



D6.12 Dissemination plan & Realization report 1st revision

WP6

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Partner Contributors: All partners

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Document history

Version	Date	Comments
V0.1	2024-11-12	Draft version ready for feedback of co-authors
V0.2	2024-11-22	Version ready for feedback of reviewing partner
V1.0	2024-12-13	Added feedback of Ernst Schweizer. Plus, update of 9.2 based on updated text in D6.5 PQP 1 st revision. This final version is sent for check to the Gen.Ass.



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Abbreviations and Acronyms

[BIPV]	Building Integrated Photovoltaics
[CINEA]	European Climate, Infrastructure and Environment Executive Agency
[CA]	Consortium Agreement
[D&C]	Dissemination & Communication
[GA]	Grant Agreement
[IPV]	Integrated Photovoltaics
[IIPV]	Infrastructure Integrated Photovoltaics
[KPI]	Key Performance Indicator
[MC]	Mass Customization
[NDA]	Non-Disclosure Agreement
[nZEB]	near-Zero Energy Building
[SC]	Steering Committee
[VIPV]	Vehicle Integrated Photovoltaics
[WP]	Work package



1 Project context

The objectives of the MC2.0 proposal are:

- To demonstrate how automated manufacturing of IPV elements using the mass customization approach can deliver a cost breakthrough in IPV facades, IPV windows and IPV roofs.
- To demonstrate how the mass customization approach for IPV will change the industry from "IPV building design follows component availability" into "component availability follows IPV building design".
- To demonstrate how the mass customization approach for IPV will support the goals of the EU Renovation Wave.
- To demonstrate how a huge variety of reliable IPV products can be brought to market without an unworkable load of certification requirements ("certification in the mass customization era")
- To address how this can be done while optimizing the sustainability aspects (low environmental impact, resource efficiency and circularity potential).

The main goal of the Dissemination strategy is to share the MC2.0 project results with our target groups and the public. As can be read further onwards, the scope of the target audience is rather broad, because we believe that many people, companies, organizations and other stakeholders could benefit from our project results. We are aiming to make scientific results a common good and to support the spread of our knowledge and allow that knowledge to be built upon by others.



2 Objectives of the Dissemination strategy

The Dissemination strategy will be monitored and effectuated in WP6 of the MC2.0 project. WP6 has regular meetings with a frequency of at least once per month, giving a lot of opportunities for the project partners to check if specific dissemination actions are within this strategy. Moreover, this Dissemination strategy will be evaluated (and reported) once every year by the General Assembly, and put into a public report.

To boost the dissemination of our project results, dedicated WP6.4 meetings have been set. The kick-off took place on August 27th this year (2024) and the meeting frequency is once per quarter. MC2.0's scientific contributions are of good quality and quantity and many D&C (Dissemination & Communication) activities are running nicely according to our Communication and Dissemination plans. Only some D&C-activities seem to somehow lack behind target values. In order to meet with those targets, dedicated meetings have been set to define a more detailed approach.

The idea is to also verify this draft approach with our Industrial Board members at the IB meeting in München on January 16th, 2025. With the purpose to get insight in the perspective from the market regarding the message, target group and proposed dissemination tools per activity.

The objectives of the Dissemination strategy are:

- Effective technology up-take by the IPV manufacturers
- Familiarization, acceptance and approval of new technology by all project partners
- Targeted dissemination towards European and national policy makers
- Close communication with national PV clusters, building & architect associations and other interested groups across Europe
- Dissemination to the scientific/academic community
- Connection with other industrial sectors (infrastructure, automotive) with the potential to exploit the findings and outcomes of the project
- Convince end-customers that the MC2.0 IPV-products will meet all the relevant standards (regarding performance and reliability) of the specific market of the IPV-product



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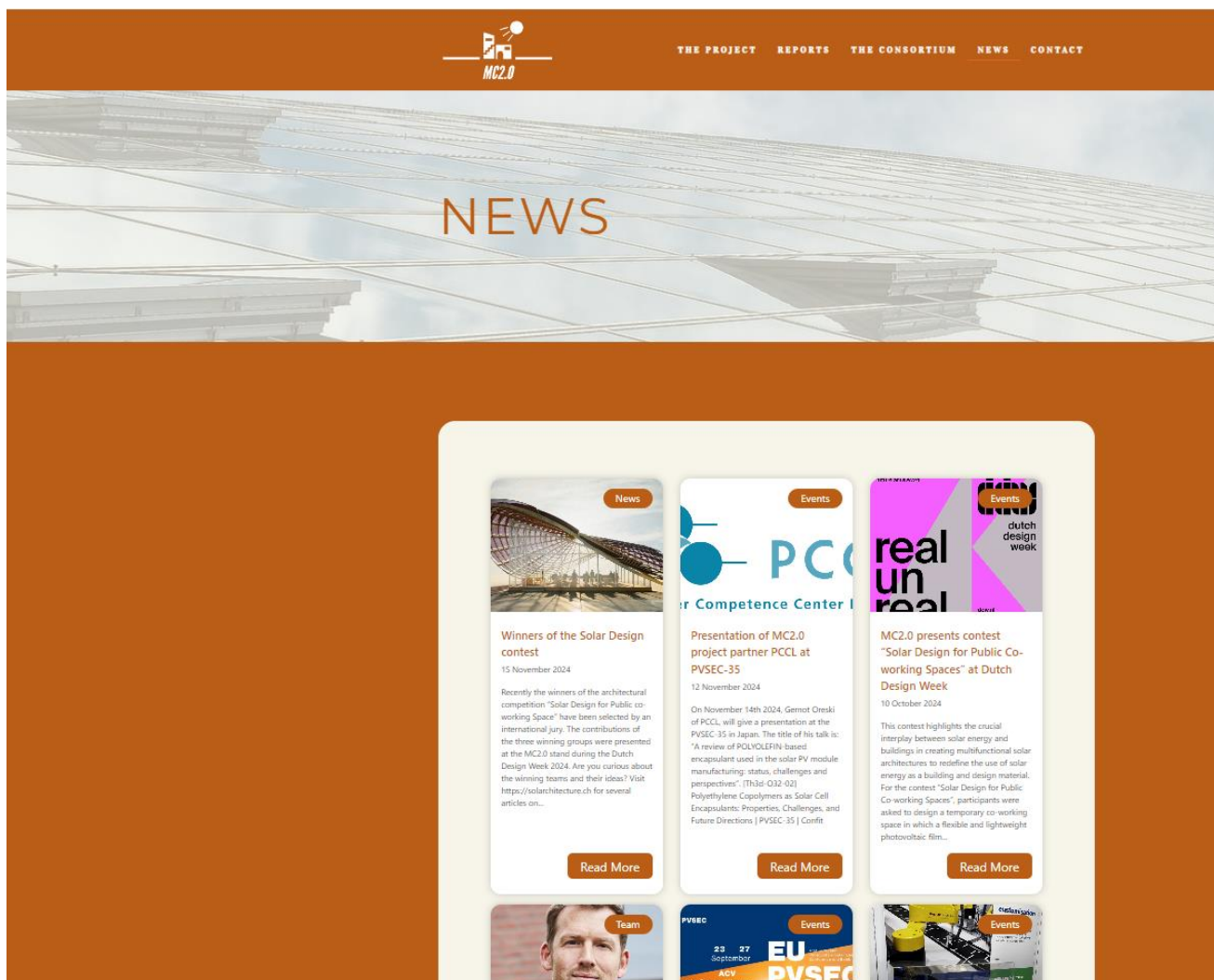


Figure 1: Screenshot of News items on the project website www.mc2dot0.eu



3 Target audience & stakeholders

The MC2.0 dissemination activities will focus on the following stakeholders and target groups:

- Stakeholders:
 - Developers and producers of IPV components (BIPV, VIPV, IIPV), with a focus on BIPV
 - Building designers and building engineers
 - Manufacturers of prefab facades & windows, and prefab pitched roofs
 - Architects
 - Building owners and housing corporations
 - Public authorities & regulators
- Policymakers:
 - EU-level: for building directives and energy performance in buildings
 - National level: for smooth implementation of EU-directives into national legislation
 - Local level: for effective implementation of the national building codes
- Citizens
- Media:
 - Classical newspaper, radio, podcast, television
 - Social media with a focus on the professional LinkedIn
- Researchers Renewable Energies and Innovative Building Sector
- Sister projects within Horizon Europe program
- Universities
- Students

The target groups are specifically addressed in each action point according to our Dissemination Action plan (Chapter 6).



4 Dissemination tools & channels

In alphabetical order (and not order of priority):

- BIPV roadshow: probably the costs involved with this idea from the early start of the project, are too high. In the mean time we have reached the general public with the booth at Dutch Design Week (Eindhoven, NL, Oct. 2024) and the professional stakeholders in the building sector via trade fair BAU (München, DE, Jan. 2025). For this event a significant budget shift within the project was needed. Another budget shift of this order of magnitude is difficult to legitimize.
- Cooperation with other projects and initiatives throughout Europe, with a focus on the 6 countries of the participating partners of MC2.0, which are: Austria (AT), Belgium (BE), Germany (DE), Italy (IT), Netherlands (NL), and Switzerland (CH). This will bring valuable expertise and resources to the project, and will also be a key opportunity for advertising MC2.0 activities.
- A Design Contest for architects is part of our project plan in the second half of the project, when IPV-products are clearly defined and small demonstrators are available. The Design Contest took place during the Dutch Design Week in October this year and was a great success. For more detailed information, please see: <https://solarchitecture.ch/the-die-is-cast-for-the-contest-solar-design-for-public-co-working-spaces/> and [Winners of the Solar Design contest - mc2dot0](#). Also many LinkedIn posts on the contest have been published. The contest will be described in the public deliverable report D6.18, which is being prepared by our partner and contest organizer SUPSI.
- Each of the partners' professional networks, which might be (launching) customers, suppliers, business partners, partners in building teams, etc.
- Educational materials for students on 'basic education' which covers white papers or brochures on the field of Integrated PV (BIPV, IIPV, VIPV), again with a focus on BIPV.
- Application for the Horizon Europe results booster is considered; see <https://www.horizonresultsbooster.eu/>.
- Industrial Board meetings. At the moment the Industrial Board of the MC2.0-project has already 17 members from companies in the building sector, material suppliers, architect counsels and associations in the (solar) energy. We update the Industrial Board quarterly on our latest results.
- LinkedIn page: <https://www.linkedin.com/company/mc2dot0/>.
- Newsletters published by our partners, in which MC2.0 progress and results are presented.
- Participation in conferences and workshops throughout Europe with a focus on the 6 MC2.0-countries.
- Press releases.
- Project website MC2.0: www.mc2dot0.eu. The project website will serve as a central point of entry of all public materials. This site is also integrated with our LinkedIn-page.
- Social media (LinkedIn, Researchgate, academia.eu).
- Technical and scientific papers to be published in conference proceedings and international journals. Special emphasis will be given to publishing in peer-reviewed journals.
- Technical briefings



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Mass Customization 2.0

Horizon Europe project from January 2023 till February 2026

Mass Customization (MC) is a new Photovoltaic (PV) Manufacturing
Concept Based On Cleverly Designed Semi-fabricates



Mass customization pilot line at Broekpolder Industry Campus (BIC) in Eindhoven (NL)



Semi-fabricates of e.g. 10 different custom-requested sizes, with an equal Bill of Materials (BoM), can easily be produced in a continuous roll-to-roll process.



The four main BIPV-products are a pitched roof, an opaque facade, Venetian blinds in an Insulating Glazing Unit (IGU), and a transparent window.



The MC2.0 consortium brings together partners with more than 20 years of experience in integrated PV development.

The aim of the MC2.0-project is to make IPV products widely available and affordable.

- Therefore solar electricity must be generated where the demand is (in the built environment).
- Multifunctional use of the available space in the built environment is required.
- We believe that the major barrier for large scale market uptake of integrated PV is the high cost.
- Other important barriers are immature sector cooperation and certification issues.
- We will make sustainability a key part of the integrated PV product design process.



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Figure 2: Copy of the latest version of the MC2.0 roll-up banner, including the logo's of our new project partners Levery and Gualini. Several of these roll-up banners have been used for dissemination events at the MC2.0 project partners (especially conference and workshops), and for e.g. workshops of sister projects.



Mass Customization 2.0 produces BIPV market outlook analysis and first series of semi-fabricates based on design documents of four BIPV-products



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www.mc2dot0.eu

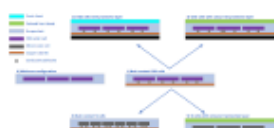


Figure 1: Schematics of the possible semi-fabricate configurations, depending on the specific product family in which they are integrated.



Figure 2: Roll of semi-fabricate with multiple different dimensions lying in front of the mass-customization pilot line.

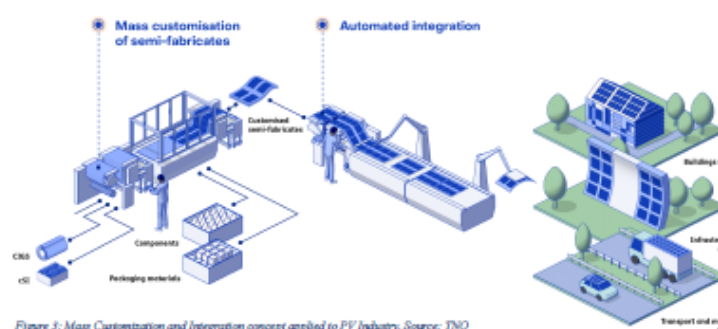


Figure 3: Mass Customization and Integration concept applied to PV Industry. Source: TNO

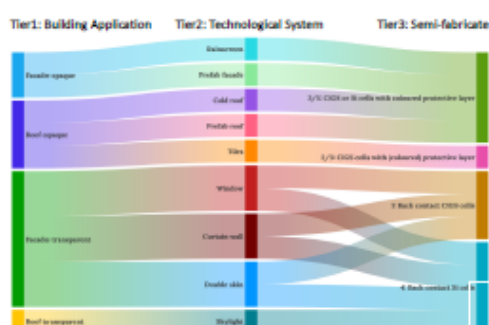


Figure 4: Alluvial multi-step map of the data-tree, 3 tiers and 12 archetypes have been identified. Source: SUPSI.



Figure 6: Decision matrix visualized for a specific stakeholder: Product manufacturers. The colours of the box background are linked to the relevant stakeholder. Source: EURAC.

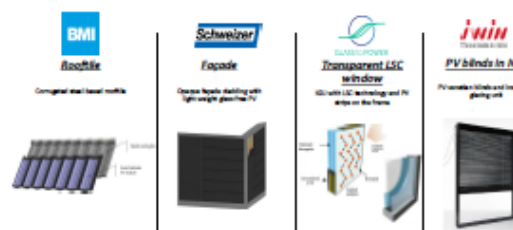


Figure 5: In MC2.0, the four BIPV products are: corrugated rooftop, opaque facade cassette, transparent luminescent solar concentrator (LSC) window and PV blinds embedded in insulated glazing unit (IGU).

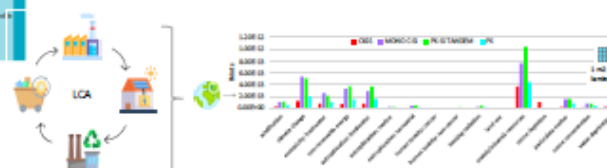


Figure 7: Weighted Lifecycle Assessment (LCA) preliminary results, evaluated with Environmental Footprint 3.1 impact assessment method for 1 m² of PV laminate, comparing different PV cell technologies, to be used as input for eco-design of MC2.0 BIPV modules.

Within the MC2.0 project, the Mass Customization [MC] concept is used (Figure 3) to be able to produce various types of semi-fabricate configurations (Figure 1). Design guidelines for four BIPV-products (Figure 5), meeting the requirements of each specific market, are defined, including special design guidelines for the respective semi-fabricates. Moreover, the implementation of the roll-to-roll process on the mass-customization pilot line is already producing some stable first series of semi-fabricates with various dimensions in one run (Figure 2).

Figure 4 describes 12 archetypes for a BIPV Mass Customization strategy, streamlining the production of semi-fabricates capable of accommodating a wide array of BIPV end products suitable for various building scenarios. These archetypes serve as reference categories for the construction sector, influencing new business models, defining market attractiveness, and providing a foundation for the subsequent project stages. This involves categorizing available PV end-products as part of the market offering, evaluating them based on their archetypes and their integration within building technology (Figure 6).

Last but not least, putting high priority to the sustainability aspect does give a Unique Selling Point (USP) for the Mass Customization process to be adopted by European industrial partners that will boost the market scale up within Europe. We analyse the full lifecycle of the MC2.0 BIPV products to enable minimization of environmental impacts using the R-ladder strategies. Figure 7 shows how the environmental impacts compare for PV laminates based on different PV technologies.



5 Key messages

Depending on the specific Target Audience (chapter 3) and Dissemination tool (chapter 4), a Key Message is defined (chapter 5), and included in the Action planning (chapter 6).

The following Key messages are applicable for the dissemination actions of project MC2.0 (in alphabetic order):

- Asking feedback from the Industrial Board members on the plans and first results of MC2.0.
- Attract attention of the broader audience of end-customers, giving the key message that highly customized IPV-products are on the market for an affordable price.
- Presenting small demonstrators of IPV-products, to show that the mass-customization process is in a development stage that delivers tangible results.
- Proudly presenting the start of the project, with the main message that an impressive consortium of 21 partners beliefs in the mass-customization concept. This message is repeated continuously.
- Sharing deliverable results in the academic world, to spread the knowledge on the mass-customization processes and materials.
- Sharing deliverable results in the professional world of architects and building contractors and planners, with the message that the IPV-products are being developed by integrator companies at the moment.

6 Action plan

The planned dissemination activities are listed in a Dissemination Action plan, of which a part is depicted here. The actual list is stored on the internal project SharePoint site as Excel file and is accessible for the MC2.0 General Assembly members. It is a living document, which is regularly updated following discussions from WP6 meetings and General Assemblies.

Dissemination Action Plan								
part of:	Task 6.4							
part of:	D6.12							
Dissemination level:	Confidential							
Main author:	Roland Valckenborg (PM)							
Latest update:	5-12-2024							
Dissemination Channel	Specific Event	Key messages	Target groups	Where (city / country)	When	Planned approach	Whose responsibility?	Website
Select from chapter 4 of D6.11	Share the latest results on... (when possible/relevant referring to a WP or D)	Select from Chapter 3 of D6.11	Simply put date here	Name consortium partner				
Design Contest	Presenting & celebrating the winner	Spread awareness about design and its role in society in relation to the possibilities that MC2.0 offers with respect to design	Design oriented audience from different market sectors	Eindhoven (NL)	19-10-2024	https://solararchitecture.ch/wp-content/uploads/2024/05/Contest-MC2.0-guideline_v2.pdf	SUPSI	https://solararchitecture.ch/contest-solar-design-for-public-co-working-spaces/ https://mc2dot0.eu/winners-of-the-solar-design-contest/
Academic conference	Advanced Building Skins 2024	Broad dissemination of BIPV recent developments, including positive business case descriptions	Renowned architects and other stakeholders from the building industry	Bern (Switzerland)	28-10-2024	SUPSI: presentation deliverable report D3.3 TNO: Retrofitting façades with 3-D curved composite elements with PV	SUPSI, TNO	https://abs.green/home
Workshop	Back Contact workshop	Presentation on in-line assembly for BC technology	PV Industry in broad sense	Delft (NL)	5-12-2024	abstract submission WP2	Marce Koetse (TNO)	https://www.backcontact-workshop.com/
Media	Article in journal	Strategies for managing complexity in the integration of photovoltaics in facades	Wide range of international scientific communities		1-1-2025		Leverly, G2P	
Media	Article in journal	A critical overview of ethylene copolymers as PV module encapsulants	International scientific community		2025		PCCL	
trade fair building sector	BAU 2025	Presenting small demonstrators of IPV-products, MC2.0 booth	Architects and building project developers	Munich (Germany)	13-1-2025	Attract attention from stakeholders in building sector who like to use innovative product on the short term	TNO	https://bau-muenchen.com/en/
Industrial Board meeting	in person meeting @ BAU	Present project progress for feedback of IB members, show small demonstrators of IPV products at MC2.0 booth	Industrial Board members	Munich (Germany)	16-1-2025	To create support from the industry in a broad perspective.	TNO (WP6)	

Figure 4: Screenshot of Dissemination Action Plan



7 Evaluation of the dissemination efforts

The dissemination calendar is an agenda item for each General Assembly (with a frequency of 2x per year). All project partners will have the opportunity during that meeting to discuss which Dissemination actions (see table chapter 6) have highest priority, because it is very difficult to predict in the early stage of the project which stakeholders are reached easily and which are difficult to reach out to. In addition suggestions for activities are discussed within the WP6 meetings.

In the first two years of the project (2023, 2024) we have learned that the general public understands the mass-customization concept rapidly, and many expect that they can buy an IPV-product very soon. However, our IPV-product developers cannot deliver on very short notice, due to the time needed for certification and upscaling the internal automation processes. We foresee that this will also be topic of conversation at the upcoming trade fair BAU (January 2025), where thousands and thousands of architects, building developers and other important stakeholder of the building sector will ask on which term our products will become available. Therefore we will continue our dissemination efforts with more attention to give a realistic time-to-market estimate.

To evaluate our Dissemination efforts, we will continue (like in the first period of the project) checks on:
(in alphabetic order, and not order of priority):

- Amount of media coverage
- Feedback from target groups
- Likes & reposts of LinkedIn posts on project results and new followers to the MC2.0 LinkedIn page
- List of Industrial Board members and attendance & meeting notes
- Number of publications
- Number of visits to deliverable reports
- Number of visits of news items on project results on our project website www.mc2dot0.eu
- Use of Scopus to monitor the number of citations of articles and reports



8 Realizations

The Realization of the planned actions from chapter 4 are logged on the project internal SharePoint. A print screen of the most recent realization and ongoing dissemination activities for the near future is shown below.

Date	Dissemination activity name	What? (type of activity)	Who? (target audience reached)	Status of the dissemination activity
	customization a manufacturing method for integrated solar			
28-10-2024	Oral with the title "Cost-effectiveness of BIPV archetypes in different markets" Gabriella Gonnella at ABS Conference in Bern	Conferences	industry, business partners	delivered
28-10-2024	Pitch: Retrofitting façades with 3D curved composite elements with PV Roland Valckenborg at ABS Conference in Bern	Conferences	industry, business partners	delivered
14-11-2024	Presentation PCCL (Gernot Oreski) at PVSEC-35, Japan. Title: A review of POLYOLEFIN-based encapsulant used in the solar PV module manufacturing: status, challenges and perspectives	Conferences	Research communities	delivered
14-11-2024	4 articles on solararchitecture.at on the contest Solar Design for Public Co-working Spaces (D6.18)	Other	specific end user communities	delivered
15-11-2024	MC2.0 news items (3x) & MC2.0 LinkedIn posts (4x) on D6.18: contest Solar Design for Public Co-working Spaces	Other	Civil society	delivered
18-11-2024	MC2.0 solar laminate sample & input for poster on BIPV contest for students of high school Woerden, NL	Education and training events	Other	delivered
21-11-2024	Poster MC2.0 first year results for Leoben Kunststoff Kolloquium (copy of EUPVSEC poster, Gernot Oreski present during poster session as co-author)	Conferences	Research communities	delivered
5-12-2024	Presentation Marc Koetse at Back Contact workshop 2024 on in-line assembly for BC technology	Conferences	Research communities	
25-1-2025	MC2.0 booth at BAU Messe	Conferences	industry, business partners	

Figure 5: Screenshot of Dissemination Plan & Realization report

This table will be regularly updated during the project.



9 Guidelines

We distinguish three paragraphs with respect to guidelines:

- The correct acknowledgement of the funding agencies
- The internal review of deliverable reports (and other internal publications)
- Open Science practices

9.1 Funding acknowledgement

In general, all communication and Dissemination activities of the project partners related to the MC2.0 project should be reviewed beforehand and should comply with Article 17 ‘Communication, Dissemination and Visibility’, Annex 5 of the Grant Agreement.

These activities include: 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 EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

In addition to this, all MC2.0 communication and dissemination material should also contain the logo of the Swiss funding agency.

In practice this means that the communication material:

- Includes the European flag (emblem)
- The funding 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. Neither the European Union nor the granting authority can be held responsible for them.”
- The logo of the Swiss funding agency

The European flag emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.



9.2 Internal review of publications and deliverable reports

For non-deliverables, such as publications, conference contributions and other dissemination material, a prior notification should be sent to the PM and other partners involved at least 45 calendar days before the dissemination, as mentioned in paragraph 8.4.2.1 of the CA. However, as decided during the Gen.As. of 24-25 January 2024, this timeline doesn't count for submission of abstracts for which no new results will be published.

In those cases, the author adds the planned publication to the dissemination action plan on SharePoint. This document is available to all consortium members. After acceptance of the abstract the author notifies the Gen.As. 45 days before the submission date.

Thereafter, any objection to this planned dissemination activity should be notified in writing at least 30 calendar days after the prior notification. This should include sufficient information on the reasons why the dissemination could be harmful to the other partner(s). This period of 45 days might sound like a rather long period, however it allows for a well-planned discussion between the partner(s) proposing a dissemination and the partner(s) that are objecting (if needed together with the PM). The preferred outcome of that discussion would be a publication that is adjusted in such a way that all partners can agree with it.

In general, all MC2.0 related material that will be published should be reviewed beforehand and should comply with Article 17 'Communication, Dissemination and Visibility' and Annex 5 of the GA. All publications should:

- display of the European flag (emblem)
- be accompanied by the funding 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. Neither the European Union nor the granting authority can be held responsible for them.”
- In addition to this, all MC2.0 communication and dissemination material should contain the logo of the Swiss funding agency

9.3 Open Science practices

MC2.0 welcomes the Open Science focus in Horizon Europe and will work according to the principle:

As open as possible, as closed as necessary. In order to reach its objectives, the MC2.0 project will adopt an Open Science policy according to the principles referred to in this chapter.

The MC2.0 project will provide immediate open access to all peer-reviewed publications relating to project results. The publications will be available under Creative Commons Attribution license (CC BY) or equivalent. This will be achieved by one of the following routes:

1. **Gold or Diamond Open Access:** Publishing in gold or diamond (no APC) open access journals, preferably listed in Directory of Open Access Journals (DOAJ). (Publication fees are reimbursable if publishing venue is full open access)
2. **Green Open Access:** When publishing in subscription journals, the authors will retain copyright to at least the Author accepted manuscript (AAM) and be able to fully comply with the open access requirement. As a tool to retain sufficient intellectual property rights, the MC2.0 project will recommend this author statement following the submission: "For the purpose of open access, the



author has applied a CC BY public copyright license to any Author Accepted Manuscript version arising from this submission“.

3. **Hybrid Open Access /Transformative agreements:** For some of the MC2.0 partners there are national transformative agreements available ensuring open access publishing when corresponding author is affiliated with a participating institution.

In case possible, scientific publications will be deposited on Zenodo. For route 1 and 3 the final published version, Version of Record (VoR) will be deposited, while in route 2, we will be using the AAM version. Immediate open access under CC BY license (or equivalent) will be provided via the repository. Metadata of the publications will be open under a Creative Common Public Domain (CC 0). Publication and any research output needed to validate the results presented in the publication will be linked in the repository.

The detailed implementation of the above Open Science principles will be done in line with the Grant Agreement and managed as an integral part of the WP6.

Our policy regarding data is written down in a separate public available document called, 'D6.7 Data Management Plan (DMP).