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# D7.4 Interim Dissemination and Communication report including dissemination material

## WP7 – Dissemination of project results

WP LEADER

RINA-C

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DELIVERABLE RESPONSIBLE

FHA

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DELIVERABLE AUTHOR(S)

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STATUS

F: Final

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DISSEMINATION LEVEL

P: Public

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## DOCUMENT CHANGE CONTROL

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## INTRODUCTION

The following document represents D7.4 – Interim Dissemination and Communication Report including dissemination materials. Task 7.1 - “Communication and Dissemination activities coordination, which is part of Work Package 7 - Dissemination of project results”.

The aim of this report is to:

- Give an overview of the communication and dissemination (C&D) strategy followed during this period.
- Share the current figures regarding the KPIs established to keep track of the effectiveness of the communication and dissemination strategy.
- Present the activities performed during the first 16 months of the project.

The report follows the previous one from WP7: D7.2 – Website and Initial Dissemination and Communication Plan, including:

- The project logo;
- The templates for project documents (deliverables, agendas, presentations);
- The initial press release;
- A communication flyer;
- An official presentation of the project concept.
- 360° Strategy

## STRATEGY

### 1.1 Methodology

The aim of the SPOTLIGHT communication and dissemination strategy is the creation of valuable content for general public and, more specifically, stakeholders in order to firstly engage them and, then, keep them engaged.

SPOTLIGHT communication strategy is divided into 3 phases:

1. **Awareness (M1-M12):** the objective is to attract potential stakeholders mainly through **communication activities** (promotion of project press release and news items on partners' communication channels, participation and organization of webinars,...)
2. **Consideration (M12-M24):** the **current stage at M16**, the objective is to produce **valuable dissemination contents** that can be interesting and useful for the stakeholders in order to convince them to finally become part of the SPOTLIGHT community (scientific/technical magazines and oral/poster presentations at conferences, seminars, workshops, etc.).
3. **Decision (M24-M42):** the objective is to retain stakeholders through valuable contents, such as a **digital project publication** with all collected results and organization of final event

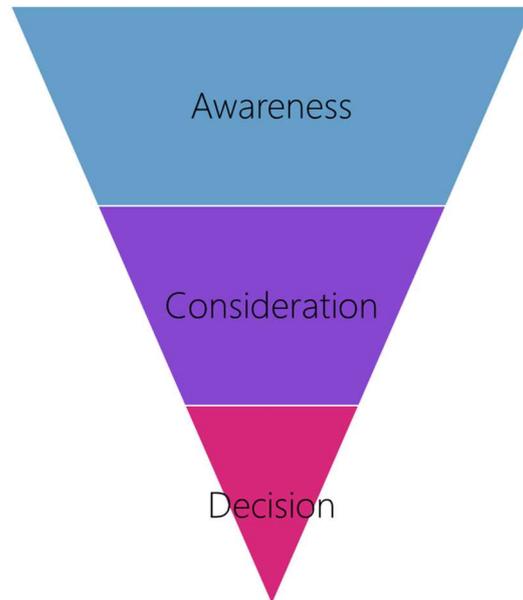


FIGURE 1 – SPOTLIGHT COMMUNICATION STRATEGY

### 1.2 Digital communication

We follow a 360-degree communication strategy, where digital communication is the key to reach our community with the minimum cost. Basically, it is a combination of the best SEO practices and the best content for successful marketing. KPO (Knowledge Process Outsourcing) plays a significant role in it because it includes information research, analytical, technical skills, interpretations, as well as some judgmental decision making.

Moreover, providing 360-degree communication in the market means expanding the network of the Spotlight audience and establishing effective communication with them. Basically, through the marketing materials, web, digital news and social networks. 360-degree communication in marketing increases the chances of communication.

The term 360-degree communication stands for **integrated measures in which specially prepared content is played at all touchpoints.**

The campaign spans the entire target journey. Increasingly in the project, we focus on global communication.



FIGURE 2 – 360° COMMUNICATION STRATEGY

## WEBSITE

Communication is considered the foundational element of a good website. If our website's design communicates effectively with the visitors, we grow our chances of getting noticed among the group of interest and target of the project.

Our website <https://spotlight-project.eu/> was launched at the beginning of 2021. Aragon Hydrogen Foundation led the creation of the website, as well as its design and architecture. Thanks to the collaboration of all the partners and their visual contribution, the website has a very careful, innovative and surprising aesthetic that represents the project very well.

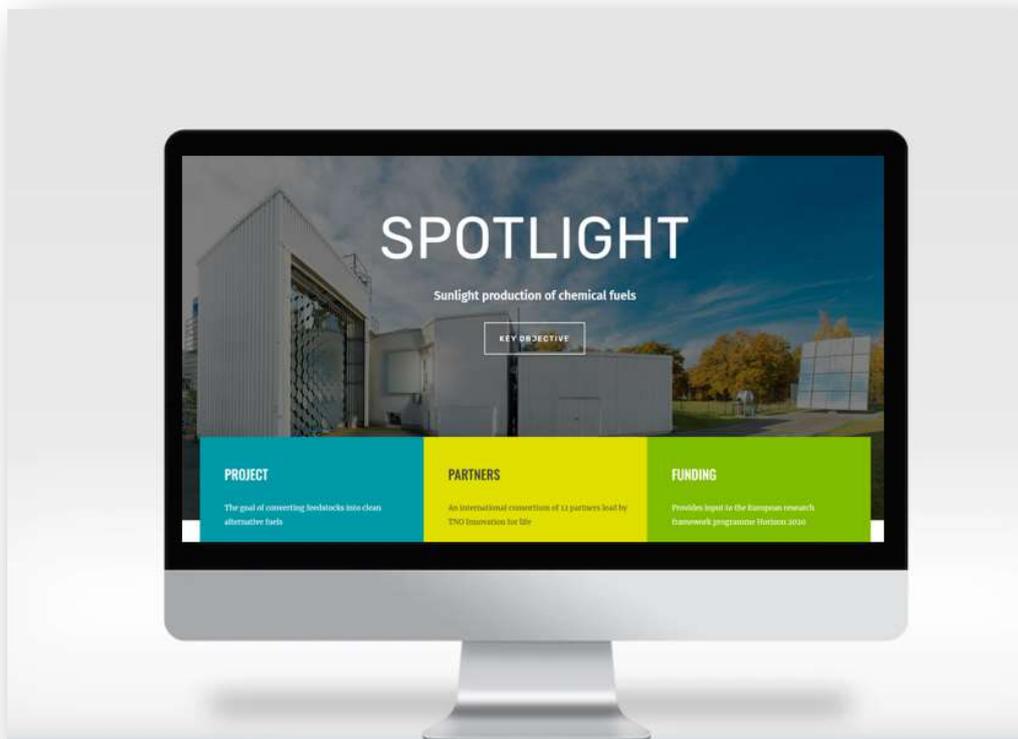


FIGURE 3. WEBSITE HOME

The website is part of a strategy to promote SPOTLIGHT brand and in accordance with the Commission's guidelines on visual identity.

The architecture of the website has been built based on the following sections:

- ✓ **HOME and THE PROJECT** refer to the description of the project and its main objectives.
- ✓ **PARTNERS:** is the special section dedicated to the team that makes the project possible.
- ✓ **PHOTONICS 21:** dedicated to the funding entity to give the relevance it deserves to its role.
- ✓ **NEWS:** the most lively and updated section where we update the web visitors about the evolution of the project, publications, actions, seminars and events in which we participate.
- ✓ **DOWNLOADS:** a section accessible to everyone where visitors can download documentation of interest.

Of course, any user has the option to contact us, either through the contact form **on the website or social networks**. In addition to having a prominent space on the website **for subscribing to our newsletter**.

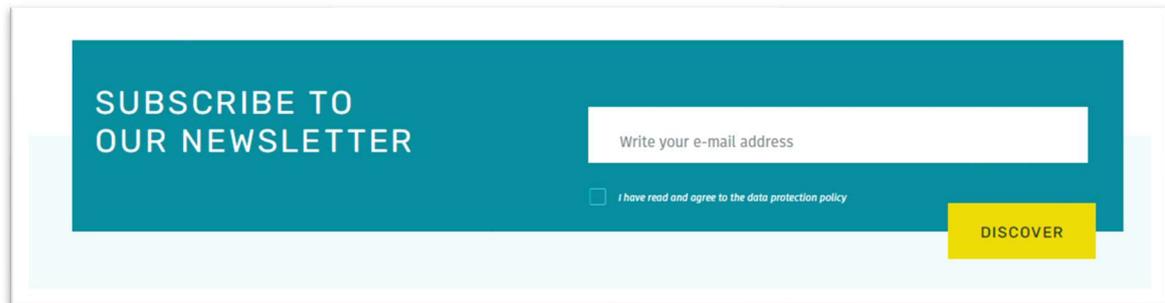


FIGURE 4. SUBSCRIBE TO NEWSLETTER CALL TO ACTION

**With regard to content management, we recall the salient points already outlined in the D7.2 – Website and Initial Dissemination and Communication Plan**

**Headlines, subtitles and keywords:** SEO copywriting means creating useful, compelling and valuable content that targets specific keywords, so that project stakeholders will gladly promote it on social media platforms. Headlines and subtitles play a key role, so SPOTLIGHT headlines and subtitles attract people’s attention and are written in a way to encourage them to click and read further. Headlines chosen for SPOTLIGHT websites are: “Converting feedstocks into clean alternative fuels”, “Facing the challenges”, “Why SPOTLIGHT?”, “Our objectives, our results”

**Creation of contents that can meet the informational needs of SPOTLIGHT target.** This process involves finding high performing content in the specific niche of stakeholders and creating something valuable for the Consortium and for European Commission, rather than just promoting the project from the Project Consortium point of view. Only by understanding the informational needs, the preferred content formats, and the most used channels by our target audiences it is possible to create valuable content for SPOTLIGHT stakeholders.

**Backlink building:** The SPOTLIGHT Project Consortium will publish contents about the project on their own communication channels, including also the link to the SPOTLIGHT website. In this way, more traffic is driven to the project website and a higher ranking of the main search engines is ensured. In fact, Google focuses on the authority of the website linking to your domain and measures authority by the number of links pointing to a specific page and how trustworthy those links are. If high quality websites (such as the project partners’ website) link to the SPOTLIGHT website, it automatically gains better authority and, consequently, views.

**For upcoming publications we will use infographics and videos:** images are easier to remember and help to convey complex concepts in easy-to-understand ways. For this reason, a series of infographics will be created for SPOTLIGHT using the same color palette of the project logo in order to be consistent with the project brand identity.

To measure the success and development of our website we use the **Google Analytics tool**. Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

#### Important metrics

A metric is a standard of quantitative measurement. Google Analytics enables users to track up to 200 different metrics to measure how their websites are performing. While some metrics may

be more valuable to certain businesses than others, these are some of the most popular metrics:

- **Users.** A user is a unique or new visitor to the website.
- **Bounce rate.** The percentage of visitors who viewed only a single page. These visitors only triggered a single request to the Google Analytics server.
- **Sessions.** The group of visitor interactions that happen in a 30-minute window of activity.
- **Average session duration.** How long on average each visitor stays on the site.
- **Percentage of new sessions.** The percentage of website visits that are first-time visits.
- **Pages per session.** The average number of page views per session.
- **Goal completions.** The number of times visitors complete a specified, desirable action. This is also known as a conversion.
- **Page views.** Total number of pages viewed.

<b>NEWS POSTED</b>	17 post
<b>SESSIONS</b>	1397
<b>USERS</b>	961
<b>AVERAGE SESSION DURATION</b>	43 secs
<b>PAGE VIEWS</b>	2683

TABLE 1 KPI'S TRAFFIC WEBSITE



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Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
Totals	961 100% of total	927 100% of total	576 100% of total	40.74% Avg 0%	0.60 Avg 0%	1m 03s Avg 0%
1 United States	113	112	54	39.13%	0.48	0m 52s
2 Netherlands	101	100	68	39.77%	0.67	0m 57s
3 Italy	87	85	80	49.69%	0.92	1m 40s
4 Spain	72	71	61	38.13%	0.85	1m 43s
5 China	69	37	10	13.89%	0.14	0m 11s
6 Germany	51	50	38	50%	0.75	1m 15s
7 United Kingdom	51	51	17	29.31%	0.33	0m 19s
8 Switzerland	50	50	39	45.35%	0.78	0m 57s
9 Belgium	44	41	27	40.91%	0.61	1m 39s
10 Finland	43	43	14	31.82%	0.33	0m 18s

FIGURE 5. DEMOGRAPHIC STATISTICS WEBSITE, ORGANISED BY COUNTRIES

### 1.3 Partners website

Starting the dissemination of a project from scratch is complex, so we rely on the partners' dissemination channels to raise awareness of the project and encourage users to visit the website. This is why the partners have included calls to action to the project's website in their websites with high traffic of visits.

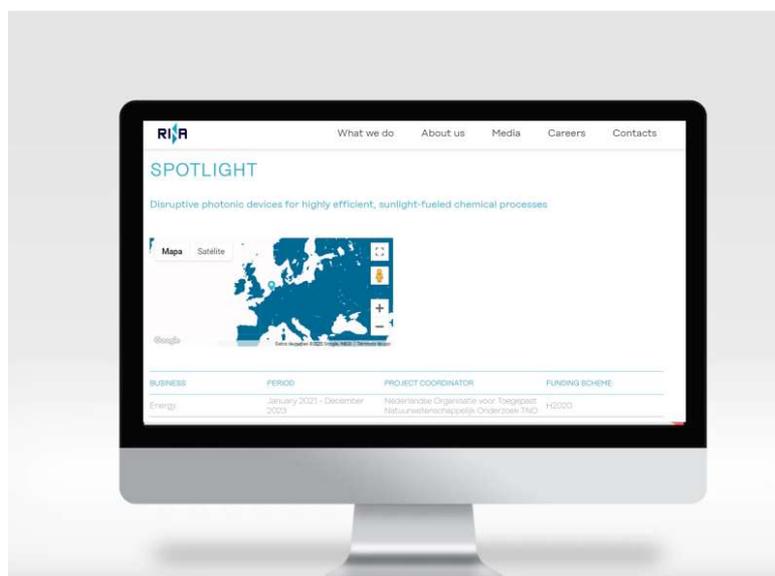


FIGURE 6. RINA'S WEBSITE



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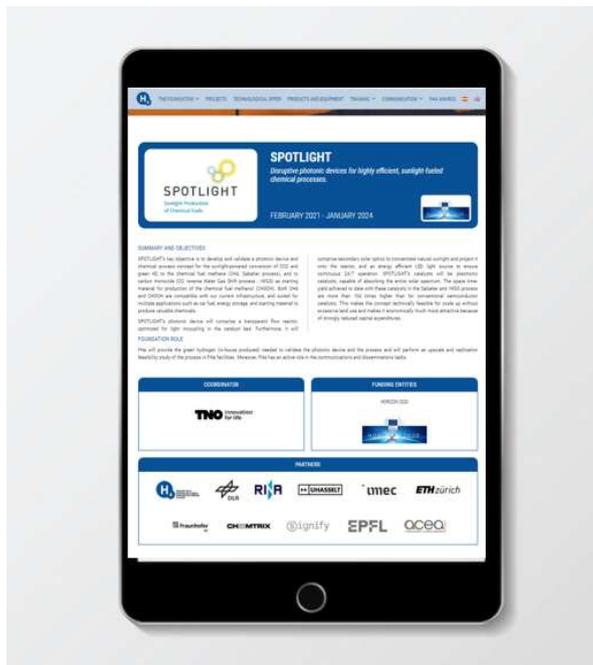


FIGURE 7. FHA’S WEBSITE

## SOCIAL NETWORKS

A Twitter and LinkedIn account was created to maximize project diffusion and communication activities through the most relevant twitter channels related to Solar Fuels production.

Both are used, all along the project life, to disseminate SPOTLIGHT results to enhance the visibility of Sunlight-fueled production of chemical fuels to the largest audience possible. For Twitter and LinkedIn own pages and partners social networks we have created several creative pieces to be published.

	POST	FOLLOWERS	REACH
TWITTER	7	7	684
LINKEDIN	9	47	3410

TABLE 2. ABOUT THE SOCIAL NETWORKS PERFORMANCE

LinkedIn offers us better results, as well as allows us to better analyse the origin of our potential leads, as well as their positioning in the sector. We will reinforce the frequency of publications, in order to guarantee a monthly publication. And we will try to reinforce our Twitter strategy, where it seems to be getting off to a good start.

We highlight a series of videos prepared for dissemination on social channels, where the leaders of the work packages present the project and encourage users to subscribe.

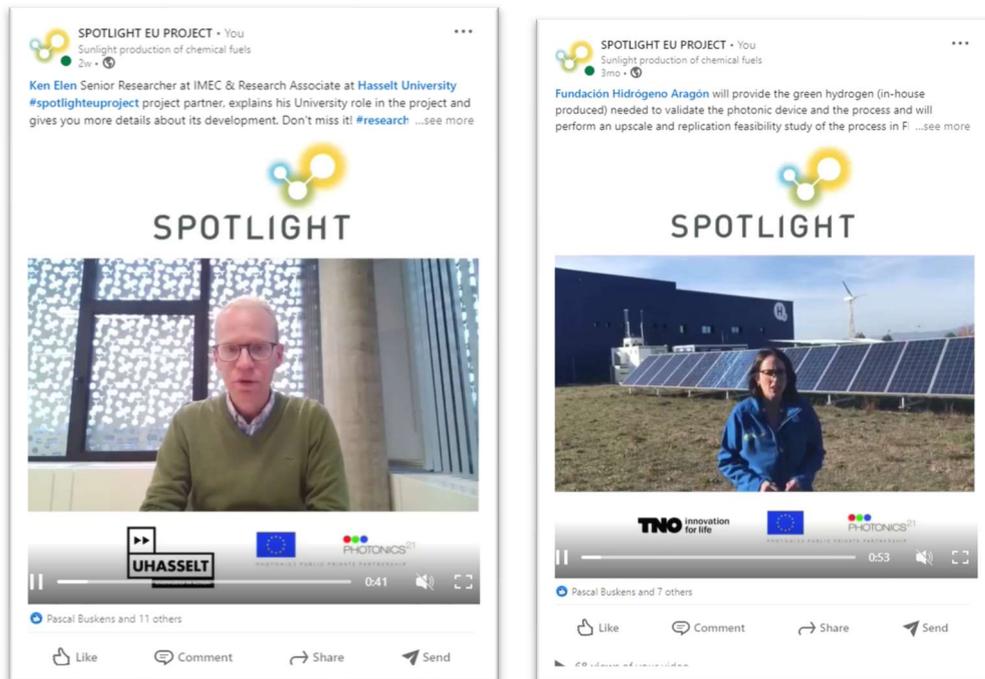


FIGURE 8. VIDEO FOR SOCIAL NETWORKS

Finally, to organise the publications, we have prepared an editorial calendar where each month a partner is in charge of creating content for the digital channels. It is a good way for everyone to work together on the digital image and to share the results of each work package as well as industry news that may be relevant to the project.



FIGURE 9. EXAMPLE OF EDITORIAL CALENDAR TO FOLLOW



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## 5. NEWSLETTER

A newsletter is a **tool used to communicate regularly with the project’s subscribers**, delivering the information you want in your email boxes, these messages can contain simple text or a structure composed of images and formatted text. In this project we sent the first one in November when we have 15 subscribers. Currently we have reach the number of 46 subscribers.

For the creation of the newsletter we use Mailchimp platform. Mailchimp is an all-in-one marketing platform that **helps to manage and talk to your clients, customers, and other interested parties**. Its approach to marketing focuses on healthy contact management practices, beautifully designed campaigns, and powerful data analysis.



FIGURE 10. FIRST NEWSLETTER SENT

The first newsletter serves as a structure for subsequent newsletters and shows the following content blocks: news about the project, news about the sector and upcoming events. The first newsletter achieved an open rate of 33,3%.



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## 6 DISSEMINATION CLIPPING

The initial plan for communication of project objectives, advancements and results has been drafted considering the above-described methodology and the profiles of target audience. To keep track we have a collaborative Excel that serves as a clipping system, each partner updates the following tables that register our publications as well as our participation in certain events.

### DIGITAL ACTIVITIES

Type of activity	Period	Link	Partner contribution	Countries addressed	Target	Responsible partner	Status	Estimation of the target reached
website	01/04/2020	<a href="#">Website: Shining a SPOTLIGHT on TNO's Expertise   TNO</a>	TNO		general public	TNO	Performed	
website	01/04/2020	<a href="#">Partner website</a>	FHA		general public	FHA	Performed	
social media	01/04/2020	<a href="#">LinkedIn: (2) Post   Feed   LinkedIn</a>	TNO		general public	TNO	Performed	
social media	01/04/2020	<a href="https://twitter.com/TNO_Research/status/1385259131037265921">https://twitter.com/TNO_Research/status/1385259131037265921</a>	TNO		general public	TNO	Performed	
social media	01/04/2020	<a href="#">LinkedIn: (2) Post   Feed   LinkedIn</a>	RINA		general public	RINA	Performed	
website	may 21	<a href="http://www.envipark.com">www.envipark.com</a>	Environment Park SpA		general public	Environment Park SpA	Planned	1500
social media	may 21	<a href="https://www.facebook.com/EnvironmentPark/">https://www.facebook.com/EnvironmentPark/</a>	Environment Park SpA		general public	Environment Park SpA	Planned	2875
social media	may 21	<a href="https://www.linkedin.com/company/1257185/admin/">https://www.linkedin.com/company/1257185/admin/</a>	Environment Park SpA		general public	Environment Park SpA	Planned	2660
social media	may 21	<a href="https://twitter.com/EnvironmentPark/status">https://twitter.com/EnvironmentPark/status</a>	Environment Park SpA		general public	Environment Park SpA	Planned	515
website	May 21	<a href="https://www.rina.org/en/media/CaseStudies">https://www.rina.org/en/media/CaseStudies</a>	RINA		general public	RINA	Performed	
website	01/04/2021	<a href="#">Shining a SPOTLIGHT on TNO's Expertise   TNO</a>	TNO		general public	TNO	Performed	
website	01/04/2021	<a href="#">spotlight_press_release.pdf (tno.nl)</a>	TNO		general public	TNO	Performed	
social media	01/04/2021	<a href="#">TNO on LinkedIn: Shining a SPOTLIGHT on TNO's Expertise</a>	TNO		general public	TNO	Performed	>80000
website	01/04/2021	<a href="https://ambiente.aceapinerolese.it/progetti-di-ricerca/">https://ambiente.aceapinerolese.it/progetti-di-ricerca/</a>	ACEA		all	ACEA	Performed	
Acea Pinerolese web press review	14/12/2020	<a href="http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445817341.pdf">http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445817341.pdf</a>	ACEA		all	ACEA	Performed	
Acea Pinerolese web press review	14/12/2020	<a href="http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445805595.pdf">http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445805595.pdf</a>	ACEA		all	ACEA	Performed	
Acea Pinerolese web press review	14/12/2020	<a href="http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445751583.pdf">http://www.ow48.rassegnestampa.it/picoweb/pdf/2020/2020-12-14/2020121445751583.pdf</a>	ACEA		all	ACEA	Performed	
social media	25/06/2021		ACEA		all	ACEA	Planned	
social media	25/07/2021		ACEA		all	ACEA	Planned	
website	30/05/2021	<a href="#">enables-solar-fuel-production</a>	Chemtrix		all	Chemtrix	Performed	
other	01/06/2021	<a href="https://www.chemtrix.com/downloads?category=5">https://www.chemtrix.com/downloads?category=5</a>	Chemtrix		all	Chemtrix	Performed	
social media	01/01/2022	<a href="https://www.photonics21.org/2022/new-technique-to-c">https://www.photonics21.org/2022/new-technique-to-c</a>	TNO		general public	TNO	Performed	
social media	23/02/2022	<a href="https://www.azooptics.com/article.aspx?ArticleID=2158">https://www.azooptics.com/article.aspx?ArticleID=2158</a>	TNO		general public	TNO	Performed	

FIGURE 11. DIGITAL ACTIONS REGISTRATION

## PUBLICATIONS

Type of scientific publication	Title of the scientific publication	Responsible partner	Target	DOI	ISSN or eSSN	Authors	Title of the journal or equivalent	Publisher	Year of publication	Public & Private publication	Peer reviewed	Open Access	Status
Open access science	Using Fiber Bragg Grating Sensors to Quantify Temperature Non-Uniformities in Plasmonic Catalyst Beds under Illumination	TNO	scientific community	<a href="https://doi.org/10.1002/cptc.202100281">https://doi.org/10.1002/cptc.202100281</a>		Man Xu, Tim den Hartog, Lun Cheng, Marciano Wolfs, Roberto Habets, Jelle Rohlf, Jonathan van den Ham, Nicole Meulendijks, Francisc Sastre, Pascal Buskens	Chem.Photo.Chem	Wiley	2022	Public	Yes	yes gold OA	Performed
Open access science	Comparing the catalytic performance in the sunlight-powered Sabatier reaction of Ru/Al <sub>2</sub> O <sub>3</sub> and Ru/SiO <sub>2</sub> prepared by thermal decomposition and chemical reduction	UHA	scientific community	Under review		Daria Burova, Jelle Rohlf, Francisc Sastre, Pau Martínez Molina, Nicole Meulendijks, Marcel A. Verheijen, An-Sofie Kelchtermans, Ken Elen, An Hardy, Marlies K. Van Bael, Pascal Buskens	Catalysts	MDPI	2022	Public	Yes	yes gold OA	Performed



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**EVENTS**

Type of event	Event Title	Link	Date	Place	Partner Contribution (project presentation, brochure, stand...)	Countries addressed	Target	Responsible partner	Status
participation to a workshop	Ecomondo Fair	<a href="https://www.ecomondo.com/">https://www.ecomondo.com/</a>	26-29 october 2021	italy	poster	Italy	scientific community	Environment Park Spa	performed
exhibition	EUSEW	<a href="https://ec.europa.eu/info/events/eu-sustainable-energy-week/eu-sustainable-energy-week-eusew-2021-oct-25_en">https://ec.europa.eu/info/events/eu-sustainable-energy-week/eu-sustainable-energy-week-eusew-2021-oct-25_en</a>	25-29 October 2021	Virtual	Booth/direct participation	EU	industry	RINA	performed
exhibition	EU Utility Week	<a href="https://www.enlit-europe.com/euw">https://www.enlit-europe.com/euw</a>	30 November - 2 December 2021	Milano, Italy	Booth/direct participation	EU	industry	RINA	performed
exhibition	WSED22				Booth/direct participation	EU	scientific community	RINA	performed
exhibition	International Solar Fule Conference				Project presentation (abstract)	EU	scientific community		performed
organisation of a workshop	Ecomondo Digital Week	<a href="https://www.ecomondo.com/ecomondo/digital-green-weeks/progetto">https://www.ecomondo.com/ecomondo/digital-green-weeks/progetto</a>	09/06/2021	Italy	webinar: "The new fuels and fuels for decarbonisation: incentives and opportunities in the directive RED II"	EU	industry	RINA	performed
exhibition	genova Smart Week	<a href="https://www.genovasmartweek.it/">https://www.genovasmartweek.it/</a>	01/11/2021	Italy	Poster	Italy	general public	RINA	performed
brokerage event	Hydrogen Europe		Variuous dates	EU	Project presentation	EU	scientific community	RINA	performed
pitch event	SolarMedia	<a href="https://solarmedia.co.uk/events/">https://solarmedia.co.uk/events/</a>	TBD	UK	Project presentation	EU	scientific community	RINA	Planned
exhibition	KeyEnergy	<a href="https://www.keyenergy.it/">https://www.keyenergy.it/</a>	26-29 october 2021	italy	poster	EU	industry	RINA	Performed
exhibition	ACHEMA 2022	<a href="https://www.achema.de/2021-MRS-Fall-Meeting-Exhibit-Boston">https://www.achema.de/2021-MRS-Fall-Meeting-Exhibit-Boston</a>	4th to 8th April 2022	Germany	Presentation	EU / Asia / India / North	industry	Chemtrix	Planned
exhibition	MRS Fall 2021	<a href="https://www.achema.de/2021-MRS-Fall-Meeting-Exhibit-Boston">https://www.achema.de/2021-MRS-Fall-Meeting-Exhibit-Boston</a>	Nov 28- Dec3, 2021	USA	presentation	EU/USA	scientific community	TNO	Planned
exhibition	Chemspec Europe	<a href="http://www.chemspeceurope.com">www.chemspeceurope.com</a>	29-30 September 2021	Virtual	Presentation & Exhibition	EU / Asia / India / North	industry	Chemtrix	Planned
exhibition	Chemspec Europe	<a href="http://www.chemspeceurope.com">www.chemspeceurope.com</a>	31st May to 1st June 2022	Germany	Presentation & Exhibition	EU / Asia / India / North	industry	Chemtrix	Planned
participation to a conference	NAM27	<a href="https://www.achema.de/2021-MRS-Fall-Meeting-Exhibit-Boston">NAM27 – The 27th North</a>	May22-27	USA	presentation	EU/USA	scientific community	TNO	Planned
participation to a conference	ASME Energy Sustainability	<a href="https://event.asme.org/E">https://event.asme.org/E</a>	July 11-13, 2022	TBD	Presentation(abstract)	EU / Asia / India / North	scientific community	EPFL	Planned
participation to a conference	Optical Devices and Mate	<a href="https://www.optica.org/">https://www.optica.org/</a>	July 24-28, 2022	Hybrid	Presentation(abstract)	EU / Asia / India / North	scientific community	EPFL	Planned
organisation of a conference	International Symposium	<a href="https://www.chemistryvi">https://www.chemistryvi</a>	May 2022	La Rochelle, France	Presentation(abstract)	EU	scientific community	RINA	Planned
organisation of a workshop	ENLIT workshop	<a href="https://www.enlit-europe">https://www.enlit-europe</a>	01/12/2022	Frankfurt, Germany	Presentation & Exhibition	EU	industry	RINA	Planned
	ACHEMA	<a href="https://www.achema.de/">https://www.achema.de/</a>	01/08/2022	Frankfurt, Germany	Presentation	EU	industry	Chemtrix	Planned



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## 7 OTHER MARKETING MATERIALS; BROCHURE

The project brochure describes the overall approach of the project, its innovation and impact to the community. On the first page you can find the solar panels as a conceptual image. On the second page, we introduce the project by its expected results. On the third page we opted to show all consortium partners. Finally, we showcase how this project benefits for the EU Community and finally the PHOTONICS 21 acknowledgement is shown.



FIGURE 2 -PROJECT BROCHURE

## 8 CONCLUSIONS

### DIGITAL DISSEMINATION

We will continue with the programming of the editorial calendar to keep feeding our digital channels with information from the project. The following partners will be responsible for content creation in the second half of the year.



FIGURE 13 -EDITORIAL CALENDAR

### UPCOMING WORKSHOP

Our first workshop will be Enlit. Enlit is a series of energy events unlike any other – because they are more than just energy events. Enlit is a community that for 365-days a year will collaborate and innovate to solve the most pressing energy-related issues.

At the European edition, the Enlit community will come together for three days in Frankfurt from 29 November through to 1 December 2022, to meet and inspire each other and to develop their discussions and actions to take steps forward in the energy transition.

### FINAL DISSEMINATION AND COMMUNICATION PLAN

All activities performed from now on will be included in the final deliverable D7.5 Final Dissemination and Communication report, due on M36.