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## 1 OUTLINE

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This deliverable provides a methodology that all partners shall apply for dissemination and communication of their HELIS activities and research results. The dissemination plan is divided in non-media communication activities and media communication activities. It then defines the appropriate communication channels by describing all dissemination materials as well as determining the level of the web presence for the project. Finally, it details targeted events and conferences for scientific presentations.

The progress with the most related information of the activities, organised by the project and all public documents, generated during the project will be provided through the public project website [www.helis-project.eu](http://www.helis-project.eu). Dissemination and communication activities will be updated during the project lifetime.

After its formal release, updated versions will be possible.



## 2 AIMS OF THE DISSEMINATION PLAN

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In order to fulfil the aforementioned requirements in the most appropriate way, the aims of the dissemination plan are:

- To describe and define dissemination activities to be performed.
- To describe the dissemination work and rules.
- To specify dissemination means and communication channels.

### 2.1 Objectives

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The major objectives for dissemination are:

- To spread the results of HELIS project to the major stakeholders in the European scientific and research communities in order to ensure the access to the recent developments in new Li-S battery materials and technologies.

The main objectives of WP10 are to disseminate the project achievements of HELIS project, communication about project's results and clustering with other H2020 partners. Dissemination activities will be performed to:

- Improve public awareness about Li-S batteries (by giving interviews and publishing other related articles in daily newspapers and public periodic journals and participate on energy- and technology-related fairs);
- Inform policy makers to make their own decisions (activities are planned on the national levels where we plan to invite policy makers on the open part of the meetings);
- Supply the end users with relevant documents and results from new technologies;
- To the large enterprises in the field deliver the information for their own use while keeping track of the consortium's intellectual properties;
- Publish articles relevant to the scientific community in peer-reviewed journals;
- Organize workshops and summer schools related to the ALISTORE-ERI.

## 3 TARGET GROUPS AND DISSEMINATION TOOLS

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### 3.1 Target Groups

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The dissemination activities will take into account public interest, as well as the opportunity to highlight different aspects of the project, and to adopt specific tools and communication channels. Identifying and prioritising the market segments are essential for targeting the most appropriate potential participants



or costumers. Our dissemination activates are focused on stakeholders in the European scientific and research communities: material manufactures, cell manufactures, vehicle manufactures, EU and member state's public authorities.

## 3.2 Dissemination Rules

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In Article 26, 27, 28 and 29 in Grant Agreement are presented rights and obligations related to project results. For dissemination of project results, open access and visibility of the following EU funding must be noted:

- Obligation to disseminate results disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications in any medium.
- Each partner must ensure open access to all peer-reviewed scientific publications relating to its results.
- Open access to research data is not applicable for our project.
- Obligation and right to use the EU emblem.

### 3.2.1 Dissemination of Results, Open Access, Visibility of EU Funding

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The dissemination of project results (in any form, including electronic), all information and communication materials produced (such as event programmes, cover pages of project reports, website, flyers and posters etc.) must contain the following text and emblems, logos:



The emblems can be downloaded from:

<http://europa.eu/about-eu/basic-information/symbols/flag/>

In addition to the label, partners will also have to display the following legal disclaimer on any written information produced for the project or event:

***“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 666221”.***

All dissemination activities of the project HELIS shall be presented on the project website. Therefore, the coordinator shall collect every 6 months all information of all forms of dissemination activities from project partners and publish them on the project website.



### 3.2.2 Protection of Results and Visibility of EU Funding

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Each partner must examine the possibility of protecting its results and must adequately protect them, if:

- the results can reasonably be expected to be commercially or industrially exploited and
- protecting them is possible, reasonable and justified (given the circumstances).

Applications for protection of results (including patent applications) filed by or on behalf of a partner must include the following:

*“The project leading to this application has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 666221”.*

### 3.2.3 Exploitation of Results

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According to Article 3 in Grant Agreement each partner is obliged to ensure ‘exploitation’ of its results up to four years after the project end and take measures aiming (either directly or indirectly, in particular through transfer or licensing) by:

- using them in further research activities (outside the action);
- developing, creating or marketing a product or process;
- creating and providing a service, or
- using them in standardisation activities.

If results are incorporated in a standard, the concerned partner must ask the standardisation body to include the following statement in (information related to) the standard:

*“Results incorporated in this standard received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 666221”.*



### 3.3 Non-media Communication and Dissemination

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Common graphic identity in the dissemination tasks allows better visibility and recognition as well as branding of the project. All dissemination tools and activities must refer to the name of the project, to the project website url and to the graphic elements described in this chapter.

#### 3.3.1 Project Logo

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#### 3.3.2 Project Layout

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Common or similar layouts are required for HELIS dissemination materials (including flyers, posters, website, PowerPoint presentations, project report template, deliverable template etc.). Using the created Word template all internal documents written during the project have to be published in the project CI. It is essential to present all written materials in the project CI to guarantee a unique appearance.

#### 3.3.3 Language

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The official language of the HELIS project is English; therefore, the dissemination material will be available in English language. If the project partners require dissemination materials in other languages, they will have to carry the cost of translation by themselves.

### 3.4 Dissemination Tools

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#### 3.4.1 Website

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Statistics tools will be integrated into the website in order to provide a valuable indicator such as website hits, number of average views per visitor, time spent on the site etc.

The web address of the HELIS public website is: <http://www.helis-project.eu/>



The website will be updated constantly throughout the lifetime of the project, and a link will be included as a reference point in all printed material (articles, press releases, presentations, etc.).

### 3.4.2 Posters

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The posters will be developed mainly for the use at conferences and public presentations. The posters will be designed effectively to attract the specific audience and communicate the specific message of the project HELIS.

### 3.4.3 Press Releases

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The objective of press releases will be to attract attention to major project developments and achievements. We are planning press releases for important achievements in the project activities and we are planning, at least after each period, a report to EC. The press release will be focused on the completion of a major milestone rather than general project progress. If the relevant developments to release will not be reached in the first year of the project, we will do so in the next year.

## 3.5 Dissemination Activities

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### 3.5.1 Events (presentations)

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The HELIS project will take part at international events and make efforts for publication and presentation of the project results.

Event	Event description	Impact	Audience	Number of attendants	Partners involved
Conferences	IMLB semi – annual meeting	International (world)	Scientific community, Industry	> 1,000	All partners
	LIBD semi-annual meeting	International (world)	Scientific community, Industry	~200	All partners
	ECS bi-annual meeting	International (world)	Scientific community, Industry	>200	All partners
	MRS bi-annual meeting	International (world)	Scientific community, Industry	100-200 per session	All partners
	IBA annual meeting	International (world)	Scientific community, Industry	100-200	All partners





Workshops	Workshop on Li-S Batteries in Dresden	International (world)	Scientific community, Industry	100-200	All partners
	Beyond Li-Ion Symposium	International (world)	Scientific community, Industry	100-200	All partners

The dissemination workshops are planned in time and place together with the ALISTORE-ERI meetings. The consortium plans to execute one dissemination workshop.

### 3.5.2 Academics

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The HELIS project will provide materials for use in academia as part of university lectures, seminars, student's thesis and other materials for higher education.

Academia	Work related to WP	HELIS partner
Master Thesis	3 and 4	TAU
Master Thesis	9	Accurec
PhD Thesis	3 and 4	NIC
PhD Thesis	3 and 4	CNRS
PhD Thesis	3 and 4	TAU
PhD Thesis	4	WWU
PhD Thesis	5	NIC
PhD Thesis	5	WWU
PhD Thesis	6	CNRS

### 3.5.3 Publications

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The publications of papers in scientific and technical journals will be encouraged as way of knowledge sharing. Therefore, we have identified journals of interest for the dissemination of activities and results of the HELIS project. The potential journals for publishing papers are:



Event	Event description	Impact	Audience	Partners involved
Publications	J Power Sources	International (world)	Scientific community, Industry,	Academic partners
	J Electrochem Soc	International (world)	Scientific community, Industry	Academic partners
	ChemSusChem	International (world)	Scientific community, Industry	Academic partners
	Advances Energy Materials	International (world)	Scientific community, Industry	Academic partners

We are planning to publish papers about important achievements in project activities. They will be focused on the completion of a major milestone rather than general project progress.

### 3.6 Communication Policy

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Communication to the target audiences will be consisted of external and internal communication. The external audience involves the general public and different stakeholders, such as the Alistore – ERI, research institutions, scientific community, industry, etc. The target audience for internal communication includes the Consortium members.

Several project meetings will take place during the project in order to ensure fluent information flow and coordinated activities between the partners.

The website and the Share Point Portal will be available for additional facilitation in the communication between partners.

## 4 CONCLUSION

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The foreseen activities in the shape of conferences, seminars, presentations, websites, and dissemination materials in WP 10 provide different ways to disseminate the project achievements. The standardized activities will also promote the generic models and interfaces developed within the project. The high involvement of industrial companies in the HELIS consortium provides the possibility to take outcomes for this project and commercialise them where appropriate.

