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D7.2 Plan for Dissemination and Exploitation including Communication Activities

MSA-Trough

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Name	Role	Action	Date
Diogo Canavarro (UEVORA)	PSC	*Approved conditionally*	26.03.24
Daniel Morales (FER)	PSC	*Approved conditionally*	28.03.24
Timo Zippler (SL)	PSC	*Approved conditionally*	28.03.24
Martin Eickhoff (DLR)	PSC	*Approved conditionally*	28.03.24
Valeria Russo (ENEA)	PSC	*Approved conditionally*	28.03.24
Emanuela Menichetti (OME)	PSC	*Approved conditionally*	28.03.24
Javier Molina (ROD)	PSC	*Approved conditionally*	28.03.24

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About the Project

The global objective of the MSA-Trough project is to develop and demonstrate a novel parabolic trough collector which is by far more efficient, less costly, more reliable and more sustainable than currently commercially used trough collectors and which is optimized to generate cheap dispatchable electrical energy from megawatt up to the gigawatt range in order to stabilize electrical grids and enable higher shares of variable renewables in the energy systems.

MSA-Trough Project is funded by Horizon Europe - European Climate, Infrastructure and Environment Executive Agency (CINEA).

MSA-Trough will be implemented over a three-and-a-half-year term (October 2023 – March 2027) and is executed by a consortium of 7 partners, led by the University of Évora.

Disclaimer

Table of Contents

List of Figures 5

List of Tables 5

List of Abbreviations 5

1. Introduction 6

2. Dissemination, Exploitation and Communication Plan building blocks 7

3. MSA-Trough Visual Identity 8

4. Main Dissemination, Exploitation & Communication Tools 9

4.1. MSA-Trough website 9

4.2. Social media 10

4.3. Leaflet 10

4.4. Newsletter 10

4.5. Informational papers 11

4.6. Open days 11

4.7. European Commission Dissemination and Exploitation Tools 11

4.8. Zenodo Repository 12

4.9. Stakeholders workshop 12

4.10. Webinars 12

4.11. Policy briefs 12

4.12. Presentations at international workshops/conferences 13

4.13. Scientific publications in journals 13

5. Target Stakeholder Groups 16

6. Monitoring of Communication and Dissemination Activities 20

7. EC Communication and Dissemination Obligations 22

8. Exploitation Strategy 23

8.1. Exploitation Methodology 23

8.2. Exploitation Activities Approach 23

8.3. Identification of Key Exploitable Results (KERs) 23

8.4. Timing for Exploitation 24

8.5. Identification of Stakeholders 25

8.6. IPR to Support Exploitation 25

8.7. Standardization Framework 26

9. Related Plans (following PM² methodology) 27

10. References 28

Appendix 1: References and Related Documents 29

List of Figures

Figure 1: Dissemination, Exploitation and Communication Main Components 6
Figure 2: MSA-Trough DECP components, objectives and tools 7
Figure 3: MSA-Trough Final Logo Version 8
Figure 4: MSA-Trough Website Screenshot 9
Figure 5: Social Media MSA-Trough Accounts 10
Figure 6: MSA-Trough Stakeholders Groups 16

List of Tables

Table 1: Summary of Dissemination, Exploitation and Communication Tools, including those of the EC 14
Table 2: Target Groups and Engagement Approach 17
Table 3: Summary of Dissemination, Exploitation and Communication Channels for the Different Stakeholders 19
Table 4: Key Performance Indicators and Targets 20
Table 5: MSA-Trough Dissemination Log 21
Table 6: Positioning of MSA-Trough in partners' overall strategy 24

List of Abbreviations

CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
CINEA	European Climate, Infrastructure and Environment Executive Agency
CSP	Concentrating Solar Power
EC	European Commission
EMSP	Évora Molten Salt Platform
EPC	Engineering, Procurement and Construction
ESCos	Energy Services Companies
EU	European Union
KERs	Key Exploitable Results
MSA-Trough	Development of a parabolic Trough concentrator system for Molten Salt Application
PDEC	Plan for Dissemination and Exploitation including Communication Activities

1. Introduction

WP7 (Dissemination, exploitation and communication) is led by OME in close collaboration with the MSA-Trough coordinator and all project participants.

A well-defined dissemination, exploitation and communication plan is crucial for ensuring that the project's objectives are effectively turned into appropriate, measurable and verifiable results that have high potential for replicability, exploitation and for establishing synergies, thus maximizing project impact. It incorporates the main relevant elements of D7.1, in particular with respect to communication tools and strategies, and visual identity. D7.2 - Plan for Dissemination and Exploitation including Communication Activities (PDEC) can be considered as a guideline for the consortium to:

- **Identifying communication and dissemination channels**: This involves selecting the most appropriate channels to reach different target audiences. It includes a mix of traditional channels such as press releases, newsletters, workshops/conferences, project website, as well as modern digital tools like social media platforms, and webinars.
- **Engaging stakeholder groups:** It is important to identify key stakeholders and understand their interests, needs and concerns related to the project. Stakeholder groups include policy makers, industry partners, academia, potential users, media and the general public. Tailoring messages and communication strategies to each group will enhance engagement and support. A stakeholder segmentation has been performed.
- **Prepare the ground for exploitation of results:** The ultimate result of MSA-Trough is to increase concentrating solar technologies competitiveness so to expand its market share, particularly in process heat applications (LCOH estimated at 2-3 €cent/kWh_{th}). The exploitation strategy is developed accordingly to support such an ambitious goal; the strategy includes commercialization opportunities of MSA-Trough results, patenting, fostering scientific development, enabling a conducive policy framework for CST.

The Plan will establish a timeline for communication activities, and include mechanisms for monitoring and evaluating the effectiveness of communication and dissemination efforts. The Plan will be updated after each reporting period (months 17, 31 and 42) to ensure that dissemination, exploitation and communication strategies remain relevant and aligned with the project goals.

The approach followed to develop the Plan and its main features are described in Figure 1.

Figure 1: Dissemination, Exploitation and Communication Main Components

2. Dissemination, Exploitation and Communication Plan building blocks

The MSA-Trough DECP is summarized in Figure 2, which outlines the main components, their interdependencies, the specific objectives to be reached and the tools that will be used to accomplish the objectives.

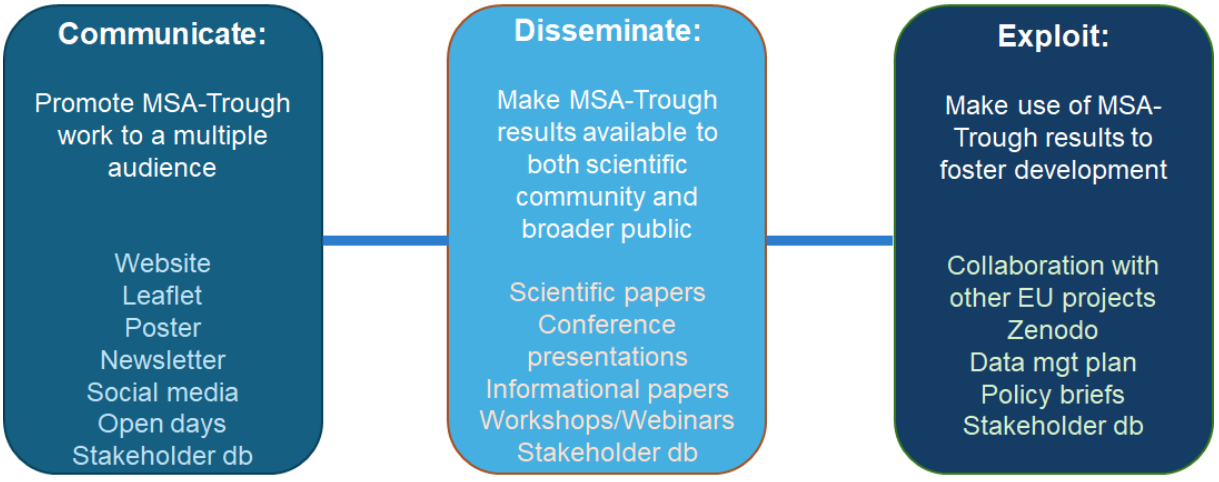

Figure 2: MSA-Trough DECP components, objectives and tools

Three main activities characterize the Plan, namely:

- **Communication**: Communication activities are directed towards the promotion of MSA-Trough project activities and results to a multiple audience. Several tools will be used to this end. Firstly, the MSA-Trough website will be the display window that multiple stakeholders can access to get updated information on the different work packages, stay updated about meetings, issuance of deliverables, accomplishments of milestones and any other relevant news. Leaflets and posters will be used to communicate concise information about the project structure, involved partners, main objectives and methods to be used. The newsletter will reach several stakeholders to communicate at regular intervals. Social media

communication will help deliver quick information that can be easily relayed. Open days will be organized to attract students, local communities, policy makers in order to create awareness around MSA-Trough accomplishments and its relevance under a sustainable development perspective.

- **Dissemination**: It will make knowledge and results publicly available free-of-charge. Two ways of dissemination are sought, scientific dissemination through publishing results in scientific journals, presentations in conferences and databases, workshops and webinars; broader dissemination through informational papers for non-expert audience.
- **Exploitation**: It will make concrete use of results for commercial, societal and political purposes. These actions will take place as soon as exploitable results become available (patents, prototypes, new methods, etc.) and will serve industrial development, business opportunities, policy making and the establishment of new partnerships. In the framework of MSA-Trough, synergies with other research projects will be explored, free-of-charge EU repositories like the Zenodo platform will be used, policy briefs will be prepared and a data management plan will be continuously updated.

A stakeholder database will be set up and used for the different strategies of the Plan. Planning of dissemination, exploitation and communication activities started during the proposal preparation phase.

3. MSA-Trough Visual Identity

MSA-Trough visual identity refers to the main graphical elements that characterize the project and allow to clearly distinguish it by means of a unique logo, color codes, web design, typography, illustration style, icons and the overall esthetic representation. For more information about the visual identity, please refer to the dedicated deliverable 7.1: Website and Communication Materials.[1] A summary of the main elements of the visual identity are below:

- **Fonts:** Two main fonts are being used by MSA-Trough project, namely Calibri and Oswald. The Calibri font is used for the main text of publications, including the presentations, deliverables, and newsletters, etc. The selected fonts for the titles and subtitles is Oswald and belongs to the Google Fonts group. These fonts are licensed under the Open Font License. So, the font is free for all applications. The link to the font is: Oswald - Google Fonts. Roboto condensed font is being also used for the main text of the website.
- **Colors:** In addition to black as the main color used for text, two other main colors are being adopted for the MSA-Trough products; dark yellow (#FFB900 - 255/185/0) and blue (#4667B3 - 70/103/179).
- **Logo:** The selected logo is displayed in Figure 3. The 3-D parabolic trough collector shape evokes its flexibility and modularity, which makes it applicable in several configurations, from MW to GW scale. Also, MSA-Trough logo shape suggests a journey towards the future, where CSP technologies will be an essential component of grid's electricity mix. The technological innovation is further highlighted by the choice of colors, from silver to light blue which correspond to the colors of the main materials used such as silver, iron, etc.

[1] 20240117_D7.1_Website-and-Communication-Materials_MSA-Trough.pdf

Figure 3: MSA-Trough Final Logo Version

- **Acknowledgement of EU Funding:** The support to the MSA-Trough project by the European Commission must be recognized in all the dissemination and communication tools and materials including the following:

Funded by the European Union

This project has received funding from the European Union's Horizon Europe under grant agreement 101122276.

- **Disclaimer:** All the communication and dissemination materials should include the following statement: "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 the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."

4. Main Dissemination, Exploitation & Communication Tools

4.1. MSA-Trough website

The project website is the main dissemination and communication tool. It is meant to be both a vehicle to convey up-to-date information about project progress, achievements and milestones to a wide panel of stakeholders, and an internal platform for knowledge sharing at the consortium level. The layout of the website consists of a template page reflecting a selection of fonts, visual design of tabs and links, background color, etc. The website has several sections:

1) **Home**, including key information about the project, contacts and a constantly updated agenda;
2) **About**, including project overview, technology improvements, project structure, partners, and stakeholders;
3) **Resources**, including brochure, newsletter, deliverables, papers and presentations;
4) **Events**, including project meetings, review meetings, workshops and webinars and final conference;
5) **Achievements**, including the major scientific and technical achievements of the project;
6) **Participant's Area**, with a password-protected area for consortium members in order to exchange internal information and upload documents;
7) **Contact Us**, in order for stakeholders to contact the project consortium.

The website includes information about the project, objectives and scope, the composition of the consortium, deliverables, milestones, and outreach and events, etc. The website will be hosted for the duration of the project, plus one additional year after the project's end. After the project, project related public outputs would be made available through public repository (Zenodo). It is being managed by OME. The MSA-Trough website can be accessed via the following path: www.msa-trough.eu. The website and its content are in English. A screenshot of the home page is provided in Figure 4.

Figure 4: MSA-Trough Website Screenshot

4.2. Social media

To allow for an easy and dynamic interaction with stakeholders and considering their popularity at an international level, LinkedIn[2] and X[3] (formerly Twitter) accounts have been created. Leveraging social media platforms like these significantly enhance the project's visibility and engagement with stakeholders. To better exploit these platforms, they will be used to: announce project updates (e.g. up-coming meetings/events, milestones achieved, deliverables completed, etc.), using a dedicated hashtag (#MSA-Trough) to allow users to easily track and engage with the project-related content, etc. Consortium members having social media accounts will be encouraged to refer to MSA-Trough posts of relevance for their activities, and repost when appropriate.

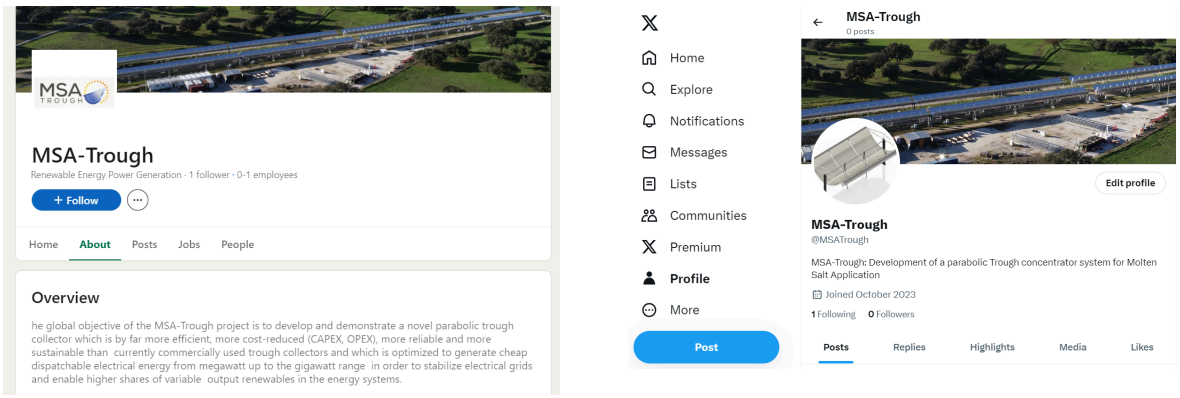

Figure 5: Social Media MSA-Trough Accounts

4.3. Leaflet

A project leaflet provides a concise overview of the project's goals and key information. An MSA-Trough leaflet has been created. It includes an overview of the project, expected technological

[2] https://www.linkedin.com/company/msa-trough/?viewAsMember=true
[3] https://twitter.com/MSATrough

improvements compared to state-of-the-art, project structure, and the composition of the MSA-Trough project partners as well as stakeholders involvement. It is meant to be disseminated at conferences, meetings with external partners and stakeholders, and whenever the need for basic information about the project arises.

4.4. Newsletter

A dedicated newsletter will be edited each semester in order to keep stakeholders informed, involved and engaged throughout the project duration. The newsletter will be based on the following elements:

- Standard template designed for this purpose, using the same color codes and visual identity and will also include the project logo and EU emblem.
- Newsletter content: the content will be informative, engaging and relevant to the interest of the stakeholders, including updates about meetings/events, completed deliverables, achieved milestones, etc.
- Distribution: It will be circulated electronically to the distribution list at regular intervals, every six months.

4.5. Informational papers

Informational papers are also envisaged to be developed within the framework of MSA-Trough project. This type of activity is intended for a non-technical audience. The idea is to provide clear, accessible information on MSA-Trough results without delving into much technical details. Based on the scientific reports that will be prepared during the project implementation, short communication-oriented papers will be developed using a language which will make them understandable for non-expert readers. Three informational papers are foreseen to be developed by OME with close coordination of the project partners.

4.6. Open days

Organizing site visits at the Évora Molten Salt Platform (EMSP) for education and awareness raising, involving local communities, can be a highly effective way to promote understanding and engagement with the technology and different communities. In the specific case of MSA-Trough, this will showcase the numerous technology innovations brought by the project, attract young researchers, creating awareness in the local community, and help public authorities to develop empowered decision making. One open day is envisaged. Announcements will be made through the project website and social media.

4.7. European Commission Dissemination and Exploitation Tools

The European Commission has made several free-of-charge tools, services and platforms available for the beneficiaries to support dissemination and exploitation activities. MSA-Trough team considers using the following tools as in the list below.

- **EC CORDIS**: Multilingual articles and publications that highlight research results, based on an open repository of EU project information. To ensure the results are widely communicated and disseminated, the final project results would be shared through EC Participant's Portal, including

the project objectives, the main results, communication and dissemination activities performed, as well as the final summary which would be available through EC project dedicated link.[4]

- **Horizon Magazine:** It covers the latest news and features about thought-provoking science and innovative research projects funded by the EU. Horizon is published in English on behalf of the European Commission's Directorate-General for Research and Innovation.
- **Horizon Results Booster:** A free-of-charge platform to benefit from one of the following services; i) portfolio dissemination and exploitation strategy, ii) business plan development, and iii) go-to-market support.
- **Horizon Results Platform:** A public platform that hosts and promotes research results, thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society.
- **Open Research Europe Platform:** A platform that makes it easy for beneficiaries of European research and innovation projects to comply with the open access terms of their funding and offers researchers a publishing venue to share their results and insights rapidly.
- **Research and Innovation success stories:** A collection of the most recent success stories from EU-funded research & innovation.

4.8.Zenodo Repository

Ensuring compliance with Horizon Europe Open Access guidelines and maximizing the impact of MSA-Trough project research output are crucial in enhancing transparency, accessibility and dissemination of knowledge. In order to effectively use Zenodo, the main elements are considered:

- MSA-Trough dedicated Zenodo community: Zenodo provides a user-friendly platform for uploading and managing various types of research materials, including public deliverables, scientific publications, newsletters and open data. This community would serve as a centralized hub where all public project related materials are published.
- OpenAIRE Community: all the project public materials would be also indexed with the European Commission Funded Research (OpenAIRE) Community within Zenodo. OpenAIRE is an important platform for aggregating and promoting open access research outputs funded by the European Commission.
- File upload responsibility: OME, as the responsible entity, would manage the community and oversee the uploading of files. OME would ensure that all relevant public project materials are uploaded in a timely manner and properly tagged and categorized for easy identification and access.

4.9.Stakeholders workshop

A Stakeholders workshop will be organized, involving several stakeholder target groups, to provide input to the project and widen project outreach and impact. The organization of the workshop will be overseen by OME, particularly:

- Defining the objectives of the workshop, identifying the stakeholders to target, developing the agenda and overseeing the organizational logistics;

[4] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/887636719/project/101122276/program/43108390/details

- Promoting the workshop through the different MSA-Trough communication and dissemination channels, including the preparation of announcement materials (i.e. flyer, etc.);
- Following-up with stakeholders through sharing outcomes (key findings, presentations, etc.).

The workshop will be organized during the second half of the project implementation, once key results have been obtained in order to present them to an expert audience, validate them and collect feedback to be incorporated in the finalization stages.

4.10. Webinars

Organizing webinars to engage with research, industry, and policy stakeholders both within the EU and outside the EU can be an excellent way to foster collaboration, share knowledge, and address global challenges. About 5 webinars will be organized, by OME with close coordination with all partners, during the project implementation. The topics of the webinars will be selected based on the scientific research results obtained in each WP, with the aim to cover all the different project angles/components, including technological innovation, sustainability, economic aspects, etc..

4.11. Policy briefs

Policy briefs will be developed to raise awareness and promote the development of a supportive institutional and regulatory framework for Concentrated Solar Power (CSP) technologies, based on the following guidelines:

- The scope of the policy briefs will be around the benefits, challenges and potential applications of CSP technologies in general, and MSA-Trough innovation, in particular;
- In terms of the target audience, the policy briefs will target mainly policymakers, government agencies, industry associations, NGOs, and the public;
- Policy briefs will be very concise and easily digestible format (2-4 pages);
- The policy briefs will be promoted through the different MSA-Trough communication and dissemination tools;

Two policy briefs will be developed during the project implementation.

4.12. Presentations at international workshops/conferences

This activity would target the scientific community, mainly researchers and scientists working in the same field or related disciplines, students studying the same field, professionals working in industry, government, or non-profits organizations related to the research area, etc. The objectives of scientific presentations at international workshops/conferences are:

i. dissemination of research findings through the sharing of new advancements and insights derived from the work carried out within MSA-Trough project and contribution to the collective knowledge base within CSP technology by presenting original research findings;

ii. receiving constructive peer feedback, critique and validation of results from experts and research as well as engaging in discussions and exchanges of ideas with other professionals in the field;

iii. networking and collaboration with colleagues and potential collaborators and experts in the field;

iv. widening the outreach impact through increasing visibility and recognition of the research on an international platform;

v. staying up to date with current developments, new discoveries, trends, innovation in the field.

At least 6 presentations at ad-hoc conferences will be delivered by the project consortium. The MSA-Trough team would target recognized conferences, including the ones listed below:

- ISES Solar World Congress
- EuroSun - ISES and IEA SHC International Conference on Sustainable and Solar Energy for Buildings and Industry
- SolarPACES – Solar Power and Chemical Energy Systems
- International Renewable and Sustainable Energy Conference
- EUROSOLAR International Renewable Energy Storage Conference
- European Control Conference
- European Conference on Operational Research
- International Conference on Life Cycle Management (LCM).

4.13. Scientific publications in journals

Scientific dissemination on the concentrating solar power in general and MSA-Trough, in particular, is crucial for advancing knowledge and fostering innovation. Publishing in peer-reviewed journals would aim at publishing findings in reputable journals specializing in solar energy, renewable energy, and storage.
All publications would be open access to ensure broad accessibility to the scientific community worldwide.

A preliminary list of potential articles to be submitted for publication is below:

- Optical and thermal MSA-Trough collector quality assessment;
- Assessment of the MSA-Trough “horizontal storm position”;
- Economic study on MSA-Trough power plants;
- Start-up, shutdown, part load operation assessment;
- Assessment of the innovative MSA-Trough drive and tracking system;
- Operation and maintenance experience of MSA-Trough collectors in molten salt environment;
- Techno-economic assessment of MSA-Trough;
- Life Cycle Assessment of MSA-Trough plant;
- Socio-economic analysis of MSA-Trough;

As detailed above, MSA-Trough team will use a comprehensive list of different dissemination, exploitation and communication tools. The boundaries between communication, dissemination and exploitation channels are not usually obvious. The table below is an attempt to better classify the different available channels/tools/activities/services.

Table 1: Summary of Dissemination, Exploitation and Communication Tools, including those of the EC

Tool	Category		
	Communication	Dissemination	Exploitation
MSA-Trough Dedicated Tool			
- Website	✔	✔	✔
- Social media	✔		
- Leaflet	✔	✔	
- Newsletter	✔	✔	
- Informational papers	✔	✔	✔
- Stakeholders workshop		✔	✔
- Webinars		✔	✔
- Policy Briefs		✔	✔
- Presentations at workshops/conferences		✔	✔
- Papers in scientific journals		✔	✔
- Public repository (e.g. Zenodo)	✔	✔	✔
EC Available Tools/Services			
- CORDIS	✔	✔	✔
- Horizon Magazine	✔		
- Horizon Results Booster		✔	✔
- Horizon Results Platform		✔	✔
- Open Research Europe Platform		✔	✔
- Research and Innovation success stories	✔	✔	✔

5. Target Stakeholder Groups

It is essential to tailor dissemination, communication and engagement efforts to the specific needs and interests of each stakeholder group. The table below summarizes the different target groups identified as stakeholders of the project and to whom the MSA-Trough team should engage and reach out to increase the visibility and impact of the project.

Figure 6: MSA-Trough Stakeholders Groups

The table below summarizes the different target groups identified and the dissemination and communication approach to be used to reach out and engage with them.

Table 2: Target Groups and Engagement Approach

Target group	Target Group Profiles	Engagement Approach
Academia & Research	- Universities - Research centers - R&D departments in companies - Scientific platforms - Scientific conference boards and technical committees	- Share detailed open information, including engineering, manufacture, construction and testing of the MSA-Trough Prototype to research centers and universities. - Foster collaboration and knowledge exchange through workshops, conferences or joint research/dissemination activities. - Share open data, methodologies, and best practices to enhance research outcomes and maximize impact. - Explore opportunities for co-publication of findings to leverage expertise and resources. - Disseminate mainly through public deliverables, publications in scientific journals, presentations at scientific workshops/conferences and webinars, etc.
Policy Makers & Public Authorities	- European Commission (EC) - European authorities in charge of energy and environment strategies - National public authorities (i.e. ministries, national agencies, etc.) in charge of defining national strategies and plans - Regional and intergovernmental institutions	- Provide concise summaries of project objectives, methodologies and results, highlighting potential policy implications and recommendations to policy makers at the local, regional, national, European and international level. - Highlight also the advantages of CSP, in general, and MSA-Trough project in particular, in terms of contributing to renewable energy targets, climate change mitigation and economic development, including results on business models, life cycle assessment and socio-economic aspects of the technology. - Advocate of supportive policies, standards and incentives to promote market uptake and industry growth. - Disseminate the general results and findings in the different broader dissemination channels; policy briefs, website, newsletter, social networks, etc.
Industry	- Companies - Industry associations - Equipment manufacturers - Raw materials providers - Developers - Engineering, Procurement and Construction (EPC) companies - Utilities - Components retailers	- Assess cost optimization for technology scale up; - Develop business opportunities based on the experience gained in MSA-Trough; - Share results on the redesign of the MSA-Trough for 350 m collectors length and molten salt operation, testing and evaluation, including also information on the installation, operation and maintenance requirements. - Involve stakeholders in the workshops and webinars to have a bi-directional flow of

	- Energy Services Companies (ESCos) - Other value chain stakeholders - Potential off-takers	information and feedback on the result and get industry stakeholders' feedback. - In addition to sharing deliverables and scientific publications, explore cooperation opportunities for an eventual adoption and deployment of the technology, thereby increasing exploitation opportunities.
Financing	- National, European and International Financial institutions - Donor and aid agencies - Commercial banks - Investment companies	- Showcase the project's research findings, technological advancements, risk assessment and market potential to attract investment from banks, venture capitals or other financial institutions. - Offer insights into socio-economic and environmental evaluations, financing mechanisms, such as grants, loans, or tax incentives to mitigate financial barriers and enhance project viability. - Explore opportunities to finance CSP technology projects and especially the innovative prototype to be developed within the framework of MSA-Trough project. - Involve financing stakeholders in workshops and share results, especially business models, life cycle impact, socio-economic aspects to attract their interest in the technology.
Standardization Bodies	- European Committee for Electrotechnical Standardization (CENELEC), - International organizations - Standardization bodies - Energy associations (i.e. European Solar Therma Industry Federation – ESTIF, etc.)	- Provide information for a coherent and systematic analysis of the solution to be developed and implemented. - Collaboration with standardization stakeholders to enhance interoperability and market application of MSA-Trough technology, help in market uptake and knowledge transfer, facilitate exploitation and replicability, and to reduce barriers from standards side. - Participation in standardization activities and collaboration with standardization committees help identify and address potential barriers related to standards that could affect the project's impact. - Involve standards bodies in workshops and webinars as well as sharing public technical aspects on MSA-Trough.
Civil society and general public	- Young adults - Professionals working in different industries and occupations - Consumers - Residents Associations,	- Engaging with the civil society and general public mainly through informational papers, open days, newsletters, social media to communicate the impacts and outcomes of the projects and their usefulness for society at large.

	- Communities near to the demonstration plant	

By tailoring communication and engagement efforts to the specific needs and interests of each stakeholder group, the MSA-Trough project can maximize its impact and ensure widespread exploitation and adoption of the technology.

Below is a summary table of the different dissemination, exploitation and communication tools/activities foreseen to engage with the different stakeholder groups.

Table 3: Summary of Dissemination, Exploitation and Communication Channels for the Different Stakeholders

Tool/Activity	Stakeholders Group				
	Academia & Research	Policy Makers & Public Authorities	Industry	Financing	General Public
MSA-Trough Dedicated Tool					
- Project Website	✔	✔	✔	✔	✔
- Social Media	✔	✔	✔		✔
- Leaflet	✔	✔	✔	✔	✔
- Newsletter	✔	✔	✔	✔	✔
- Informational Papers		✔		✔	✔
- Stakeholders Workshop	✔	✔	✔	✔	
- Webinars	✔	✔	✔	✔	
- Policy Briefs	✔	✔	✔	✔	
- Presentations at workshops/conferences	✔	✔	✔	✔	
- Papers in scientific journals	✔	✔	✔	✔	
- Zenodo	✔	✔	✔	✔	✔
EC Available Tools/Services					
- CORDIS	✔	✔	✔	✔	✔
- Horizon Magazine	✔	✔	✔	✔	✔
- Horizon Results Booster	✔		✔		
- Horizon Results Platform	✔		✔		
- Open Research Europe Platform	✔		✔		
- Research and Innovation success stories	✔	✔	✔	✔	✔

6. Monitoring of Communication and Dissemination Activities

Monitoring the dissemination activities of scientific research involves tracking various metrics and indicators to assess the reach, impact and effectiveness of dissemination efforts.

A summary table of the main communication and dissemination activities, events and tools, as well as the target metrics against which the project objectives progress/achievement would be monitored/measured is below.

Table 4: Key Performance Indicators and Targets

Key Performance Indicators (dissemination activities/events/tools)	Target Metrics/Frequency
Presentations at international workshops/conferences	At least **6** presentations
Webinars	At least **5** webinars
Synergies/joint activities with similar research projects	At least **1** event (workshop/seminar/webinar)
Policy dialogue	At least **2** policy briefs
Dissemination at EU	At least **1** event will be organized on the occasion of main gatherings
Scientific papers in peer-reviewed journals	At least **8** scientific papers
Scientific publications as Open Access	**100%**
Informational papers	At least 3 papers
Project newsletter	**7** (bi-annual)
Open days	At least **1**
Project website	**1** + regular updates
MSA-Trough social media accounts (LinkedIn and X)	Regular posts on the occasion of main achievements (deliverable, event, publication, presentation, etc.)
General media	Articles in online specialized media

Within the framework of monitoring dissemination, exploitation and communication activities performed by MSA-Trough team, a dissemination log has been developed and is shared with all project participants to monitor their activities.

Table 5: MSA-Trough Dissemination Log

MSA-Trough Dissemination Log						
Participant	Type of activity	Event/Media	Name of Event/Journal	Place	Date	Description of the action (general info about the project, event announcement, etc.)

Type of audience (please add an "X" or tick mark if applicable)									Estimated number of persons reached (please add an estimated number of each category if applicable, otherwise the total)								
Scientific Community	Industry	Civil Society	General Public	Policy makers	Media	Investors	Customers	Other	Scientific Community	Industry	Civil Society	General Public	Policy makers	Media	Investors	Customers	Other

All participants will be responsible for updating their activities by completing some basic information (event, date, description, etc.), whereas OME coordinates the process and synthesizes all the activities to evaluate the progress made towards achieving the objectives of the project.

7. EC Communication and Dissemination Obligations

The MSA-Trough team is well aware of the European Commission's dissemination, exploitation and communication requirements and obligations, and will ensure that all such clauses are respected accordingly.

EU Funding Use of EU emblem

All MSA-Trough related dissemination and communication activities should include that the project received funding from the European Union, using one of the EU flags below with the "Funded by the European Union" statement.

This obligation is listed under Article 17.2 - visibility

> *"Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)"*

Disclaimer excluding the EC responsibility

This is governed by Article 17.3 – Quality of information)

> *"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 the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."*

Open Science – open access to scientific publications

MSA-Trough team will ensure open access to all scientific publications.
Open access to scientific publications is to be ensured. In particular, the beneficiaries must ensure that:

- at least at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and

- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

8. Exploitation Strategy

8.1. Exploitation Methodology

The objective of exploitation is multifaceted and is to make concrete use of results for: i) commercial purposes, involving the development of business strategies, the identification of market opportunities and the creation of products/services that can be monetized in the marketplace; ii) societal purposes addressing societal needs and challenges involving the development of technologies or solutions that could improve public health or protect the environment; and iii) policy purposes, influencing policy decisions, shaping regulatory frameworks or supporting government activities.

These objectives could be met through a number of activities, including: i) creating roadmaps to help chart the course for how research results would be transformed into tangible outcomes, outlining the steps, resources and timeline to achieve the specific objectives; ii) prototypes or software or systems to demonstrate feasibility and functionality; and ii) sharing knowledge, skills and data through disseminating findings, insights and expertise to relevant stakeholders through the different dissemination and exploitation channels/tools.

8.2.Exploitation Activities Approach

The exploitation strategy will outline the key exploitation results, their ownership, access rights, IPR issues as well as the path to market perspectives. In particular,

- Identification of Key Exploitable Results (KERs): These are the significant outcomes of discoveries that can be exploited commercially or otherwise.
- Ownership of Results: Each partner retains ownership of the intellectual property (IP) generated from the results they contribute. If multiple partners contribute to a single KER, joint ownership may be established. For major KERs developed collaboratively, a joint exploitation strategy will be devised.
- Access Rights: Access rights to the IP will be granted on a royalty-free basis for the purpose of project implementation, which should ensure that all partners have access to the necessary IP for project advancement.
- Integrated IPR and Exploitation Plan: A comprehensive plan will be developed to manage both the intellectual property and the exploitation of results. This plan likely includes details on protection, commercialization, and distribution of IP.
- Path to market perspective: The exploitation strategy is being developed with an eye towards larger-scale commercialization of the MSA-Trough.

8.3.Identification of Key Exploitable Results (KERs)

Since the beginning of the project, KERs will be identified. The KERs, being generated, will be classified based on different characteristics:

- results owners and contributors (individuals, teams or organization responsible for generating the results and any contributors with a significant role in achieving the results);
- result type (classify the results into categories such as methodology, software, etc.);
- target audience (the intended audience of the results);

- needs (the specific needs or problems that the results address);
- result description (concise description of the results, key features or functionalities);
- results maturity (e.g. prototype, proven concept, fully developed, etc.);
- competitors (existing or potential competitors offering similar solutions);
- investment needed (the resources required to further develop, scale or implement the result), etc.

Detailed information on the KERs will be included in the D7.5 (IPR and Exploitation Plan) to be developed by OME by Month 41.

During the proposal preparation, the partners have identified several exploitation strategies to promote MSA-Trough results in their overall strategy, and which is also detailed in D8.1 (Project Management Plan).[5]

Table 6: Positioning of MSA-Trough in partners' overall strategy

Partner	Exploitation Strategy
UEVORA	- Publication of operation and maintenance experience in scientific journals and/or at conferences; - Increase visibility of the EMSP for further projects
FERRUM	- Commercialization of the MSA-Trough collector worldwide (manufacture and construction)
RODAMA	- Commercialization of the new MSA-Trough drive unit and the automatic mirror washing device worldwide
DLR	- Publication of collector quality assessment results in scientific journals and/or at conferences; - Licensing of DLR's MSA-Trough patent
OME	- Dissemination of results to the Mediterranean energy stakeholders; - Publication in the GEM magazine; - Preparation for future research; - Develop a training session on the case study within the framework of its Enermed training programme, in cooperation with the other partners
ENEA	- Publication of MSA-Trough start-up and shutdown results in scientific journals and/or at conferences
Solarlite	- Dissemination of results to related stakeholders (project developer and investors), presenting the results on the company website; - High engagement for future project activities in EU and beyond; - Preparation of market entry of CSP technology in other energy sectors.

5 https://www.msa-trough.eu/wp-content/uploads/2024/02/20231121_D8.1_Project-Management-Plan_MSA-Trough_V1.pdf

8.4.Timing for Exploitation

The identification of Key Exploitable Results will start from the beginning of the project. In order to maximize the impact of the project results, exploitation is expected to continue after the project duration through making concrete use of the project results.

8.5.Identification of Stakeholders

Identifying relevant stakeholders is crucial in the process of turning KERs into a viable product, service or solution. Stakeholders are individuals or groups who have an interest or are affected by the outcome of the innovation process. They can contribute resources, expertise, or influence that can significantly impact the success or failure of the innovation.

Several target groups have been identified, including research and academia, industry, policy makers, financing and the public. Section 5 (above) gives more details about the different target groups identified and with whom the MSA-Trough team would engage for results exploitation.

Therefore, by identifying and engaging with these diverse stakeholder groups, MSA-Trough team can gain valuable insights, resources, support and partnerships to successfully navigate the innovation process and bring their ideas to market.

8.6.IPR to Support Exploitation

The following strategy for the management of intellectual property rights (IPR) is planned in the MSA-Trough project:

- Reduced license fees for existing patents: Offering licenses for existing patents at reduced fees to MSA-Trough industrial partners demonstrates a collaborative approach to fostering innovation. By reducing barriers to access patented technologies, it encourages participation and investment from industrial partners. For example, DLR plans to charge licensing fees within the range of €0.80-0.90 per m^2 of collector aperture area.
- Incentivizing development and protection: Emphasizing the importance of rapid development and patent protection aligns the interest of all partners, particularly industrial partners, with the project's goals. Encouraging swift development and protection of technology not only enhances competitiveness but also safeguards intellectual property rights.
- Ownership of new patents: clarifying that patents resulting from the development belong to the respective partner for which the inventor works ensures clear ownership and incentivizes innovation within partner organizations.

- International patent registration: planning for international patent registrations in key regions with favorable solar conditions ensures broader protection and market access for developed technologies. This proactive approach mitigates risks associated with intellectual property infringement and facilitates global commercialization efforts.
- Reduced fees for future patents: extending the offer of reduced license fees to future patents incentivizes ongoing innovation within the project consortium. By providing cost-effective access to emerging technologies, this strategy encourages continued collaboration and investment in research and development efforts.

8.7. Standardization Framework

The inclusion of standardization activities and collaboration with standardization stakeholders like the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC) and European Solar Thermal Industry Federation (ESTIF) is a strategic decision with several potential benefits:

- Enhanced interoperability and market application: standardization ensures that project outcomes align with existing practices, enhancing interoperability and facilitating market application. By adhering to recognized standards, the innovations developed within the project are more likely to integrate seamlessly with existing systems and technologies.
- Market uptake and knowledge transfer: promoting research results to be included in future standards can accelerate market update of innovations and facilitate knowledge transfer to the European industry and international markets. Standardization provides a framework for the widespread adoption and implementation of project outcomes, driving commercialization and industry growth.
- Facilitated exploitation and replicability: standardization activities support the exploitation of project outcomes by facilitating future replicability and reducing market acceptance risks. By aligning with established standards, project results are more likely to gain acceptance and adoption by industry stakeholders, enhancing long-term impact and sustainability.
- Reduced barrier from standards side: participation in standardization activities and collaboration with standardization committees help identify and address potential barriers related to standards that could affect the project's impact. By actively engaging with standardization bodies, the project can proactively address challenges and ensure that its outcomes align with industry requirements and expectations.

9. Related Plans (following PM² methodology)

Project Management Plan

The *Project Management Plan* establishes the high-level approach for implementing the project goals, which includes required documentation, standards to be considered and the high-level summary of the quality and configuration management approach. It also captures any training needs for the project team members. The location of this artefact is found in the Appendix 1.

MSA-Trough website and communication materials

Report on elaboration of MSA-Trough website and communication materials. A set of communication materials (related to project visibility) are defined and aggregated, including the set up of a website, visual identity (logo, colors, fonts), leaflet, templates, etc. to create awareness and disseminate information about MSA-Trough main activities and results.

Stakeholders Database

Report on the elaboration of a Stakeholders Database covering the identification of different stakeholders such as associations, scientific community, policy makers, services providers, plant operators, developers, etc., interested in the future implementation of MSA-Trough technology. Based on this database, exploitation channels are identified, clustered and used in a strategic way to ensure that relationships are constructed to increase the project's dissemination and impact.

Data Management Plan

The *Data Management Plan* describes the data management life cycle for the data to be collected, processed and/or generated during the project. As part of making data findable, accessible, interoperable and reusable (FAIR) the DMP include information on: the handling of data during and after the end of the project; what data will be collected, processed and/or generated; which methodology and standards will be applied; whether data will be shared/made open access and how data will be curated and preserved (including after the end of the project).

IPR & Exploitation Plan

The *IPR & Exploitation Plan* covering all issues that might arise involving data management and IPR protection, as reflected in the Consortium Agreement. The key exploitable results arising from MS-Trough will be identified all along the project implementation, and classified according to a series of categories using the Horizon Results nomenclature (policy-related, on the path to innovation, advancing research and technology).

10. References

European Commission. Horizon Europe. Annotated Grant Agreement. Version 1.0, 1 April 2023. https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf

European Commission. Horizon Europe (HORIZON). HE Programme Guide. Version 4.0, 15 October 2023. https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf

European Commission (European Research Executive Agency). Communication, dissemination & exploitation what is the difference and why they all matter. 16 June 2023. https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en/format-PDF/source-287940279

European Commission. Dissemination and Exploitation.

https://rea.ec.europa.eu/dissemination-and-exploitation_en

Appendix 1: References and Related Documents

ID	Reference or <Related Document>	Source or <Link/Location>
1	Project folder	www.msa-trough.eu
2	Project Management Plan	www.msa-trough.eu
3	Contacts list	www.msa-trough.eu
4	Data Management Plan	www.msa-trough.eu
5	MSA-Trough website and visual identity	www.msa-trough.eu