Tech UPGRADE

D8.1 Dissemination and Communication Plan

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Deliverable 8.1

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Dissemination level	
x	PU = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group of the consortium (including the EC)
	CO = Confidential, only members of the consortium (including the EC)

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1 Public Summary

The Deliverable D8.1 *Dissemination and Communication Plan* serves as a comprehensive guide for the TechUPGRADE project's communication and dissemination activities. This plan outlines the strategies, tools, and actions to effectively share project information, engage stakeholders, and maximize the project's long-term impact. The plan delves into the Communication and Dissemination Strategy, detailing the action plan, roles and responsibilities, and various tools such as the visual identity pack, project website, social media accounts, newsletters, press releases, info-videos and recordings, and more. The plan also highlights the importance of stakeholder engagement and presents measures to effectively engage key stakeholders. Furthermore, it emphasizes the monitoring and evaluation of dissemination activities through the dissemination log and reports. With this comprehensive plan, TechUPGRADE aims to ensure the successful communication and dissemination of project outcomes, fostering collaboration, knowledge sharing, and maximizing the project's impact.

2 Introduction

The Dissemination and Communication Plan, documented in Deliverable D8.1, is a fundamental component of the TechUPGRADE project. This comprehensive plan outlines the strategies, activities, and tools that will be employed to effectively communicate project information, disseminate research findings, and engage with various stakeholders. With a clear scope and purpose, the plan sets the stage for systematic and impactful communication efforts throughout the project's lifecycle. It takes into account the project's context, including target audiences and available resources, and aims to maximize the long-term impact of the TechUPGRADE project. By addressing the specific needs of different stakeholders, the plan ensures that communication efforts are tailored, engaging, and aligned with the project's objectives.

2.1 Scope

Deliverable D8.1, the Dissemination and Communication Plan, outlines the strategies, tools, and activities to be implemented throughout the TechUPGRADE project. It provides a comprehensive framework for disseminating project information, sharing research findings, engaging with stakeholders, and maximizing the project's long-term impact.

2.2 Purpose

The purpose of D8.1 is to ensure a systematic and effective approach to communication and dissemination activities within the TechUPGRADE project. It aims to create awareness, facilitate knowledge sharing, and foster collaboration among various target groups, including the scientific community, market actors and industry, policymakers, and the general public. The plan serves as a roadmap for implementing communication and dissemination initiatives that align with project objectives and contribute to the project's success.

2.3 Context

Deliverable D8.1 is a crucial component of Work Package 8 (WP8) of the TechUPGRADE project. It is developed in the early stages of the project (M01-M03) to establish a solid foundation for communication and dissemination efforts. The plan takes into account the project's specific goals, target audiences, available resources, and the communication guidelines provided by the European Commission. It sets the stage for effective communication throughout the project's lifespan.

2.4 Intended Audience

The primary audience for D8.1 includes the TechUPGRADE project team, consortium members, and relevant stakeholders involved in the project. This includes researchers, university representatives,

industry actors, policymakers at European, national, and regional levels, as well as the general public. The plan provides guidance for all project partners and ensures that communication and dissemination activities are tailored to the specific needs and interests of each target audience.

3 Communication and Dissemination Strategy

The dissemination and communication strategy of TechUPGRADE follows a comprehensive methodology to ensure effective outreach and maximize the project's impact. The methodology consists of several key steps:

Development of TechUPGRADE Strategy: A coherent and consistent branding strategy is developed, encompassing the visual, verbal, and aesthetic identity of the project. This strategy aligns with the project's objectives and ensures a unified approach to communication and dissemination.

Creation of an Action Plan: A detailed action plan is formulated, outlining specific activities and their timelines. This plan includes the allocation of responsibilities, monitoring and evaluation mechanisms, and indicators for measuring success. It provides a roadmap for the implementation of dissemination and communication activities.

Establishment of Online Presence: A project website is developed as a central platform for sharing project information, updates, and resources. Social media channels on platforms such as LinkedIn, Facebook, Twitter, YouTube, and Spotify are created to engage with the target audience and disseminate project results effectively.

Implementation of Dissemination Activities: Various dissemination activities are undertaken to reach different target groups. This includes the creation of trimonthly newsletters, press releases, scientific publications, info-videos, and thematic interviews. The newsletters provide regular updates and project news, while press releases share information on project activities, events, and results with relevant platforms, partner websites, and the media. Scientific project results are published in both scientific journals and popularized forms on various platforms and partner websites. Additionally, animated videos and thematic interviews with project experts are produced to explain the construction, usage, and outcomes of the thermochemical heat upgrade system, ensuring wide dissemination and engagement with researchers, industrial actors, innovators, and other stakeholders.

Organization of Multiplier Events and Exhibition: Open R&I days are organized at partner premises, offering guided tours and presentations of the project's total configuration. A 14-day exhibition is hosted in an exhibition space, utilizing artistic means to popularize the research behind the configuration and make it accessible to the wider public. The exhibition is also made available digitally for broader reach.

Hosting of a Final Event: A one-day conference is planned as the project's final event, held in Brussels, the capital of the EU. The conference aims to present the innovation and project outcomes to key stakeholders, including industry actors, policy makers, and representatives of chambers of commerce. The event will facilitate knowledge sharing, networking, and collaboration.

Collaboration with Other Projects: TechUPGRADE actively fosters collaboration, clustering, and cooperation with other relevant projects, networks, and initiatives. This approach promotes complementary synergies, facilitates knowledge exchange, and expands the dissemination efforts to wider audiences.

Utilization of EU Channels: The project follows the suggestions provided by the EU Commission for promoting project results. TechUPGRADE leverages platforms such as Horizon Magazine, Research*eu, Project stories, and other online and offline channels to showcase the project's outcomes. The project also participates in events, newsletters, and communication activities outlined in the EU's communication guidelines for projects.

3.1.1 Action Plan for Dissemination and Communication (TechUPGRADE)

The action plan outlines the specific activities and timelines for the implementation of dissemination and communication efforts in the TechUPGRADE project. It aims to effectively engage target groups, maximize project visibility, and achieve the desired impact. The plan is structured to ensure a coordinated and comprehensive approach to dissemination and communication activities.

Figure 1 illustrates the structured action plan for the implementation of dissemination and communication activities in the TechUPGRADE project. The plan outlines key steps and timelines for various activities, including the development and distribution of trimonthly newsletters, the creation and distribution of press releases, and the publication of scientific findings.

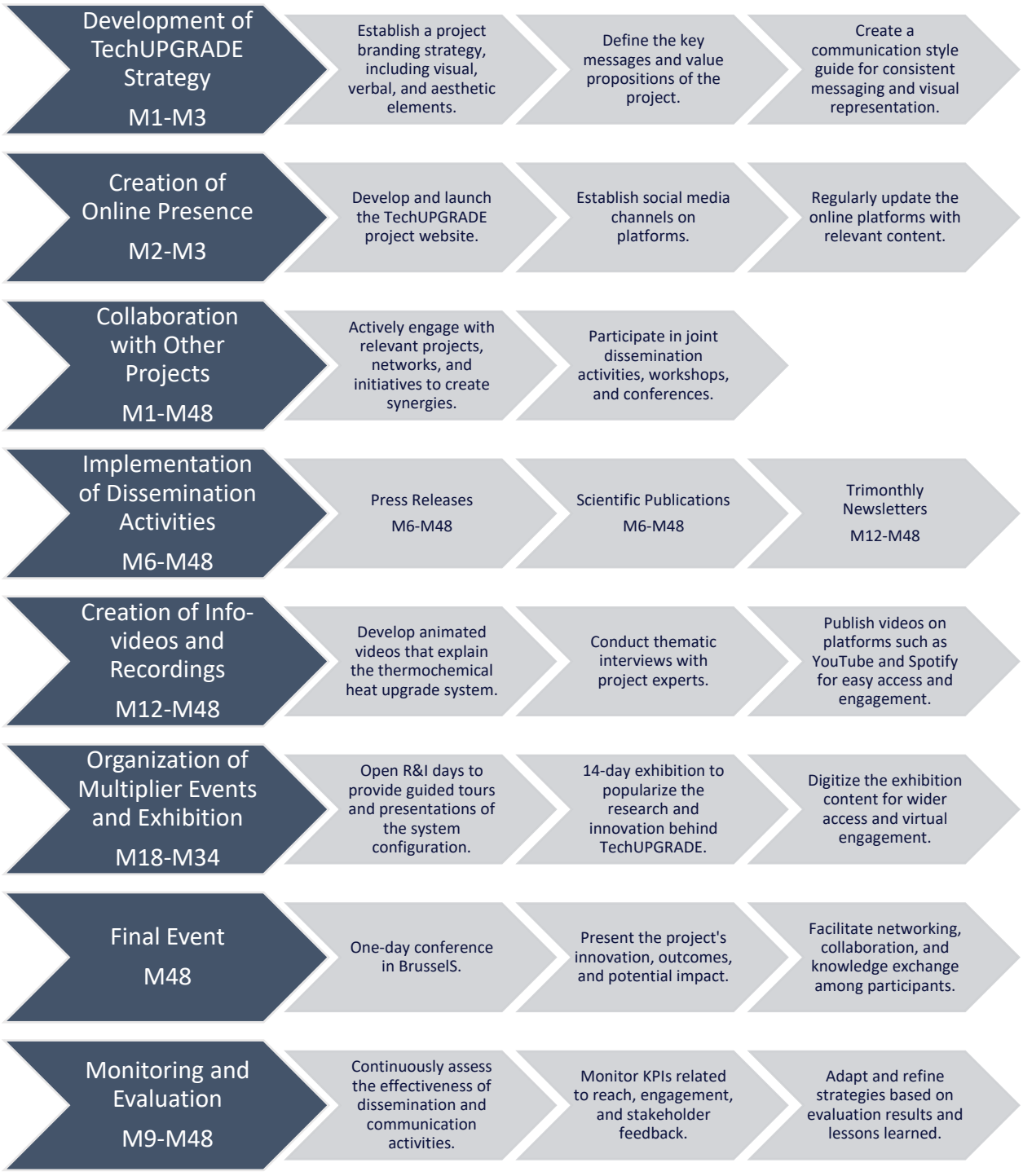

Figure 1: Action Plan for Dissemination and Communication Activities

By implementing this action plan, TechUPGRADE aims to ensure effective dissemination and communication of project results, engage diverse stakeholders, and drive long-term exploitation and sustainability of the project's innovative solutions. The plan will be continuously reviewed and adjusted to optimize impact throughout the project duration.

3.1.2 Roles and Responsibilities

In the dissemination and communication activities of the TechUPGRADE project, several key roles and responsibilities are assigned to ensure effective implementation. These roles include the Dissemination and Communication Leader, Project Coordinator, Work Package Leaders, and Partner Organizations.

The **Dissemination and Communication Leader**, i.e. the WP8 Leader, holds the overall responsibility for executing the dissemination and communication plan. They play a crucial role in coordinating all activities related to dissemination and communication, ensuring that they align with the project's objectives and guidelines. Additionally, the leader monitors the progress and evaluates the impact of the dissemination efforts.

Working closely with the Dissemination and Communication Leader, the **Project Coordinator** assumes a comprehensive role in managing the overall dissemination and communication activities. They provide guidance and support to the Dissemination and Communication Leader and the team, ensuring effective coordination and collaboration among the various work packages and partner organizations involved in the project.

The **Work Package Leaders**, representing different work packages within the project, are responsible for developing relevant content and updates specific to their respective work packages. They contribute their expertise and insights to the creation of communication materials, ensuring the accuracy and relevance of the information being disseminated. Collaborating closely with the Dissemination and Communication Leader, they ensure coherence and consistency in the messaging across different work packages.

Lastly, the **Partner Organizations** play an essential role in the dissemination and communication activities. They actively contribute to the sharing of project updates and outcomes, providing valuable content for dissemination purposes. Partner organizations promote project-related content on their websites, social media platforms, and other channels, amplifying the reach and visibility of the project's achievements. They also actively participate in events and workshops organized for dissemination, contributing their expertise and perspectives.

3.2 Dissemination tools

3.2.1 Visual Identity Pack

The Visual Identity Pack for TechUpgrade is a comprehensive set of design elements and guidelines that ensure a consistent and professional visual identity across all project communications and materials. It includes various templates for communication tools such as the project logo, word template, PowerPoint template, newsletter template, poster template, social media templates, and a flyer template.

The purpose of the Visual Identity Pack is to establish a clear and recognizable brand identity for the TechUpgrade project. By adhering to the pack's design elements and guidelines, it aims to increase visibility, recognition, and consistency among the project's target audiences.

The design elements in the Visual Identity Pack are centered around the project's logo (see Figure 2), which features a unique combination of colors, typography, and graphic elements. The logo serves as the foundation for all other design elements, ensuring a cohesive and consistent look and feel throughout project communications.

Figure 2: TechUPGRADE logo versions

Coloured Version: The coloured version of the TechUpgrade logo is the primary and most commonly used version. It features a combination of distinct colors that have been carefully selected to represent the project's identity and values. The specific colors used in the logo are specified in the project's brand guidelines. The coloured version will be utilized in most project materials, including digital and print communications, presentations, and publications.

White Version: The white version of the TechUpgrade logo is designed to be used in specific instances where the background color or surface requires a dark or vibrant contrast. The logo is rendered in white, making it stand out prominently against darker or colorful backgrounds. This version ensures optimal visibility and legibility when the coloured logo would not provide sufficient contrast. It may be used on dark backgrounds, promotional merchandise, or specific promotional materials where the contrast with the background is essential.

Black Version: The black version of the TechUpgrade logo serves a similar purpose to the white version, but in cases where the background or surface is light or predominantly white. The logo is presented in black, providing a sharp contrast against light backgrounds. This version ensures clear visibility and readability in situations where the coloured logo may not stand out effectively. It may be used on white backgrounds, letterheads, official documents, or other materials where the contrast with the background is necessary.

Clear guidelines have been established for the effective use of the Visual Identity Pack across all project communications and materials. These guidelines cover various aspects, including logo placement, font usage, color usage, and overall design guidelines. All project partners will be provided with these guidelines and are expected to adhere to them in all project-related communications and materials.

The visual identity materials of the TechUpgrade project play a vital role in its overall communication and dissemination strategy. These materials, including the logo, templates, and design elements, are carefully crafted to reflect the project's goals, values, and identity. They ensure a consistent and recognizable image for the project across different communication channels, reinforcing the project's message and increasing awareness and recognition among target audiences. The visual identity materials are available in the Visual Identity Pack Annex.

3.2.2 Project website

The TechUpgrade project website, located at techupgrade.eu, serves as the primary online platform for disseminating comprehensive information about the project, its objectives, and its outcomes to a broad audience. It serves as a central hub for stakeholders to access project updates, resources, and key information about the project's objectives, work packages, and partnership. The website is designed to enhance project visibility, promote engagement with stakeholders, and facilitate knowledge transfer.

The TechUpgrade project website features a user-friendly and accessible design with a clear and intuitive navigation system. It offers a range of features and functionalities to enhance usability and effectiveness, including:

- About the Project: A dedicated page providing an overview of the TechUpgrade project, its goals, and anticipated outcomes.
- Work Packages: Detailed descriptions of the project's work packages, including activities, expected results, and responsible partners.
- Partnership: A dedicated page introducing the project partners, their roles, and contributions to the project. It includes references to their official websites and social media accounts.
- News and Updates: A section that displays the latest news, updates, blog posts, press releases, and upcoming events related to the TechUpgrade project.
- Resources: A repository of project-specific materials, including reports, publications, training materials, and other relevant documents.

The TechUpgrade website also includes a contact form and links to the project's social media accounts, facilitating easy communication and interaction with stakeholders. The website is developed with a responsive design, ensuring accessibility across various devices, including desktop computers, tablets, and smartphones. It is optimized for search engines to ensure stakeholders can easily find and access relevant project information.

3.2.3 Social Media accounts

The purpose of the project's social media accounts is to increase awareness of the project and its activities among a wider audience. The social media accounts will serve as an additional communication channel to the project website, providing stakeholders with regular updates on project progress, outcomes, and events. Through social media, the project will also engage with stakeholders and encourage their participation in project activities and dissemination events.

The project will use the following social media platforms and channels:

Table 1: Social Media Platforms and Channels of the TechUPDRADE project

LinkedIn: The TechUpgrade LinkedIn page serves as a professional networking platform for the project. It provides updates on project activities, milestones, and achievements. The LinkedIn page also highlights the expertise and contributions of project partners and engages with industry professionals, researchers, policymakers, and other relevant stakeholders in discussions related to the project's objectives and outcomes. It shares informative articles, news, and updates related to the project's focus areas.

Facebook: The TechUpgrade Facebook page is designed to reach a wider audience and engage with the general public. It shares project updates, news, and key information in a more accessible and engaging format. The page encourages interaction, allowing followers to like, comment, and share posts. It may feature engaging visuals, videos, and infographics to effectively communicate the project's goals and impact to a broader audience.

Twitter: The TechUpgrade Twitter account serves as a platform for real-time updates and quick information sharing. It provides concise project updates, highlights key achievements, and shares relevant news and resources. The account engages with stakeholders, industry influencers, and relevant organizations by utilizing appropriate hashtags, mentions, and retweets. The character limit encourages concise and impactful messaging, making it suitable for sharing project updates and engaging in discussions.

YouTube: The TechUpgrade YouTube channel hosts a collection of informative and engaging videos related to the project. These videos may include project overviews, interviews with experts, animated explanations of the technology, highlights from events, and showcases of project achievements. The channel serves as a visual platform to disseminate project information and create awareness among stakeholders, researchers, and the wider public. It allows viewers to subscribe, like, comment, and share the videos to increase visibility and engagement.

Spotify: The TechUpgrade Spotify account provides an innovative approach to disseminating project-related information through audio content. It may include podcasts, interviews, and audio recordings that discuss project advancements, findings, and success stories. The Spotify account targets a tech-savvy audience interested in audio-based content and provides an alternative medium for sharing project updates and insights.

Instagram: The TechUpgrade Instagram account serves as a visually engaging platform for sharing project updates, achievements, and insights. Through captivating images, videos, and graphics, the account showcases the project's progress, innovative solutions, and real-world applications. The visually-driven nature of Instagram allows for creative storytelling, highlighting the project's impact and attracting the attention of a wide audience, including researchers, industry professionals, policymakers, and the general public. In addition to sharing project-related content, the TechUpgrade Instagram account fosters community engagement by actively interacting with followers through comments, direct messages, and user-generated content.

Each social media account for TechUpgrade follows the project's visual identity guidelines to ensure consistent branding and recognition across platforms. The accounts actively engage with followers, respond to inquiries, and encourage the sharing of project-related content to maximize visibility, engagement, and reach among the target audiences.

The TechUpgrade project's social media content strategy will focus on regularly sharing updates on project progress, outcomes, and events. This strategy involves utilizing various social media platforms to disseminate information to the project's target audience. To ensure effective implementation, a quarterly rotation system will be established among project partners. Each quarter, a different partner will be responsible for providing input for social media updates, as per the social media content schedule outlined in Figure 3.

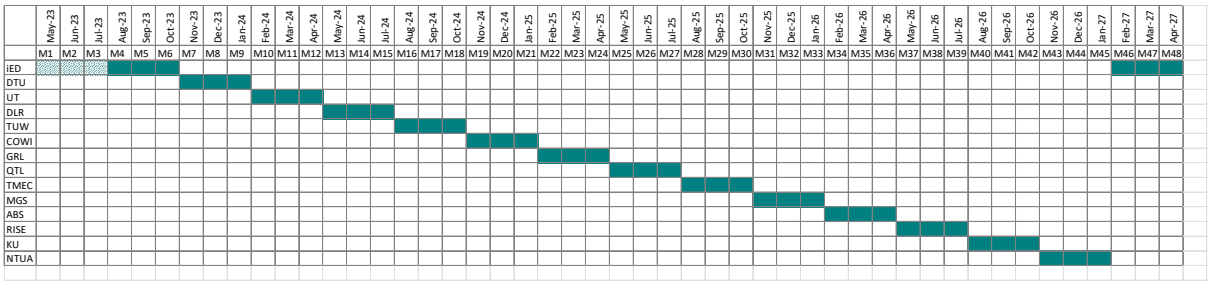

Figure 3: Social media content schedule

The responsible partner will create and share at least two posts per month, adhering to the social media content schedule. The content for the social media accounts should be provided by the responsible partner within the first 10 days of each month to ensure timely and effective sharing of project progress, outcomes, and events. This approach guarantees a consistent flow of relevant and engaging content across all social media platforms, maintaining the project's visibility and engagement with the target audience.

The social media content strategy will undergo regular reviews and evaluations to ensure its continued effectiveness in achieving the project's dissemination and exploitation objectives. Additionally, to accommodate additional posts beyond the scheduled ones, such as event announcements or post-event dissemination, the responsible partner should send the content to the Work Package Leader at least 10 days before the planned posting. This allows sufficient time for review and approval before posting.

The content of social media posts will encompass various elements, including:

- Project philosophy to promote the project's objectives and vision.
- News related to the project's developments and milestones.
- Videos produced within the project to showcase key activities and outcomes.
- Reviews and testimonials from project partners and the target audience.
- Promotion of partner organizations and their roles in the project.
- Inspirational quotes from leaders in the field.
- Focused articles related to the project's theme.
- Surveys and their results to gather feedback and engage the audience.
- Promotion of upcoming events and post-event dissemination of event highlights and images.

For detailed descriptions of these content elements, please refer to the Annex section of this document (see Detailed List of Social Media Content Elements for Project PromotionAnnex).

The content will be tailored to the strengths of each platform. For example, Facebook will be utilized for longer-form updates, LinkedIn for professional networking and project news, Instagram for visually appealing and engaging content, and YouTube for video content and webinars. Each platform will serve a specific purpose in effectively reaching and engaging the project's target audience.

The project will actively engage with stakeholders through social media, encouraging their participation in project activities and dissemination events. Targeted outreach and promotion of events and activities will be employed to maximize stakeholder engagement.

The project team will monitor social media channels regularly, responding promptly to questions and comments from stakeholders. Social media analytics will be utilized to evaluate the effectiveness of the project's social media strategy, enabling continuous improvement and refinement.

3.2.4 Newsletters

The TechUPGRADE project will utilize newsletters as a valuable tool for disseminating the latest news and updates about the project to various target groups. These newsletters will be delivered trimonthly after the first year of the project and will be sent via email to subscribers who have opted to receive updates on the project's website. The newsletters aim to engage the target groups identified in the project proposal, as well as other relevant audiences such as alumni, engineer enthusiasts, and more.

The content of the newsletters will be carefully structured and tailored to address the specific interests and needs of each target group. It will highlight the project's progress, achievements, upcoming activities, and stimulate engagement from the recipients. The newsletters may include the following content elements:

Project Updates: Highlighting the latest developments, milestones, and achievements of the TechUPGRADE project.

Upcoming Activities: Promoting and providing information about upcoming project activities, such as workshops, events, or training sessions, to encourage participation and engagement.

Success Stories: Showcasing success stories, testimonials, and real-life examples that demonstrate the impact and benefits of the project's innovations.

Expert Interviews: Featuring interviews with project experts and key stakeholders, providing valuable insights and perspectives on the project's objectives and outcomes.

Resources and Publications: Sharing project-related resources, reports, publications, and other relevant materials to disseminate knowledge and foster further learning.

The newsletter development process consists of several phases, including content development, newsletter production, and newsletter dissemination.

To ensure comprehensive and accurate content, each WP leader will be responsible for developing the content related to their respective work package in the newsletter based on Table 2. This approach guarantees that the newsletter reflects the current status and achievements of each work package. By involving the WP leaders in content development, the newsletters will provide valuable insights into the project's progress, ensuring they are informative and engaging for stakeholders.

Table 2: Content Development and Responsibilities for TechUPGRADE Newsletters

Newsletter	Release Date	Proposed title	WP related content	Responsible partners
Newsletter #1	M6 – Sep 2023	*The TechUPGRADE project*	All WPs *Introduction to the project, its objectives and results and information about the kick-off meeting in Denmark*	DTU iED
Newsletter #2	M12 – Apr 2024	*Revolutionizing Heat Upgrade: Designing Reactors, Perfecting Materials*	WP2 Heat upgrade reactor design and lab-scale development WP3 Material selection, development, and characterization for different scenarios	UT TUW
Newsletter #3	M17 – Sep 2024	*Unlocking Potential: Advancing Heat Upgrade Reactors and System Integration*	WP2 Heat upgrade reactor design and lab-scale development WP4 System-level integration, and dynamic optimization	UT DTU
Newsletter #4	M21 – Jan 2025	*Materials of the Future: Unlocking Potential in Various Scenarios*	WP3 Material selection, development, and characterization for different scenarios WP5 Control and digitalization	TUW KU
Newsletter #5	M24 – Apr 2025	*Path to Sustainability: Materials, Impacts, and Challenges*	WP3 Material selection, development, and characterization for different scenarios	TUW
Newsletter #6	M29 – Sep 2025	*From Integration to Demonstration: Scaling Up with Success*	WP4 System-level integration, and dynamic optimization WP6 Pilot-scale demonstrations at 2 sites	DTU DLR
Newsletter #7	M33 – Jan 2026	*From Lab to Reality: Breakthroughs in Reactor Design and Demonstrations*	WP2 Heat upgrade reactor design and lab-scale development WP6 Pilot-scale demonstrations at 2 sites	UT DLR
Newsletter #8	M36 – Apr 2026	*Empowering Efficiency: The Power of Control and Digitalization*	WP5 Control and digitalization WP6 Pilot-scale demonstrations at 2 sites	KU DLR

Newsletter	Release Date	Proposed title	WP related content	Responsible partners
Newsletter #9	M41 – Sep 2026	*Designing the Future: Reactors, Demonstrations, and Beyond*	WP2 Heat upgrade reactor design and lab-scale development WP6 Pilot-scale demonstrations at 2 sites	UT DLR
Newsletter #10	M48 – Apr 2027	*Powering Progress: Reactor Advancements and Impact Assessment*	WP2 Heat upgrade reactor design and lab-scale development WP6 Pilot-scale demonstrations at 2 sites WP7 Environmental, social, economic, and business impacts/challenges	UT DLR RISE

Once the content has been developed, it will be compiled and organized into a visually appealing and informative newsletter format. The design elements of the TechUpgrade visual identity, such as the project logo, color scheme, and graphics, will be incorporated to create a consistent and professional-looking design. The newsletter will be structured in a way that enhances readability and engagement, utilizing headings, subheadings, images, and clear sections.

After the production phase, the completed newsletter will be disseminated to project partners, stakeholders, and subscribers through various channels. This may include email distribution, where the newsletter is sent directly to the recipients' email addresses. Additionally, the newsletter will be promoted through the project website, social media accounts, and other relevant communication channels to reach a wider audience. The dissemination phase ensures that all recipients are kept up-to-date on the project's progress, activities, and outcomes, fostering continued engagement and participation.

The project consortium has access to an extensive network of contacts, enabling a wide distribution of newsletters. Partners collectively have an average reach of 33,000 email addresses through their organization newsletters. The newsletters will be dispatched using Mailchimp, a trusted and GDPR-compliant email marketing automation software. In addition to email distribution, the newsletters will also be promoted through the project website and social media accounts, as well as the official channels of the project partners.

The effectiveness of the newsletters will be assessed by tracking key metrics such as the number of subscribers, open rates, click-through rates, and engagement levels. This data will help evaluate the reach and impact of the newsletters and guide future improvements to ensure their effectiveness in communicating project updates and stimulating engagement.

3.2.5 Press Releases

TechUPGRADE recognizes the importance of effective press releases in maximizing project visibility and reaching a wide audience. Through well-crafted press releases, the project aims to generate interest, engage stakeholders, and showcase its achievements to the broader community. These press releases will be distributed to various media outlets, both online and offline, ensuring broad coverage and exposure.

The content of the press releases will be carefully curated to capture the essence of TechUPGRADE. They will provide updates on project activities, highlighting key developments, milestones, and innovative aspects that make TechUPGRADE a cutting-edge initiative. Additionally, the press releases will feature information about events organized by project partners, inviting stakeholders to participate and witness the project's progress firsthand. Furthermore, significant results and achievements attained by TechUPGRADE will be shared to demonstrate the impact and success of the project.

In line with the significant milestones achieved throughout the TechUPGRADE project, we present a series of press release topics designed to capture the attention of stakeholders and showcase the project's remarkable progress.:

Press Release #1 – M5 "TechUPGRADE Launches Ambitious Initiative with Collaborative Partnerships"

This press release highlights the successful inauguration of the TechUPGRADE project, featuring a consortium of esteemed partners. It emphasizes the project's objectives, innovative approach to heat upgrade reactors, and the collective efforts of the partners to drive advancements in long-term cyclic TCS operation and thermal boosting.

Press Release #2 – M18 "Breakthrough Lab-Scale Developments Achieved in TechUPGRADE Project"

This press release focuses on the significant milestone achieved by TUW in the lab-scale developments of storage materials for the TechUPGRADE project. It highlights the successful qualification of a material capable of achieving a storage density of ≥ 400 kWh/m3 for ≥10 cycles in the 150-250 °C temperature range. The press release showcases the project's progress and the promising potential of the developed material.

Press Release #3 – M25 "TechUPGRADE Reaches Proof-of-Concept Phase with Optimized Material Compositions"

This press release highlights the achievements of TUW in manufacturing structured objects using optimized material compositions for the proof-of-concept units. It emphasizes the structural integrity, energy density, and supply rate of the developed materials, showcasing their potential in achieving ≥ 100 kWh/m3 and 300 W/kg for ≥10 cycles in the 150-250 °C temperature range. The press release highlights the advancements made in the project's integrated design and materials selection.

Press Release #4 – M42 "TechUPGRADE Project Advances Towards Real-World Applications and Sustainable Solutions"

This press release focuses on the progress made in the TechUPGRADE project, particularly in the areas of control and automation, demonstrator installation, and the creation of a digital twin system. It highlights the successful commissioning of the pilot installation in Germany and Sweden, demonstrating the practicality and viability of the thermochemical heat upgrade technology. The press release also emphasizes the project's commitment to sustainability through the fulfillment of LCA screening and eco-design recommendations.

To ensure wide dissemination, the press releases will be published not only on the dedicated website of TechUPGRADE but also on the websites of each project partner. This multi-channel approach guarantees maximum visibility and accessibility to interested individuals and organizations. Additionally, collaboration with relevant media outlets, both online and print, will enable the project to reach a broader audience and generate media coverage.

TechUPGRADE aims to release a minimum of four press releases, targeting a readership of at least 100,000. The timing of these releases will coincide with significant project milestones, major events, or noteworthy achievements, aiming to captivate the attention of the audience and create a lasting impact.

The success of the press release dissemination will be evaluated through monitoring readership metrics and media coverage. Valuable feedback and insights from media monitoring will guide the project's communication efforts, allowing for continuous improvement and refinement of the press release strategy.

3.2.6 Info-Videos and Recordings

Info-videos and recordings are a crucial component of the TechUPGRADE project's dissemination strategy. This activity focuses on delivering targeted information to different audience segments in a popularized format through two primary audio-visual platforms: YouTube and Spotify. The goal is to present the project's development in an engaging and accessible manner, showcasing the construction, use, and results of the innovative TechUPGRADE system.

Animated videos will be created to visually demonstrate the process of building the system, its functionality, and the outcomes it can achieve. These videos will provide a clear and concise overview of the project, making it easier for researchers, industrial actors, innovators, and other stakeholders to understand the TechUPGRADE configuration development.

Additionally, thematic interviews with expert members of the project team will be conducted. These interviews will delve deeper into the various aspects of the project, discussing key milestones, challenges, and the expected impact on stakeholders and beneficiaries. By disseminating these

interviews, TechUPGRADE aims to inspire and inform its target audience about the potential benefits and advancements brought forth by the project.

To maximize the reach and engagement, TechUPGRADE plans to release a total of four videos, each targeting a minimum of 2,000 viewers. These videos will be carefully crafted to capture the attention of the audience and effectively convey the project's key messages. Furthermore, the project will produce five podcasts, which will be made available on platforms like Spotify, aiming to attract a minimum of 3,000 streamers. The podcasts will provide in-depth discussions and insights into the project's development, enabling a deeper understanding among the audience.

3.2.7 Dissemination Channels Provided by the EU

TechUPGRADE recognizes the significance of utilizing the dissemination channels provided by the European Union (EU) to effectively promote its project results and achievements. The EU Commission has outlined various channels and platforms that can facilitate the dissemination of project outcomes and maximize their visibility.

Following the suggestions provided by the EU Commission, TechUPGRADE will actively leverage key channels such as Horizon Magazine, Research*eu, Project stories, and other online and offline platforms. These platforms offer an extensive reach and provide valuable opportunities to showcase the project's research, innovation, and impact to a wide audience, including policymakers, stakeholders, and the general public.

TechUPGRADE will align its dissemination efforts with the communication guidelines for projects of coordination and support actions, research, and innovation as recommended by the EU Commission. This will ensure that the project maximizes its participation in events, sends newsletters, and engages in other relevant activities that promote knowledge sharing and collaboration.

By capitalizing on these EU-provided dissemination channels, TechUPGRADE will enhance the visibility and recognition of its project results, contributing to a broader dissemination strategy that aligns with EU communication objectives. This approach will enable the project to effectively communicate its innovative solutions, engage with stakeholders, and foster collaboration within the research and innovation community.

3.2.8 Print Dissemination Designs

Print Dissemination Designs involve the creation of various visual materials such as flyers, posters, and other printed assets for the purpose of disseminating information about the TechUPGRADE project. At least 50 visually compelling and informative designs, including flyers, posters, and other printed materials, will be produced.

These designs serve as powerful tools to convey key messages, project achievements, and upcoming events to diverse audiences. Each design is carefully crafted to reflect the project's branding and visual

identity, utilizing captivating graphics, colors, and typography to engage viewers and effectively communicate project goals and innovations.

Flyers, concise handouts, provide an overview of the project, highlighting its objectives, activities, and expected outcomes. They deliver essential information such as project timelines, statistics, and contact details for interested parties to connect with the project team.

Posters, on the other hand, are larger-format designs that are displayed in public spaces, conferences, and events. They showcase significant project findings, technological advancements, and success stories in a visually impactful manner. Posters are designed to attract attention, spark interest, and serve as catalysts for further engagement and discussion.

The creation of these print dissemination designs involves collaboration between the Dissemination and Communication Leader, Project Coordinator, and design professionals or agencies. Each design undergoes a meticulous review process to ensure accuracy, adherence to the project's messaging and visual guidelines, and alignment with the preferences and needs of the target audience.

Once finalized, the designs are printed and strategically distributed at relevant events, conferences, workshops, and partner organizations' premises. By leveraging the power of print materials, the TechUPGRADE project aims to effectively disseminate information, generate interest, and raise awareness about its innovative solutions and contributions in the field of thermochemical heat upgrade systems.

3.3 Online webinars

Webinars play a vital role in the TechUPGRADE project's dissemination strategy by serving as information days for engaging stakeholders with the project. These online events provide an interactive platform to extend the dissemination of project results and maximize its reach and visibility among the target audience.

The project aims to organize a series of four webinars, each with a target reach of 300 participants. These webinars will be carefully designed to deliver valuable insights into the TechUPGRADE project, its objectives, progress, and outcomes. They will serve as opportunities to share in-depth knowledge, discuss key findings, and engage with stakeholders, including researchers, industry professionals, policymakers, and other relevant parties.

During the webinars, experts from the TechUPGRADE project team will present and discuss various aspects of the project, including the development process of the thermochemical heat upgrade system, its applications, and the potential impact on stakeholders and beneficiaries. The webinars will provide a platform for interactive discussions, Q&A sessions, and the exchange of ideas and experiences.

To ensure widespread participation and engagement, the webinars will be promoted through various channels, including the project website, social media platforms, newsletters, and targeted invitations

to relevant stakeholders. The project team will leverage user-friendly webinar platforms that offer interactive features, enabling seamless communication and collaboration during the sessions.

The webinars will serve as an important avenue for knowledge dissemination, fostering a broader understanding of the TechUPGRADE project and its significance in advancing thermochemical heat upgrade technology. By providing a dynamic and engaging platform for information exchange and dialogue, the webinars will contribute to building a strong network of stakeholders and fostering collaboration in the field.

3.4 Multiplier Events and Exhibition

TechUPGRADE has planned a series of multiplier events and an exhibition throughout the project timeline to ensure effective dissemination and engagement with stakeholders. These activities will provide opportunities for knowledge sharing, interactive experiences, and collaboration.

Open R&I Days: Each partner hosting a pilot in their premises will organize a dedicated open R&I day. These events will take place at various stages of the project, commencing in October 2025 (M30) coinciding with the launch of pilot-scale demonstrations in Sweden and Germany. The open R&I days will attract a diverse audience, including industry representatives, researchers, policymakers, and relevant stakeholders. It is anticipated that each event will have a minimum of 50 attendees, fostering direct engagement and knowledge exchange.

14-day Exhibition: In February 2026 (M34), the consortium will host a 14-day exhibition in the exhibition space of IED, with the aim of disseminating project outcomes to stakeholders and the wider public. This immersive exhibition will feature artistic displays and interactive elements to showcase the research behind TechUPGRADE's innovative thermochemical heat upgrade system. The exhibition will have a targeted minimum attendance of 300 participants, including industry professionals, policymakers, academics, and the general public. To ensure wider access and extended reach, the exhibition will also be available digitally, allowing remote audiences to explore and engage with the project's achievements.

Some examples of artistic displays and interactive elements that could be included in the exhibition are:

Visual Installations: Large-scale visual installations that use dynamic lighting, projections, or multimedia presentations to depict the key concepts, processes, and benefits of the TechUPGRADE system. These installations could combine artistic aesthetics with informative visuals to create a visually striking and educational experience.

Audiovisual Presentations: Engaging audiovisual presentations that combine visuals, sound effects, and narrations to explain the science, engineering, and benefits of the TechUPGRADE system. These presentations can be displayed on screens or through immersive audio systems to enhance the overall experience.

Hands-on Demonstrations: Interactive stations where visitors can actively participate in hands-on demonstrations related to the TechUPGRADE system. This could involve manipulating physical models, conducting simple experiments, or engaging in interactive activities to gain a deeper understanding of the system's principles and functionality.

Storytelling and Narratives: Engaging storytelling elements that highlight the journey of the TechUPGRADE project, its impact on energy efficiency, and the real-world applications of the thermochemical heat upgrade system. These narratives could be presented through audio recordings, video testimonials, or written narratives that evoke emotions and create a connection with the audience.

Additionally, throughout the project, TechUPGRADE will actively participate in user-group conferences and professional exhibitions relevant to the field (see also section Journals, Conferences, and Non-Scientific Publications for more details). These conferences and exhibitions will attract a substantial number of industry professionals, including component manufacturers, thermochemical materials producers, automation systems developers, and optimization tool suppliers. By actively participating in these events, TechUPGRADE aims to establish connections, disseminate project results, and attract potential commercial partners.

3.5 Journals, Conferences, and Non-Scientific Publications

Journals and Conferences serve as vital platforms for sharing the scientific project results, exchanging knowledge, and disseminating the innovative findings of the TechUPGRADE project. The consortium is committed to publishing the project's developments and demonstration results in renowned scientific journals, aiming to achieve a target of at least **25 articles** in top high-impact factor journals.

Selected scientific journals for publication in the TechUPGRADE project include reputable publications such as Joule, Nature Energy, Applied Energy, Energy Conversion and Management, Energy, Applied Thermal Engineering, Advanced Sustainable Systems, Journal of Cleaner Production, Solar Energy Advances, Solar Energy, IEEE Access, Issues of Chemistry and Chemical Technologies, and Open Research Europe. By targeting these esteemed journals, TechUPGRADE aims to ensure the broad accessibility and impact of its research in the fields of energy, sustainability, and engineering.

In addition to journal publications, TechUPGRADE will actively participate in relevant scientific conferences, congresses, and symposiums. The project plans to present its findings, methodologies, and results in more than **20 prestigious international conferences**, with a target of achieving substantial attendance and engagement. These conferences provide valuable opportunities for knowledge dissemination, collaboration, and networking among researchers, experts, and industry professionals.

Some of the targeted conferences, congresses, and symposiums for TechUPGRADE include the International Conference on Efficiency, Cost, Optimization, Simulation and Environmental Impact,

IRES (International Renewable Energy Storage Conference), IMPRES (International Meeting on Photovoltaics and Renewable Energy Sources), ENERSTOCK (International Conference on Energy Storage), IEA SHC (International Energy Agency Solar Heating and Cooling), ICCMA (International Conference on Control, Mechatronics & Automation), ISES Solar World Congress, EUROSUN (International Conference on Solar Energy), and 4DH Smart Energy Conference.

TechUPGRADE acknowledges the importance of reaching a wider audience beyond the scientific community. To ensure broader dissemination, the project aims to feature its scientific project results in non-scientific journals and newsletters. Collaboration with publications such as Balkan Green Energy News, Energy Digital Magazine, and Renewable Energy Magazine will enable the project to enhance public awareness, engagement, and understanding of its goals, outcomes, and societal impact.

By actively participating in scientific conferences, publishing in reputable journals, and collaborating with non-scientific publications, TechUPGRADE strives to achieve its target of disseminating its scientific results widely. These dissemination efforts will expand the project's visibility, foster knowledge transfer, and drive the adoption of sustainable energy technologies.

3.6 Final Event and International Colloquium/Workshop

The final event of TechUPGRADE will be a prestigious 1-day conference held in Brussels, the center of the EU. This event will serve as a platform to present the project's innovation and achievements to key stakeholders from various sectors. The primary objective of the event is to engage industry actors, policy makers (including representatives from European, national, and regional levels), chambers of commerce, and citizen associations.

With an estimated minimum of 100 participants, the conference will feature insightful presentations, panel discussions, and interactive sessions that highlight the significant advancements and impact of the TechUPGRADE project. Experts and project representatives will share their knowledge and experiences, providing valuable insights into the configuration development process and the anticipated benefits for stakeholders and beneficiaries.

The final event will foster collaboration, knowledge exchange, and networking among attendees, facilitating partnerships and opportunities for future collaboration. It will create a platform for in-depth discussions on the exploitation and commercialization of the project results, paving the way for the adoption of the innovative thermochemical heat upgrade system on a broader scale.

As part of the final event, TechUPGRADE will host an international colloquium/workshop at DTU (Technical University of Denmark). This hybrid event will bring together a diverse range of TechUPGRADE stakeholders, including industry experts, researchers, policymakers, and technology enthusiasts. The colloquium/workshop will provide a unique opportunity to explore and debate the project's outcomes, showcase the developed configuration, and discuss the current and future exploitation of the results. At least 50 external professional participants are expected to attend,

contributing to the rich discussions and creating a vibrant atmosphere of knowledge sharing and expertise.

Through this international colloquium/workshop, TechUPGRADE will strengthen its position as a leader in the field of thermochemical heat upgrade systems and promote its global impact. It will serve as a catalyst for further research, innovation, and the adoption of sustainable energy solutions worldwide.

3.7 Synergies with other EU Projects

TechUPGRADE recognizes the importance of collaboration and cooperation with other relevant projects, networks, and initiatives within the European Union. By actively seeking synergies and complementing existing activities, the project aims to enhance its dissemination efforts, promote awareness, and facilitate knowledge sharing and collaboration across multiple fronts.

The collaborative approach will be a key focus for TechUPGRADE, as it believes in establishing win-win collaborations that benefit all involved parties. This approach will involve negotiating and establishing partnerships with potential project partners, identifying areas of common interest, and leveraging each other's strengths to maximize the impact of dissemination activities.

Through collaboration, TechUPGRADE will tap into the expertise and resources of other EU projects, networks, and initiatives, creating a network effect that expands the reach and visibility of the project's outcomes and innovations. By working together, these initiatives can collectively amplify their efforts, engage a wider audience, and foster a culture of knowledge exchange and collaboration within the energy sector.

Synergies with other EU projects will enable TechUPGRADE to access additional dissemination channels, share best practices, and benefit from the collective knowledge and experiences of like-minded projects. By actively participating in clustering activities and cooperating with other initiatives, TechUPGRADE aims to accelerate the adoption and implementation of innovative energy solutions and contribute to the overall sustainable development goals of the European Union.

TechUPGRADE's commitment to collaboration and synergistic partnerships underscores its dedication to driving positive change and promoting sustainable energy transformation across Europe. Through these collaborative efforts, the project will strengthen its impact, broaden its network, and contribute to the advancement of the European energy landscape.

4 Acknowledgement of EU funding

Acknowledging EU funding is an important requirement for any project that receives funding from the European Union. The provisions for the acknowledgement of EU funding in the project results are described in the Grant Agreement ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY. In particular, the following guidelines for the acknowledgement of EU funding apply:

Use of the EU emblem. The EU emblem should be displayed prominently on all project-related materials, including websites, leaflets, posters, and presentations. The emblem can be obtained from the EU's official website[1].

EU funding statement. In any written materials related to the project, including press releases and reports, the EU funding statement should be used. The statement should read: "This [*document, article, website, etc.*] was produced in the course of the TechUPGRADE project, which received funding from the Horizon Europe Programme of the European Union under Grant Agreement no 101103966."

Disclaimer. All project-related materials should include a disclaimer that acknowledges EU funding. The disclaimer should state that the project has received funding from the European Union and that the content of the material is the sole responsibility of the project partners. The TechUPGRADE project disclaimer is "Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."

[1] European Commission, Download centre for visual elements, link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

5 Stakeholder Engagement

Stakeholder engagement is a crucial aspect of the TechUPGRADE project, which aims to revolutionize the field of thermochemical heat upgrade systems. The project recognizes the importance of involving key stakeholders from various sectors to ensure the successful dissemination, adoption, and long-term impact of its innovative solutions. TechUPGRADE engages with stakeholders in the scientific community, market actors and industry, policymakers, and the public audience. By actively involving these stakeholders through targeted communication, collaboration, and knowledge sharing, TechUPGRADE strives to create a meaningful and lasting impact in the energy sector.

5.1 Key stakeholders

TechUPGRADE's key stakeholders can be broadly categorized into four groups:

Scientific Community: This includes university representatives, researchers, course developers, and students. The project aims to disseminate scientific knowledge related to TechUPGRADE, interdisciplinary results encompassing materials, technology, operation, and economics, as well as contribute to the education and qualification of the next generation of energy specialists in the European Union.

Market Actors and Industry: This group comprises industries with waste heat and process heat users, industrial sites, energy suppliers, energy managers, energy consultancy companies, component manufacturers, and companies involved in heat-intensive processes such as chemical, petrochemical, and metallurgical plants. It also includes companies engaged in Power-to-X and carbon capture installations. The project targets these stakeholders to create awareness and demonstrate the benefits of the innovative thermochemical heat upgrade system, fostering potential collaborations and market uptake.

Policymakers: Policymakers at various levels, including European and OECD organizations, municipalities, regional authorities, and national and EU authorities, play a vital role in shaping policies, making informed strategic decisions, and planning targeted activities and investments. TechUPGRADE aims to provide policymakers with reliable information to support evidence-based decision-making and develop policies that promote energy efficiency, sustainability, and innovation.

Public Audience and Citizens: The wider public and citizens are important stakeholders for TechUPGRADE. The project aims to raise public awareness about its goals, impacts, and achievements. By engaging the public, TechUPGRADE seeks to foster understanding and support for the project's objectives, promote sustainable energy solutions, and create a sense of ownership and involvement among citizens.

5.2 Measures for stakeholder engagement

The measures for stakeholder engagement in TechUPGRADE have been thoroughly described in the project's Communication and Dissemination Strategy. This strategy encompasses a range of activities and channels aimed at effectively engaging stakeholders from various sectors. It includes the regular dissemination of newsletters to provide updates, participation in events and conferences to share knowledge and exchange experiences, organization of an international colloquium/workshop to foster discussions and collaboration, hosting webinars as information sessions, fostering collaboration with other projects and initiatives, utilizing EU communication channels for wider visibility, and organizing user-group conferences and exhibitions to reach industry stakeholders. These measures have been carefully designed to ensure active stakeholder engagement, promote knowledge transfer, and maximize the impact and sustainability of TechUPGRADE's thermochemical heat upgrade system.

The stakeholder engagement matrix is a tool used to identify key stakeholders involved in a project and determine the appropriate level of engagement needed for each stakeholder. The methodology involves categorizing stakeholders based on their level of interest and influence in the project (see Figure 4). The interest of a stakeholder refers to their level of concern or importance for the project, while the influence refers to their ability to affect the outcome of the project. By analyzing these factors, stakeholders can be placed into four categories: high interest/high influence, high interest/low influence, low interest/high influence, and low interest/low influence. Each category requires a different level of engagement and communication strategy to effectively involve stakeholders in the project:

- High Power, High Interest: These stakeholders are key players with a high level of power and influence, as well as a significant interest in the project. It is important to engage them closely and involve them in decision-making processes.
- High Power, Low Interest: Stakeholders in this category have significant power and influence, but may not be directly affected by the project or have a high level of interest in it. The recommended approach is to meet their needs and keep them satisfied with minimal effort.
- Low Power, High Interest: These stakeholders have a high level of interest in the project but limited power or influence. It is recommended to show them consideration and keep them informed of project developments.
- Low Power, Low Interest: Stakeholders in this category have minimal power or influence and are not highly interested in the project. They are considered the least important stakeholders and can be kept informed with minimal effort.

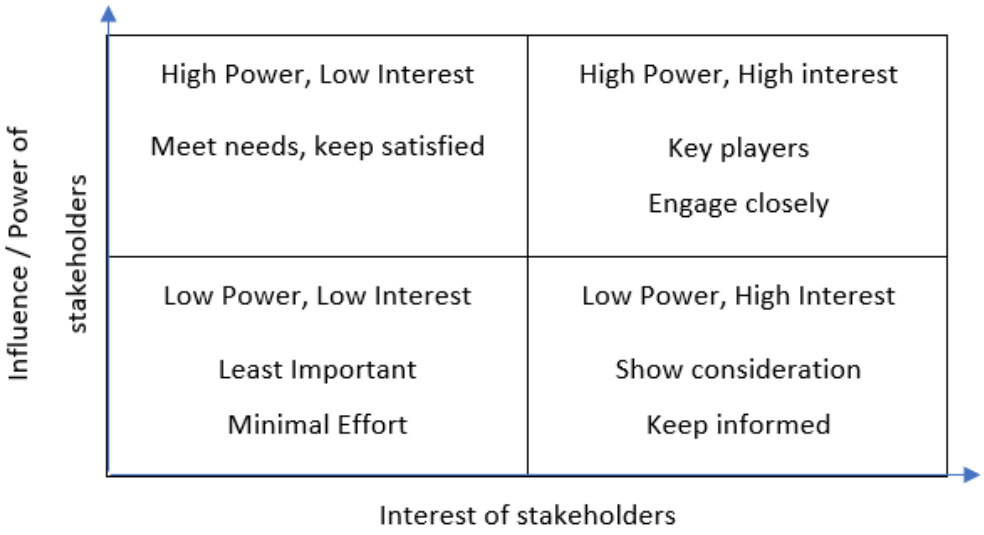

Figure 4: Engagement Matrix methodology

The TechUPGRADE Stakeholder Engagement Matrix (see Table 3) provides an overview of key stakeholders involved in the project and their respective levels of interest and influence. The matrix serves as a valuable tool for the project team to identify and prioritize stakeholders, tailor engagement strategies, and foster effective communication and collaboration throughout the project's duration.

Table 3: TechUPGRADE Stakeholder Engagement Matrix

Stakeholder Group	Level of Interest/Influence	Engagement Objective	Engagement Approach
Scientific Community	High Interest / Low Influence	Dissemination of scientific knowledge	Newsletters, scientific publications, conferences
		Interdisciplinary results sharing	Conferences, workshops, webinars
		Education and qualification of specialists	Workshops, webinars, educational materials
Market Actors & Industry	High Interest / High Influence	Knowledge sharing and collaboration	Conferences, workshops, user-group conferences
		Promotion of project outcomes	Press releases, newsletters, exhibitions
		Identification of industry needs	Surveys, interviews, consultations

Stakeholder Group	Level of Interest/Influence	Engagement Objective	Engagement Approach
Policymakers	Low Interest / High Influence	Informed decision-making and planning	Policy briefs, workshops, policy dialogues
		Strategic alignment with project objectives	Stakeholder meetings, policy briefs
Public Audience	Low Interest / Low Influence	Public awareness and understanding	Social media, website, public events, exhibitions
		Engagement and involvement in the project	Webinars, public events, citizen consultations

6 Monitoring and Evaluation

The monitoring and evaluation strategy of the TechUPGRADE project is designed to track and assess the effectiveness of its dissemination activities and ensure the project's goals are being achieved. One key tool used for this purpose is the Dissemination Log. The Dissemination Log serves as a comprehensive record of all dissemination activities undertaken by the project, including newsletters, press releases, publications, webinars, events, collaborations, and more. It captures essential details such as the target audience, communication channels, reach, and impact of each activity.

6.1 Dissemination Log

The TechUPGRADE dissemination log has been developed to facilitate the monitoring of individual partner activities related to dissemination. Each partner will be responsible for filling in the dissemination log on a quarterly basis, where they will record their dissemination activities. The log is a user-friendly Excel template that includes drop-down lists to facilitate the input of relevant details (see Annex Dissemination Log). Partners will be expected to report on the dissemination activities they have undertaken during the previous quarter, including details such as the type of activity, target audience, date, location, and number of participants reached. The information reported in the dissemination log by each partner will provide valuable data for evaluating the impact of communication activities and for informing future dissemination and exploitation activities.

The dissemination log includes the following fields:

Activity Reference: A unique identifier assigned to each dissemination activity for reference and tracking purposes.

Date: The date on which the dissemination activity took place.

Type of Activity: A drop-down list of predefined activity types such as workshop, webinar, conference, newsletter, social media post, etc.

Description: A brief description of the dissemination activity, including its purpose, target audience, and expected outcomes.

Outreach: The estimated number of people reached by the dissemination activity, either directly or indirectly.

Engagement: The level of engagement achieved through the dissemination activity.

Evidence(s) reference: A reference to any evidence or documentation related to the dissemination activity, such as a presentation slide deck, a recorded webinar, or a feedback survey.

Evidence type: A drop-down list of predefined evidence types. These are:

- Printscreen: A screenshot of the activity or event.
- Picture: A photograph of the activity or event.
- Video recording: A video recording of the activity or event.

- Event agenda: The agenda or program of the activity or event.
- Participants list: A list of the participants who attended the activity or event.
- Other: Any other type of evidence that is relevant to the activity or event, such as press releases, media coverage, or social media analytics.

Link (if applicable): A hyperlink to any relevant online resource, such as a website, social media post, or online article.

6.2 Dissemination Reports

The dissemination reports, prepared and submitted by each partner on a quarterly basis in the form of dissemination logs, are an essential aspect of the TechUPGRADE project. They ensure that project partners are held accountable for their dissemination activities and progress towards achieving their targets. The reporting timeline provides a structured approach for partners to report their activities and achievements every quarter (see Table 4). This enables the project team to monitor progress, identify areas that need improvement, and take corrective actions where necessary.

Table 4: Dissemination reporting schedule

Dissemination Report	Reporting Quarter	Deadline for Submission
#1	August - October 2023	November 15th, 2023
#2	November - January 2024	February 15th, 2024
#3 – Periodic Report	February - April 2024	May 15th, 2024
#4	May - July 2024	August 15th, 2024
#5	August - October 2024	November 15th, 2024
#6	November - January 2025	February 15th, 2025
#7 – Periodic Report	February - April 2025	May 15th, 2025
#8	May - July 2025	August 15th, 2025
#9	August - October 2025	November 15th, 2025
#10	November - January 2026	February 15th, 2026
#11 – Periodic Report	February - April 2026	May 15th, 2026
#12	May - July 2026	August 15th, 2026
#13	August - October 2026	November 15th, 2026
#14	November - January 2027	February 15th, 2027
#15 – Final Report	February - April 2027	May 15th, 2027

7 Conclusion

The Deliverable D8.1 Dissemination and Communication Plan serves as a comprehensive guide for the TechUPGRADE project's communication and dissemination activities. It outlines a robust strategy and action plan to effectively share project information, engage stakeholders, and maximize the project's long-term impact. By following this plan, TechUPGRADE aims to create awareness, facilitate knowledge sharing, and foster collaboration among various target groups, including the scientific community, market actors and industry, policymakers, and the general public.

Throughout the plan, a range of tools and channels are identified, including the visual identity pack, project website, social media accounts, newsletters, press releases, info-videos and recordings, dissemination channels provided by the EU, and print dissemination designs. These tools are strategically utilized to reach and engage with target audiences, ensuring the broad dissemination of project results and achievements.

Stakeholder engagement is recognized as a critical aspect, and the plan includes measures for effectively involving key stakeholders in the project. By actively engaging the scientific community, market actors, policymakers, and the general public, TechUPGRADE aims to gather valuable insights, foster collaboration, and ensure the relevance and applicability of project outcomes.

The monitoring and evaluation strategies outlined in the plan provide a means to assess the effectiveness of dissemination activities and track their impact. The dissemination log and reports serve as valuable tools for tracking progress, identifying areas for improvement, and showcasing the project's achievements.

In conclusion, the Deliverable D8.1 Dissemination and Communication Plan is a comprehensive roadmap that outlines the strategies, tools, and actions necessary to effectively communicate the TechUPGRADE project's outcomes. By implementing this plan, TechUPGRADE aims to ensure widespread awareness, foster collaboration, and make a lasting impact in the field of energy. Through continuous monitoring and evaluation, the project can adapt and refine its communication and dissemination efforts, ensuring the successful achievement of project objectives.

8 Annex

8.1 Visual Identity Pack Annex

The visual identity pack is a collection of design elements and guidelines that ensure consistent and cohesive branding across all project communication and marketing materials. The pack includes several templates and design elements, such as the project logo, word template, PowerPoint template, newsletter template, poster template, social media templates, and roll-up banner template. Each design element in the pack adheres to a set of guidelines, such as color schemes, typography, and layout, to maintain a professional and recognizable visual identity for the project. The purpose of the visual identity pack is to enhance the project's visibility and strengthen its brand identity.

The following files have been produced to support the visual identity pack:

- Guidelines for visual identity
- Logo kit including the logo files in various formats (e.g. PNG, JPEG, EPS)
- Word template file (.docx)
- PowerPoint template file (.pptx)
- Newsletter template file - Mailchimp
- Social media templates (e.g. Facebook cover image, Twitter header image)

These files are designed to ensure consistency in the project's visual identity across all communication materials. The files are available at the following link.

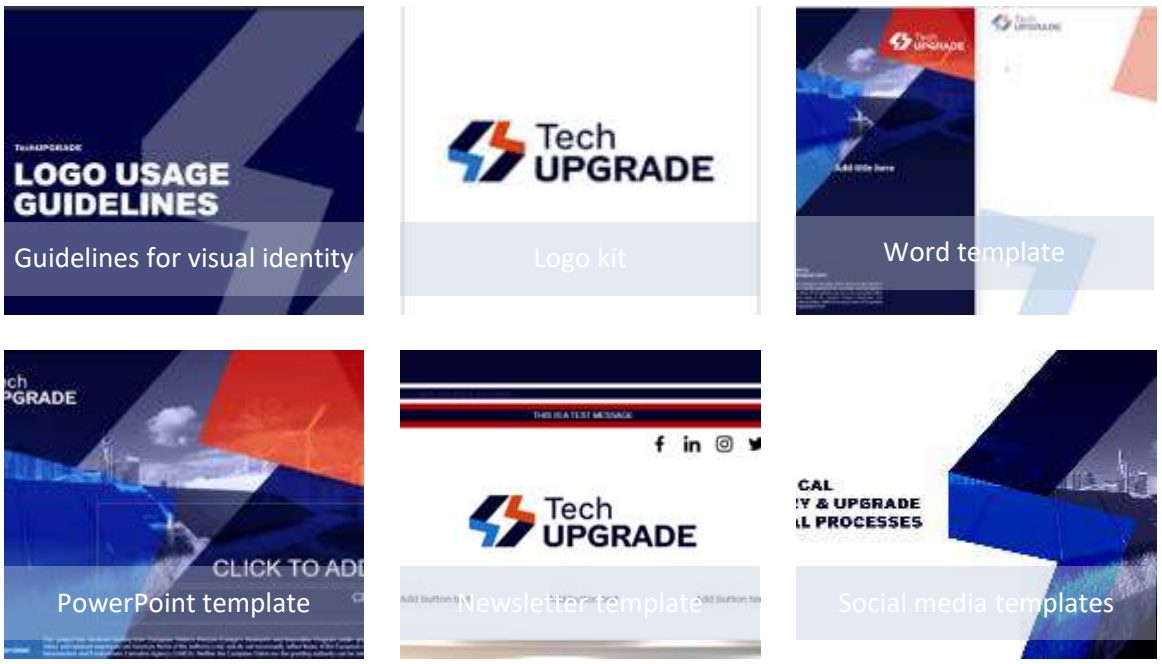

Figure 5: Visual Identity Pack files

8.2 Detailed List of Social Media Content Elements for Project Promotion

The following elements will assist project partners in creating engaging and informative social media posts for TechUPGRADE, raising awareness, promoting project objectives, and fostering engagement with the target audience.

Project Philosophy: Image or article highlighting the key objectives and goals of the TechUPGRADE project, promoting its purpose and mission.

Project News: Regular updates on project progress, achievements, and milestones, showcasing the latest developments within TechUPGRADE.

Project Videos: Engaging videos showcasing the construction, utilization, and results of the innovative system developed by TechUPGRADE.

Project Reviews and Testimonials: Feedback and testimonials from project partners, stakeholders, and beneficiaries, demonstrating the impact and success of TechUPGRADE.

Promotion of Partners - Photos and Quotes: Showcasing partner organizations involved in TechUPGRADE through photos or quotes from project managers or representatives.

Inspirational Quotes: Sharing inspirational quotes from leaders or testimonials from the audience, resonating with the project's theme and goals.

General/Focused Articles: Interesting and relevant articles related to the TechUPGRADE project's theme, providing valuable insights and generating discussions.

Surveys/Results of the Surveys: Engaging surveys related to the project's focus areas and sharing the statistical data or graphics of the survey results.

Promotion of Events: Promoting upcoming workshops, webinars, or events organized by TechUPGRADE, including event details and registration information.

Post-Event Dissemination: Highlights, images, and key takeaways from TechUPGRADE events, showcasing the outcomes and engagement achieved.

8.3 Dissemination Log

The dissemination log is a tool that will be used by the TechUPGRADE project partners to track and monitor their dissemination activities. It is a simple excel template that each partner will fill out on a quarterly basis. The log includes several columns that require the input of relevant information, such as the date of the activity, the type of activity, a brief description of the activity, the number of outreach and engagement activities conducted, and evidence of the activity. The evidence can take several forms, such as print screens, pictures, video recordings, event agendas, participant lists, or other relevant materials. The information reported in the dissemination log by each partner will provide valuable information for evaluating the impact of communication activities and will be used to inform future dissemination strategies.

The Dissemination log template is available at the following link.

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