



## D6.11 Dissemination plan

### WP6

**Lead Partner: TNO**

Partner Contributors: EURAC, SUPSI, IMEC

Dissemination Level: Public

Deliverable due date: M12 Actual submission date: M12

Deliverable Version: V1.1



**Funded by  
the European Union**

Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

|                           |  |
|---------------------------|--|
| <b>Project Acronym</b>    | MC2.0  |
| <b>Project Title</b>      | Mass customization 2.0 for Integrated PV                             |
| <b>Grant Agreement n°</b> | 101096139  |
| <b>Call</b>               | HORIZON-CL5-2022-D3-01   |
| <b>Topic</b>              | HORIZON-CL5-2022-D3-01-03<br>Advanced manufacturing of Integrated PV |
| <b>Starting Date</b>      | 1 January 2023   |
| <b>Duration</b>           | 38 months  |

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.



Funded by  
the European Union

Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI



## Document history

| Version | Date       | Comments   |
|---------|------------|--|
| V0.1    | 2023-10-27 | Draft version ready for feedback of co-authors                         |
| V0.2    | 2023-11-09 | Version ready for feedback of reviewing partner                        |
| V1.0    | 2023-12-14 | Added feedback of Roartis and i40MC                                    |
| V1.1    | 2023-12-21 | Only typos corrected. This final version is uploaded to the HE-portal. |



## Table of Contents

|     |   |    |
|-----|---|----|
| 1   | Project context .....   | 4  |
| 2   | Objectives of the Dissemination strategy .....                | 5  |
| 3   | Target audience & stakeholders .....                          | 6  |
| 4   | Dissemination tools & channels .....                          | 7  |
| 5   | Key messages .....  | 10 |
| 6   | Action plan .....   | 11 |
| 7   | Evaluation of the dissemination efforts .....                 | 12 |
| 8   | Realizations .....  | 13 |
| 9   | Guidelines .....  | 14 |
| 9.1 | Funding acknowledgement .....                                 | 14 |
| 9.2 | Internal review of publications and deliverable reports ..... | 15 |
| 9.3 | Open Science practices .....                                  | 15 |

## List of Figures

|  |    |
|--|----|
| <i>Figure 1: Screenshot of News items on the project website <a href="http://www.mc2dot0.eu">www.mc2dot0.eu</a> .....</i>                  | 5  |
| <i>Figure 2: Hardcopy flyers, made in September 2023 for dissemination the Key message that the project has started successfully .....</i> | 8  |
| <i>Figure 3: MC2.0 poster EU PVSEC conference Lisbon, Portugal, 18-23 September 2023 .....</i>   | 9  |
| <i>Figure 4: Print screen of Dissemination Action Plan .....</i>   | 11 |
| <i>Figure 5: Print screen of Dissemination Plan &amp; Realization report .....</i>   | 13 |



## Abbreviations and Acronyms

|         |   |
|---------|---|
| [BIPV]  | Building Integrated Photovoltaics                                 |
| [CINEA] | European Climate, Infrastructure and Environment Executive Agency |
| [CA]    | Consortium Agreement  |
| [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                                  |



Funded by  
the European Union

Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI



## 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.

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 meet all the relevant standards (regarding performance and reliability) of the specific market of the IPV-product

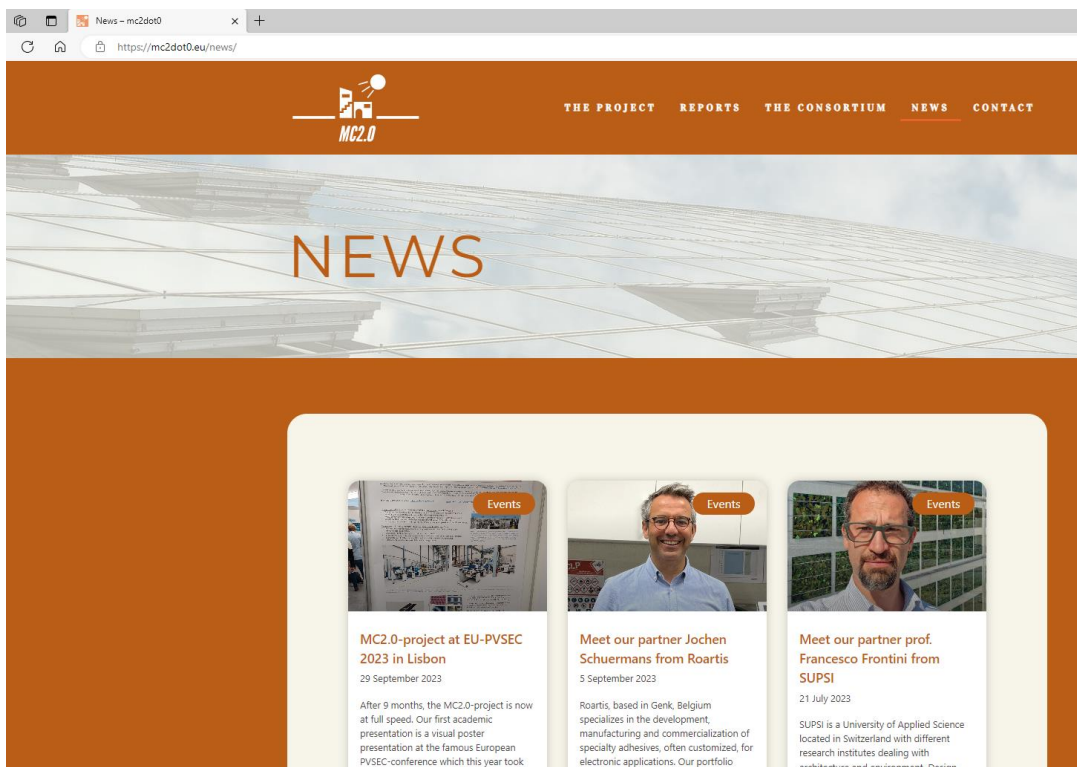


Figure 1: Screenshot of News items on the project website [www.mc2dot0.eu](http://www.mc2dot0.eu)



### 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



## 4 Dissemination tools & channels

---

In alphabetical order (and not order of priority):

- BIPV roadshow (t.b.d.)
- 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.
- 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 aim for a quarterly update of the Industrial Board 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](http://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, well reputed journals.
- Technical briefings



Funded by  
the European Union

Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI



Figure 2: Hardcopy flyers, made in September 2023 for dissemination the Key message that the project has started successfully.





## 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 20 partners beliefs in the mass-customization concept.
- 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 the top 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 will be regularly updated following discussions from WP6 meetings and General Assemblies.

### Dissemination Action Plan

part of: Task 6.4  
part of: D6.11  
Dissemination level: Confidential

Main author: Roland Vaickenborg (PM)  
Latest update: 14-12-2023

**Version history:**

| date      | person (partner) | Action                |
|-----------|------------------|-----------------------|
| 9-11-2023 | Roland (TNO)     | Started this overview |

Select from chapter 4      Share the latest results on... (when possible/relevant referring to a WP or D)      select from Chapter 3      Simply put date here      name consortium partner

| Dissemination Channel                       | Specific Event              | Key messages   | Target groups                             | Where (city / country) | When       | Planned approach  | Whose responsibility?              | Website   |
|---|-----------------------------|--|---|------------------------|------------|---|------------------------------------|---|
| Industrial Board meeting                    | Kick-off                    | Project introduction & asking for first feedback on the requirement and design documents | Industrial Board members                  | Online                 | 2023-09-15 | To create support from the industry in a broad perspective.   | TNO (WP6)                          |   |
| Academic conference                         | EU-PVSEC 2023               | Proudly presenting the start of the project  | Academic world with focus on PV-community | Lisbon (Portugal)      | 2023-09-18 | Poster with a general project introduction  | TNO, and all partners contributing | <a href="https://www.eupvsec.org/">https://www.eupvsec.org/</a>                   |
| Horizon Europe Booster                      | Application form            | t.b.d.   | t.b.d.                                    | n/a                    | 2024-05-07 | Application in order to upgrade the dissemination approach with up-to-date insights of communication experts. | WP6 (TNO)                          | <a href="https://www.horizonresultsboostu/">https://www.horizonresultsboostu/</a> |
| Workshop                                    | SOPHIA Reliability workshop | 2nd topic is IPV, MC2.0 Reliability work (e.g. WP2.6 and WP2.7)                          |   | Hasselt (Belgium)      | 2024-04-25 |   | PCCL and TNO (Dorrit, Aldo)        | <a href="#">Workshop 2024 – pv-reliability.</a>                                   |
| Trade fair (shared booth with TNO, (t.b.d)) | Intersolar 2024             |  | PV Industry in broad sense                | Munich (Germany)       | 2024-06-18 |   | TNO                                | <a href="#">Intersolar Europe – Home - Intersolar Europe</a>                      |

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.

E.g. it could be that the general public understands the mass-customization concept rapidly and starts expecting to buy IPV-product very soon. Maybe even sooner than our project can deliver. In that scenario it does not make sense to continue lots of Dissemination actions towards the general public, because it could raise expectations to an unrealistic high level, which will be very negative in the end if not fore filled.

However, on the contrary, it could also be that the demonstrator IPV-products are ready for including in building projects, but this is hardly known to a more broad audience. In that case the General Assembly could steer towards much more communication and Dissemination (the IPV-products are a project result) using the tools and channels of chapter 4 that reach broad audience, like newspapers, and social media. These are just two examples in which an evaluation of the Dissemination Actions give new directions. Many more scenarios exist.

To evaluate our Dissemination efforts, we will check (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](http://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 realization so far is shown below.

| Dissemination Plan & Realization report |                         |  |  |   |
|---|-------------------------|--|--|---|
| part of:                                | Task 6.4                |  |  |   |
| part of:                                | D6.11                   |  |  |   |
| Dissemination                           | PUBLIC                  |  |  |   |
| Main author:                            | Roland Valckenborg (PM) |  |  |   |
| Latest update                           | 2023-10-27              |  |  |   |
| <b>Version history:</b>                 |                         |  |  |   |
| <b>date</b>                             | <b>person (partner)</b> | <b>Action</b>  |  |   |
| 2023-07-13                              | Roland (TNO)            | Started this overview  |  |   |
| add here....                            |                         |  |  |   |
| Date                                    | Channel                 | Description  | contribution   | reference/URL   |
| 2023-07-02                              | Conference              | 11TH INTERNATIONAL CONFERENCE ON INDUSTRIAL ECOLOGY  | Poster 'Current and prospective environmental consequences of integrated vs added photovoltaic roof applications'                | <a href="https://isie2023netherlands.nl">https://isie2023netherlands.nl</a> |
| 2023-09-18                              | Conference              | EU-PVSEC   | Poster: First steps to a Mass Customization 2.0 process for a clever design of semi-fabricates integrated in BIPV-products       | <a href="https://www.eupvsec.org/">https://www.eupvsec.org/</a>             |
| 2023-08-18                              | Conference              | EU-PVSEC   | Poster G2P with reference to MC2.0. Poster title: Ageing effects on Luminescent Solar Concentrator-based Insulating Glass Units. | <a href="https://www.eupvsec.org/">https://www.eupvsec.org/</a>             |
| 2023-09-15                              | Industrial Board        | Kick-off Industrial Board meeting. The meeting report will be published as public deliverable after review and approval. | Teams meeting of which the meeting report is published under Deliverable 6.8.  | <a href="https://mc2dot0.eu/reports/">https://mc2dot0.eu/reports/</a>       |

Figure 5: Screenshot of Dissemination Plan & Realization report

This table will be 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. 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.



Funded by  
the European Union

Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI



In addition, all scientific publications will be deposited in Zenodo, no later than the time of publication. 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)'.