



D6.1 Plan for Communication and Dissemination

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META Group

Deliverable Information Sheet

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List of Acronyms

<i>C&D</i>	Communication and Dissemination
<i>KER</i>	Key Exploitation Result
<i>UVP</i>	Unique Value Proposition
<i>KPI</i>	Key Performance Indicators
<i>IP</i>	Intellectual Property

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Keywords list

- Intellectual Property
- IPR management
- Licensing
- Tool-box
- Patent
- Classical+ licensing
- Crisis licensing
- Co-creation licensing

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Executive Summary

IMPAC3T-IP is an ambitious coordination and support action that aims to develop, pilot and support the sustainable adoption of a scenario-based licensing tool-box, for efficient IP licensing for market uptake and societal value creation. IMPAC3T-IP aims to identify current gaps and shortcomings in available licensing tools for three main scenarios, stakeholders, IP assets and licensing outcomes; investigate new and emerging technology trends to support licensing and evaluate the feasibility of incorporating them into the tool-box either now or in the future; develop, test, pilot and refine the tool-box through stakeholder engagement and launch, disseminate and sustain the toolbox through a sustainable accredited and certified 'user' and 'trainer' training programme (IMPAC3T-IP Academy).

1. Introduction

This document presents the Communication and Dissemination (C&D) Plan to be implemented within IMPAC3T-IP. The purpose of this plan is to give guidance on how to deploy efficient communication and dissemination actions to raise awareness, engage target groups, and promote the project and its related results to maximise their impact, achievements and knowledge generated by the project.

This plan is based on a target group analysis to identify the groups that will be targeted and engaged in communication activities to promotion the project and context through events, digital channels and tools; and dissemination activities to share results through peer events and trainings, where possible. To reach the identified groups, the strategy includes different tools, channels, platforms, events, activities, and partnerships to achieve the key results.

In this document, will be defined the key messages, the target groups, the tools and channels to deploy. To monitor the success of the plan, the deliverable identifies Key Performance Indicators (KPIs) and targets to reach.

This plan also aims to disseminate the Key Exploitable Results (KERs) towards the targeted early adopters and other stakeholders.

This document will be updated by M24. Communication and dissemination activities are led by META Group with the support of all the partners of the Consortium.

1.1. Communication activities

According to the Funding Guide of the Communication, Dissemination and Exploitation published by the European Commission¹, the communication activities and tools promote the action and results of the project throughout the lifespan of the project. The aim is to inform, promote and communicate the project activities and results reaching multiple audiences (large audience, media, stakeholders).

This ensures adequate support to IMPAC3T-IP partners to communicate project activities and results to their respective communities.

- Visual Identity:
- Project website
- Social media management
- Newsletters
- Project leaflet
- Project video
- Media relations

¹ Funding Guide for Horizon Europe, European Commission:
https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter_en

1.2. Dissemination activities

Referring to the same Funding Guide of the Communication, Dissemination and Exploitation published by the European Commission², the dissemination activities make the results public and support the sustainability of the project. The aim is to make accessible knowledge and results openly for others to use, to maximise results impact. Target groups such as scientists, knowledge transfer players, companies, industrial associations, policymakers, beneficiaries can be reached through the dissemination activities.

To do so, the dissemination activities foresee:

- Case studies
- Specialised articles
- Event participation
- Event organisation
- Partnership with other EU-funded projects related to the project topic
- Measurement of the impacts of the dissemination activities (such as online surveys)

All activities will follow the strategy outlined in this deliverable to ensure coherence and effectiveness.

The messages will be built on the base of the KERs defined in the Grant Agreement and updated with D5.1 Plan for Exploitation (Business Plan) due in M7. To generate impact, it is important to frame the project results with a problem driven approach. Results should respond to unsolved economic, societal and scientific challenges. Accordingly, alongside the efforts of IMPAC3T-IP in addressing the development of novel solutions, the Consortium will make sure that such solutions are properly disseminated.

1.3. Validation process

The validation process for any communication and dissemination material involves a meticulous five-step procedure designed to ensure accuracy and consensus among all involved parties.

- Step 1: draft the material by META, which serves as the foundational document for the entire process.
- Step 2: draft forwarded to the partner consortium for thorough revision. At this stage, partners examine the content, suggest modifications, and highlight any areas requiring improvement or clarification. Feedback from META Group as the technical and project coordinator (META Group) is always mandatory.
- Step 3: integration of the feedback of partners into the draft. This crucial phase ensures that the inputs from all consortium members are adequately reflected, balancing different perspectives and insights.
- Step 4: the revised document undergoes a final validation by META Group as the technical and project coordinator. This partner performs a comprehensive review to

² Funding Guide for Horizon Europe, European Commission:
https://rea.ec.europa.eu/publications/communication-dissemination-exploitation-what-difference-and-why-they-all-matter_en

confirm that the communication and dissemination material aligns with technical specifications and overarching project goals.

- Step 5: send the material to all partners for final approval. This step requires each partner to explicitly approve the content via email, confirming that they have read and agree with the material.

In general, to facilitate timely progression, a specific deadline is set for each request of validation. In instances where no response is received by the time of the indicated deadline, the material will be considered validated by default (tacit consent). This process ensures that the communication and dissemination material is not only accurate and comprehensive but also enjoys the endorsement of all parties involved, thereby fostering a collaborative and efficient workflow.

1.4. Legacy Plan

Legacy planning is key to maximising project's activities - including dissemination activities - to achieve wide replicability and transferability of its results and outcomes beyond its lifetime. Dissemination activities will ensure visibility of the outcomes towards its targeted groups such as end-users of the toolbox at the European level. WP6 will present the detailed legacy plan in the next update of this document in M24.

The project's legacy plan will be structured as two different sections:

1. A description of the project's actions, results, and conclusions.
2. A review of the dissemination activities to perform after the project end date, containing a set of detailed measures, responsibilities, and a multi-annual resource allocation to assure its implementation.

2. Target Group Identification

As per the Grant Agreement, the project communication and dissemination plan will focus on promoting the messages below presented in part 3.2 with target groups touched by the need of an efficient IP licensing tool availability for market uptake and societal value chain creation and involved in IP licensing tool availability and adaptability challenges. This identification facilitates the communication and dissemination process to reach the different target groups.

A primary and secondary group have been identified to prioritise and adapt activities. The primary group represents the first groups that will adopt the tool-box and potentially participate in the training programme. The secondary group represents the second layer of reach, the final users or so-called here beneficiaries of the new tools for IP licensing. These details guide the communication and dissemination messages, activities, materials and channels most applicable to them.

The target groups have been identified by partners, at the proposal stage and have been further defined for the purpose of this document. Accordingly, the target groups identified, so far, are:

Table 1 Identified Target Groups

Activities	Target Groups	Description	Examples
DISSEMINATION and COMMUNICATION	<p><i>Public Legal IP Licensing professionals in research organisations</i></p> <p>> <i>early adopters (primary group)</i></p>	<p><i>Intermediaries who facilitate IP licensing deals between creators and adopters.</i></p> <p><i>Looking for tools that allow them to work with more diverse forms of IP and a wider group of creators. Interested in impact as well as revenue generation. Becoming involved in more varied ways of creating IP e.g. from co-creation mechanisms</i></p>	<p><i>Technology Transfer Offices (TTOs), Knowledge Transfer Offices (KTO) in universities, Higher Education Institutions (HEI), managers in technology and knowledge transfer</i></p> <p>> <i>ASTP members, Netval – Network per la valorizzazione della ricerca</i></p>
DISSEMINATION and COMMUNICATION	<p><i>Private Legal IP Licensing professionals in agencies</i></p> <p>> <i>early adopters (primary group)</i></p>	<p><i>Intermediaries who facilitate IP licensing deal between creators and users. Being part of small organisations and small teams, they seek efficient and reliable tools to assist in managing their clients' IP portfolios, including licensing and other related issue such as IP protection and confidentiality.</i></p>	<p><i>Legal affairs managers, IP lawyers working in IP law and legal service companies.</i></p> <p>> <i>LESI members, SIB Italy</i></p>

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DISSEMINATION	<p><i>Public Research community: content creators and innovators</i></p> <p><i>> users (secondary group)</i></p>	<p><i>Researchers relying on their institution to transfer their results for revenue or impact including those with IP of low value but potentially high volume and IP that has potential for societal and environmental benefit.</i></p>	<p><i>Researchers, project managers in all disciplines including STEM and AHSS.</i></p> <p><i>> ASTP members</i></p>
DISSEMINATION	<p><i>Private content creators and innovators</i></p> <p><i>> users (secondary group)</i></p>	<p><i>Creators of knowledge, innovations and solutions creating their own IP. They are interested in tools that can help them commercialise their ideas for a range of drivers including financial return and benefit for society and the environment.</i></p>	<p><i>Engineers, artists, writers, software developers, musicians, engineers, SMEs and larger private organisations.</i></p>
DISSEMINATION	<p><i>Regulatory bodies and policymakers, policy implementers and funding agencies (secondary group)</i></p>	<p><i>These organisations are responsible for setting, adapting policies and implementing standards in the IP sector. Informing them about new tools can help shape policy and regulations that are conducive to the effective transfer and use of these technologies.</i></p>	<p><i>Regional, national and EU-level policymakers and implementors such as governmental administrators; official advisory bodies, think tanks involved in health and crisis situations.</i></p> <p><i>> WIPO, IP Europe, European Policy for Intellectual Property, EUIPO, EPO, ECTA, European Union IP Network, WTO, UNTO, European Policy for Intellectual Property</i></p>
COMMUNICATION	<p><i>General Public and relevant organisations</i></p>	<p><i>Everyone interested in the broader benefits of innovation through licensing.</i></p> <p><i>IP licensing and digitalisation of innovation solutions, disadvantaged groups benefiting from easier access to technology facilitated by rapid availability of IP assets, including patients that will have access to more rapid or affordable healthcare and medicines (related to the crisis scenario).</i></p>	<p><i>Civil society.</i></p> <p><i>Patients 'organisation.</i></p> <p><i>> European Patients' forum, European Federation of Pharmaceutical Industries and Associations (efpia), Gates Foundation, Wellcome Trust, Innovative Medicines Initiative (IMI)</i></p>

COMMUNICATION	<i>Media</i>	<i>Media news platforms and journalists dedicated to EU news, IP licensing, trademark, and copyright news.</i>	<i>Science Business, Politico, EU Observer, law 360, IAM, Patent docs, IP starts, WIPR World IP Review, Bloomberg law, Intellectual Property News.com, Euro news, IP Europe news, IP Owners association</i>
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3. Communication Plan

3.1. Objectives of the Communication Strategy

The communication of the project is key to ensuring that the project reaches relevant audiences, attracts the best experts, raises awareness of IMPAC3T-IP, and demonstrates the success of European collaborations.

As per the Grant Agreement the strategy aims to:

- define and implement a full plan for Communication, including KPI tracking;
- create a recognisable and sustainable visual identity for the project, tool-box and Impact-IP Training Academy;
- raise awareness about the tool-box, presenting its benefits and impact adapted to different target groups and ensuring visibility and outreach of the EU-funded project.

3.2. Messaging

WP6 will lead the translation of research findings and impacts from the IMPAC3T-IP project into clear and accessible messages for the targeted groups identified (see Table 2).

The project aims to contribute to the development of sustainable new licensing tools to extend current activity of the European IP licensing in three core scenarios:

- Classical +: licensing beyond the traditional industrial rights for inventions, into more modern bundles of rights needed to license digital technologies.
- Crisis: rapid response in times of crisis to make innovative technologies rapidly available for use with minimum or no royalties or risk of IP rights infringement;
- Co-creation: innovation through co-creation involving early-stage consideration of licensing as the desired result when relationships are being formed and the central issue is trust in the group. Involves particularly young people and individual entrepreneurs.

The messages will show how the project contributes to fostering innovation, knowledge valorisation, protecting IP rights in research and innovation, particularly for SMEs, and driving economic resilience and recovery within the EU goals defined by: the EU Intellectual Property Action Plan³, the Report on an intellectual property action plan to support EU's

³ Intellectual Property Plan: <https://ec.europa.eu/docsroom/documents/43845>

recovery and resilience by the European Parliament⁴, the EU strategy on Standardisation⁵ and, supported by the Council Recommendation on the guiding principles for knowledge valorisation⁶. IMPAC3T-IP contributes by offering new effective tools to better protect advances in technology such as blockchain, 3D-printing and the Internet of Things (IoT) as well as the development of new business models such as the platform economy, and the data and circular economy and by offering and promoting effective trainings for licensing professionals to enhance IP knowledge and practices.

To present the project succinctly in communication materials, the following tagline has been selected: *The new toolbox for sustainable IP licensing.*

A 'golden paragraph' has also been defined to provide a quick introduction to the project for all dissemination and communication assets:

IMPAC3T-IP is an EU-funded action that addresses scenario-based licensing for stakeholders in the IP value chain. The project is developing a toolbox and an associated training program to support licensing in three key situations:

- *Classical+ - licensing beyond the traditional industrial rights for inventions, into more modern bundles of rights needed to license digital technologies.*
- *Crisis – supporting rapid voluntary licensing under different legislative regimes and standard and non-standard conditions.*
- *Co-creation – created from complex partnerships with multiple owners and diverse licensing objectives.*

The KERs identified in the Grant Agreement (GA) will be used to adapt the messaging accordingly to the target audience. Benefits that will be highlighted include:

Economic benefits

- Save cost and time from expensive legal services costs.
- Easier access to finance for enterprises using IP assets to secure investment.
- Boost the market uptake by accelerating Impact licensing of digital and industrial technologies.
- Europe will be more competitive accelerating the licensing of innovations and new technologies.

Societal benefits

- Rapid and easy access to everyone to protect innovations and valorise knowledge with digital tools for licensing.
- Facilitate compulsory solutions licensing in time of crisis having a societal responsibility related to human-centred solutions and health care.

⁴ Report on an IP action plan to support the EU's recovery and resilience:

https://www.europarl.europa.eu/doceo/document/A-9-2021-0284_EN.html

⁵ EU Standardisation Strategy: https://single-market-economy.ec.europa.eu/single-market/european-standards/standardisation-policy/standardisation-strategy_en

⁶ Council recommendation on the guiding principles for knowledge valorisation: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52022DC0391>

- Enhance co-creation innovations by proposing new multi-author licensing options.

Environmental benefits

- Save cost in energy and mobility with a fast digital option licensing.
- Enhancing citizens to act in the green transition to face and be more resilient to climate change challenges.

The messaging will also present IMPAC3T-IP's toolkit and training, combining the listed benefits above:

Table 2 Communication messages per target groups

Target groups	Key message
Public Legal IP Licensing professionals in research organisations (primary group)	<ul style="list-style-type: none"> • Improve management of the IP creation process for different disciplines and outcomes. • Get all kinds of research knowledge licensed in one click, whatever their value. • Participate in making Europe more competitive by protecting and sharing your solutions and technologies worldwide.
Private Legal IP Licensing professionals in agencies (primary group)	<ul style="list-style-type: none"> • Bring more and varied IP assets to market for a wider diversity of clients and increase revenue creation. • Facilitate access to finance for enterprises using IP assets to secure their investment. Get more transparency on the licensing process, easier to understand for your clients.
Public Research community: content creators and innovators (secondary group)	<ul style="list-style-type: none"> • Get involved in research commercialisation regardless of your discipline or motivation. • Manage all stages of your co-creation activity so that it goes more smoothly. • Go online with your deals and watch them grow. Give value to your knowledge and make sure of its transferability.
Private content creators and innovators (secondary group)	<ul style="list-style-type: none"> • Licensing your innovation is fast and easy, do it yourself online. • Go online with your deals and watch them grow. • Manage all stages of your innovation process so that outcomes have a stronger impact. • Participate in making Europe more competitive by protecting and sharing your solutions and technologies worldwide.
Regulatory bodies and policymakers, policy implementers and funding agencies (secondary group)	<ul style="list-style-type: none"> • Discover the IMPAC3T-IP tools to adapt quicker IP regulations. • Understand how to shape policy for technology transfer in advance of a crisis. • Make policy for the benefit of a wider diversity of different groups. • Prepare the tools and check-lists you will need before you need them. • Contribute to making Europe more competitive by accelerating knowledge sharing worldwide.
General public and relevant organisations	<ul style="list-style-type: none"> • New IP tools can accelerate innovative technologies to go on the market faster and give access to services and technologies to everyone. • Innovating in different scenarios produces results that can help us improve the economy, society and environment and to prepare for and respond rapidly in times of crisis (e.g. healthcare, climate change, and others).

	<ul style="list-style-type: none"> • Facilitation of technology protection and knowledge valorisation is key to access to innovative solutions in diverse disciplines and groups and to contribute. • The faster innovators can protect technologies, the faster their solutions come to you.
Media	<ul style="list-style-type: none"> • Innovating in different scenarios produces results that can help us improve the economy, society and environment and to prepare for and respond rapidly in time of crisis (e.g. healthcare, climate change, and others). • New IP tools can accelerate how innovative technologies reach the market and make it easier for diverse disciplines and groups to contribute. • IMPAC3T- IP will help public and private innovators and intermediaries to rapidly bring their ideas to the market and contribute to the knowledge economy, UN SDG and the uncertain times in which we now live.

The project will also communicate globally about key concepts: current challenges in IP, general IP news and regulatory updates, and other concepts that will arise during the project.

3.3. Communication Activities

3.3.1. Visual Identity

The visual identity was developed at the beginning of the project to differentiate IMPAC3T-IP from other projects. The logo is the visual representation of the project and is reflected in all the communication materials.

Figure 1 IMPAC3T-IP logo



More details about the visual identity guidelines and logo concept are described in the Visual Identity Guidelines document that is reported in the Annex of this deliverable.

A sub-visual identity will be considered to promote the IMPAC3T-IP Academy training programme at a later stage of the project.

Based on the IMPAC3T-IP visual identity, templates for Microsoft Word and Microsoft PowerPoint have been developed. All IMPAC3T-IP partners have access to these assets for all communications and presentations about the project throughout the full lifetime of the project.

The templates were developed taking into account any applicable rules and regulations from the European Commission.

3.3.2. Project website

A temporary webpage was developed during M1 to start communicating about the project and collecting newsletter subscribers and followers to IMPAC3T-IP social media channels. The full project website will be developed and launched by M7. The website URL address is: <https://www.impact3tip.eu/>.

A project dedicated website is the main communication platform to allow all target groups to have access to the project development and results.

The key aims of the website are to:

- become the primary point of contact for and information about IMPAC3T-IP, and
- act as a general hub for research on issues relevant to the project.

The website will host all public deliverables, promote relevant content (including project and consortium presentations, newsletter subscription form, press releases, news items, videos, infographics, events agenda, research results and case studies, etc.) available to the key target groups. Partners will be involved in the development of website content to increase project visibility and maximise its impact.

The website will be also used to share the public results of the project; it will include downloadable material, such as the leaflet, video, pictures and infographics, each explained appropriately for the general public. The website will provide a clear and open discussion of the potential and limitations of the toolbox and programme of the trainings and to allow exposure of it to market for future commercial purposes.

The website will embed SEO (Search Engine Optimisation) and analytics from launch to grow and track traffic from around Europe and beyond. Website statistics will be compiled for periodic reports and for this deliverable update in M24.

The website language will be British English to reach an international audience. The website content will be regularly updated and maintained by META Group, with the cooperation of all other partners in areas of content provision.

The sub-contractor LESI and the other partners – especially ASTP - will also share IMPAC3T-IP news through their website. LESI and ASTP agreed to share IMPAC3T-IP news every 3 months.

3.3.3. Social media management

Two social media channels have been created: an X account ([@IMPAC3T_IP](#)) and a LinkedIn company page ([IMPAC3T-IP project](#)). A dedicated IMPAC3T-IP YouTube playlist on META Group channel will be created to share all videos created by the project (promotional and training's ones).

The aim of using different social media channels is to promote project-related content to diverse audiences and take advantage of existing partner networks by tagging partners' social media accounts, thus building on their audience to disseminate content and results. A presence on relevant channels allows partners to contribute to the dissemination of results and events by tagging the project and highlighting their work therein on their respective

channels. The social media channels are key in building a community around the project and engaging with interested target groups.

The content plan will communicate about the different messages identified in part 2.2 as follows:

- What IMPAC3T-IP is about;
- IP news and trends;
- Event announcements;
- Environmental, economic and societal benefits of IMPAC3T-IP ;
- Partner highlights;
- Sharing training registrations;
- Sharing toolbox.

This plan will be adapted accordingly to the ongoing works and results obtained.

To make sure that our communication reaches the right audience and social media networks, META Group identified a series of hashtags related to the key topics: #HorizonEurope, #KnowledgeTransfer, #copyrightinnovation, #IntellectualProperty, #EURegulations, #IPActionPlan, #GlobalIP, #PatentManagement, #UnitaryPatentSystem, #Europeanpatents, #simplifyingpatents, #SEP, #StandardEssentialPatents, #IPManagement.

The sub-contractor LESI and the other partners – especially ASTP - will also share IMPAC3T-IP news through their organisation channels. LESI and ASTP agreed to share IMPAC3T-IP posts at least once every 3 months.

3.3.4. Newsletters

A newsletter will be sent out at least every 6 months (depending on the relevant information available). The newsletters will provide information on project progress and results, links to public deliverables, articles, training registrations and upcoming events and will be sent out using Mailchimp. A public opt-in form is available on the project website for interested parties to receive the IMPAC3T-IP newsletters in compliance with the EU General Data Protection Regulation (GDPR). The use of the LinkedIn newsletter will be also considered.

The newsletters keep interested target groups up to date on project findings and case studies, and inform them about relevant events, key policy developments, key messages from the IMPAC3T-IP project and its partners.

The aims of the newsletters are:

- Informing project partners and target groups of the key findings of the project,
- providing information about relevant external events and case studies, and
- promoting key messages from Work Package Leaders.

The design and formatting of the newsletter will be in-line with the pre-defined visual identity.

The first newsletter will be sent out as soon as a minimum of 30 subscribers is reached to announce the start of IMPAC3T-IP, which will serve as the main communication channel for the project, and a repository for all public results and outcomes.

The newsletters will be scheduled and will be structured as follows:

- Primary message: research result, case studies release, demonstration result, etc.,
- secondary message: research result, case studies release, demonstration result, etc.,
- events,
- leaflet or Project videos, and
- IMPAC3T-IP golden paragraph.

The sub-contractor LESI and the other partners – especially ASTP - will also share IMPAC3T-IP news through their organisation newsletter. LESI and ASTP agreed to share IMPAC3T-IP news every 3 months.

3.3.5. Printed and digital materials

Information on the project will be provided in several types of communication material, available digitally and printed on request: leaflets, brochures, one info sheet for each scenario, and roll-ups. This material will support the partners during their event participation, for the capacity-building workshops, and for the community events. All the material is first available in British English and is translated into local languages on demand.

The communication material aims to spark curiosity about the project while providing brief information on its approach and aims, work plan structure, and an overview of the partners. Partners will give input on this, as it requires distillation of aims, language, and a narrative of the project.

Each material can be printed locally on the initiative of the partners.

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Figure 2 Roll up of the project

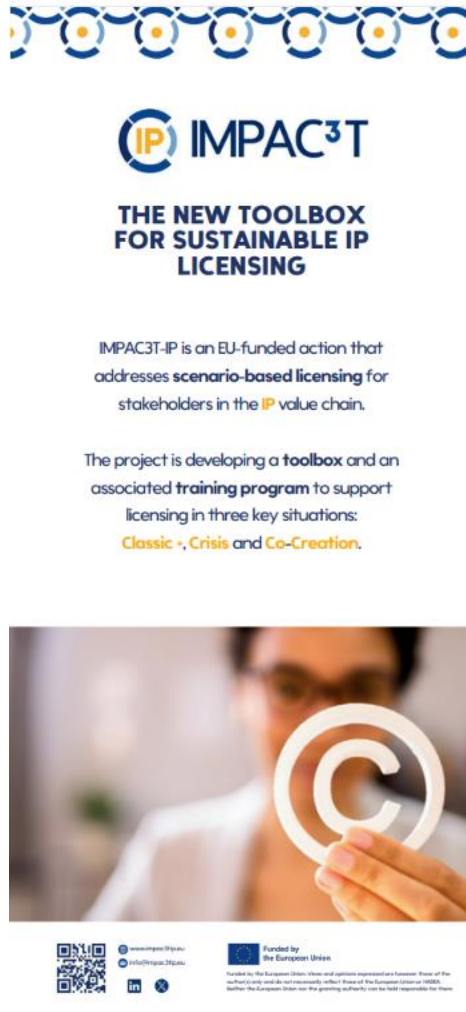


Figure 3 Project general leaflet - Front



Figure 4 Project general leaflet - Back



3.3.6. Videos

Videos will play a significant part in the project's communication activities, especially when communicating about the scientific, environmental, economic and societal impacts. At least two videos covering the project, the partners, innovations and results will be produced.

Here is the list of videos foreseen:

1. Project video: about the project. Introduce and summarise the project, by M12.
2. Video about the toolbox and IMPAC3T-IP Academy, to align with WP5 to promote the launch of the toolbox during year 3 – this video will be used as a communication material as well as a dissemination material.

The videos will be shared on the IMPAC3T-IP website and on its different channels (including partner social media accounts), European Commission dissemination digital tools such as the Horizon Results Platform, and as well as during events.

3.3.7. Media relations

WP6 will engage the media to raise awareness about the project among the target audiences and build a community of interested stakeholders.

The media are important to help spread the word to the target audience and the interested public. Not only will they increase knowledge about the IMPAC3T-IP project but also on its findings, results, and recommendations. As part of the communication and dissemination activities plan, META Group and the Consortium will regularly engage high-level journalists to obtain media coverage of the project throughout its duration via social media content and press releases.

An initial list of media outlets based on META Group's experience in IP, patent and knowledge transfer sectors and European-funded projects will be used as a starting point and will be nurtured during the project. The media list will aim to reach the specialised targeted audience presented in 2.2 (adopters and beneficiaries) as well as general public through more global media.

Since the beginning of the project, the initiative already got interest from:



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1. [Science and Business](#)⁷: interviews of key partners about patenting, reaching the EU bubble, research communities, innovators, SMEs, EU stakeholders involved in EU-funded projects;
2. [BNN Breaking](#)⁸: using the Science and Business article, reaching a very large audience worldwide;
3. [INESC Hub Brussels](#)⁹: short presentation of the project and link to the Science and Business article newsletter reaching research communities;
4. [Development Aid](#)¹⁰: short presentation of the project, reaching the economic and humanitarian assistance stakeholders.

IMPAC3T-IP press releases are drafted by META Group and their content and publication date are validated by the same partners as project and technical coordinator. To take advantage of partners' wide networks of journalists and excellent experience with engaging the media, and partners will be encouraged to issue their own press releases, informing META Group before sending them out to ensure accuracy and consistency of information, and coordinating timing where relevant.

In addition, META Group will be in contact with the project officer to get research findings published in the EC tools (see figure 2.): Horizon Magazine, Innovation Radar, Cordis, and Research and Innovation Success Stories platforms.

⁷ Available here on the 22/02/24: <https://sciencebusiness.net/news/patents/ecosystem-copyright-opens-new-options-academic-knowledge-transfer>

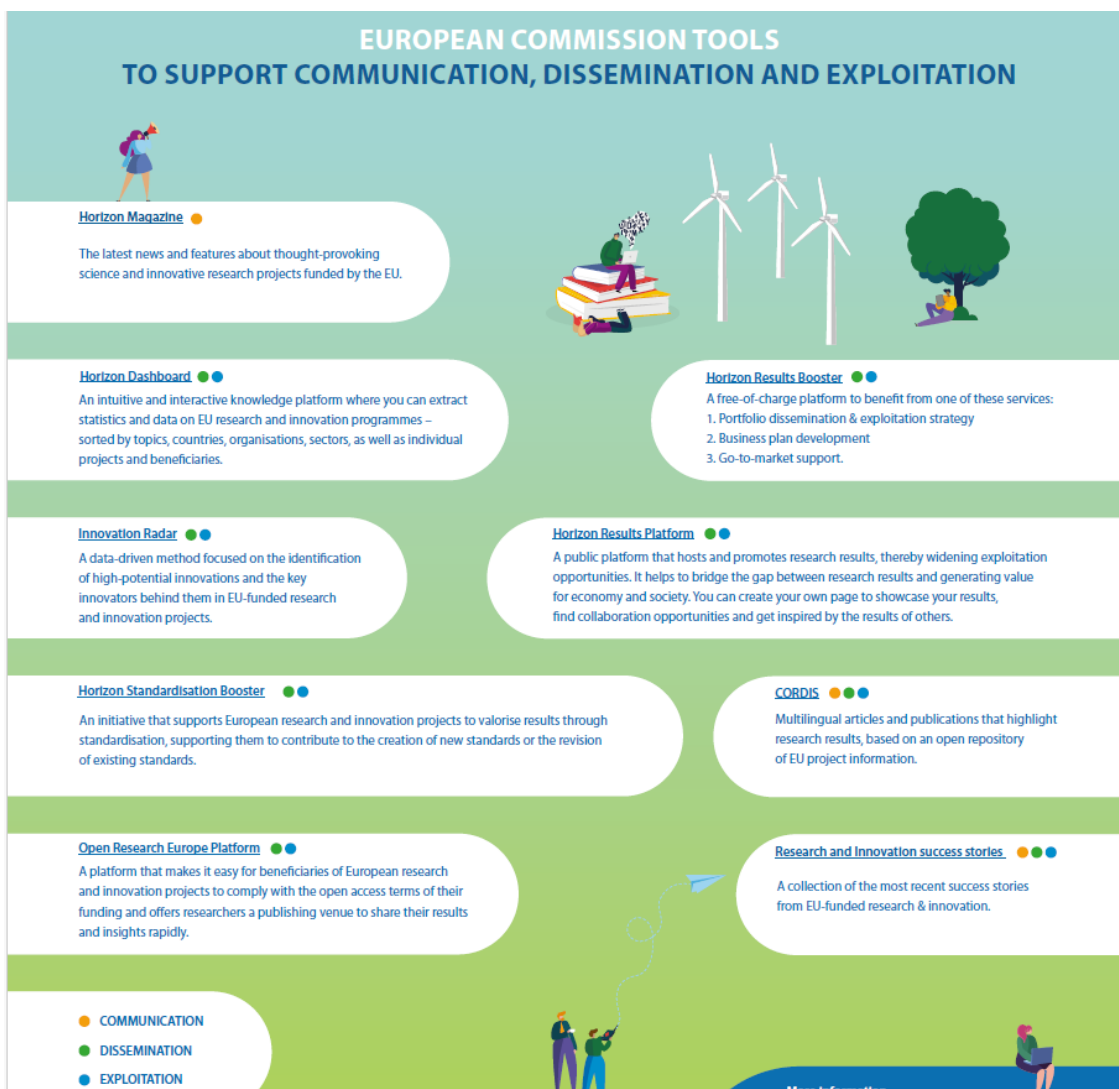
⁸ Available here on the 22/02/24: <https://bnnbreaking.com/tech/revolutionizing-knowledge-transfer-the-impac3t-ip-projects-novel-approach-in-europe>

⁹ Available here on the 18/04/24: <https://hub.inesc.pt/23-02-2024-research-assessment-organization-approves-portuguese-national-chapter-european-ai-office-already-under-operation-the-political-will-for-a-stable-fp10-budget-much-more/>

¹⁰ Available here on the 18/04/24: <https://www.developmentaid.org/organizations/awards/view/500234/improving-outcomes-and-impact-from-scenario-based-licensing-classical-crisis-and-co-created-ip-impac>

D6.1 Plan for Communication and Dissemination

Figure 5 European Commission tools for Horizon Europe project C, D, E. Source: https://rea.ec.europa.eu/dissemination-and-exploitation_en



4. Dissemination Plan

4.1. Objectives of the Dissemination Strategy

The dissemination plan has been formulated with consideration given to the exploitation strategy. IMPAC3T-IP dissemination activities will secure the pathway to impact, disseminating the results and the KERs to relevant stakeholders such as potential adopters (primary group) and other stakeholders (secondary group) of IMPAC3T-IP toolkit.

Dissemination activities and messages are based on the two Key Exploitable Results (KER) defined in the Grant Agreement – the main advantage of the toolbox and the IMPAC3T-IP Academy Training Programme - as the main driver to use and impact.

It is important to ensure that the project's results are only disseminated with all partners' prior notification and consent, and that all proprietary information is appropriately protected before it is disseminated or exploited. Several materials and activities will disseminate the results of the IMPAC3T-IP project towards the stakeholders identified and mapped in part 2 Target audience and stakeholders.

As per the Grant Agreement the strategy aims to:

- define and implement a full plan for Dissemination, including KPI tracking,
- encourage bi-directional engagement in WP actions including defining the scenarios, identifying technology trends, proposing case studies, piloting and testing of tools and participating in capacity building for sustainable adoption,
- lay the ground for the certified training programme (T5.4),
- contribute to the impact and long-term sustainability of the project.

4.2. Messaging

WP6 will lead the translation of research findings and impacts from the IMPAC3T-IP project into attractive messages for the different target groups identified in section 2.

To define the messages to disseminate, the exploitation task 5.1 will identify an Exploitation (Business) Plan for each KER for the adopters and other stakeholders which will be more entitled to use the tool developed and participate to training programme. The plan will be refined during the IMPAC3T-IP lifetime consistently with the full development of the solution, upgrading it and improving its effectiveness towards the potential beneficiaries, defined as the primary group to disseminate IMPAC3T-IP results and outcomes.

Following this approach, the below table presents an early definition of the key messages to disseminate for each potential adopters and beneficiaries, to mobilise the IMPAC3T-IP outcomes and to enable wider impact on the long terms.

Table 3 Dissemination messages per KERs and target groups

KERs	Key messages	Target Groups	Expected Outcomes
KER 1: Tool-box	<ol style="list-style-type: none"> 1. Gain access to new digital licensing tools with a click and speed up your IP protection processes. 2. Each tool can be used for 3 scenarios and types of IP: Classical+, Crisis and Co-creation innovations. 3. Be the first to protect and share knowledge and increase your revenue by increasing the number of licenses. 4. Gain access to new licensing tools to prepare for and implement policy for public good and crisis situations. 	<p>Primary Group: Public and Private Legal IP professionals</p> <p>Secondary group: Public and Private content creators and innovators, regularity bodies and policy makers</p>	Provide models to improve the preparedness to respond to future emergencies with adequate solutions (including digital and industrial solutions) via efficient technology licensing.
KER 2: Certified training programme	<ol style="list-style-type: none"> 1. Get trained on the newest tools to accelerate your IP process and tools so you can confidently adopt them to better advice and serve your clients and partners. 2. Get the certification as an official trainer or user of the IMPAC3T-IP tool-box and enhance your expertise. 3. Get the latest insights on how IP tools are evolving and becoming digitised. 4. Join a community of practice. 	<p>Primary Group: Public and Private Legal IP professionals</p> <p>Secondary group: Public and Private content creators and innovators, regularity bodies and policy makers</p>	Promote effective use and deployment of intellectual property ensuring easier access to and sharing of IP-protected assets which are essential to the development of digital and industrial solutions among others, benefitting society.

4.3. Dissemination Activities

4.3.1. Case studies

The IMPAC3T-IP dissemination strategy focuses on the ongoing release of capacity building activities outcomes, favouring open-access public domains (including the use of [Horizon Results Platform](#), [Zenodo](#), [UCD Research Repository](#), and others) wherever possible. The project's results will be reported in a way that is digestible to multiple audiences. The dissemination strategy provides the framework for the effective disclosure of results, thus maximising the project's overall impact and supporting the sustainability of after IMPAC3T-IP's solutions beyond the project's initial funding.

To report project results - as mentioned in the Grant Agreement in section 1.2.4 - the consortium does not expect to produce peer-reviewed scientific publications but does plan to produce Case studies linked to the 3 licensing scenarios based on special interest group meetings and interviews. These will be included in the final licensing tool-box (D2.3 Report on analysed case studies (scenarios) with GP transfer paths in M12 and D4.2 Report on finalised tool-box in M24).

4.3.2. Training videos

Under Task 4.5 and T5.4, a set of professional videos will be produced to introduce individual tools and demonstrate their use and direct users towards associated case studies. Those videos will be made permanently available online e.g. YouTube to support the sustainability and exploitation.

Four videos are foreseen:

1. Introduction of the tool
2. How-to video for Classical+ scenario
3. How-to video for Crisis scenario
4. How-to video for Co-creation scenario

In addition to training videos, a promotional video about the toolbox and IMPAC3T-IP Academy will be created, to align with WP5 to promote the launch of the toolbox during year 3 – this video will be used as a communication material as well as a dissemination material (already mentioned in 3.3.6).

4.3.3. Event participation: conferences, fairs, exhibitions

Project's results will be promoted at external conferences, fairs and exhibitions throughout its duration. Through partner booths or potentially independent IMPAC3T-IP booths, the project

will reach the primary and secondary groups. Technical and research partners will present their results in at least 4 relevant international events.

Partners have already participated in events to present the IMPAC3T-IP project:

- ASTP Annual Conference 2024, Ed Maughfling presenting on Express Licensing during Second Parallel Session 'Accelerated Licensing Tools' 23rd May

Events plan for 2025 and 2026:

- LESI Annual Conference 2025 in Singapore (50% of participants are European) to promote the project and upcoming trainings and tools
- LESI Annual Conference 2026 in Dublin to launch the toolbox and training programme
- ASTP Annual Conference 2025, pitch event participation
- ASTP Annual Conference 2026: participation in Day 1 to organise a workshop launching the toolbox and give a training

To keep track of this activity, a communication and dissemination form (Microsoft form) was created. Partners are regularly asked to complete the online tracking form that is communicated to them during the monthly meetings.

All partners are encouraged to seek out opportunities to increase the impact of the project through presentations about IMPAC3T-IP at external events. META Group is responsible for the quality assurance of all communication and dissemination materials and partners are asked to consult with META Group specifically where public material is concerned. In addition, META Group will actively seek out opportunities to disseminate KERs and findings of the project to key stakeholders and networks. Records (presentations, meetings/conference agendas, etc.) should be kept by partners of all presentations made concerning IMPAC3T-IP 's work. These details will be required for European Commission reporting purposes (PART A).

The outcomes and impacts of these events will be reported in the Final Report.

4.3.4. Event organisation

Project events will be used as platforms to promote and disseminate results. IMPAC3T-IP partners will organise the following events, spread throughout the project's duration:

- **Trainings:** 8 online trainings and 8 in presence (organised and managed by T5.4)
- **Workshops:** 2 workshops should be co-located with LESI and ASTP Annual Conference 2026 (Day 1 – free workshop to members).
- **Tool-box launch:** 1 event will be organised during the Annual Conference of ASTP in 2026 (the workshop mentioned above will merge the launch and a workshop) or the LESI Europe Meeting 2026 (still to be defined with LESI).
- **Final event – policy focus:** the final presentation of the IMPAC3T-IP results and activities on 'New Trends and scenarios for licensing' will target policymakers, this will be organised the last year of the project in 2026. The event will be held adjacent to a meeting gathering policy makers from across Europe such as [European week of regions an cities](#), [Sustainable Future Week](#). The global event will be identified early 2025.

4.3.5. Networking and partnership with other EU-funded projects

To increase the visibility of the project's results and to reach a "lookalike" audience, the Consortium will target existing networks, such similar projects such as CLIMAS, and EU-funded networks such as World Intellectual Property Organization - WIPO, European Patent Office - EPO, European Union Intellectual Property Network - EUHPN, etc. Additional networks will be continually identified during event participation. Networks, societies and committees in which Consortium partners are members will be a resource for further communication and dissemination of the project results into sectors beyond the project's scope. Partners network is composed of wide actors in the field of IP and corporates worldwide covering the targeted audience identified: business support organisations, intermediaries, policymakers, universities, SMEs, entrepreneurs. A specific focus will be to engage with LESI (9 500 members) and ASTP (1450 members) networks communicating through their channels and co-organising IMPAC3T-IP events at their annual events.

5. Monitoring C&D: summary of KPIs and targets

Key Performance Indicators (KPIs) and targets outlined below will provide direction to the communication and dissemination efforts. The KPIs selected are designed to be easy to measure and simple to track. The key expected results are there to give ambitious but realistic targets to WP6 and the communication support to other Work Packages. The KPIs and targets grid indicates of short-term milestones and yearly results that are expected from WP6 during the full duration of the project. The strategy presented in this deliverable and these KPIs and targets will be monitored internally by META Group on a regular basis and presented during the General Assemblies to the Consortium.

Table 4 Communication activities KPIs and targets

Communication activities	Target groups	KPI	Year 1	Year 2	Year 3	Total
<i>Public website</i>	All	N° of users	550	650	800	2000
<i>Newsletters</i>	Primary and secondary groups (ASTP and LESI network mainly)	N° of subscribers reached	1500	1500	2000	5000
<i>Videos (to promote project and toolbox + training programme)</i>	All	N° of views/video	100	200	400	700
		N° of videos	1	0	1	2
<i>LinkedIn</i>	Primary and secondary groups, relevant organisations, media	N° of followers gained	300	200	300	800
<i>X</i>	Media, governmental agencies and regulatory bodies	N° of followers gained	50	100	150	200
<i>Press releases</i>	Media	N° of press releases	1	1	2	4
		N° of journalists reached	65	67	70	70
	Primary and secondary groups	N° of reactions to a news release	300	300	400	1000
<i>Communication tools (digital and print)</i>	All	N° of leaflets	1	0	2	3
		N° of roll up	1	0	2	3
		N° of infosheet to present scenarios	0	0	3	3

D6.1 Plan for Communication and Dissemination

Table 5 Dissemination activities KPIs and targets

Dissemination activities	Target groups	KPI	Year 1	Year 2	Year 3	Total
Community of users	Primary and secondary groups	N° of potential users reached and notified	2000	2500	5500	10000
	Regulatory bodies	N° of policymakers reached	20	50	180	250
	Patient's organisations	N° of AID agencies reached	4	4	12	20
Training videos	Primary and secondary groups	N° of videos	/	/	4	4
		N° of views			400	400
Tool-box use	Primary and secondary groups	N° of downloads of the tools	/	/	400	400
	Primary and secondary groups	N° of certified users	/	/	300	300
	Regulatory bodies	N° of certified trainers	/	/	100	100
	Primary and secondary groups	N° of certified users after lifetime project	/	/	/	100
Event participation	All	N° of events	1	2	2	5
Event organisation	Primary and secondary groups, regulatory bodies	N° of workshops	/	/	2	2
		N° of events	/	/	2	2
		N° of participants in presence	/	/	300	300
		N° of participants online	/	/	1000	1000

6. Barriers and Risks

The table below outlines the main barriers to successful Communication and Dissemination actions that have been identified and possible recovery actions.

Table 6 Barriers to Communication and Dissemination

Activities	Barriers & Risks	Responsible Partner	Recovery actions
COMMUNICATION	Insufficient or low-quality Communication	META Group	The coordinator will constantly review dissemination activities and propose measures
	Lack of collaboration in providing pictures and videos of the tests	All	Regular meetings to request material.
DISSEMINATION	Insufficient or low-quality Dissemination	META Group	The coordinator will constantly review dissemination activities and propose measures
	No support from partners to provide material	All	META Group will regularly ask for results to be shared.
	Difficulties to reach the target group and to engage with it.	All	Trying other channels, redefining groups is necessary.

7. Governance and Roles

WP6 concerns the Communication and Dissemination activities during and after the project. Task 6.1 defines the strategies to be undertaken by META Group as WP leader, with the contribution of all the partners.

The D&C team is composed by (it has been formalised at the kick-off meeting in M1):

- **Communication & Dissemination Manager** (C&D Manager), Clémence Contant – META Group, is responsible of the design, execution and monitoring of this plan and coordination of C&D team. She will respond and report to the Project and technical coordinator. The C&D Manager will organise periodical call meetings to cope with the implementation of WP6 and the preparation and submission of deliverables. Specific sessions related to communication and dissemination will be held on occasion of each consortium meeting, to monitor the activation of the whole partnership, beyond the continuous day-by-day monitoring of the C&D activities.
- **C&D Team** (composed by one representative from each partner staff). The team members are responsible for the implementation of the present plan at partner level, by providing contents, ensuring access to channels and execution of action planned at regional/national level. The C&D team will be in charge of:
 - Copywriting and content creation and notably:
 - Website design, implementation, management and maintenance
 - Collection and editing of contents
 - Reviewing and proof reading of materials provided by partners
 - Organisation of events, seminars and workshops
 - Networking, clustering and interaction with other projects
 - Relationship with target groups
 - ...

The members of the Consortium will cooperate with them to ensure a smooth implementation of this strategy.

8. Annex 1 – Visual Identity Guideline



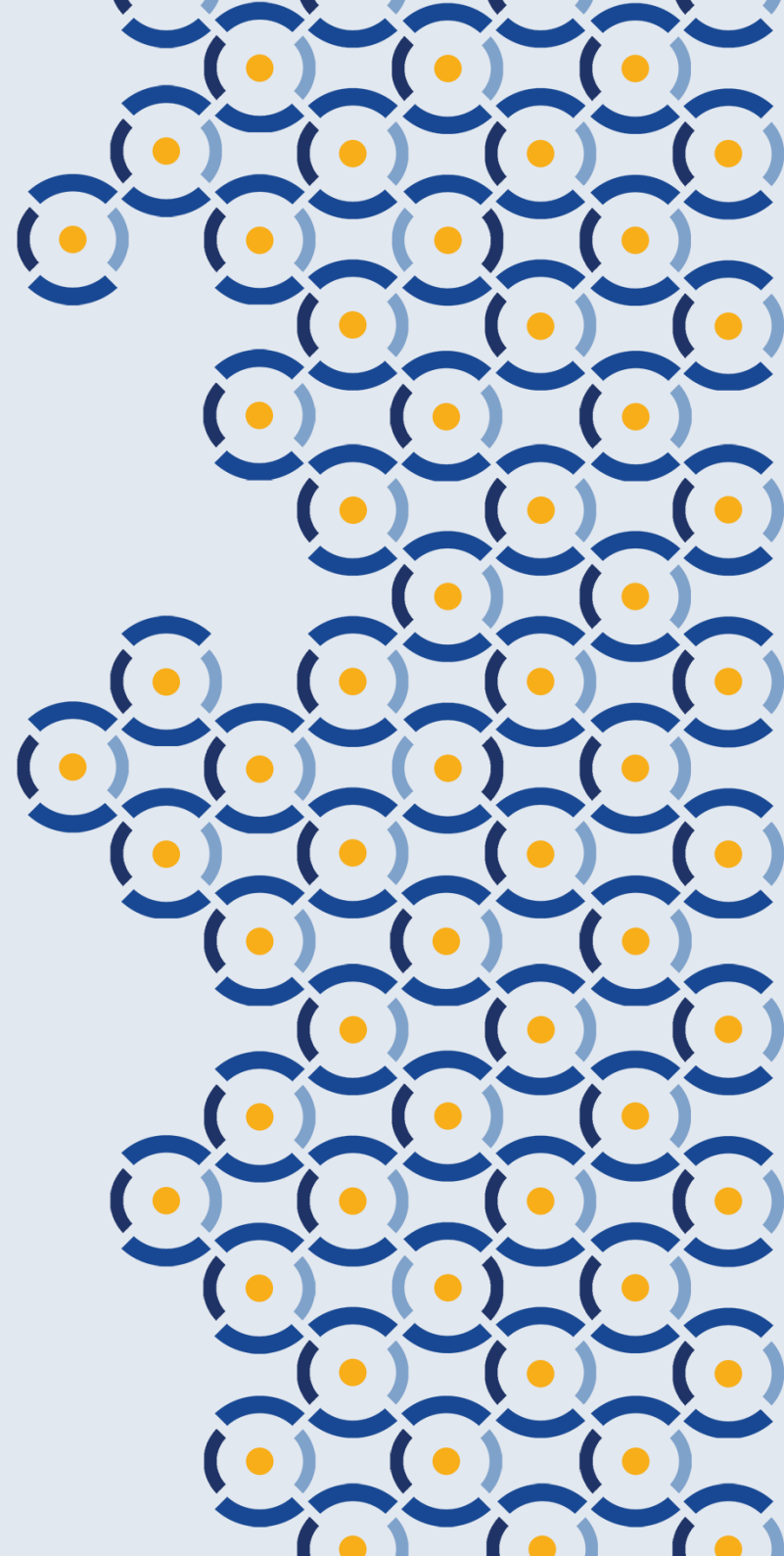
Visual Identity Guidelines

February 2024



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the European Union

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The logo

About the logo

Meaning

IMPAC3T-IP's logo is made up of a logotype and a symbol.

The idea and concept of the logo are inspired by the three keywords in the project name: CLASSIC+, CRISIS, and Co-CREATION. By utilizing the initial "C" of each word, three stylized "C"s were created (one is duplicated), with the acronym IP inscribed inside each one.

The logo must be consistently and accurately used at all times, maintaining its original design without any alterations. Under no circumstances should the logo be changed or modified.

While the symbol can be used independently from the logotype with thoughtful consideration, it cannot serve as a substitute for the complete logo. It is crucial to never use the logotype alone, without the accompanying symbol.



The logo

Logo colour variations



Coloured

This is the default version of the logo, to be used on white or light backgrounds.



White

The white logo is used on backgrounds where it can stand out clearly and be easily read. The colors present within the logo can be used as backgrounds.



Greyscale

The greyscale logo, shown in shades of grey, can be used in different situations to maintain visual consistency and adapt to various contexts.



Black

The black version of the logo, while providing high contrast against light backgrounds, is generally used less frequently than other versions.



The logo

Clear Space

Safe area

Ensure that all additional graphic components, logos, or margins maintain a distance no closer than the "Safe area" line. The minimum clearance around the logo should be equivalent to half the width of the symbol.



Minimum sizes

The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

Printing

The width of the logo should never be smaller than 30 mm.



Digital media

The width of the logo should never be smaller than 85 px.



Colours

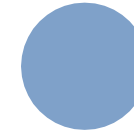
The project boasts an expanded color palette tailored to fulfill diverse communication requirements.



CLOUD BURST
CMYK: 100, 89, 32, 20
RGB: 31, 51, 101
HEX: #1F3365



COBALT
CMYK: 99, 83, 9, 1
RGB: 26, 72, 145
HEX: #1A4891



DARK PASTEL BLUE
CMYK: 51, 28, 6, 0
RGB: 127, 161, 201
HEX: #7fA1C9



LAVANDER MIST
CMYK: 10, 5, 2, 0
RGB: 226, 232, 240
HEX: #E2E8F0



SQUASH
CMYK: 2, 35, 100, 0
RGB: 247, 173, 32
HEX: #F7AD20

Messages

Tagline and golden paragraph to describe the project

Tagline

The new toolbox for sustainable
IP licensing

Golden Paragraph

IMPAC³T-IP is an EU-funded action that addresses scenario-based licensing for stakeholders in the IP value chain. The project is developing a toolbox and an associated training program to support licensing in three key situations:

- **Classical+** - licensing beyond the traditional industrial rights for inventions, into more modern bundles of rights needed to license digital technologies.
- **Crisis** – supporting rapid voluntary licensing under different legislative regimes and standard and non-standard conditions.
- **Co-creation** – created for complex partnerships with multiple owners and diverse licensing objectives. The CoolLIFE project aims to address the need for sustainable solutions to the EU's rising demand for cooling in buildings. The project will develop open- source tools which encourage the consideration of green cooling solutions in public and private decision-making, planning, design, and implementation processes.

Typography

The typeface used for IMPAC³T-IP communications is **KATIDE**

IMPAC³T-IP

The new toolbox for sustainable IP licensing

IMPAC³T-IP is an EU-funded action that addresses scenario-based licensing for stakeholders in the IP value chain. The project is developing a toolbox and an associated training program to support licensing in three key situations: Classical+, Crisis, Co-creation.

IMPAC³T-IP is an EU-funded action that addresses scenario-based licensing for stakeholders in the IP value chain. The project is developing a toolbox and an associated training program to support licensing in three key situations: Classical+, Crisis, Co-creation.

Katide Bold

Katide Semibold

Katide Regular
Minimum font size for body text: 9pt

Katide Light
Minimum font size for body text: 9pt

Typography

When the recommended typeface is not available, IMPAC³T-IP communications are to use the system font **Arial**

IMPAC³T-IP

The new toolbox for sustainable IP licensing

IMPAC³T-IP is an EU-funded action that addresses scenario-based licensing for stakeholders in the IP value chain. The project is developing a toolbox and an associated training program to support licensing in three key situations.

Arial Bold

Arial Regular

Minimum font size for body text: 9pt

Additional branding

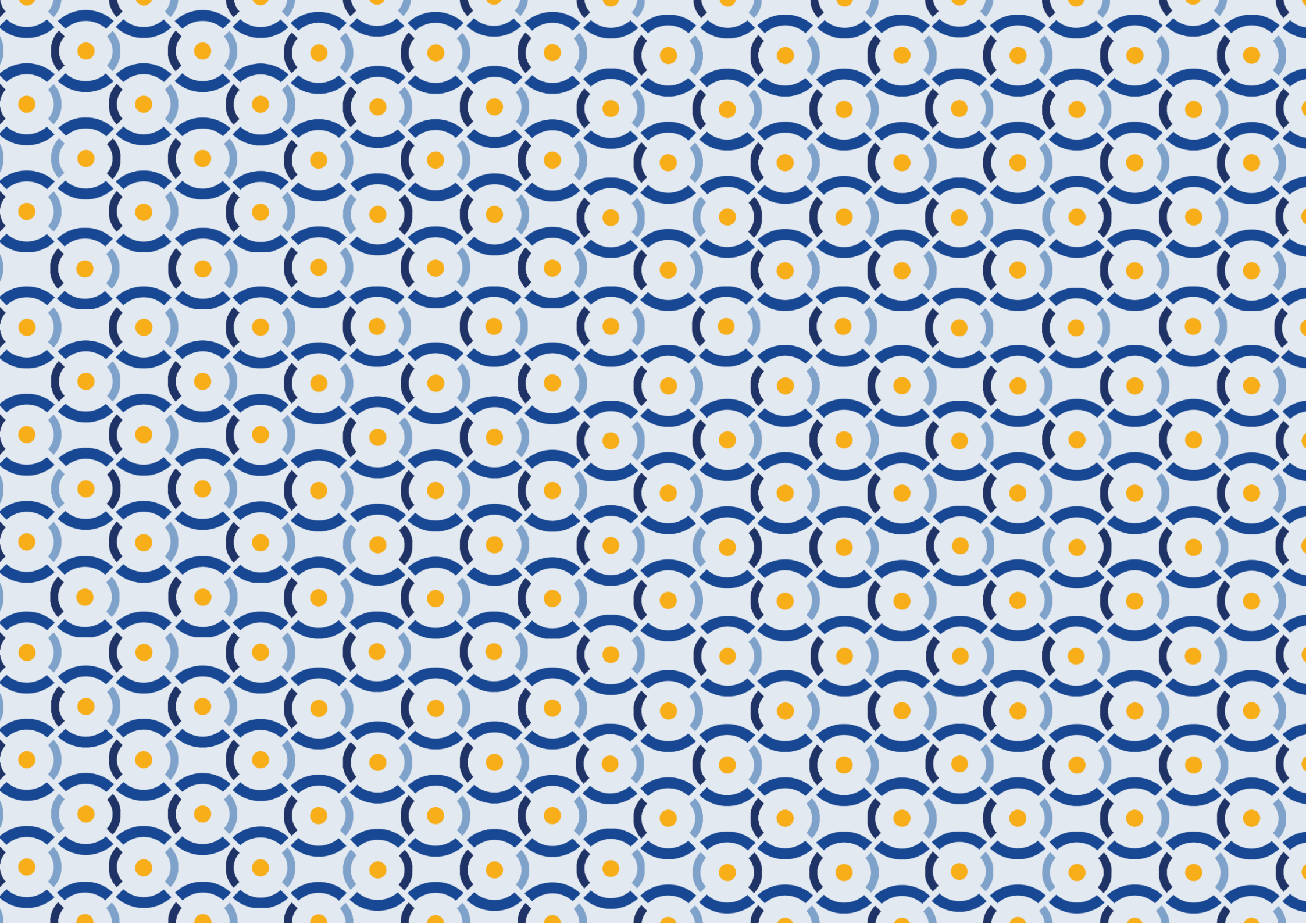
Other logos and mentions to include in IMPAC³T-IP communications

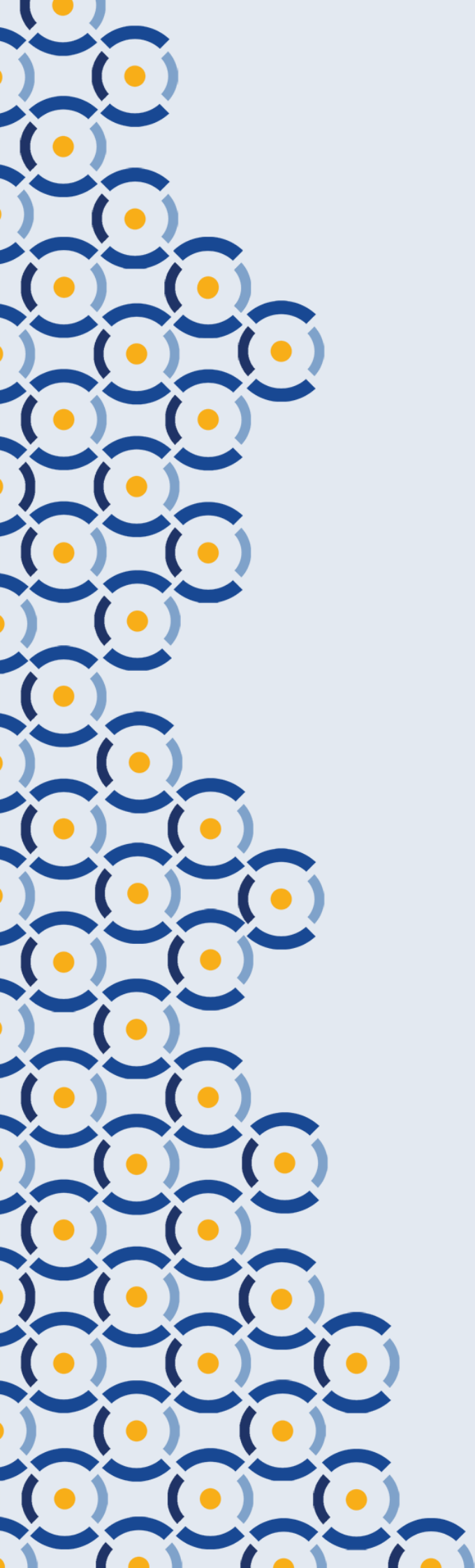
As a funded project, IMPAC³T-IP communication activities and products must also include the EU Logo and following disclaimer:



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