SUSNANOFAB

Grant Agreement No. 882506

Communication and Dissemination Plan

Document Details

Deliverable Number:	D5.1
Due date of Deliverable:	M3
Lead Beneficiary:	INL
Contributors:	INL
Dissemination Level (*):	Public

Project Contractual Details

Project Title:	Integrated EU Strategy, Services and International Coordination Activities for the Promotion of Competitive and Sustainable Nanofabrication Industry
Project Acronym:	SUSNANOFAB
Contract No.:	882506
Project Start Date:	01-03-2020
Duration:	36 months

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

Document History

Version	Date	Description
V.0	2020.04.16	First Draft Version – Structure
V.1	2020.05.28	Second Draft Version – full content
V.2	2021.06.15	Final Version

Abbreviations and Acronyms

Acronym	Description
CDP	Communication and Dissemination Plan
WP	Work Package
CG	Cooperation Group
SAB	SUSNANOFAB Strategic Advisory Board

Table of Figures

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

Contents

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

Executive Summary

The present document is the Deliverable 5.1, Communication and Dissemination Plan, of the SUSNANOFAB project, and is framed under Work Package 5, Stakeholder Engagement, Dissemination, Communication and Exploitation.

The document lays out the communication and dissemination strategy for the project, aiming at creating a successful framework for awareness of SUSNANOFAB's main scope and objectives among the nano-manufacturing ecosystem and its value chain, as well as exploiting the outputs foreseen during the project's life.

The objectives of the Communication and Dissemination Plan are aligned with the identified target audiences, and guide the planned actions and chosen communication channels set out in the document.

This document will be revised periodically throughout the project and updated whenever necessary.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

1. Overview

Nanofabrication has the potential to address major socio-economic challenges, from better and affordable health care to cleaner energy and transports, improved consumer goods and higher living standards. Nanofabrication enables the production of multifunctional devices with unique properties for a vast range of applications, thus having a profound impact on a multitude of industrial sectors.

The SUSNANOFAB project proposes an integrated strategy at a European Level that articulates the whole nanofabrication value-chain, aiming at the promotion of a competitive and sustainable industry.

Ensuring an efficient reach-out of the project's outcomes to the nanofabrication community, its major stakeholders and potential beneficiaries, is of utmost importance for the achievement of SUSNANOFAB goals and for the maximisation of its impact.

Therefore, designing and implementing a Communication and Dissemination Plan (CDP) is key for successfully achieving the objectives foreseen in the project. This CDP will serve as a guide to the consortium to guarantee the high visibility, accessibility and promotion of the project and its results. It will also be a reference framework for evaluating the impact of the communication and dissemination activities and will be updated and adjusted as the project progresses.

The document and its action plan are framed under the project's Work Package (WP) 5, dedicated to Stakeholder Engagement, Dissemination, Communication and Exploitation. WP.5 specific objectives are:

- To develop a digital platform that will tackle the missing links in the nano-fabrication ecosystem allowing users to access information, services, infrastructures and expertise; hence, the platform will act as a catalyst of the manufacturing ecosystem and contribute to strengthen European networks, while creating a sustainable community;
- To raise awareness of the project´s existence among the scientific and industrial community, as well as the general public;

- To ensure an active contribution of the stakeholders into the project by promoting their participation in meetings and events;
- To involve regional and national public authorities, aiming at obtaining their support in the dissemination of the project and establishment of synergies with other regional/national initiatives and funding programs.
- To identify a mechanism that enriches the community ensures its sustainability on a long-term, beyond the duration of the project.

The plan outlined is in line with the recommendations of the European Commission that states the need for European research and innovation projects to demonstrate their contribution to a Europe-based "Innovation Unit", while evidencing their value added to society.[1]

[1] European Commission, *Communicating EU research and innovation guidance for project participants*, Version 1.0. 2014, September. Available at: https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

2. Analysis

2.1 Project mission and goals

The SUSNANOFAB project aims at putting in place an integrated, concerted and long-term sustainable action on nanofabrication.

At a strategic level, the project is committed with finding a common strategy towards a successful market uptake of nanofab products and solutions.

To achieve this goal, SUSNANOFAB encompasses three main action axis:

- The comprehensive analysis of the nanofabrication ecosystem;

- The creation and promotion of cooperation groups (CG) with the participation of external experts, dedicated to:
  - Nanofabrication aspects from designing to manufacturing upscaling - CG1;
  - Environmental Sustainability, Health and Ethics - CG2;
  - Future skills and capabilities - CG3;

- The development of a roadmap that will identify:
  - High priority future common research;
  - Standardisation gaps and actions;
  - Strategic cooperation actions.

At an operational level, the project aims at providing affordable services and easy access to infrastructures and knowledge.

In line with this goals, the project will deploy four main actions:

  - Development of the SUSNANOFAB digital platform, that will enable data exchange with other pan-European initiatives;
  - Creation of a repository of best practices;
  - Planning and deployment of brokerage services that tackle knowledge & skills gaps, and answer the training needs of nanofabrication stakeholders, as well as the technology and service demands;
  - Organisation of networking events.

2.2 Stakeholders

A stakeholder is a party with an interest in a project who might impact and be impacted by the project's actions and outcomes. Stakeholders can be an individual, group of individuals or organisation from both internal and external spheres of the project.

SUSNANOFAB External Stakeholders:

The main beneficiary of the results of the SUSNANOFAB project is the nanofabrication ecosystem, particularly six specific sectors: Digital and Industry; Climate Change and Energy; Mobility; Health; Food and Natural Resources; Inclusive and Secure Society.

The value-chain goes across regional, national and European levels, and is composed of a broad community with expertise in the nanofabrication field:

- Businesses, such as Small and Medium Enterprises (SMEs), Large Enterprises (LEs), and industrial associations focused on bringing to the market nano-enabled products, processes and services;
- Research centres and infrastructures, such as Research and Technology Organisations (RTOs), Universities and Educational Establishments dedicated to or interested in nanofabrication;
- Pilot facilities and projects related to pilot lines;
- Cross-cutting and sectorial initiatives, such as platforms, projects and networks;
- Standardisation bodies, working groups and certification entities and laboratories;
- Policy makers, such as the European Parliament, public-private partnerships, funding agencies, regional and local authorities involved in regional cluster strategies.

As the primary group of stakeholders, the identified profiles will not only be one of the targets of communication and dissemination efforts, but will also be engaged in the project's activities, such as workshops, networking events, and others. This will enable and foster a multitude of co-creation opportunities, aiming at increasing both user acceptance and impact of the project's offer - namely services, best practises and a pan-European roadmap.

Taking into consideration the nature of the project, funded by the European Commission (and ultimately by citizens), society at large is part of the external audiences of the project as well.

SUSNANOFAB Internal Stakeholders:

All partners of the SUSNANOFAB consortium are crucial stakeholders, as well as the SUSNANOFAB Strategic Advisory Board.

The SAB is composed by high-level external experts and led by the Project Coordinator. They will play an advisory role by providing strategic recommendations to maximize the strategic and industrial impact of the project and their main output.

2.3 Communication and Dissemination objectives

Communication and dissemination efforts are two distinct endeavours that contribute to a common goal: maximize the impact of a project.

Regarding communication, the CDP aims at raising awareness of SUSNANOFAB's main scope, objectives and results, hence addressing all activities related with informing the different target audiences about the project.

Dissemination is related with all activities designed to make the outcomes of the project available for use. The CDP includes a set of activities that aim at spreading the results achieved within the nanomanufacturing ecosystem and its value-chain.

3. Strategy

The communication strategy ensures the messages of the project are conveyed in a clear manner, adapted to each stakeholder.

For this purpose, it includes a common communication style in order to facilitate the immediate association to the project and the definition of the appropriate means to target the different stakeholders.

The subsequent table lists the building blocks of the SUSNANOFAB communication strategy:

Means/channel	Objective, target and quantifiable indicators for the communication tools and channels
Brand identity	The brand identity encompasses all the visual elements that help identify the project, granting uniformity in all communication flows.
Project website	The website is the main showcase of the project and will be the landing page of the SUSNANOFAB Digital Platform. **Performance indicators**: Visits: <5000 = poor; 5000-10,000 = good; >10,000 = excellent Material downloads: <50 = poor; 50-100 = good; >100 = excellent
Periodic e-newsletter	A digital newsletter spreading major updates, news, achievements and upcoming developments targeting both internal and external audiences. **Performance indicators:** Number of recipients of e-newsletter and number of visualisation of the e-newsletter: <300 = poor; 300-400 = good; >400 excellent.
Press release and media presentation	Partners will contact local, regional and national media aiming for media coverage. **Performance indicators**: Number of press releases and/or news on media: <3 = poor; 3-10 = good; >10 = excellent
Social media	Digital presence of the project through the partners' official social media profiles **Performance indicators** Number of posts share on LinkedIn, Twitter, Facebook: <500 = poor; 500-1000 = good; >1000 = excellent.
Project promotional materials	A communication toolkit with promotional material that supports the project's promotion, namely at conferences and events. **Performance indicators**: Brochure/leaflet distribution: <500 copies = poor; 500-1,000 copies = good; >1,000 copies = excellent.
Project video and/or video-interviews	Promotional videos aiming at announcing the project objectives, and illustrating the Digital Platform functioning and potential. **Performance indicators:** Number of visualisation and sharing of the video: <250 visualisation = poor; 250-500 = good; >500 = excellent.

3.1 Brand Identity

The identity of the project was created to grant uniformity in all communication means.

It is presented in detail in the document SUSNANOFAB Visual Identity Guide, available for partners to consult in the internal communication channels discussed in point 4.1.1 Sharing information, and in the Annex 1 of the present document.

The document establishes the regulations of the SUSNANOFAB brand, working as an indispensable tool that must always be observed by those who use the brand on any medium or format.

It addresses the SUSNANOFAB brand in all its dimensions: logotype; imagotype; corporate colours; secondary colours; authorized and unauthorized versions of the logotype; logotype minimum usable size; logotype combination with other elements; corporate typography; and applications of the brand.

3.2 Communication channels

3.2.1 Project website

The SUSNANOFAB website, https://susnanofab.eu/, is one of the primary points of contact between the project and its audience.

It is crucial that the website acts as a clear, intuitive and user-friendly platform, where users can easily find general information about SUSNANOFAB, namely its concept and scope, the objectives and the expected impact.

Furthermore, the developed website will, in the future, act as the main entrance of the SUSNANOFAB Digital Platform.

Complete information of the development process of the project's website, the laying out of the rationale behind it, its structure and key features are detailed in D5.2.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

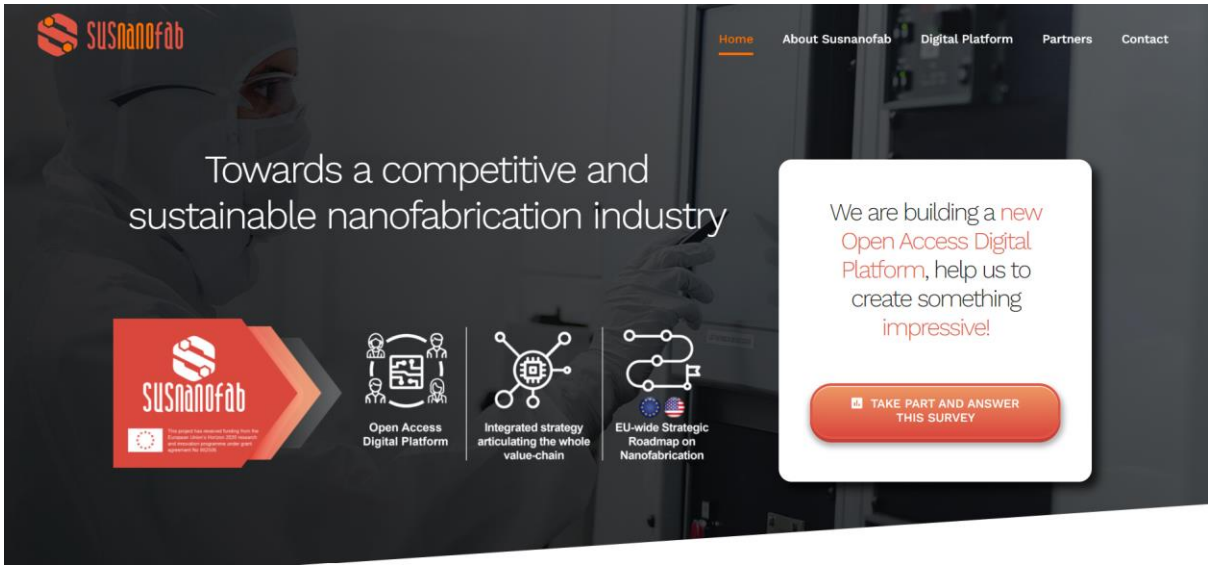


Figure 1 SUSNANOFAB website

The website is also a primary source for collecting new contacts, crucial for building up a contact data base of highly engaged individuals.

For this end, the website is integrated with the platform Mailchimp, a software for marketing purposes that easily enables a communication flow with online audiences.

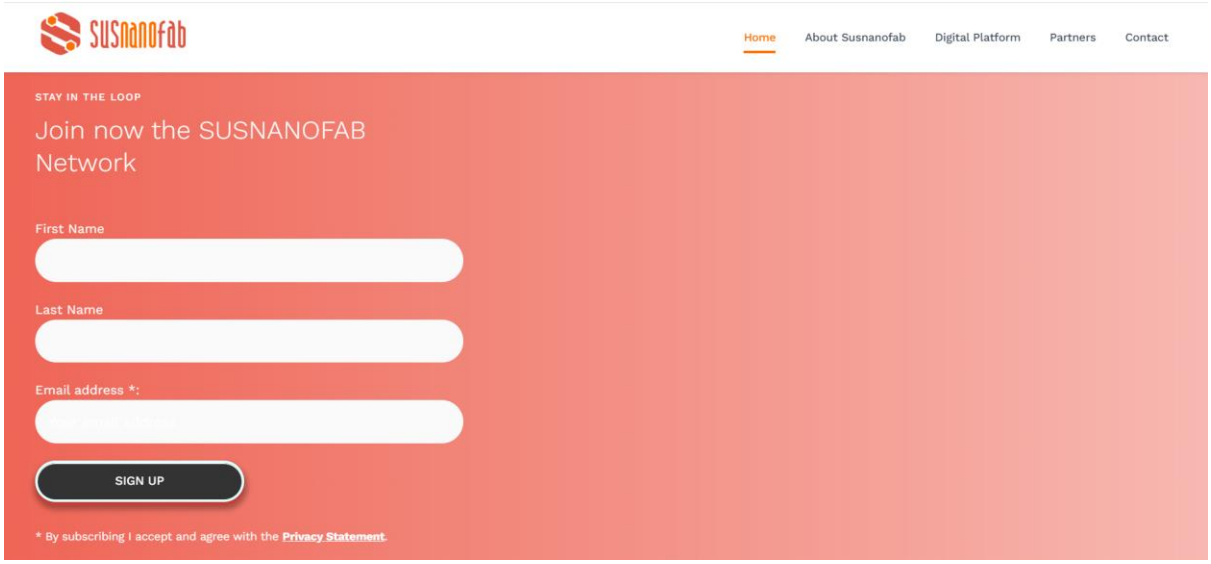


Figure 2 SUSNANOFAB website (join the network)

3.2.2 Newsletters

Being able to engage the stakeholders is key to a successful communication.

The SUSNANOFAB envisages the outlet of a digital newsletter spreading major updates, news, achievements and upcoming developments targeting both internal and external audiences.

Mailchimp will be the main channel for gathering all target audiences in different groups of interest, and sending segmented information.

3.2.3 Media

With a periodic frequency related to the project's developments, partners will contact local, regional and national media in order to identify opportunities for media coverage on newspapers, on-line newspapers, TV and radio.

Whenever appropriate, press release suggestions will be spread among partners, encouraging its dissemination among each partner's network of media channels' contacts.

3.2.4 Social media

The SUSNANOFAB project envisages and encourages the use of partners' official profiles in order to rely on existing networks with strong levels of engagement, avoiding the creation of profiles starting from zero.

Guidance on on how to prepare and share posts, as well as a frequency planning will be prepared and timely shared among all partners, ensuring uniformity, continuity and effectiveness of the digital presence of SUSNANOFAB.

As an overall rule, the use of hasthags related to the project is encouraged, namely #H2020 #SUSNANOFAB #nanofab.

3.3 Promotional material

To support the project's promotion at events such as meetings and conferences, the SUSNANOFAB developed a communication toolkit with communication material.

As a start, it includes a brochure dedicated to raising project awareness and the design of a roll-up.

By the project mid-term, an updated leaflet/brochure will be developed, as well as the design of flyers and a general project poster, upon necessity.

The SUSNANOFAB will also develop two project videos.

3.3.1 Brochure

Figure 3 SUSNANOFAB Brochure Cover

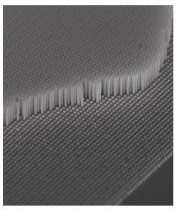
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

WHY SUSNANOFAB

Nanofabrication has the potential to address major socio-economic challenges, from **better and affordable health care to cleaner energy and transports, improved consumer goods and higher living standards.**

Nanofabrication enables the production of multifunctional devices with unique properties for a vast range of applications, thus having a profound impact on a multitude of industrial sectors.

The vast potential of nanofabrication is undeniable, and it must be optimized.



HOW IT WORKS

SUSNANOFAB proposes an **integrated strategy** at a European level that **articulates the whole value-chain** and facilitates **interactions among stakeholders,** aiming at the promotion of a competitive and sustainable nanofabrication industry.

WHAT IS SUSNANOFAB

SUSNANOFAB is a concerted and long-term sustainable **action on nanofabrication** that will establish a robust network that **tackles the missing links** between policy, infrastructure, expertise and industry requirements worldwide.

At a strategic level, the project is committed to **delivering** an **EU-wide Strategic Roadmap on Nanofabrication** with international cooperation activities.

At an operational and end-user level, the project will develop an **Open Access Digital Platform** that interoperates with current platforms, projects and other initiatives at the European level.

Figure 4 SUSNANOFAB Brochure pages 1 and 2

The **SUSNANOFAB Digital Platform** will provide:

A **match-making tool** for technology providers and potential customers **(access to infrastructures, brokerage and training services)**

A centralization and harmonization of the **available data and make it accessible** to all interested parties.

DIGITAL PLATFORM: END-USERS LEVEL

STRATEGIC LEVEL

Roadmap for an EU wide strategy on nanofabrication

CG1 Nanofabrication aspects from design to manufacturing upscaling

CG2 Environmental Sustainability, Health & Ethics

CG3 Future skills & Capabilities

OPERATIONAL LEVEL

DIGITAL PLATFORM

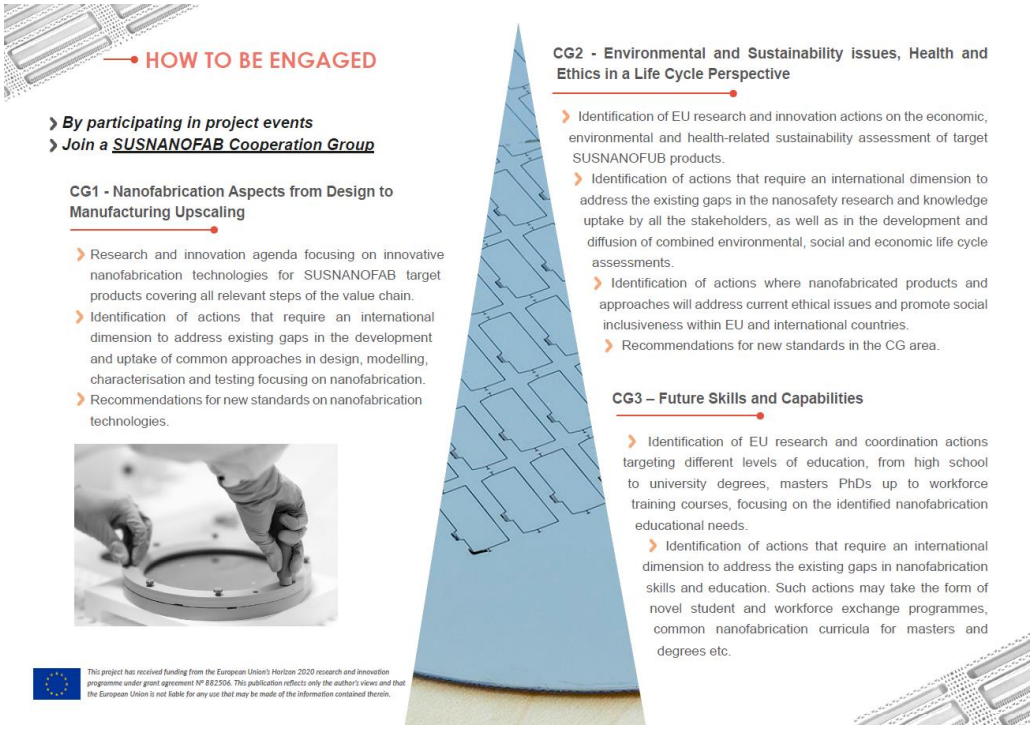
- EU Database with access to Multiple Networks
- Cooperation on standardisation activities
- Promotion of best practises
- Brokerage services
- Training services
- Support activity

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506. This publication reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

SUSNANOFAB MAIN ACTIVITIES

- **Analyse** the nanofabrication **ecosystem;**
- **Activate** three **Cooperation Groups** (CG) of **European and International Stakeholders;**
- **Develop** and **validate** a **participatory roadmap** that identifies and prioritises future common research, standardisation and cooperation actions. The roadmap will have a **strong international dimension,** leveraging on US-EU collaboration.
- **Develop** a **digital platform** leveraging from existing platforms and avoiding redundancy;
- **Identify knowledge & skills gaps**
- **Evaluate training needs,** design and **implement training activities;**
- **Plan** and deploy **networking** and **brokerage services.**

Figure 5 SUSNANOFAB Brochure pages 3 and 4



HOW TO BE ENGAGED

- *By participating in project events*
- *Join a SUSNANOFAB Cooperation Group*

CG1 - Nanofabrication Aspects from Design to Manufacturing Upscaling

- Research and innovation agenda focusing on innovative nanofabrication technologies for SUSNANOFAB target products covering all relevant steps of the value chain.
- Identification of actions that require an international dimension to address existing gaps in the development and uptake of common approaches in design, modelling, characterisation and testing focusing on nanofabrication.
- Recommendations for new standards on nanofabrication technologies.

CG2 - Environmental and Sustainability issues, Health and Ethics in a Life Cycle Perspective

- Identification of EU research and innovation actions on the economic, environmental and health-related sustainability assessment of target SUSNANOFUB products.
- Identification of actions that require an international dimension to address the existing gaps in the nanosafety research and knowledge uptake by all the stakeholders, as well as in the development and diffusion of combined environmental, social and economic life cycle assessments.
- Identification of actions where nanofabricated products and approaches will address current ethical issues and promote social inclusiveness within EU and international countries.
- Recommendations for new standards in the CG area.

CG3 – Future Skills and Capabilities

- Identification of EU research and coordination actions targeting different levels of education, from high school to university degrees, masters PhDs up to workforce training courses, focusing on the identified nanofabrication educational needs.
- Identification of actions that require an international dimension to address the existing gaps in nanofabrication skills and education. Such actions may take the form of novel student and workforce exchange programmes, common nanofabrication curricula for masters and degrees etc.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506. This publication reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

Figure 6 SUSNANOFAB Brochure pages 5 and 6

KEEP IN TOUCH!

Email: contact@susnanofab.eu
Website: http://susnanofab.eu

Start Date: March, 1st 2020
Duration: 36 Months

PARTNERS:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506. This publication reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

Figure 7 SUSNANOFAB Brochure final page

3.3.2 Roll-up

Figure 8 SUSNANOFAB Roll-up

3.3.3 Video

Two short and engaging promotional videos will be created and published through the project's website and the partners' social profiles.

The first video will announce project objectives, and the second will illustrate the Digital Platform functioning and potential.

3.4 Other channels and networks

3.4.1 Webinars

Once the digital platform takes off, the project will foster a set of webinars to showcase the platform and retrieve feedback on its functionalities.

3.4.2 Partners' channels

All partners are encourage to replicate all communication materials produced by the project in their own channels, namely websites, mailing lists, and social media.

3.4.3 European Commission

As stated in the European Commission's guide for communicating projects[2], there are several tools available for publicizing SUSNANOFAB that shall be used on a regular basis.

Examples of Publications:

Horizon Magazine - http://horizon-magazine.eu/

Project stories - https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/

3.4.4 Collaboration with other coordination and support actions

Together with the SUSNANOFAB project, under the Coordination and Support Action for Sustainable Nanofabrication Programme, Call H2020-NMBP-TO-IND-CSA-2019, of the Horizon 2020 EU Research and Innovation programme, the International Hub for Sustainable Industrial-scale Nanofabrication (NanoFabNet) project was also granted. The NanoFabNet aims at creating a strong international network for sustainable nanofabrication, in order to yield a self-sustaining collaboration hub. The goals of this project are certainly complementary and aligned with the objectives of the SUSNANOFAB.

In order to promote a strong collaboration and take advantage of the synergies established among both projects, the CDP intends to translate the cooperation between NanoFabNet and SUSNANOFAB. This joint effort will strengthen the expected impact and rise to the challenge of establishing a sustainable industrial scale manufacturing of nanoenabled systems.

[2] European Commission, *Communicating EU research and innovation guidance for project participants*, Version 1.0. 2014, September. Available at: https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

The partnership will be enhanced by participation in events, support on the communication of each other's activities, raising awareness of both projects among the scientific and industrial community and the general public, as well as sharing experiences and good practices during project´s duration. The teamwork between the projects are necessary to establish a network of existing EU funded projects and initiatives, which will solve common issues through cross-project collaboration, and will strengthen nanotechnology take-up across Europe.

In addition to the NanoFabNet project, a different EU-funded project is fully align with the purposes of SUSNANOFAB. The European Network of Pilot Production Projects and Innovation Hubs (EPPN) has established a European pilot production network to bridge the gap between technology and manufacturing. Through the EPPN platform, is possible to engage with users, technology up takers, policy makers, and other actors in the nanotechnology and advanced materials industrial value-chain. The synergies among these projects are crucial, since the objective is to build SUSNANOFAB from the modules developed for EPPN, including a data layer devoted to the nanofabrication domain. EPPN is a key project to enhance the SUSNANOFAB.

3.5 Events

Aiming at extending the visibility of the project and foster high-level connections with potential stakeholders, SUSNANOFAB partners will both organise and participate in events of interest, such as meetings, workshops and conferences, targeting different stakeholders.

A strategy for communicating each event foreseen in the project will be outlined in a case-by-case scenario, yet, it will include: email campaigns, social media publications, preparation of specific communication materials (such as save-the-date banners, agendas, booklets, etc.).

3.5.1 Networking Events

Focusing on the SUSNANOFAB roadmap and nanofabrication best practices, two networking events will be organized to discuss and disseminate the outcomes of the project. These events are outlined in WP5 and will include co-creation sessions aiming at engaging the stakeholders on the road mapping activities. Still, brokerage and training sessions will be held to enhance the capabilities of stakeholders and future users of the Digital Open Platform.

The first Networking Event is foreseen for M14 and has a target audience of 100 participants. The presentation of the approach and methodology defined for the creation of the "Roadmap for an EU wide strategy on nanofabrication" will be presented. Brokerage and co-creation sessions are planned on the deployment of the first networking event.

The second Networking Event, scheduled for M31, will target 150 participants and will present the major outcomes and the results of the three-year work of the SUSNANOFAB project. Brokerage and co-creation sessions will also be organized in the framework of the second event.

To guarantee the success of the networking events, the SUSNANOFAB is planning to have the European Commission support on the communication, aiming at reaching a broad audience, composed by industrial representatives, SMEs, public authorities, industry associations, and other relevant EU-projects in the nanofabrication ecosystem.

3.5.2 Workshops

The WP4 – Brokerage and Training Services, is dedicated to collect the stakeholders training needs, as well as industrial needs for access to nanofabrication infrastructures, technologies and services. In the framework of this activity, 3 workshops are foreseen to address the identified needs. These workshops will be held between M11 and M14, and are planned to be hosted in three different venues, Lyon, Brussels and Rome. The total expected audience for the workshops is 60 representatives of relevant organizations of the nanofabrication value-chain.

3.5.3 Training Sessions

Still in the framework of the WP4, six training sessions will be designed and deployed addressing new job profiles (workers, technicians, engineers, managers) and future skill demands. These training sessions will be defined based on requirements related to relevant technologies, industrial relevance and existing innovative teaching concepts.

Five training sessions will be organizes from M18 to 31, aiming to have at least 10 trainees per session. These session will be host physically or remotely, based on the choice of the training tools (workshops, webinars, hands-on, etc.), but at least one of the five sessions will be a physical workshop.

The final training session will focus on different nanofabrication processes and will be delivered at M34. It will be a physical training pilot based on three real cases scenarios.

3.5.4 Brokerage Sessions

Brokerage services are a key element in the SUSNANOFAB project. The facilitation process will be tackled with at least two brokerage sessions to be held in the Networking Events, as mentioned on section 3.3.1. The plan for these sessions is the broker to support the technology provider and the customer on the matchmaking, by

providing the participants information on technologies, markets, competitors, potential partners, and networks.

The brokerage sessions will enhance the SUSNANOFAB network and encourage clustering and formation of collaborative ecosystems where the high quality interaction contributes to the development of a collaborative culture.

3.6 Dissemination Channels

The outline of the Dissemination Strategy starts from the definition of the outcomes and achievements that the SUSNANOFAB project will bring to the nanofabrication community and all targeted actors.

Among the expected outcomes are the:

- Realisation of the Digital Platform fully interoperable with previously developed platforms or networks;
- Ease the access to existing infrastructures spread throughout Europe;
- Information about new standards and common approaches in the field of nanofabrication;
- Guidance about sustainability in terms of human health, ethics, environment, life-cycle aspects;
- Provision of brokerage and match-making services;
- Offer of skills plans and training services for the new industry;
- Issuance of the SUSNANOFAB Roadmap and nanofabrication best practices.

The Dissemination strategy will follow three main phases:

1) Starting phase: a preparatory period during which different strategies to maximise the impact will be explored and assessed through predictive simulation analysis. Starting from the existing community, new relevant stakeholders and actors will be sought together with appropriate channels/strategies to reach them;
2) Consolidating phase: identified strategies will be running and put in place, best practices consolidated between the second and the third year and new actors are populating the platform and the community;
3) Post-project phase: measures for the long-term sustainability and the community maintenance and management will be outlined by the end of the project.

As part of the Dissemination activities, SUSNANOFAB project will be committed in participation to international conferences and events.

Relevant European and International conferences and events will be selected at the beginning of the project and the partners' participation will be coordinated accordingly to grant that the SUSNANOFAB project is represented and the involvement of potential users in the Digital Platform is promoted.

The following table summarises the measures planned aiming at maximizing the impact of the dissemination efforts.

Measures to maximize impact	SUSNANOFAB means	Target audience	Performance indicators
Strategies to enlarge the community	Digital Platform, Active participation (on-line surveys, web forums, questionnaires), Active involvement through organisation of training workshop and webinars Combined events (e.g. Coordination Groups + networking + international conferences) Match-making and brokerage services	SMEs, RTOs, LEs, academia, policy makers, regions, DIH	300 platform users by year 1; 600 by year 2; 1200 by year 3
Participation to European and International Conferences	Participation to key events and conferences such as Nanotechnology for Renewable Materials, International Conference on Material Science and Engineering, Nanosafe biannual event, European Nanofabrication Research Infrastructure Symposium etc. Speeches,	SMEs, RTOs, LEs, academia, policy makers, regions, EC representatives , other EU funded project	-800 new contacts created -800 new users on the Digital Platform

	posters, booth. Free trials of the Digital Platform for attendees of events and conferences Active involvement through collection of feedback		
Organisation of 2 large networking events	Active involvement of the community in networking events, through experiencing the platform and participating to co-creation sessions, contributing to the definition of the "Roadmap for an EU wide strategy on nanofabrication"	European and International stakeholders, SMEs, industry, academia, policy makers	-1 st event audience: ≥ 100 participants -2 nd event audience ≥ 150 participants - 200 printed copies of the summary of the Roadmap. - 1500 downloads of the final Roadmap from the website by M36

3.7 SUSNANOFAB Open Digital Platform

The SUSNANOFAB open digital platform will be developed to perform in an interoperable manner with existing platforms, projects and other initiatives that might be integrated in the European Commission common model.

The platform will allow interactive match-making between technology providers from the nanofabrication ecosystem and potential customers. Additionally, the open digital platform will promote access to infrastructures, promote cooperation and best practices, and provide brokerage and training services.

The SUSNANOFAB consortium aims at building an advantageous and instrumental platform, where users will have access to a variety of services, infrastructures and expertise worldwide. In order to differentiate it from other existing tools, the strategy is to develop it from scratch in a co-creation method, with inputs and suggestions from the stakeholders of the nanofabrication ecosystem. To achieve a comprehensive co-design of the platform, an online survey will be launch to collect the preferences of the public and to help the consortium define the user requirements to establish a robust tool that tackled the missing links in the whole nanofabrication value-chain. Participants of the survey will be able to define, among other settings, their

preferences on matchmaking functionalities, data aggregation and visualization, and other features.

The SUSNANOFAB platform will be an essential tool in the communication and dissemination of the SUSNANOFAB project. Webinars will be organized to showcase the platform and retrieve feedback on the functionalities from the users' point-of -view. The SUSNANOFAB open digital platform will also allow the communication of the activities and the results of the project. Meaning it should be managed with a market-oriented strategy to make it accessible and widely popular among the nanofabrication ecosystem. The tool will be used to promote the project´s networking and stakeholders' events. In particular, the platform could be used as registration tool to these events, raising a large number of users and bringing value to the SUSNANOFAB network.

The platform will also be home of the Roadmap for EU wide strategy on nanofabrication, one of the main outputs of the project, which will comprise the appraisal of the current position, the development of the 2030 vision, the identification of strategic actions, and future implementation plans.

4 Communication Policy

4.1 Internal communication

A cohesive internal communication is crucial for the success of the project.

To ensure all partners are aligned and always informed about the latest updates, a Microsoft Teams Channel dedicated to SUSNANOFAB was created.

In this channel, partners have the ability to discuss, organize ideas, create specific groups for each WP, and share files.

4.2 Partner responsibilities

All partners are required to actively engage in communication and dissemination activities proposed by this CDP throughout the lifetime of the project.

4.3 Acknowledgement of funding

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 882506 (SUSNANOFAB). The content of publication is the sole responsibility of the author(s). The European Commission or its services cannot be held responsible for any use that may be made of the information it contains. Project website: http://susnanofab.eu/.

All projects benefiting from European funding programmes must acknowledge the support received by using the European emblem in their communication.[3]

Basic rules extracted from the official document shared by the European Commission:

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall always be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

SUSNANOFAB consortium shall use in all kinds of communication actions the following:

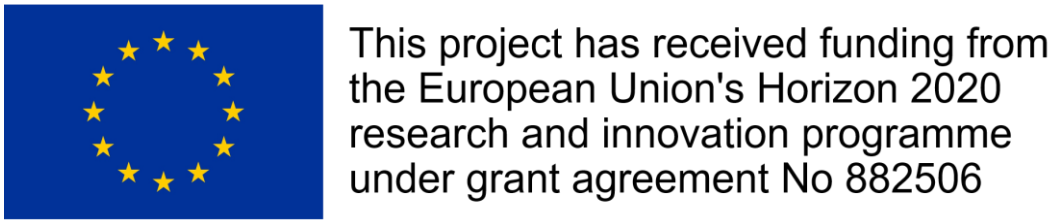


Figure 9 SUSNANOFAB EU acknowledgement of funding

Finally, within each report must be inserted the following statement relevant to the content responsibility: *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 882506 (SUSNANOFAB). The content of publication is the sole responsibility of the author(s). The European Commission or its services cannot be held responsible for any use that may be made of the information it contains. Project website: http://susnanofab.eu/.*

[3] European Commission, *The use of the EU emblem in the context of EU programmes – Guidelines for beneficiaries and other third parties*. 2012, October. Available at: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 882506.

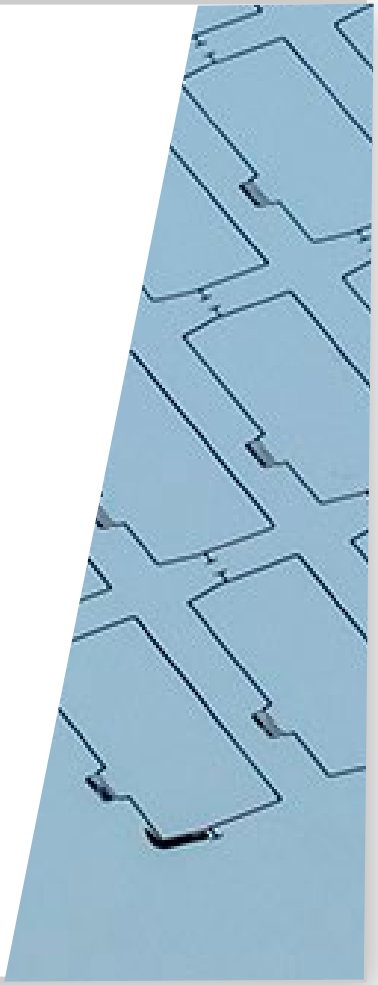
Annex I – SUSNANOFAB Visual Identity Guide

SUSnanofab

VISUAL IDENTITY GUIDE

Summary

SUMMARY



1. Introduction to this Brand Style Guide

INTRODUCTION

This graphic identity manual is a guide that establishes the regulations of the SUSNANOFAB funded project brand.
It becomes an indispensable tool and must always be observed by those who use the brand on any medium or format.

The recommendation for integrating UE flag project and code number to own brand is to add as a logotype at the left or right side. However, the manual offers the option to show it in the corner side of some applications such as corporate word documents or corporate folder.

This manual establishes a standard of common use that respects the requirements of said regulations.

2. The Brand

THE BRAND

Here are presented two versions of the logotype: (01) square version and (2) rectangular version.
The square version should be used whenever possible.

(01)

The square version is preferable for all uses, whenever possible.

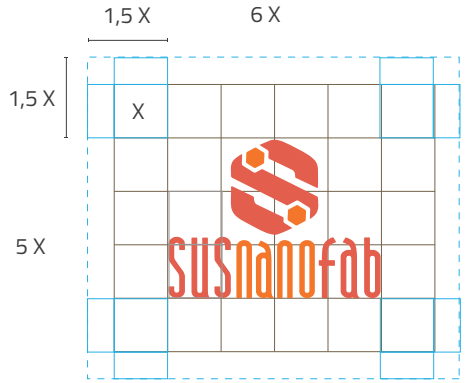
(02)

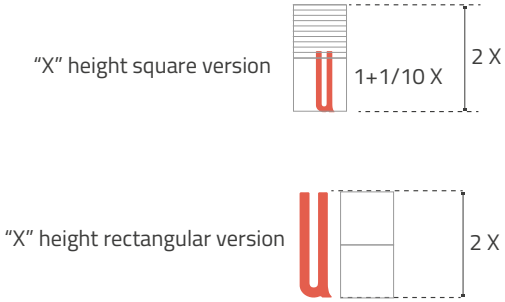
The rectangular version should be used only when this type of format fits better than the square version of the logotype.

2.1. Logotype

CONSTRUCTIVE GRID

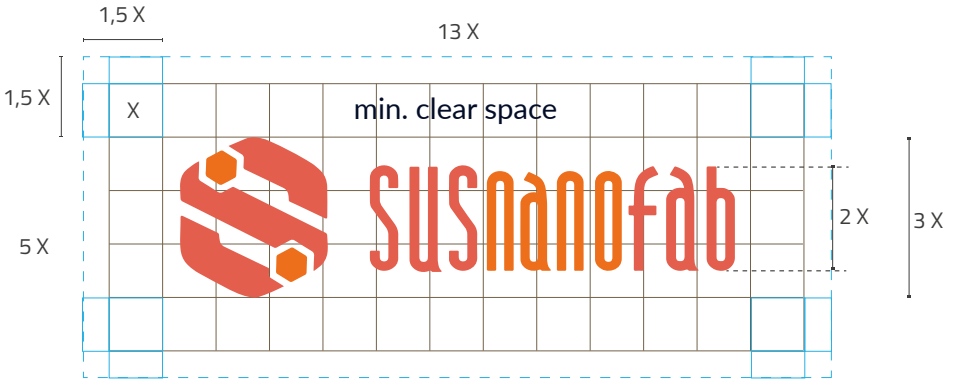
The SUSNANOFAB brand is inscribed on a modular surface of 3x high and 4x horizontal proportions in relation to the measure “X” in its square version, and 3x and 11x horizontal in its rectangular version. This grid aims to guarantee the correct proportion of the logo on any support and in any application.





SECURITY AREA

A security area is established around the logo. This area must be free of graphic elements that interfere with its perception and reading. The construction of the mini-mum area of respect is determined by dimension "X". It is considered a minimum distance of X and a suitable one of 1,5 X. Whenever possible, try to increase the size of this area, separating the logo from the rest of the elements of the page (texts and images).



2.2. Imagotype

The SUSNANOFAB Imagotype (01) is the symbol (”S” lettering + hexagonal abstract design). This imagotype and the complete project name results in the logotype (02). The imagotype (1) shall only be used when the logotype (2) has already been presented in the same document.

Example 1: in a poster or website, the imagotype may be used in the header if the logotype is at the bottom.

Example 2: in a booklet, the imagotype can be used in the internal pages or in the back cover if the logotype is already present in the cover.

The Imagotype can’t never be displayed alone.

Imagotype (01)

Logotype (02)

2.3. Corporate Colours

The colours are a significant element of the branding, and must be replicated using the defined references.

CMYK: Process-colour printing. Cyan, Magenta, Yellow, K = black. The CMYK colours code will be used for all printed materials.

RGB: Colour sample for monitor display with 256 gradations per channel. R = red, G = green, B= blue. The RGB colour scale will be used on the website, ppt, and other electronic applications.

Hex (#): System similar to RGB. This Hex code is preferably used for designing websites.

Pantone: This is a standardized colour system used across many industries in manufacturing, which describes colours by an allocated number.

PANTONE 7416 C
CMYK 6|77|72|0,34
RGB 228|94|77
HTML #E45E4D

PANTONE 158 C
CMYK 2,5|70|100|1
RGB 237|110|27
HTML #ED6E1B

SECONDARY COLOURS

The secondary colours are a complementing element of the branding, for use in combination with our Corporate colours (which always have to be present) in digital presentations, diagrams, websites and printed materials.

Secondary Colours

PANTONE 7416 C
CMYK 6|77|72|0,34
RGB 228|94|77
HTML #E45E4D

PANTONE 158 C
CMYK 2,5|70|100|1
RGB 237|110|27
HTML #ED6E1B

PANTONE 663 C
CMYK 3,7|1|1,5|0
RGB 242|246|247
HTML #F2F6F7

PANTONE Cool Gray 2 C
CMYK 3,7|1|1,5|0
RGB 242|246|247
HTML #F2F6F7

2.4. Secondary Colours

Icons Colors

Health

CMYK 1|73|100|0
RGB 238|117|103
HTML #EE7567

Climate Change & Energy

CMYK 0|38|100|0
RGB 84|160|51
HTML #54A033

Food & Natural Resources

CMYK 0|38|100|0
RGB 114|192|62
HTML #91C02A

Digital & Industry

CMYK 49|52|72|27
RGB 206|201|172
HTML #CEC9AC

Inclusive & Secure Societies

CMYK 49|59|81|44
RGB 156|181|223
HTML #9CB5DF

Mobility

CMYK 56|0|100|0
RGB 0|172|177
HTML #00ACB1

Logo derivations

Gradient for background pictures

From:
HTML #F37A6B with 10% opacity
to:
HTML #F37A6B with 100% opacity

Gradient for boxes

From:
HTML #E15544
to:
HTML #ED7667
to:
HTML #F4A978

2.5. Other versions of the logotype

STANDARD LOGO VERSION

The standard logo is the full colour version, which should be used whenever possible, ideally in white backgrounds. It can also be used on coloured backgrounds, if no other alternative is available, but only if the background colour is light or soft.

SECONDARY VERSIONS

Black or Positive logo version is for single colour reproductions, greyscale or black logo versions should be used. These versions can only be used when the material and type of impression doesn't support the standard version.
White or Negative logo version should be used whenever using dark or black background.

Standard Logo

Positive logo

Greyscale logo

40% 20%

Negative logo

Pictures with low contrast:

Pictures with high contrast:

2.6. Unauthorized Versions

The logotype can't be distorted, stretched or flatted, and the proportions of any of its parts can't be changed.

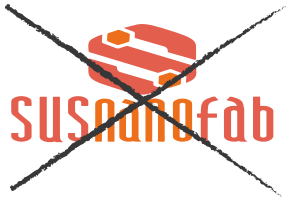
The lettering can't be separated from the symbol (S with hexagons) and they can't be repositioned or modified.

Chromatic alterations of non-corporate colours can't be applied.

COLOURED BACKGROUNDS

In order to ensure the clear legibility of the logotype, the version used must assure the highest contrast with the background.
- Negative version for dark backgrounds, also in videos.
- Standard logo or black version logo for light backgrounds.

The use of the standard logo on coloured backgrounds is allowed but not recommended.



Distortions, stretching or flattening

Changes in the proportions of any of the parts

Symbol deleted

Symbol rotation

Inclinations

Unauthorized Uses

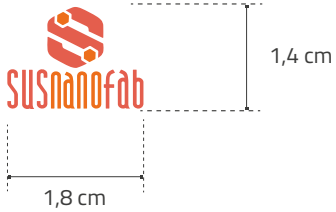
Uses with little or no contrast

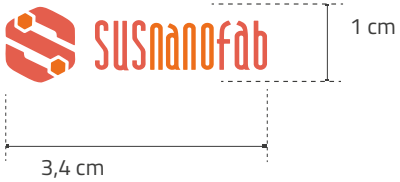
Negative monochrome on light images

2.7. Logo Syze

MINIMUM SIZE

The minimum usable size of the SUSNANOFAB logo is 1,7 cm. In excepcional cases, when there is no larger space for placing the logo, the minimum usable size is 1 cm.

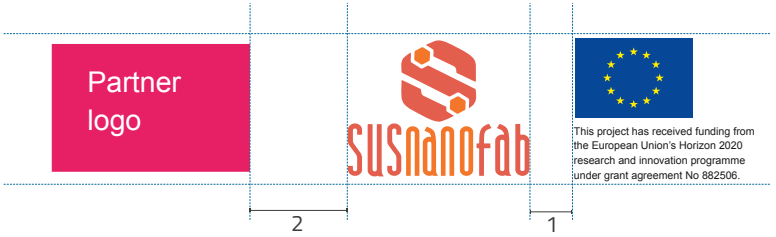




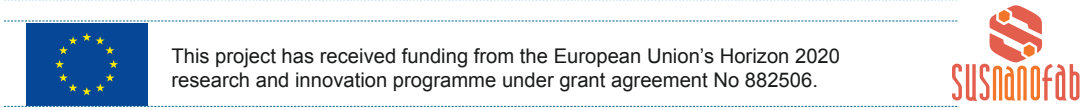
2.8. Use with the EU Flag

Positioning of partner logos

Partner logo can be at the right of the SUSNANOFAB logo (e.g. at the bottom of the page of information sheets, newsletters, roll ups, posters and on the back cover of brochures, folders / leaflets / handouts).



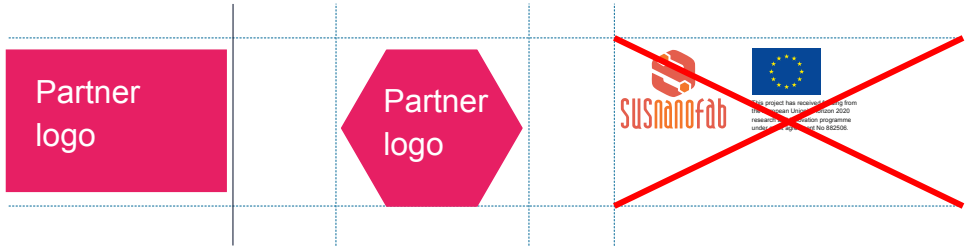
Logotype use in the bottom of a page or webpage:



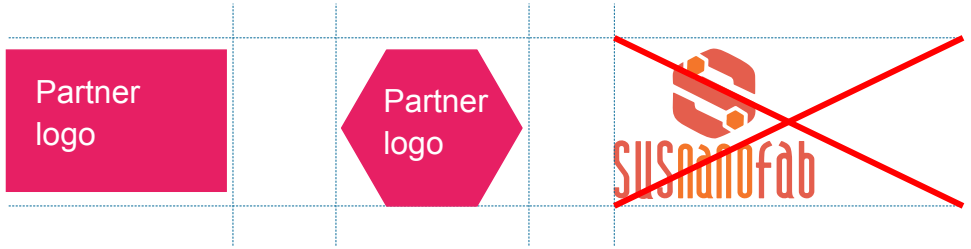
Positioning of partner logos on coloured background

In the case of a coloured background, the SUSNAOFAB logo is permitted to be used in white, but the funding acknowledgement must be on a white background.

Incorrect use: small size



Incorrect use: omission of funding acknowledgement



3. Corporate Typography

In order to standardise and ensure coherence of graphic and written materials, two different families of corporate fonts have been defined: Century Gothic Bold and Arial (regular and bold).

Main and secondary typographies are two different families. Century Gothic bold is used in titles and subtitles, and Arial is used in for all the content text.

Both will also be used as title and text fonts for the design of promotional items, brochures, etc.

In the content writings of electronic communications, internal and work documentation, Arial will be used in two weights (regular and bold), with the aim of avoiding unexpected alterations and changes in equipment that do not have SUSNANOFAB's main corporate fonts installed.

CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNÑOPQRS
TUVWXYZ
abcdefghijklmnñopqrstuvw
xyz
1234567890 ! ·%/()=*-+@#

ABCDEFGHIJKLMNÑOPQRS
TUVWXYZ
abcdefghijklmnñopqrstuvw
xyz
1234567890 ! ·%/()=*-+@#

Arial Regular

ABCDEFGHIJKLMNÑOPQRS
TUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890 !·%/()=-+@#€?“”

Arial Bold

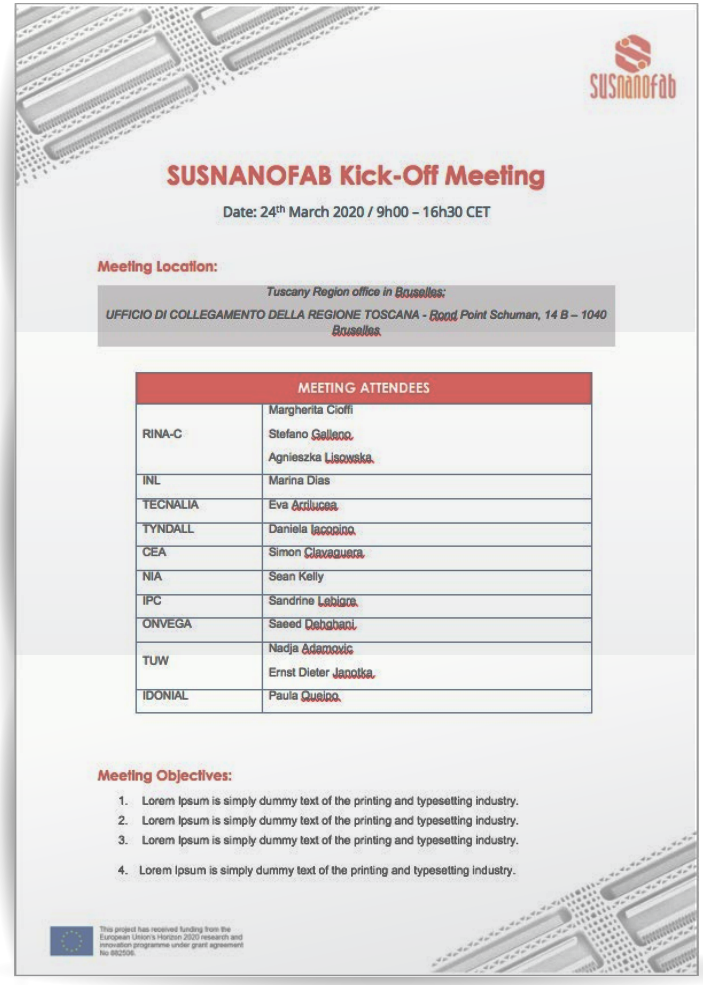
ABCDEFGHIJKLMNÑOPQR
STUVWXYZ
abcdefghijklmnñopqrstuvw
xyz
1234567890 !·%/()=-+@#€“”

4. Applications of the Brand

CORPORATE FOLDER

4. Applications of the Brand

PROJECT A4 SHEET



SUSNANOFAB

SUSNANOFAB Kick-Off Meeting

Date: 24th March 2020 / 9h00 – 16h30 CET

Meeting Location:

Tuscany Region office in Bruselles:

UFFICIO DI COLLEGAMENTO DELLA REGIONE TOSCANA - Rond Point Schuman, 14 B – 1040 Bruselles

MEETING ATTENDEES	
RINA-C	Margherita Cioffi Stefano Gelleno Agnieszka Lisowska
INL	Marina Dias
TECNALIA	Eva Arrilucea
TYNDALL	Daniela Iacopino
CEA	Simon Clavaguera
NIA	Sean Kelly
IPC	Sandrine Lebigre
ONVEGA	Saeed Dehghani
TUW	Nadja Adamovic Ernst Dieter Janotka
IDONIAL	Paula Queipo

Meeting Objectives:

1. Lorem Ipsum is simply dummy text of the printing and typesetting industry.
2. Lorem Ipsum is simply dummy text of the printing and typesetting industry.
3. Lorem Ipsum is simply dummy text of the printing and typesetting industry.
4. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862596.

SUSnanofab

https://susnanofab.eu/

TOWARDS A COMPETITIVE AND SUSTAINABLE NANOFABRICATION INDUSTRY