



DIAMONDS4IF
DISCOVERY, IDENTIFICATION, APPLICATION, AND MONITORING OF
DEVELOPED SOLUTIONS FOR INNOVATION FUND

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D9.3 – DETAILED PLAN OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES FOR THE PROJECT

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LIST OF ABBREVIATIONS

Abbreviation	Description
AI	Artificial Intelligence
CCU	Carbon capture and utilization
CINEA	European Climate, Infrastructure and Environment Executive Agency, the European Health and Digital Executive Agency
CORDIS	Community Research and Development Information Service
CSA	Coordination and Support Action
DC	Dissemination and Communication
DEC	Dissemination, Exploitation, Communication
DG	Directorate-General
DMEC	Dutch Maritime Energy Centre
IF	Innovation Fund
GA	Grant Agreement
H2020	Horizon 2020
INNEN	INNOVATION ENGINEERING srl
KPI	Key Performance Indicators
MEYER BURGER	MEYER BURGER (Industries) GmbH
PMP	Project Management Platform
PNO	PNO Consultants GmbH
R&D	Research and Development
R&I	Research and Innovation
RAAMS	RAAMS AS
RWE	RWE offshore wind GmbH
VDMA	Verband Deutscher Maschinen- und Anlagenbau; engl. Machinery and Equipment Manufacturers Association
WP	Work Package

1 INTRODUCTION

1.1 PROJECT SUMMARY AND OBJECTIVES

DIAMONDS4IF aims at developing a systematic approach for supporting selected Horizon 2020 (H2020) beneficiaries' companies to further develop their projects and apply to ETS Innovation Fund (IF). The IF fosters low carbon processes and technologies – and many results from H2020 provide promising solutions to be deployed. One of the main outputs of DIAMONDS4IF project will be to generate at least five IF proposals including detailed plans for scalability, commercialisation, and financial models for submission to the IF.¹

1.2 PURPOSE OF THIS DOCUMENT

The dissemination and communication (DC) plan sets out a strategy to maximise the impact of the project, to increase its visibility, and to ensure that project outputs reach a wide audience of relevant stakeholders.

Chapter 2 “Dissemination and communication strategy and tools” is the core of this document and describes i) the target groups, ii) the DC strategy, including different types of workshops, iii) DC materials and tools, e.g. the logo, templates, website, social media, and iv) the rules for DC.

2 DISSEMINATION AND COMMUNICATION STRATEGY AND TOOLS

2.1 TARGET GROUPS

The dissemination and communication activities aim to reach a variety of target groups, ranging from stakeholders in industry to European and national policy makers. The following list names some examples for target groups and how DIAMONDS4IF can address them:

- Companies in the renewable energy sector, incl. manufacturing of components and technologies needed, i.e. for energy generation, storage, distribution, and transformation
 - potential applicants and project owners
- Industrial associations in the sector of renewables
 - act as multipliers
- Other CSA projects funded under the same call (HORIZON-CL5-2023-D2-01-07)
 - support for the deployment of R&I (Research and Innovation) results for climate mitigation
 - Exchange of lessons learnt, communication activities, participation in common events. Development of best practices and elaboration of recommendations for the European coordination unit of the ETS Innovation Fund
- CINEA and policy makers
 - Input and definition of targets for the IF process and templates

¹ diamonds4if.eu/news/steps-forward-for-the-diamonds4if-project/

- recommendations based on the lessons learned, to create a continuous improvement process for the IF tool
- Multipliers for information on Innovation Fund, incl. national contact points and working groups, committees, etc. with relevance to the topic
 - create awareness and use further channels for communication

2.2 DISSEMINATION AND COMMUNICATION STRATEGY

All project partners will be involved in communication and dissemination activities. The objective is also for the partners to share project information on their own social media accounts, e.g. LinkedIn, and in internal newsletters and communication channels with their industrial associations and partners.

According to the Grant Agreement (GA),

“Meyer Burger, with input from all partners, will prepare a DEC (Dissemination, Exploitation, Communication) Plan outlining the dissemination strategy, to inform key stakeholder groups about the project results. At the outset, Meyer Burger will develop communication materials and tools to promote public awareness of the project, including a public website, social media channels, and print materials.

The project will be linked to all European Commission social media channels to maximise the reach of the project's progress and results. A final event will be organised at the end of the project to disseminate the complete project results. The DEC plan will be updated during the project based on progress and stakeholder feedback.

There are three different types of workshops to be organised by the consortium members (Type 1 and 2) or on invitation by CINEA (Type 3):

1. **Two Workshops with other funded projects** under this call for knowledge exchange and synergies (PNO); Target group: **other CSA** (Coordination and Support Action) **projects** in this call, also other sectors; aim is to improve tools and methods for Innovation Fund project development (see also Task 9.1),
2. **12 public workshops at 6 large events** on Innovation Fund in renewable sectors (all); Target groups: members of sector associations; aim is to present the project and its results (see also Task 9.4),
3. **Workshops organised by CINEA** (participation on demand) (see also Task 9.1)”.

2.2.1 Workshops with other funded CSA projects under this call

To create the expected impact, to reach as many companies as possible and to generate European synergies as well as to constantly exchange information DIAMONDS4IF actively collaborates with its CSA (Coordination and Support Action) European “sister-projects”. REALIZE (Euro-Funding), 2DPLOY (SINTEF), LEADS (CiaoTech), and H2IF (CLERENS) are funded for the

same purpose as DIAMONDS4IF but focusing on further technologies and sectors, incl. CCU (carbon capture and utilization), hydrogen, and low carbon technologies for energy intensive industries. This big project family in close cooperation with CINEA (The European Climate, Infrastructure and Environment Executive Agency) will facilitate the deployment of technologies and IF proposals in the whole European tech area (see Figure 1).



Figure 1: Presentation of the 5 CSA European "sister projects". Source: PNO

To encourage knowledge exchange and synergies between those projects **two workshops** are planned. The first was initiated by CINEA in 04/2024. The next could be planned when e.g. the first results and feedback from stakeholders are obtained and a first conclusion of results can be drawn. Overall, workshops should be initiated to create fruitful collaboration and cooperation between the projects and the CINEA.

The workshops are planned to happen mainly online to allow most CSA projects to participate. PNO, the coordinator of the DIAMONDS4IF project, collaborates closely with the other CSA projects to organize these events.

2.2.2 Public workshops at large events

Large events in the sector of renewable energies, such as trade fairs, conferences and exhibitions, will be used to present the project and its results. It is aimed to give speeches and presentations on dedicated sessions and/or to organize interactive workshops, such as panel discussions. In case that one of the partners attends at one of these planned events with its own company booth, info material about DIAMONDS4IF and Innovation Fund (IF) opportunities will be laid out and the communication team will actively promote the project and its goals.

To plan and track these activities, a list of relevant events across the target groups and types of renewable energy generation was prepared and will be kept updated (see Chapter 3). Notifications about those events will be posted on the website and selected social media channels, both before the event to promote the upcoming workshop and after the event to report about the successful participation.

The planning and tracking list also include the other two types of events/workshops (with other funded projects and organized by the CINEA).

In preparation of the project, several industrial associations from the renewable sector were asked to provide their commitment in form of Letters of Intend (LOIs) to present – in various formats – the project, its program, challenges and topics at their events. Specifically, these associations will support us in organizing the second type of workshops and conferences and to meet directly with the target groups from industry. The LOIs have become part of the project's deliverables and were provided in D9.2, which was due February 2024.

Over the coming months, the DIAMONDS4IF consortium will determine precisely, which conferences, fair trades and other events will be best suited for the purpose of the project.

A good example is the meeting in The Hague in June 2024, organized by RWE together with the DMEC (Dutch Maritime Energy Centre). A second large event is the Intersolar Europe in Munich in June 2024, where Meyer Burger will be attending with an own booth and will present the DIAMONDS4IF project with kind support of the VDMA (Verband Deutscher Maschinen- und Anlagenbau) – division Photovoltaik Produktionsmittel.

2.2.3 Workshops organized by CINEA

CINEA will organize various workshops in the field of renewables, not only with respect to this project nor limited to the CSA call. CINEA will invite project members to participate these workshops on demand. For the project DIAMONDS4IF, it is planned to have one workshop per year.

The first of this CSA Cluster Meetings, took place on 22 and 23 April 2024 in Brussels. Here the project partners of all support actions had the opportunity to meet in person, share best practices, ideas, and experiences with the common goal to develop innovative tools and systematic approaches to select promising projects and to support them in the transition to get ready for upscaling. PNO, MB, RWE and INNEN representatives participated in person at the meeting and had the chance to introduce the DIAMONDS4IF projects, its goals, the project partners and the innovative selection tool based on our intelligence platform Wheesbee®.

The background of the meeting was to align several funded projects with the common objective to increase and improve the transfer technological innovations to industrial scale implementation, specifically related to their support under the ETS Innovation Fund. One of the most important outputs of the discussions was a document that collected and summarized a list of recommendations addressed to CINEA and the DGs (Directorate-General) of the EU Commission that are responsible for the Innovation Fund: DG CLIMA and DG RTD (Research and Innovation).

Comprehensively, the lessons learned in the previous Innovation Fund application phases have been transferred by the experts into practical recommendations according to various aspects of Innovation Fund projects, incl. the application package and design, application process and specific questions, the Helpdesk, scoring and evaluation, as well as related to projects in operation.

CINEA communicated to organize future workshops as well. The plan therefore will be integrated in our update of the DEC Plan in M18.

2.3 DISSEMINATION AND COMMUNICATION MATERIALS AND TOOLS

To address the above outlined strategy, different dissemination and communication tools and materials will be (or have already been) developed. The aim of these materials and tools is to generate a common look and feel, e.g. by providing a representative logo and templates as well as a style design, to reach different audiences and target groups, and to create awareness and visibility of the project. The dissemination tools and materials include a project logo and graphical elements, templates for presentations and reports, a website, content for social media channels, and print materials, e.g. a project flyer and handouts.

2.3.1 Logo

The logo was designed by our project partner INNEN. INNEN developed several possible logo options and a selection of them were then presented and voted on by the project partners during the kick-off meeting in January 2024 (see Figure 2 and Figure 3). The final Logo, in a horizontal and vertical version, is shown in Figure 4.



Figure 2: Logos: some examples of the creation process. Source: INNEN



Figure 3: Part 2: Some examples of the logo's creation process. Source: INNEN

The logo contains the contour of a diamond as the project's namesake, a wind turbine, PV modules and the sun. Besides this graphical elements, the projects short and long title is part of the logo. The colours blue (connected to wind and water), yellow (connected to the sun and as a contrast to blue) and in first versions green (green energy, renewables) were chosen. Overall, the logo reflects the idea of a shining future.



Figure 4: Final DIAMONDS4IF horizontal and vertical logo, consisting of a graphical element, and the project's short and long title. Source: INNEN

2.3.2 AI generated project images

Based on keywords and queries like “create a landscape integrating PV modules, wind turbines and waterpower, and diamonds”, various AI-image creators, e.g. BING image creator, were employed to generate images for illustrative purposes. A set of examples is depicted in Figure 5. These images are used in presentations and other hand-out materials.



Figure 5: AI generated images to visualize the project and its content

2.3.3 Templates

Templates for Power Point presentations and for Word text files were created by INNEN, uploaded and shared with all consortium members on the Project Management Platform (PMP), which was also set up by INNEN (see description of the website, section 2.3.4).

The Power Point template should be used for internal presentations, e.g. Jour Fix, and for external presentations, e.g. workshops or conference speeches. The various master slides, including title pages, agenda, text slides, charts, etc. build on the same colour family as the project logo does. The font is Arial to enable a clear readability and maximum compatibility. In the Power Point template, the DIAMONDS4IF logo is placed in the upper right corner for a good visual identity. EU funding is acknowledged in the footer of each slide.² A selection of master slides is presented in Figure 6.

² eu-emblem-rules_en.pdf (europa.eu)

D9.3 – Detailed plan of the communication and dissemination activities for the project

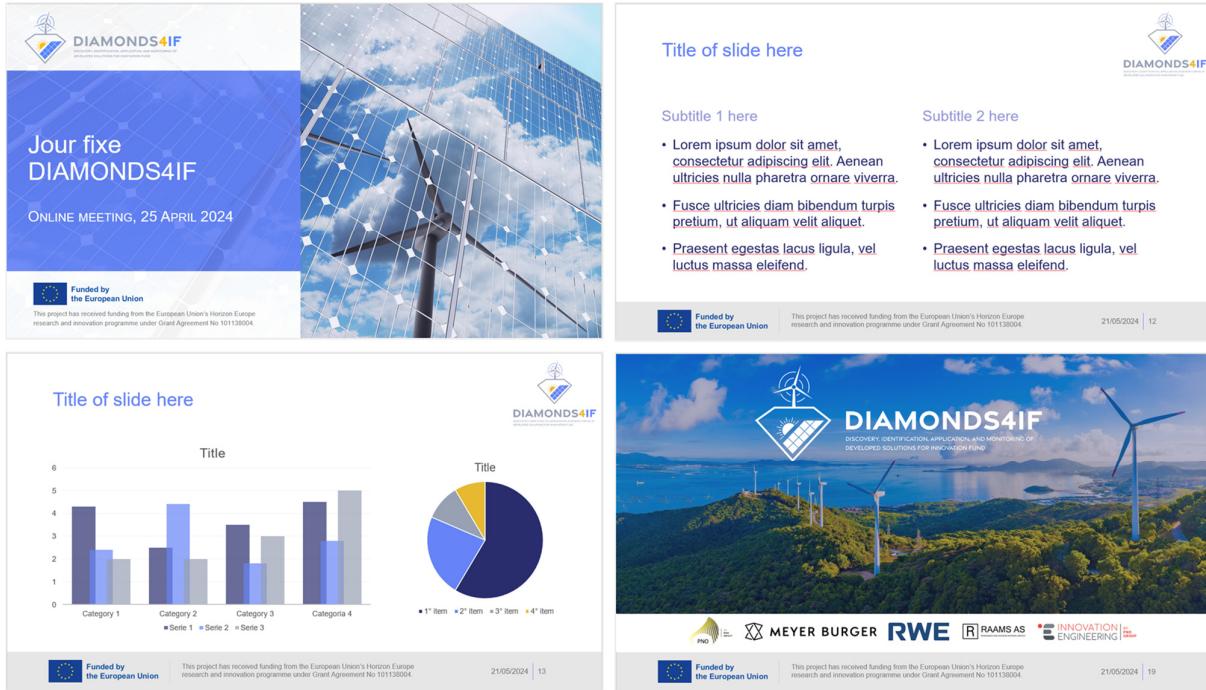


Figure 6: Power Point template for different presentations, e.g. the monthly Jour Fix

A Word template was set up to offer the same look and feel for the various deliverable reports (see Figure 7). It includes a title page with the project’s logo and basic information as well as the title, author and reviewer information, and the version history of the deliverable. Caption and font styles are pre-configured as are the lists of figures, tables and abbreviations.

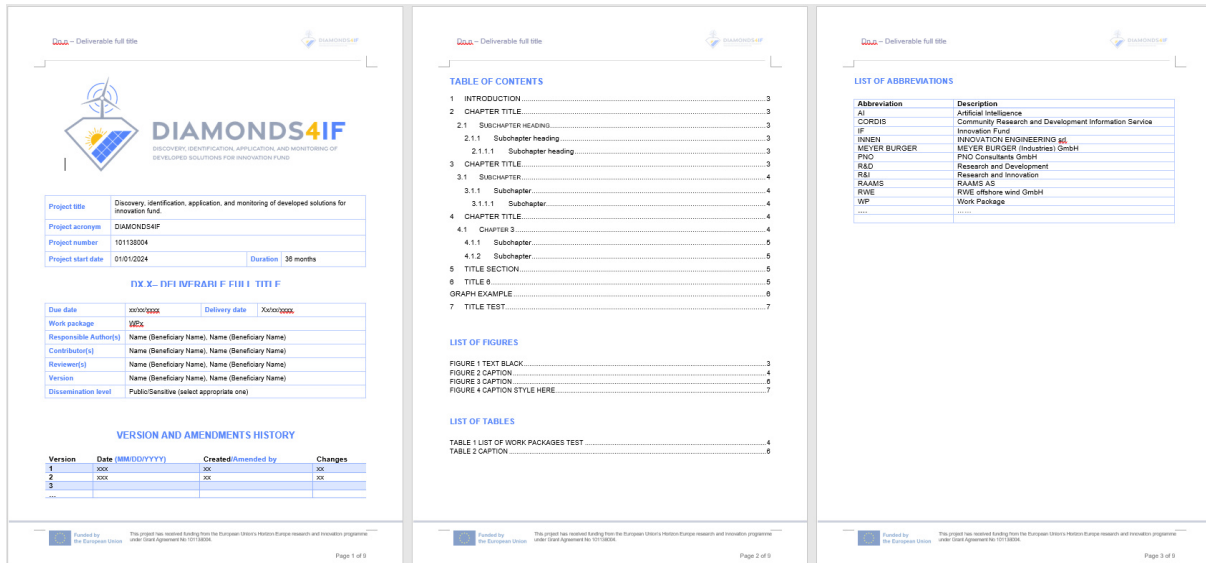


Figure 7: Word template for the deliverable reports

2.3.4 Website

A dedicated website for the project was set up by INNEN (with input from all partners) and can be found at the following domain: diamonds4if.eu.³

The website is part of the project's deliverables, and it is described in D9.1, under responsibility of INNEN (cf. Table 4 in section 4.2). A screenshot of the landing page is shown in **Fehler! Verweisquelle konnte nicht gefunden werden.** On the landing page, a short summary of the project is given and by scrolling down, the latest news and events can be found. In the top-right corner, subpages for About, Mediaroom, News, Events, and Contact can be reached (see Figure 8). There is also a search function, a direct link to the project's LinkedIn page, and the access to the restricted area.

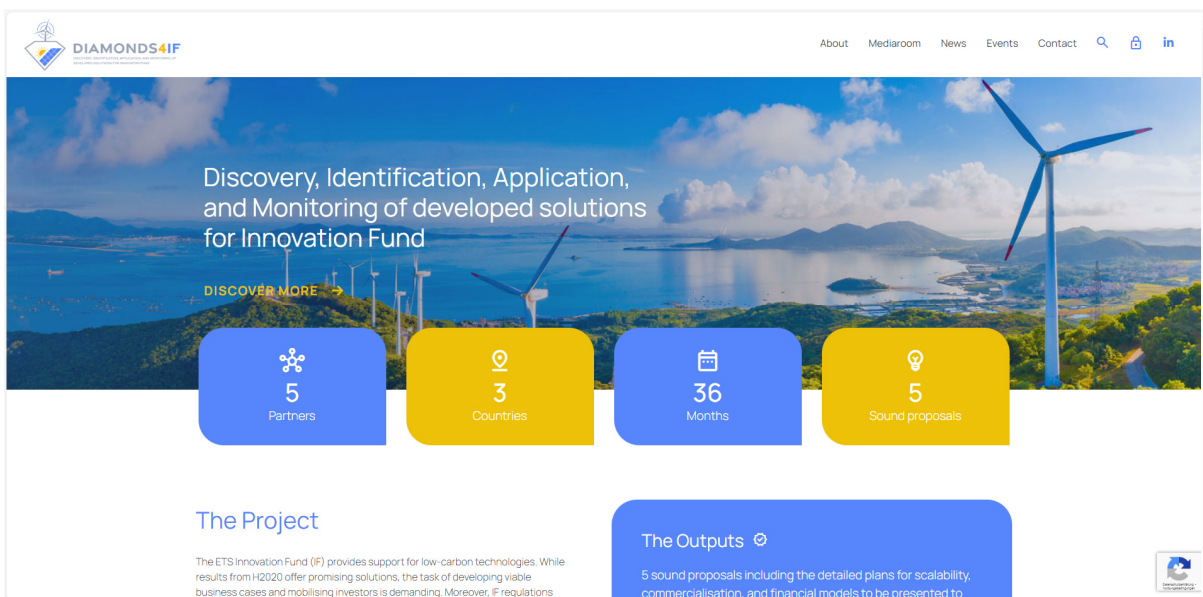


Figure 8: Screenshot of DIAMONDS4IF website – landing page

³ diamonds4if.eu

D9.3 – Detailed plan of the communication and dissemination activities for the project



DIAMONDS4IF / PROJECT

Project

DIAMONDS4IF accelerates the transformation of H2020 research into IF-ready projects, overcoming obstacles in transitioning R&D into successful ventures. By supporting and selecting H2020 results, we mobilize stakeholders and ensure project viability. Our focus on renewable energy drives our efforts to develop proposals for IF funding, nurturing a continuous innovation pipeline.


We're developing a systematic approach to select and support H2020 results, fostering low-carbon processes through the ETS Innovation Fund (IF). Despite the promise of H2020 findings, transitioning them into viable products and securing funding presents challenges. Our project addresses these hurdles, ensuring readiness and guiding applicants through IF application preparation.

Project

Impact


Objectives

Consortium



DIAMONDS4IF / NEWS


News



Survey on the fourth Innovation Fund call IF23

May 31, 2024

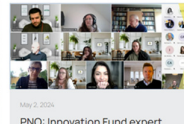
Would you like to contribute to the survey on the fourth Innovation Fund call IF23 proposed by the European Commission? CINEA is requesting



RAAMS AS: provider of services and technological solutions within renewable energy.

May 2, 2024

Silicon-based photovoltaic solar cell technology (PV) was developed in the West, but the industrial ecosystem is presently in China, realized through massive subsidies from the Chinese government. PV is quickly becoming the world's most important source of affordable green electricity, and the geopolitical situation has led to announcements of large subsidies for PV industries in USA, India, and Europe. PV is semiconductor technology and requires an ultra-pure and crystalline perfect




PNO: Innovation Fund expert consultancy

May 2, 2024

During the last Innovation Fund (IF) round, which ended on 9 April 2024, PNO Group consultants from all over Europe collectively spent over 20,000 hours setting up and submitting Innovation Fund applications. These projects, which are divided between Energy Storage, Renewables, Energy Intensive Industries, Carbon Capture Use and Storage and Net-Zero Mobility and Buildings, have the potential to have a hugely positive impact on the climate. PNO is very proud of this achievement, but is also looking forward to the results expected in Q4 2024, aiming for an even higher success rate than the one reached in the past rounds [...]

DIAMONDS4IF / EVENTS


Events



Let's meet at the WindEnergy in Hamburg September 24-27, 2024

March 26, 2024


We will be attending the WindEnergy Hamburg from 24 to 27 September 2024, presenting Innovation Funds (IF) opportunities as well as goals and structure of the DIAMONDS4IF project. WindEnergy Hamburg is one of the world's largest exhibitions for wind energy, covering both onshore and offshore aspects. Highlights also include hydrogen technology and storage. Every two years, industry leaders meet here for this outstanding global networking event. About 1,500 companies from 60 countries present their innovations and solutions in ten exhibition halls to circa 40,000 visitors from 100 different nations. As soon as we have more information about the stand [...]



Innovation Funds at Intersolar Europe 2024

March 25, 2024

Last week we have concluded and updated our deliverables regarding the collection and provision of Letter of Intent (LoI) from industry associations in order to support the communication and dissemination activities of the DIAMONDS4IF project. That was possible thanks to the support of our major industrial project partners Meyer Burger and RAAMS, which are members of several industrial associations and in some cases sponsor in European events like the SolarPower Summit in Brussels or the WindEnergy in Hamburg. All project partners asked these



DIAMONDS4IF at the DMEC Deep Dive Session in The Hague

June 11, 2024

On June 11, 2024, the periodic Deep Dive Session, hosted by DMEC (Dutch Marine Energy Centre), will take place in The Hague. This event targets ocean energy fans, innovators, NGOs, students, technology and project developers, policymakers.

DIAMONDS4IF / CONTACT

Contact

Our mailboxes are always happy to receive enquiries and synergies proposals.

First name *

Last name *

E-mail *

Organisation name *

Subject *

Message *

Figure 9: Screenshots of the subpages Project, News, Events, and Contact

The restricted area is for consortium members only and contains the Project Management Platform. The PMP allows (among others) to share documents, logos, templates, to view the common calendar, see the project partners contact list and to set up doodles. A dashboard provides a quick overview of the main information about the project (see Figure 10).

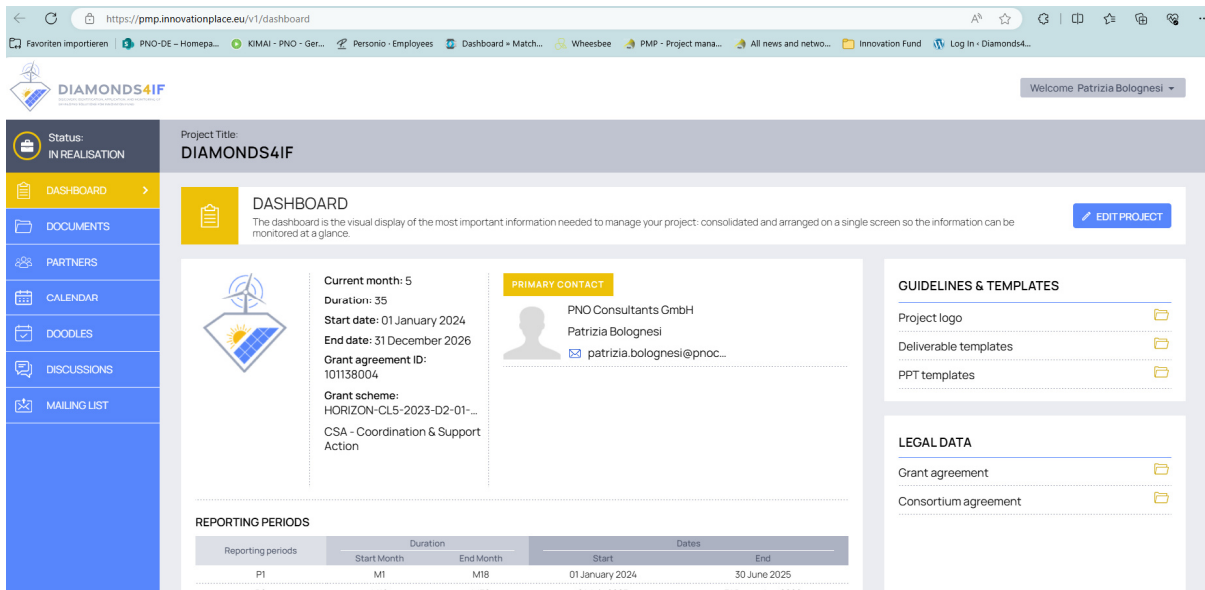


Figure 10: Screenshot of the Project Management Platform (PMP)

2.3.5 Social media channels

Social media channels, such as LinkedIn and YouTube, will be used to post latest news, results and activities related to the project DIAMONDS4IF. In contrast to the website, social media posts will be shorter in length and in live time. These posts should create public awareness of the project itself and the IF in general. By selecting different social media channels various target groups can be addressed. On LinkedIn, a more professional and business-focused audience can be reached. Whereas, on YouTube both target groups, a wide public audience and people who are searching for specific information about IF, can be reached.

Posts on social media channels will be tracked in an Excel list, including date of the post, category, title, author, link of the post/article, content, related links, and an image (see snapshot in Figure 11). This tracking list not only includes social media posts, but also tracks posts on the project website and releases of the newsletter. First posts on LinkedIn were already published in January 2024.

D9.3 – Detailed plan of the communication and dissemination activities for the project




Summary of DIAMONDS4IF Communication Activities (News, Events, Publications, Video)							
Date of Post	Category	Title	Author	Link of the post/article	Content	related links	Image
24.01.2024	LinkedIn	Successful kick-off meeting of the DIAMONDS4IF project	Ariane Kröler	https://www.linkedin.com/feed/update/urn:li:activity:752527294922833734	On 22 January 2024 the DIAMONDS4IF consortium officially started its CSA project to develop solutions and tools to enhance the Innovation Fund application process for the renewables industry. Together with our project partners, PND Consultants will analyse H2020 and HEU project results into competitive Innovation Fund applications. If you have finished or are still running an EU project in the renewable area and wish to demonstrate, upscale or implement large-scale applications, please feel free to connect with PND. The DIAMONDS4IF project runs from January 2024 until December 2025 and covers three Innovation Fund rounds.		
23.01.2024	LinkedIn	Vielen Dank an Antraggeber und die Nationale Kontaktstelle EU-Innovationsfonds beim KEI	Ariane Kröler	https://www.linkedin.com/feed/update/urn:li:activity:75251985330323304	Vielen Dank an Hashtag#MeyerBurger und die Nationale Kontaktstelle EU-Innovationsfonds beim Hashtag#KEI für die Gelegenheit, am Freitag über die Dos and Don'ts bei der Antragstellung im Hashtag#InnovationFund zu berichten! Dabei haben wir auch unser eben gestartetes EU-Projekt Hashtag#DIAMONDS4IF (ID No. 101138004) vorgestellt, welches Projektleiden aus dem Bereich Hashtag#Renewables unterstützt. Die Rückmeldungen zeigen, dass die Innovation Fund starke Akzente auf sich zieht und viele Antragsteller noch bei der diesjährigen Deadline erwischen wollen. Ist das realistisch? Fragen Sie Hashtag#PND Consultants via www.pndconsultants.com/de https://link.innva.org/DM	https://www.innva.org/de/industrie/aktuelles/news/innovationsfonds/nationalekontaktstelle-informiert-zum-eu-innovationsfonds	
07.02.2024	Website	DIAMONDS4IF: Discovery, identification, application and monitoring of developed solutions for Innovation Fund	Ariane Kröler	Das EU-Funding DIAMONDS4IF ist im Januar gestartet. (pndconsultants.com)	Über den ETS Innovation Fund fördert die EU den Einsatz neuartiger klimaschonender Technologien. Mit 40 Mrd. EUR bis zum Jahr 2030 ist der Innovation Fund eines der weltweit größten Förderprogramme in diesem Bereich und ein wichtiges Instrument, um die Vision eines klimaneutralen Europas zu erreichen. Zahlreiche klimaschonende Technologien sind im letzten Forschungsrahmenprogramm der EU Horizon 2020 (von 2014 bis 2020) entwickelt worden. Im Übergangsbereich sind dies Pilotanlagen, die jetzt mit Hilfe des Innovation Fund „geschaffen“, das heißt, großtechnisch umgesetzt werden können. DIAMONDS4IF will einen Beitrag dazu leisten, solche Technologien in die Anwendung zu bringen. Mit Hilfe einer systematischen Auswahlmethode sollen vielversprechende Ergebnisse aus H2020-Projekten identifiziert werden und deren Eigentümer dazu in die Lage versetzt werden, sich ausschließlich um Förderung aus dem Innovation Fund zu bewerben. Auf diese Weise sollen mindestens fünf hochentwickelte Innovation Fund-Anträge auf den Weg gebracht werden. Hochkarigtes Projektconsortium DIAMONDS4IF ist ein vertikal-Projekt mit ähnlicher Zielsetzung, aber unterschiedlichem Branchenfokus. In DIAMONDS4IF steht die Erzeugung erneuerbarer Energien im Vordergrund, was sich im hochkarigsten besetztem Projektconsortium widerspiegelt: Meyer Burger (Industrie) GmbH PND, Climate-Vent GmbH IDA AMM AG		

Figure 11: Snapshot of the tracking list for social media (and website + newsletter) posts

LinkedIn

Beside the project website, LinkedIn – a business and employment-focused social media platform – will be the main channel to release news, results and upcoming/closed events on a short notice.

The DIAMONDS4IF LinkedIn page was already set up and can be found at the following address:

<https://www.linkedin.com/company/diamonds4if/?viewAsMember=true>⁴

A screenshot of the LinkedIn page is given in Figure 12.

⁴ <https://www.linkedin.com/company/diamonds4if/?viewAsMember=true>

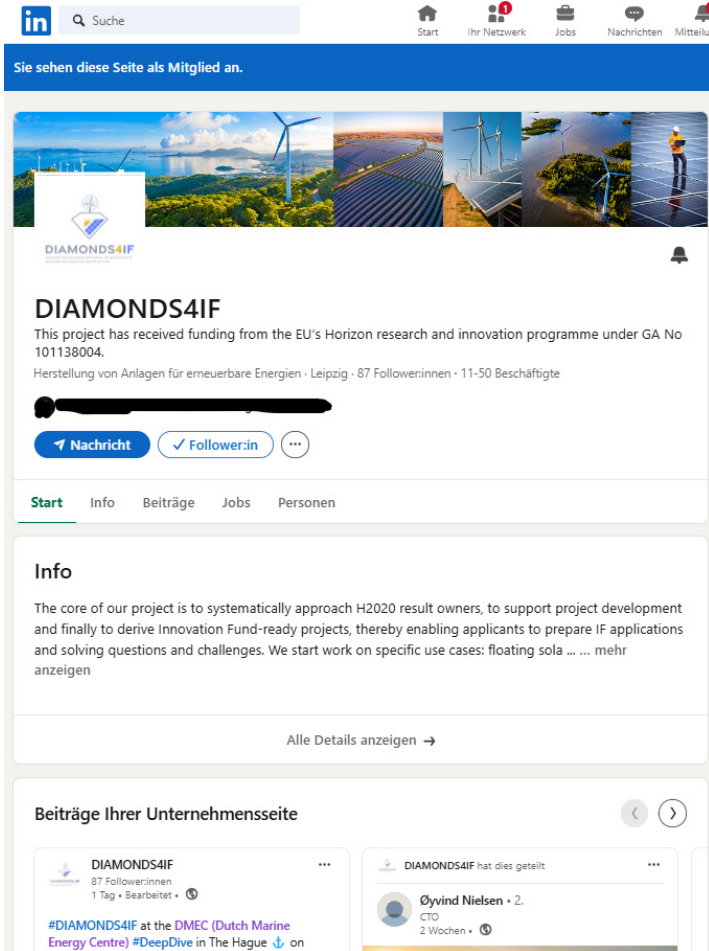


Figure 12: Screenshot of the LinkedIn page of DIAMONDS4IF

A LinkedIn guideline on the content, the style of writing, and the use of emoticons and hashtags was written by PNO and shared with the Meyer Burger (as DC responsible) and all other project partners (see Figure 13). This guideline allows for a consistent way of posting throughout the project.

DIAMONDS4IF	
LinkedIn	https://www.linkedin.com/company/diamonds4if/?viewAsMember=true
	Please send prepared tweets/postings and attachments (pictures, videos, publications) for the DIAMONDS4IF accounts to: ...@.....
What can you post?	
Emoticons	Use emoticons to highlight certain words
(Hash)Tags	Use tags and Hashtags to get your posts shared
	TAGS
	@DIAMONDS4IF
	Company LIST: @CINEA @ PNO Consultants - Europe @CiaoTech @INNEN @SINTEF @CLERENS @euro funding ----- #2DPLOY #H2IF #LEADS #REALIZE
	Partner DIAMONDS Company LIST: @Innovation Engineering @RAAMSAS @Meyer Burger @RWE @PNO Consultants GmbH

Figure 13: Guideline for LinkedIn posts (example)

YouTube

The aim is to create video tutorials about IF, which will be created by PNO and will be published on YouTube. They should reach a wide audience of interested companies, who want to apply for an IF grant, and who are searching for some easily accessible information.

The target group will be company representatives from industry from various sectors, as sector related details are not necessarily relevant for first knowledge on Innovation Fund. The target group will be made aware through our dissemination channels, which will streamline a focus on the renewable sectors.

In a first set of videos, the IF itself and some basics about its source of budget, the GHG essentials etc. will be explained. This is intended to create awareness and basic understanding. A list of planned topics is given in Table 1, which might be subject to changes but give an overview of relevant issues to be addressed.

These topics will be implemented in a series of approx. 20 short 2–3 min “How to” videos, which will explain the IF application process and the single parts needed. A preliminary list of the planned YouTube video is provided below in Chapter 3.

The videos will be produced starting from 07/2024 on. They will be released subsequently during the months following 09/2024 and will create awareness and be of use for the 5th call of Innovation

Fund with an expected deadline in Spring 2025. A quick overview of the planned videos is provided in chapter 3.

2.3.6 Print material

Print material, such as project flyer, roll-ups and other expo materials, will be prepared only for specific purpose and hence, will not be prepared in general to hold it in stock.

When produced on demand, it will contain the project logo, graphical elements and the acknowledgment of the EU funding.

2.3.7 Monitoring

The monitoring of DC activities is in the obligation of Meyer Burger in Tasks 9.2 and 10.2. PNO, and all partners will help to monitor by providing the needed information about all DC activities.

The tracking list for events and workshops provided by PNO as introduced in section 2.2.2 (see Figure 14) is one tool for monitoring DC activities.

To keep track of the upcoming deliverables D9.4 “Updated dissemination plan” and D9.6 “DEC report 1” a set of DC KPIs will be defined and monitored in an Excel list. These KPIs could include the following, and will be extended when found helpful:

- No. of project partners involved
- No. of events
- No. of workshops
- No. of participants
- No. of posts
- No. of flyers spread, or poster printed
- No. of contacts from the Webpage, LinkedIn (or YouTube)
- to be extended

Both tools, the event tracking list and the KPI list, will be stored and updated at the PMP. This allows a simultaneous and recent update by Meyer Burger and PNO.

To track and monitor the visits and other activities, e.g. likes or comments, on the project’s website and LinkedIn page, the integrated tools will be used. An evaluation will be made on a regular basis and will be presented in the DEC reports.

Furthermore, project partner INNEN will set-up an online form, linked to the PMP, where all DC activities can be reported by the project partner releasing their communication activities. This will allow for a proper evaluation and quick overview of the ongoing DC activities. One output of such an online form, could be the automatic creation of the above mentioned KPI list.

2.4 RULES FOR DISSEMINATION AND COMMUNICATION

2.4.1 Dissemination organisation

Responsibilities are defined in the deliverable D11.1 “Detailed project management plan”. The dissemination and communication activities will follow an internally agreed approval process.

2.4.2 Rules for disseminations and publications

Internal communication is one of the most important factors determining the success of the consortium. To take care of the communication flow means that all information shared is concrete, clear and distributed in a timely manner to all interested parties.

The internal communication focuses on:

- to inform about project progress
- to identify problems (if any) and find proper solutions
- to make decisions on project relevant actions.

To keep cost and travelling lean, physical meetings will be only organised every 12 months, while for regular meetings online tools, teleconferences and only bilateral meetings will be organised.

Any **external communication** incl. dissemination activities (publication, presentation) follow rules of prior notice to all partners and according to EC guidelines. Partners will e.g. have the possibility to refuse dissemination of their own know-how (background or results).

The proper dissemination details (e.g. time schedule for prior notice and partner’s approval) are covered by our signed Consortium Agreement and, if related to deliverables, in the project management plan.

All project outcomes will acknowledge the support of the European Commission as it is requested by the Article 17 (Communication, Dissemination and Visibility).

According to the GA, the funding reference and the disclaimer will be used as defined:

“This project has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement No 101138004”.

“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 CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

In order to plan, follow, undertake and monitor the communication and dissemination activities, regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.

3 PRELIMINARY PLAN FOR 2024

Before presenting the next steps, it is important to emphasise that this communication and dissemination plan is dynamic document that will be updated throughout the project’s duration and the following deliverables.

The DC plan includes the following aspects:

- An overview of planned article on the projects’ website
- A list of possible events during which it is possible to hold workshops
- Events planned in collaboration with other CSA projects
- Table with the planned YouTube videos
- Contacts with the National Contact Point regarding the national info day for IF Call 2025
- Contact with the Horizon Results Platform for a webinar

3.1 MEDIA PLAN CONTRIBUTIONS 2024

Table 1: Planned articles for the projects’ website

PM	Content	Author
February	Successful Kick-off Meeting marks the start of DIAMONDS4IF project	PNO
March	Steps forward for the DIAMONDS4IF project	PNO
April	Innovation Pipelines for Innovation Fund	PNO
May	PNO: Innovation Fund expert consultancy	PNO
May	RAAMS AS: provider of services and technological solutions within renewable energy.	RAAMS
June	Recommendations on the Innovation Fund now available under reports	PNO /(CSA)
June	Milestone reached: the first modules from Goodyear	Meyer Burger
June	Meyer Burger balcony solar via online shop	Meyer Burger
July	Wheesbee Platform: A Deep Insight View	INNEN
July	Reference H2020-project: PILATUS	Meyer Burger
August	Topic to be defined: Company highlights and Background. References to previous H2020 projects and/or others, development of technology or a product, reasons behind the decision to participate in this project, objectives.	RWE
September	Presentation YouTube Video	Meyer Burger / PNO
October	to be defined (t.b.d.)	t.b.d.
November	t.b.d.	t.b.d.
December	t.b.d.	t.b.d.
Always	Always when an event occurs. Description of the event, no. of participants, goal, main topic, relevant talks with colleagues or other companies, news and connected relevant topics.	ALL

All articles are always shared on our LinkedIn account and linked with related posts.

3.2 PLANNED EVENTS

The following table (Figure 14) provides a brief overview of the relevant events considered for participation and during which to organize the twelve workshops planned in the GA.

Year	Start Date	End Date	Event name	Sector	Location	Country	Attendee (Organization)	Type of Workshop
2024	19.01.24	19.01.24	Nationaler Informationstag zum EU-Innovationsfonds	Innovation Funds	Berlin	Germany	Ernst Gockel (MB) / Ariane Kroker (PNO)	public workshops
2024	31. Jan. 24	31. Jan. 24	Congress Future of Solar (congressolar.com)	Solar industry	Louwman Museum, Den Haag	Netherlands	Meyer Burger / Participated + 1 slide about D4IF	public workshops
2024	26. Feb. 24	29. Feb. 24	PV-Symposium	Solar industry	Bad Staffelstein	Germany	Meyer Burger (Andreas Waltinger) / only participated. No presentation.	
2024	4. Mrz. 24	5. Mrz. 24	SolarPower Summit	Solar industry	Brussels	Belgium	Meyer Burger (Andreas Waltinger) / only participated. No presentation.	
2024	12. Mrz. 24	13. Mrz. 24	PV CellTech Europe	Solar industry	Frankfurt	Germany	Meyer Burger (Andreas Waltinger) / only participated. No presentation.	
2024	20. Mrz. 24	22. Mrz. 24	WindEurope Annual Event	Wind energy	Bilbao	Spain		
2024	21. Mrz. 24	22. Mrz. 24	RENEXPO INTERHYDRO	Hydropower	Salzburg	Autrich		
2024	3. Apr. 24	5. Apr. 24	European Geothermal PhD Days 2024	Geothermal energy	Delft	Netherlands		
2024	11.04.24	11.04.24	Cleantech Conference: "Driving Sustainable Innovation"	cleantech manufacturing	Brussels	Belgium	Meyer Burger / only participated. No presentation	
2024	10. Apr. 24	11. Apr. 24	3rd International Sustainable Energy Conference	Renewable energy	Graz	Austria		
2024	14. Apr. 24	16. Apr. 24	9th International Conference on Geotechnical Research and Engineering (ICGRE 2024)	Hydropower	London	UK		
2024	22. Apr. 24	23. Apr. 24	CINEA / CSA Cluster Meeting	CSA projects	Brussels	Belgium	PNO MB RWE INNEN	CINEA
2024	22. Apr. 24	25. Apr. 24	World Energy Congress	Hydropower	Rotterdam	Netherlands		
2024	23. Apr. 24	24. Apr. 24	Global Geothermal Impact Summit 2024	Geothermal energy	The Hague	Netherlands		
2024	24. Apr. 24	26. Apr. 24	Mine Water Energy Symposium	Geothermal energy	Edinburgh	UK		
2024	21. Mai. 24	22. Mai. 24	Floating Solar PV Forum	Solar industry	Berlin	Germany	RWE	
2024	27. Mai. 24	29. Mai. 24	Lisbon Energy Summit & Exhibition 2024	Renewable energy	Lisbon	Portugal		
2024	28. Mai. 24	30. Mai. 24	Iceland Geothermal Congress	Geothermal energy	Reykjavik	Iceland		
NEW	June 2024		EUSEW Brussels ??					CSA
2024	10. Jun. 24	13. Jun. 24	2024 EAGE Annual Conference & Exhibition	Geothermal energy	Oslo	Norway		
2024	11.06.24	11.06.24	Session bei DMEC (LOI for Diamonds4IF)	All about IF	The Hague	Netherlands	PNO (Contact from Benjamin Fischer RWE). Confirmed	public workshops
	18. Jun. 24	19. Jun. 24	Intersolar Conference	Solar industry	Munich	Germany		public workshops
2024	19. Jun. 24	21. Jun. 24	Intersolar Europe	Solar industry	Munich	Germany	Meyer Burger. Presence confirmed. presentation: Titel: Innovation Fund – a finance support program of the EU – participate and do the best to win	public workshops

Figure 14: Snapshot of the list of relevant events to potentially join and prepare workshops.

3.3 PLANNED EVENTS IN COLLABORATION WITH OTHER CSA PROJECTS

The inter CSA cooperation in terms of events will take place in two domains – participating as a cluster in public events organized by third parties to increase visibility of the projects and of the Innovation Fund; and potentially organizing joint events.

Regarding the public events, the following were identified as potential options for the CSA cluster participation in both booths and sessions:

- Cleantech for Europe Summit, Brussels, September 2024
- ENLIT, Milan, October 2024
- Hannover Messe, Hannover, April 2025
- EUSEW, Brussels, June 2024
- Cleantech Conference, Brussels, April 2025
- Process Industry Conference October 2024

The objective for the cluster is to participate at least in one big industrial event per project year, with a focus on 2025 as the year where all projects will be at their highest peak. The objective for the DIAMONDS4IF project is to participate in two events during the 3-year period outlined in the GA.

Regarding the events to be jointly organized by the CSAs a similar timeline is envisaged, in which 2025 should be the target year for a big joint event, or potentially very early 2026. However, this needs to be discussed among the CSAs to come up with a timeline but also to scope common events. In parallel, it is expected that the CSAs invite each other to join each others smaller events.

3.4 PLANNED YOUTUBE VIDEOS

As mentioned before, a series of YouTube videos is planned. In the following Table 2, an overview of the main topics expected in our explanation videos is provided.

Table 2: Preliminary list of planned YouTube videos to introduce and explain the IF application

#	Title	#	Title
1	Source of Innovation Fund (ETS), sectors, geography	11	How to: apply for IF
2	Eligibility and target group, legal entity, type of project	12	How to: IF Business plan
3	Relevant cost essentials (negative business case)	13	How to: IF Feasibility Study
4	GHG essentials under Innovation Fund	14	How to: IF Knowledge Sharing Plan
5	What about “innovation” in Innovation Fund	15	How to: plan an Innovation Fund project
6	What about “funding” in Innovation Fund	16	FIF vs. Detailed Financial Model
7	Financing essentials	17	KPI for an IF project
8	Accumulation with other grants	18	Capacity planning
9	Cascade evaluation	19	Value chain approach
10	Overall scoring	20	What is “replicability”

3.5 EXTERNAL CONTACTS AND COOPERATION ACTIVITIES

External contacts, such as with the German National Contact Point regarding the national info day for IF Call 2025 and the Horizon Results Platform for organizing the online webinar, are still a work in progress and part of the plan to further improve dissemination and communication activities. More information and detailed activities will be provided in the next deliverable.

4 RISKS AND INTERCONNECTIONS

Although renewable energies are seen as a backbone for Europe’s future energy supply, the market situation for green technologies is not easy these days. Special manufactures of so-called green technologies, e.g. PV modules or wind turbines, are facing strong competition from highly subsidised Chinese products. This market distortion is an overall risk for the whole greentech industry and hence, is also a risk for the project DIAMONDS4IF – e.g. that European manufactures are deciding against investments in Europe at all and therefore also against using the Innovation Fund for ramping-up green and innovative technologies.

To draft a communication and dissemination plan is a hard but important task in such a complex and fluctuating market field.

4.1 LIST OF CRITICAL RISKS

In the GA, a list of nine critical risks is compiled, from which four are directly related to DC activities or describing the complex market situation as explained above (risk #2). The DC related risk, together with the planned mitigation action and their status, are listed in below Table 3.

Table 3: List of risks directly related to DC activities or the general market situation for greentech; as in the GA

Risk#	Risk as stated in the GA	Proposed mitigation	Entered
1	No (sufficient) response to contacting potential candidates (likelihood: medium; severity: high)	Adaptation of selection scheme, seeking support from project officers, building public awareness to create bottom-up responses	no
2	There is an increasing market risk of postponed investments in renewable sector due to e.g. bottlenecks in finance or dysfunctional energy markets, lower appetite from investors. There is an imbalanced availability of transmission and storage compared with power generation projects, and market forecasts have currently low predictability. Consequently, a lack of new projects and business cases reaching out for Innovation Fund support may put the project objectives in terms of a promising number and quality of applications at risk. (likelihood: high; severity: high)	The risk may be reduced by continuous market observation and increased awareness of low predictability and hidden risks. Renewable energy investment projects will be assessed with focus on financial capacity and shareholders’ commitment. However, the mitigation of this risk is also depending on policy interventions to improve the market situation incl. tackling non-financial challenges like permissions and other regulations.	yes
6	R&I organisation and industry federations will not provide appropriate support to host the joint workshops or information events (likelihood: low; severity: high)	Organize workshop online and/or onsite by PNO Group in at least 5 European countries, invitation of stakeholders	no
8	A project partner does not meet its obligation to properly implement the action (likelihood: low, severity: high)	Ownership of tasks and deliverables strictly defined in the project management plan and the consortium agreement, monthly jour fixe with the consortium members to track project progress. If there is no other possibility the work plan must be adapted, tasks reallocated among partners or and as last resort the substitution of the project partner.	no

The “Detailed project management plan” (D11.1) describes risk management and the actions to be taken to avoid or mitigate project related risks. In parallel, the risks related to DC actions will be observed by Meyer Burger and mitigation actions will be developed and implemented in-time.

As can be seen from the table above, one of the DC-related risks has already materialized. It is the general complexity of the market (Risk #2), which prompts companies, such as Meyer Burger, to consider relocating their business to other markets, such as the US. When European measures, e.g. the NZIA (Net-Zero Industry Act) turn into action and lead to a fair market situation, investments in green-tech manufacturing will again be made in Europe. This will foster the use of the IF, and communication about it will become more fruitful.

4.2 INTERCONNECTIONS WITH OTHER DELIVERABLES

This deliverable report D9.3 “Dissemination plan” describes the strategy and tools for dissemination and communication, and hence, is linked to all other deliverables connected to DC activities, e.g. workshops. Follow-up deliverables are D9.4 “Update dissemination plan”, D9.6 “DEC report 1”, and D10.4 “DEC report 2”. These three deliverables, together with the once regarding workshops or DC tools are listed in Table 4.

Table 4: List of DC-related deliverables in DIAMONDS4IF

Deliverable	Title	Responsibility	Due month
D9.1	Project website	INNEN	M2
D9.2	Lols	Meyer Burger	M2
D9.3	Dissemination plan ... (this deliverable)	Meyer Burger	M66
D5.1	Workshop materials and video tutorials	PNO	M6
D9.5	Workshops with other funded projects under this call 1	PNO	M12
D9.4	Update dissemination plan	Meyer Burger	M18
D9.6	DEC report 1	Meyer Burger	M18
D10.1	Workshops with other funded projects under this call 2	PNO	24
D10.2	Public workshops at sector organisations 1	Meyer Burger	24
D10.3	Public workshops at sector organisations 2	RWE	30
D6.1	Evaluation of workshop impact	PNO	36
D10.4	DEC report 2	Meyer Burger	36

5 LIST OF REFERENCES

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