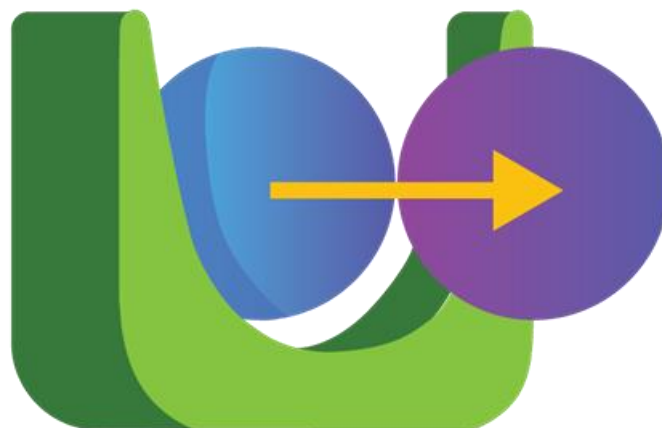




ARCHIMEDES

Trusted lifetime in operation for a circular economy

Deliverable	Annual Dissemination Reports & Plan Updates – Year 1		
Deliverable File	D7.3		
Project	Archimedes	Grant Agreement Number	101112295
Lead Beneficiary	NextMove	Dissemination Level	Public
Involved SC's	All Supply Chains	Related Task/s	T7.1
Due Date	M12	Actual Submission Date	M12
Status	Final	Version	1
Contact Person	Blandine Flichy	Organisation	NextMove
Phone	+33 6 14 75 07 20	E-Mail	Blandine.flichy@nextmove.fr

Document history			
V	Date	Author	Description
0.1	07.03.2024	Blandine Flichy	Initial Version
0.2	09.04.2024	Urtė Steikūnienė	Reviewed Version
0.3	10.04.2024	Blandine Flichy	Reviewed Version
0.4	12.04.2024	Benjamin Wimmer	Reviewed Version
1.0	12.04.2023	Blandine Flichy	Final and reviewed Version

Acknowledgement

ARCHIMEDES is supported by the Chips Joint Undertaking and its members, including the top-up funding by National Authorities under Grant Agreement No 101112295.



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1 Executive summary

In order to maximize the impact and reach the very high ambitions in terms 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 is a report on lessons-learned during dissemination activities and presents an updated dissemination and communication plan according to improved use-cases.

All partners 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, based on fragile grounds, has been refuted. A potential solution to accelerate the energy transition involves maximising the use of 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 Significant investments in infrastructure, contingent upon investor trust in the enabling technologies.. 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

N/A

4 List of abbreviations

ECS	Electric components and systems
WP	Work package
SC	Supply chain
OEM	Original Equipment Manufacturer
SME	Small and medium-sized enterprises
USP	Unique selling point
IP	Intellectual Property

5 Introduction & Scope

5.1 Purpose and target group

The purpose of this document is to provide an overview of the dissemination activities performed during the first 12 months of the ARCHIMEDES project, as well as lessons learned during those activities. Therefore, the dissemination and communication plan presented in Deliverable 7.1 – Initial Dissemination, Communication and Exploitation plan will be updated according to improved use-cases. The target audience for this document are all interested stakeholders of the ARCHIMEDES plans and results.

5.2 Contributions of partners

Chapter	Partner	Contribution
5	All partners	All ARCHIMEDES partners contribute to the content of public dissemination
All chapters	NextMove	Preparation of all chapters and content
All chapters	TeraGlobus	Review and additional information
All chapters	AVL	Review and corrections

5.3 Relation to other activities in the project

As defined in the D7.1 – Initial Dissemination, Communication and Exploitation plan, communication and dissemination activities aim to inform external audiences and covers all activities of the ARCHIMEDES project: Work Packages (WPs), Supply Chains (SCs) and Tasks. Accordingly, these dissemination activities, and therefore the update of the dissemination and communication plan, benefit from the participation and contributions of all the project's WPs, SCs, and Tasks,

The outputs of these activities will continue to contribute to the outreach of the project to external audiences, interested stakeholders, general public, policymakers, 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.

6 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.

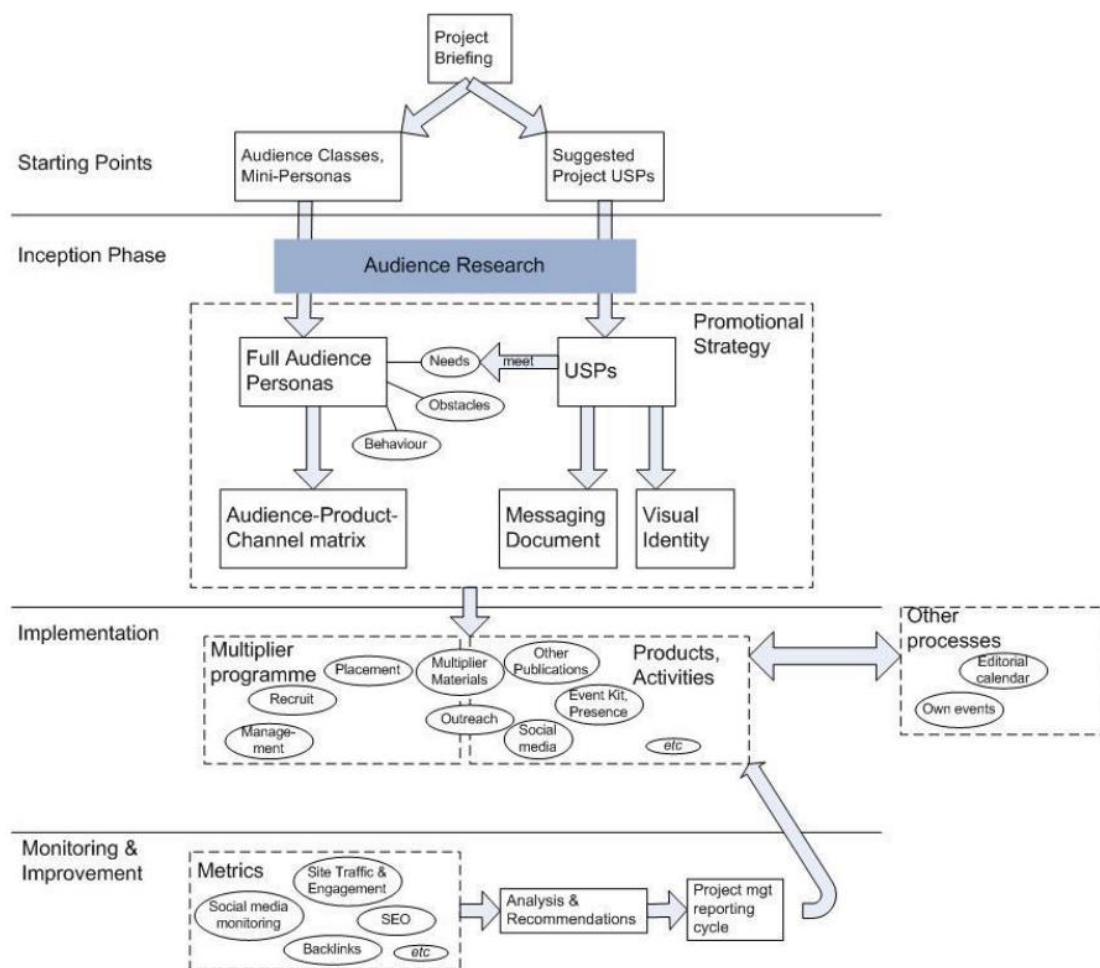


FIGURE 1 ARCHIMEDES COMMUNICATION STRATEGY

The overall process followed towards development of the Communication Strategy is 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 and the power electronics industry, such as large manufacturing industries, Original Equipment Manufacturers (OEMs), suppliers, Small Medium Enterprises (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.

6.1 Audiences

At the beginning of the project, the primary task is to identify our audience and acquire critical outputs: the full audience personas, their needs, the obstacles they face and their habits. We 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 looked 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 field and power electronics 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.
- **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 the 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: and 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.

6.2 Activities

Different types of activities are 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 – at least 300 over the entire project duration of the project, workshops – at least one per year, and the organisation of at least one event per year.
- **Web:** e-publications, online papers and reports, online chats, social networking presence, RSS feeds – at least one publication per week on social media and at least 100 different visitors per months on the website.
- **Press/printed dissemination:** publication in journals, magazines etc – at least 60 by the end of the project.
- **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) – a general newsletter will be sent approximately every 6 months.

Details of the communication activities carried out and the communication channels used are available below.

6.2.1 Visual identity

During the dissemination preparation phase, graphic identity and a central theme were 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

Project's print-based and online communication materials all meet the graphic identity of the project. Below are the examples of the roll-up poster:

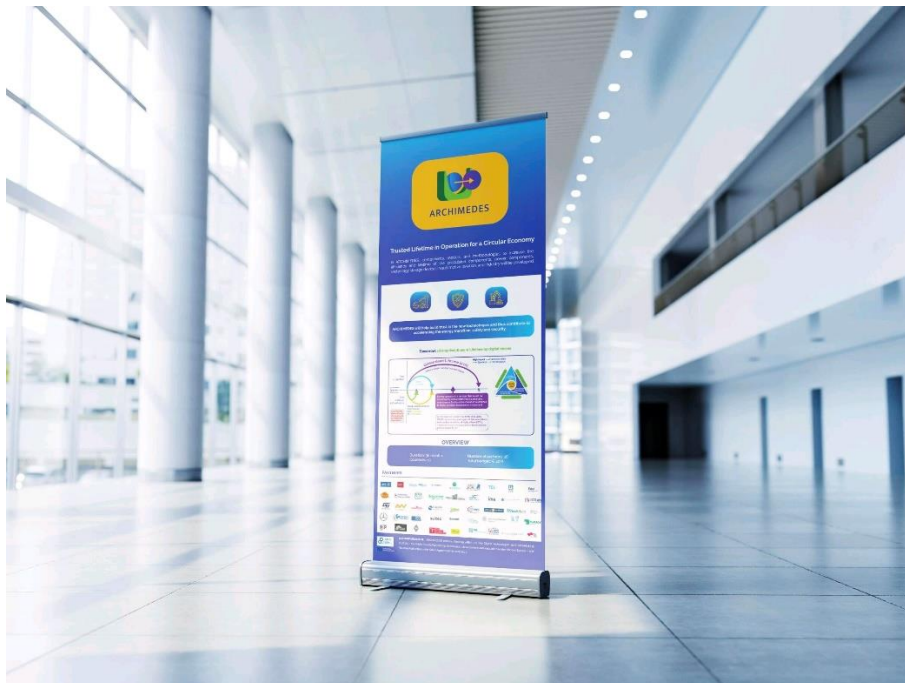


FIGURE 3 ARCHIMEDES ROLL-UP POSTER

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

6.2.2 Events-based strategy

By representing ARCHIMEDES at relevant events, project developments and results are promoted, the visibility of the project is increased, and targeted stakeholders that could act as our multipliers are identified. These events 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 available in the Deliverable 7.1.

During the first months of the project, the partners took part in several types of events in order to present ARCHIMEDES:

Event	Date and location	Partner(s)	Activity	Impact
ECS Brokerage Event 2023	7-8 February 2023 Brussels, Belgium	TeraGlobus, TTTech, Infineon	Presentation of the project in discussions	200
National Reliability Technology Workshop – NRTW 2023	16 March 2023 Rouen, France	NextMove	Presentation of the project	80
The Autonomous	14 September 2023 Vienna, Austria	AVL, TeraGlobus, TTTech	Presentation of the project during a spotlight session	1000
Techshow Electronique de Puissance	3 October 2023 Paris, France	NextMove	Presentation of the project	120
Taiwan Tech Arena's 5th Anniversary International Forum	9 November 2023 Taipei, Taiwan	ITRI, AVL	Presentation of the project	200
Chips JU Launch Event	30 November – 1 December 2023 Brussels, Belgium	AVL, TeraGlobus	Presentation of the project	500
Tech Talk: Navigating the convergence of ecosystems – Mobility,	8-9 February Barcelona, Spain	AVL, ST Microelectronics, NextMove, TeraGlobus, ITML, EDI, Infineon, CEA,	Presentation of the project along with the projects A-IQ Ready and Fastlane	50

infrastructure and Energy		Valeo, Virtual Vehicle, TTTech		
---------------------------	--	--------------------------------	--	--

TABLE 1 LIST OF EVENTS WHERE ARCHIMEDES WAS REPRESENTED

Overall, in terms of impact, some 2,150 people attended the project presentations, helping to increase the project's visibility.

6.2.3 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 LinkedIn, X and YouTube. It is essential to ensure that each network that the project uses, remains updated and effort is invested to keep the audience engaged on a regular basis. This is done by creating useful and thought-provoking content – the types of which we will find out during the analysis. Further, networks such as X and LinkedIn have robust communities of which the project partners are part of, 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, X, LinkedIn, YouTube) 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.

The links to the project's online communication channels and materials created are as follows:

- The ARCHIMEDES project's website: <https://www.archimedesproject.eu/>
- Social networks:
 - ARCHIMEDES LinkedIn profile: https://www.linkedin.com/company/archimedes_kdt/
 - ARCHIMEDES X profile: https://twitter.com/ARCHIMEDES_KDT
 - ARCHIMEDES YouTube channel: <https://www.youtube.com/channel/UCCdzSBDwVgOfyGAqCEqghCQ>
- The ARCHIMEDES first newsletter: https://us8.campaign-archive.com/?e=test_email_&u=8477dacc4b99b44d9e9bfe7e&id=039638e06d

The first newsletter of the project has been sent on February 8, 2024, the structure was designed as follows:

- "About the project": introducing the main events where the project has been presented, but also upcoming major events.
- "Chips Joint Undertaking": sharing information and news about the program and the sector.

This framework has been chosen in the current context where the project has not yet published any results. It is adaptable, although the aim remains to provide general information on the project. Discussions with Supply Chains have been initiated so that specific results of the project can be shared in independent newsletters for each SC.

6.2.4 Press based communication to increase engagement

To multiply the impact of the ARCHIMEDES project results towards the different target audiences, the project representatives are in contact with 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.

Below is one of the examples of the ARCHIMEDES articles in international media – an in-depth discussion of ARCHIMEDES and circular economy in the popular online magazine ‘Open Access’ Government:



FIGURE 4 ARCHIMEDES ARTICLE IN OPEN ACCESS GOVERNMENT (2024 03 27)

Press releases, newsletters, articles, and photos are prepared for publication by news outlets and international media. 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.

Besides the first identification carried out during the Grant Agreement preparation, the following scientific journals and magazines are more specifically targeted as a starting base: PCIM Europe Magazine, IEEE magazines, Ingénieurs de l’auto (SIA).

6.3 Key communication and dissemination channels

To summarize what has been developed above, the main dissemination channels are 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 subsequently result in:

- Direct dissemination through the Internet including e-Marketing campaigns such as email 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 is done through thematic workshops and tutorials at conferences, fairs, professional international exhibitions and workshops.

7 Exploitation plan

7.1 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.

7.2 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.

From the beginning 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.

7.3 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.

7.4 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. The consortium will receive instructions on reporting exploitable results while maintaining 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.

7.5 Advisory Board for Dissemination and Exploitation (ABDE)

In line with task 7.1, an Advisory Board will be created and set up in order to challenge the choices, results and orientations taken in the project.

To reach that goal, a recruitment phase has been initiated in order to identify in the partners contacts the best profiles, which could be resumed as follow:

- Experts with high level, profound experience and disinterest in the market, or possible products.
- No yes-sayers but people with critical mind and willingness to help in a constructive manner.
- No experts involved in the consortium and no experts/executives from consortium companies.
- Applicants should nevertheless have contacts or references in the relevant field: power electronics, sensors, digital twins and simulation, etc...
- Gender issues will be taken into account.

Proposition from the consortium were made by the end of March. The upcoming steps are the following:

- Analyze all the propositions in order to select the best profiles,
- Submit the list of experts selected to the consortium in order to deal with confidentiality issues before April 20, 2024,
- Once the list approved, contact the experts – with the support of the consortium partners – before the end of April 2024,
- Gather the 1st Advisory board by end of July 2024

During the project, a minimum of 2 and a maximum of 3 advisory board meetings are planned. A non-disclosure agreement (NDA) will also be signed by the experts.

8 Conclusion and lessons learned

In terms of engagement on **social networks**, and more specifically on the project's LinkedIn account, an increase in the number of reactions to posts was noted. The project has amassed over 360 followers on LinkedIn during the first year, and over 370 followers on X. Each ARCHIMEDES post receives over 600 impressions in LinkedIn, and the project posts have been reposted 168 times already. This indicates that the social media accounts have allowed us to surpass the information exchange from consortium-only into broad audiences. The consortium plans to build upon this to exponentially grow the audiences and online engagement.

By way of comparison, we can see a difference in engagement on the posts below:



FIGURE 5 ARCHIMEDES POST ON LINKEDIN, MAY 2023

This publication, one of the first to be posted on the project's account, generated 27 reactions.

Link to the post: https://www.linkedin.com/posts/archimedes_kdt_project-sustainable-innovations-activity-7072106023662039040-FwBK?utm_source=share&utm_medium=member_desktop



ARCHIMEDES

345 followers

3w • 🌐



Introducing the Recap Video from **#TechTalk2024**
Strategic Event in Barcelona



We invite you to watch the video and revisit the highlights of **#TechTalk2024**, encapsulating key moments, discussions, and insights shared by industry leaders and experts during the event

► Featuring **ARCHIMEDES** coordinator **Reiner John** from **AVL**



This strategic event focused on the topics of **#Mobility**, **#Infrastructure**, and **#Energy**

#TechTalk2024 Chips JU **#RecapVideo**
#TechIndustry 🚀



6 comments • 5 reposts

FIGURE 6 ARCHIMEDES POST ON LINKEDIN, MARCH 2024

As one of the most recent posts, this publication generated 54 reactions, 6 comments and 5 reposts.

Link to the post: https://www.linkedin.com/posts/archimedes_kdt_techtalk2024-recap-video-activity-7171408915576877056-x_hs/?utm_source=share&utm_medium=member_desktop

Several articles on the **ARCHIMEDES website** have also been published, mainly to share the project's presence on international and European events. The website is frequently visited by external visitors, attracting over 210 unique visitors per month.

Below is a map of website visitor's geographic distribution, which shows that the project reaches audiences well beyond Europe:

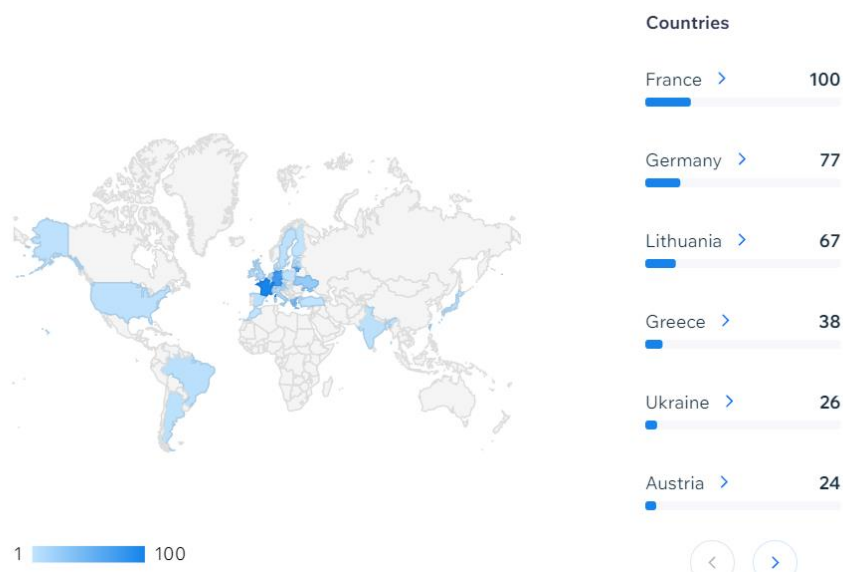


FIGURE 7 ARCHIMEDES WEBSITE VISITORS - MARCH 2024

Finally, regarding the first project's **newsletter**, the mailing list included 198 contacts, representing all project partners to date. The open rate was 76, and the click rate 16. Given that no external registrations have been recorded at this stage of the project, these data are not yet very indicative of the newsletter's impact on the external public.

However, some best practices have already been identified for the next newsletter, which will include more external recipients. As far as reception of concerned, the subject of the newsletter should be eye-catching, and the preview text should indicate what to expect. Unlike the first mailing, the sender will be the project's e-mail address, not that of NextMove – in charge of the task. Changing the sender will enable recipients to easily recognize where the information comes from and identify the project. Finally, in terms of content, particular attention will be paid to maintaining the balance already established in the construction of the newsletter: one part focusing on project news, and another around KDT JU.

As the project has been running for 12 months, no results have been yet developed and released. The project partners focused on representing the project at various events to ensure that interested stakeholders were aware of it and engaged in our later communication and dissemination activities.

Now that the project has been properly implemented, activities such as the dissemination of results through various channels and forms, the exploitation of results, and the Advisory Board will be launched.

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11 Internal review

Reviewer 1: Benjamin Wimmer, AVL

Reviewer 2: Optional

1. Is the deliverable in accordance with:

	Answer	Comments	Type*
(i) the description of work?	yes		
(ii) the international state of the Art?	yes		

Answer	Comments	Type*
yes/no		M/m/a
yes/no		M/m/a

2. Is the quality of the deliverable in a status that:

	Answer	Comments	Type*
allows to send it to ECSEL JU?	no	No, but only minor corrections need to be made (see comments)	m
(ii) needs improvement of the writing by the originator of the deliverable?	yes	Minor corrections need to be made.	m
(iii) needs further work by the partners responsible for the deliverable?	yes	Minor corrections need to be made.	m

Answer	Comments	Type*
yes/no		M/m/a
yes/no		M/m/a
yes/no		M/m/a

* Type of comments: M = major comment; m = minor comment; a = advise

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