

SUNFLOWER

“Sustainable Novel Flexible Organic Watts Efficiently Reliable”

Grant agreement No.: 287594 (Integrated Project)

Deliverable 6.3: Dissemination Strategy

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Project co-funded by the European Commission under the Seventh Framework Programme (FP7)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1 Introduction

1.1 Purpose of this report

The dissemination strategy document is the main guideline for the project consortium related to dissemination procedures and activities. Its main objective is to guarantee distribution of knowledge and results within the project consortium and to the stakeholders. Moreover, this document will be a supporting tool for project management. It defines pathways for consortium internal and external (public) dissemination procedures, it identifies main project stakeholders, it introduces opportunities and suitable communication channels dedicated for efficient dissemination to the stakeholders, and it provides a general dissemination tabular workplan including a timeline of deliverables and milestones. Another main objective of the document is to strengthen the overall awareness of the consortium for proper dissemination actions. This document is not meant to interfere with the exploitation plan and IP related issues of the project, which are specified elsewhere. The document will be updated following project results.

2 Overview / Structure

2.1 Conditions and procedures for public dissemination

The dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any dissemination activity (publication, presentation etc.) strict rules of prior notice to all partners will be applied, according to EC guidelines. Partners will have the possibility to refuse dissemination of their own know-how (background or foreground) when it could potentially harm the partner's interests. The responsible partner for dissemination will follow all the below described approval processes and will act as an internal executive approval body for any dissemination action organised by different partners. Details of the procedure can be found in the Consortium Agreement (CA) and briefly are described below.

Another aspect of the public dissemination procedure is quality assurance. For this reason a quality assurance process has been established with the aim to check

- messages to be transmitted outside of the consortium, including the suitability of the messages for the people addressed, the stress on the benefits and the relevance for the industry (when applicable);
- technical contents control in order to ensure the quality of achieved scientific and research objectives of project brochures;
- that scientific papers and publications contain sufficient reference to the project (official referees reports will act as proof of quality assurance);
- layout quality and suitability to the standard.

The following pre-dissemination procedure has been agreed by the project partners. This procedure allows all dissemination material to be quality assured including both the content and layout and to be approved for public. Dissemination material first will be placed on the access secured intranet area of the project webpage and all consortium members are noticed. Any objection will be reported to the disseminating project member, any party concerned, the responsible project partner for dissemination and the coordinator. If an objection has been raised the involved parties shall discuss how to overcome the justified grounds for the objection on a timely basis. If all members have approved or no objection is made within this maximum time limit of 30 days, the public dissemination action is permitted and the dissemination material will be distributed in the public domain. All partners have the mutual interest to approve public dissemination actions as fast as possible so that common approval procedure times should be substantially shorter than the 30 days limit.



Figure 1: Flow chart of the public dissemination procedure

2.2 Identification of stakeholders

A stakeholder is any person or organisation, who can be positively or negatively impacted by the project. With the goal of developing cooperation between the stakeholder and the project consortium and eventually assuring successful outcomes for the project, the project consortium has identified persons and organisations that are the key stakeholders; actions are designed for highest dissemination efficiency for the key stakeholders.

The key stakeholders identified by the project consortium are

(1a) General Public

Teachers and pupils
Energy customers, ...

(1b) Decision Makers

National MPs and European authorities for
waste management, health and safety, certification for building materials, etc.
NGOs and other private and private-public organisations
Investors such as banks, financial groups, VCs, private investors, consultants, lobbies, etc.

(2) Industry

Energy industry
Semiconductor Industry
Polymer and organic materials producing industry
Device manufacturing industry, ...

(3) Scientific Community

Physics, chemistry and materials researchers, ...

2.3 General dissemination and promotion actions

Dissemination and promotion actions are primarily responsible for raising the profile and visibility of the SUNFLOWER project and the related sustainable energy harvesting theme on both a national (contributing member countries) and international level (European Union and Worldwide) by distributing information and results in promotional materials, e.g. reports, website, newsletters etc., to accelerate the pace and success of research by researcher interchanges, and to develop partner expertise by exploiting existing opportunities for education and training and developing new activities.

The **External Advisory Board** (EAB) will specifically advise to the best dissemination & exploitation routes. Experts from leading institutions in organic photovoltaics are the key advisors for post-project development, which has to be in line with industrial standard operation and regulatory procedures (and have the potential to set new standards). The current composition of the EAB is as follows: Dr. Hadjar Benmansour (TOTAL - Solar & New Energies R&D), Dr. Nicolas Bogdanski (TÜV Rheinland Group), Prof. Dr. Vladimir Dyakonov (Chair of Experimental Physics VI, Julius-Maximilians-University of Würzburg), Dr. Klaus Hecker (Managing Director of the Organic and Printed Electronics Association (OE-A)), Dr. Aswin W. Linsenmeyer (CTO of SUNSET Energietechnik GmbH, Germany) and Dr. Jens Hauch (Manager of the Energie Campus Nürnberg).

The **Dissemination Group** will be responsible for the selection and management of most of the content generated for dissemination actions. The group is composed of 3-4 consortium members both from academia and industry; every 6 months the composition may be

changed. Its main responsibilities are encouraging the consortium partners to provide input for the public part of the project website, to maintain the content of the website, and to manage the public interfaces provided by the website or located at the other public domains, as mentioned above. Details of the Dissemination Group operation and composition will be set during the next project meeting end April 2012 in Bologna.

The consortium puts special attention to **Public Engagement** activities. The SUNFLOWER consortium will operate at the forefront of OPV research and aims on developing the foundation of the next generation OPV technology. OPV can play a substantial role as sustainable energy source of the near future. However, public awareness of OPV currently is limited. OPV R&D covers all disciplines from chemistry, physics, materials science and engineering to economy and legislation, and thus allows for appealing public engagement at various levels and with different focus groups.

The consortium actively utilises the following communication and dissemination channels:

- **Project website and other web platforms:** A website has been set up by the end of month 3 for both consortium members' and public access (URL: <http://www.sunflower-fp7.eu>). The website will be actively maintained during the project period and its content will be managed by the Dissemination Group in agreement with the project Coordinator. It will give public access via published periodic activity reports, with a summary page on progress and achievements and also through downloadable publishable presentations and *.pdf-files of or links to journal publications. It will be globally linked to other relevant websites including other EU-funded projects, EU web-sites, and provides links to any professional and personal websites of the SUNFLOWER partners. A private area will be used to provide a centralised access to all materials generated by the project.

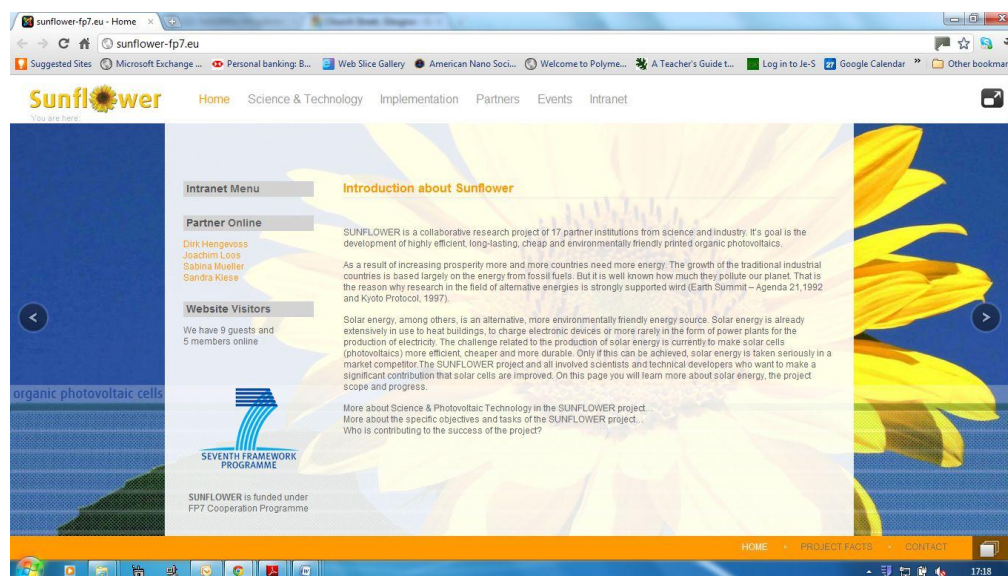


Figure 2: Screenshot of the SUNFLOWER webpage with public section consisting of various informative subfolders and the secured project intranet section

A special effort will be made to use Web 2.0 tools to enhance the impact of our public awareness campaign. Tools like Wikipedia, LinkedIn, YouTube, Twitter, Facebook etc. will be considered to address the potential threats to the young generation. For instance, the consortium has agreed that certain Wikipedia topics will be actively maintained. The generation of content suitable for Web 2.0 tools will be managed by the Dissemination Group in agreement with the project Coordinator. Moreover, several EC-funded projects generated web-based tools to disseminate the results; SUNFLOWER will use as much as possible such existing web platforms (e.g. POLYMAP).

Another important feature will be the **Frequently Asked Questions (FAQ)** section. On the SUNFLOWER website, there will be a FAQ board, where visitors can post public

questions, whose reply will be made permanently available on the FAQ page. Submitted questions or comments will be screened by the Dissemination Group in agreement with the project Coordinator and forwarded to the consortium member with the respective expertise for reaction. The answer will be then posted on the FAQ section.

- **Project folders and leaflet** for large non-specialised scientific community, which are distributed to partner's institutions, EC and on dissemination and training events. The content will be managed by the Dissemination Group in agreement with the project Coordinator.

Mid February 2012 the first **Press Release** was approved and released by the consortium with title "Making solar energy a bigger part of our everyday life".

- **Training activities** either within SUNFLOWER or within the ordinary teaching activities of academic consortium partners.
- **Project workshops** in connection with other European or National OPV meetings (e.g. OE-A, regional and European Photonics platform or scientific meetings).
- **Scientific articles in impacted journals** (e.g. *Applied Physics Letters*, *Solar Energy Materials and Solar Cells*, *J. Phys.: Condens. Matter*, *Nano Letters*, *Plastic Electronics*, *Advanced Materials*).
- **Technology news servers:** e.g. Cordis, Photonics 21 ETP, NanoFuture, AzoNano, Nanowerk. Periodically, each time after the latest achievements, at latest at the beginning and at the end of the project). The content will be managed by the Dissemination Group in agreement with the project Coordinator.
- **Presentation at conferences, symposia, meetings, congresses:** Potential events are ISFOE - International Symposium for Organic Electronics (ISFOE), Hybrid and Organic Photovoltaics Conference (HOPV), Plastic Electronics Conference, Large Area Organic & Printed Electronics Convention (LOPE-C), Conference on Science and Technology of Synthetic Metals, Conferences of the European and American Materials Research Societies (E-MRS, MRS), Conference on Simulation of Organic Devices (Spain) or International Simulation Workshops (Switzerland).

Moreover, policy structuring meeting will be proactively attended, e.g. DG INFOSO and DG RTD clustering and brokerage meetings.

- **E-mail newsletter** will be distributed at six-monthly intervals to identified further stakeholders. The content will be managed by the Dissemination Group in agreement with the project Coordinator.

2.4 Dissemination actions focussed on Key Stakeholders

2.4.1 The General Public and Decision Makers

We will present our results and demonstrators to the general public in a popular way at National Science Weeks and International Science Festivals, as they are organised annually in various EU countries. Demonstrators such as OPV-driven toy cars, flexible OPV easy to pack and unpack, in combination with educational one A4 page flyers will be used to attract the interest of secondary and high school kids and their teachers. Same dissemination activities and in particular demonstrators will be targeted on decision makers, e.g. national MPs and European administrators, NGOs and other private and private-public organisations.

Further, we will organise introductory trainings to OPVs for technical schools and universities. We will focus on the multidisciplinary aspects of OPV rather than providing in-depth knowledge of one of the disciplines involved to train the future OPV technologists. Ultimately, we will prepare suitcases with demonstration kits with additional background information for different levels of education allowing for 1h attracting of school kids to 1 week training course for students. In detail the communication and dissemination actions are as follows:

- The consortium creates promotional material like leaflets, flyers, brochures, posters, press releases, etc. and distributes them widely in all key events and through a regularly updated database of contacts (including newcomers, registering through the website). The content will be managed by the Dissemination Group in agreement with the project Coordinator.

In this context one highlight is **Deliverable 6.2 Demonstration Kit**, which will be continuously upgraded with progress of the project. The demonstration kit will be distributed to the consortium members and selected decision makers to increase the public awareness of the project topic. A first public utilisation of the kit will be at the Large Area Organic & Printed Electronics Convention (LOPE-C, June 2012 in Munich). Upgrade procedures, kit distribution and utilisation will be agreed on during the next General Assembly scheduled at the end of April in Bologna.

- The SUNFLOWER website has dedicated sections for easily accessible information for the general public. This information will be continuously updated and maintained. The content will be managed by the Dissemination Group in agreement with the project Coordinator. For a simple access by the non-expert public, a FAQ page is planned (see above). In agreement with the Coordinator, the Dissemination Group is responsible for screening and identifying the best knowledgeable expert in the consortium to provide the answer that will be then posted on the FAQ page.



Figure 3: Konarka OPV demonstrator operates an LED in indoor conditions

- Non-confidential project results will be distributed to the media like television, periodicals, magazines, newspapers. The Dissemination Group will coordinate this activity in agreement with the Coordinator.
- Popular scientific information will be provided by the consortium, through the Dissemination Group and in agreement with the Coordinator, and disseminated e.g. using tools like Wikipedia and YouTube (see above), which may increase awareness of the SUNFLOWER project and the energy harvesting theme in the young generation.

2.4.2 The Industry

- A specific section in the website will be dedicated to Innovation & Technology transfer. This section will be regularly updated when new results will be achieved and will be managed by the Dissemination Group in agreement with the Coordinator (URL: <http://www.sunflower-fp7.eu/index.php/science-a-technology>).

- Publication of relevant information into industrial (online) magazines such as <http://www.plusplasticelectronics.com> (following the approval procedure detailed above).
- Organisation and participation in industry workshops or events in order to stimulate transfer of ideas and information. The aim is also to increase visibility of the SUNFLOWER project and the general sustainable energy harvesting theme at major industrial fairs.
- Industrial training activities will be organised in close interaction with other European networks active in the respective field, e.g. **COLAE** (see below).
- Industrial partners will be present at related industrial meetings to promote technology transfer.
- Publication of press releases dedicated to the industry. The content will be managed by the Dissemination Group in agreement with the project Coordinator.

2.4.3 The Scientific Community

- The SUNFLOWER website has been established at the beginning of the project and consists of sub-sections Science & Technology, Implementation, Partners, and Events providing information, among other, to the Scientific Community.
- The consortium intends to publish achieved results to scientific periodicals, journals and key conferences in Europe and world-wide:
 - e.g. Waste Management, Environment International, Environmental Science & Technology, Energy and Environmental Science, Aquatic Toxicology
 - SETAC (Society of Environmental Toxicology and Chemistry)

Joint publications from different partners are encouraged.

- Organisation of events (workshops, conferences) and an annual cross-meeting with other network(s): in cooperation with other European networks the consortium will organise these meetings to guarantee cross-fertilisation of knowledge.

As a first joint action a joint Summer School is organised (10.6.-14.6.2012 in Valencia, www.nanoge.org/SimOEP12/index.php) by UJ1 & Fluxim in coordination with EC X10D (<http://www.x10d-project.eu/public>) and ROTROT projects (no URL installed so far). The interaction with COLAE (see below) may contribute to increase visibility and attendance at a broader European/public scale.

- Further, strong links to national and European solar energy or organic electronic R&D programs are established via the individual members. These contacts will be utilised case by case to facilitate public dissemination activities.

2.5 List of contacts

- **Solliance** (www.solliance.eu): a private-public initiative involving several R&D Institutions and Industry, which focuses on three main thin film technologies: thin film Si, alternatives for CIGS, and organic photovoltaics (OPV).
- **COLAE** (www.colae.eu): a pan-European initiative to promote the commercial exploitation of organic and large area electronics in Europe.
- **Plastic Electronics Doctoral Training Centre** at Imperial College London and Queen Mary University (www3.imperial.ac.uk/plasticelectronicsdtdc/research/improj): This is an EPSRC funded centre where industry and academics come together to form future specialists in the field of Plastic electronics (OFET, OLED, OPV,...). The DTC academic cohort comprises over 30 academics, from the Physics, Chemistry, Materials and

Chemical Engineering Departments with expertise in all aspects of the science of organic electronics.

- **AFELIM**: the French association for printed electronics, in which the most important French companies working in this business segment, including organic PV are belonging to it.

3 Appendices

3.1 Appendix A: Tables

Table 1: Matrix of SUNFLOWER communication and dissemination channels

SUNFLOWER communication and dissemination routes	General public	Decision Makers	Industry	Scientific Community
Project webpage	X	X	X	
Web 2.0 (e.g. Wikipedia)	X	X	X	
FAQ	X	X		
Project folders, leaflets	X	X	X	
Training activities			X	X
Scientific and impacted journals				X
Technology News servers	X	X	X	X
Presentation at conferences	X	X	X	X
Project workshops			X	X
E-mail newsletter	X	X	X	X

Note: All project outcomes will acknowledge the support of European Commission as it is requested by the Annex II – General Conditions of the FP7 Grant agreement and follow its principles. The proper dissemination details (e.g. time schedule for prior notice and partner's approval) will be covered by signed Consortium Agreement before the project's start.

Table 2: Timeline for Deliverables and Milestones

Deliverable/ Milestone	Estimated date	Description
Milestone 1	Dec 2011	Initialisation of project website, which will include a public domain with hit counter and links to Wikipedia and YouTube
Public dissemination document for the Commission	Jan 2012	2 page project fact sheet and presentation slides for Sunflower dissemination will be provided to the EU Commission.

Milestone 2	Feb 2012	First joint press release of the consortium introducing the project
Demonstration kit	Feb 2012	Initial Sunflower Demonstration kit (based on single bulk heterojunction OPV cells) to raise awareness.
Develop of a dissemination strategy document	Feb 2012	Dissemination strategy document: In this document the consortium will set the actions and the corresponding timeline for dissemination of results for scientists, industry and the public.
Milestone 3	Jun 2012	Promotional materials will be available and regularly updated for distribution at general public events like science festivals, open days, School events
Milestone 4	Nov 2012	Joint press releases introducing and explaining project achievements
Demonstration kit including manuals and background information with different levels of complexity	Oct 2013	Demonstration kit including manuals and background information with different levels of complexity: For public engagement activities the consortium will develop a kit consisting e.g. of fabricated solar cells and electrical energy consuming gadgets, tools to prepare simple solar cells etc. and the corresponding information on how it works.
Summer schools, specialised workshops and training courses for professionals	Jun 2012 Jun 2014	Organisation of one Summer School and one Workshop on OPV (jointly with X10D-project if possible). Advertising flyers, program leaflet, and participant list, participant survey results and group photo will be put on the project webpage and provided to the PO. Public results of project will be integrated in course material for professionals offered by consortium members.
Milestone 5	Oct 2015	Last joint press release of the consortium