Project title	SUstainable nanoPaRticles Enabled antiMicrobial surfacE coatings		
Project acronym	SUPREME		
Project number	101058422		
Project start date	01/01/2023	**Duration**	48 months

D8.2 - DISSEMINATION AND COMMUNICATION PLAN

Due date	30/06/2023	**Delivery date**	04/08/2023
Work package	WP8		
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Reviewer(s)	Zhenyu Zhang (UoB)		
Version	V5.0		
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Disclaimer	Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them.		

Version and amendments history

Version	Date (DD/MM/YYYY)	Created/Amended by	Comments
01	30/06/2023	Alexandra Rodrigues (PNO), Silvia Colella (INNEN)	First version of the deliverable
02	14/07/2023	Ana Barros	Second version sent for review
03	18/07/2023	Zhenyu Zhang (UoB)	Review of the deliverable
04	21/07/2023	Ana Barros	Version sent to partners for review
05	04/08/2023	Ana Barros	Final version

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LIST OF ABBREVIATIONS

Abbreviation	Description
DCP	Dissemination and Communication Plan
D&C	Dissemination and Communication
KPI	Key Performance Indicator
SUPREME	SUstainable nanoPaRticles Enabled antiMicrobial surfacE coatings

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1 EXECUTIVE SUMMARY

The Deliverable 8.2 of SUPREME project describes the Dissemination & Communication activities planned and already implemented in order to spread awareness about the SUPREME project and its results. D8.2 aims to guide the consortium partners in their collective effort to plan and carry out the dissemination activities using the right material and channels, towards reaching the following objectives:

- Informing, attracting interest and creating two-way communication channels across a broad range of stakeholders, including companies, the scientific community, public authorities, civil society and associations.
- Promoting synergy and communication with technology developers and key multidisciplinary actors that cover the expertise required to professionally implement the innovative and sustainable nanocoatings developed.
- Promoting alignment with the communication activities of other relevant projects and related initiatives.
- Advancing and updating the state-of-the-art in the scientific sector related to the development of innovative nanocoatings, chemical and materials through high-level scientific publications.
- Engaging stakeholders in a strategic and effective manner, to create and increase demand for developed solutions, and consequently to maximise the exploitation and replication of the SUPREME results.
- Ensuring the uptake of the project results after the end of the project lifetime.
- Contribute, upon invitation by the HADEA, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions.

The key point is ensuring that the project's outcomes are widespread to the relevant target stakeholders, at appropriate times, with the most suitable materials and channels. This plan is flexible, and it will be continuously adapted and further improved during the lifetime of the project, namely by integrating new activities in the plan, in alignment with the development of the project, and the stakeholders' interests and needs. Consequently, it will be constantly updated, as a living document, throughout the project's execution with the activities implemented from M1 to M48 (D8.2 "Dissemination and Communication Plan (DCP)" at M6, D8.3 "Preliminary report on dissemination and communication activities" at M24, and D8.4 "Final report on dissemination and communication activities M48). D8.2 is the first version of the DCP, and includes both the strategy planned to reach stakeholders in a systematic way, as defined in Task 8.1, as well as the channels and tools needed to disseminate SUPREME objectives and results. Finally, D8.2 reports the actions already performed up to month 6 of the project.

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2 INTRODUCTION

This Deliverable D8.2 – Dissemination and Communication Plan deals with the dissemination and communication activities planned and realised from the beginning of the project up to M6 (June 2023) with the aim of creating awareness on the SUPREME project and its results. After a brief presentation of SUPREME's objectives and impacts, D8.2 describes the dissemination and communication strategy developed and implemented to reach a wide audience, namely:

- Description of the target stakeholders
- Dissemination and communication materials and tools developed accordingly to the target audiences to be used at national and international level: project identity and logo, word and ppt templates, website, leaflet, poster, and roll-up.
- Dissemination activities as categorized in EC participant portal: Clustering activities, Collaboration with EU-funded projects, Conferences, Education and training events, Meetings and Publications.
- Communication activities described by the communication channels used in the project: Events (conferences, meetings and workshops), Newsletters, Press releases, Print materials, LinkedIn and twitter posts, and Website "News & Events" section.

This plan is a living document that will be regularly updated throughout the entire project lifetime and in accordance with its progress, more specifically in M24 (D8.3 - Preliminary report on dissemination and communication activities) and M48 (D8.4 - Final report on dissemination and communication activities). For each document update, the following objectives will be considered:

- to identify the profile of SUPREME stakeholders, based on the approach presented in D8.1 – Innovation Eco-System and Stakeholder Map, and the deployment of the necessary actions fostering their engagement, to guarantee their successful participation in the project;
- to outline, present and finalize the dissemination and communication plan;
- to present the dissemination material produced so far, with some visual examples;
- to report the planned and carried out activities by each consortium partner e.g., including events, press releases and publications (both scientific and non-scientific).

3 SUPREME PROJECT

SUPREME project offers an innovative and sustainable solution for our society to overcome the crucial health, economic and societal challenges associated with the spread of disease outbreaks by developing a novel antimicrobial, antiviral, and antifungal tailor-made surface nanocoatings with enhanced performances when used on a wide range of substrates and textile. The innovative nanocoatings to be used in the scope of this project are based on 1) customised core/shell and advanced functional nanoparticles and 2) hybrid fibre-nanoparticles (using sustainable bio-based

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cellulose materials and nanoparticles). The Coating method will be optimised to accomplish a multi-functional nanocoatings on which antimicrobial actions remain active under various environmental conditions. To that end SUPREME is currently developing an innovative platform of efficient and multifunctional antimicrobial nanocoatings, building upon bespoke TiO2 nanoparticles that have demonstrated exceptional antimicrobial ability at lab scale (TRL3) with the aim of scaling up to TRL6.

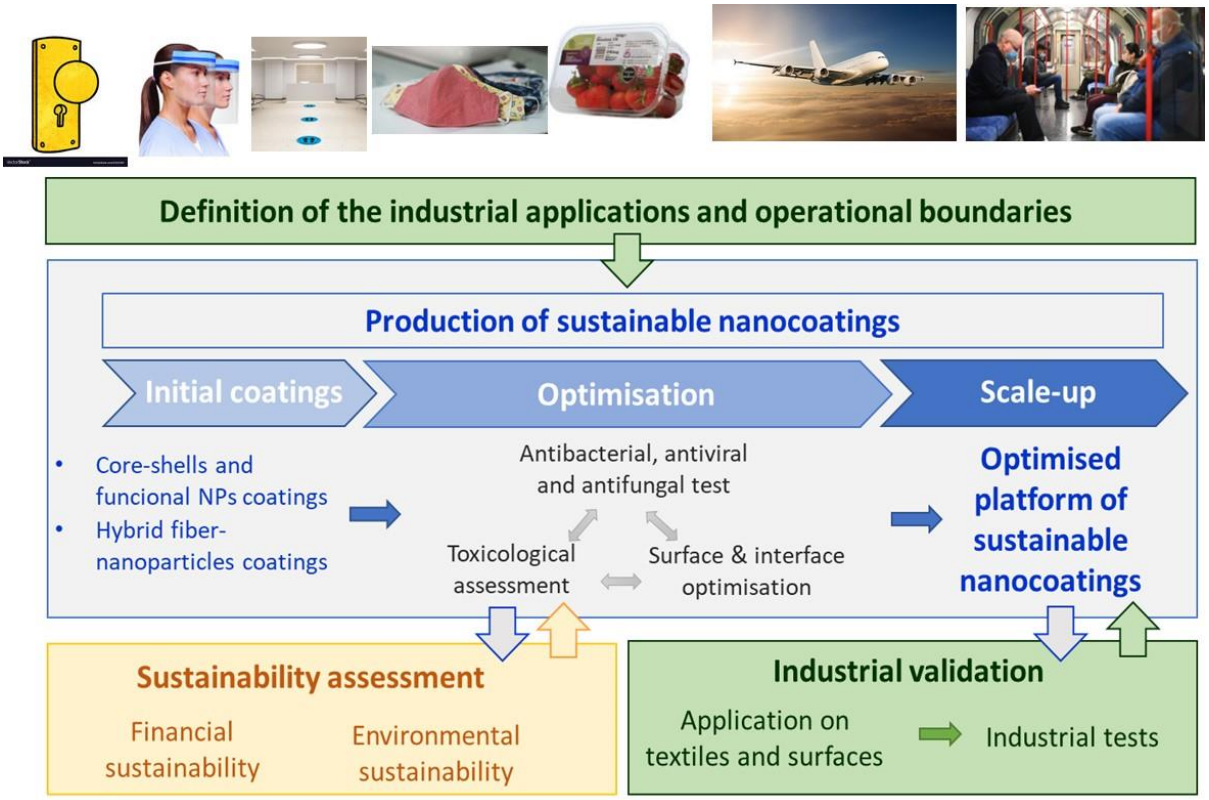

Figure 1. SUPREME overall concept

This platform will be implementing consistent conditions for antimicrobial testing, maximising its effectiveness against a wide range of pathogens. SUPREME coatings' are following a sustainable-by-design approach that considers both toxicity and environmental impact from outset to guarantee both market acceptance and sustainability of the overall process whilst having a robust safety assurance in place for human health.

The SUPREME Consortium consists of 14 beneficiaries from 5 EU countries (IT, ES, GR, BE, NL), 1 associated country, NO, and 4 associated partners from UK. The consortium assembles leading research groups with excellent skills, track record, and resources, in a coherent and complementary arrangement. The multidisciplinary project team covers all expertise required to professionally implement a programme for the development of innovative and sustainable nanocoatings, their validation considering efficiency, safety, durability, and suitability for several industrial settings. The project coordinator is the KU Leuven (Belgium) in charge of the project's coordination for a duration of 4 years. The project started on 1st of January 2023 and will run until 31 of December 2026.

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3.1 SUPREME OBJECTIVES

In a nutshell SUPREME can be summarised in the following seven Specific Objectives (SO) that were precisely conceived to enable the projects' aims and can be depicted below.

- SO1 – To co-create an innovative antimicrobial nanocoatings platform with end-users;
- SO2 – To demonstrate a superior and selective effectiveness against a broad spectrum of harmful pathogens, including representative bacteria, virus and fungi;
- SO3 – To ensure a satisfactory durability and excellent adhesion of the coatings;
- SO4 – To ensure a robust safety of the nanocoatings by implementing a Safe-by-Design approach;
- SO5 To validate the SUPREME nanocoatings for target applications;
- SO6 – To ensure the environmental benefit of the nanocoatings using an eco-design approach and demonstrate the overall SUPREME sustainability;
- SO7 – To demonstrate and showcase the feasibility to produce in a relevant environment innovative antimicrobial, antiviral and antifungal nanocoatings to key stakeholders.

3.2 SUPREME IMPACTS

SUPREME will act on materials surfaces by eliminating the contamination by microorganisms (bacteria, virus and fungi) deriving from human activities, minimising the risk of infections. The proposed surface coating once deployed can assist in decomposing pollutants (inorganic compounds such as NOx/formaldehyde and organic materials such as VOCs) and inactivate pathogens by disrupting their membranes and thus contributing to minimise the development of diseases namely respiratory. Furthermore, the usage of photocatalytic nanocoatings can clean the air and destroy microorganisms by absorbing light energy from the ambient, contributing to public health in a generic way.

Concerning the business development and opportunities of SUPREME's bio-based fibre nanoparticles products will have a meaningful economic impact in the labour market through the reduction of illness in working hours. Aware of the difficulty of such reliable estimations SUPREME will address this aspect in its WP and will further depict in the next foreseen versions of this deliverable during the project's execution.

Therefore, the impacts of the SUPREME's outcomes and results will not be confined to a single area but instead they will be dispersed among the various sectors from health sector to population wellbeing encompassing the environmental sector and pollutants emission. With the ultimate objective of boosting competitiveness, create jobs, and support growth of EU companies.

However, it is SUPREME's desire that the impact will not be summarized to the EU sector of nanotechnologies and advanced materials, but also by the measures that the consortium will take

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in order to promote the project results and their future market uptake to foster a wide replication throughout Europe which will be described in greater detail in the next chapter.

4 SUPREME DISSEMINATION AND COMMUNICATION STRATEGY

Dissemination and Communication activities have been carefully planned, since the proposal phase, to maximise the range of stakeholders, such as companies that could use innovative nanocoatings, the scientific community and the public in general. All the details followed methodology and actions carried out as well as insights concerning this topic may be consulted in D8.1- Innovation eco-system and stakeholders' map.

The outline of the SUPREME dissemination and communication plan is reported in the following, of which the major objectives are:

- Informing a broad range of stakeholders, including companies, the scientific community, public authorities, civil society and associations with the research output.
- Clustering and networking with the other relevant projects and related initiatives.
- Advancing and updating the state-of-the-art in the scientific communities related to the development of innovative nanocoatings, chemical and materials through high-level scientific publications.
- Engaging stakeholders in an effective mechanism, to create and increased demand for the innovative solutions, and so to maximise the exploitation and replication of SUPREME.

4.1 STAKEHOLDERS

A systematic stakeholder analysis identifies the most important organisations within and around the SUPREME value chain (D8.1) and assess their position towards the exploitable results, upon which appropriate engagement strategies are defined. These include nanomaterials and nanocoatings developers and producers, validators (e.g., microbiology and virology experts, nanotoxicology experts, etc), end-users (including producers of coatings, packaging, textiles, construction materials, etc). A preliminary analysis of the stakeholder groups, the objectives of their engagement, the proposed actions and measures tailored to the specific target and the KPI of dissemination activities are provided in the following table:

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Table 1. SUPREME stakeholders

Stakeholders	SUPREME Objectives	Channels/Activities	Dissemination target
Potential technology end-users: Companies in the sector of surfaces: Textiles; Metal and alloys; Ceramics, tiles, marble, stone slabs, cement; Paper and cardboard; and Plastics	Informing and creating interest in the future exploitation of the project results	- Clustering activities - Collaboration with EU-funded projects - Conferences and fairs - SUPREME workshops and events - Project website - Newsletters - News on social media	> 5000 of end users reached
Companies in the final customer sectors such as transport, hospitals, buildings, schools, toys, automotive, food & beverage.	Informing and creating interest in the acquisition of products with nano-coated surfaces	- Conferences and fairs - SUPREME workshops and events - Project website - Newsletters - News on social media	> 5000 of other companies reaches
Scientific communities in the field of innovative antiviral, antifungal and antibacterial nanocoatings	Knowledge sharing Fostering cooperation opportunities	- Publications - Conferences - Education events - SUPREME workshops and events - Collaboration with EU-funded projects - Project website - Newsletters - News on social media	> 3000 of researchers reached
Policy makers and general public	Increasing awareness of nanocoating's value-added	- SUPREME workshops and events - Project website - Newsletters - News on social media	> 7000 reached

4.2 D&C MATERIALS AND TOOLS

The D&C strategy foresees the active participation of all SUPREME partners. All consortium members have an important role in the dissemination of project results and all the partners are committed to present project outcomes. A structured and dynamic approach in support of the D&C strategy is ensured by the periodic interactions between PNO and all partners. To achieve this, the following sub-sections presented the set of materials developed.

4.2.1 Project identity and EC guidelines

The visual identity of the SUPREME project is characterized by a set of standard visual elements. These elements must be consistently applied, which includes incorporating the Horizon Europe logos and emblems with the European flag.The standard visual elements consist of the project's logo and

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templates, as outlined in this deliverable. While INNEN takes the lead on this activity, input from all partners is always sought before any materials are released to the public.

The materials that have been developed so far include:

- Logo
- Project templates (.doc, .ppt)
- Project Website
- Leaflet, poster and roll-up

All beneficiaries of the EU's Horizon Europe research and innovation programme have the obligation to explicitly acknowledge that their action has received EU funding. Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement. That's why, in all of the communication and dissemination activities of the project, it will be reported as follows:

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Disclaimer on publications/communications:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them."

Acknowledgements in Publications:

"This work is funded by the European Union under SUPREME Project (GA101058422)."

Specific rules regarding intellectual property rights, results, communication and dissemination are set out in page 10 of Annex 5 of the Grant Agreement:

"*Dissemination of results*

The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.

Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests."

4.2.2 Logo

To establish an innovative antimicrobial nanocoatings platform in collaboration with end-users, the SUPREME project aims to widely disseminate its results. To achieve maximum visibility, it is crucial for the project to possess a distinct personality. This project identity is closely tied to a visually coherent and consistent representation of the SUPREME logo across all project dissemination materials and documentation.

Every aspect of the project, including events, presentations, newsletters, deliverables, brochures, and more, should feature this logo and maintain consistency in its style. The logo serves as a recognizable symbol, defining the project's identity throughout its entire duration. It is utilized in every document produced within the project and in all external communications.

INNEN has developed nine potential logos for the project, which were presented to the consortium. Each logo aimed to convey the project's core concept, particularly the logo was based on the logo used during the KOM and the preparation phase and the following keywords: Surface, Safety, Hygiene, Microbes, Infection, Life quality, Bio-materials / Eco-materials, Efficiency, Sustainable, Innovation. These proposed logos were designed to reflect the project's name and its primary objective.

Recognizing the significance of the logo, project partners were invited to vote for their preferred option and provide suggestions for further improvements.

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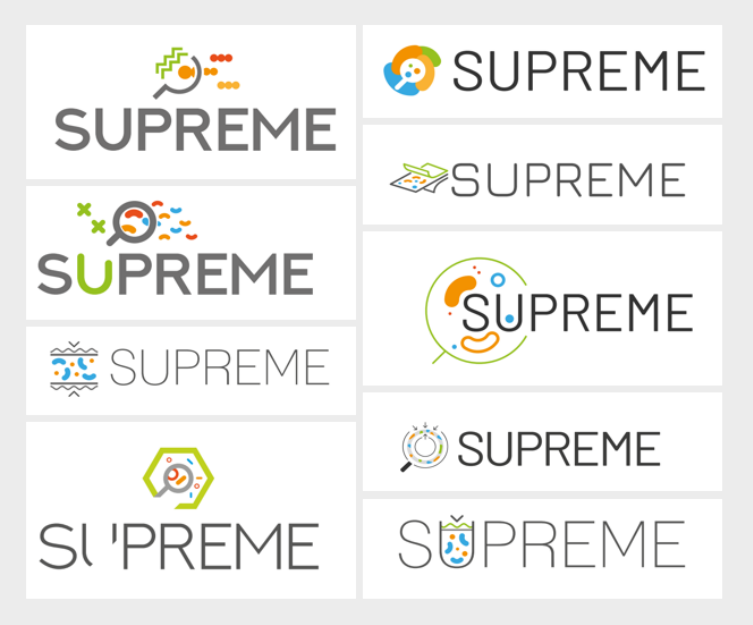

Figure 2. Logo proposals

The final design of the SUPREME logo is the one reported in the picture below.

Figure 3. SUPREME Logo

A logo guideline containing the following has been also published:

1. FOUR COLOR PROCESS LOGO
2. RGB AND HEX COLOR LOGO
3. B/W AND GRAYSCALE LOGO VERSIONS

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4. REVERSED LOGO
5. LOGO ON COLORED BACKGROUNDS
6. LOGO ON PHOTOGRAPHIC BACKGROUNDS
7. MINIMUM SIZE
8. INSTITUTIONAL FONT

4.2.3 Templates

Using the brand identity as starting point, several templates are available in the project website intranet. These are:

- **Deliverable template:** to be used when preparing deliverables to be submitted to the EC
- **PowerPoint template:** this template will be used when preparing a presentation of project results for a conference, workshop, event, etc
- **Agenda template:** this template will be used by project partners when organising project internal meetings but external events as well
- **Meeting minutes and attendees list templates:** these documents will support project partners when retrieving information from organised meetings

4.2.4 Website

A dedicated website has been created and is being actively maintained for the SUPREME project, serving as the project's public domain and connecting with partner websites. The primary language used on the website is English. INNEN established the SUPREME website at the start of the project and launched it by the end of March 2023 (Milestone 2). The website was designed to offer an overview of the project's objectives and work plan, track its progress, and showcase relevant results.

A screen snapshot of the project website (at mockup stage) is included in Figure 5, and the main URL is https://www.supreme-project.eu/.

To monitor its performance, the website is regularly tracked using Google Analytics. This tool enables the analysis of website traffic, statistics, and key performance indicators (KPIs). It allows us to assess and evaluate the effectiveness of our communication tools and actions. With Google Analytics, we can identify pages that may underperform using techniques like funnel visualization, track visitor origins (referrers), determine the duration of their visit, and even pinpoint their geographical location. The following screenshot illustrates these features within the timeframe since the website's launch. Content and maintenance will be continuously updated during the entire duration of the project.

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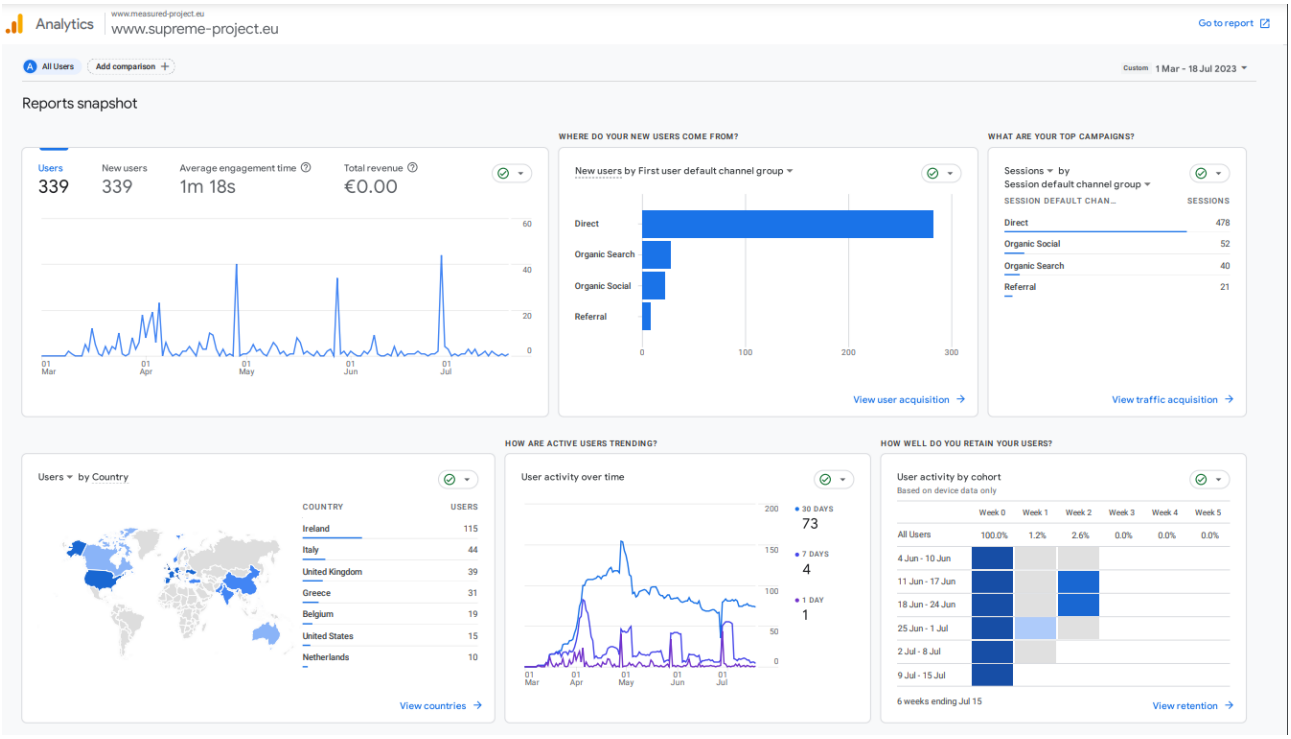

Figure 4. Website Performance Monitoring

SUPREME website is composed of the following:

- **Homepage:** provide a general overview of the project with the access to the whole sections
- **About:** provide a general description of the context and the aim of the project, subdivided into the following sub-sections:
  - **Context**
  - **Objectives**
  - **Impact**
- **Workplan:** brief explanation of the workplan and each work package
- **Consortium:** the list of the project partners with a brief description of their major activities, the link to their corporate website and the official logo
- **Results:** a section containing the brochure, poster, roll-up and public deliverables, newsletters and public deliverables
- **News & Events:** page providing brief news from the project, dedicated also to publish events organized by the consortium and/or related to the project objectives;
- **Newsletter:** provide a registration form that will grants to the registered users to receive newsletter from the SUPREME community.
- **Contact:** page containing a standard web based form to submit feedback or questions to the SUPREME consortium;
- **Social media section:** feed from Twitter Account, and link to the other social media

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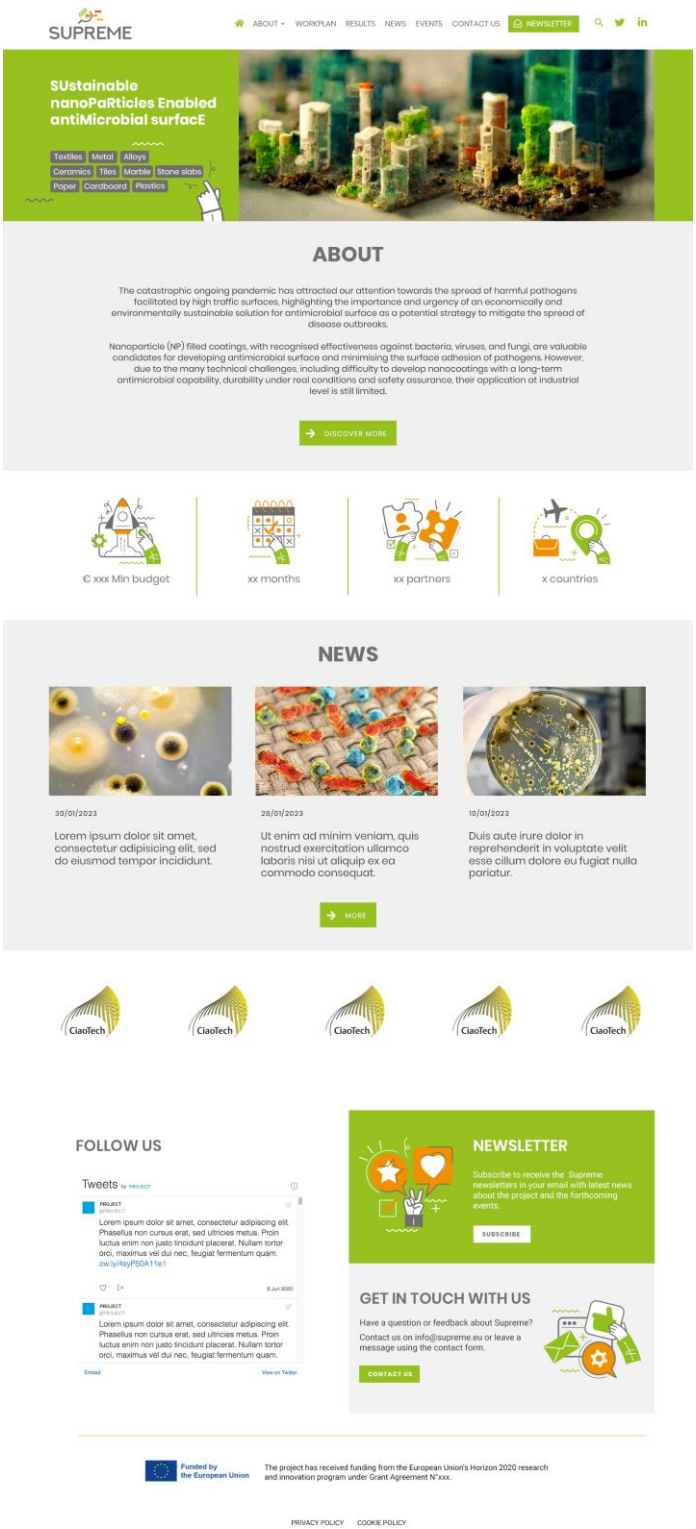

Figure 5 Mockup - homepage Website

4.2.5 Leaflet, poster and roll-up

A preliminary design of the leaflet (Figure 6), poster () and roll-up (), have been developed for the project. The materials feature a section showcasing all project partners and spaces for describing the project's mission. The same design concept will be utilized for producing updated versions of the Leaflet, poster and roll-upt throughout the project's duration.

To align with a paperless strategy, INNEN is distributing the materials in PDF format to project partners. Each partner will be responsible for printing the required number of copies for their dissemination activities. It's important to note that the can be obtained and accessed through the project's internal website area and the following link: https://www.supreme-project.eu/results/.

Figure 6. SUPREME Leaflet

Figure 7. SUPREME Poster

Figure 8. SUPREME Roll-up

4.2.6 D&C Information gathering tool

To reach the objectives of SUPREME, PNO created a reporting excel file for gathering the dissemination information from partners needed to inserted in the EC portal. In this tool partners are invited to provide information concerning their initiatives both for communication and for dissemination as presented in the next figures.

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This tool enables to properly monitor the actions that are being undertaken in SUPREME project and from which KPI's achievement will be assessed. Hereunder, it is presented the roadmap of the dissemination and communication monitoring tool:

Introduction worksheet

The first worksheet is the introduction, here partners are presented with the definitions and understanding of what is envisaged with the communication and with the dissemination actions.

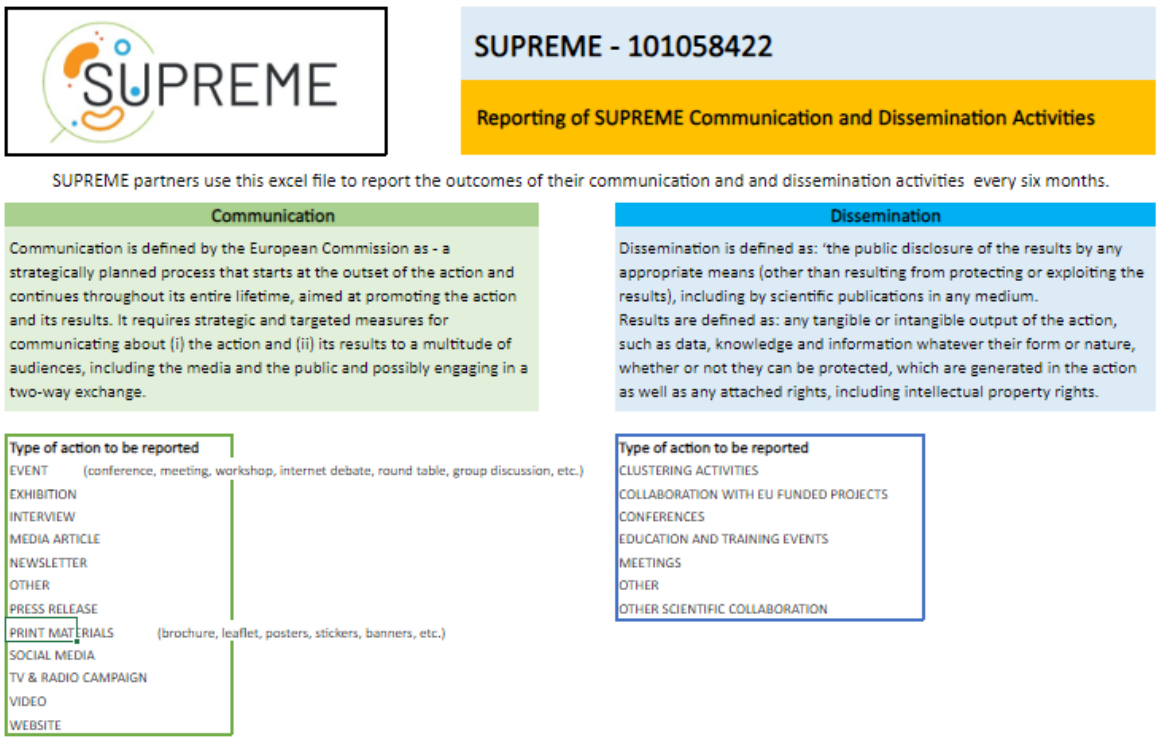

Figure 9 Introduction work sheet for dissemination

Communication Tab (national and international events)

In the following worksheet it is possible to partners to detail the communication initiatives that are carried out and see its accomplishment and where it is possible to have further insights. Hereunder a screenshot of that worksheet which is already being filled in delivering some possibilities to concretely understand the communication reach out of the actions.

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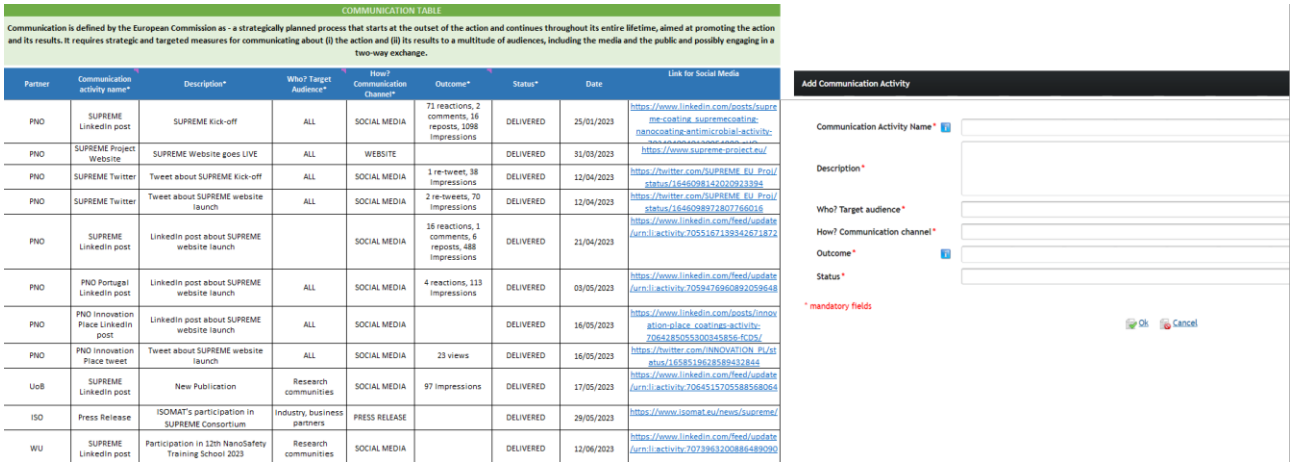


COMMUNICATION TABLE

Communication is defined by the European Commission as - a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Partner	Communication activity name*	Description*	Who? Target Audience*	How? Communication Channel*	Outcome*	Status*	Date	Link for Social Media
PNO	SUPREME LinkedIn post	SUPREME Kick-off	ALL	SOCIAL MEDIA	71 reactions, 2 comments, 16 reposts, 1098 Impressions	DELIVERED	25/01/2023	https://www.linkedin.com/posts/supreme-coating_supremecoating-nanocoating-antimicrobial-activity-
PNO	SUPREME Project Website	SUPREME Website goes LIVE	ALL	WEBSITE		DELIVERED	31/03/2023	https://www.supreme-project.eu/
PNO	SUPREME Twitter	Tweet about SUPREME Kick-off	ALL	SOCIAL MEDIA	1 re-tweet, 38 Impressions	DELIVERED	12/04/2023	https://twitter.com/SUPREME_EU_Proj/status/1646098142020923394
PNO	SUPREME Twitter	Tweet about SUPREME website launch	ALL	SOCIAL MEDIA	2 re-tweets, 70 Impressions	DELIVERED	12/04/2023	https://twitter.com/SUPREME_EU_Proj/status/1646098972807766016
PNO	SUPREME LinkedIn post	LinkedIn post about SUPREME website launch		SOCIAL MEDIA	16 reactions, 1 comments, 6 reposts, 488 Impressions	DELIVERED	21/04/2023	https://www.linkedin.com/feed/update/urn:li:activity:7055167139342671872
PNO	PNO Portugal LinkedIn post	LinkedIn post about SUPREME website launch	ALL	SOCIAL MEDIA	4 reactions, 113 Impressions	DELIVERED	03/05/2023	https://www.linkedin.com/feed/update/urn:li:activity:7059476960892059648
PNO	PNO Innovation Place LinkedIn post	LinkedIn post about SUPREME website launch	ALL	SOCIAL MEDIA		DELIVERED	16/05/2023	https://www.linkedin.com/posts/innovation-place_coatings-activity-7064285055300345856-fCDS/
PNO	PNO Innovation Place tweet	Tweet about SUPREME website launch	ALL	SOCIAL MEDIA	23 views	DELIVERED	16/05/2023	https://twitter.com/INNOVATION_PL/status/1658519628589432844
UoB	SUPREME LinkedIn post	New Publication	Research communities	SOCIAL MEDIA	97 Impressions	DELIVERED	17/05/2023	https://www.linkedin.com/feed/update/urn:li:activity:7064515705588568064
ISO	Press Release	ISOMAT's participation in SUPREME Consortium	Industry, business partners	PRESS RELEASE		DELIVERED	29/05/2023	https://www.isomat.eu/news/supreme/
WU	SUPREME LinkedIn post	Participation in 12th NanoSafety Training School 2023	Research communities	SOCIAL MEDIA		DELIVERED	12/06/2023	https://www.linkedin.com/feed/update/urn:li:activity:7073963200886489090

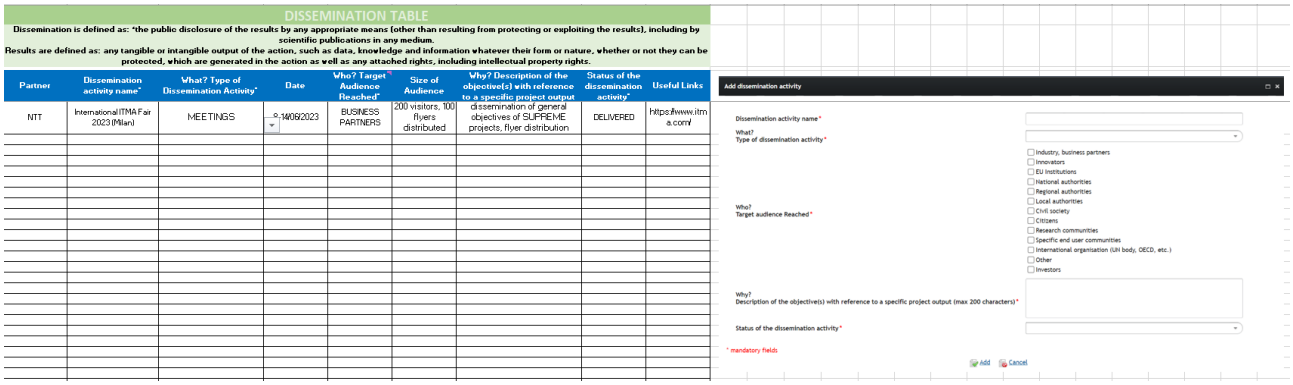
Add Communication Activity

Communication Activity Name *
Description *
Who? Target audience *
How? Communication channel *
Outcome *
Status *
* mandatory fields
Ok Cancel

Figure 10 Communication tab

Dissemination tab

All partners are invited to fill in the dissemination tab that will enable to properly accompany and understand the actions that are being undertaken by the consortium in this matter. This information is very useful to follow the actions by activity and the reached audience. Adjusting whenever needed to cover a wider audience group and properly achieve the projects goals.



DISSEMINATION TABLE

Dissemination is defined as: "the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.
Results are defined as: any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.

Partner	Dissemination activity name*	What? Type of Dissemination Activity*	Date	Who? Target Audience Reached*	Size of Audience	Why? Description of the objective(s) with reference to a specific project output	Status of the dissemination activity*	Useful Links
NTT	International ITMA Fair 2023 (Milan)	MEETINGS	9-14/09/2023	BUSINESS PARTNERS	200 visitors, 100 flyers distributed	dissemination of general objectives of SUPREME projects, flyer distribution	DELIVERED	https://www.itma.com/

Add dissemination activity

Dissemination activity name *
What?
Type of dissemination activity *
Who?
Target audience Reached *
Industry, business partners
Innovators
EU Institutions
National authorities
Regional authorities
Local authorities
Civil society
Citizens
Research communities
Specific end user communities
International organisation (UN body, OECD, etc.)
Other
Investors
Why?
Description of the objective(s) with reference to a specific project output (max 200 characters) *
Status of the dissemination activity *
* mandatory fields
Add Cancel

Figure 11 Dissemination breakdown

Publications tab

In Horizon Europe all publications produced under the EU projects have to be listed in the EC portal continuous reporting. Therefore, the D&C information gathering tool also includes a worksheet to collect the information about publications.

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Publications

Type of PID (repository)*	Type of publication*	Type of publishing venue
DOI	Article in journal	Hybrid venue
Handle	Publication in conference proceeding/workshop	Full open access venue
ARK	Books/monographs	Full subscription venue
URI	Chapters in books	
pURL	Thesis/dissertation	
Other	Other	
None		

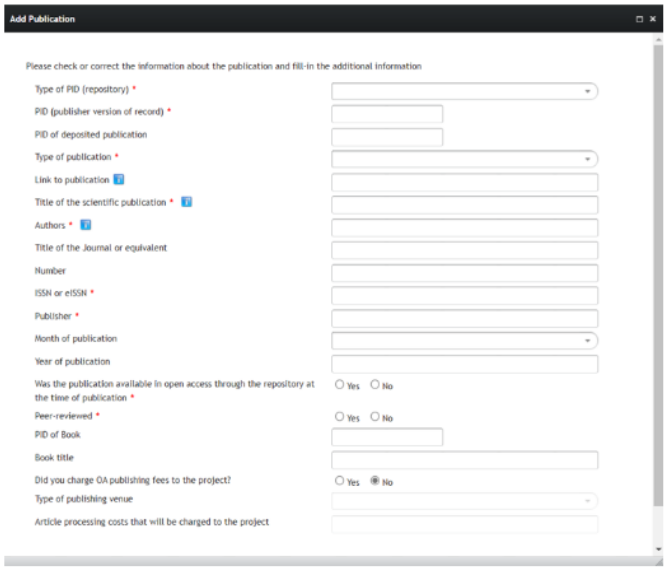

Figure 12 Publications information gathering in EC Portal

Results and progresses of the SUPREME project will be also promoted both in peer-reviewed Journals and conferences, as well as non-scientific publications, such us blogs and articles in the popular and specialist press, ensuring green and gold open access as much as possible. The target is set to reach at least 30 articles/publications by the end of the project. All the actions of possible journals and magazines are reported in the table as presented below.

Publications

Type of PID (repository)*	PID (publisher version of record)*	PID of deposited publication	Type of publication*	Link to publication	Title*	Authors*	Peer-review*	PID of Book	Book title	Did you charge OA publishing fees to the project?	Type of publishing venue	Article processing costs that will be charged to the project

Figure 13. Publication information gathering tool for SUPREME partners

Summary tab

The information acquired in the previous tabs are summarized in quantitative figures in this section. This information will be used to generate quantitative conclusions and learning lessons for next actions.

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TOTAL OF D&C ACTIONS	N°
EVENT	
EXHIBITION	
MEDIA ARTICLE	
NEWSLETTER	
OTHER	
PRESS RELEASE	
PRINT MATERIALS	
SOCIAL MEDIA	
TV & RADIO CAMPAIGN	
VIDEO	
WEBSITE	
CLUSTERING ACTIVITIES	
COLLABORATION WITH EU FUNDED PROJECTS	
CONFERENCES	
EDUCATION AND TRAINING EVENTS	
MEETINGS	
OTHER	
OTHER SCIENTIFIC COLLABORATION	

AUDIENCE REACHED	N°
INDUSTRY, BUSINESS PARTNERS	
INNOVATORS	
INVESTORS	
EU INSTITUTIONS	
NATIONAL AUTHORITIES	
REGIONAL AUTHORITIES	
LOCAL AUTHORITIES	
CIVIL SOCIETY	
CITIZENS	
RESEARCH COMMUNITIES	
SPECIFIC END USER COMMUNITIES	
INTERNATIONAL ORGANIZATIONS (UN body, (	
OTHER	

Figure 14 Dissemination breakdown

4.3 DISSEMINATION ACTIVITIES

The dissemination activities in this plan are in accordance with the types of activities defined in the "Dissemination activities" section of the project continuous reporting in the EC Participant Portal as shown in Figure 15.

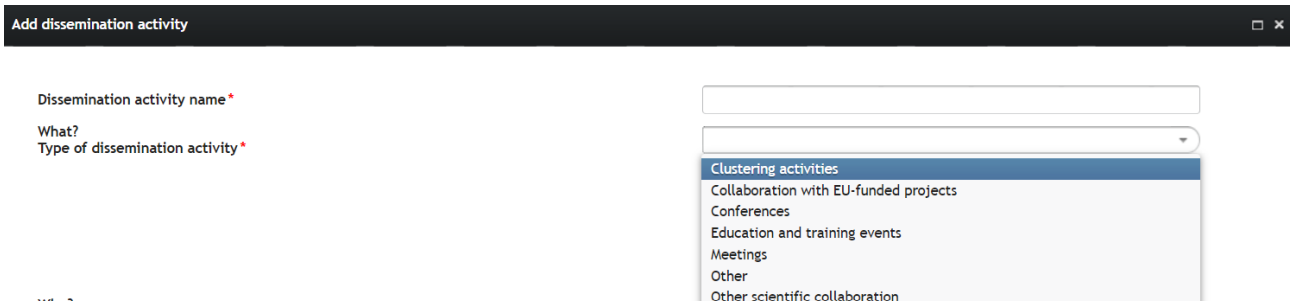

Figure 15. Types of dissemination activities to be reported in the EC Participant Portal

4.3.1 Clustering activities

SUPREME will promote clustering activities for the dissemination of the results in each application sector, namely: Textiles; Metal and alloys; Ceramics, tiles, marble, stone slabs, cement; Paper and cardboard; and Plastics by reaching out to the relevant stakeholder of each application sector and the respective industrial associations (see D8.1). In particular, two clustering activities have already been identified:

- EU NanoSafety Cluster: List SUPREME in their webpage, Collaboration in the organization events and publications

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- EcoFLEXY EU Project: A natural and biodegradable nanocellulose alternative to plastic barrier coatings (April 2021-September 2023): Participation in final event, find synergies to be explored during SUPREME project.
- SUNSHINE: Safe and sUstainable by desigN Strategies for HIgh performance multi-component NanomatErials (January 2021 – December 2024): Collaboration in Education and Training events, synergies in projects' results

4.3.2 Collaboration with EU-funded projects

The collaboration with other EU-funded projects will be mainly with the projects funded under the same topic HORIZON-CL4-2021-RESILIENCE-01-20: Antimicrobial, Antiviral, and Antifungal Nanocoatings (RIA), listed in Table 2. SUPREME will reach out to the other projects towards organizing joint events, joint newsletters, joint press release, etc...

Table 2. Projects funded under the same topic as SUPREME

TITLE	ACRONYM	ID
Smart Response sELf-desInfected biobAsed NanoCoatEd surfaces for healthier environments.	RELIANCE	101058570
Surface Transfer of Pathogens	STOP	101057961
SUStainable Antimicrobial and Antiviral Nanocoating	SUSAAN	101057988
DEVELOPMENT OF ANTIMICROBIAL, ANTIVIRAL, AND ANTIFUNGAL NANOCOATINGS FOR EVERYDAY SURFACES	MIRIA	101058751
Next Generation BiOactiVe NAnocoatings	NOVA	101058554
Sustainable Development ofa Safe and Biobased Antimicrobial, Antifungal and Antiviral Nanocoating Platform	Triple-A-COAT	101057992
ANTIVIRAL, ANTIBACTERIAL & ANTIFUNGAL NANOCOATING PLATFORM	NANOBLOC	101057597
SUstainable nanoPaRticles Enabled antiMicrobial surfacE coatings	SUPREME	101058422

4.3.3 Conferences and fairs

Active promotion of the project, its objectives and results at relevant external events (conferences, fairs, expositions, etc.) through oral and poster presentations, distribution of project leaflets and exhibition stand. Table 3 shows examples of conferences target by SUPREME partners.

Table 3. Target conferences of SUPREME partners

Conferences
Advanced Materials Science, Amsterdam, March 25-26, 2024
American Physical Society Annual Meeting
American Oil Chemist Society
Dutch Society of Toxicology annual meeting in March
Ecomondo
European Ceramic Society, 19th ECerS: Dresden, Germany, 2025
European Colloids and Interface Conference
European Materials Research Society – Spring Meeting

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Convention & Exhibition Centre of Strasbourg (France), May 27 - 31, 2024
European Materials Research Society – Fall Meeting University of Technology in Warsaw (Poland), September 2024
EUROTOX annual meeting in September
IFIB - International Forum on Industrial Biotechnology and Bioeconomy
International Conference on Sustainability in Fashion and Textiles
ItechStyle Summit
MRM2023/IUMRS-ICA2023 | Advanced Materials Research Grand Meeting, Kyoto, Japan, December 11-16
NanoSafety Cluster Conference
UK Colloids
US Society of Toxicology annual meeting in March
World tribology conference

4.3.4 Education and training events

As a Research and Innovation action, SUPREME will have a strong role in the education and training of highly qualified researchers in the field of nanocoating. Therefore, SUPREME plans to participate in Doctoral Colloquiums and Training Schools as for example the Nanosafety Training School.

4.3.5 Meetings

SUPREME will promote and organize two main events:

1. Workshop with other EU projects of the same call (see Table 2) in scope of a scientific conference (KUL, UoB & PNO)
2. Final dissemination & exploitation workshop (PNO, NTT & CRF)

4.3.6 Publications

Specific rules regarding intellectual property rights, results, communication and dissemination are set out in page 10 of Annex 5 of the Grant Agreement (see section 4.2.1). Page 11 of this documents sets out the rules for Open Science:

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"*Open science: open access to scientific publications*

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications

- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and

- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

As foreseen by the project Grant Agreement, at least 30 publications will be released in the frame of the SUPREME project. The leadership of publication production is ensured by the international research organisations and academic partners involved in the project, i.e. NTUA, UoB, KUL, UM, NTNU, RIVM, WU, TECNALIA. The leading entity will invite as co-authors the partners involved in the research, both academic and industrial partners. Table 4 lists examples of target journals and magazines for the SUPREME results:

Table 4. Target outlets for publications of SUPREME partners

Publications in scientific journals
ACS Applied Materials & Interfaces (American Chemical Society)
Advanced Functional Materials - Wiley Online Library
Advanced Materials Interfaces - Wiley Online Library
Langmuir (American Chemical Society)
NanoImpact | Elsevier
Nanoscale journal (Royal Society of Chemistry)
Nanotoxicology | Taylor & Francis Online
Progress in Organic Coatings | Elsevier
RSC Advances (Royal Society of Chemistry)
Surfaces and Interfaces | Elsevier
Surface and Coatings Technology | Elsevier
Tribology Letters | Springer

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A SUPREME partner that intends to disseminate its results must give at least 15 days advance notice to the other partners (by email), together with sufficient information on the results it will disseminate. The acknowledgement section of the publication has to include the following sentence:

Acknowledgements in Publications:

"This work is funded by the European Union under SUPREME Project (GA101058422)."

4.4 COMMUNICATION ACTIVITIES

This section presents the SUPREME communication activities, as a roadmap of the main channels, where the project is promoted and disseminated: Events, Newsletters, Press releases, Print materials, Social media and Website.

4.4.1 Events (conferences, meetings and workshops)

Table 5 lists a summary of the SUPREME planned events by typology of event. The details on each type of event are in the respective sub-section of this deliverable.

Table 5. SUPREME planned events

Type of event	#
Events organized by SUPREME	2
Participation in Conferences	7
Participation in Fairs	3
Participation in Doctoral Colloquiums and Training Schools	4
TOTAL	16

4.4.2 Newsletters

The newsletters are understood as a key tool to exploit the projects achievements and give awareness to followers on the project's developments. SUPREME consortium has foreseen a periodic newsletter released every six months to provide more detailed updates on the project to SUPREME stakeholders. SUPREME newsletters have four main sections:

- Breaking news
- Main topic (see
- Table 6 for the plan of the main topics)
- What's happening?

What's next?

Table 6 shows the plan to release the newsletters, covering the entire project life span.

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Table 6. SUPREME Newsletters Plan

Number	Month	Main Topic	Date of Publication
1	6	Why do we need coatings?	30.06.2023
2	12	Why conventional coatings are not a good solution?	31.12.2023
3	18	SUPREME research advancement	30.06.2024 (Review Meeting)
4	24	SUPREME Market Applications	31.12.2024
5	30	Preliminary industrial findings I: Textiles and Metal & Alloys	30.06.2025
6	36	Preliminary industrial findings II: Ceramics, tiles, marble, stone slabs, cement	31.12.2025 (Review Meeting)
7	42	Preliminary industrial findings III: Paper & cardboard and Plastics	30.06.2026
8	48	Where from now?	31.12.2026

As identified at the proposal stage, the target at the end of the cation is at least 1000 subscribers (M48). This indicator will be accompanied during the project execution with the assistance of the entire consortium that are actively contributing.

4.4.3 Press releases

Press releases (by single partners or jointly) describing the project progresses, updates, news or participation in events, will be periodically prepared and published through the channels reported in table 3 and others that the consortium will decide to adopt both for national and international communication about the project results.

4.4.4 Print materials

Print materials are the leaflet, poster and roll-up described in section 4.2.5. These materials have been conceived as flexible tools that can easily adapt in different contexts to disseminate the project aims. The print materials are available on the 'Results' page of the SUPREME website (https://www.supreme-project.eu/results/).

4.4.5 Social Media

SUPREME has developed two dedicated pages on LinkedIn and Twitter, where stakeholders and followers have the opportunity to accompany the project's execution and interact with the consortium entities.

https://www.linkedin.com/company/supreme-coating/

https://twitter.com/SUPREME_EU_Proj

Currently we have reached 133 followers in LinkedIn and 13 in Twitter.

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4.4.6 Website “News & Events” section

The section “News & Events” of the SUPREME website (https://www.supreme-project.eu/news-events/) acts also as a communication channel with all stakeholders. Therefore, relevant news for the project will be included here on a ongoing basis.

5 D&C TARGETS AND MONITORING

5.1 D&C TARGETS

Table 7 and Table 8 show the Key Performance Indicators (KPIs) targeted by the SUPREME project.

Table 7. KPIs for SUPREME Dissemination Activities

DISSEMINATION ACTIVITIES		
Type of action to be reported	**Number of activities M6**	**Target M48**
CLUSTERING ACTIVITIES	1	5
COLLABORATION WITH EU FUNDED PROJECTS	0	7
CONFERENCES AND FAIRS	2	7
EDUCATION AND TRAINING EVENTS	1	4
MEETINGS	0	2
PUBLICATIONS	0	30

Table 8. KPIs for SUPREME Communication Activities

COMMUNICATION ACTIVITIES			
Type of action to be reported	**KPI**	**M6**	**Target M48**
EVENT	Number of events	2	16
NEWSLETTER	Number of subscribers	0	1000
PRESS RELEASE	Number of press releases	1	8
PRINT MATERIALS	Number of distributed materials	100	1000
SOCIAL MEDIA	Number of followers	132 LinkedIn 13 Twitter	1000
SUPREME WEBSITE	Number of users	139	20 000
PARTNERS’ WEBSITE	Communication in partner website	6	18

The project’s execution analysis of the initial 6 months reveals that achievements are generally aligned with the targets set at the proposal stage. After 6 months SUPREME has collected 1857 interaction hits on social media (LinkedIn and Twitter). SUPREME is slightly below the trend line but it is comprehensive as the project just started and this consortium is convinced that as soon as the SUPREME products starts to be disseminated the interest of stakeholders in general will be raising.

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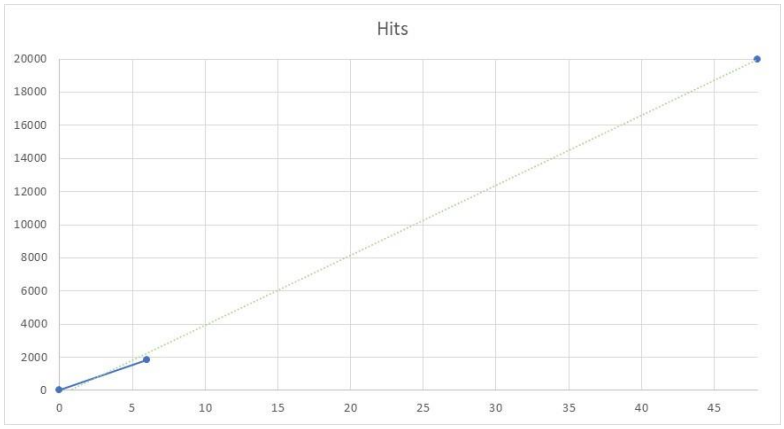

Figure 16. Cumulative hits from LinkedIn and Twitter after 6 months project execution

In a disaggregated analysis it can be seen that LinkedIn is the preferable social network to announce project results. However, progress can be still be made in order to populate better the interaction with the interested stakeholders.

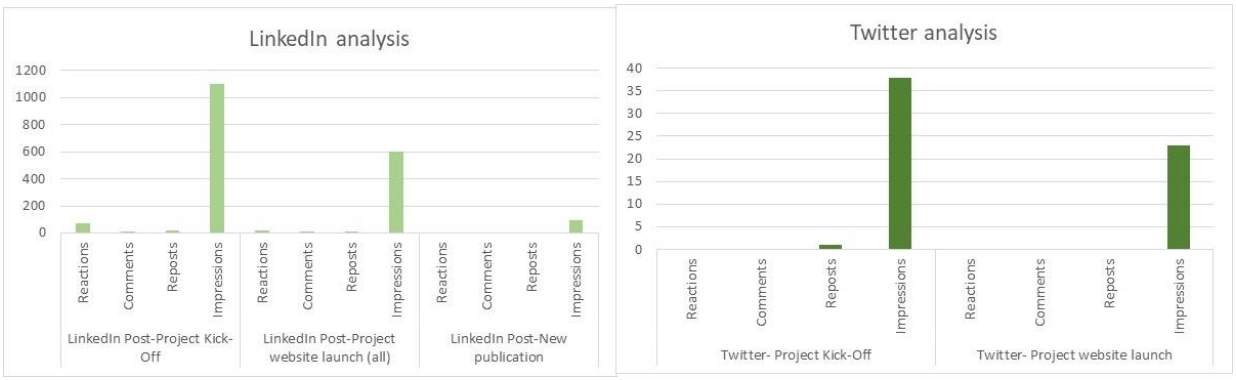

Figure 17. Social network results after 6 months project execution

5.2 D&C TABLES MONTH 6

This section presents the print screens of the information inserted in the continuous reporting of the EC Participant Portal Grant Management Services:

Dissemination Activity Name	What? Type of dissemination activity	Who? Target audience Reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity
Collaboration with EU NanoSafety Cluster	Clustering activities	Research communities, Industry, business partners, Innovators, International organisation (UN body, OECD, etc.)	Inform EU NanoSafety Cluster about SUPREME	Ongoing
12th NanoSafety Training School 2023	Education and training events	Research communities	WU Participation in 12th NanoSafety Training	Delivered
International ITMA Fair 2023 (Milan)	Conferences	Research communities, EU Institutions, Industry, business partners, Innovators	NTT participation in Textile & Garment Techn	Delivered
Energy Efficient Buildings Conference	Conferences	Research communities, Industry, business partners, Local authorities, Innovators, Regional authorities	PCN participated as sponsor and speaker in "E	Delivered

Figure 18. EC Participant Portal Grant Management Services \ Project Continuous Report \ Dissemination Activities

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Communication Activity Name	Description	Who? Target audience	How? Communication channel	Outcome	Status
RIVM Website	SUstainable nanoPaRticles Enable	Research communitie	Website	1 Communication in partner	Delivered
UoB Website	Formulation engineering is crucial	Research communitie	Website	1 Communication in partner	Delivered
WU Website	Strategy to mitigate disease outbr	Research communitie	Website	1 Communication in partner	Delivered
NTUA Website	SUPREME: SUSTAINABLE NANOPART	Research communitie	Website	1 Communication in partner	Delivered
NKUA Website	ANNOUNCEMENT OF PARTICIPATIOI	Research communitie	Website	1 Communication partner w	Delivered
NKUA LinkedIn	NKUA participation in SUPREME pr	Research communitie	Social media	3 reactions	Delivered
SUPREME LinkedIn	UoB Publication https://www.link	Research communitie	Social media	110 impressions, 1 reaction	Delivered
SUPREME LinkedIn	WU Participation in 12th NanoSafe	Research communitie	Social media	171 impressions, 2 reaction,	Delivered
Event ITMA Fair 2023	Participation of NTT in ITMA Fair 2	Industry, business pa	Event (conference, meeting, workshop, intern	200 visitors	Delivered
PNO Portugal LinkedIn	SUPREME website launch https://	Industry, business pa	Social media	4 reactions, 113 Impressions	Delivered
Print materials NTT ITMA Fair 2023	Participation of NTT in ITMA Fair 2	Industry, business pa	Print materials (brochure, leaflet, posters, stic	100 leaflets distributed	Delivered
SUPREME LinkedIn	SUPREME website launch https://	Research communitie	Social media	16 reactions, 1 comments, 6	Delivered
PNO Innovation Place Twitter	SUPREME website launch https://	Industry, business pa	Social media	26 views, 1 reaction	Delivered
ISOMAT Press Release	ISOMAT PARTICIPATES IN THE EURC	Industry, business pa	Press release	1 Press release	Delivered
SUPREME LinkedIn post	SUPREME Kick-off https://www.lir	Research communitie	Social media	71 reactions, 2 comments, 1	Delivered
SUPREME Website	SUPREME Website goes LIVE https:	Research communitie	Website	339 users	Delivered
ISOMAT Website	ISOMAT participates in the Europe	Industry, business pa	Website	1 Communication in partner	Delivered
ISOMAT LinkedIn	ISOMAT's participation in SUPREME	Industry, business pa	Social media	49 reactions, 3 reposts	Delivered
SUPREME Twitter	SUPREME Kick-off https://twitter.	Research communitie	Social media	1 re-tweet, 38 Impressions	Delivered
SUPREME Twitter	SUPREME website launch https://	Research communitie	Social media	2 re-tweets, 70 Impressions	Delivered

Figure 19. EC Participant Portal Grant Management Services \ Project Continuous Report \ Communication Activities

6 CONCLUSIONS

D8.2 reports the dissemination and communication plan that has been developed for SUPREME project with the aim of boosting the visibility on the project and its aims and objectives, as well as the earlier results. The materials, channels and tools that will be used throughout the project duration are detailed described, as well as the activities implemented from the beginning of the project up to June 2023 (M6).

This plan is to be considered as a guide to support the consortium in performing their D&C activities using the proper channels and materials and for this reason, the deliverable will be further updated on M24 (D8.3 - Preliminary report on dissemination and communication activities) and M48 (D8.4 - Final report on dissemination and communication activities.

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