



Innovative photocatalysts integrated in flow photoreactor systems for direct CO₂ and H₂O conversion in solar fuels

Deliverable 6.2

Dissemination Plan and Communication Toolbox

Collaborative project within H2020-LC-SC3-2020-NZE-RES-CC

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Project Partners:

LEITAT – NUIG – PKU – UBU – CHEM – SOCAR – ICIQ – FUNDITEC – UMICH – STRATA

¹ Dissemination level: **PU** = Public, **CO** = Confidential, only for members of the consortium (including the Commission services), **EU-RES** = Classified Information: RESTREINT UE (Commission Decision 2005/444/EC), **EU-CON** = Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC), **EU-SEC** = Classified Information: SECRET UE (Commission Decision 2005/444/EC)

² Nature/Type of the deliverable: **R** = Document, Report, **DEM** = Demonstrator, pilot, prototype, **DEC** = Websites, patent filings, videos, etc., **OTHER**, **ETHICS** = Ethics requirement, **ORDP** = Open Research Data Pilot, **DATA** = data sets, microdata, etc.

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LIST OF ACRONYMS AND ABBREVIATIONS

A&B:	Administrative and Budgetary Manager
CA:	Consortium Agreement
DoA:	Description of Action
EC:	European Commission
E&I:	Exploitation and Innovation Manager
GA:	Grant Agreement
IPR:	Intellectual Property Rights
MC:	Management Committee
PC:	Project Coordinator
SC:	Scientific Committee
S&T:	Scientific and Technical Manager
TBA:	To be announced
WP:	Work Package
WPLs:	Work Package Leaders



1. Introduction

This deliverable outlines the dissemination plan and the corresponding communication tools within NEFERTITI. The purpose of the materials developed under this work package is to ensure the effective dissemination and communication of project results.

2. Objective

The objective of this deliverable is to present the dissemination plan that has been established and to report the first set of communication tools that is used to achieve this objective.

3. Dissemination Plan

3.1.....Introduction

The Dissemination plan of the project NEFERTITI will be presented in this chapter of the deliverable 6.2 of the project NEFERTITI. NEFERTITI consortium represents the perception that communication and dissemination activities are important to be conducted at an early stage of the project in order to reach the maximum possible awareness of the project and its preliminary results, and engagement with the targeted groups of stakeholders. It is also important, in order to design an efficient pathway towards the maximization of the overall project's impact. Additionally, communication and dissemination strategy will enforce the development of new research and business relationships with external stakeholders, leading to generating new research and market opportunities. These factors present a multilateral positive impact to the scientific and nonscientific society. The scientific society's benefit focuses on the potential research opportunities when the nonscientific society takes advantage of the overall economic growth, the market expansion, and the job positions creation.

The Dissemination plan of the project NEFERTITI is tailored to its needs and requires the contribution of all the partners from Europe, China, Turkey, and the USA. The main goal of this Dissemination plan is to develop a strategy which will plan and organize all the dissemination activities the consortium partners will conduct, after identifying all the relevant target audiences. The dissemination plan aims in spreading the project's objectives and outcomes, and in achieving the project's effectiveness and sustainability.



More specifically, the main steps of the methodology of the project NEFERTITI's dissemination plan are to:

- Identify the "target people" which constitute the target audiences and reveal their characteristics.
- Ensure the transfer of the right messages to the right personas at the optimal timing and on a regular basis.
- Develop an effective methodology of planning and monitoring the day-to-day dissemination activities.
- Select the most effective and preferable dissemination channels.
- Research and list dissemination actions such as the organization and the participation in events.
- Create and constantly enrich a dynamic international network of relevant to the project stakeholders and key players across the value chain in order to stimulate future collaboration potential.
- Design communication pathways in order to establish relationships and identify fields of possible collaboration with relevant research projects.

The Dissemination plan of the project NEFERTITI is a living document which depicts the framework of the designing, monitoring, and planning process of the project's dissemination strategy. An updated version of this document will be included in Deliverable 6.3 "Interim Plan for Dissemination and Exploitation of Results (PDER)" which will be submitted on month 24 by STRATA, and the final comprehensive version of it will be included in the deliverable 6.5 "Final Plan for Dissemination and Exploitation of Results (PDER)", which will be submitted by STRATA on month 48 of the project.

Also, as Deliverable 6.2 is a living document, the dissemination strategy will be constantly updated according to the current COVID-19 situation and adjusted to the most recent directions of the European Union.

3.2.....NEFERTITI dissemination objectives

The base and the first step in designing an effective dissemination strategy is the definition of the goals that it intends to achieve. There are certain but numerous goals and objectives which the project NEFERTITI's dissemination strategy will attempt to address, and the main efforts are focusing on:

- Revealing and promotion of the innovative technologies which is introducing into the market, compared with the relevant currently used technologies.



- Raising awareness of the outcomes of the project, within the scientific community and other targeted stakeholder groups (for example possible investors).
- Raising awareness of the outcomes of the project and their benefits to the general public.
- Developing methods and dissemination mechanisms which will ensure the maximization of the project's impact during and after its lifetime.

3.3.....Dissemination Strategy

The dissemination strategy of the project NEFERTITI is tailored to maximize the project awareness regarding its developed technology and its achievements, in a European and International level. Dissemination strategy's binary scope is to achieve the maximization of the project's impact and to act as an initial base in order to develop an effective commercial exploitation of Nefertiti outcomes, by using communication scientific tools and methods, to reach the targeted audiences. Key performance indicators are used in order to translate the dissemination activities, into measurable results.

Briefly, the dissemination activities include:

- Participation in the most important National, European and international scientific conferences relevant or dedicated to the photoreactors industry, and the sectors of photocatalysis, renewable energy, green transmission and circular economy.
- Increase of awareness and engagement with relevant stakeholders, including the publication of the project objectives and results on the digital channels, such as websites and social media and on the traditional channels, such as publications in newspapers and press releases.
- Publication of project results in scientific and technical papers, journals, technical magazines and National and International conferences, fairs, exhibitions, and dedicated workshops.

In the following chapters we are going to analyze the exact activities which have already conducted and the planned activities for the following years of the project.



3.4.....Methodology

The effective development of a dissemination plan requires a structured methodology, in order to set a fundamental basis of all the scientific communication tools required.

3.4.1. Target audiences

Nefertiti’s consortium partners are going to establish professional relationships and contacts with a wide range of stakeholders in order to achieve engagement in a two-way exchange, from a very initial stage of the project. The key principle of this dissemination strategy is to distribute the project results and achievements with groups of stakeholders which are interested in these topics and share the same objectives.

The most relevant communities which have been identified and the dissemination strategy has been tailored to them, are presented below.

- The scientific community. Academic and research institutions, researchers and PhDs constitute this group.
- Industries and SMEs, related to the sectors of photocatalysis, photoreactor systems, and alternative fuels.
- European and international networks and platforms, related to the photocatalysis and energy sectors.
- Regulatory and standardization agencies.
- Policy makers
- Other EU co-funded projects and initiatives.
- General public

In the following Table 1 the targeted audiences are presented along with the communication pathway which we are going to use, in order to approach them and achieve the dissemination of the project results, to each of these groups.

Target audience	Communication pathway
The scientific community	<ul style="list-style-type: none"> • Scientific publications • International conferences • Forums • Presentation of posters



Target audience	Communication pathway
	<ul style="list-style-type: none"> • Summer schools • MOOC for postgraduates teaching • Public deliverables • Newsletters • Digital media (social media, website)
Industries and SMEs	<ul style="list-style-type: none"> • International fairs • Participation in industrial interest groups • Exhibitions • Digital media (social media, website) • Printed communication materials (leaflets, brochures etc.) • Newsletters
European and International networks and platforms	<ul style="list-style-type: none"> • Scientific publications • International conferences • Public reports and papers • Newsletters
Regulatory and standardization agencies	<ul style="list-style-type: none"> • NEFERTITI Scientific Advisory Board • Scientific publications • White papers • Dedicated events • Relevant technical committee's meetings • Newsletters / press releases
Policy Makers	<ul style="list-style-type: none"> • White papers • Position papers • Recommendations • Reports • EU Organized events and workshops • Newsletters / Press releases • Digital Media (social media, website)



Target audience	Communication pathway
Other EU co-funded projects and initiatives	<ul style="list-style-type: none"> • EU Conferences/workshops/events • Publications • Clustering activities • Digital Media (social media, website)
General Public	<ul style="list-style-type: none"> • Communication toolbox: Website, social media, press releases, newsletters, open access articles, leaflets, and brochures.

Table 1: Targeted audiences and communication pathways used within NEFERTITI

3.4.2. Key Messages

The main objective of a dissemination plan is the effective transmission of the main results of the project, using clear and comprehensive messages, through the most efficient communication pathways in order to ensure that the final targeted audiences will be approached properly and receive and assimilate the preferred messages on certain timeframes.

The efficiency of the key messages depends mainly on the completeness and the clarity of the messages, as well as on the correctness and the concreteness, in order the recipient to understand in an easy and concise way the main content which is attempted to be transferred. The key messages of The project NEFERTITI have been developed in order to ambass the project’s main objectives and to be in line with the project’s main impacts.

The key communication messages will be constantly updated according to the project progress if it is required, in order to achieve the maximization of their effectiveness. In the following Table 2 there are summarized the key communication messages for each one of the targeted audiences. An updated version of this table will be included in Deliverable 6.3 “Interim Plan for Dissemination and Exploitation of Results (PDER)” which will be submitted on month 24 by STRATA, and the final comprehensive version of it will be included in the deliverable 6.5 “Final Plan for Dissemination and Exploitation of Results (PDER)”, which will be also submitted by STRATA on month 48 of the project.

Target audience	Key communication messages
The scientific community	<ul style="list-style-type: none"> • Innovative renewable fuels development in order to overcome technological barriers and compete the traditional fossil-based technologies.



Target audience	Key communication messages
	<ul style="list-style-type: none"> • Scientific research and patents and knowledge development on the fields of the catalysis and the light-harvesting technologies. • Free open courses and MOOC trainings to certain groups of high-level students (e.g. PhDs)
Industries and SMEs	<ul style="list-style-type: none"> • The project NEFERTITI is going to affect positively the impact on the industrial sector, in terms of cost savings, branding, increase of competitiveness, and assimilation of circular economy methods.
European and International networks and platforms	<ul style="list-style-type: none"> • The project NEFERTITI aims to introduce innovative technologies which will contribute in the acceleration of the development of renewable fuels, setting the EU as a leader globally, in the renewables and low carbon economy.
Regulatory and standardization agencies	<ul style="list-style-type: none"> • The production of solar fuels through the technology of photocatalysis requires the attention of the regulatory and standardization bodies and authorities, in order an upgrade of the relevant ISO standards to be achieved, through the data which will be created within the context of the project NEFERTITI.
Policy Makers	<ul style="list-style-type: none"> • The project NEFERTITI's consortium has contributed to the implementation of the SET-Plan, the Low-carbon and the Circular economy strategies. More funded, collaborative research projects are needed in order to bring attention to the project's technologies.
Other EU co-funded projects and initiatives	<ul style="list-style-type: none"> • The project NEFERTITI develops an innovative technology which converts CO₂ into renewable fuels. • The technologies which are developed within the project NEFERTITI can be suitable solutions for developing continents, such as Africa, or rural areas.
General Public	<ul style="list-style-type: none"> • Nefertiti technology assists to the application and implementation of the EU dedicated strategy aiming in the decarbonization of the economies, the acceleration of the renewable fuels' development, and the overall green energy promotion.



Target audience	Key communication messages
	<ul style="list-style-type: none"> Nefertiti technology will be environmentally friendly, safe and non-toxic.

Table 2: Key communication messages for each one of the targeted audiences

3.4.3. Development of the appropriate dissemination tools

- Visual identity

The visual identity of the project NEFERTITI has been developed at an early stage of the project and its main objective has been to create attractive and eye-catching set of communication materials, such as the project’s logo, colors, fonts and basic templates, which will constitute its branding building, in all the internal and external communication activities. The visual identity of the project will assist the awareness gain procedure, as it works as the main mean of recognition, and rememberability of the project. A detailed analysis of the visual identity of the project NEFERTITI will be provided in chapter 4.1 of this deliverable.

- Communication toolbox (other communication materials, digital and printed)

The communication toolbox includes all the communication materials which will be used for dissemination purposes and will be described in detailed in chapter 4 of this deliverable. Briefly, numerous printed and digital communication materials, such as brochures, leaflets and roll up banners will be developed during the project’s lifetime which will present the project’s overview, the project’s objectives, and its results. The first trifold brochure and roll up banner of the project NEFERTITI has been created, and distributed in partners’ dissemination activities.

- Project Video

A short promotional video will be developed on month 48 by STRATA, in order to promote the project results. The video will present the main project results through attractive animations and the information provided will be presented in an easily understandable language. The key points of the project’s outcomes and its impact to the society (scientific and nonscientific) will be presented.

- Website

A project website where all the project’s information and news are published, has been launched on month 3 of the project, based on the visual identity principles of NEFERTITI. The website consists of information



translated in an easy language, understandable from the scientific community and from the general public, including attractive images and infographics. The website is constituted by 7 tabs, which are referring to the project's: overview, methodology, partners, cluster, publications, news and one tab which facilitates the contact with the project's consortium and the coordinator's team. Finally, there is a separated tab which redirects the user to the project's newsletters' page. The website is set up in the English language and it can be reached via this link: <https://projectnefertiti.eu/>.

- Social media pages

Social media pages on the platforms "Twitter" and "LinkedIn" have been created in order to achieve increase of awareness and also engagement with the targeted audiences and the general public. According to the Grand Agreement's directions, a Twitter page should have been developed, however the consortium took the initiative to develop a LinkedIn page as well, in order to approach more relevant audiences. Nefertiti's social media pages are going to be updated regularly throughout the whole project's duration presenting the project and its news. The social media addresses will be widely advertised, through the network of the project partners, and it is intended to be of interest to potential end-users and to other interest audience, without revealing sensitive information. The links of Nefertiti's social media pages are the following:

LinkedIn: <https://www.linkedin.com/company/77015449/>

Twitter: <https://twitter.com/NefertitiEU>

- Newsletters, press releases and scientific publications

Newsletters aim in disseminating the latest project results, as they derive from the consortium's work progress, regularly and in an effective way. The initial plan has been to publish 2 newsletters per year, which means one newsletter every 6 months. However, as there were no major results of the project during its first six months, the consortium has decided to develop the first newsletter of the project on month 12, when important hands on progress will be available to present, and also interesting information will be included, in order to attract the stakeholders' attention. The following newsletters will be published every five months, instead of six, concluding in 8 newsletters until the end of the project's runtime, as the Grand Agreement requires. The newsletters will consist of comprehensive information deriving from the technical project partners, graphics, pictures and infographics in order to ensure the material's visual attractiveness. The colors and the template will follow Nefertiti's visual identity directions. It is important to mention that the information released via the newsletters will be verified multiple times in order to ensure that no sensitive or confidential information



is released and all information, including text, graphics and schematics, is accurate. STRATA along with LEITAT have already started developing the first newsletter of The project NEFERTITI, which is planned to be finalized by the end of month 12, and published and distributed at the beginning of month 13.

Additionally, to the newsletters, all the partners are responsible for publishing the project's results in the form of press releases, on their own platforms, such as their organization's or personal social media platforms or websites, and on national and international communication channels, such as newspapers, traditional and online magazines.

Also, the technical partners are responsible for releasing, under the assistance of the dissemination manager, scientific publications related to the project's fields of research. The scientific articles are going to be published in accredited journals and scientific publications, or in conferences, exclusively in an open access format.

- International conferences, fairs, and workshops

The consortium partners plan to participate in various events, such as conferences, fairs and workshops related to the project NEFERTITI and the technologies developed within it. During the first 8 months of the project, the international restrictions due to the COVID19 situation affected the organization of such events, either by switching them into a virtual mode or by cancelling them. However, the consortium partners participated actively in scientific events the previous months and disseminated the project NEFERTITI, its objectives and its expected impact.

Also, an open technical workshop will be organized by the consortium partners on the final month of the project, where the main outputs of the project's research will be presented. The attendees will be stakeholders from the relevant industries, policy makers, representatives of the academia.

In addition to the above, the dissemination manager along with the consortium partners is going to organize a final conference, gathering accredited speakers from the photocatalysis industry, in order to present the project results and also to facilitate business opportunities deriving from the project. To achieve this goal, the attendees of the conference will be representatives of the national and international energy authorities, representatives of the photocatalysis industry, business angels, investors, representatives of other EU funded projects and members of the academic community.

During the project's lifetime the consortium partners plan to participate in numerous events. The most important of them are appeared in the table below. It



must be pointed out that the list of the events can be updated anytime, when a partner feels that an interesting and ambitious event must be added or removed for reasonable causes. The kind of these events vary, covering a wide spectrum of conferences with European and international attendees, to industry and clustering with other EU-projects events. The main aim of attending this kind of events is to disseminate the project and its results to targeted audiences and relevant stakeholders, who can be found there. The Table 3 below summarizes an indicative list of events where the partners will examine participation (based on relevance, costs and available resources) in order to present and promote the project NEFERTITI:

No	Conference, Fair, Workshop or event title	Date	Place
1	Continuous Flow Reactor Technology for Industrial Applications (CFRT)	28-29/09/2022	Austria
2	18th Carbon Dioxide Utilization Summit	05/10/2022	Germany
3	Conference on CO ₂ -based Fuels and Chemicals	19-20/04/2023	Germany
4	Flow Chemistry Europe	TBA	TBA
5	Flow Chemistry India	15-16/09/2022	Mumbai
6	Conference on Green and Sustainable chemistry	2023	TBA
7	Gordon Research Conference-Photochemistry	30/7-04/08/2023	USA
8	International Solar Fuels Conference	2023	TBA
9	International symposium on photochemistry	2022, 2023, 2024	TBA
10	International Congress on Catalysis	14-19/07/2024	France
11	Chinese Chemical Society Congress	TBA	TBA
12	American Chemical Society meetings	regularly	
13	European Days for Sustainable Circular Economy	TBA	TBA
14	HOPV	2023, 2024, 2025	TBA
15	National Catalysis Congress (Turkey)	TBA	TBA



No	Conference, Fair, Workshop or event title	Date	Place
16	Dynamic Systems and Control Conference	2022, 2023, 2024, 2025	TBA
17	American Control Conference	2022, 2023, 2024, 2025	USA
18	AIChE Annual Meeting	13-18/11/2022	USA

Table 3: Indicative list of events for promoting NEFERTITI

3.4.4. Progress Monitoring

Numerous important indicators have been identified in order to assess the effectiveness of the project NEFERTITI’s dissemination strategy. Using these indicators, important feedback derives and the dissemination manager is able to determine if the strategy is progressing as planned or if it needs update and reconstruction.

- Digital media statistics: The statistics provided by Google Analytics will reveal the website’s visits and engagement with the visitors. The Social media statistics are able to proof the reach of each post, the engagement of the reader (the number of people who liked, shared, commented and reposted each post and the total number of followers.
- Dissemination materials: This indicator counts the number of brochures, leaflets, posters, banners etc. which have been printed and distributed to stakeholders in various events.
- Dissemination activities: This measure records the exact dissemination activities which have been conducted by the consortium partners. It consists of press releases, newsletters, articles, scientific publications, participation in conferences/ fairs/ exhibitions etc. In order to keep track and always be up to date regarding this metric, the dissemination manager of NEFERTITI has developed a file, on the project’s shared repository, titled as “communication and dissemination data entry file”. This file is open for editing by all the consortium partners, and the direction is to add every conducted or planed dissemination activity.

The following Table 4 summarizes all the above indicators and metrics, for the first 11 months of the project’s running:



Communication and Dissemination tool	Quantification	Proof of Communication
Project website	Number of visitors (hits)	Search metrics
Social Media accounts: LinkedIn	Followers: 144, Posts: 9	3.979 post impressions, 444 page views, 186 unique visitors, 13 shares, 89 reactions
Social Media accounts: Twitter	Followers: 16, Posts: 10	2070 post impressions
Scientific Newsletters	1 to be finalized by month 12	No. of recipients
Press releases	2	2
Scientific articles	1 (NUIG)	1
Conferences and Workshops and other events	4	Photos and/or participants lists and/or participation certificates

Table 4: Indicators and metrics for the first 11 months of NEFERTITI

Summarizing, in the Table 6 in the Annex, the comprehensive list of the dissemination activities done so far is provided, including publications and events participations.

4. Communication Toolbox

The purpose of the materials developed under this work package is to ensure the effective dissemination and communication of the project results. A communication toolbox is summarized below in Table 5 to identify the different options and materials to ensure a strong communication. As most of it has been introduced in deliverable D6.1, a brief overview is given here.

Type of Tool	Comment(s)
Logo	See chapter 4.1 and Figure 1
Social Media	LinkedIn: https://www.linkedin.com/company/77015449/ Twitter: https://twitter.com/NefertitiEU
Leaflet	Established



Roll-Up	Established
Templates	Established
Website	https://projectnefertiti.eu/
Infographics	Established
Newsletters	To be done as indicated in chapter 3.4
Promotion Video	To be done by STRATA in month 48 of the project

Table 5: Communication Toolbox in NEFERTITI

4.1.....The Visual Identity of NEFERTITI

To make the project identifiable and to ensure a similar visual approach throughout the project, a visual identity has been created, as described already in deliverable D6.1. NEFERTITI's visual identity consists of the logo, the templates (in MS Word and MS PowerPoint format), the Roll Up, and the Leaflet.

The logo is displayed in Figure 1 below and has been introduced in D6.1 (chapter 3.1):

"The shape of NEFERTITI's logo with the liquid drops on the right side was chosen to reflect the continuous production of synthetic, carbon-based fuels. The two letters "I" and the letter "T" resemble the chemical carbon bond (C-C). In addition, the connection of both two letters "I" via their two dots depicts the continuous flow reactor, representing the entrance of reagents and the exit of product. The colour choice represents the resources; air (CO₂), water and sunlight as well as the continuous production (color gradient)."



Figure 1: Project NEFERTITI Logo

The document templates are currently updated. The Roll Up, the Leaflet and the Infographics will be updated at a later point in the project, in order to display the progress and reflect the results achieved. An extended presentation and description of the currently used communication materials (Roll Up and leaflet) has been submitted in D6.1 on M6 of the project and screenshots of them are also presented below, on Figures 2,3,4.

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NEFERTITI

NEFERTITI – D6.2 – Dissemination Plan and Communication Toolbox



OUR PARTNERS

The consortium is made up of an experienced multidisciplinary team from the EU, China and the USA. The project is supported by an International Scientific Advisory Board to fulfil the proposed objectives.
Global coordinator: LEITAT

FLOW CHEMISTRY MADE TRUE:

NEFERTITI

INNOVATIVE PHOTOCATALYSTS
INTEGRATED IN FLOW PHOTOREACTOR
SYSTEMS FOR DIRECT CO₂ AND H₂O
CONVERSION INTO SOLAR FUELS

 LEITAT managing technologies www.leitat.org	 NUI Galway OÉ Gaillimh www.nuigalway.ie
 北京大学 PEKING UNIVERSITY www.english.pku.edu.cn	 UNIVERSIDAD DE BURGOS www.ubu.es
 CHEMTRIX Scalable Flow Chemistry www.chemtrix.com	 SOCAR www.socar.com
 ICIQ Institute of Chemical Research of Catalonia www.iciq.org	 FUNDITEC www.funditec.es
 UNIVERSITY OF MICHIGAN www.umich.edu	 Stratagem Research · Innovation www.stratagem.com.cy

Figure 2 Project NEFERTITI leaflet: Outer page

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NEFERTITI

NEFERTITI – D6.2 – Dissemination Plan and Communication Toolbox

OVERVIEW AND METHODOLOGY

The NEFERTITI project will develop an innovative high-efficiency photocatalytic system, developing and integrating novel heterogeneous photocatalysts and Luminescent Solar Concentrators into flow reactors sourced by sunlight energy. Using continuous flow technology the project will avoid explosive mixture in the same reactor (H_2 and O_2), as O_2 will be continuously removed, and will also overcome irradiation issues when using batch processes.

The NEFERTITI project aims to develop an efficient photocatalytic process in a single device for the synthesis of fuels from CO_2 and H_2O as alternative to multistep processes involving fossil fuels.

The NEFERTITI project will achieve a new and challenging approach:

2 CONNECTED FUNCTIONALIZED FLOW REACTORS TO PERFORM 2 REACTIONS:

REACTOR 1

2-D COFs* with Au & RuO₂ NPs*

Use of enhanced heterogeneous photocatalysts to perform the simultaneous conversion of CO_2 and H_2O by mimicking Z-scheme photocatalysis found in nature, to produce syngas.

REACTOR 2

FTS* catalysts & TiO₂

Use of enhanced heterogeneous photocatalysts to transform the syngas into ethanol and C₂+ alcohols.

*COFs: Covalent organic frameworks *NPs: Nanoparticles *FTS: Fischer-Tropsch Synthesis

KEY PERFORMANCE INDICATORS

- Expected 280 €/ton ethanol
64-67% lower than current cost.
- Up to 50% higher energy conversion efficiency compared to current batch process.
- Up to 85% energy saving compared to fossil fuels
Only sunlight as energy source
- Collaboration EU-China-USA
Publications, summer schools, webinars...

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101022202

Figure 3 Project NEFERTITI leaflet: Inner page

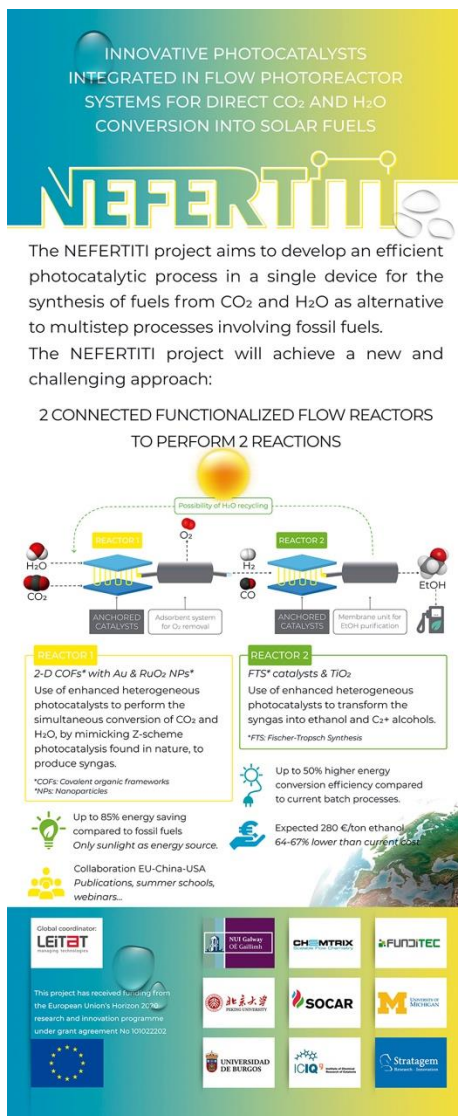


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NEFERTITI

NEFERTITI – D6.2 – Dissemination Plan and Communication Toolbox



**INNOVATIVE PHOTOCATALYSTS
INTEGRATED IN FLOW PHOTOREACTOR
SYSTEMS FOR DIRECT CO₂ AND H₂O
CONVERSION INTO SOLAR FUELS**

NEFERTITI

The NEFERTITI project aims to develop an efficient photocatalytic process in a single device for the synthesis of fuels from CO₂ and H₂O as alternative to multistep processes involving fossil fuels. The NEFERTITI project will achieve a new and challenging approach:

**2 CONNECTED FUNCTIONALIZED FLOW REACTORS
TO PERFORM 2 REACTIONS**

REACTOR 1
2-D COFs* with Au & RuO₂ NPs*
Use of enhanced heterogeneous photocatalysts to perform the simultaneous conversion of CO₂ and H₂O, by mimicking Z-scheme photocatalysis found in nature, to produce syngas.
*COFs: Covalent organic frameworks
*NPs: Nanoparticles

REACTOR 2
FTS* catalysts & TiO₂
Use of enhanced heterogeneous photocatalysts to transform the syngas into ethanol and C₂+ alcohols.
*FTS: Fischer-Tropsch Synthesis

Up to 85% energy saving compared to fossil fuels. Only sunlight as energy source.

Up to 50% higher energy conversion efficiency compared to current batch processes.

Expected 280 €/ton ethanol, 64-67% lower than current CO₂.

Collaboration EU-China-USA. Publications, summer schools, webinars...

Global coordinator: LEITAT
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Partners: NHI Gateway, CHEMTRIX, FUNDITEC, SOCAR, UNIVERSITY OF BURGOS, CIQ, Stratagem.

Figure 4 Project NEFERTITI Roll up banner

4.2.....Website – updated

To ensure the maximum visibility and awareness of the project and its main targets and results, the consortium has developed the project website. The website is one of the main and most impact-promising communication tools of dissemination and it can be reached via the web address: <https://projectnefertiti.eu/>. NEFERTITI's website is getting constantly updated with all the important news of the consortium and the project's progress. A detailed presentation of the project's website has



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already been submitted in D6.1. The header and the footer of the website are presented on screenshots, on Figures 5-6.



An innovative highly efficient photocatalytic system enabling a simultaneous conversion of CO₂ and H₂O into solar fuels



Figure 5 Project NEFERTITI website header



Figure 6 Project NEFERTITI website footer

4.3. Social Media: Twitter and LinkedIn

NEFERTITI is active on Twitter and LinkedIn and its pages can be found on the following links:

- LinkedIn: <https://www.linkedin.com/company/77015449/>
- Twitter: <https://twitter.com/NefertitiEU>

The project's social media pages are constantly updated with its news and also with information which will attract relevant to the project stakeholders, such as the project's objectives and the partners' brief presentations. The social media pages are following the project's visual identity rules, and the content is always published in an understandable language, accompanied by appealing graphics and photos, in order to maximize each post's reach and engagement. A social media calendar has been developed by the Dissemination Manager in order to plan the content which

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will be published, in certain timeframes. The corresponding activities, published at NEFERTITI’s social media pages are listed in detail in Table 6 in the Annex.

On Figure 7 and Figure 8 screenshots of the project’s social media pages are presented.



Figure 7 Project NEFERTITI LinkedIn Page



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NEFERTITI

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Figure 8 Project NEFERTITI Twitter Page

5. Conclusions

NEFERTITI’s Dissemination Plan and the corresponding Communication Toolbox has been presented. The progress and the achievements of the first 12 months of the project have been outlined in detail. It was shown that the promotion of the project NEFERTITI is successfully ongoing.

Some communication materials, such as the website and the social media pages, have already been updated according to the progress of the project and some others, such as the leaflet and the roll up banned, are pending to be updated soon, in order to reflect the progress of the project and the results achieved in NEFERTITI.



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6. Annex

NEFERTITI – D6.2 – Dissemination Plan and Communication Toolbox

Table 6



Type	No.	Status	Date	Title	Objective	Type of audience reached	Place	Partner involved	Audience size (approx.)	Website/Link
PRESS RELEASE / NEWS-PAPER ARTICLE	3	PUBLISHED	21/07/2021	Press Release about KoM	Post about NEFERTITI KoM in STRATAGEM Website	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM	Cannot be estimated	http://stratagem.com.cy/2021/07/23/stratagem-participated-in-nefertiti-kick-off-meeting/

Type	No.	Status	Date	Title	Objective	Type of audience reached	Place	Partner involved	Audience size (approx.)	Website/Link
SOCIAL MEDIA	4	PUBLISHED	21/07/2021	News post about KoM on STRATAGEM Social Media	Post about NEFERTITI KoM in STRATAGEM Social Media	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM	STRATAGEM	https://www.linkedin.com/posts/stratagem_stratagem-participated-in-nefertiti-kick-activity-6824292427940028416-7Qc9 https://www.facebook.com/181637232038512/posts/1752096881659198/
WEBSITE	1	PUBLISHED	01/09/2021	Project Website	Present the project overview, objectives, mission, impact, news, progress, results and consortium.	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	LEITAT	Cannot be estimated	projectnefertiti.eu



NEFERTITI – D6.2 – Dissemination Plan and Communication Toolbox

PRESS RELEASE / NEWSPAPER ARTICLE	2	PUBLISHED	14/09/2021	Press Release about KoM	Post about NEFERTITI KoM in NEFERTITI Website	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliites, General audience	Online	STRATAGEM	Cannot be estimated	https://projectnefertiti.eu/2021/09/14/nefertiti-projects-kick-off-meeting/
PARTICIPATION TO A CONFERENCE	5	ATTENDED	16/09/2021	Flow Chemistry made true: NEFERTITI - Expoquimia	Present the project's overview, objectives and impact	Companies, Academic institutions, Research Institutions and Innovative Enterprises , General audience	Barcelona	LEITAT	more than 20	http://www.expoquimia.com/ https://www.linkedin.com/feed/update/urn:li:activity:6846335248557461504?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6846335248557461504%29



PARTICIPATION TO A WORKSHOP	6	ATTENDED	23/09/2021	Innovative photocatalysts integrated in flow photoreactor systems for direct CO ₂ and H ₂ O conversion into solar fuels	Present the project overview, objectives, impact and possible collaborations	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises	Online	LEITAT	more than 30	https://www.chemspeceurope.com/2021/english/ https://www.linkedin.com/company/1083989/admin/post-analytics/urn:li:activity:6932221460723765248/?lipi=urn%3Ali%3Apage%3Ad_flagship3_company_admin%3B3vCKtRopR%2BK3ATEnGhZcdA%3D%3D&
WEBSITE	7	PUBLISHED	12/11/2021	Flow Chemistry made true: NEFERTITI - Expoquimia	Post on NEFERTITI Website about Leitat's participation in Expoquimia event	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises, Municipalities, General audience	Online	LEITAT & STRATAGEM	Cannot be estimated	https://projectnefertiti.eu/2021/11/12/expoquimia/



SOCIAL MEDIA	8	PUBLISHED	12/11/2021	Flow Chemistry made true: NEFERTITI - Expoquimia	Post on LinkedIn	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	LEITAT & STRATAGEM		https://www.linkedin.com/feed/update/urn:li:activity:6866292366496686080
SOCIAL MEDIA	8	PUBLISHED	12/11/2021	Flow Chemistry made true: NEFERTITI - Expoquimia	Post on Twitter	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	LEITAT & STRATAGEM		https://twitter.com/NefertitiEU/status/1460527966237167620



WEBSITE	9	PUBLISHED	12/11/2021	The project NEFERTITI in carbon capture	Post on NEFERTITI Website about Leitat's participation in the workshop "Innovative photocatalysts integrated in flow photoreactor systems for direct CO2 and H2O conversion into solar fuels"	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	LEITAT & STRATAGEM	Cannot be estimated	https://projectnefertiti.eu/2021/11/12/273/
SOCIAL MEDIA	10	PUBLISHED	12/11/2021	The project NEFERTITI in carbon capture	Post on LinkedIn	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	LEITAT & STRATAGEM		https://www.linkedin.com/feed/update/urn:li:activity:6876836260569317377

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SOCIAL MEDIA	10	PUBLISHED	12/11/2021	The project NEFERTITI in carbon capture	Post on Twitter	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	LEITAT & STRATAGEM		https://twitter.com/NefertitiEU/status/1471071246796431375
	14		06/01/2022	Use of flow chemistry towards photoc hemical and electroc hemical processes	Present the project overview and the general objectives	Scientific Community	Online	LEITAT	more than 30	SusChem-España, Plataforma Tecnológica Española de Química Sostenible
SOCIAL MEDIA	18	PUBLISHED	09/01/2021	Video post to the SOCAR R&D and Innovation Inc. LinkedIn page	Corporate communication activity for introducing the content of The project NEFERTITI	SOCAR R&D and Innovation Inc. employees and their LinkedIn connections	Online	SOCAR R&D and Innovation Inc.	more than 100	https://www.linkedin.com/posts/socar-ar-ge_socar-t%C3%BCrkiye-ar-ge-ve-i%C3%87novasyon-merkezinin-activity-6853690658012585984-99PR?utm_source=linkedin_share&utm_medium=member_desktop_web

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WEBSITE	11	PUBLISHED	28/01/2022	The project NEFERTITI 6M Management & Scientific meeting	Post on NEFERTITI Website about the project's 6M meeting	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM	Cannot be estimated	https://projectnefertiti.eu/2022/01/28/nefertiti-project-6m-management-scientific-meeting/
SOCIAL MEDIA	12	PUBLISHED	28/01/2022	The project NEFERTITI 6M Management & Scientific meeting	Post on LinkedIn	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM		https://www.linkedin.com/feed/update/urn:li:activity:6892846087791878144
SOCIAL MEDIA	12	PUBLISHED	28/01/2022	The project NEFERTITI 6M Management & Scientific meeting	Post on Twitter	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM		https://twitter.com/NefertitiEU/status/1487080901158789128

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JOURNAL PUBLICATIONS	13	PUBLISHED	13/04/2022	Progress in Development of Photocatalytic Processes for Synthesis of Fuels and Organic Compounds under Outdoor Solar Light	Review	Scientific Community	Online	NUIG	Cannot be estimated	https://pubs.acs.org/doi/10.1021/acs.energyfuels.2c00178
SOCIAL MEDIA	17	PUBLISHED	19/04/2021	Video post from the company social media SOCAR Home (SOHO)	Corporate communication activity for introducing the content of The project NEFERTITI	SOCAR employees from all levels	Online	SOCAR R&D and Innovation Inc.	more than 100	https://socarhome.socar.com.tr/Sayfalar/story-detail.aspx?itemId=798&segment=videos&screen=Celal%20G%C3%BCven%C3%A7%20O%C4%9Fulg%C3%B6nen%20-%20NEFERTITI%20Projesi

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EXHIBITION	15	ATTENDED	31/05/2022	Exhibition - showing hardware development	Increase awareness of the project to our existing Customers	Companies, Academic institutions, Research Institutions and Innovative Enterprises , General audience	Frankfurt	Chemtrix	Academic ~10; Industry ~75	https://www.linkedin.com/company/1083989/admin/post-analytics/urn:li:activity:6932221460723765248/?lipi=urn%3Ali%3Apage%3Ad_flagship3_company_admin%3B3vCKtRopR%2BK3ATEnGhZcdA%3D%3D&
PARTICIPATION TO A CONFERENCE	16	ATTENDED	15-16/6/2022	Two-Dimensional Porphyrin-Based Covalent Organic Frameworks as Photosensitizers for Light-Driven CO ₂ Reduction	Overview of COFs and results obtained	Irish science community	Dublin, Ireland	NUIG	more than 70	UCD School Of Chemistry The 73rd Irish Universities Chemistry Research Colloquium

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SOCIAL MEDIA	19	PUBLISHED	10/02/2022	"Meet our partners" column	Periodical presentation of the project's consortium partners: LEITAT	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliites, General audience	Online	STRATAGEM	more than 100	https://www.linkedin.com/feed/update/urn:li:activity:6897518735004180480 https://twitter.com/NefertitiEU/status/1491757273940729859
SOCIAL MEDIA	20	PUBLISHED	28/02/2022	"Meet our partners" column	Periodical presentation of the project's consortium partners: NUIG	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliites, General audience	Online	STRATAGEM	more than 100	https://www.linkedin.com/feed/update/urn:li:activity:6903961638123487232 https://twitter.com/NefertitiEU/status/1498198731845427202
SOCIAL MEDIA	21	PUBLISHED	03/03/2022		Periodical presentation of the project's consortium partners: PKU	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliites, General audience	Online	STRATAGEM	more than 100	https://www.linkedin.com/feed/update/urn:li:activity:6905089953412571136 https://twitter.com/NefertitiEU/status/1499325411645399045
SOCIAL MEDIA	22	PUBLISHED	06/05/2022		Periodical presentation of the project's consortium partners: CHEM	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliites, General audience	Online	STRATAGEM	more than 100	https://www.linkedin.com/feed/update/urn:li:activity:6928254775868231680 https://twitter.com/NefertitiEU/status/1522490014948548609



SOCIAL MEDIA	23	PUBLISHED	09/05/2022	Periodical presentation of the project's consortium partners: SOCAR	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM	more than 100	https://www.linkedin.com/feed/update/urn:li:activity:6929434150026309632 https://twitter.com/NefertitiEU/status/1523669756259176450
SOCIAL MEDIA	24	PUBLISHED	11/05/2022	Periodical presentation of the project's consortium partners: ICIQ	Collaborators, EU projects, companies, Academic institutions, Research Institutions and Innovative Enterprises , Municipaliities, General audience	Online	STRATAGEM	more than 100	https://www.linkedin.com/feed/update/urn:li:activity:6930053655798657024 https://twitter.com/NefertitiEU/status/1524288752847310849

Table 6: List of the dissemination activities done so far in NEFERTITI



