



HORIZON 2020



D5.1 Dissemination and Exploitation Plan

Alan Davy (WIT)

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1. Introduction

This report presents the CIRCLE dissemination; communication and exploitation plan for the consortium as a whole. The deliverable firstly reiterates the Description of Work plans.

“Dissemination plans will be guided by the principles in *‘Communicating EU Research & Innovation - A guide for project participants’*, a brochure recently published by the EC. The consortium has outlined the main aspects of a dissemination plan (draft), which they wish to implement when the project starts. At the very start of the project, a detailed dissemination plan will be worked which will provide a schedule, identify resources, and step-by-step tasks on the main activities. The dissemination plan will be implemented throughout the course of the project and the final stage of the plan will focus on concluding the dissemination activities in the project.

The following areas constitute the main dissemination actions and outline draft plan for the CIRCLE project and each item will be discussed in detail in the following section:-

- 1) Branding of CIRCLE
- 2) Awareness strategy
- 3) Promotion in Europe
- 4) Concluding affairs “

This report sets out our plans for dissemination activities in each of the above fields.

“The objective of the exploitation plan is simply to ensure that the outcomes to the coordination and support actions conducted in the project are used - largely for research, policy making, skills and educational training. All sections of the exploitation plan will be implemented during the course of the project but the final section, focusing on next steps, will provide guidance on what needs to be done after the project is completed and by whom. The following areas constitute the main exploitation actions and outline draft plan for the CIRCLE project:-

- 1) Identification of project outputs
- 2) Creation of Specific Exploitation Plans (SEPs)
- 3) Management of overlap with the dissemination plan
- 4) Management of intellectual property
- 5) Future plans “

This report sets out our plans for exploitation activities in each of the above fields.

1. Dissemination Plan

1.1. Branding of CIRCLE

The branding of CIRCLE will constitute the design of a logo, design and deployment of a website and preparation of promotional material such as flyers and presentation templates. The logo will be used also on social media such as twitter. The below is a branding plan for CIRCLE.

CIRCLE Logo	July 2015
CIRCLE Social Media Account (Twitter)	July 2015
CIRCLE Website 1 st Release	Sept 2015
CIRCLE Flyer	Sept 2015
CIRCLE Website 2 nd Release	June 2016

1.2. Awareness Strategy

The awareness strategy will consist of publications, participation and networking at major international events, organizing its own events, dissemination through broadcast and digital media, engagement in outreach activities at the local and national level, and upgrading of lectures and addition of new teaching courses. A wider community mailing list will be established for dissemination of newsletters. The following are a set of metrics to achieve awareness of the CIRCLE project.

Metrics for reporting:

Awareness Activity	Targets	Metric (to be achieved by the Consortium)
Targeted conferences and journals	6	No. of publications
	18	No. of references / citations
	9	No. of presentations made
	20	No. of contacts made
Print media	9	No. of articles in press
Social media	30,000	No. of followers, retweets, likes, comments, and links shared
Audio and visual media	8	No. of radio appearances
	2	No. of TV appearances
Website	50,000	No. of visits
YouTube	3	No. of videos,
	1000	No. of subscribers
Newsletters	12	No. in distribution list
CIRCLE Launch	120	No. of participants
CIRCLE Workshops	20-30	No. of participants

1.3. Promotion in Europe and Internationally

The promotion of Molecular Communications as an emerging research area with hugely disruptive potential to the European Commission and Europe in general is a key objective of the dissemination and communication strategy of CIRCLE. Below are a set of activities that will be carried out to promote the CIRCLE project in Europe.

CIRCLE Sponsorship of ACM Nanocom Conference	September 2015, September 2016
Community driven submission to FET Proactive public consultation on Molecular Communications	April 2016
Establishment of a CIRCLE Mailing list for distribution of news letters	September 2015
Workshop on Molecular Communications	January 2016

1.4. Concluding Affairs

Concluding activities such as issuing of news letters, expansion of the news letter, continuation of social media, continuation of the CIRCLE workshops, etc. will be developed in the second year of the project.

2. Exploitation Plan

2.1. Identification of project outputs

The identification of project outputs other than the stated deliverables must be tracked and evaluated closely throughout the duration of the project. On an iterative process, the following categories will be reviewed to determine any credible output accredited to the CIRCLE project. Each of the categories will be evaluated in each deliverable report.

- Commercial
- Research (follow on proposals)
- Policy
- Skills
- Training

2.2. Creation of Specific Exploitation plans (SEP)

Once outputs have been identified, they will be assigned to an individual within the project. The following table will be completed per identified output. The SEPs are designed to be developed rapidly and with ease while ensuring an organised and efficient process is in place for managing exploitation of outputs.

Summary	
Sector Analysis	
Users	
Team	
Path to Exploitation	

2.3. Management of Intellectual Property

Intellectual property outputs that may be generated by the project will be managed in line with the H2020 framework policy on IP management. IP will be reported at each updated deliverable.

IP Type (licencing, trademark, copyright, patent, etc.)	Description	IP Assignment (Individual, partners)
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2.4. Future Plans

The exploitation of all outputs may not be completely exploitable within the two years of the project, however a future plan evaluation will be carried out for each exploitation plan in place. The following will be reported on at the each iterative deliverable and a complete review of all exploitation plans will be carried out before the end of the project.

SEP Summary	
Future Exploitation Plan	
Time Frame	
Owner	