

## Project Deliverable

<b>Project Number:</b>  604068	<b>Project Acronym:</b>  MORE	<b>Project Title:</b>  Real-time Monitoring and Optimization of Resource Efficiency in Integrated Processing Plants
--------------------------------------	-------------------------------------	---

<b>Instrument:</b>  Collaborative Project	<b>Thematic Priority</b>  NMP
---	-------------------------------------

<p>Title</p> <h1>D6.1 MORE Communication Strategy and communication tools</h1>
--

<b>Contractual Delivery Date:</b>  Month 3	<b>Actual Delivery Date:</b>  Month 3
--	---

<b>Start date of project:</b>  November, 1 <sup>st</sup> 2013	<b>Duration:</b>  36 months
---	-----------------------------------

<b>Organization name of lead contractor for this deliverable:</b>  inno TSD	<b>Document version:</b>  V1.0
---	--------------------------------------

<b>Dissemination level ( Project co-funded by the European Commission within the Seventh Framework Programme)</b>		
<b>PU</b>	Public	<b>X</b>
<b>PP</b>	Restricted to other programme participants (including the Commission)	
<b>RE</b>	Restricted to a group defined by the consortium (including the Commission)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission)	

**Authors (organizations) :**

Eva Fadil (inno), Dagmar Marron (inno)

**Reviewers (organizations) :**

Svetlana Klessova (inno)

**Abstract:**

One of the objectives of MORE is to promote the scientific approach, progress and results of the project in the different relevant communities.

It is generally understood and agreed upon in the project consortium that effective internal and external communications are important for the success of the project and that dissemination activities are essential to keep project participants, the Industrial Stakeholder Panel and other stakeholders informed of the progress of the project and of any disruptive developments.

They are also necessary to stimulate and gather feedback from interested groups and parties as well as to increase the international visibility of the project, in the process also highlighting the EU's commitment to excellent research.

The purpose of the present communication strategy is to provide a formal framework for using and disseminating results throughout the MORE project. The document describes how the consortium plans to utilise multiple dissemination/media channels and to employ general as well as specially targeted communication measures. This document also indicates the role and responsibilities of the partners and identifies the audience and the key messages that should be spread.

**Keywords :**

Communication strategy, Project Management, Dissemination

## Disclaimer

THIS DOCUMENT IS PROVIDED "AS IS" WITH NO WARRANTIES WHATSOEVER, INCLUDING ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS FOR ANY PARTICULAR PURPOSE, OR ANY WARRANTY OTHERWISE ARISING OUT OF ANY PROPOSAL, SPECIFICATION OR SAMPLE. Any liability, including liability for infringement of any proprietary rights, relating to use of information in this document is disclaimed. No license, express or implied, by estoppels or otherwise, to any intellectual property rights are granted herein. The members of the project MORE do not accept any liability for actions or omissions of MORE members or third parties and disclaim any obligation to enforce the use of this document. This document is subject to change without notice.

## Revision History

The following table describes the main changes done in the document since it was created.

Revision	Date	Description	Author (Organisation)
V0.1	November 2013	Creation	Dagmar MARRON (inno)
V0.2	January 2014	Initial review and contribution	Eva FADIL (inno)
V0.3	January 2014	Review and contributions	Svetlana KLESSOVA (inno)
V1.0	January 2014	Finalisation	Eva Fadil (inno)

# The MORE Project

Resource-efficiency and life-cycle inventory indicators are frequently used to assess the environmental impact of industrial production. Such indicators up to now have been used only in retrospect, averaging the performance over long periods of time, e.g. a year. The daily operational decisions in the plants influence these indicators, but this connection up to now was not transparent because resource efficiency was not measured over short periods of time.

The goal of this project is to monitor resource efficiency during daily operations of large production plants and to influence the operational decisions such that the environmental footprint is constantly minimized.

Towards reaching this goal, suitable indicators will be defined that provide meaningful information about the resource efficiency over short periods of time like hours or days, and new analytical measurements to provide the necessary data will be screened and tested. Based on the new indicators, decision support for the operating staff will be developed to guide the decisions towards higher resource efficiency.

The results will be validated in four industrial sites, a refinery, a petrochemical complex, a chemical plant processing renewable feedstock, and a plant that produces cellulose from wood. The implementation will be done by means of an independent flexible integration platform that will be developed within MORE. From the experiences gained in the application cases, the impact of the technology on the European process industry will be assessed.

The **MORE Consortium** consists of:

Participant no.	Participant organisation name	Participant short name	Country
1	INNO TSD SA	INNO TSD	France
2	PETROLEOS DEL NORTE SA	PETRONOR	Spain
3	INEOS KOLN GMBH	INEOS	Germany
4	BASF PERSONAL CARE AND NUTRITION GMBH	BASF PCN	Germany
5	LEIKON GMBH	LEIKON	Germany
6	TEKNOLOGIAN TUTKIMUSKESKUS VTT	VTT	Finland
7	TECHNISCHE UNIVERSITAET DORTMUND	TUDO	Germany
8	UNIVERSIDAD DE VALLADOLID	UVA	Spain
9	S-PACT GMBH	S-PACT	Germany
10	LENZING AKTIENGESELLSCHAFT	LENZING	Austria

# Table of Contents

1. EXECUTIVE SUMMARY	8
2. INTRODUCTION AND OVERALL STRATEGY	10
3. OBJECTIVES AND EXPECTED OUTCOMES	11
4. COORDINATION AND IMPLEMENTATION OF DISSEMINATION ACTIVITIES	13
4.1. Partners' Responsibilities .....	13
4.2. Industrial Stakeholder Panel .....	13
4.3. Tools for the Coordination of Dissemination Activities .....	14
4.4. Monitoring of Plan Implementation and Communication Results .....	14
5. TARGETED AUDIENCES AND RELEVANT MESSAGES	15
6. MORE COMMUNICATION AND PROMOTION TOOLS	17
6.1. MORE Branding .....	17
6.1.1. Project logo and visual identity .....	17
6.1.2. Graphical templates.....	18
6.1.3. Other branding elements .....	18
6.2. MORE Website .....	18
6.3. MORE Leaflet.....	19
6.4. MORE Project Presentation.....	19
6.5. Publication Repository .....	20
7. SCHEDULED AND OPPORTUNISTIC COMMUNICATION	21
7.1. Press Releases and Articles in Specialized Journals and Newspapers .....	21
7.2. Project Presentations during Relevant Events.....	22
7.3. Networking with the relevant communities.....	22
8. MORE RESULTS EXPLOITATION	23
ANNEX A MORE EXTERNAL COMMUNICATION REPORTING FORM	24

## List of Figures

Figure 1 - MORE overview of the dissemination strategy .....	11
Figure 2 - MORE logo .....	17
Figure 3 – MORE visual identity.....	18
Figure 4 - Draft of the MORE website - home page .....	18

## List of Tables

Table 1 - Targeted audiences, associated tools and messages .....	16
---	----

## Acronyms and Definitions

Acronyms	Defined as
<b>CS</b>	Communication Strategy
<b>DoW</b>	Description of Work
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>ISP</b>	Industrial Stakeholder Panel
<b>NMP</b>	Nanosciences, nanotechnologies, materials & new production technologies
<b>REI</b>	Resource Efficiency Indicators
<b>WP</b>	Work Package

# 1. Executive Summary

---

The communication and dissemination campaign represents one of the key pillars of the MORE project: continuous internal and external information about results achieved is a transversal element that should be deployed throughout the whole project duration and that should cover all communities relevant for and possibly interested in the MORE project, both in countries where the consortium partners are operating and on the worldwide level. It shall make use of the EC FP7 projects communication best practices and follow the 6W approach: What, Why, When, hoW, Where and to Whom to disseminate/to communicate.

The purpose of this deliverable is to provide a formal planning document for using and disseminating knowledge throughout the project. This document aims to go a step further than what was described in the MORE technical annex (DoW) in terms of what should be done to assure effective communication about the project and its outcomes. The plan includes all required tools to be used by the MORE project. It is a guide for the project partners on how to promote the project and maximise its impact by using the promotion tools and dissemination channels. This document also indicates the roles and responsibilities of the partners and identifies the audience and the key messages that should be spread.

The objective of the dissemination activities is twofold:

- To promote the scientific approach, progress, and results of the project in the relevant communities
- To maximise the impact of the findings stemming from MORE case studies

## Responsibilities

The MORE Work Package 6 (WP6) defines the plans, the roles, and the responsibilities of the partners for the project branding, awareness raising and dissemination activities. The communication and dissemination campaign will last during the whole project life cycle.

As for the responsibilities of the partners, inno leads the work package and is in charge of the implementation of the communication campaign, including the creation of a visual identity, publicity and promotion material, and set up and regular update of the project website.

All other project partners will be involved in the communication and dissemination activities.

## Target Audiences and Specific Needs

The Dissemination Plan identifies the following communities as target audience for MORE:

- **Research communities:** Researchers interested in resource efficiency indicators, life-cycle assessment, advanced sensing and model-based estimation, process automation and methods for process management are interested in the research activities of MORE.
- **Industrial end-users in the field of process industries:** This audience group is interested in getting feedback on the usability of the MORE research results and their further commercialisation.
- **General public:** In order to reach this audience group, it is essential to raise awareness on the better management and use of resources and the reduction of eventual negative environmental impact in process industries.

## Promotion and Publicity Tools

The communication of the project will be unified along a common visual entity. A coherent visual chart (colours, fonts, designs) is derived from the project logo and provided in several shapes and formats (document templates etc.). This visual identity will be used extensively throughout the project, creating a distinguishable brand that will be recognized in the application domain communities.



A variety of promotion and publicity tools will be used to achieve the objectives of the project. Each communication opportunity will adjust the tools and messages to the targeted audience (along the 6W strategy – What, Why, When, hoW, Where and to Whom). Project partners will use diverse promotion channels, such as the project web site, press and media articles, disseminate through a step-by-step guidebook, Powerpoint presentations, flyers and posters. All the publicity material will follow the MORE branding, defined at the start of the project.

It was decided to act on the following points with regard to dissemination:

- Set-up and update the project web site
- Create a PowerPoint presentation (with highlights why REI work is needed)
- Create articles/interviews for targeted media channels
- Publish specific press releases for project milestones and events
- Participate in major events and conferences of interest to the project
- Organise public workshops, as per DoW
- Produce and disseminate scientific publications

Partners and the Industrial Stakeholder Panel are also asked to use their network for communication about the MORE project.

### Events

Besides the dissemination materials, an important way to disseminate information about the MORE objectives and findings will be through the participation in events. The project partners will present MORE at multiple conferences and events of interest.

Anyone participating in an event and communicating information concerning MORE or results obtained within MORE, either directly or indirectly, should inform the Project Coordinator Svetlana Klessova with copy to the Project Manager Eva Fadil of the details of the event and the targeted audience. A template for providing this information (the MORE communication form) is annexed to the present document.

A first list of the major conferences and events of interest shall be regularly updated as part of the WP6 activities.

### Reporting

The main deliverables linked to this Communication Strategy (CS) are

- Exploitation plan (D6.2, due in Month 6) and first and second summary of MORE exploitation activities (D6.5, due in Month 18 and D6.10, due in Month 36)
- First and second report on Stakeholder Panel (D6.3, due in Month 18 and D6.8, due in Month 36)
- The step-by-step guidebook on “How to succeed in the identification and implementation of real-time or near real time REIs for you plant or industrial sector” (D6.6, due in Month 33)
- The impact assessment (D6.7, due in Month 34)
- The first and the second summary of MORE standardisation activities (D6.4, due in Month 18 and D6.9, due in Month 36)
- The public synthesis of dissemination activities (D6.11, due in Month 36)

These reports will be based on the inputs from project partners and activities of the Industrial Stakeholder Panel (ISP) during the project lifetime. The evaluation of dissemination activities performed will be based on a number of factors: Web site use and frequentation, impact of press releases, scientific publications and dissemination activities of the Industrial Stakeholder Panel and networking with other relevant initiatives. Based on the results, a correction of the Communication Strategy may be proposed.

## 2. Introduction and Overall Strategy

MORE will extend the definition and the use of indicators with regards to the environmental impact of production processes. It will define real-time resource efficiency indicators that can be efficiently used in daily operations and improve resource efficiency by providing model-based real-time decision support to plant operators and plant managers. The project will focus on large integrated chemical and petrochemical plants with many interconnected units and results will be adapted to domains with similar production systems (e.g. pulp & paper) and to other industrial sectors. The purpose of the present document is to provide a formal planning for using and disseminating knowledge throughout the project. It is intended essentially for the project partners, but also relevant for other stakeholders, e.g. the Industrial Stakeholder Panel members.

The communication strategy of the project will follow a 6W approach to ensure that every communication opportunity is adequately exploited by the project. The 6W strategy aims to identify clearly:

- ❖ **Why disseminate:** For an efficient communication, the first point to be identified is the objectives of the communication.
- ❖ **To Whom:** Different communication objectives will have to target different audiences, these different audiences have to be defined.
- ❖ **Disseminate What:** Different audiences have different interests and needs and will need to be addressed with different messages.
- ❖ **Disseminate how:** Different audiences have to be addressed through different channels. To be efficient, the communication has also to be coordinated and monitored.
- ❖ **Disseminate Where:** To fully reach its objectives, the project has to disseminate to a broad audience all over Europe and beyond.
- ❖ **Disseminate When:** The project communication must both run throughout the duration of the project, with long lasting and scheduled actions and take advantage of opportunities that arise.

This document starts with identifying the dissemination and communication objectives of the MORE project, answering to the **Why** disseminate question in **section 3**. To efficiently implement this strategy, the document aims at answering the **how** question and defines the activities that will coordinate and monitor the project communication in **section 4**.

The communication plan defines the targeted audiences and associated messages in **section 5**, answering hereby to the **to Whom** and **What** questions. Based on the identified targeted audience, the communication and promotion tools have been defined in **section 6**, further answering the **What** and **how** to disseminate questions. This is completed in **section 7** by the definition of the scheduled and opportunistic communication strategy, listing the events, press releases and networking activities of the project, answering to the **Where** and **When** to disseminate questions.

Finally, the project provides a first overview of the MORE results exploitation plan in **section 8**.

### 3. Objectives and Expected Outcomes

*In order to produce a coherent and efficient communication strategy, the first point to be identified is **Why** we should communicate: what are the communication objectives of the project?*

- The objectives of the MORE communication strategy are clearly nominated in Work Package 6 (WP6): To raise awareness about the project
- To promote the project work
- To support the project work by obtaining feedback and new input
- To ensure a maximum impact of the project results and findings in relevant communities

The following picture presents a high-level overview of the communication strategy of the project:

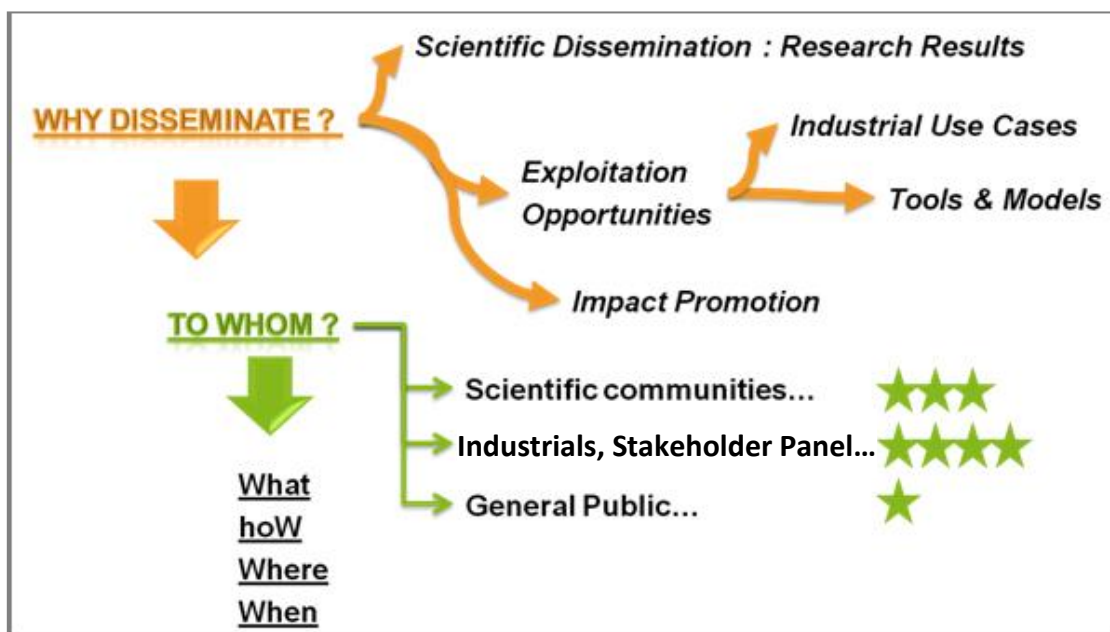


Figure 1 - MORE overview of the dissemination strategy

As illustrated, the communication strategy responds to 3 main objectives:

- **Scientific dissemination:** Research is an important element in the MORE project, and the dissemination of scientific results is a key component of the scientific research process. The quality of a research activity is judged by its ability to reach a large community and to convince its peers of the excellence of its work. Furthermore, reaching a large audience reinforces the quality of the research by enabling independent peers to formulate questions and identify opportunities for improvements. Thus a first, natural objective of any research project is to disseminate its research results to the relevant scientific communities.
- **Exploitation opportunities:** The MORE project is driven by industrial interests and use cases. The planned outcomes of the project have direct exploitation benefits for the chemical industry and will also benefit to domains with similar production systems (such as pulp and paper). The dissemination of the REI and the real-time decision support methods should then be extended to the whole process industry. To achieve these exploitation opportunities, it is essential for the project to communicate adequately with the interested stakeholders (especially the industrial communities). This will ensure that the results of the project are connected to real use cases and needs.

- **Promotion of the impact of the project:** The MORE research has a high potential for economical and societal impact that is strongly relevant to Europe's objective of resource efficiency and raw materials. Improvements in the use of real-time REI are expected to lead to a significant reduction of the carbon footprint and of the resource consumption of chemical industry and other process industries. These impacts are of foremost importance in a world facing global warming and an end of economically and environmentally affordable fossil fuels. It is therefore a key responsibility for the MORE project to adequately promote its research activity, and the support received from the European Commission, to a more general public who will eventually benefit from these outcomes.

With respect to the objectives, the information and awareness-raising campaign will last during the whole project life cycle. It will start with the elaboration of the project branding, materials and tools for dissemination: the MORE visual design and the MORE web site (both part of this Deliverable D6.1). As soon as the promotion materials and tools are finalised, the dissemination activities will be brought to a higher level. An important number of dissemination activities are planned (press releases, scientific publications, participation in events...).

In order for the project to be successful, it is vital that the results achieved, the methodology developed and the studies carried out by the MORE partners are promoted in the communities that are relevant for the project, reaching Research Communities and Industrial End-users but also the General Public.

The communication approach we propose shall reflect and amplify interdisciplinary collaboration on the development of new industrial processes and the use of real-time REI. Therefore, the expected outcomes are as follows:

- Constructive dialogue with industrial stakeholders and research communities, namely on technology gaps with regards to REI and real-time decision support methods.
- Target audiences have been informed on innovation in real-time decision support methods for the process industry
- Progress in methods for the development, analysis and validation of REI has been disseminated
- Advanced methods have been demonstrated in realistic large-scale simulations of real use cases.

## 4. Coordination and Implementation of Dissemination Activities

*To achieve the communication objectives defined above in section 3, a concrete plan for coordinating and implementing the defined strategy is presented below. This section answers to the “**hoW to disseminate**” question.*

In order to ensure and to cross check the performance of the dissemination activities against the strategic goals, it is necessary to nominate the responsible partners, to follow up the implementation of activities and to control the process. At the content level, key messages for each target group should be clearly drawn, informational vectors defined and events planning developed.

### 4.1. Partners' Responsibilities

Partners have agreed on the roles concerning the MORE awareness raising and dissemination activities.

- The work package 6 is led by inno who is also in charge of designing and implementing the communication strategy, the branding and designs as well as publicity and promotion material
- inno is also coordinating the set up of the Industrial Stakeholder Panel and the realisation of the economic impact assessment
- VTT is responsible for environmental impact assessment and the standardization of real-time REI. It is herein responsible for attracting attention from national and international professional societies and standardization bodies
- LeiKon is in charge of Exploitation.

The other consortium partners will contribute and actively support those task leaders.

The partners involved will work closely with inno in order to provide input to all the dissemination activities, therefore playing an important role in disseminating information.

Using the promotional material produced at the very beginning of the project, all partners are in charge of disseminating the project locally in their countries – but also on an EU and worldwide level - via their networks.

### 4.2. Industrial Stakeholder Panel

The MORE project has set up an Industrial Stakeholder Panel, that should also be a key instrument of the project dissemination. Members of this group are the industrial partners and 5 to 7 stakeholders - end users from major relevant industries who will advise the project partners with respect to promising research directions and promising dissemination activities from both, the industrial and the technological points of view, provide comments and suggestion on possible impact and exploitation. ENEL, a major electrical producer and distributor in Southern Europe, and HONEYWELL Prague Labs agreed already to support the project.

The external members of ISP will be involved as “active observers” in the project activities, and they will provide suggestions for the definition of requirements in the different application areas and give feedback on the future take-up of the results in industry. The ISP will meet three times during the lifetime of the project; the last meeting will be integrated into a public workshop on the results of the project.

### 4.3. Tools for the Coordination of Dissemination Activities

In order to ensure that the communication strategy stays up to date, an internal monitoring process will be put in place. Its main elements are listed below. All partners have to report on their activities and opportunities. inno, as WP6 responsible, will check regularly the progress and, if needed, adjust the planning. inno will also supervise all activities and provide strategic direction when needed.

The communication plan will be regularly reviewed with the consortium partners, indicating:

- Actions
- Person in charge
- Channel to be used
- Purpose of the action
- Content to be conveyed
- Targeted audience
- Etc.

This planning will be updated on a quarterly basis. The calendar on the internally shared platform (TeamRoom) will be a supporting tool for following the communication activities.

In addition, WP6 activities will be discussed during consortium plenary meetings, and conference calls will be set up in between the physical meetings of MORE partners which will also provide a platform to discuss any relevant issues.

### 4.4. Monitoring of Plan Implementation and Communication Results

To efficiently adjust the communication activities of the project, the following metrics will be used by the project:

- Website traffic:
  - Number of visitors and views on the project website
  - Most viewed website pages
  - Search terms and search engines leading to the website
  - Referrers leading to the website
  - Downloads of the deliverables
- Press releases:
  - Number of feedbacks or enquiries following press releases
- Events:
  - Number of events attended by the project
  - Number of public events organised by the project
- Project presentations
  - Number of project presentations or exchanges with stakeholder(s)

## 5. Targeted Audiences and Relevant Messages

As presented in section 3, the dissemination strategy of the project answers to different needs and objectives, and therefore different audiences will be targeted. It is essential that different communities are addressed with messages and tools adapted to their interests and uses. This section answers to the “**to Whom to disseminate**” and “**What to disseminate**” questions.

Disseminating knowledge and results is a crucial part of MORE: in order to have an impact on ongoing and future initiatives and activities, it is important to raise awareness on the outcomes of the project and attract interest from relevant Research Communities and Industrial End-users worldwide.

The Dissemination Plan identifies the following communities as target audience for MORE:

- **Research communities:** Researchers interested in resource efficiency indicators, life-cycle assessment, advanced sensing and model-based estimation, process automation and methods for process management are interested in the research activities of MORE.
- **Industrial end-users in the field of process industries:** This audience group is interested in getting feedback on the usability of the MORE research results and their further commercialisation.
- **General public:** In order to reach this audience group, it is essential to raise awareness on the better management and use of resources and the reduction of eventual negative environmental impact in process industries.

Table 1 below presents the tools and messages most relevant for the different targeted audiences.

It is expected that during the first months of the project, the partners will focus on disseminating the general information and the main aim of the project through a first press release (to be prepared by inno) and when participating in events and conferences of interest. The key messages to highlight in these first dissemination activities include:

- What the project is about and what is its expected impact?
- What are the project objectives?
- Who is involved in the project?
- What results are planned?

The PowerPoint presentation of the project provides answers to these questions and serves as a support material to the partners.

The messages listed above should be addressed through all promotional channels, as the MORE web site, PowerPoint presentations, leaflet, etc. For detailed information about these publication channels, please see the following chapters.

Other messages that will also be relevant and create communication opportunities as the project develops are:

- Deliverables available for the public
- Milestones achieved

Target Audiences	Web Portal	Project generic presentation and leaflet	Peer Reviewed Conferences and Journals	
Research communities	XX	XX	XXX	<p>Project scientific excellence and accomplishments:</p> <ul style="list-style-type: none"> <li>• Innovation in real-time REI definition</li> <li>• Progress in the implementation of methods for resource efficient industry processes</li> <li>• Demonstration of advanced methods in realistic large-scale simulations of real use cases</li> </ul>
Industrial end-users	XX	XX	X	<p>Potential improvements and gains to be made in industrial processes by applying the results of the project:</p> <ul style="list-style-type: none"> <li>• Innovation in real-time REI definition</li> <li>• Progress in the implementation of methods for resource efficient industry processes</li> <li>• Demonstration of advanced methods in realistic large-scale simulations of real use cases</li> <li>• Reduction the resource consumption of industry and of electric power generation and distribution</li> </ul>
General public	XXX	XX		<p>Importance of resource efficiency indicators and methods and impact for Europe's industries and citizens:</p> <ul style="list-style-type: none"> <li>• Reduction of the carbon footprint and a higher competitiveness for industries</li> </ul>

**Table 1 - Targeted audiences, associated tools and messages**



## 6. MORE Communication and Promotion Tools

*As presented above in section 5, different target audiences have different uses and interests and must therefore be addressed by a complementary set of tools. This section presents the tools set-up for the project communication and further answers to the “**hoW to disseminate**” and “**What to disseminate**” questions.*

Publications produced by MORE will aim to consolidate information about goals, activities and results of the project and incite the relevant communities to provide feedback, communicate their requirements and adapt their activities.

Some publicity tools are generated during the first six months of the project. Most of this work is focused on the creation of media which will be maintained and used throughout the project as vehicles to disseminate information about the project and its achievements.

The **main publicity tools** will be:

- The MORE web site
- Press release(s) published on the website
- Scientific publications
- Participation in major events and conferences of interest
- Meetings with relevant stakeholders

### 6.1. MORE Branding

During the first three months of the project, the **MORE branding** will be defined in order to make the project easily recognisable. It shall represent the stable visual element for project presentation and promotion.

The branding pack prepared by inno and to be used by the project partners includes:

#### 6.1.1. Project logo and visual identity

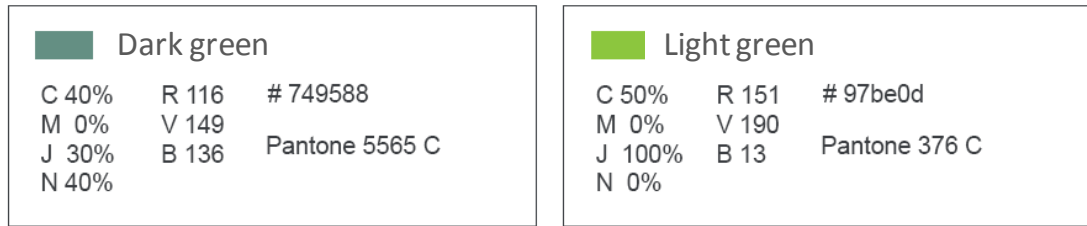
The project logo has been designed by a professional designer based on proposals from the partners of the consortium and has been agreed on by the partners. The logo has been designed to be easily recognisable and to be meaningful to technical people as well as the industry and general public.



**Figure 2 - MORE logo**

Different versions of the MORE logo will be produced, adapted to different backgrounds and displays (screen, print, etc.). The logo is available both in pixel and vector formats, and also available for the partners' use via the project shared platform.

The visual identity is based on the main logo colours and should be respected in all official communication supports. The colour codes are as follows:



**Figure 3 – MORE visual identity**

### 6.1.2. Graphical templates

A set of graphical templates (PowerPoint, Word) will be designed in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications.

### 6.1.3. Other branding elements

Based on the project logo and visual identity other project’ branding elements will be developed, including:

- Flyers
- Roll-up
- Posters
- Project banner (for event participation)

## 6.2. MORE Website

The first version of the MORE website will be available before the end of Month 3 and will be finalised before the end of Month 6.



**Figure 4 - Draft of the MORE website - home page**

The MORE website represents the first vehicle in raising awareness of the project and contains a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events etc. It follows the MORE branding and plays an important role in the information campaign. It will be updated all along the project lifetime with the

latest results and findings (at least once per month) as regular updates of the web site information are a necessary condition of its effective functioning.

Promotion of the MORE project will also be done through other relevant web portals in order to create synergy effects.

The project website targets all of the targeted audiences of the project (research communities, industrial end-users, and general public). It will present a general introduction to the project and its potential impact even for an unfamiliar audience. More advanced users will find regular news of the project and access to the publications, deliverables and events.

As presented in section 4.3, the project will set up metrics to monitor the project website traffic and the origin and interest of the website audience.

### 6.3. MORE Leaflet

A MORE leaflet will be compiled and used to present the project, its goals and the consortium. The project leaflet shall reflect the ideas and planned activities of the project in a first time and might be updated with information about major outcomes and results in a second step.

It shall serve as a calling card for presentation to influential readers – experts, national and local authorities, stakeholders, media representatives, etc.

Produced early in the lifetime of a project, a leaflet:

- Explains the background for undertaking the initiative
- Indicates the targeted results
- Provides an overview of the consortium and contacts: names, e-mail details, websites

### 6.4. MORE Project Presentation

Following the MORE branding, a **generic MORE presentation** will be developed to be used for awareness-raising and information at events and via the partners' networks. It can be used by all persons involved in the project to disseminate the project objectives, its status and the expected results. It can be easily adapted by partners for specific audiences and updated with new information. It will first detail the structure of the project in terms of objectives, main results that the project aims to achieve and the tools the project will use. The presentation aims at attracting the interest of relevant communities and stakeholders etc.

## 6.5. Publication Repository

In order to promote the scientific advances by the project, a complete publication repository shall be maintained on the project website. It will contain:

- Conference papers
- Presentations
- Journal Papers
- Patents
- etc.

MORE partners are expected to inform the WP6 leader on publications (submitted and accepted); the WP6 leader will remind regularly to report new publications, and update the record.

### **IMPORTANT NOTE:**

Despite the public funding of the project and the commitment of the MORE partners to the concepts of Open Science, it might not be possible to make all the project scientific papers publicly available within the project time frame. The scientific excellence target of the project will lead some of the publications to be made in journals and conferences that have not yet embraced an Open Science policy and that restrict the dissemination of the project results. In case where, for such copyright reasons, open access is not available the project will publish:

- The abstract of the paper
- The list of authors
- A link to the papers on the publisher website
- When relevant, “early draft” versions of the paper will also be available on open science repositories (such as arXiv<sup>1</sup>)

---

<sup>1</sup> <http://arxiv.org/>

## 7. Scheduled and Opportunistic Communication

*In addition to the activities running through the whole lifetime of the project, scheduled and opportunistic communication will be done. One main vector of the knowledge dissemination will be the participation in major events and conferences of interest for MORE partners. This section answers to the **Where to disseminate** and **When to disseminate** questions.*

In order to ensure regular communication throughout the project lifetime, scheduled and opportunistic communication will be done.

Regularly scheduled communication:

- Press releases (at least twice during the project duration)

Opportunistic communication:

- Participation in conferences and other events of interest for the partners
- Scientific publications in specialised journals and newspapers

The calendar on the internal shared portal (Team Room) will support regular planning updates as well as internal exchange and will be used to monitor opportunities for communication. Scientific publication opportunities shall be monitored by the academic partners to ensure a maximum impact of the project.

### 7.1. Press Releases and Articles in Specialized Journals and Newspapers

Most of the partners involved in MORE have an extensive experience of working with specialized journals and newspapers and have used mass media to promote past or ongoing projects. Therefore, they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about MORE.

MORE partners are also encouraged to create publicity about the project at local level, providing messages in line with the overall messages of the project.

Partners will also try to attract journalists to participate in project events, and they will analyse the possibility of carrying out press conferences or/and interviews during the project events. In this case, it is desirable to produce a special press release or to use other project promotional materials such as project leaflets/fact sheets/success stories.

Partners are also requested to keep track of all publicity created at the local level (according to the template below) and to inform about all coverage.

- Name of (online or traditional) magazine/newspaper/web site/portal
- Country
- Title of publication
- Date of the publication
- Text of publication (copy from original publication)

#### IMPORTANT NOTE:

The EU cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:

**"This publication has been produced with the support of the European Union. The contents of this publication are the sole responsibility of <name of the author/beneficiary/implementing partner> of the MORE project and can in no way be taken to reflect the views of the European Union."**

## 7.2. Project Presentations during Relevant Events

An important way to make the project known is to ensure that MORE is presented at events where possible target audiences attend.

The project shall actively be presented by the partners at major events and conferences.

An events list will be established and shall be regularly updated. It will be necessary to continuously monitor and identify dissemination opportunities, to set the criteria for participation in these events and to decide which events should be supported and which communication/dissemination tools should be used.

The goal will be to inform stakeholders about the objectives of the project, its achievements and available outcomes. MORE partners will make sure to distribute publicity material at those events and, where possible, to make presentations.

All partners will keep track of the events they attend, and a complete list will be reported in the final awareness-raising and dissemination report.

### **IMPORTANT NOTE:**

All the partners are requested to prepare the list of upcoming national events in the next 12 months where they plan to participate in relation to MORE dissemination (with or without partial funding of MORE) and report it to the WP6 leader and project coordinator.

In addition, all participation in an event must be reported by the project partners using the form provided in Annex A. The reporting must include:

- Country, location
- Name and dates of the event
- Event programme
- The list of attendees from MORE
- MORE partner participation (short report – 0,5 page maximum – the type of participation, project promotion- e.g. project presentation, banner, project material distribution, interview with mass-media, personal contacts established for further collaboration under the project, etc.)

## 7.3. Networking with the relevant communities

In order to increase the efficiency of the project, the activities pursued by MORE need to be synchronised with relevant external initiatives and to be confronted with different stakeholder's views.

In particular, the external members of ISP will be involved as "active observers" in the project activities, and they will provide suggestions for the definition of requirements in the different application areas and give feedback on the future take-up of the results in industry. The ISP will meet three times during the lifetime of the project; the last meeting will be integrated into a public workshop on the results of the project.

## 8. MORE Results Exploitation

*To guarantee the transfer of project results beyond its lifetime, an exploitation strategy will be developed by M6 April 2014 separately from the present dissemination strategy (**D6.2 Exploitation plan of MORE exploitation activities**) and carried out in the second project period in close relation to the dissemination activities. The following section gives an overview of the first exploitation activities.*

The initial plan for results exploitation has been discussed at the MORE kick-off meeting and will enclose the following themes:

- **Common exploitation strategy**
  - Commercial exploitation opportunities and plans
  - Scientific exploitation opportunities and plans
  - Strategic exploitation opportunities and plans
- **Individual exploitation strategies**
  - Scientific exploitation and academia-industry knowledge transfer
  - Internal commercial exploitation
  - Pre-commercial exploitation (e.g. planning of industry-transfer projects, standardization, etc.)

The final exploitation report will incorporate all results and recommendations from the case studies and dissemination reports.

MORE defined the exploitable technical project results as follow:

- **Real-time Resource Efficiency Indicators:** Developed with industrial applicability in mind
  - ⇒ **Ready for broad use at the end of the project**
- **Real-time Resource Efficiency methods:** solutions for industrial case studies, validated in simulations with faithful models, integrated with the engineering monitoring tool
  - ⇒ Clear picture of the **potential of the different Real-time Resource Efficiency methods**
  - ⇒ Basis for **customized productive solutions** further developed in transfer projects

The methodological approach to exploitation by the consortium will be built upon a feedback from industrial partners, the Industrial Stakeholder Panel and other external actors.

The approach for exploitation will be structured around three axis of activities:

- Identification of **potential gains** (financial, environmental, efficiency, etc.)
- Development of **suitable business models** (for customers and providers)
- Analysis of **industrial needs and constraints for transfer projects**

## Annex A MORE External Communication Reporting Form

### MORE EXTERNAL COMMUNICATION FORM

*FORM to be filled in and sent to  
the MORE Project Coordinator Svetlana Klessova ([s.klessova@inno-group.com](mailto:s.klessova@inno-group.com)) and  
the MORE Project Manager Eva Fadil ([e.fadil@inno-group.com](mailto:e.fadil@inno-group.com))*

<b>Name of the event</b>	
<b>Dates of the event</b>	
<b>Venue</b>	
<b>Type of audience:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Scientific community (higher education, research)</li> <li><input type="checkbox"/> Industry</li> <li><input type="checkbox"/> Civil society</li> <li><input type="checkbox"/> Policy makers</li> <li><input type="checkbox"/> Medias</li> </ul>	
<b>Type of activity</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Publication</li> <li><input type="checkbox"/> Organisation of Conference</li> <li><input type="checkbox"/> Organisation of Workshops</li> <li><input type="checkbox"/> Websites/Applications</li> <li><input type="checkbox"/> Press releases</li> <li><input type="checkbox"/> Flyers</li> <li><input type="checkbox"/> Articles published in the popular press</li> <li><input type="checkbox"/> Videos</li> <li><input type="checkbox"/> Media briefings</li> </ul>	
<ul style="list-style-type: none"> <li><input type="checkbox"/> Presentations</li> <li><input type="checkbox"/> Oral presentation to a wider public</li> <li><input type="checkbox"/> Oral presentation to a scientific event</li> <li><input type="checkbox"/> Exhibitions</li> <li><input type="checkbox"/> Thesis</li> <li><input type="checkbox"/> Interviews</li> <li><input type="checkbox"/> Films</li> <li><input type="checkbox"/> TV clips</li> <li><input type="checkbox"/> Posters</li> </ul>	
<b>Size of audience</b>	
<b>Countries addressed / represented</b>	
<b>Partner involved (name of the person)</b>	
<b>Title of presentation/paper (if applies)</b>	