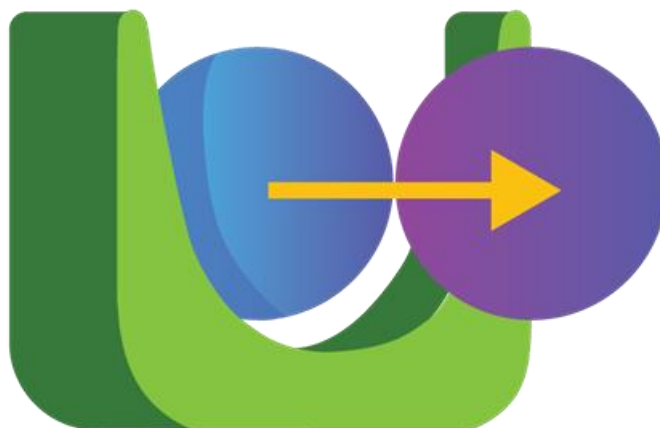




ARCHIMEDES

Trusted lifetime in operation for a circular economy

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1 Executive summary

In order to maximize the impact and reach the very high ambitions in term of results, communication, dissemination and exploitation activities are key to the project. It is essential to transmit the project results and research knowledge to a relevant audience such as the digital industry, information technology professionals, researchers, academic institutions and the general public.

The deliverable presents the broad strategies for stakeholder engagement through the initial dissemination, communication and exploitation plan. It is based on the preliminary dissemination and exploitation plans laid out in the project proposal and adds relevant material on the dissemination and communication strategy.

All partners will contribute to this effort by maximising the use of all existing dissemination channels and the production of dissemination elements such as the writing of scientific papers, the contribution to oral and poster presentations at relevant international and European conferences and the participation to activities such as workshops, fairs and showcases.

2 Publishable summary

Climate change, CO2 footprint, energy transition, safety & security as well as sovereignty are key issues that the common population can very well relate to today. As we face critical challenges, research and development in our ECS domain needs to address them more than ever. In particular the energy transition needs to be accelerated in order to become more independent from gas and oil energy, which was considered being available at low costs and without limits until recently. This assumption has been proven to be based on very fragile grounds and it has come to an end. One solution to accelerate the energy transition is to use all generated energy. This means that overflow energy produced in wind or solar parks needs to be available in periods when common energy generation is lacking. This requires important investments into infrastructure, which will only flow, if investors trust into the technologies enabling solutions. The faster the trust is built, the faster the transition can be realized. On the other hand, technologies and products that will ensure an economic use of resources and enable long and trusted lifetime of systems and components in the ECS domain have to be developed. ARCHIMEDES contributes to this in the domains of automotive, aviation and industry. In ARCHIMEDES, components, models and methodologies to increase the efficiency and lifetime of the propulsion components, power components and energy storage devices in automotive, aviation and industry will be developed. This will support the energy transition on the consumer's side. In order to support this mission, ARCHIMEDES aims to change technologies and products in the automotive, aviation, infrastructure domains and the related ecosystem towards a resilient, de-carbonized, digitalized, and green EU: It will help building trust in the new technologies and thus contribute to accelerating the energy transition, safety and security.

3 Non publishable information

Place non publishable information here, if applicable.

Not applicable

4 Introduction & Scope

4.1 Purpose and target group

The purpose and scope of this document is to present the plans and the channels used for the communication, dissemination, and outreach of the ARCHIMEDES project, with the aim of ensuring the successful exploitation of the project results. The target audience for this document are all interested stakeholders of the ARCHIMEDES plans and results.

4.2 Contributions of partners

Chapter	Partner	Contribution
All chapters	NextMove	Preparation of all chapters and content
6	TeraGlobus	Preparation of the chapter s contents
All Chapters	TeraGlobus	Review and suggestions for changes

4.3 Relation to other activities in the project

•
The ARCHIMEDES plans for communication, dissemination and outreach, and the exploitation activities were created to communicate the information about the project, its WPs, SCs and Tasks, to the outside audiences with the aim of achieving successful exploitation of project results. Thus, these plans and activities have the inputs from all project's WPs, SCs, and Tasks.

The outputs of these activities will contribute to the outreach of the project to external audiences, interested stakeholders, general public, policy-makers, funding authorities, other researchers, industry representatives, technology engineers and developers, and other audiences. The results will be used by the project's WPs and SCs partners to communicate about the project and to help ensure a successful outreach for exploitation targets.

5 Communication and dissemination objectives of the project

The methodology for the ARCHIMEDES communication strategy is set out below (Figure 1). The key starting points are highlighted, as well as their testing, validation and refinement through audience research and received user feedback after specific dissemination activities. The methodology and the implementation plan to be executed during the project will be presented within this section.

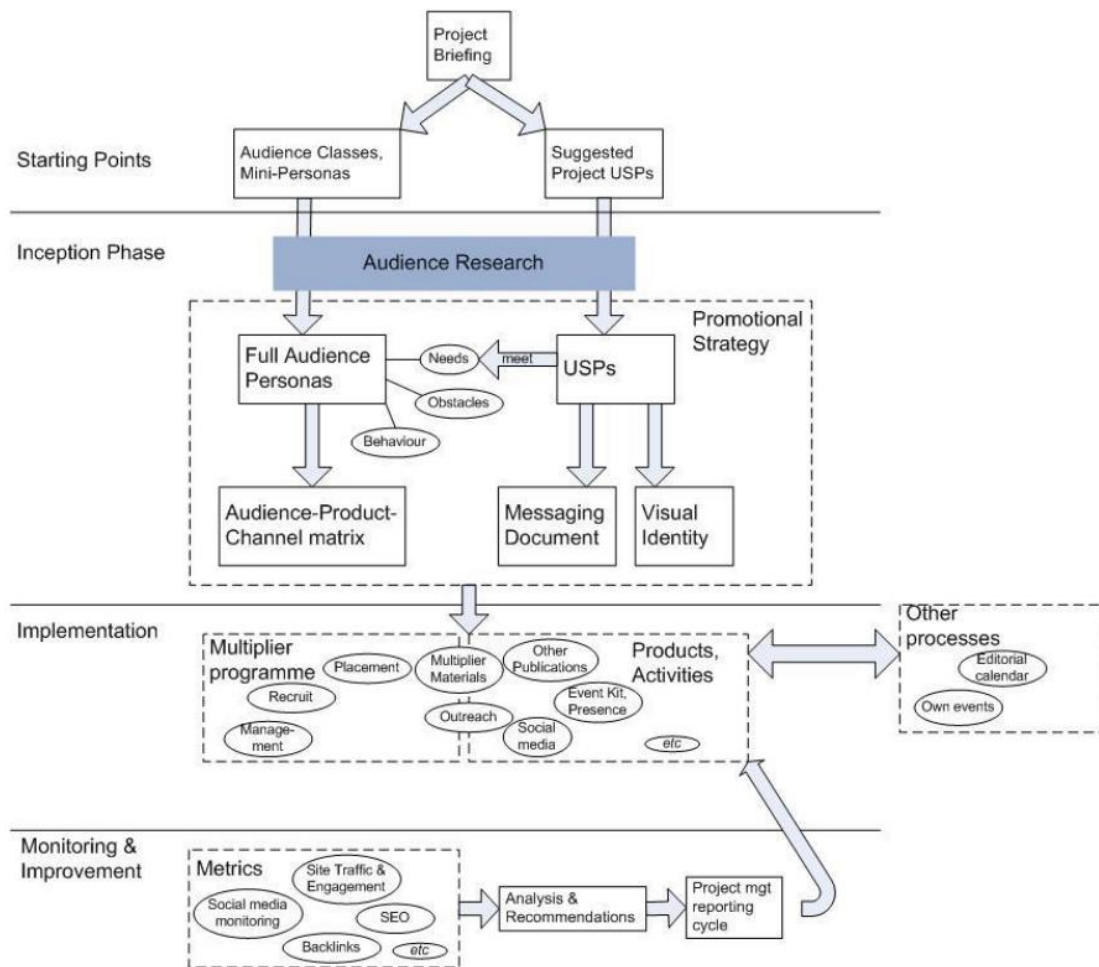


FIGURE 1 ARCHIMEDES COMMUNICATION STRATEGY

The overall process followed towards development of the Communication Strategy will be to:

- Consider the target audiences.
- Ensure that the message is clearly defined and addresses the needs of each target audience through channels.
- Select and fine-tune the communication activities.

The ARCHIMEDES project gathers many key players in the Digital Industry field, such as large manufacturing industry, SMEs or world class research institutes. It is a significant European project, and this is why the ambitions in terms of results are high and the dissemination shall have the same level of ambition in order to gain the maximum visibility.

5.1 Audiences

At the beginning of the project, a primary task will be to identify our audience and acquire critical outputs: the full audience personas, their needs, the obstacles they face and their habits. We will do so in order to be able to refine which are the most effective communication activities that are better tailored to the specific objectives and targeted stakeholders that the project aims to reach, but also to create a clear link between the projects unique selling points (USPs) and these needs.

To illustrate the process at the starting phase, we will look at examples of similar work that has been performed in related projects and include certain elements of the communication strategy that will be refined as mentioned above during the project progress.

First, brainstorming activities took place during the proposal preparation phase to identify audiences, to group them in categories and discuss the suggested project USPs. By segmenting our audience, it allows us to research them, know them better and adapt our communication (writing, design, distribution).

The **identified audience categories** are the following:

- **General public:** this group does not actively seek information. This lack of motivation is coupled with a low understanding of how the EU, its institutions and their programmes work. Reaching them is, therefore, particularly difficult. Messages should focus on the ‘European Added Value’ in areas of interest to them and their direct individual benefit from the results, rather than the EU’s institutions, policies and programmes.
- **Interested audiences:** these are not involved in the digital industry directly, but they are aware of its importance, may have an influence over it, and need clear, useful, nontechnical information. Two basic sub-classes are often distinguished:
 - **Interested public:** while not highly motivated to seek and study information, they are interested enough to visit a website, read a relevant newspaper article or even thumb through a brochure (if we can get it to them);
 - **Interested decision makers:** while not in the sector, they may influence it and/or benefit from our content. Examples include influential organisations in the fields of research, environment, digital industry planning at local or regional levels, etc.
- **Specialised audiences:** these are in the digital industry sector – i.e., they are professionally motivated to get involved in the project. These groups are often where ‘stakeholders’ are found. Two audience subclasses are often distinguished:
 - **Specialised decision-makers:** these are the people who may, for example, decide whether their organisation should get involved in the project;
 - **Highly specialised:** these are directly involved in relevant work in their day-to-day work.

Following this first identification task, an **inception phase** will then allow a deep understanding of our audiences, it will form a solid foundation of our actions and will only be achieved through audience research – both explicit (e.g., surveys, interviews) and implicit (e.g., online analytics and other metrics). The steps suggested are:

- **Audience research:** our recommended approach to filling any gaps in our understanding of our audiences.
- **Full personas:** our approach to distilling the research findings into EU-level personas, used to both guide our work and to be customised for national-level strategies.
- **Full audience personas,** including an understanding of their needs, the obstacles they face and their current behaviour (e.g., where they currently get information, their social media habits, their preferred method of consuming information).
- Structuring and characterising these audiences in detail, allowing us to connect each audience: an audience-product-channel matrix will be prepared to set out a series of products and

activities suited to the various audiences, as well as the channels through which the products can reach them.

- Setting out our audiences in a structure and included goals for each of our audiences: to achieve our goals, we must help these audiences meet their goals, and we must make it clear how we can help.
- The USPs are therefore the flipside of the audience analyses. ARCHIMEDES must make a compelling, unique case as to why each audience should pay attention to the project.

Moreover, through the involvement and membership of partners in different industrial associations, we will be able to efficiently disseminate the project and its results.

Here are some examples of such associations: Inside, EPoSS, PFA, SEMI, JEDEC, AENEAS Association, GAAC, etc.

5.2 Activities

Different types of activities will be set up in order to deploy the ARCHIMEDES publications and presentations, as well as promotional material such as brochures, leaflets etc. These activities are the following:

- **Events:** active presence at international conferences, workshops – and the organisation of at least one event per year.
- **Web:** newsletters, e-publications, online papers and reports, online chats, social networking presence, RSS feeds.
- **Press/printed dissemination:** newspapers, journals, etc.
- **Mailings:** promoting ARCHIMEDES will be supported by the efficient use of tools such as mailing/distribution lists, which can raise awareness and allow regular contact (e-newsletter).

These will be furthermore developed here after.

5.2.1 Visual identity

During the dissemination preparation phase, graphic identity and a central theme are to be established in order to create a recognizable identity for the project. This includes the creation of the logo and graphic charter, but also the development of a message to support the theme to solidify the system's name in the target audience's mind.

The ARCHIMEDES logo depicts the title of the project combined with a styled image depicting the Archimedes' principle. The Archimedes principle allows the buoyancy of any floating object partially or fully immersed in a fluid to be calculated. The sideward arrow represents the change of objects and the calculation within the principle. The overall image is forming a bright logo with easily-recognisable imagery representative of innovation, new ideas, and transformative concepts. These images are combining the content of the ARCHIMEDES project.



FIGURE 2 ARCHIMEDES LOGO

The graphic identity also includes the use of EU and KDU JU logo for every dissemination material. The emblems have appropriate prominence and are accompanied with a disclaimer acknowledging EU funding.

5.2.2 Events-based strategy

By representing ARCHIMEDES at relevant events, project developments and results will be promoted, the visibility of the project will be increased, and targeted stakeholders that could act as our multipliers will be found.

These events will take place in different formats:

- Large scale physical or virtual events organised by ARCHIMEDES (e.g., conference, webinars).
- Attendance and staff presence in external events to disseminate and present ARCHIMEDES.
- Participation in ad hoc events where the project is invited, additionally to the original targeted events, with a stand and promotional materials (hosted by ARCHIMEDES or hosted by the organiser of the event, such as a city).
- Simple participation for networking purposes.

A selection of already known international conferences where the project and its results could be presented has been done, it is the following:

AAAI Conference on Artificial Intelligence (AAAI)
ACM Conference on Human Factors in Computing Systems (CHI)
ACM International Symposium on Highly-Efficient Accelerators and Reconfigurable Technologies (HEART)
ACM/IEEE International Conference on Automation of Software Test (AST)
ACM SIGSOFT International Symposium on Software testing and Analysis (ISSTA)

AI Hardware Summit ; Mountain View, CA Mountain View: AI Hardware for Neural Network and machine learning models
CESA 2024 organised by PFA with ST chairman
Conference on integrated power systems (CIPS)
Coordination Models and Languages (COORDINATION)
Design Automation Conference: The Design Automation Conference (DAC) is devoted to the design and design automation of electronic chips and systems. DAC focuses on the latest methodologies and technologies advancements in the field.
Design, Automation and Test in Europe Conference (DATE)
European Conference of Power Electronics (EPE)
European Forum for Electronic Components and Systems (EFECS)
Formal Methods for Industrial Critical Systems (FMICS)
European Solid State Devices & Circuits Conference
Geomechanik Kolloquium, Salzburg
GSVF
IEEE Access journal
IEEE ICCVE
IEEE IECON Conference
IEEE Intelligent Vehicles (IV)
IEEE International Conference on Application-specific Systems, Architectures and Processors (ASAP)
IEEE International Conference on Automated Software Engineering (ASE)
IEEE International Conference on Emerging Technologies and Factory Automation (ETFA)
IEEE International Conference on Robotics and Automation (ICRA)
IEEE ITSC conference IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)
IEEE Transactions on Vehicular Technology
IEEE Transactions on Industrial Electronics
IEEE International Symposium on Circuits and Systems (ISCAS)
IEEE International Conference on Computer Design (ICCD)
IEEE International Conference on Field Programmable Technology (FPT)
IEEE International Conference on Field Programmable Logic and Applications (FPL)
IEEE Internal Conference on Software Testing (ICST)
IEEE Symposium on Field-Programmable Custom Computing Machines (FCCM)
IFIP International Conference on Testing Software and Systems (ICTSS)
IFOY Aware Integrated Formal Methods (IFM)
International Symposium on Applied Reconfigurable Computing (ARC)
International Conference on Computer Aided Verification (CAV)

International Conference on Embedded Software (EMSOFT)
International Conference on Industrial Technology International Conference on Intelligent Robots and Systems (IROS)
International Conference on Learning Representations (ICLR)
International Conference on Machine Learning (ICML)
International Power Summit
IoT Week Conference
ITS World Congresses
MDPI Sensors, MDPI Electronics
Open Source Summit + Embedded Linux Conference
Power conversion and intelligent motion (PCIM)
Reconfigurable Architectures Workshop (RAW)
RISC-V Summit
Robotics: Science and Systems (R:SS)
SAE IJCAV

TABLE 1 SELECTION OF INTERNATIONAL CONFERENCES

5.2.3 Social networks to increase engagement – integrated campaigns strategy

Social media can be a great place for fostering innovation and sparking new ideas across the board. ARCHIMEDES is planning to utilise the most-widely accessed online communities including Facebook, LinkedIn, and X to what extent cannot be known until the internal pre-analysis. It is essential to ensure that each network that the project will decide to use, remains updated and effort is invested to keep the audience engaged on a regular basis. This can be done by creating useful and thought-provoking content – the types of which we will find out during the analysis. Further, networks such as Facebook, Twitter and LinkedIn have robust developer communities that can be integrated in the ARCHIMEDES website page.

Increasingly all communications can relate to each channel and platform (social media, blogs, micro media, mainstream news, Facebook, Twitter, LinkedIn) influencing one another. To address the challenges faced with modern multi-platform and multi-channel media, the project will be using data from a variety of sources, the communication team can tailor messages and target those users that are predisposed to be interested in the project either directly or indirectly.

5.2.4 Press based communication to increase engagement

To multiply the impact of the ARCHIMEDES project results towards the different target audiences, we will contact local and international media including newspapers, magazines and journals, as well as individual journalists specialised in the digital industry. This encourages the stakeholders to share our vision and common understanding of what ARCHIMEDES is, inviting them to write and/or communicate information about the program and events organised or supported by the project.

Press releases, newsletters, articles, breaking news, photos, etc., will be sent to the above so that they may publish them and/or forward them in turn to their target audiences. There are countless media

resources interested in digital industry-related stories keeping in mind that free media coverage can be an easy way to get results out to as many people as possible. The project must identify at local level the target newspaper, television and radio outlets. Once this is achieved, it should follow a plan with strategic milestones to be drafted every six months in order to place these in major pan-European media outlets, both specialised and mainstream, depending on the topic. These actions will be undertaken in cooperation with the dissemination group formed by the project, who - due to their geographic and operational spread - will be able to advise on local, national and international related journals. Their role is important in directly addressing local audiences both in the context of geographic location and subject-interest. Media and key opinion leaders in the domain can be made allies, as the issues raised have high interest for society, both on an international level and local level. Subjects relating to the digital industry area present opportunities for contacting both international and local journalists and the actors in the social and political arena.

5.3 Key communication and dissemination channels

To summarize what has been developed above, the main dissemination channels will be the following:

- Creation of **traditional dissemination material** such as brochures and leaflets.
- Creation of **electronic dissemination material** such as a website including ARCHIMEDES informational material, contact information, platform advantaged, mailing list and a demo, as well as social media accounts. This action will then lead to:
 - Direct dissemination through the Internet including e-Marketing campaigns such as e-mail campaigns, banner campaigns, news groups, e-zines (electronic magazines), online press and on-site promotion.
 - Dissemination through the partners' websites, thanks to the sharing of their experiences of this solution and of the high level of service provided by the project's framework.
 - Encouraging blogger groups to write about the ARCHIMEDES solution. Blogs and social media have grown in popularity as communication tool because they offer a way to have an active discussion with a motivated audience.
- **Press releases:** the consortium will organize at least 3 special issues in IEEE magazines and journals. The participation of several editors and associate editors of major journals in the consortium and the high scientific profile of the academic and research institutes participating in ARCHIMEDES guarantees the successful organization of even more special issues, which will demonstrate the research achievements worldwide. The consortium will also contribute to newspaper and periodicals, as well as international journals and publications.
- **Events:** one of ARCHIMEDES' goals is to present the project's results towards potential users and to open the discussion to a broader scientific and industrial community. This will be done through thematic workshops and tutorials at conferences, fairs, professional international exhibitions and workshops.

6 Exploitation plan

6.1 Contribution to overall picture

Exploitation, in this context, refers to the action of making use of and benefiting from project results. There are several commitments a partner that is responsible for the exploitable result is obliged to follow. The key obligation is to take measures to ensure the exploitation of results up to four years after the project ends. Each beneficiary must either directly or indirectly exploit its ARCHIMEDES results by:

- Using them for further research,
- Developing, creating, or marketing products or processes,
- Creating and providing a service, or
- Using them in standardization activities.

6.2 ARCHIMEDES plans for exploitation

The actual exploitation objectives and means planned within the ARCHIMEDES project comprehensively cover all relevant aspects and audiences. For industrial partners, the project results will first be exploited internally. For all partners, the important exploitation-enabling measures will be the development of new technologies, artificial intelligence, digital society, and any other appropriate topic developed within ARCHIMEDES. These activities will follow the guidelines and the provisions of the Consortium Agreement. Together, the respective demonstrators and deliverables in work packages 1 to 6 are documenting the focus of the ARCHIMEDES project on the exploitation of the project results to substantially strengthen the digital society and semiconductor power electronic value chain in Europe.

Even at this early stage – the 3rd month of the project – 28 concrete exploitable results have already been defined, analysed regarding the criteria and briefly described in tables of the Grant Agreement to provide essential information in a compact way. ARCHIMEDES project's work will lead to exploitable results for all Supply Chains.

6.3 Consortium's exploitation workshops

The exploitation activities within the project comprise internal and external exploitation workshops, to ensure that all partners share the same understanding of the importance of this activity.

The aim of the workshops is to get the entire consortium involved in preparing the comprehensive plans for commercial and academic exploitation of results and to reach collective agreements on the following topics:

- Characterization of the exploitable results and identification of new results as the project progresses;
- Validation of the business opportunities for these results, which depend on their replication potential;
- Continuous update of the consortium about the competition (existing or emerging alternative solutions);

- Identification and assessment of the risks and barriers to be overcome to enable the exploitation of the results and design of a mitigation plan;
- During the final exploitation workshop: verification and validation of the exploitation plan, in particular the management of IP and the business models for each of the retained results;
- Analysis of the impact of project results on traditional business models of system integrators and the potential of new business models in this area.

The exploitation workshops are organized on an annual basis and whenever possible, just before/after consortium meetings.

6.4 Plan for reporting on exploitable results

The ARCHIMEDES consortium's partner TeraGlobus UAB (TG) is leading this Task with development of exploitation questionnaires, information webinars/meetings, and other support material to ensure that partners are aware of the importance of the exploitation activities and will report the results. In the middle of the first year of the project, each consortium partner will fill in their periodic questionnaires and interviews with partners, which will enable the consortium to collect information about exploitable results. The first report on this will be starting from month 12. Consortium will be informed on how to report about exploitable results without prejudice to confidentiality of their companies' product and market information.

As a result of these periodic questionnaires, a comprehensive exploitation plan will be created during the project taking future exploitation possibilities resulting out of the project achievements into account. The final exploitation report (confidential, or Restricted) will be available at the end of the project runtime.

7 Conclusions and lessons learned

This document presented the plans and the channels used for the communication, dissemination, and outreach of the ARCHIMEDES project, with the aim of ensuring the successful exploitation of the project results. The target audience for this document is all interested stakeholders of the ARCHIMEDES plans and results.

All the information and plans of the ARCHIMEDES' dissemination, communication, outreach, and exploitation activities complies with the project's Grant Agreement, Consortium Agreement, KDT JU guidelines, and the European GDPR requirements. The abovementioned plans provide a good working basis for all ARCHIMEDES partners and support the project's communication, dissemination, outreach, and exploitation ambitions.

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