

FLASH

Flexible Laser-Based Manufacturing

D9.5 – First Interim Plan for Dissemination and Communication

HORIZON-CL4-2023-TWIN-TRANSITION-01-02.

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Flexible Laser-Based Manufacturing

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ABBREVIATIONS

WP – Work Package

IP - Intellectual Property

EU - European Union

DEC - Dissemination, Exploitation, Communication

AILU – Association of Laser Users

ETPs - European Technology Platforms

SOP - Standard Operating Procedure



General Information

Project	
Title	FLASH
Acronym	Flexible Laser-based manufacturing through precision photon distribution
G.A. number	101138380
Topic	HORIZON-CL4-2023-TWIN-TRANSITION-01-02
Website address	http://FLASHLaserProject.eu/
Start Date	1 st January 2024

Deliverable	
Deliverable name	First Interim Plan for Dissemination and Communication
Deliverable number	9.6
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Executive Summary

Communication and Dissemination are a core part of the FLASH project to ensure that activities, resources, and results reach the relevant stakeholders in a clear, consistent, and effective manner. The present deliverable report, D9.6, comprises the initial strategy and plan by thoroughly covering the planned aspects of communication and dissemination, elucidating the involved target groups and stakeholders. Additionally, it provides detailed descriptions of the communication measures for each anticipated activity, including the tools to be employed and indicative locations and schedules for their organization. A dedicated section within the report outlines the planned knowledge transfer activities for the project, encompassing both internal and external initiatives. It also highlights the connections to other ongoing EC-funded projects and provides a timeline for their implementation.

This document will serve as a reference for project partners when conducting FLASH communication and dissemination activities.



Introduction

FLASH Project

The FLASH initiative aims to revolutionize manufacturing by harnessing the advantages of laser technology to achieve flexible and customizable production. Conventional manufacturing tools were designed for stability and uniformity, but with shorter product lifecycles and increasing demand for mass customization, the need for flexibility is paramount. Laser-based processes offer greater flexibility, efficiency, and precision compared to conventional methods.

Current laser-based technologies face limitations, such as existing machines being tailored for specific applications, conventional processes struggling with advanced materials such as composites and highly reflective materials and lack of expertise, making process design slow and costly.

To address these challenges, FLASH proposes advancements in laser machining technology, focusing on:

1. Integrating multiple laser sources and beam delivery heads into a single module.
2. Implementing dynamic beam shaping.
3. Developing in-process monitoring and control systems.
4. Enhancing process design for laser-based manufacturing.

The FLASH platform will feature a hybrid robotic/CNC set-up with advanced digital infrastructure for process design, monitoring, and control. It aims to create a system capable of performing a wide range of production processes on various materials, enabling the flexible manufacturing of complex products such as orthopaedic implants, micro tools, automotive components, and more.

Document Scope

The main goal of the plan, presented hereafter, is to widen the reach of the FLASH project results. This is ensured through the active involvement of all FLASH partners. The project started on the 1st of January 2024 with a duration of 36 months. Work Package (WP) 9, regarding the exploitation, dissemination, training, and standardisation will run throughout its duration. This WP includes several tasks, which are represented in the following scheme shown in Figure 1:

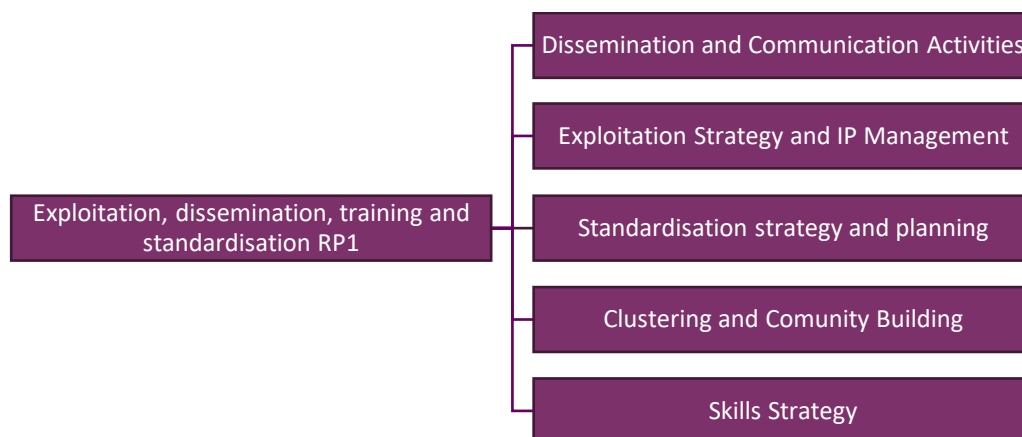


Figure 1 - Scheme with the overview of WP9 – Exploitation, dissemination, training, and standardisation RP1.



Ensuring the sustainability of project results over time is heavily reliant on these activity groups. They are viewed as essential pillars for the project's success and play a pivotal role in securing the long-term viability of its outcomes.

Strategy for Communication and Dissemination

Communication and dissemination are related concepts, but they have distinct purposes and characteristics, particularly in the context of projects or research initiatives.

Communication is a dynamic and on-going process, facilitating the exchange of information, ideas, or messages. It serves the broader purpose of promoting understanding, collaboration, and engagement among project team members and relevant stakeholders. The audience for communication is diverse, including project team members, citizens, the public, and the media. This multifaceted interaction can take various forms, encompassing both one-way communication, such as updates and announcements, and two-way exchanges like discussions and feedback sessions. Communication is a continuous effort, spanning the entire duration of the project, fostering transparency, and contributing to a collaborative environment.

Dissemination, in contrast, is a more focused and strategic aspect of information sharing within a project. The primary purpose of dissemination is to distribute and make accessible the project's results, findings, or outputs, maximizing its impact. The audience for dissemination is typically targeted and includes specific groups such as the research community, policy makers, industry stakeholders, or civil society. Unlike communication, dissemination primarily involves one-way exchanges where information is pushed out to the audience through various channels. These channels may include project websites, social media, press releases, scientific magazines, and databases, among others. Dissemination is not limited to a specific project phase, it occurs strategically throughout the project's lifecycle and may extend beyond its completion, ensuring that project results reach and impact the intended audience effectively [1].

In this scope, this document aims to outline the strategy employed in the FLASH project for communication and dissemination during its course. The following aspects will be covered to achieve this goal:

- Formulate a plan for communicating and disseminating project results.
- Devise effective communication strategies among beneficiaries to maximize indirect project benefits.
- Facilitate efficient knowledge transfer within the consortium and to external third parties.
- Guarantee the spread of knowledge beyond the project through conferences, and publications.
- Explore potential events for disseminating project results.

Both communication and dissemination strategies were established from the project's beginning, specifically during the kick-off meeting. In its role as the work package leader, EWF emphasized the significance of these strategies to the entire consortium. The message emphasized that communication entails more than reporting, being a collective effort that should involve all consortium members. EWF highlighted that each partner has the potential to reach a distinct audience, underscoring the importance of a comprehensive and inclusive approach to communication within the project.



Considering the structure of the consortium, each partner plays a key role in the value chain of the FLASH system. Moreover, due to the framework of the system each partner, individually or jointly, can exploit a FLASH sub-system and/or a service inherent to it, thus, the plan was thought in such a way that enables not only to engage directly with the target group, who the results are directed to, but also with the overall project target groups.

Considering that FLASH is an R&D-funded project, there are two different, well-established, dissemination levels:

- (1) Dissemination of the FLASH project;
- (2) Dissemination of the FLASH results and achievements.

The first level focuses on various activities aimed at promoting the project, its partnerships, goals, and expected outcomes, particularly during the technology development phase. Alongside standard dissemination efforts, there is a consistent emphasis on highlighting smaller achievements of partners throughout the project duration. Leveraging digital platforms, such as partners' social media channels alongside the project's dedicated website and social media outlets, proved effective in maintaining audience engagement. This approach facilitated the seamless dissemination of information across partner networks, thereby broadening the project's public outreach effortlessly. The overarching objective here is to systematically create and distribute content to a broader audience, ensuring they stay informed about the project's progress and developments, thereby cultivating and sustaining interest leading up to the final FLASH system.

The second level is related to the results achieved during the timeframe of the project, and therefore more specific. This will be more evident in the last phases of the project, upon the integration of the FLASH system.

All dissemination activities will be done in close collaboration with partners, requiring their approval, as intellectual property (IP) protection is being taken into consideration, ensuring proper disclosure of information that could in any way jeopardise future work and the results generated.

Stakeholders and Target Groups

Developing and deploying communication tools, tailored to the identified audiences and target groups from a stakeholder analysis, is a crucial step in enhancing the project's visibility. The primary objective of these communication activities is to inform and persuade stakeholders, establishing FLASH as a reputable and reliable source of innovation in the laser-based manufacturing field.

Stakeholders are people or groups who are directly or indirectly impacted by an organization, project, or similar, and thus have an interest in it. They can be both internal and external to the organization or project and may include individuals, groups, or organizations affected by or affecting the project. At this early stage of the project, the stakeholders are defined as all members involved in conventional manufacturing processes, people involved in laser technologies, or innovative manufacturing technologies, e.g., technicians, engineers, managers, end-users, industrial professionals, workers, and other job profiles, but also policy makers involved in relevant legislation. In general, for FLASH we identified, so far, the following stakeholders:

- EU manufacturing companies that utilize laser technology in their production processes or are interested in adopting such technology (in any industrial sector). This is also the main target group of users for FLASH. These companies, first need to verify the abilities and advantages that laser-based manufacturing, in terms of



agility, capital investment, space, and energy savings will bring. Direct & Indirect Technology end-users, that may acquire the FLASH technology.

- Other multipliers/aggregators, such as national and international sectorial associations, and organizations representing the interests of manufacturers and stakeholders in the laser manufacturing sector. The FLASH offering is complementary to those initiatives/organizations since it is more specialized in lasers for manufacturing processes.

Considering the target group, the group of people that an activity, product, or service is intended to reach, we can define as main users of the FLASH framework, besides, the aforementioned stakeholders, which will also be target, the following:

1. Research and Scientific Community: Universities, research organisations, and applied research centres that investigate and develop new laser-based technology for manufacturing applications.
2. End Users: Automotive OEMs, advanced tooling manufacturers, and medical manufacturers, amongst others.
3. Local/Regional/International financial actors, institutional investors, banks, and assets financiers.
4. EU industrial sector: Suppliers (equipment, materials) and relevant EU and national trade associations, EU Factories of the Future Research Association (EFFRA), to procure/deploy FLASH technologies within their existing and future manufacturing lines.
5. Civil society including general public consumers of final products.
6. Standardisation bodies (e.g. ISO, CEN)

In fact, FLASH will use the developed business cases to demonstrate the project's abilities in laser-based manufacturing processes. This will be a door opener to engage with further networks, standardizing entities, and demonstrate excellence for further funding opportunities as well as further collaboration with the involved company partners.

Dissemination and communication tools and channels

Creating and implementing communication tools with identified target groups in a stakeholder analysis is an important step toward raising the project's awareness. The main aim of communication activities is to inform and convince stakeholders to establish FLASH as a credible and trusted source of innovation for the remanufacturing of energy goods.

The standard dissemination and communication tools planned so far are presented in Table 1 including the identification of the stakeholders to be involved/reached for each one.

Table 1 - Dissemination & Communication Tools: Stakeholders numbered according to the *previous section*.

DC TOOL	CURRENT ACTIVITY STATUS	FUTURE PLANS	STAKEHOLDERS					
			1	2	3	4	5	6
Project website	https://flashlaserproject.eu/	Periodic updates.	x	x		x	x	x
Standard presentation material Project Flyer PPT presentation General poster Promo roll-up poster	Developed To be developed Developed Developed	Final flyer by the end of the project. Final general presentation. To be modified according to the dissemination events.	x	x	x	x	x	x



DC TOOL	CURRENT ACTIVITY STATUS	FUTURE PLANS	STAKEHOLDERS					
			1	2	3	4	5	6
		Final roll-up at the end of the project.						
Press Releases (PR)	Initial PR published. The plan for publication can be found in the annex: "A.I Press Releases Schedule".	Press releases on interim results, activities, and events. Press release for Final Event. Exclusive Interviews on request. Ongoing observation of the media landscape and joint media activities. Focus on trade magazines addressing the sectors.	x	x		x	x	
Social media accounts – LinkedIn – YouTube	https://www.linkedin.com/company/flash-flexible-laser-based-manufacturing-through-precision-photon-distribution/about/ https://www.youtube.com/@FlashProject-eu	LinkedIn will be used as a communication and dissemination channel, to communicate the project, raise awareness about its impact and create a community around it.				x	x	
Scientific Publications	To be developed.	At least 6 scientific journal publications and at least 3 industrial journal publications.	x		x			
Community building and networking activities	Bilateral meetings with project coordinators. Contact forms to address projects.	Development of activities at National, European, or International level. More specifically, there are research projects funded by the European Community under previous framework programs that can provide useful input for the technological background of FLASH. Some of the consortium members are currently involved in several EU or national funded projects and the existing liaisons will be used for dissemination.	x	x		x	x	x
Newsletters	The plan for publication can be found in the annex: "A.2 Bi-annual Newsletters Schedule"	2 per year (6 newsletters in total).	x	x	x	x	x	x
Standardisation Recommendation Documents	Mapping of standards relevant to the project's ongoing	To be managed in task 9.3.		x				x



DC TOOL	CURRENT ACTIVITY STATUS	FUTURE PLANS	STAKEHOLDERS					
			1	2	3	4	5	6
Knowledge Transfer Activities – Training materials – Teaching material – Capacity building in SMEs and universities	Development of training materials to provide workers with skills and knowledge to support the uptake of the new laser machining approaches	To be managed in task 9.5. Definition of the schedule of training activities until M18 meeting. Two internal training workshops have already been developed.	x	x		x	x	
Events Live Communication	Draft plan of activities with fairs and relevant conferences to promote the project with oral and poster presentations, workshops, annual meetings, and exhibition booths can be found in the section below.	At least 2 technical workshops to highlight FLASH results - to be organized. M18 and M34 (min 100 attendees). At least 1 project event for customer demonstrations. M35 at Prima (min 150 attendees). At least 4 joint events with other projects. FLASH presence in at least 8 events organized by other projects.	x	x	x	x	x	x

Website

The website plays a major role in the communication and dissemination strategy of the project. It works as a channel between FLASH and scientists, industries, and the public audience. The project website URL is: <https://flashlaserproject.eu/>

The branding materials and details on the FLASH Website may be found in D9.2-Public website.

Promotional Materials

Flyer

The primary objective of a flyer is to condense the most pertinent information into a single, easily accessible format. Flyers serve as an excellent tool for spreading awareness about the project due to their portability, making them suitable for distribution at conferences or other relevant events, even at short notice. The flyer must emphasize the project's visual identity while maintaining a strong focus on content, as the visual appeal is what prompts individuals to pick it up from among other leaflets at a conference, for instance.

Figure 2 shows the front and the back of the flyers with some of the essential information, such as the key developments, the study cases, and the impact. Additionally, the funding acknowledgment with the EU flag, and some more details as the QR Code directing viewers to the FLASH's website are visible on the front and back sides of the flyer.



Figure 2 - Initial flyer developed for the FLASH project.

Poster

Regarding the poster, its main objective lies in its ability to visually communicate key information about a project or topic in a concise and impactful manner. Posters serve as effective tools for attracting attention, conveying messages, and engaging viewers, making them valuable assets for disseminating information, and enhancing understanding and awareness of the subject matter. The poster shows the objective of the project, the partners involved, and the QR code to the website. This material should be customised depending on the need to add technical information for specific conferences.



Figure 3 - Initial poster developed for the FLASH project.

Roll-Ups

Roll-ups, also known as banner stands or pull-up banners, are essential promotional tools commonly used at events, conferences, and trade shows. They provide a portable and highly visible platform to showcase key information, branding, and messages related to a project or business. Roll-ups serve as attention-grabbing displays that can draw attendees to a booth or presentation area, effectively conveying important details and creating a lasting impression. Their versatility and ease of setup make them valuable assets for marketing and promoting various initiatives, products, or services.

In this case, Figure 4 shows the roll-up that was developed for the FLASH project, it includes the information about the incorporations in the FLASH system that differentiate this equipment: integration of laser sources and beam delivery heads, dynamic beam shaping, in-process monitoring and control, process design for laser-based manufacturing.



Figure 4 - Roll-Up developed for the FLASH project.



Social Media

Regarding the social media for disseminating the project, it was discussed with partners and agreed that the most suitable are the LinkedIn platform (Figure 5) and YouTube (Figure 6) platforms. Therefore, the LinkedIn profile for the project can be found at <https://www.linkedin.com/company/flash-flexible-laser-based-manufacturing-through-precision-photon-distribution/> and the YouTube page at <https://www.youtube.com/@FlashProject-eu>.

The impact of the webpage and social media will be tracked every six months. Tracking visualizations allows us to assess the performance of the content. It provides insight into which pieces of content resonate with the audience and which do not. This data can help to refine the content strategy to focus on creating more engaging and effective content. Additionally, the number of visualizations indicates the level of engagement the audience has with the content. Higher visualization numbers suggest that the content is being seen by more people and is likely capturing their attention. Monitoring these metrics helps to understand the audience's interests and preferences, allowing the tailor of future content to better meet their needs. Visualizations serve as benchmarks that allow us to track progress over time and set realistic goals for growth. By setting targets for increasing visualization numbers, you can strive to continuously improve your content quality, reach, and audience engagement.

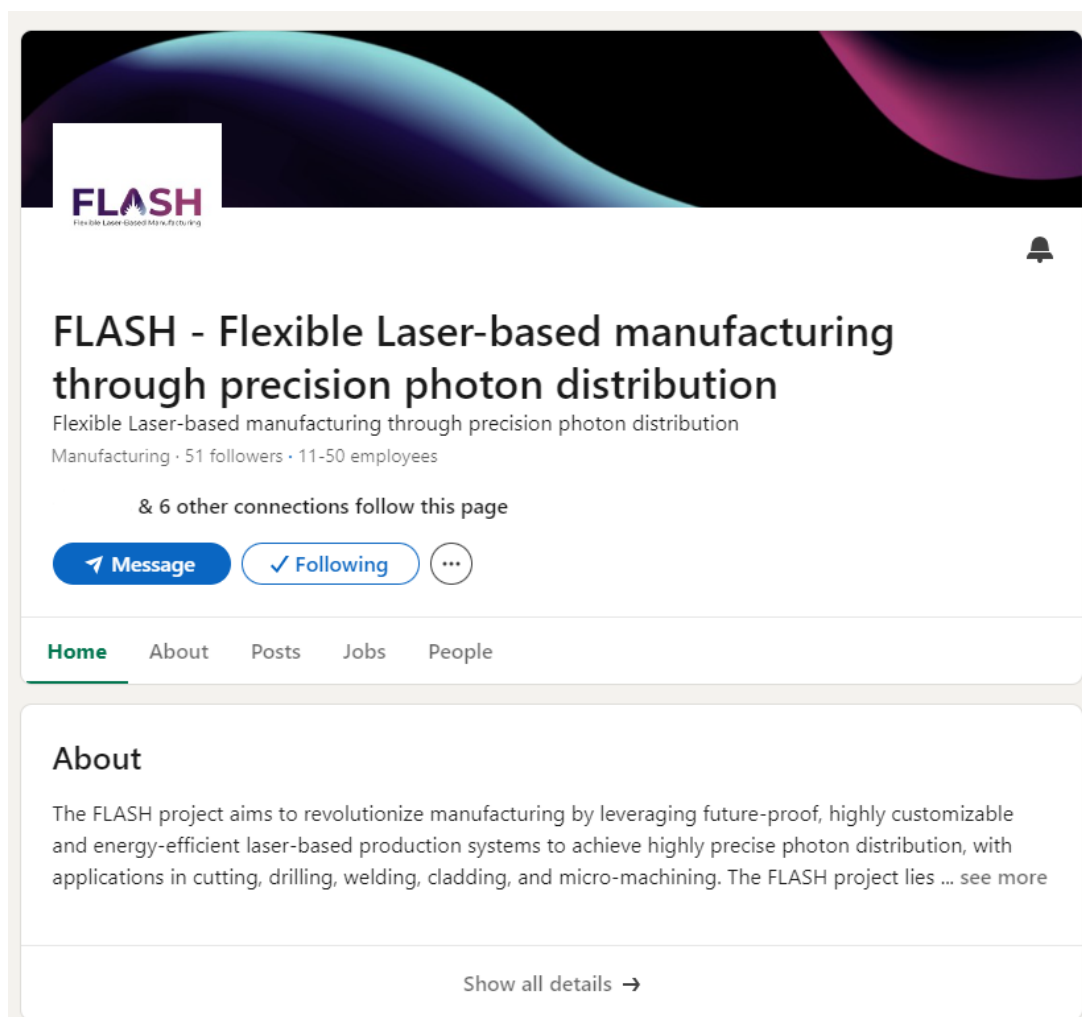


Figure 5 - FLASH LinkedIn page.

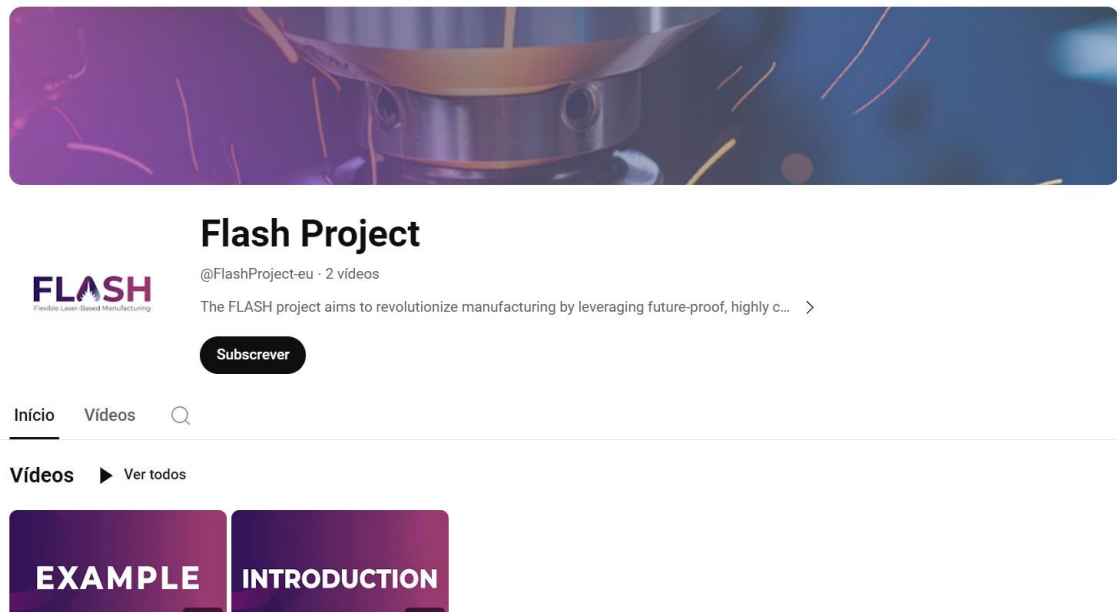


Figure 6 – FLASH YouTube page.

Press Release and Newsletters

The FLASH newsletters will be sent bi-annually to all stakeholder subscribers. The newsletter will ensure both communication and dissemination at different levels - EU and international – and will keep the stakeholders up to date with the findings of the project, and inform them about other relevant events, publications, key policy developments, and key messages of the project partners. Contributions to the FLASH newsletter will be open to all project partners according to the table annex “A.2 Bi-annual Newsletters Schedule”.

Press releases will be published bi-annually and will contain all the relevant updates regarding the overall project development summarized.

Dissemination Activities

Dissemination events play a pivotal role in the development of projects by serving as vital platforms for sharing knowledge, insights, and achievements with relevant stakeholders and the broader community. These events facilitate the exchange of ideas, best practices, and lessons learned, fostering collaboration and synergy among project participants.

EWf created an online dissemination Microsoft Forms form where partners can underpin the events they have participated in like conferences, exhibitions, trade fairs, and workshops aiming to attend or organised to disseminate the project results. All partners are encouraged to set dates for dissemination activities and insert each event in the Dissemination Form. More details on this subject can be found below, in the sub-section “Notification Procedures”.

International Academic Conferences

Participation in academic conferences is essential to disseminate the developed work, exchange ideas with peers, receive feedback, and stay updated on the latest developments in their fields, ultimately contributing to the advancement of



knowledge and fostering professional growth. In the scope of FLASH, the following International Academic Conferences were identified for attendance:

- TRA conference
- Wastes
- LASER IN MANUFACTURING
- AIMEN jornadas laser
- ISEM conference
- Leeds-Lyon Symposium
- 14th CIRP conference on photonics technologies
- LANE 2024
- LPM 2024, 2025 & 2026
- LIM Munich 2025

International Trade Shows

Participation in international trade shows is instrumental in expanding market reach, establishing business networks, showcasing products or services, and staying abreast of industry trends and innovations, thereby fostering global business growth and competitiveness. The following international trade shows were identified to disseminate the project:

- I-AM2025 conference
- World of Photonics Congress 2025;
- Smart Manufacturing & Engineering Expo
- LASER 2025 Munich

The target for FLASH is to participate in at least 5 industry events.

Workshops

Workshops facilitate cross-pollination of ideas, best practices, and lessons learned, leading to enhanced efficiency, innovation, and impact in project implementation. Within the scope of synergies with other projects are invaluable for fostering collaboration, exchanging expertise, and leveraging resources to address common challenges or objectives.

In this scope, the FLASH consortium is encouraged to participate in workshops, some of the identified as a possibility are AIMEN Materials Processing with Laser Technology, Workshop, Association of Laser Users (AILU) workshops and webinars, Surface venture webinars, Jenaer Lasertagung 2024, European Manufacturing Conference, and KI Park Summer Event.

At this stage partners, such as MTC and 3 Drivers already developed internal skills development workshops in laser-based manufacturing and introduction to life cycle assessment, respectively. Over the project, at least 6 internal lectures will be organized.

Additionally, it will be necessary to organize at least 2 workshops, the first at month 18 and the second at month 34 with a min of 100 participants to highlight the economic and technical value of FLASH results.

The outputs of the FLASH project will also be disseminated at the annual “Laser Matters” workshop event held at the MTC. This event aims to demonstrate the key role lasers play within the UK manufacturing sector, along with encouraging the wider proliferation of lasers in new manufacturing applications. This event is attended by a range of SMEs to large-scale multi-national companies.

Synergies

Establishing synergies with other pertinent European, national, or regional initiatives, funding programs, and platforms is an important step toward enhancing the dissemination of the FLASH results.



In this context, FLASH will organise at least 4 joint events with other projects and will have to be present in at least 8 events organised by other projects.

Projects identified for possible synergies with FLASH are the following:

Table 2 - Projects identified for possible synergies with FLASH

Title	Acronym	Project ID	Coordinator
Sustainably and digiTally driven hiErarchical laser texturing for Complex Surfaces	SYNTECS	101091514	Fraunhofer
PAN-European Network designed to boost the adoption of laser-based advanced and additive manufacturing technology	PULSATE	951998	AIMEN
Digital Laser PROduction: Digital Twins of Laser Processing for Multi-Capability Manufacturing of Complex Components and Certification	DILAPRO	101138859	Teknologisk Institut
Laser Manufacturing Fit for the Future	LMIST	MR/V02180X/1	MTC
WeldZero	WeldZero	105812	ATS
Multi-scale multi-process machine for high value-added products with disruptive functionalities	WISE	101138718	PRIMA Additive
SUB-WAVELENGTH HOLOGRAPHIC LITHOGRAPHY STEPPER FOR INTEGRATED CIRCUIT PRODUCTION	HOLISTEP	101137624	Fraunhofer
Extremely High-Speed Laser Processes For Sustainable And Flexible Manufacturing	LaserWay	101138739	IDEKO
Manufacturing process for bio-based fibre-reinforced composite parts for structural applications	BioStruct	101136335	Profactor GmbH
Adaptive Laser Beam for additive manufacturing	ALABAMA	101138842	Sintef Manufacturing
Multi-functional In-Mold Electronics	MULTIMOLD	101138427	JOANNEUM RESEARCH
Modular laser sources for sustainable production of short personalized production series	WAVETAILOR	101137974	JOANNEUM RESEARCH
Enabling Laser Powder Bed Fusion for Large Scale Production of Multi-Material Components	GlobalAM	101138289	ROBERT BOSCH GmbH

Publishing Scientific Results

The publication of scientific results is crucial for advancing knowledge, fostering transparency, and facilitating peer review, thus ensuring the integrity and credibility



of research findings. FLASH intends to have scientific results published in peer-reviewed journals and scientific articles. The ones already identified are listed below:

- CIRP journal of manufacturing science and technology
- Optics & Laser Technology
- Journal of Cleaner Production
- Photoniques Magazine
- AILU magazine

The target for FLASH is to do a minimum of 6 scientific publications, to reach the scientific audience, 3 industrial journal publications, and 9 results-focused online publications.

Other Actions

Regarding other actions, FLASH will develop at least 3 training modules tested with at least 3 end-user organisations with a minimum of 50 attendees at each, and a final event with a minimum of 150 attendees at month 35 at PRIMA.

Additionally, FLASH has already participated in an economist impact article focused on the project and collaboration amongst ATS, AIMEN and IMA-ATOP, entitled “New horizons: a laser focus”, which may be found in the following link: <https://impact.economist.com/projects/dsit/new-horizons-flash/>

Measures for Communication and Dissemination

The communication & dissemination strategy will be composed of 3 pillars but interrelated by the stakeholder interrelations delineated in Table 3:

1. Cross lobbying to engage an international associations network and Digital Innovation Hubs as multipliers and facilitators. Making use of cross-lobbying activities with related lobbying institutions across the EU and beyond (Made in Europe Partnership, an initiative of the European Factories of the Future Research Association, in which MTC, EWF, and PRIMA are existing members) providing an exchange platform to enable European decision-makers (different kinds of industrial, political, and financial stakeholders).
2. Dissemination, exploitation, and communication (DEC) measures to push standardisation (to be addressed by task 9.3).
3. Knowledge transfer activities.

The tables below summarize the objectives, stakeholders, and measures associated with each pillar of the dissemination and communication strategy.

Table 3 – Pillar I of the DC Strategy.

1) CROSS-LOBBYING ACTIVITIES TO ENGAGE AN INTERNATIONAL ASSOCIATION NETWORK AS MULTIPLIERS AND FACILITATORS	
Objectives:	
To make use of the EWF network (e.g. EFFRA) to win related associations as multipliers for wide-spread information, awareness-rising and promotion of the new technology, its environmental and economic benefits and upcoming training offers, events, and for the influence of legislation within and beyond Europe.	
Stakeholders:	
– Commercial and trade associations such as CECIMO (European Association of the Machine Tool Industries and related Manufacturing Technologies). For this EWF has a Memorandum of Understanding. – EC Authorities: DG Research, DG for Education and Culture (DGEAC) and DG Employment. – Related projects in Laser Processing – EU, National, and local policy makers	

– European Technology Platforms (ETPs): ManuFuture and Advanced Engineering Materials and Technologies				
Measure 1: Stakeholder Relations via Association Networks – EWF is one of the founding and/or active members in High-Level Groups of several platforms whose contact will be sought for mutual knowledge exchange and transfer of results, contributing to roadmaps, supporting standardisation issues and discussion etc. with a strong focus again to build/enhance remanufacturing capacity based on FLASH results in Europe and beyond. EWF will be actively supported in the referred meetings by the consortium partners that also take part in these platforms as members (details in the table below).				
– <u>Tools:</u> Invitation Mail, Promo in LinkedIn groups and contacts, Conference Calls. – <u>Place and Time:</u> Aligned with annual meetings.				
<u>ManuFuture</u>	<u>AM Platform</u>	<u>EFFRA</u>	<u>Photonics 21</u>	<u>EPIC</u>
EWF PRIMA MTC	EWF PRIMA MTC AIMEN	EWF PRIMA MTC AIMEN IMA-ATOP	PRIMA MTC AIMEN	MTC AIMEN ROB

Table 4 - Pillar 2 of the DC Strategy.

2) DC MEASURES TO PUSH STANDARDISATION
Objectives: To disseminate and communicate results to push standardisation; since FLASH is focusing on the development of a laser system for customized manufacturing, there will be the need to develop standards that can walk along with it – either process, materials and/or product standards. This assessment will be a continuous activity in the project and the communication made through the partners already engaging with standardisation bodies.
Stakeholders: <u>Consortium liaising with standardisation bodies:</u> EWF <u>Standardisation bodies:</u> ISO, CEN, ASTM The consortium partners liaising with standardisation bodies and the respective standardisation bodies will be assessed in future activities.
Measure 2: Participation in Standardisation Body Committee Meetings and Events – to communicate industry needs gathered in FLASH to standardisation bodies. Measure 3: Set up joint working groups – to promote the development of new standards for remanufacturing

To attract potential customers and investors, final-year dissemination activities will be especially focused towards preparing for post-project exploitation.

Standard Operating Procedures for Dissemination

Standard Operating Procedures (SOP) for dissemination are presented hereafter and will ensure that commercially relevant results are not prematurely disclosed. The SOP is a simplified version of the procedure established in the Consortium Agreement for the notification of dissemination activities taking into consideration the legitimate interest of the members of the consortium,

Therefore, during the project and for 1 year after its end, partners are obliged to notify the members of the consortium about any dissemination activity in advance and obtain the corresponding approval from the consortium members. This is to



avoid the unauthorized/premature disclosure of sensitive information (e.g. other partner's background or project results). Nevertheless, partners must cooperate to facilitate the timely submission, examination, publication, and defense of any dissertation or degree thesis which might include results or background subject to confidentiality and publication barriers established in the consortium agreement.

Unauthorized disclosure of sensitive information might undermine the value of the results causing damages to their owners and blocking the possibility to protect related products or processes under intellectual property rights such as patents, utility models and industrial designs. The non-compliance of the exploitation and dissemination obligations might generate severe consequences according to the Grant or Consortium Agreement affecting implementation of the project and the achievement of objectives. Therefore, partners are required to familiarize themselves with the D&E rules and terms established in the Grant and Consortium Agreements.

According to article 17 of the Grant Agreement, each partner of the FLASH project is obliged, if not specified otherwise by the granting authority, to actively promote the action and its outcomes by disseminating tailored information to various stakeholders, encompassing the media and the general public. This promotion should be carried out strategically, coherently, and effectively. Prior to undertaking any communication or dissemination effort likely to have a major media impact on the media, beneficiaries must notify the granting authority.

If not specified otherwise by the granting authority, beneficiaries' communication efforts concerning the action—such as media engagements, conferences, seminars, and informational materials (e.g., brochures, leaflets, posters, presentations) distributed electronically or through traditional or social media, or significant results funded by the grant, must acknowledge EU support. They should prominently display the European flag (emblem) and funding statement, as seen in Figure 7, translated into local languages if necessary.



Figure 7 - European emblem and funding statement to include in communication and dissemination actions.

The emblem should maintain its distinctiveness and integrity, without alterations or additions of other visual elements, brands, or text. No other visual identities or logos, aside from the emblem, should be utilized to emphasize EU support. When presented alongside other logos (such as those of beneficiaries or sponsors), the emblem must be showcased with equal prominence and visibility.

Additionally, regarding the dissemination and communication of results, article 17 also specifies that any dissemination of results (in any form, including electronic) must display the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

After executing dissemination activities, partners are responsible for providing relevant information (i.e. type of event, when and where it was held, target audience and number of attendants, number of dissemination material handed, contacts made, photographs from the event, contact lists etc.) Other relevant information such as videos, photos, agendas, etc. should be uploaded to the relevant folder on the repository for external events. A summary of the past activity must be prepared by the organiser/participant to be published on the FLASH website.

Notification Procedure

1. Partners are required to provide sufficient information about the intended dissemination activity and send it to the WP7 leader which will forward it to all partners within 30 calendar days before the dissemination activity. (The information should include the type of activity, partners involved, place, date, description, abstract, title and authors, if applicable).
2. Partners may object to the dissemination of the activity or material only within the next 20 calendar days after the receipt of the notice.
3. Partners objecting to a dissemination activity must address it to the project coordinator, to the Party or Parties proposing the dissemination and to the D&C Manager explaining how the dissemination activity will affect their legitimate interests.
4. Any objection must include a precise request for necessary modification to facilitate the dissemination activity without affecting the legitimate interests of consortium members. Relevant partners may discuss as need to overcome the grounds for the objection on a timely basis. Particularly, in the case of scientific or academic publications and presentations.
5. The objecting partner can request a delay of the dissemination activity of not more than 90 calendar days from the time it raises such an objection.
6. After 90 calendar days the dissemination activity is permitted, provided that there is no harm to the legitimate interests of the objecting partner.
7. In addition to the notification table, the consortium partners will fill in the form accessible with the QR code in Figure 8 below and the following link: <https://forms.office.com/e/ugxxCgTJ6g>. The objective of this form is to keep track of the dissemination events planned and a report of the ones attended. The form questions may also be found in the Annex: A.3 Dissemination Form.



Figure 8 - QR code to the Dissemination form.



Internal Processes

All communication actions will be coordinated by the WP9 leader, respecting the deadlines discussed with consortium partners and the graphic guidelines in all communication activities.

Procedures for Newsletters

1. The WP9 leader is responsible for the distribution of the newsletter content according to the tasks developed in the Gantt chart.
2. The WP9 leader is responsible for sending a reminder to the designated partners two weeks before the deadline for the submission of the contributions from partners.
3. Consortium partners are to submit their contributions until the deadline established.
4. In case any partner wants to add relevant content to the newsletter, it must send an email to the WP9 leader, with the information to be added, until the deadline established for the respective newsletter.
5. Once published, the newsletter is sent to all subscribers, and published on social media and website.

Procedures for other dissemination material:

1. Other dissemination material, such as press releases, flyers, and posters will be developed by EWF periodically, according to the project needs.
2. The developed material will be shared among partners to receive feedback in due time.
3. The materials will be adapted according to the comments provided.
4. The materials will be made available on the webpage.
5. Additionally, some of the dissemination material, such as posters may be adapted to specific contexts or events.



Conclusions

This report outlines the initial strategy for Dissemination and Communication. It's crucial to note that this plan will evolve alongside the project, adapting to the latest developments and intentions regarding dissemination.



References

[REF-01]	European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, https://data.europa.eu/doi/10.2848/289075
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Annex A

A.1 Press Releases Schedule

Year	PR #	Release Date	Date to be shared with partners for approval	Deadline for feedback from partners
2024	1	15 th April	1 st April	8 th April
	2	16 th September	2 nd September	9 th September
2025	3	17 th March	3 rd March	10 th March
	4	15 th September	1 st September	8 th September
2026	5	16 th March	2 nd March	9 th March
	6	14 th September	31 st August	7 th September

A.2 Bi-annual Newsletters Schedule

Year	Newsletter #	Release Date	Articles	Tasks Associated	Contributors	Deadline for Info.
2024	1	1 st June	1	1.1	MTC	17 th May
			2	1.2	COS	
			3	1.3	HUD	
			4	1.4	ATS	
			5	1.5	MTC	
			6	1.6	PRIMA	
2024	2	1 st December	1	2.1 & 2.2	SYN	15 th November
			2	2.4	CAI	
			3	3.2	ROB	
			4	3.4	SYN	
	3	2 nd June	1	2.5	SYN	16 th May
			2	3.1 & 3.3 & 3.5	CAI	
2025	3	2 nd June	3	5.3 & 5.4 & 5.5	ATS	16 th May
			4	5.6 & 5.7	COS	
	4	1 st December	1	4.1	MTC	14 th November
			2	4.2	SYN	
			3	4.3	MTC	
			4	4.4	3DR	
2026	5	1 st June	1	6.2 & 6.3 & 6.4	ATS	15 th May
			2	6.6 & 6.7 & 6.8	COS	
			3	8.2	DPS	
			4	8.3	DIA	
	6	1 st December	1	6.10	COS	13 rd November
			2	8.4	TOF	
			3	8.5	ATOP	
			4	8.8 & 8.9	3DR	
			5	12.1	Prima	



A.3 Dissemination Form

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Dissemination Form FLASH

This form is designed to collect information about the dissemination activities conducted by our valued partners. Please ensure that all questions are thoroughly answered, and for each activity, kindly substantiate with supporting evidence. Provide a link either to the publication or directly to the file (document, presentation, video, image) stored in the project's SharePoint. Your cooperation in providing accurate and detailed information is greatly appreciated.

* Required

1. Partner responsible/participating in the activity *

Enter your answer

2. Dissemination Type *

Enter your answer

3. Title *

Enter your answer

4. Partners Involved *

☐ Prima Additive

☐ DePuy Ireland

☐ Diamoutils

☐ TOFAS

☐ Callabs

☐ 3 Drivers

☐ Cosmos Thrace

☐ EWF

☐ AIMEN

☐ Universita di Palermo

☐ IMA Automation

☐ ROBUST AO

☐ Synova

☐ ATS

☐ MTC

☐ University of Huddersfield



5. Audience Type *

- ☐ Scientific Community (Higher Education, Research)
- ☐ Industry
- ☐ Civil Society
- ☐ General Public
- ☐ Policy Makers
- ☐ Media
- ☐ Investors
- ☐ Costumers
- ☐ Other

6. Audience Size *

7. Place *

- ☐ Online
- ☐ Other

8. Date *

9. Evidence: Link *