Project Number 101164616

D5.2 – Dissemination and communication plan

Lead Beneficiary: EVALION

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EXECUTIVE SUMMARY

The D&C plan provides an overview of planned communication actions, available dissemination channels and possible networking opportunities outside the events organised within the project consortium. Participation at international conferences is considered key channel for communication.

Main goals of project dissemination and communication are to raise awareness and interest for early adaptors and the general public on the project results; to foster understanding of the TREASURE technology and acceptance by users and the general public; to potentiate interaction with stakeholders and potential users to obtain key feedback to enhance exploitation opportunities of the TREASURE results; to transfer of knowledge among the partners; to ensure a broad applicability of the project results taking into consideration regulations and standards.

TREASURE will always ensure maximum transparency in data handling and results publishing but the consortium will ensure that sensitive and confidential data will be carefully managed. Decision to share the data will be based on the following considerations: commercially non-sensitive; would not lead to violations of personal privacy; would not violate any ethics or privacy approval obtained for experimentation, and would be of scientific interest to verify or extend project output.

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1 INTRODUCTION

WP5 encompasses a comprehensive range of activities designed to keep the external community informed about ongoing activities and the key results of the project. The Dissemination and Communication Plan aims to ensure the effective coordination of these activities, including planned events, communication channels, tools, and materials. This will be achieved by tailoring messages and channels to suit the needs of different audiences. A combination of onsite and face-to-face communication efforts will be complemented by digital actions, social media campaigns, and collaborations with prominent education and training (E&T) community portals and websites.

Interaction of WP6 with other WPs

The TREASURE project aims to address unresolved issues related to GFR safety and the design of critical safety systems for ALLEGRO. A key component of the project is the generation of new experimental data using state-of-the-art research facilities, alongside extensive safety analyses and research into phenomena using specialized computer codes.

The structure of the TREASURE project has been optimized to efficiently achieve its goals. It consists of four technical work packages (WP1-WP4), one work package focused on education and training, communication, and dissemination (WP5), and one work package dedicated to project management (WP6). The overall structure and interaction of WPs within the work plan framework is given in the figure below:

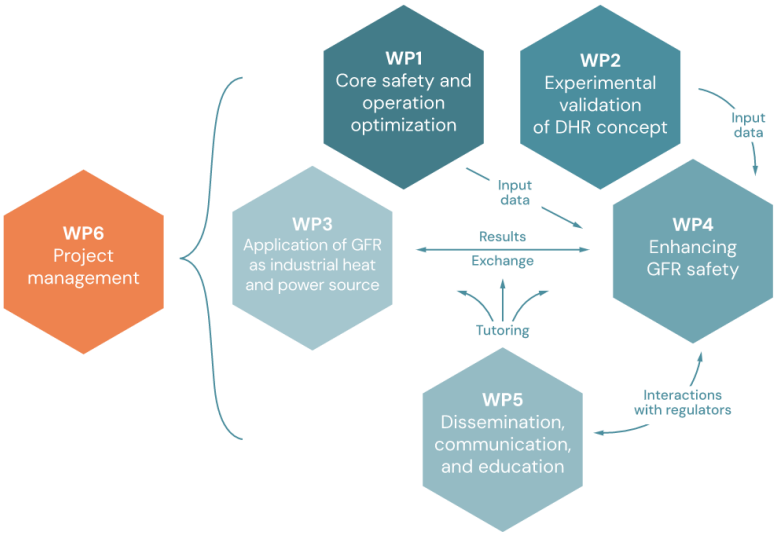

Figure 1 Structure of the TREASURE project

The dissemination and communication activities outlined in WP5 will be implemented throughout the entire duration of the project (M1-M48). UCAM leads WP5, however, VUJE, EVALION, CTU, NCBJ, and CEA taking on primary responsibility for dissemination and communication efforts within this WP. These partners will ensure the effective promotion of the project through their own social media channels, networking, publications, and participation in scientific and industrial events. In addition to events organized by the TREASURE project, consortium members will leverage their membership and contacts within relevant organizations to further amplify dissemination activities.

2 OBJECTIVES, TASKS AND DELIVERABLES OF THE DISSEMINATION AND COMMUNICATION ACTIVITIES

2.1 Objectives and expected impact

The overall objective of the WP5 is to strengthen the impact of the project on relevant stakeholders. It will be achieved by:

- dissemination of project results to targeted professional audiences (operators of infrastructures and related institutes, similar projects, organisations dealing with nuclear education including universities running courses on nuclear technologies) and general public with focus on youth,
- communication with relevant stakeholders and decision makers (ministries, policy-makers, international organisations, funding agencies, nuclear technology platforms, etc.) as well as outreach to potential beneficiaries
- educational activities
- communication with regulatory bodies.

Raising awareness of project goals and activities will create opportunities for more interactions with the international community, thus obtaining feedback, cooperation and at the same time avoid duplications and overlapping with other similar initiatives.

The key expected impacts of these tasks are:

- Increased visibility of the project and its results within the nuclear industry and scientific community.
- Strong engagement with external stakeholders through various dissemination channels (e.g., social media, publications, conferences).
- Broader outreach through involvement in relevant initiatives and partnerships.
- Enhanced collaboration with external experts and other projects, facilitating cross-sector knowledge exchange.
- By executing these tasks efficiently and proactively, the project will ensure that its outcomes reach a wide audience, contribute to the advancement of nuclear technology, and foster collaboration with other projects and stakeholders in the nuclear and energy sectors.

2.2 Dissemination and communication project tasks

2.2.1 Task 5.1 Design of Promo Materials and Dissemination & Communication Plan

The main objective of this task is to establish a clear and consistent communication strategy for the project, which will help to maximize its visibility and impact. It is essential to have a well-defined project identity and communication framework from the start.

Project Identity Package

The creation of a project identity package ensures consistency across all project materials and communications. This will include:

Project Logo: A unique visual representation of the project that can be used in all promotional materials.

Poster: A visually engaging project poster that can be displayed at events, conferences, and other public venues to attract attention to the project.

Project Flyer: A brief document summarizing the key aspects of the project, including its goals, objectives, expected impact, and how it contributes to the broader scientific and industrial communities.

PowerPoint Template (.pptx): A standardized PowerPoint template will ensure uniformity in presentations across all project partners, making the project look cohesive and professional at conferences, meetings, and other events.

Dissemination & Communication Plan: The D&C Plan will outline the strategies and actions to be taken to disseminate the project's results to a wide range of stakeholders.

EVALION will lead this task, ensuring that the plan is comprehensive, actionable, and regularly updated. All partners will contribute to its development and ensure its execution through active participation.

2.2.2 Task 5.2 Dissemination and Communication (M4 – M48)

This task focuses on the continuous and proactive dissemination of the project's progress, results, and impact from the 4th month (M4) through to the final month (M48) of the project's duration. The goal is to maximize outreach and visibility across multiple platforms and through various forms of communication.

Initial Dissemination Activities

Project website: The creation and maintenance of a central, accessible website will serve as the hub for all information related to the project. It will feature news updates, project milestones, publications, event details, and resources for stakeholders.

***Social media profiles*:** Establishing social media presence on platforms such as Twitter, LinkedIn, and Facebook will help the project to connect with a wider audience, engage with relevant stakeholders, and increase visibility.

Dissemination of promo materials*:* This includes a dissemination of the project brochure, roll-up posters, and presentation templates, which will be used for outreach at public events and conferences.

Content Creation and Online Dissemination

The creation of ***project video*** (by M30) will help to present the project in an engaging and accessible format for the general public and stakeholders. The video will be suitable for online platforms (e.g., YouTube, Vimeo) and will also be used in various presentations and events.

Regular updates: The project website and social media accounts will be regularly updated with the latest news, outcomes, and results. This will ensure continuous visibility and engagement with the project's audience.

Publications

Scientific Publications: The project's results will be disseminated through peer-reviewed journals in relevant scientific fields. This will allow the project to share its findings with the research community and ensure scientific credibility.

Thematic portals and industry magazines: Results will also be promoted through other specialized platforms such as the Joint Project Nuclear Materials EERA, industry magazines, and similar outlets. This ensures that the project's outputs reach both academic and industrial communities.

Participation in scientific events

The project will have a strong presence at international and national events. This will include conferences, workshops, and seminars where the project's findings, goals, and advancements will be presented. Partners will actively participate in these events by providing technical updates, showcasing results, and engaging with attendees to foster networking and collaboration opportunities.

2.2.3 Task 5.3 Increasing Outreach of the Project

This task is focused on maximizing the project's visibility, especially in relation to its connection to broader initiatives and ongoing developments in the nuclear sector. The goal is to ensure the project's results are shared widely and engage relevant stakeholders across various platforms.

Maximizing Outreach

The TREASURE project is a key component in the development of the ALLEGRO experimental reactor and is part of several major initiatives, including Generation IV International Forum (GIF), Sustainable Nuclear Energy Technology Platform (SNETP), V4G4 Centre of Excellence and other industry-specific projects and partnerships.

UJV will coordinate the networking activities to ensure that the project engages with these relevant initiatives and platforms. This will help amplify the project's visibility and ensure that its results are integrated with the wider scientific and industrial communities.

Networking and Harmonization Activities

Regular presentations of the TREASURE project's results at events organized by other initiatives (such as GIF, V4G4 Centre of Excellence, ESNII, SNETP) will be part of the dissemination strategy. This will help strengthen connections between TREASURE and other ongoing initiatives in the nuclear sector.

The collaboration with other initiatives will facilitate knowledge exchange and ensure that the project's work is aligned with the broader goals of these international partnerships.

Final Workshop

At the conclusion of the project, a final workshop will be organized, targeting a diverse group of stakeholders, including representatives from the nuclear industry, academia, regulatory bodies, and other relevant sectors. This workshop will serve as an important platform for presenting the project's findings, discussing lessons learned, and exploring future developments based on the outcomes of the project.

2.3 Dissemination and communication deliverables

No.	Title	Lead beneficiary	Dissemination level	Due date	Comments
D5.1	Project website and visual identity package	EVALION	Public	M4	Project website and overall visual identity package will serve as the main communication tools towards public and expert community. Promo materials include leaflet, roll up poster and graphics for social media presentation. Corporate visual identity was designed and applied to all project documents.
D5.2	Dissemination and communication plan	EVALION	Public	M6	The report includes a plan of communication and dissemination efforts and tools to be applied. It will be continuously updated during the project.
D5.3	Report from dissemination, communication and outreach activities	EVALION	Public	M48	The report will provide description of all communication and dissemination activities performed during the project.

3 TARGET AUDIENCE AND STAKEHOLDERS

The TREASURE project aims to foster GFR technologies and ensure that its outcomes reach a broad spectrum of stakeholders. The project targets key groups such as the nuclear community, European and national policy-makers, nuclear regulators, students, and the general public. Tailored communication strategies for each group will ensure that the project's findings, innovations, and benefits are widely disseminated, driving both scientific and societal engagement.

Nuclear Community

Traditional communication channels like conferences and journals will be complemented by proactive efforts to increase the visibility of the GFR and the TREASURE project within European and international organisations and forums. These engagements will be designed to disseminate the project's technical advancements and foster communication with researchers, engineers, and industry experts. The focus will be on publications in reputable journals, presentations at key conferences, and active participation in nuclear R&D initiatives.

European and National Policy-Makers

Policy-makers involved in energy, industry, and innovation policy are a central audience for the project. Through strategic messaging, the TREASURE project will highlight the potential benefits of advanced reactor deployment, such as ensuring a secure source of energy, supporting sustainable growth of European industry, or enhancing economic development and employment opportunities. To engage policy-makers, TREASURE will create white papers, and other materials to influence decision-making processes and align with EU and national energy strategies.

Nuclear Regulators

Nuclear safety is a priority, and the TREASURE project will closely interact with nuclear regulatory authorities to ensure that safety standards are maintained. Collaboration with Technical Safety Organizations (TSOs), including two other TSOs that will join the Regulators Advisory Board, will ensure that safety considerations are integrated throughout the project. Communication with ETSON (European TSO Network) will also be prioritized to increase the visibility of the project's safety advancements and regulatory compliance.

Students

Students, especially those in engineering and nuclear technology fields, are integral to the future of the industry. The TREASURE project will engage students through direct participation in research activities, which will lead to at least 10 MSc or Ph.D. theses linked to the project. Additionally, summer schools organized by CVR and UCAM will provide students with hands-on learning experiences. These summer schools will be promoted extensively, particularly through platforms such as ENEN (European Nuclear Education Network) and ENSTTI (European Nuclear Safety Training and Tutoring Institute), to encourage global participation.

General Public

Communicating the importance of advanced reactors and the potential benefits of nuclear energy to the general public is critical to fostering a positive image and understanding of the technology. The TREASURE project will use a variety of outreach tools, including videos, social media campaigns, and promotional materials, to engage the public and provide accessible, clear information about the project's goals and outcomes.

Table 1: Dissemination and Communication Matrix

Target Group	Action	Platform/Medium	Frequency	Evaluation and/or measurement
Nuclear community	Conferences, journal articles, collaborative platforms	International conferences, scientific journal	3+per year	Number of publications, conference presentations, feedback from peers
European and national policy-makers	White papers, policy briefings, direct meetings with policy-makers	White papers, policy events, meetings	Annually or as needed	Engagement with policy-makers, feedback, policy influence
Nuclear regulators	Regular updates, advisory board meetings, interaction with ETSON	Reports, advisory board meetings, TSO networks	Annually or as needed	Participation in meetings, feedback from regulators
Student	Research participation, summer schools, training materials	Summer schools, webinars, research opportunities	2 summer schools during 4 years of the project	Number of participants, feedback from students, theses published
General Public	Social media outreach, project videos, promotional materials	Website, YouTube, social media platforms	Ongoing	Social media engagement (likes, shares), video views, website traffic

4 DISSEMINATION AND COMMUNICATION STRATEGY

The Dissemination and Communication Plan is designed to ensure the effective dissemination and outreach of all publishable information generated throughout the project. It outlines in detail who (target audience) will receive which messages (key content), how (communication channels), and when (timeline and implementation). Additionally, the plan specifies the roles and responsibilities of the project partners and identifies the necessary steps to ensure the proper dissemination of knowledge. Annual updates to the plan will provide an overview of both planned and completed dissemination and communication activities.

The TREASURE project fully adheres to HORIZON Europe open access policy, offering free online access to scientific information for end users, ensuring that it is reusable. In this context, "scientific information" refers to peer-reviewed research articles published in journals, conference papers, and research data. The TREASURE project will implement various strategies to maximize open access to this knowledge.

4.1 Visual identity of the project

The visual identity for the project's promotional materials was developed during the initial phase. EVALION and VUJE, as project coordinators, ensured a strong connection between the project's focus and its graphic design, making sure the visual elements were adaptable across various formats and aligned with the promotional objectives.

Figure 2: Example of the project visual identity

4.2 Website

The primary communication channel for the TREASURE project will be its official website – www.projecttrreasure.eu. External communication will be customized to address different target audiences:

For the general public: A dedicated section on the website will provide essential information, including project objectives, structure of the project activities partners' details, and contact persons.

For the nuclear research community and regulators, European and national policy-makers: A section will feature presentations of project results, an in-depth project overview, its background and expected impact, structure, and especially open access to deliverables and publications. This section aims to promote the project's visibility and effectively communicate its outcomes. Moreover, the website includes list of involved partners, linked projects, initiatives, events. For participants of the planned summer schools, the website includes webpage Events dedicated to detailed info, registration forms etc.

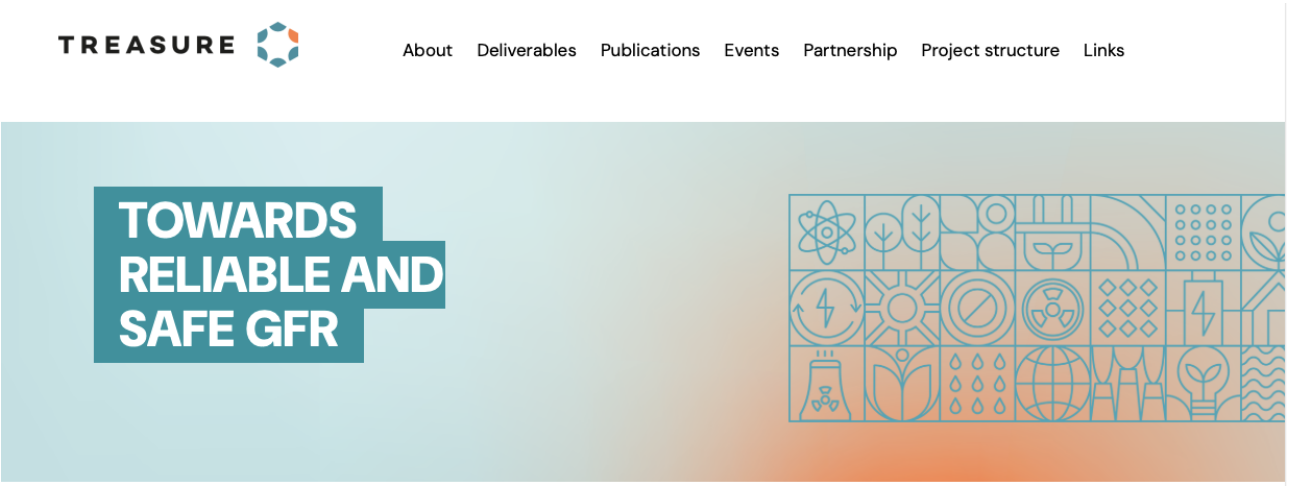

Figure 3: Homepage of the project website

4.3 Logo of the project and other promotional materials

The official logo for the project, along with templates for all major types of project documents and presentations, were developed during the first four months of implementation. In addition, the following promotional tools were created:

- A leaflet outlining the key features of the TREASURE project, including general description, objectives, expected impact, partnership details and organization of the work, as well as info on website and contact information.
- A roll-up poster with a generic presentation of key messages and a project description, description of the ALLEGRO demonstrator and GFR technology deployment milestones, designed for use by all partners at official events.
- A graphic template for social media platforms, intended to visually support the project's communication on channels (LinkedIn, YouTube, Vimeo).

These promotional materials will also be tailored for specific target audiences and distributed via email, post, or in person. Strong connections will be fostered with other EU research platforms, projects, initiatives, and international organizations, such as the SNETP platform, other EURATOM projects, the Generation IV International Forum, relevant project management boards, national governments, and their agencies.

Figure 4: Project logo

4.4 Social media and video

Social media platforms provide an excellent opportunity to build an engaged and interactive community around the project. These channels are particularly effective in reaching younger generations and are widely adopted by stakeholders across various sectors. After discussion with representatives of VUJE and other partners involved in WP5 we created a profile on LinkedIn platform. LinkedIn focuses on raising awareness of the project's activities among professionals and industry leaders. Additionally, project partners will actively promote the initiative through their own social media channels, maximizing reach and engagement with a diverse audience.

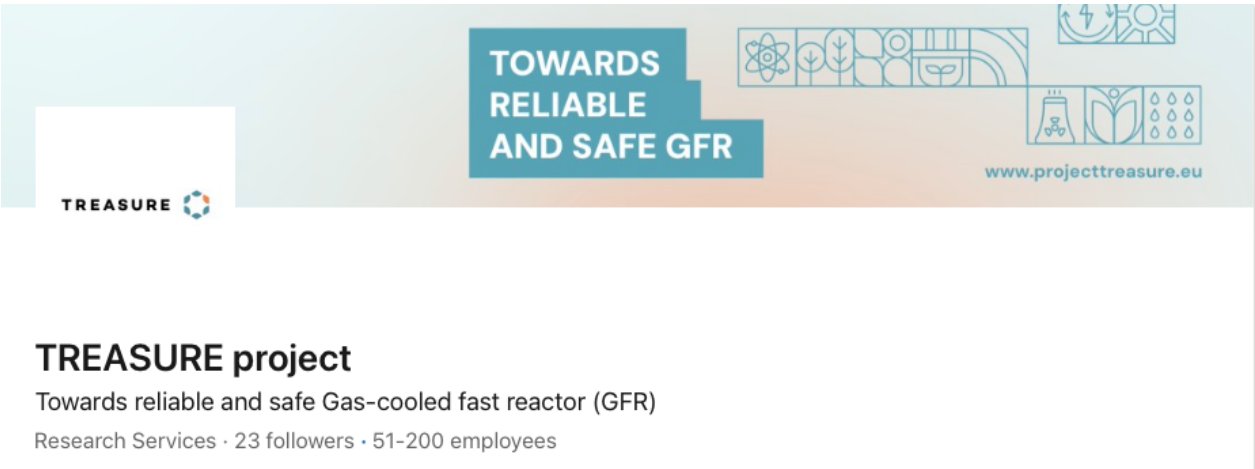

Figure 5: TREASURE project profile on LinkedIn

By M30, the first project video highlighting the key objectives and goals will be released, offering a visual representation of the project's impact and vision. A promotional video targeting younger audiences will be created and shared on online platforms. The video will introduce the project's mission, importance, and potential, providing an engaging and visually appealing summary.

4.5 Publications in scientific journals

Scientific publications will be published in peer-reviewed Open Access (OA) journals and made available at the latest on the date of publication through trusted repositories. Their associated metadata will be open under a Creative Common Public Domain Dedication and in line with FAIR principle. Open peer review will be favoured when possible. For results deemed exploitable, the necessary steps to protect the associated IP will be taken before publication in OA journal. When no result protection is envisioned, the use of early and open sharing under the form of Preprint will be considered. The table below shows the preprint venues, OA journals with Open peer review process suitable for the publication of TREASURE results.

The TREASURE consortium plans several scientific articles in high impact journals, with at least an average of **3 papers per year after the 1st year of the project and over the whole project duration.**

OA journals for publication with Open Peer Review
EPJ Nuclear Sciences & Technologies
Nuclear Engineering and Design
Nuclear Engineering and Technology (open access free up to 8 pages)
Metals
ASME Journal of Nuclear Engineering and Radiation Science
Problems of atomic science and technology. Series: Nuclear Physics Investigations.
East European Journal of Physics

Figure 6: List of OA journals for publications

4.6 Events to be organized by the project

Building on the success and high demand of the GFR Summer School previously organized by CVR within the SafeG project, a similar event will be held as part of the TREASURE project. This event is aimed at Master's and Ph.D. students, as well as young professionals interested in the field of Gas-cooled Fast Reactor (GFR) technology. **The GFR school in Prague – Řež** will feature lectures from experts representing project partner institutions. The majority of the program will focus on hands-on practical exercises and experiments conducted at CVR-operated facilities, particularly the S-Allegro facility in Pilsen. This facility is a scaled-down version of a ALLEGRO demonstrator and can serve as a thermal-hydraulic simulator for Gen IV reactor systems. Students will participate in a dedicated experimental campaign, guided by experienced operators.

The second **GFR Summer School in Cambridge** (hosted by Cambridge University), will offer participants a unique opportunity to explore the latest advancements in GFR technology and its diverse applications. Attendees will gain access to cutting-edge research and engage directly with leading experts in the field.

At the final stage of the project, a **final workshop** addressing various stakeholders (nuclear industry, academia, regulatory bodies) will be organized to share project findings and development.

4.7 Presentation at international conferences

Event	Audience	Interest as dissemination channel
ESNII Events	Nuclear Engineering community	Interaction with stakeholders
ICONE	Nuclear Engineering community	Scientific exchanges
ICAPP	Nuclear Engineering community	Scientific exchanges
NENE	(Central) European Nuclear Engineering community	Scientific exchanges and interaction with Central European Stakeholders
NURETH	Nuclear Thermal hydraulics Specialists	Scientific Exchanges
HTR conference	Researchers and end-users with interest in very high temperature reactors	Scientific with HTR research community
APCOM	Nuclear Engineering community, Academic community, students and young professionals	Interaction with Academic community
FISA-EURADWASTE	Nuclear Engineering community	Scientific exchanges
PHYSOR	The reactor physics community	Scientific exchanges
Conference on Fast Reactors and Related Fuel Cycles	Nuclear Engineering community	Scientific exchanges

4.8 Interaction and exploitation of results with other EU platforms and projects

The TREASURE project is focused both on basic and applied research, without direct patentable outputs. Nevertheless, some patentable know-how can be generated, e.g., related to the upgrades of experimental facility or in technical solution of the residual decay heat exchanger. The split of proprietary rights will be discussed by the project Governing Board and agreed by the partners. It is expected that the patents based on outcomes of the TREASURE project will be applied later during development of detailed design of the ALLEGRO development.

The final goal of all the efforts put into GFR research in Europe is the full industrial utilization of GFRs that will be based on the ALLEGRO concept. The TREASURE project is strongly oriented to practical exploitation of the results in the next phases of the GFR and ALLEGRO demonstrator development and in other applications. The principal future users of the TREASURE outcomes are the project participants associated in **V4G4 Centre of Excellence**, but also other parties which will join the team in later phases of ALLEGRO design and construction.

The members of V4G4 Centre of Excellence have already made significant effort in planning the way to reach the ultimate goal – construction of a GFR. The possibilities of future cooperation leading towards this goal were analysed and recommended in the frame of the **VINCO project**. The document "Possible schemes for international regional cooperation of V4 countries for GenIV nuclear systems R&D projects included in the SET Plan IR" analyses the legal, institutional as well as financial aspects of such a long-term project. In order to make the flow of information easy for a further development of the ALLEGRO demonstrator, an essential orientation in the TREASURE project is that the partners agree to grant the V4G4 CoE access

rights to the project results. The remaining project partners would embark on follow-up activities or can make an application to become associate members of the V4G4 CoE.

The strategy of exploitation of knowledge generated will include the following activities:

- V4G4 CoE and industrial partners will be able to exploit it directly (UJV, VUJE, CEA, FRAMATOME)
- TSOs and regulators will continue building their knowledge base and tools in order to advise regulators when the licensing process starts (SUJB, CVR, VUJE, HUN-REN EK)
- Research centres and universities will continue building their expertise, recover knowledge from the experience feedback of earlier programmes, and transfer this knowledge to a new generation of researchers (NCBJ, HUN-REN EK, CVR, BME, CTU, KIT, STU, UCAM, USFD, UWB, KIPT)
- Partners will maximise the outreach of the project activities towards relevant initiatives such as **Generation IV International Forum, European Sustainable Nuclear Industrial Initiative** and **Sustainable Nuclear Energy Technology Platform** (UJV, VUJE, NCBJ, CTU, CEA)
- UJV will coordinate the networking and harmonization activities including regular presentation of project results at the events organized in the frame of above-mentioned initiatives as well as inviting external experts to TREASURE project events to facilitate interaction with other platforms and EU projects, initiatives and international organizations, in particular with the Generation IV International Forum.

5 EVALUATION OF DISSEMINATION AND COMMUNICATION STRATEGY

In order to measure the effectiveness of all communication and dissemination activities, the Key Performance Indicators have been set up for the project to provide a quantitative measure of its impact. They are summarized in the following table.

Table 2: Key performance indicators of dissemination activities

Dissemination/ Communication activity	**Description**	**KPI (end of project)**
Publications	Articles in dedicated journals and magazines in the field of advanced nuclear reactors and related technologies	The goal is to have at least 9 scientific papers submitted and accepted for publication.
Conferences	Papers connected with presentations (oral or poster) of work done in the frame of the project.	The goal is to have at least 5 papers, presented.
Training activities	GFR Summer School in Řež will be organized at CVR, open to any students and young professionals with an interest in the field of GFR technology.	Number of participants < 10 poor > 15 acceptable > 25 excellent
Training activities	GFR Summer School in Cambridge will be organized by UCAM, targeted at students and young professionals	Number of participants < 10 poor > 15 acceptable > 25 excellent
Students involvement	New students participating in GFR research, that previously (before start of TREASURE) had not been involved.	At least 3 new assigned MSc./PhD theses
Project website	The website serves as a place for publishing of the project results, as well as it will provide an opportunity for general public to get updated information about the project development and it will allow downloading of public information deriving from the project research.	Number of views < 2000 - poor > 5000 - acceptable > 10000 - excellent
Social media campaign	Creation and maintenance of social profile on LinkedIn. Campaign targets different stakeholders at different profiles, thus posts will be accommodated to the audience.	Followers in total < 50 - poor > 100 - acceptable > 300 - excellent Impressions in total < 300 - poor > 1000 - acceptable > 5000 - excellent
Project brochure, roll-up and presentation	The promo materials will be designed in M6 and will include the general public information about the project.	Distribution of copies < 100 - poor > 300 - acceptable > 400 - excellent
Organization of Final Workshop	An international public workshop will be organized towards the end of the project involving representatives of industries, scientists, academia, and end-users.	> 1 public workshop > 40 participants

6 COMMITMENT OF PROJECT PARTNERS

6.1 Commitment of archiving dissemination material

The partners of the TREASURE project are committed to the effective management and preservation of dissemination materials and activities, both planned and completed, for internal purposes as well as for submission to the European Commission.

Each partner is responsible for notifying the T5.2 leader EVALION about all planned and completed dissemination and publication activities, ensuring they are properly documented. EVALION and VUJE are tasked with overseeing and recording these activities. Additionally, EVALION will collect relevant materials from the partners following each activity, and all materials will be stored securely in the TREASURE online SharePoint repository.

Every six months, each partner must provide updated information on the dissemination events and activities carried out or planned by their organization. This information, including a description of the activities and a list of any produced promotional or dissemination materials, should be included in the Partner Interim Report (PIR) under Annex 1. Annex 1 requires details such as the type of dissemination activity, a brief description, the target audience, and the number of individuals reached. The template for Annex 1 is available in the "Templates" section of the SharePoint document repository. The collected information will be used to compile the European Commission's Periodic Reports.

6.2 Materials to be archived

The following materials should be archived if available:

6.2.1 Events

- Event brochure and/or event programme (highlighting TREASURE presentation)
- List of participants (when possible)
- Pictures taken at the event
- Presentation held

6.2.2 Press

- Press releases published
- Articles published in any language (link and screenshots if online, copy of the newspaper/magazine if printed)
- Scientific papers (copy, pdf or similar)

6.2.3 Summer school, seminars and workshops/(webinars)

- Invitation to the event
- Programme
- List of participants
- List of lecturers
- Pictures taken at the event
- Presentations held
- Report on the event

6.2.4 Online events

- Screenshots or recording
- List of participants

6.3 Content development

TREASURE partners will actively participate in communication and dissemination activities linked with the project progress and results by using their communication channels and tools (social media, communication and promotion among the established networks).

In order to compile promo and dissemination material, EVALION as T5.2 leader will contact partners with a request for content development and sources for e. g. content for specific promotional materials, website news, social media posts etc.

7 OBLIGATIONS

The main obligations of all project partners have been defined in the Grant Agreement – ARTICLE 17 — Communication, dissemination and visibility and Annex 5 - Specific rules, chapter Dissemination,

7.1 Communication and dissemination obligations

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. **Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.**

The beneficiaries must **disseminate their results as soon as feasible**, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. **A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries, together with sufficient information on the results it will disseminate.** Any other beneficiary may object within 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

7.1.1 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

Funded by the
European Union

Figure 7: Mandatory acknowledgement on EU support

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

7.1.2 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."*

7.1.3 Open science practices

TREASURE project will adopt mandatory open science practices as mentioned in the Annotated Grant Agreement including open access to scientific publications, responsible management of research data in line with the FAIR principles, access to information about the research outputs/tools/instruments needed to validate the conclusions of scientific publications or to validate/re-use research data, digital or physical access to the results needed to validate the conclusions of scientific publications, and if requested by the grant authority immediate open access to all research outputs under open licenses or, under fair and reasonable conditions.

7.2 Open science

7.2.1 Open access to scientific publications

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND)
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machineactionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication. **Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.**

Open science: additional practices

The beneficiaries must provide (digital or physical) access to data or other results needed for validation of the conclusions of scientific publications, to the extent that their legitimate interests or constraints are safeguarded (and unless they already provided the (open) access at publication).

The beneficiaries must (if requested by the granting authority) immediately deposit any research output in a repository and provide open access to it under a CC BY licence, a Public Domain Dedication (CC 0) or equivalent. As an exception, if the access would be against the beneficiaries' legitimate interests, the beneficiaries must grant nonexclusive licenses — under fair and reasonable conditions — to legal entities that need the research output to address the public emergency and commit to rapidly and broadly exploit the resulting products and services at fair and reasonable conditions. This provision applies up to four years after the end of the action (see Data Sheet, Point 1).

7.2.2 Open science: research data management

The beneficiaries must manage the digital research data generated in the action ('data') responsibly, in line with the FAIR principles and by taking all of the following actions:

- establish a data management plan ('DMP') (and regularly update it) as soon as possible and within the deadlines set out in the DMP, deposit the data in a trusted repository; if required in the call conditions, this repository must be federated in the EOSC in compliance with EOSC requirements
- as soon as possible and within the deadlines set out in the DMP, ensure open access — via the repository — to the deposited data, under the latest available version of the Creative Commons Attribution International Public License (CC BY) or Creative Commons Public Domain Dedication (CC 0) or a licence with equivalent rights, following the principle 'as open as possible as closed as necessary', unless providing open access would in particular:
    - be against the beneficiary's legitimate interests, including regarding commercial exploitation, or
    - be contrary to any other constraints, in particular the EU competitive interests or the beneficiary's obligations under this Agreement; if open access is not
- provided (to some or all data), this must be justified in the DMP

Metadata of deposited data must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent (to the extent legitimate interests or constraints are safeguarded), in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following: datasets (description, date of deposit, author(s), venue and embargo); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the dataset, the authors involved in the action, and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for related publications and other research outputs.

8 CONCLUSION

This document outlines the Dissemination and Communication Plan, along with the corresponding promotion strategy for the TREASURE project. It provides a comprehensive overview of the key objectives, specific tasks, and the coordination with other work packages within the project. The plan clearly defines the target audiences and identifies the most effective dissemination and communication tools and channels to ensure maximum outreach. Additionally, it specifies the roles and responsibilities of each project partner, along with the associated publicity obligations.

By adhering to this strategy, the TREASURE project will ensure that its dissemination efforts not only raise broad awareness about the project's outcomes but also promote the practical application and integration of the results. The plan is designed to facilitate meaningful engagement with stakeholders and to ensure that the project's findings are widely utilized, contributing to the broader goals of knowledge transfer, impact, and sustainability.