



Funded by the Horizon 2020  
Framework Programme of  
the European Union



**Project acronym:** GOTSolar

**Grant Agreement No.:** 687008

**Project full title:** New technological advances for the third generation  
of Solar cells

## **Deliverable D7.4**

### **Communication strategy including dissemination action plan**

<b>Start date of the project:</b> 01/01/2016	<b>Project coordinator name:</b> Adélio Mendes
<b>Duration of the project:</b> 36 months	<b>Institution of the Project coordinator:</b> UPORTO
<b>Period covered by this report:</b> from 01/01/2016 to 29/02/2016	<b>WP Reference:</b> WP7
<b>Nr. pages:</b> 11	<b>WP leader name:</b> Janusz Lewiński
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## **ABSTRACT**

The following document entitled "*Communication strategy including dissemination action plan*" describes the foreseen strategy for external and internal communication activities to be carried out within work package 7 of the **GOTSolar** project. This plan considers the strategy that all partners shall apply for dissemination and communication of their **GOTSolar** activities and research results throughout the Project. The available communication tools are also presented, as well as the list of associated work package deliverables. After its formal release, updated versions will be possible.



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## INTRODUCTION

Within HORIZON 2020 **GOTSolar** project, a work package on Project exploitation, Dissemination and communication (WP7) has been considered in order to carry out the internal and external communication activities related to the project. The main objective of WP7, as described in the Grant Agreement, is to create consciousness of the project, stimulate dissemination of the project results and organize dissemination actions. In order to meet these objectives, the available existing communication tools will be used, and a series of activities organized.

Deliverable D7.4 entitled “*Communication strategy including dissemination action plan*” describes the foreseen strategy for communication activities and communication tools and lists all the remaining deliverables. The content of this plan was presented and established in the kick-off meeting, which was held in the city of Porto on January 26<sup>th</sup> 2016.

All **GOTSolar** partners are well aware concerning the communication guidelines fulfillment, defined in Grant Agreement. Rules for the European Union logo are well known, as well as the acknowledgments and references to the Horizon 2020 framework programme financial contribution. During this project, any dissemination results will also present a disclaimer excluding European Commission responsibility.

This deliverable shall be followed by deliverables D7.5 – “Dissemination report (interim)”, due at M12 (December 2016), and D7.6 – “Dissemination report (final)” due at M36 (December 2018).



## INTERESTED PARTIES

The main objective of the Communication Action Plan that will be implemented by the Consortium is to establish measures to successfully share all project results during the lifetime of the project. This means keeping people informed, responding to their concerns and involving them in the implementation. The following target groups (inside and outside the project) can be identified:

- consortium partners,
- the general scientific community and R&D industrial departments,
- the European Commission,
- journalists, general public and stakeholders,
- companies in Energy sector,
- Venture Capital,
- other private or public organizations.

## COMMUNICATION AND DISSEMINATION TOOLS, PROCEDURES AND ACTIONS

### 1. Press releases

At least 2 press releases will be issued during and after the project to present and disseminate **GOTSolar** results to a broader community.

### 2. Project events

#### Kick-off meeting

**GOTSolar** kick-off meeting was held at the Faculty of Engineering of University of Porto (Portugal) on January 26<sup>th</sup> 2016. During this meeting, all **GOTSolar** organizational aspects were presented and discussed among all partners. A special attention was also given to the work plan: all work packages were discussed in detail as well as deliverables and milestones timeline.

#### Technical meetings

These meetings will consist of at least one representative of each work package (denominated as Steering Committee). Technical meetings will be organized on a very regular basis (within 2 months at the maximum) via conference calls. The next conference call is already planned for March 2016 (M3).

Every six months all partners will meet in a face-to-face basis. The 1<sup>st</sup> semi-annual project meeting will take place in Warsaw on June 2016 (M6) and will be organized by IChF PAN. These meetings will comprise summaries and deliberations regarding all developed work. All results and forecasted developments will be also discussed between all partners. The **GOTSolar** Consortium will evaluate the course of the work plan and will suggest changes for improving its effectiveness.

#### General assembly meetings

These meetings will consist of at least one representative of each partner (denominated as General Assembly). On these meetings, the execution of the financial contributions and the overall management of the project will be analyzed. Technical and management actions will be discussed in detail in order to accomplish all Grant Agreement clauses.

#### Training and education courses in the frame of the project

Specific training sessions to incorporate research into classrooms will be organised by academic partners during the framework of the project. The goal of this action is to demystify what is a research work and at the same time motivate the younger students to develop research.

Additionally, these actions will allow to approximate the non-academic society to the academia and demonstrate the real-world application of scientific projects. Significant economic, environmental and societal challenges are constantly discussed among all students. That is why **GOTSolar** Consortium wants to communicate results, ideas and even environmental concerns to show to our future generations that developing and studying new technologies, all problems may come to a success.

Specifically, UPORTO has a large experience developing pedagogical experiments for students' labs. UPORTO will develop an experimental setup for second cycle students comprising the construction of a PSC and demonstrating its use. This experimental setup will be offered to a company expert in students' labs and operating internationally for commercializing. The experimental setup design and protocol will be also offered to all academic institutions of the consortium. UPORTO is also active in teaching a course on Renewable Energies; the corresponding slide notes will be spread among the academic institutions of the consortium.

Detailed programme and results of this dissemination action, which are UPORTO responsibility, will be presented in detail in deliverable D7.7 – “Report on training and education courses in the frame of the project” due at M36 (December 2018).

#### Organization of a symposium in an international conference and symposium/or workshops

**GOTSolar** Consortium will organize an International Conference on the topic of perovskite solar cells, by the end of the second year (M24). It will be done a search about other projects related to **GOTSolar** project topic that might be also interested in presenting a joint participation in an international conference.

At the end of the Project (M36) a Symposium will be organized, inviting recognized speakers on perovskite technology. This symposium is thought to be very specific on perovskite topic to center the discussion on the most relevant technical topics. Project's results will be widely presented in order to make a final balance concerning this topic.

The main objective of these dissemination activities is to raise awareness and curiosity about **GOTSolar** results, showing the biggest achievements to a target audience: scientific communities, stakeholders, industries from the energy sector and other private or public organizations. In all cases, these target-driven dissemination activities will be integrated with academic presentations given by relevant participants, but not necessarily engaged in the project. These events announcements will

be distributed to the public by electronic brochures, through email, institutions website and especially over **GOTSolar** website.

More detailed information about the organization of these events will be presented over deliverables D7.2 and D7.3 reports.

### **3. Project Website**

The website <http://www.gotsolar.eu> is the main online tool to present and disseminate all the results and events under the framework of the project. One of its objectives is also to make available a private section for changing documentation between all partners. It will be regularly updated by IChF PAN in order to provide the latest **GOTSolar** news, relevant results and breakthroughs. It will remain available for 3 years after the end of the project.

The website will be composed by a public and a restrict areas. The public section provides information concerning:

- a) general information about the project
- b) description of all consortium members
- c) information about titles, leaders and objectives of all the work packages
- d) description of events organized within the framework of the project
- e) information about press releases, publications, patents, and other public communications of the project
- f) recent news about the project's topic
- g) addressing and contact information
- h) appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme
- i) disclaimer excluding European Commission responsibility

The intranet is a tool used for private and internal communication and to provide exchange of information between all partners. In particular, each partner is capable of upload and download files shared among all partners. Intranet access is a plugin password-protected and very restricted.

Architecture and system administration of the website, which are IChF PAN responsibility, are presented in detail in report of deliverable D7.1 – “Project website” due at M2 (February 2016). All partners are responsible, in equal measure, of regularly contributing to the contents of the website.

#### **4. Presentation of GOTSolar results at international conferences, workshops and seminars**

During and after the course of the project, disseminating all main achievements is a shared responsibility of all partners. The attendance and regular participation in national and international events under **GOTSolar** topic, such as conferences, workshops, seminars and webinars is really important to maintain dissemination, exploitation and communication at highest level. The partners are encouraged to present **GOTSolar** project, as well as their own scientific work within the project, at the forthcoming meetings and national and international conferences.

#### **5. Publication of project results in scientific journals**

The inter-disciplinary nature of the **GOTSolar** will ensure that the Project results will be published in the top-tier scientific journals from different fields as well as oral and poster presentations at international conferences to fully disseminate Project advances to both scientific community and companies in the energy sector. These publications will be published under an open access basis and will be documented in the periodic reports and presented in the official website of the project.

In accordance with Article 29.2 of the **GOTSolar** Grant Agreement, each partner will ensure open access (free of charge online access for any user) to all peer reviewed scientific publications. All articles will be also deposited in a repository, previously chosen through the recommended “Open Access Infrastructure for Research in Europe (OpenAIRE)”. Other useful listings of repositories such “Registry of Open Access Repositories (ROAR)” and “Directory of Open Access Repositories (OpenDOAR)” may also be considered.

#### **6. Patent filing**

During the course of the **GOTSolar** project, all disruptive and emergent innovations/technologies, identified as project results, will be protected by a patent application. The ownership and access rights between the consortium partners, including the economic conditions, are defined in the Consortium Agreement (CA).

Applications for protection of results (including patent applications) filed by or on behalf of a beneficiary will also include an acknowledgment statement for the European Union’s Horizon 2020 framework programme.



## 7. Lab prototype

Upon successful completion of technical activities and achievement of foreseen goals a lab-scale prototype will be presented in the final **GOTSolar** project meeting. This prototype will include the main breakthroughs reached within **GOTSolar** and it will be widely spread for demonstrating the potential of perovskite solar cells technology. This will strongly contribute for an acceleration of the market interest to this kind of technology, which will be assessed by inviting an industrial panel to discuss the achieved developments and the target goals for the technology. The inclusion of industrial partners in this project demonstrates exactly that ambition.

## 8. Partner network of contacts

In order to achieve public engagement and ensure that **GOTSolar** project is turned into economic, social, and scientific advantage for the EU, many other target groups and stakeholders, from all sectors of society, shall be contacted directly and informed about the Project. All consortium partners should explore possible ways to cooperate with scientific community, energy sector companies, venture capitalists, public sector organizers etc.

## 9. Deliverables under dissemination, exploitation and communication work package

During the course of the **GOTSolar** project, disseminating the main achievements is a shared responsibility of all partners. A number of deliverables have been scheduled in WP7 to ensure periodical reporting on the activities and achievements of the **GOTSolar** project. These are listed in Table 1.

Public deliverables (PU) will be made available for viewing on the project website, after European Commission approval.

*Table 1. List of WP7 deliverables and respective due date.*

<b>Deliverable Number</b>	<b>Deliverable Title</b>	<b>Lead beneficiary</b>	<b>Type</b>	<b>Dissemination level</b>	<b>Due Date (months)</b>
D7.1	Project website	ICHF PAN	DEC	PU	2
D7.2	Organization of an international conference	ICHF PAN	DEC	PU	24
D7.3	Organization of an international symposium	ICHF PAN	DEC	PU	36
D7.4	Communication strategy including dissemination action plan	ICHF PAN	DEC	PU	2

D7.5	Dissemination report (interim)	IChF PAN	DEC	PU	12
D7.6	Dissemination report (final)	IChF PAN	DEC	PU	36
D7.7	Report on training and education courses in the frame of the project	UPORTO	R	CO	36

Type: DEC = Websites, patents filing, press & media actions, videos, etc

R = Report

Dissemination level: PU = Public, CO = Confidential

**Disclaimer excluding Agency responsibility**

This project has received funding from the European Union's Horizon 2020 research and innovation Programme under the grant agreement No 687008. The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained herein.



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