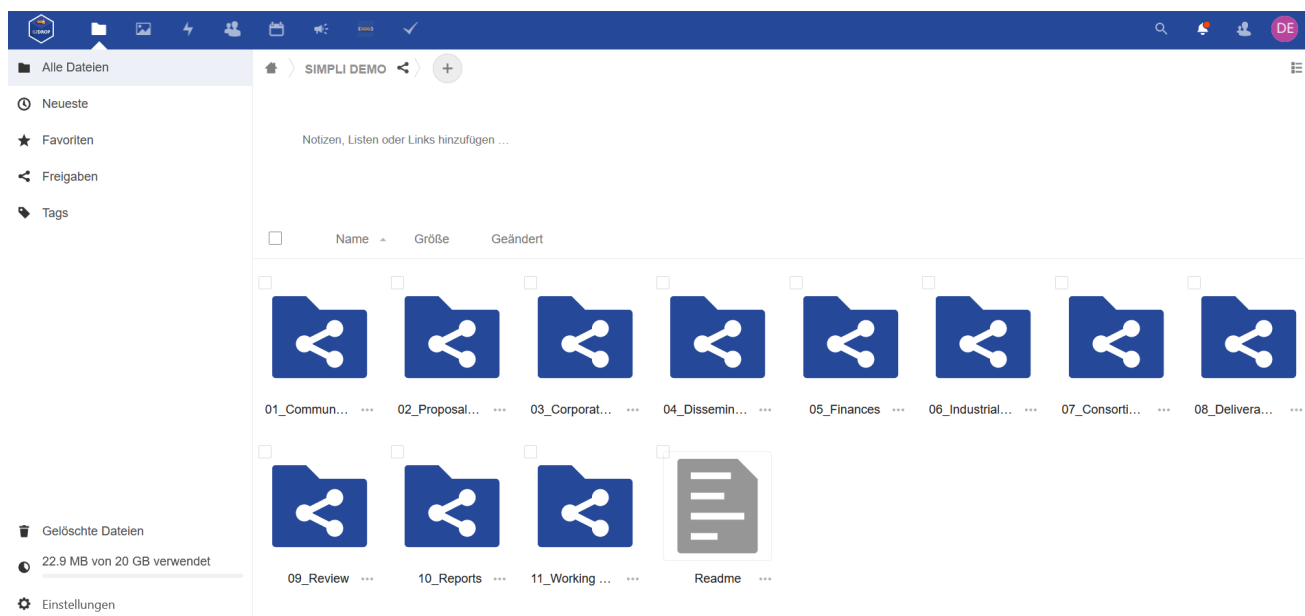


Figure 9: B2DROP folder for internal communication

5.2. Dissemination and communication activities

5.2.1. Networking with relevant communities

The SIMPLI-DEMO project has set up an Industrial Stakeholder Panel (ISP). Members of this group include end users from major relevant industries who will advise the project partners with respect to promising research directions and promising dissemination activities from both, the industrial and the technological points of view, provide comments and suggestion on possible impact and exploitation. An information and dissemination package for the ISP is in preparation by TUDO, containing:

- Non-Disclosure Agreement (NDA);
- Terms of Reference for ISP;
- General project information (Flyer and description of WPs).

The list of potential ISP members was drafted and feedback already collected from the partners. At the end, a final list of representatives will be invited by the coordinator upon availability of the dissemination package.

5.2.2. Networking with other relevant projects

For the success of the project it is important to know about the current state of the art in the development of modular flow technology and in the field of continuous multiphase reactions that involve solids or viscous and.

Of course, other specialist communities will be addressed in the course of the project. In consultation with the European Commission, it is planned to identify thematically similar collaborative research projects with which a close exchange will be maintained. The EC has already expressed an interest in including thematically related projects in one call in the future. From the SIMPLIFY project, which is the predecessor project of SIMPLI-DEMO, there is already contact with actors from the EU collaborative research. These actors can be consulted regarding possible further (EU) projects.

Projects that could be thematically related to SIMPLI-DEMO or could provide enrichment for technical expertise will be contacted by the coordinator for both networking (e.g. the organisation of a joint Workshop towards the end of the projects) and for participation in the Industrial Stakeholder Panel. The aim of this collaboration will be to share results and lessons learned across project activities.

5.2.3. Participation in major events and conferences

Partners of the SIMPLI-DEMO consortium are keen to publish their results and will participate in events and conferences of interest to the project in order to create awareness of the research and its potential to a broad audience. Several well-recognised scientific conferences (e.g. EPIC (the 2023 edition is held in Warsaw), ECCE, WCCE, ESS (the 2024 edition is held in Leuven), AMPERE (the 2023 edition is held in Cardiff)) will be selected for scientific presentations that match the scope and take place within the duration of the project. A list of the major conferences and events of interest has been drafted and is regularly updated.

Anyone participating in an event and communicating information concerning or results obtained within SIMPLI-DEMO should inform the Project Coordinator at TUDO of the details of the event and the targeted audience. A list of all conferences and events attended by project partners will be provided in the respective periodic reports as well as in the Participant Portal, where statistical information is required by the European Commission.

Partners are encouraged to use the generic project presentation and the poster to promote the dissemination of the project and its outcomes on the selected events. Individually prepared posters and presentations are subject to the approval procedure (see section 5 and IP manual).

6. Publication procedure

A detailed validation procedure has been elaborated for any type of publication and external communication material, such as abstracts, flyers, presentations, newspaper articles (except news articles which do not contain any scientific information). Based on the provisions as set out in the Consortium Agreement, all necessary steps are described in detail in the IP manual which was elaborated by the partner engage and which has been made available to the consortium in month M5. Partners will regularly be reminded to obey this procedure during all consortium meetings.

This procedure will ensure that every publication or external communication material is validated and approved (not rejected) by the SIMPLI-DEMO consortium.

The detailed procedure for validation (of any type of document) will be as follows:

1. The document is finalized by the authors and validated by the partners lead responsible
2. The document is sent to TUDO management team via email (simpli-demo.pdm@tu-dortmund.de).
3. TUDO management team circulates to the Partner-Leader via email (partnerleader.simpli-demo.pdm@tu-dortmund.de) for approval.
4. In addition, TUDO management team uploads the corresponding item into the folder "publications for approval" (Dissemination & Exploitation/ Publications) in B2DROP to ensure a up to date-status of all ongoing approvals visible for the entire General Assembly.
5. Partner Leader are responsible for obtaining approval within their organization/ company according to their internal regulations.
6. Partner Leader give approval by email to TUDO management team, who will collect the feedback and monitor the entire process.
7. If a GA member rejects a publication, he has to contact the author(s) and the coordinator immediately and explain the reasons for rejection.
8. The author(s) can contact TUDO management team asking for information about the progress.
9. When all GA members have accepted (or no GA member has rejected the publication until the deadline of 20 days), the publication can be released.
10. Once released, TUDO management team will move the document to the "approved publications" folder in B2DROP.

7. Obligations for EU visibility

As a Horizon Europe-funded collaborative project, SIMPLI-DEMO sees itself as part of the EU Research Framework Programme's claim to have a targeted impact on European societies. It is part of the European policy goal of building a knowledge- and innovation-based society and a competitive economy throughout the EU, while at the same time contributing to sustainable development.

Every EU programme implements the EU political priorities. The focus is on promoting democracy and responsibility, a digital society, circular economy and social cohesion. The intention of SIMPLI-DEMO is to link back to these priorities in our communication activities, so that the project shows the citizens the big picture and how the project contributes to this. This primarily concerns the communication of the expected benefits of the technical innovations in the continuous flow technology regarding energy savings and resource efficiency. These innovations result in a large field of application and an enormous economic advantage for end-user companies.

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received. To this end, all communication measures will be marked with the EU logo, which will include information on the funding call. This reference is already included on the existing dissemination materials such as the website, the project flyer, the generic project presentations and the presentation templates. All partners are reminded to refer to the EU funding in their project-associated documents and presentations.

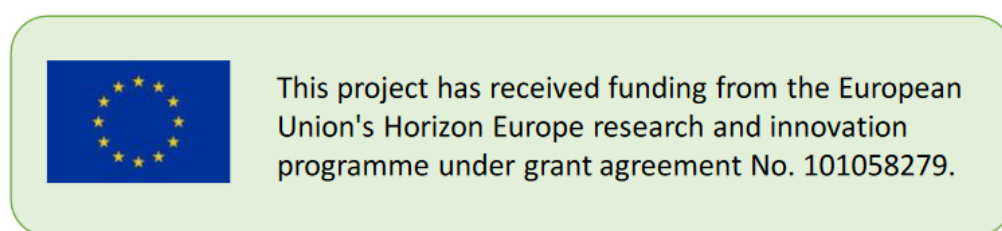


Figure 9: Acknowledgement of EU funding