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AMULET

Report on "Dissemination and exploitation strategy "

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Abstract

The aim of this deliverable D6.1. "Communication and exploitation strategy" is to present the objectives, implementation actions of the project consortium for an efficient communication and dissemination of the project objectives and outcomes towards the European community, interested in advanced materials, advanced manufacturing and lightweight by making use of target-group oriented media channels and events. Detailed actions are explained in the document.

It is prepared at an early stage of the project (M3) and addresses the following issues:

- ✓ What are the objectives of the dissemination effort?
- ✓ Who is particularly affected by AMULET project?
- ✓ Who would be interested to know about the outcomes?
- ✓ What is the most effective way to reach the AMULET stakeholders?
- ✓ How to measure the efficiency of the awareness raising and dissemination plan?

This document is a first deliverable of part of Work Package 6 – Communication and Dissemination (WP6). It is conceived as a "working" strategy, so where necessary, presented plans will be regularly updated and properly improve during the implementation of the project.

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List of acronyms

AKL - Moravian-Silesian Automotive Cluster
AMULET - The Advanced Materials & Manufacturing United Technologies for LightwEighT
BAX – Bax & Company, member of the AMULET consortium
BIC – Bydgoszcz Industrial Cluster, member of the AMULET consortium
BSO - Business Supporting Organization
CVI – Corporate Visual Identity
D6.1 – Deliverable 6.1. Dissemination and exploitation strategy
D6.2 - Deliverable 6.2. Project brand, website and marketing basis
D6.3 – Deliverable 6.3. Intermediary report on dissemination and exploitation activities
D6.4. - Deliverable 6.4. Final report on dissemination and exploitation activities
ECCP – European Cluster Collaboration Platform
ELCA – European Lightweight Cluster Alliance
EoL – End of Life
EU – European Union
FBA – FundingBox, member of the AMULET consortium
FM – Flanders Make, member of the AMULET consortium
IMAST – IMAST Scarl, member of the AMULET consortium
JSI – Jozef Stefan Institute, member of the AMULET consortium
KPI - Key Performance Indicator
M3 – Month 3
MAV - Advanced Materials Cluster of Catalonia, member of the AMULET consortium
MECH – Clust-ER MECH, member of the AMULET consortium
NTNU - Norwegian University of Science and Technology, member of the AMULET consortium
OEM – Original Equipment Manufacturer
POLYM – Polymeris, member of the AMULET consortium
R&D – Research and Development
SMEs – Small and Medium Enterprises
SWHEC - Chamber of Commerce and Industry of Pécs-Baranya Cluster, member of the AMULET consortium
T2.4. – Task 2.4. Integration of AMULET project functionalities required in the platform
T6.3. - Task 6.3. Engagement with SMEs
TRL - Technology Readiness Level
TUC – Technical University of Chemnitz, member of AMULET consortium and the project coordinator
WP – Work Package
WP3 - Work Package 3 – Thematic competition/Open Call
WP6 – Work Package 6 – Dissemination and Communication

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I.DISSEMINATION AND EXPLOITATION STRATEGY

1. Overview

The Advanced Materials & Manufacturing United Technologies for LightwEighT (AMULET) project is a HORIZON 2020 project that aims to exploit the innovation potential of SMEs through a cross-sectoral, funded knowledge exchange. The goal of AMULET is to create new value chains by fostering the penetration of advanced lightweight materials in different fields through cross-regional and cross-sectoral knowledge exchange in four sectors:

- ✓ automotive,
- ✓ aerospace and aeronautics,
- ✓ energy,
- ✓ building.

R&D demonstration projects targeting current sectorial challenges will be developed to reach TRL7, following a competitive-based approach. SMEs participating in the project will receive technical training support and business-to-business coaching for accelerating the commercialization of their innovative solutions.

AMULET will focus on the following three advanced materials:

- ✓ Polymer-based composites
- ✓ Ceramic matrix composites
- ✓ Light metal alloys.

Activities of the AMULET are:

1: R&D demonstration projects

2: Technical training support

3: Business-to-business coaching.

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2. Description of Work Package 6 – Communication and Dissemination

The aim of Work Package 6 - Communication and Dissemination (WP6) is to generate awareness about the AMULET outcomes both in the lightweight community and stakeholders in Europe and abroad; secondly, facilitate the strategic communications and visibility of AMULET in other EU regions not yet involved and establish linkages with the ELCA network; finally, promote the support activities among the SMEs, maximizing their engagement with the project. To do so, WP6 aims at focusing on:

1. Setting up the dissemination and communication strategies and key materials of the project,
2. Carrying out activities to promote project support activities, and attract SMEs in participating in the project actions,
3. Performing promotional activities to raise awareness and connect with an European alliance (ELCA),
4. Organising the necessary actions to raise international awareness and interest in project activities and achieved results in targeted audiences,
5. Liaising with relevant projects and initiatives worldwide, with the aim of raising awareness and exchanging knowledge.

WP6 contributes to achieve Objective 2.4:

"Define a coordinated vision towards the EC for the consolidation of lightweight, suggesting and reporting specific recommendations for upcoming policy directives and R&D and investment programmes"

and Objective 3:

"Promote the cluster alliance, its members and stakeholders and its results, within Europe as well as globally, to showcase and reinforce the image of Europe in this field and generate more opportunities for the SMEs and the other cluster members. To do so, AMULET will foster staff exchange while defining and executing a dissemination plan with specific activities targeting different audiences (SMEs and end users from established industrial value chains, scientific community, regional public administration, EC)".

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2.1 List of deliverables of WP6

Deliverable number	Deliverable title	Lead beneficiary	Type	Dissemination level	Due date (in months)
D6.1	Dissemination and exploitation strategy	2 - BIC	Report	Public	3
D6.2	Project brand, website and marketing basics	2 - BIC	Report	Public	6
D6.3	Intermediary report on dissemination and exploitation activities	2 - BIC	Report	Public	15
D6.4	Intermediary report on dissemination and exploitation activities	2 - BIC	Report	Public	36
D6.5	AMULET Liaison office: mapping stakeholders and summary of achievements	1 – TUC	Report	Confidential, only for members of the consortium (incl. the Commission Services)	34
D6.6	Evaluation of best practices for SME Engagement	7 - IMAST	Report	Public	34

Table 1. List of deliverables of WP6 Dissemination and Communication

2.2 Timeline

The activities of WP6 are closely linked with other work packages. The overview of the communication and dissemination timeline is presented below (Figure 1).

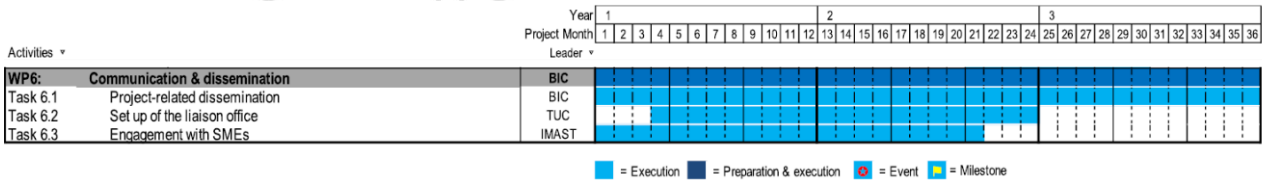

Figure 1. Gantt chart of WP6

2.3 Evaluation of the Performance

Dissemination and exploitation progress will be continuously monitored through the creation of a tool to collect and track the activities performed as well as the individual interactions

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made by the project partners. The plan will be updated and improved when adaptations are required, with additional activities.

The main communication activities are reported in the table below as well as the groups targeted and the related Key Performance Indicators (KPIs) to measure the communication efforts and impacts:

A set of KPIs has been specifically defined to measure the communication and dissemination efforts and impacts: These indicators are presented in Table 2.

Activity related	Indicator	Performance
Communication, dissemination	Corporate Visual Identity (CVI)	To be distributed among partners before M3
	Website	> 4,000 visits throughout the project > 15,000 pages viewed > 2,000 users
	Social Media	+100 Twitter followers +20 social media posts on partners' account.
	Media Relations	> 4 press releases (media) > 20 articles published in European outlets
	Promotional Materials	- Flyer and rollup designed in M3 and updated in M18 - General presentation of the project (M6) and updated in M34
	Audio-visual materials	- Youtube channel 1 final video (M36) >300 visualisations on Youtube
	Number of open access publications of the project in high impact journals (more than 30% of them with more than one project beneficiary, peer-reviewed journals)	10
	Participation at national/international fairs, conferences, key market event (number of events)	20
	Number of organized national or international matchmaking events (online)	6 (3 per Open Call)
	Number of attendees at national or international matchmaking events	150
	Number of local communication events	20
	Number of reached SMEs/stakeholders with the local communication events	700 SMEs 350 stakeholders

Table 2. Summary of key performance indicators of WP6

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3. Management of dissemination, communication and exploitation strategy

The coordination and oversight of the dissemination, communication and exploitation activities will be led by Bydgoszcz Industrial Cluster (BIC), with the support of coordinator Technical University of Chemnitz (TUC) and contributions by all partners in the implementation of communication and dissemination activities. BIC will be leading and coordinating the following communication and dissemination parts of the project: Work Package 6 Communication and Dissemination and Task 6.1 Project-related dissemination (T6.1.)

BIC will be responsible for preparing all promotional materials and tools defined in D6.1. As the Communication Leader BIC will also maintain a website, social media accounts, ECCP profile, etc.

All AMULET partners consider that beyond promotion actions, active engagement is necessary to ensure enough participation of SMEs and other value chain stakeholders in the project, so they will support BIC in all dissemination activities to increasing the engagement level of SMEs with AMULET. BAX & Company (BAX) will develop the integration of AMULET required functionalities in the ELCA platform and align dissemination activities with BIC. All partners will contribute evenly to WP6, delivering the required input for each task (in terms of region, communication with members, related networks and SMEs).

IMAST as Task 6.3. Engagement with SMEs (T6.3) leader will coordinate the definition of such communication materials and the tentative planning of such information exchanges. It will continue with phase 0 (SME Campaign) run until project completion, having regular peaks of activity (communication exchange between partners through teleconferences) punctually after the achievement of the different milestones related to activities in WP3 and WP4.

Academic and research partners will be responsible for disseminating the project results in the scientific community. BSO partners will be responsible for disseminating project advancements through their value chain members. BAX will coordinate all dissemination activities, identifying interesting opportunities for dissemination, and together with TUC represent the project in conferences, exhibitions, and other relevant events.

All partners are expected to be actively involved in the dissemination and communication actions' implementation to ensure project goals and a satisfactory dissemination of the project's results are achieved. In general, the expected contributions from partners are to: exploit their contacts and networks to reach the identified target groups, promote the project in their own countries, help to keep the project's social media accounts alive and active by contributing information and updates on the project in their countries or sectors, participate

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in relevant events to promote the project and its outcomes and prepare their communication materials in accordance with project's visual guidelines.

4. Target audience

The promotion of results will be of great importance for AMULET. Below were defined main target audiences, according objectives and most appropriate channels for reaching:

a) scientific and academic community: universities researching in advanced materials and their manufacturing technologies, including development, characterization, simulation, modelling and End-of-Life (EoL);
b) Industry, end users and customers: end-users e.g. OEMS, TIER suppliers and manufacturers, recyclers;
c) Policymakers/Influencers: governmental bodies, networks and associations and foundations, other initiatives related to sustainable lightweight solutions, standardization bodies and technical committees;
d) Society at large.

All dissemination actions are planned for reaching targeted users and the wider spectrum of stakeholders most effectively and convincingly.

5. Internal communication

The internal communication strategy will focus on maximizing interaction and knowledge transfer between partners. AMULET will deploy a set of tools to maximize the effectiveness and efficiency of internal communication and collaboration, including:

a) Online secure intranet featuring project and file management tools – dedicated project's folders, available only for the partners, protected by a password,
b) Appropriate team mailing lists – contact list created by the Project Leader and uploaded on the project's folder;
c) Teleconferencing and video conferencing systems – by the TUC conference system "BigBlueBotton";
d) Timetable of meetings / Project calendar – uploaded on the project's folder, includes dates of next meetings with the short agenda and information about participants,
e) Templates – to facilitate the communication, it will be created a document, deliverable and presentation templates. They will be described in details in D6.2. Project brand, website and marketing basis (D6.2.) in month 6 (M6).

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6. Exploitation

AMULET partners will carry out individual exploitation activities on the different developments they are in charge of. A summary is presented in Table 3.

No	Partner	Role	Exploitation
1	TUC	UNI	TUC will promote the use of lightweight structures across different sectors, based on the large experience of the Cluster of Excellence MERGE. TUC as participated in several EU-projects for supporting innovative SMEs in the uptake of advanced manufacturing technologies and therefore would like to apply their methodology while supporting the development of solutions and education activities.
2	BIC	BSO	BIC is interested in learning from the SME support activities that will be implemented during the project. It aims to use this knowledge in a continuous way after project finalization, in order to help its member SMEs, increase their innovation capacities, become more competitive, and expand their operations beyond the Polish borders.
3	MAV	BSO	MAV's plan is to help create the common repository of knowledge in the field of lightweight. They believe that making such a "precompetitive" repository of knowledge public will help their cluster as well as Europe as a whole decrease the time for development of new solutions, thus increasing overall European industrial and academic leadership in the field.
4	FM	RTO	Flanders Make would like to increase its ecosystem of organizations active in the lightweight research area. Furthermore, we would like to build-up more knowledge regarding the lightweight topic and use this knowledge in our collaboration with regional SMEs and – in the end – strengthen the long-term competitiveness of the regional industrial landscape.
5	NTNU	UNI	NTNU's main exploitation plan is towards the academic field. New knowledge, newly developed solutions and lessons learned will be used and disseminated to the automotive sector educations at various levels. The results will be mainly exploited through integrating and updating the automotive education module and through publications in scientific journals.

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6	JSI	RTO	JSI is interested to identify and find the technological solution that would help the research-oriented SMEs develop their products and offer them to market. The key role is to provide our expertise in varied characterization and testing techniques and help to generate the missing knowledge for the successful accomplishment of the SMEs R&D projects.
7	IMAST	BSO/RTO	IMAST plans to identify the technological and innovation needs of SMEs in order to connect them to its LE members, to use the matchmaking platform developed in the project in order to operate a real technological transfer, to provide new input to the regional smart specialization strategy and to identify new partnership for future R&D projects.
8	POLYM	BSO	As innovation and competitiveness cluster, Polymeris is interested in supported its members and mostly SMEs in their innovation activities, and especially in the lightweight research area. A high number of Polymeris SMEs are targeting the automotive and aeronautics sectors, and we are interested in knowing the challenges given by large companies in order to better support our innovative SMEs.
9	SWHEC	BSO	SWHEC and CCIPB are interested in promoting the use of lightweight structures, materials across different sectors, especially in automotive and construction sector. CCIPB and Clusters are engaged in advanced manufacturing technologies and industry4.0 solutions, and any other methodologies which support the and increase the competitiveness of companies. Our knowledge center partners also support and seek the development opportunities in education, development of SMEs
10	MECH	BSO	MECH's main objective is to strengthen the transversal industrial skills on lightweight, in a process that involves the entire regional system of research and innovation. These objectives will be achieved mainly thanks to the opportunities for international collaborations for SMEs and will also concretely support policy makers in defining the smart specialization strategy.
11	AKL	BSO	One of the main interests of Autoklastr is to help its member companies' network with international SMEs and OEMs, and initiate international cooperations in the field of lightweight, that will allow them to learn from each other as well as expand to other regions and markets.
12	FBA	Community	FBA through the participation to AMULET will be able to improve its owned Open Call Management System (More info here: https://fundingbox.com/about/company/services). Moreover, it will enlarge the population of its community (+30k innovators as

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			per Sept 2020) by involving potential stakeholders in the advanced manufacturing area. Also, the interconnection links between the AMULET platform and the FundingBox Community platform, where some features/improvements might be needed to cross-collaborate among both platforms (bidirectional calls to action, small integrations between platforms, etc...), will allow improving the Spaces product of the company, that will be used in AMULET as an online Helpdesk for applicants. (See Section 4 where a more detailed description is provided, and https://spaces.fundingbox.com/). Besides, the 50 projects portfolio that will become FSTP beneficiaries (and +100 opened applications) will set the foundation for future collaborations and/or create more curated deal flow of advanced manufacturing solutions around the lightweight sector across future open calls managed by FBA, becoming part of the FundingBox Champions* community that are already part of the ecosystem. *FundingBox Champions are the concept used by FundingBox to define the sub-grantees that have already taken part of past and also future open calls managed by the company, being currently +420 beneficiaries that have already completed their programmes after being selected through the FBA platform. Furthermore, the services offered by AMULET project partners will be assessed as potential impactful complementary services ("perks") that could be offered through FundingBox to a wider community of tech-based entrepreneurs (around 30k users in Sept 2020), as part of FBA B2B premium services.
13	BAX	Innovation Consultancy	Build-up of knowledge in the lightweight field across different sectors for increasing the penetration into the market of lightweight materials & technologies that could deliver substantial societal, environmental and economic impact.

Table 3. Exploitation roles of partners

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7. Visual identity

During the first month of the project (M1) as a first outcome, the AMULET visual identity was defined in order to make the project easily recognizable. It is very important since the logo will be included on all communications to clearly identify the project. The visual identity will be used in all the materials produced under the frame of the project: presentation templates, project documents, flyer, roll-up, website, social media profiles, ECCP profile, videos, etc.

Three preliminary versions of the AMULET logo have been designed by a professional design firm based on proposals from the partners of the consortium. The consortium has selected by voting final version of the official logo of the partnership as shown below (Figure 2).

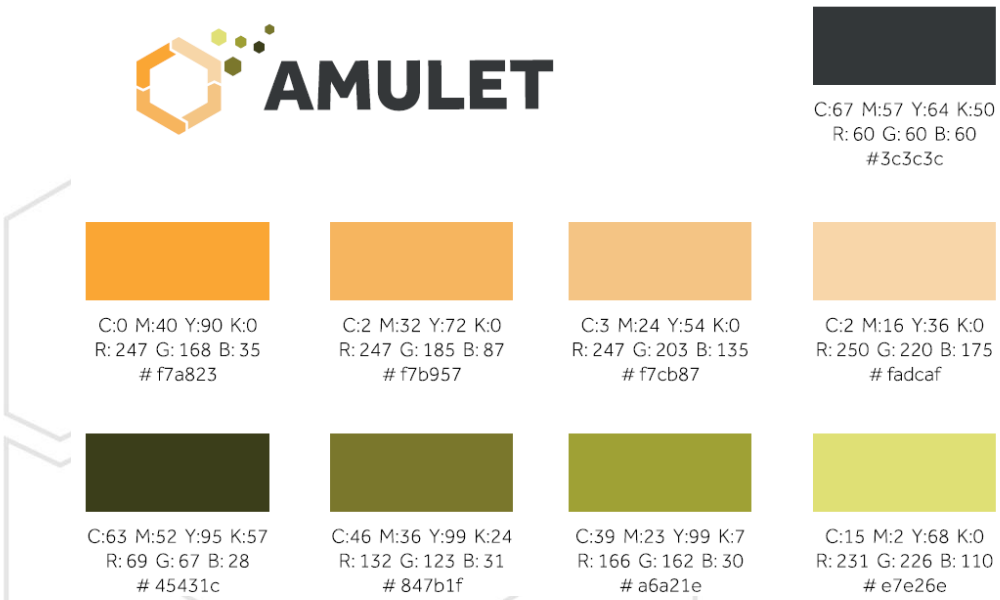

Figure 2. The official AMULET logo with the color palette

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The official font of the AMULET is Effra. The main version of the logo is presented with color palette in Figure 2. The alternative versions of the logo are showed in Figure 3.

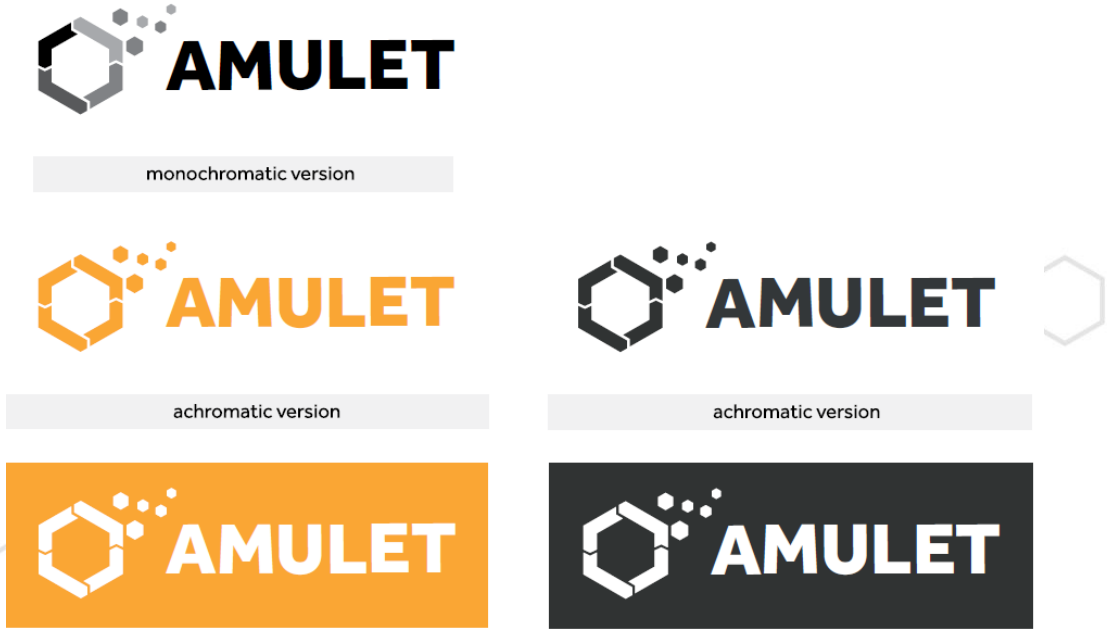

Figure 3. Alternative versions of the AMULET logo

AMULET logo has two key elements: the symbol and letters. The symbol forms a hexagon resembles composite materials. Other flying small hexagons are very light and symbolize lightweight. The hexagon is divided in four parts representing four sectors of the project: automotive, aerospace, building and energy. The letters include the project's acronym AMULET in a bold typography. The typography is simple and direct.

The colours for the project are black, orange and olive green. They are closely related to colours of the ELCA Network logo to communicate to stakeholders the link between the projects and the network from which the project originates. Olive green has been added to underline the positive impact of the AMULET project to the environment.

All dissemination activities, including promotional materials will be adapted and in line with color palette, fonts style of the logo. Detailed description of the project's logo will be presented in D6.2 Project brand, website and marketing basis (M6).

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8. Tools and channels

To disseminate the AMULET project objectives and outcomes towards the European community interested in advanced materials and manufacturing for lightweight(including academia, industry and policy bodies, both at national and EU level) it will be developed different official channels, e.g. dedicated dissemination materials and communication actions produced at project level (e.g. press releases, AMULET presentations in conferences and other relevant events), and leveraging activities and channels of project partners (e.g. existing newsletters, specific technical events, etc.). They are described below.

8.1 Online tools

8.1.1 Website

A dedicated project website will be prepared at the early stage of the project (before M6). Partners has chosen the domain by voting. The official domain will be www.amulet-h2020.eu.

The objective of the website is to serve as a vehicle for the dissemination of the project activities and results. The main focus of the website is the external communication. The project website is also developed to facilitate information-sharing among the members of the consortium and between them and the public. The website will contain all relevant information about the project – description of the AMULET and partners, news, events, Open Call opportunities, public deliverables, contact to the project coordinator, etc. The website will be updated on the regular basis. It will also have a button with a link to the FundingBox Platform www.amulet-h2020.fundingbox.com and the ELCA Platform. The content of the website will be detailed described in D6.2. (M6).

8.1.2 Social media

Social media channels have become very popular means of disseminating information fast across various target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience AMULET is integrating these media tools strategically in the communication activities. Accounts will be created on the two major professional-oriented social media networks (Table 4) to disseminate information about the project, Open Calls, educational trainings, events and news from partners. Social media channels will allow the project to share catching messages for quick dissemination purposes and stablish a virtual dialogue with the same channels of stakeholders, including relevant projects and initiatives.

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LinkedIn		
	Name of the profile: AMULET H2020 @AmuletH2020 Official hashtag: #AmuletH2020	On LinkedIn will be published relevant news, calls, events, partners activities related to the project. It will be also created a LinkedIn group on the project's field (M6)
Twitter		
	Name of the profile: AMULET H2020 @AmuletH2020 Official hashtag: #AmuletH2020	On Twitter will be published relevant short news, calls, events, partners activities related to the project. They will be aligned with information published in LinkedIn and the website.

Table 4. Social media accounts of AMULET

AMULET activities on social media seek the following impacts: make the project visible online, disseminating news about project deliverables, promote Open Calls and events organized during the project, reach target groups, ensure effective real time reporting of events, support the project networking.

Social media will be updated regularly by BIC as a leader of WP6 on an ongoing basis throughout the duration of the project. English will be the main language used in social media. All the project partners will be engaged in social network dissemination activities and will collaborate to promote them in their communication channels.

8.1.3 ECCP profile

The European Cluster Collaboration Platform (ECCP) is a platform which mission is to be the European online hub for cluster stakeholders (cluster organisations, policymakers and other related stakeholders from the cluster ecosystem) and the reference one-stop-shop for stakeholders in third countries aiming to set up partnerships with European counterparts. It provides a community platform for cluster organizations across Europe and beyond.

INNOSUP projects have the specific opportunity to set up a profile on which they can publish news, events, information on achievements, etc. Part of this information is regularly spread through the ECCP dissemination channels. BIC will create a project's account on ECCP (M2). After that all-important information on activities, news, events and results will be fully transferred to the ECCP website regularly.

8.1.4 ELCA and FundingBox platforms

The ELCA online platform is an online-based match-making environment focused on delivering added value through structured internationalization exclusively to clusters working on lightweight-related activities. It allows clusters keeping their members engaged,

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while easily generating inputs related to short-term business for registered members (database filtered with interests of members). Main functionalities currently developed include: equipment and resources sharing; knowledge and technology marketplace; funding opportunities; events overview; education opportunities across Europe (particularly targeting researchers' mobility).

The development of this platform is on-going and is privately funded by ELCA members. There will be only one activity in the project (Task 2.4. Integration of AMULET project functionalities required in the platform (T2.4)) with a minimum budget to adapt the existing prototype to accommodate the specific activities planned in AMULET.

The Funding Box platform (Work Package 3 – Thematic competition/Open Call (WP3)) and the ELCA one will be complementary. The former will be used for managing all the open calls and related procedures while the latter will contribute to dissemination and community building. The connection across them will be made through a single button. FundingBox Platform will be found under the link: https://amulet-h2020.fundingbox.com/. Through this microsite applicants will apply for the Call. The community that will be also used in AMULET as an online Helpdesk for applicants will be found under the I4MS community which already gathered community related to manufacturing: https://spaces.fundingbox.com/c/i4ms.

8.1.5 Audio-visual materials

It will be created an YouTube account where series of knowledge capsule videos consisting of short interviews to project partners on their area of expertise will be uploaded. The videos will serve to key concepts of the project to the scientific and industry stakeholders. They will be shared on the AMULET website, social media and other dissemination channels.

At the end of the project (M36) one final promotional video with the project results will be produced and uploaded on the YouTube account, websites and social media and officially presented in events.

8.1.6 Newsletter

A project-specific newsletter will be created and published at least every 6 months for the public, including either updates on project developments or information about the partners through dedicated interviews, as well as other relevant information about the sector. To receive the newsletter, it is required to subscribe via a link on the project website. A collection of the newsletter will be compiled and attached in Deliverable 6.3. Intermediary report on dissemination and exploitation activities (D6.3, M15) and Deliverable 6.4. Final report on dissemination and exploitation activities (D6.4, M30).

Existing partners newsletters will be also used to disseminate the Open Calls, educational trainings, events, news and other relevant information about the project. Great importance will be put in the usage of the clusters newsletters to reach the SMEs audience.

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8.2 Offline tools

8.2.1 Flyer, roll-up, project presentation

A flyer and rollup will be designed in M3 and updated in M18 to add information of the results achieved during the project. These materials will contain overall information as a brief description of AMULET project, its objectives and opportunities for SMEs. The flyer will exist in electronic form to be forwarded via e-mail and downloaded on the website; furthermore, there will be printed versions to be used for conferences and physical events. The roll-up will be used also during all physical event, the same as a general presentation of the project and poster layout in M6 (updated by M34). Production of those promotional materials will allow potentially interested stakeholders and the general public to be informed about AMULET project.

8.2.2 Press Release and articles

Information about the project, Open Calls, its activities and results will be distributed in the form of press releases sent to regional, national, European and other international media. Activities especially related to the identification and mobilization of relevant SMEs, which constitute important phases of the project, will be widely highlighted via press releases. Press releases will be written (M3) and sent to traditional and specialized media outlets. It will be updated in M18. Partners will be able to adapt them to their corporate language and make them circulate throughout their own communication channels.

Journal articles are a broad-based dissemination tool. Due to the highly innovative character of the advances proposed in AMULET, it is of high interest to the consortium to disseminate the results obtained to the advance materials community. For this aspect, a list of journals has been prepared to identify those which may be of interest for the results obtained and to reach a large audience (Table 5).

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Name	Type	Frequency	Target audience	Project developments and partners interested
Research EU -Cordis	Magazine	Monthly	Policymakers, end-user, educational institutions	Project updates (matchmaking events, open-calls, final evaluation), dedicated interviews with partners and SMEs [TUC, BAX, FBA]
Advanced Materials	Journal	Weekly	Expert researchers and scientific community	Nanocomposites, ceramics, polymers [TUC, NTNU, FM, POLYM, IJS]
Progress in Materials Science	Journal	Quarterly	Expert researchers and scientific community	Metallic alloys, ceramic and polymeric composites [FM, NTNU, IJS; AKL; TUC]
Advance Functional Materials	Journal	Weekly	Expert researchers and scientific community	Material science, energy materials, ceramics [FM, NTNU, IJS; AKL; TUC]
International Journal of Lightweight Materials and Manufacture	Journal	Quarterly	Expert researchers and scientific community	Metallic alloys, ceramic and polymeric composites [FM, NTNU, IJS; AKL; TUC]
Composites World	Magazine/Newsletter	Monthly	End-users, Industrials, general public	Polymer-based and ceramic based composites [IMAST, BIC, NTNU, FM, POLYM, IJS]

Table 5. List of journals of interest identified by AMULET partners

8.2.3 Events

During the implementation of the project will be organized various types of events. Until the end of the COVID-19 pandemic all of meetings and events will be organized virtually. Matchmaking events will be an important tool to engage with SMEs and other stakeholders

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and to provide them with an in-depth knowledge of AMULET's activities. These are part of WP3 and will be organized in 3 different locations, with the objective of presenting the challenge-competitions. Training Activities will be considered in WP4 aiming at offering dedicated and continuous support to SMEs in both technical and business topics. A final event will be organized at the end of the project to present all outputs and results. It will be open to a wider audience including public authorities, potential end-users and European institutions (approx. 100 people). The coordinator TUC will be responsible for the content of the event, including also the demonstration of the 13 solutions.

Consortium partners will represent the project at international, regional or local events (congresses, seminars, conferences, workshops, and fairs) to promote the project objectives and results. Examples of conferences and events that AMULET partners plan to attend are included in Table 6.

Name	Type	Frequency	Involved partners
European Cluster Match-making Event	Matchmaking	Yearly	Tools and methodologies for engaging SME in innovation activities in WP2 and WP6 [BIC, MECH, IMAST, FM, MAV, POLYM, SWHEC, AKL, BAX]
Annual Automotive Lightweight Materials Conference 2021	Conference	Yearly	Solutions for the auto sector [MAV, SWHEC, BIC, AKL, BAX]
International Conference on Lightweight Composites and Structures for Engineering Applications	Conference	Yearly	Solutions for the building & energy sectors in WP3 [TUC, MECH, JSI, FM, NTNU, POLYM]
Composites for Europe	Exhibition	Yearly	FRP solutions across sectors in WP3 [TUC, BIC, IMAST, FM, POLYM, SWHEC, BIC, AKL, JSI, NTNU, MAV]
China Shanghai Automobile Lightweight Technological Achievements Exhibition	Trade show	Yearly	Solutions at TRL7 for the auto sector in WP3 [SWHEC, BIC, AKL, BAX]
WindEurope Technology Workshop	Conference	Yearly	Solutions at TRL7 for the energy sector in WP3 and WP4 [JSI, NTNU, IMAST, POLYM, TUC, BAX]

Table 6. List of events of interest preliminary identified by AMULET partners

9. Partners reporting dashboard

In order to monitor all the dissemination activities carried out by the AMULET partners, the WP6 leader will create the Partners actions reporting dashboard, an excel sheet available online on the project's folder. It will include dedicated tabs to report: press clippings, posts on social media, scientific publications, attendant of events, etc. The tool will be very helpful because it has two main purposes: to monitor of all dissemination and communication

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activities going on within the project and to keep track of all events that partners are attending and they are promoting the project. Partners will be requested to update the dashboard by adding the activities they carry out. The Communication Manager will check regularly the dashboard and refresh the progress of the specific KPIs in order to make a close monitoring on dissemination efforts.

10. Links to other initiatives

The partners are currently participating in many relevant projects in the field of advanced materials and related manufacturing technologies, some of them in lightweight. Table 7 summarizes the most relevant initiatives that are related to the AMULET project objectives and may be a support in dissemination and exploitation activities.

Project	Funding Program (Duration)	Relationship and direct link to AMULET
RIGTHWEIGHT	Interreg NWE 2020-24	Development of cost-effective lightweight solutions for the automotive sector through challenge-based competitions. **[PLAS, FM, IMAST]**
CENTAUR	M-ERA net 2020-2023	Development of high-performance ceramic composites for auto and aero **[TUC]**
ELCA	COSME Clusint 2020-22	Internationalisation of EU clusters working in lightweight materials and related technologies. **[PLAS, BIC, MAV, MECH]**
Light Vehicle 2025	Interreg EMR	Technological competences in automotive **[FM]**

Table 7. AMULET's link to other initiatives

11. Obligations and requirements for communication actions

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101005435".

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not however

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give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

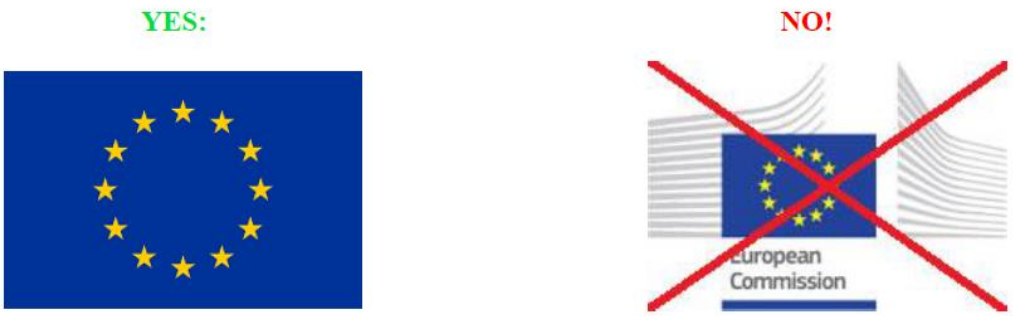

Figure 4. Correct (YES) and incorrect (NO) use of the EU emblem

Graphic guide to use EU logo is available here: http://publications.europa.eu/code/en/en-5000100.htm

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains:

"The content of this [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] represents the author's view only and is his/her sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."

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QAP Approval	
Name of the partner	Name of the partner
The representative of QAT responsible for business issues Status: Approved /~~Not Approved~~ Name: Agnieszka Matuszak Date: 31.01.2022	The representative of QAT responsible for scientific issues Status: Approved /~~Not Approved~~ Name: Katharina Götz Date: 31.01.2022

The content of this document represents the author's view only and is his/her sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

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