



H2020-ICT-02-2018
Flexible and Wearable Electronics

Smart2Go

Smart and Flexible Energy Supply Platform for Wearable Electronics

Starting date of the project: 01/01/2019
Duration: 36 months

= Deliverable D8.2 =

Dissemination strategy v1

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Executive Summary

This document summarizes the strategy for disseminating the results of Smart2Go project and the activities planned to give high visibility to the project, its achievements and partners. Dissemination activities and promotional materials will be developed with the aim to support the project exploitation, trying to attract and involve the stakeholders and end users through specific communication activities.

An overview of Dissemination activities including events and press and media campaign is reported in Chapter 2.

A Dissemination plan, corresponding Key Performance Indicators and a timeline, is proposed to create awareness and, at the same time, manage efficiently market needs and end-users expectations. The Smart2Go Dissemination strategy and plan could be summarized in the following scheme (Figure 1).

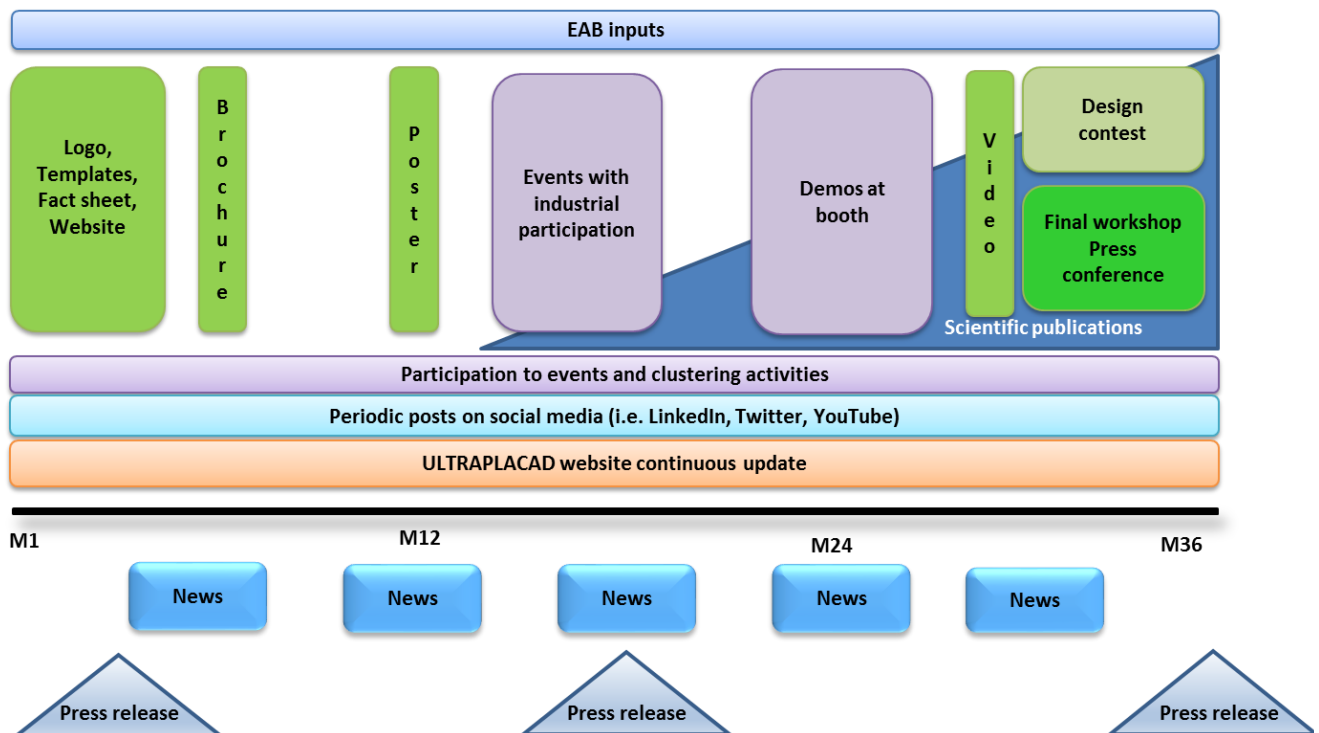


Figure 1 *Smart2Go Dissemination strategy and plan*

The Chapter 3 is describing the Smart2Go promotional materials: project logo, templates developed both for internal use and for presentations outside the project, fact sheet, brochures and leaflets, press releases, website (described in the Deliverable D8.1), Newsletters and Poster.

The project website, brochures, visual materials/video and social media are addressed to broad public, media and stakeholders (i.e. designers, artists, etc.); scientific publications and publications in technology news servers are addressed to the scientific community, experts, end users, EC and policy makers; participation to events, exhibitions and workshops are addressed to industries, SMEs, end users; press releases and newsletters are addressed to end users, EAB members and media.

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1. Introduction

The Deliverable D8.2 Dissemination strategy v1 document is part of the Task 8.1 Dissemination and communication activities. The objective of this task is to assure that the results of the project are disseminated to the European research and industrial community, target all important stakeholders in the field of “flexible and wearable electronics” and their potential applications and assure an on-going communication between general public, scientific community, technicians, experts, media, policy makers, industries, end-users, etc. on one side and partners of the project on the other. The D8.2 represents the working document outlining the Dissemination strategy (definition of internal procedures, target audience, messages and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project). The Dissemination activities and plan will be updated periodically by the use of “Smart2Go recording dissemination” Excel file and information about Dissemination will be also included in the periodic reports.

The Dissemination strategy has the objective to outline the main elements and strategic choices regarding the Dissemination activities of the Smart2Go project towards the most important stakeholder groups. The document will enable the project team to properly plan and implement all required Dissemination activities in order to achieve the identified main objectives: implement communication activities targeted to different stakeholders, produce publicity materials for project outputs awareness and involve users throughout all phases of the project. Actively participate in conferences, workshops, trade-shows and courses and foster relationships with other framework projects and initiatives (clustering activities).

2. Smart2Go Dissemination overview (Month 6)

The Dissemination activities performed by partners in the first 6 months of the project are reported in the tables below:

Dissemination recording and plan															
Type of event (*)	Name of event	URL	Date	Place	Partner / participants	Targeted audience (#)	Number of participants / Visibility (Ç)	Dissemination activity							
								Attendance	Abstract	Paper	Poster	Lecture	Brochure distribution	Video / Demo	Booth
Conference and exhibition	LOPEC 2019	https://www.lopec.com/index.html	19-21/03/2019	Munich (Germany)	John Fahlteich (FEP), Damien Hau (ARM)	Scientific community and industries	2500 (153 exhibitors)	X					X		X
Conference and exhibition	IDTechEx Show!	https://www.idtechex.com/printed-electronics-europe/show/en/	10-11/04/2019	Berlin (Germany)	Damien Hau (ARM)	Industries	2500 (200 exhibitors)	X				X			
Workshop	OE-A Meeting Europe	https://oe-a.org/viewer/-/v2article/reader/31705208	12-13/06/2019	Barcelona (Spain)	John Fahlteich (FEP)	Industries		X				X			
Conference and exhibition	EuroNanoForum 2019	https://www.euronanoforum2019.eu/	12-14/06/2019	Bucharest (Romania)	John Fahlteich (FEP) and Elena Turco (AMI)	EC, sister projects, scientific community	1000	X				X	X		X

(*) Examples: Conferences, Workshops, Exhibitions, Trade Fairs, BusinessToBusiness meetings, Training, Clustering event, Other events

(#) Examples: Scientific community (including students and researchers), End users/customers, Associations, Industries (Manufacturers / Integrators), Designers, Standards & regulation bodies, Broad public, Policy makers, Media, etc.

(Ç) Examples: Worldwide/International, European, National, Local

Dissemination recording and plan							
Press and Media (*)	URL	Publication date	Partner responsible/author	Targeted audience (#)	Language	Visibility (Ç)	Dissemination activity

							Publication in paper form	Web article	Web post	Visual contents	Interview
AMIRES twitter and website	https://twitter.com/amires_eu ; http://amires.eu/category/news/	05/01/2019	Elena Turco (AMI)	Broad public	English	Europe			X		
IEC blog	https://blog.iec.ch/2019/01/new-project-could-revolutionize-flexible-wearables/	22/01/2019	EAB member (Alan Hodgson)	Standardization committee	English	Worldwide			X		
Optoelectronics Research Centre (ORC) website	https://www.orc.soton.ac.uk/		Katrina Morgan (UoS)	Broad public	English	Europe			X		

(* Examples: Name of Newspaper, Title of non-scientific publication (i.e. magazine, websites, blogs), Social Network (Linkedin, Facebook, Twitter, etc.), Youtube, Television channel, Radio channel, Others

(#) Examples: Restricted target group (Scientific community, End users, Industries, Associations, Designers, Standardization bodies, Policy makers, etc.) or Broad public

(C) Examples: Worldwide/International, European, National, Local

3. Promotional materials

In Smart2Go the promotional materials will create awareness and, at the same time, will contribute to establish a link between the Dissemination strategy and the project exploitation roadmap. **The promotional material will therefore be designed with the purpose to attract different target groups described in Chapter 5.1.** The project website, brochures, visual materials/video and social media are addressed to broad public, media and stakeholders (i.e. designers, artists, etc.); scientific publications and publications in technology news servers are addressed to the scientific community, experts, end users, EC and policy makers; participation to events, exhibitions and workshops are addressed to industries, SMEs, end users; press releases and Newsletters are addressed to end users, EAB members and media.

The Smart2Go promotional materials will be extensively used by Smart2Go partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops with end users, etc. Given the multidisciplinary and international Consortium of partners, different target audience will be informed and will become aware of the Smart2Go objectives, impact and results.

The promotional materials developed and under development during Smart2Go project are:

- Project logo
- Templates for Agenda, Presentations, Minutes, Deliverables and Reports
- Project Fact sheet, brochure and leaflets
- Project Website
- Press releases
- Newsletters
- Posters and roll-up

All the materials are distributed to all the partners by email and uploaded to the FTP server and website.

3.1. Project logo

Some proposals for the project logo were designed before of the kick-off meeting and discussed with the coordinator. The official Smart2Go logo (Figure 2) is also associated with the EU flag and acknowledgment. The project logo is used in all the project related advertising materials including templates, website, leaflets, posters, brochures and newsletters.



Figure 2 *Smart2Go official logo*

3.2. Templates

The Powerpoint templates were prepared and distributed amongst the partners at the very beginning of the project to be used at Smart2Go internal meetings. Other templates (i.e. Meeting Agenda and Minutes, Deliverables, Progress report, etc.) were designed and distributed amongst the Consortium. Graphics elements and selection of colours provided a common look to all the templates used for Smart2Go presentations, posters and other Dissemination materials addressed to general public.

3.3. Fact sheet, brochure and leaflets

In order to provide broad public, as early as possible, with information about the project, a general information brochure/fact sheet (Figure 3) about Smart2Go has been designed, approved by all the partners and distributed in the Consortium. The objective was to present the project in a short, simple and easy to read way. It includes general project information, an introduction about wearable devices, the description of the Smart2Go concept and approach,

the project team with its multidisciplinary competencies, the application cases and the impact expected from the project. Logos of partners, their names and countries, contacts of the coordinator and the webpage link are also provided. The fact sheet can be distributed both electronically and in printed form by each partner during events and meetings with stakeholders.

Smart and Flexible Energy Supply Platform for Wearable Electronics - Smart2Go

Smart and Flexible Energy Supply Platform for Wearable Electronics - Smart2Go

Smart and Flexible Energy Supply Platform for Wearable Electronics

Smart2Go

Introduction:

The widespread introduction of wearable devices is expected to be one of the major trends in the next one or two decades. First applications have already entered the market, like e.g. the smartwatch from Apple or various types of fitness trackers. Wearables will generate completely new opportunities for sensing (e.g. vital parameter monitoring), mobile data storage, wireless communication and internet of things.

Apart from legal topics, like e.g. data security, there are also technological bottlenecks. Today, design and appearance are significantly limited by given geometries of state-of-the-art components. Therefore, making devices thinner, safer, flexible and easy to integrate are major goals of current research and development activities. Presently various obstacles still hinder the expected rapid development. The energy supply to wearable devices is probably the most serious challenge among these technological bottlenecks.

Project description:

The aim of the Smart2Go project is the creation of an autonomous energy-supply platform. Based on the results of the project it will be possible to use a wearable without caring about recharging over its entire lifetime.

This aim will be achieved by the combination of a powerful, thin and scalable battery with appropriate energy harvesting technologies. Each unit will be capable for a storage capacity up to 110 mWh (10 cm² area). All the performances will be retained after bending.

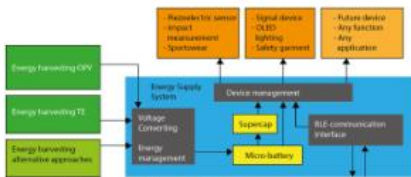


Figure 1. Block diagram of a fictitious Smart2Go device.



Project facts:

Start date: 01/01/2019
End date: 31/12/2021

Duration in months: 36

Project EU funding: € 3.97M

H2020 Research & Innovation Action

Grant Agreement no.: 825143

Call (part) identifier:

H2020-ICT-2018-2

Topic:

ICT-02-2018: Flexible and Wearable Electronics

Keywords:

Wearable technologies, Integrated flexible energy supply platform, energy harvesting technologies, flexible battery, wearable device demonstrators

The project will also develop ultrathin and lightweight films that will provide protection against environmental and mechanical impacts, handling and radiation. A roll-to-roll manufacturing process for the integration of all the components into the Smart2Go energy supply platform will ensure suitable production capacity with low manufacturing costs.

Application cases:

The performance of the Smart2Go energy supply platform will be demonstrated in two application cases: (1) sport equipment integrating Smart2Go platform and pressure sensitive array and (2) safety garment integrating Smart2Go platform and lighting technologies (OLEDs). They represent a challenge for the demonstration of the Smart2Go platform reliability in extreme environment (i.e. cold temperature, snow, rain, etc.) and a proof of the technical feasibility of the Smart2Go solutions.

Expected impact:

Smart2Go project will integrate several technologies (energy harvesting, energy storage, and energy management) in one modular platform, where the different components (OPV, TE cells, supercapacitors) and functionalities (piezo sensors, lighting technologies) can be easily replaced to serve many different applications in the area of flexible and wearable electronics.



Figure 2. Fields of applications and examples of product use cases for the Smart2Go energy supply platform.

The project includes top EU innovation performers (researchers and companies) involved in flexible electronics and energy scavenging and storage, as well as 2 partners with very challenging product use scenarios (high reliability need, extreme weather conditions), validating the platform as suitable for multiple needs.



Consortium:

FEP	DE
VTT	FI
JOR	AT
UoS	UK
TUT	FI
ARM	FR
VMI	AT
ATO	AT
HH	NO
TRE	FI
AMI	CZ

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The project Smart2Go receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 825143.

Figure 3 Smart2Go Fact sheet

A preliminary project brochure was developed on M6 (Figure 4). Additional pictures and infographics were discussed during the M6 meeting and an updated version will be released for partners to distribute to different events. Information leaflets, focused on the tangible results and their features, will be also prepared on M24 for presenting to Smart2Go end users and potential customers.



Figure 4 Smart2Go preliminary brochure

3.4. Project website

Smart2Go website <http://smart2go-project.eu/> has been set up in order to increase public awareness of Smart2Go project. The whole contents of the webpage is public and complete project information is on-line since 30th April 2019. The Smart2Go website will be actively maintained and updated during the whole course of the project.

The website structure and contents are reported in Deliverable D8.1. General project information, a scheme summarizing the project concept, sessions dedicated to News and events related to the project, “Contact us” forms, Project facts, links to other relevant websites (including Cordis, IEC TC 119 Printed Electronics website, OA-E Organic and Printed Electronics Association website and other EU funded projects in this field) and downloadable Dissemination materials like project logo and fact sheet are placed in the Home page.

The website structure is composed by 6 pages and 4 subpages with the aim to target different audience. “Homepage” and “Project team” are for broad public. “Results” including subpages “Glossary”, “Public Deliverables”, “Scientific publications” and “State of the art overview” are providing information to scientific community, stakeholders and end users. “Impact” page is for broad public and media. The “News and Events” section ensures high the project visibility and returning visitors and “Contact/FAQ” allows broad public to interact with the project consortium. At the bottom right of the website the acknowledgment of EU funding is placed: This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 825143, project Smart2Go.

3.5. Press releases

The aim of the press releases is to attract media attention and increase public awareness of the Smart2Go project and its outcomes and events. The first project press release was published in January 2019 in order to inform about the launch of the project and its objectives (Figure 6). Those contents were exploited by partners in order to prepare other press releases at their institution, local and national level (see Chapter 4). In particular the EAB member Alan Hodgson, chair of IEC TC 119 (Printed Electronics), published a press release about the project in the IEC blog (<https://blog.iec.ch/2019/01/new-project-could-revolutionize-flexible-wearables/>).

Additional press releases will be prepared on M18 and M36 based on the publishable summary. All press releases connected to Smart2Go project are available in the website.

ICT-02-2018

Smart2Go project

GA number: 825143

Smart2Go Kick-off meeting press release:**Ready, set, go! Smart2Go project left the starting blocks!**

The Smart2Go project, officially started on 1st January 2019, organized its first meeting on 14-15 January 2019 in Dresden (Germany) at the Fraunhofer FEP Institute. Smart2Go is a project funded by the European Union's Horizon 2020 research and innovation programme aiming at the development of an autonomous energy-supply platform. Based on the results of the project it will be possible to use a wearable without caring about recharging over its entire lifetime. More information about the project can be found at www.smart2go-project.eu (full version available in April 2019).

During the meeting, 9 EU innovation performers (researchers and companies) involved in flexible electronics and energy scavenging and storage and 2 industries with very challenging product use cases discussed the work plan for the development of materials and components to be integrated in the energy storage and harvesting system.

The participants had also the opportunity to visit the laboratories of the Fraunhofer Institute for Organic Electronics. The institute offers a broad range of research, development and pilot manufacturing opportunities, especially for the treatment, structuring and finishing of surfaces as well as for OLED microdisplays, organic and inorganic sensors, optical filters and flexible OLED lighting.

External experts in the field of standards for printed electronics, design and development of flexible electronics based products and R2R coating, printing and laminating manufacturing processes also participated to the Smart2Go meeting. The Smart2Go External Advisory Board (EAB) is set up with the aim to receive support in the following aspects: 1) Exploring new applications and interaction with the end-users; 2) Interaction with industrial integrators and manufacturers; 3) Standardization and pre-normative activities and 4) Networking, clustering and interaction with SMEs associations.



Smart2Go

Project Meeting
January 15, 2019 | Dresden

Smart2Go project has a duration of 36 months, please, stay updated about the upcoming project results!

Contact persons:	Coordinator:	Project Manager:
Name	Dr. Matthias Fahland	Elena Turco
Organisation	Fraunhofer Institute for Electron Beam and Plasma Technology	AMIRES s.r.o.
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825143, project Smart2Go.

Smart2Go KOM press release Page 1 of 1

Figure 5 Smart2Go 1st press release

3.6. Newsletters

The project newsletters and their regular Dissemination can help to maintain the visibility of the project during its whole duration, create awareness and expectations regarding the final results and inform the target audience about advances made in the project. In Smart2Go newsletters and news posts will be published regularly (at least every 6 months) in the project website and advertised through LinkedIn, Twitter and partners' websites. The Newsletters will be richer in contents as soon as publishable results will be available (expected after M12).

The Newsletters could also represent a tool able to promote the projects results at market level: engaging titles and easy to read contents focused on the project impact and results will help to approach potential customers. Besides the Smart2Go Newsletters can give visibility to the project partners: industrial partners and SMEs could promote in the Newsletter their current activities and commercial products linked to Smart2Go.

The first Newsletter, divided into 3 sessions/posts, was published in the Smart2Go website (<http://smart2go-project.eu/news/>) and include information about project progresses and events attended by the partners. The Word version is reported in Figure 6.

Smart2Go

Smart2Go at EuroNanoForum 2019 in Bucharest (12-14 June 2019)

Smart2Go project will be promoted at the EuroNanoForum event (<https://www.euronanoforum2019.eu/>) during a talk given by John Fahlteich (Group Leader Encapsulation and Outdoor Applications, Fraunhofer FEP) and at AMIRES booth (n. B1 at S1 Floor) with distribution of brochures and dedicated poster. EuroNanoForum 2019 is an event of the Romanian Presidency of the Council of the European Union.



It stands as the most significant European forum that brings together scientists, industrialists and policy makers. The event is anticipating approx. 1000 participants and offers opportunities for discussions on cross-sectorial challenges focusing on both the industrial application of research results and future strategic research priorities in the area of Nanotechnology and Advanced Materials of the Horizon 2020 NMBP Programme and beyond.

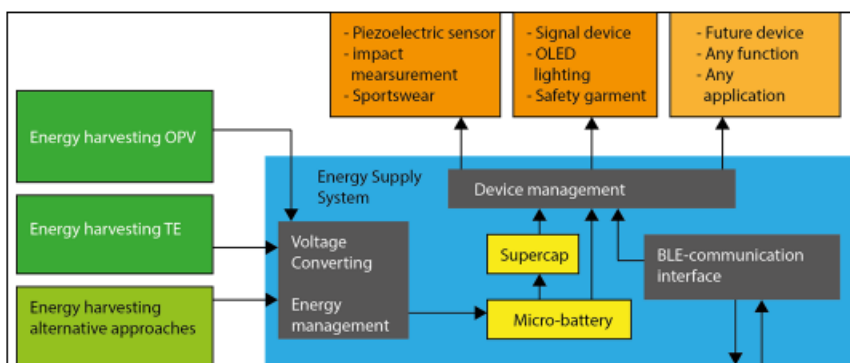
Smart2Go at OE-A Meeting in Barcelona (12-13 June 2019)

Smart2Go project will be presented during the meeting of the Organic and Printed Electronics Association (www.oe-a.org). In particular the best practices, developed in the project and applied to define the specification sheet, will be shared with the OE-A Working Group Encapsulation. The group will discuss encapsulation of flexible and large area electronics, standardisation of encapsulation metrology, collection of state-of-the-art and latest research documents and communication in the value chain.



Smart2Go first steps towards a smart and flexible energy supply platform

How to combine energy harvesting elements, energy storage and supply system, sensors and lighting elements into an autonomous energy-supply platform for wearable electronics? Which are the technical specifications (for each component) and requirements (including extreme environment conditions) that will allow the smooth integration of Smart2Go platform into the two challenging applications: sport equipment and safety garments? The Smart2Go partners are now addressing those questions to define the system design.



Please, stay updated about the Smart2Go results and visit the project website: www.smart2go-project.eu! The website is providing the project description, the list of partners and potential applications that benefit from the Smart2Go energy supply platform for wearable electronics.

Figure 6 Smart2Go 1st Newsletter

3.7. Posters and roll-up

The project posters can have different objectives and targets: to catch the attention with visual contents during exhibitions and workshops with stakeholders (also stimulating questions and requests of more details) and/or provide technical details, showing the scientific results, in a short way, to scientists and experts during the conferences. In order to make the presentation of the Smart2Go project in different events more effective a roll-up will be developed including the general project information, the description of the Smart2Go concept and approach with visual contents, the logos of partners and the webpage link. Other posters with more scientific contents could be developed by the academia/research partners and presented during scientific symposia and conferences, showing with tangible results and data the achievements of the project to the scientific community.

4. Conclusions

This document represents the public Deliverable D8.2 “Dissemination strategy v1” of the project Smart2Go. It summarizes the strategy for disseminating the project results and the activities planned to give high visibility to the project, its achievements and partners. The Dissemination of the project’s achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any Dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Leader in cooperation with the

Coordinator will follow the approval processes and will act as an internal executive approval body for any Dissemination action organised by different partners.

An Excel file was prepared in order to record each partner's contribution to Dissemination.

In Smart2Go the promotional materials will create awareness and, at the same time, will contribute to establish a link between the Dissemination strategy and the project exploitation roadmap. The Smart2Go promotional materials include project logo, templates developed both for internal use and for presentations outside the project, fact sheet, brochures and leaflets, press releases, website (described in the Deliverable D8.1), Newsletters and Poster.

The project website, brochures, visual materials/video and social media are addressed to broad public, media and stakeholders (i.e. designers, artists, etc.); scientific publications and publications in technology news servers are addressed to the scientific community, experts, end users, EC and policy makers; participation to events, exhibitions and workshops are addressed to industries, SMEs, end users; press releases and Newsletters are addressed to end users, EAB members and media.

5. Degree of progress

The deliverable is 100% fulfilled. Task 8.1 "Dissemination and communication activities" will continue till the end of the project and the Dissemination activities and plan will be updated periodically (each 6 months) by the use of "Smart2Go recording Dissemination" Excel file. Information about Dissemination will be also provided to the EC through the periodic reports. This document represents the 1st version of the Smart2Go Dissemination strategy and an updated version (D8.3 Dissemination strategy v2) will be submitted on M24.