



**WP1 PROJECT MANAGEMENT,
COMMUNICATION, DISSEMINATION AND EXPLOITATION**

D1.2

Communication, Dissemination Plan

Expected date 31/12/2024 (M6)



SUNSTONE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101177314.

PROJECT DETAILS

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Name(s) Edward Mitchell Axel Kaprolat	The Deliverable D1.2, Communication and Dissemination Plan, outlines the communication strategy for the SUNSTONE Project, along with the methodology and tools that all participating partners should use for disseminating and communicating their activities. It sets the objectives for the communication and dissemination strategies, provides common guidelines for these activities and details the actions already taken since the project's inception and those planned throughout its lifecycle.
DELIVERABLE ID	PERSON RESPONSIBLE FOR THE DELIVERABLE
D1.2	Chiara Facoetti

NATURE

R- Report **P - Prototype** **D - Demonstrator** **O - Other**

DISSEMINATION LEVEL

- P - Public**
 PP- Restricted to other programme participants & EC:
 RE – Restricted to a group
 CO – Confidential, only for members of the consortium

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1. Executive summary

Deliverable D1.2, the Communication and Dissemination Plan, outlines the communication strategy for the SUNSTONE Project, detailing the methodology and tools that all participating partners should use for disseminating and communicating their activities. It sets objectives for the communication and dissemination strategies, provides common guidelines for these activities, and describes the actions taken since the project's inception as well as those planned throughout its lifecycle.

The Communication and Dissemination Plan is designed to effectively address the SUNSTONE project's outcomes and results across academic, industrial, and other stakeholder/user communities. It highlights the added value of the collaboration among eight key European and Middle Eastern research infrastructures and organisations, with the Paul Scherrer Institut as an associate participant.

Given that the primary aim of SUNSTONE is the sustained consolidation of SESAME, the expected outcomes of the communication and dissemination plan include:

- **Fostering Engagement, Outreach and Dissemination:** Ensuring the continuous use and updating of major project channels (such as social media and the SUNSTONE website) to motivate participation, maintain interest throughout the project, raise awareness and communicate concrete results.
- **Enhancing SESAME's Visibility and Membership:** Increasing SESAME's visibility and membership within the Middle East through targeted outreach and promotional activities.
- **Amplifying International Influence:** Enhancing the international influence of European light sources and their collaboration with SESAME.
- **Broadening and Educating the User Community:** Expanding and educating a wider user community on light source techniques by promoting dedicated activities such as lectures, training sessions and events (remote, hybrid and in-person), with related materials made available upon completion.
- **Ensuring Long-Term Sustainability:** Outlining strategies to guarantee SESAME's long-term sustainability and its role in advancing scientific research in Africa and the Middle East.

SUNSTONE builds on past achievements and partnerships, strengthening ties between European facilities, SESAME and their respective user communities.

2. Communication Plan, Strategy and Expected Impact

2.1 Communication Plan

As previously mentioned, the communication and dissemination plan is crucial for outlining and defining the overall communication strategy and approach for the SUNSTONE project, including the roles of each consortium and associate partner.

To ensure effective sharing of the project's goals, progress, and results, the communication plan will focus on three core elements:

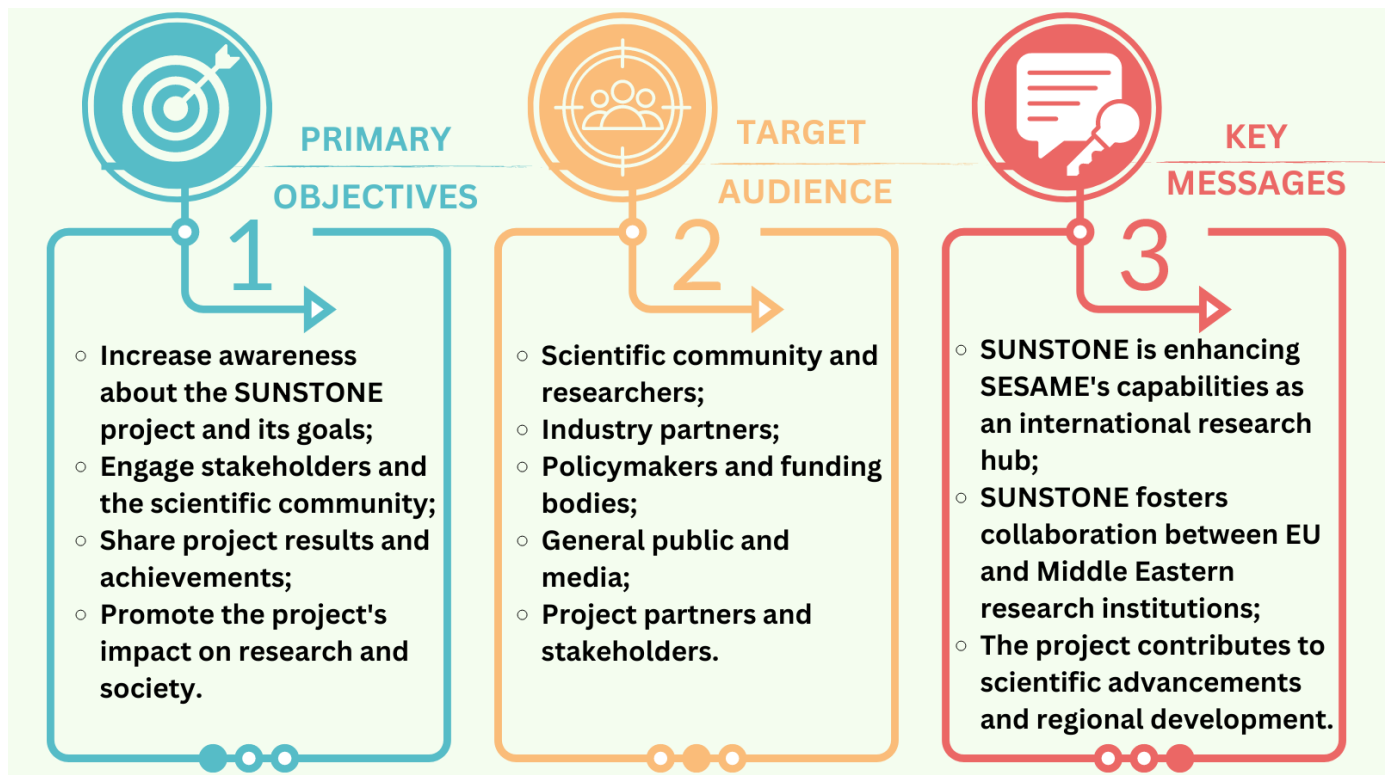


Figure 1. SUNSTONE Communication Plan – Core elements

The communication plan aims to raise awareness about SUNSTONE, including its goals, progress, and activities, by targeting a broad audience and consistently conveying the project's key messages (some of which are illustrated in Figure 1).

The plan will focus on continuously informing and engaging the audience to encourage participation and maintain interest throughout the project. This approach will ensure transparency and help build a positive reputation for SUNSTONE.

To achieve these objectives, specific tools and channels will be established, along with a defined schedule of activities. Detailed information about these elements is provided in Sections 3 “Communication and Dissemination Tools and Channels” and 4 “Communication and Dissemination Activities”.

2.2 Dissemination and Exploitation Strategy

The dissemination and exploitation strategy for the SUNSTONE Project aims to maximise the impact of the project's outcomes, ensure widespread sharing of the generated knowledge, and promote the practical application of its findings. Additionally, the strategy should facilitate knowledge transfer to relevant stakeholders and contribute to the sustainability and future development of the SESAME facility, emphasising its role in advancing scientific research in Africa and the Middle East.

All project partners and stakeholders will actively contribute to the dissemination and exploitation efforts. This includes engaging their outreach teams to broadly share project outcomes and results with their target audiences and scientific communities through reposting actions and other means.

To ensure effective dissemination, exploitation and communication throughout the project, the measures associated with these activities will be regularly reviewed and updated within the SUNSTONE governance structure, particularly by the Executive Team and the Steering Committee.

Communication will be topic centric, and the communication strategy, alongside the updated social media strategy, will ensure that SUNSTONE news is disseminated through appropriate channels to the defined target audiences.

Additionally, the corporate identity of SESAME will be refreshed within the project, including new templates for deliverables, PowerPoint presentations, and a project poster/roll-up for conferences and other events. These resources will be used for all dissemination, exploitation, and communication activities.

Digital communication will play a crucial role in upgrading the website content and design and launching new social media channels to reach the right audiences. The project's network will ensure the effective re-sharing of news stories via the SUNSTONE partners' social media channels.

The strategy will be implemented through the primary (but not limited to) communication channels of the SUNSTONE project, such as:

- **Website & social media**
- **Conferences, events & workshops**
- **Webinars & online training**
- **Printed communication materials such as flyers, brochures and booklets**
- **Press releases and scientific publications should they arise.**

2.3 Expected Impact on Communication Activities

As described in the Grant Agreement (Page 109 | 2.3 Summary), the table below describes the key elements of the SUNSTONE project impact section:

SPECIFIC NEEDS	Increased visibility and membership for SESAME in the Middle East
	Ensure SESAME's longer-term sustainability
	Expand and train a wider user community base for SESAME
	Higher-quality user support for SESAME facilities
	A stronger international role of Europe's light sources
	Build capacity and skills in African researchers
EXPECTED RESULTS	Use SESAME to address societal challenges with a global dimension
	Communication and social media strategy, together with a set of suitable KPIs
	Standard repository of communication material (slides, presentation, video lectures) to allow SESAME to address effectively various target groups
	Increase of awareness of high-level stakeholders
	Establishment of effective monitoring procedures
	Strengthened SESAME user community
	Strengthened SESAME scientific services
	Research potential in the Middle East and Africa unearthed
D&E&C MEASURES	Increase of SESAME Users Office capabilities and beamline access opportunities
	Upgrade and continuous fostering of the SESAME web site
	Cover the project's aim and progress on lightsources.org, wayforlight.eu, and communication channels established by LEAPS and its members organisations
	Target SESAME Member liaison contacts, publicise the SESAME User Meeting
	Targeted communication to high-level stakeholders
TARGET GROUPS	Pro-active appearance on social media as well as international scientific conferences
	SESAME collaborating and regional countries, and Africa:
	• New & potential users
	• Existing SESAME users
	• Students and early career researchers
	• Academic institutes, particularly those strong in science and engineering
	• Government officials and policy makers
	• Funding agencies and philanthropists
	• General public
	Europe and more broadly worldwide:
• Light source expert staff	
• Light source and broader RI user community	
• Government officials and policy makers	
• Funding agencies and philanthropists	
• General public	
OUTCOMES	Enhanced recognition of SESAME as a leading international research hub
	Growth in SESAME's membership
	Strengthened SESAME regional presence/influence
	Roadmap for SESAME's future operations and for longer-term stability
	A wider source of funding and support for SESAME
	Enhanced contribution of SESAME to scientific research relevant to Africa and vice versa
	Stronger collaborations between SESAME and African institutions
	Increased capacity of African researchers
Elevated researcher capacities in the ME and neighbouring regions	
Network of trained researchers able to use SESAME effectively and to train others	
IMPACT: SUNSTONE is most similar to the INFRA-DEV programme of RI support. The impacts are therefore considered partially in that context.	
Medium Term	<ul style="list-style-type: none"> • Strengthened scientific excellence and performance and efficiency of SESAME • Improved coordination of SESAME with its stakeholder countries • Reinforced R&I capacity through SESAME's strengthened user programme with stronger relevance to global societal issues
Longer Term	<ul style="list-style-type: none"> • Improved sustainability of SESAME • Improved EU-Middle East-Africa relations through science for diplomacy

Table 1. SUNSTONE project – Table with the Impact section key elements.

3. Communication and Dissemination tools and channels

It is anticipated that SUNSTONE will reuse and upgrade branding from previous SESAME-related EC projects (e.g. OPEN SESAME, H2020 project with GA number: 730943), as prepared by PROMOSCIENCE, to reduce costs. Web-based information about the project will be hosted on the SESAME website, which will increase traffic and enhance the visibility of both SESAME and the SUNSTONE project.

SUNSTONE project partners have extensive communication channels that will be leveraged to disseminate news and information about both the project and SESAME. Utilising these channels will be crucial for highlighting the role of European facilities in supporting SESAME and its expanding user base. Additionally, project partners will be encouraged to present SUNSTONE activities at relevant conferences and workshops through presentations, posters and other formats.

The project's network will ensure effective dissemination of news stories via SUNSTONE partners' social media channels. Upgrading the SESAME-related EC project branding and positioning information on the SESAME website will naturally boost traffic and visibility for both SESAME and the SUNSTONE project.

3.1 Project Logo and PowerPoint Template

As mentioned above, Promoscience was selected to prepare of the project logo and PowerPoint template and web site to maximise investments in pervious branding which could be re-used as a basis for SUNSTONE. Logos were delivered along with a draft website in time for the SUNSTONE project kick-off meeting and first General Assembly. The logo, available in various colours and formats, was distributed to all project partners. The PowerPoint template was used by all WP leaders during the first General Assembly on July 5, 2024.

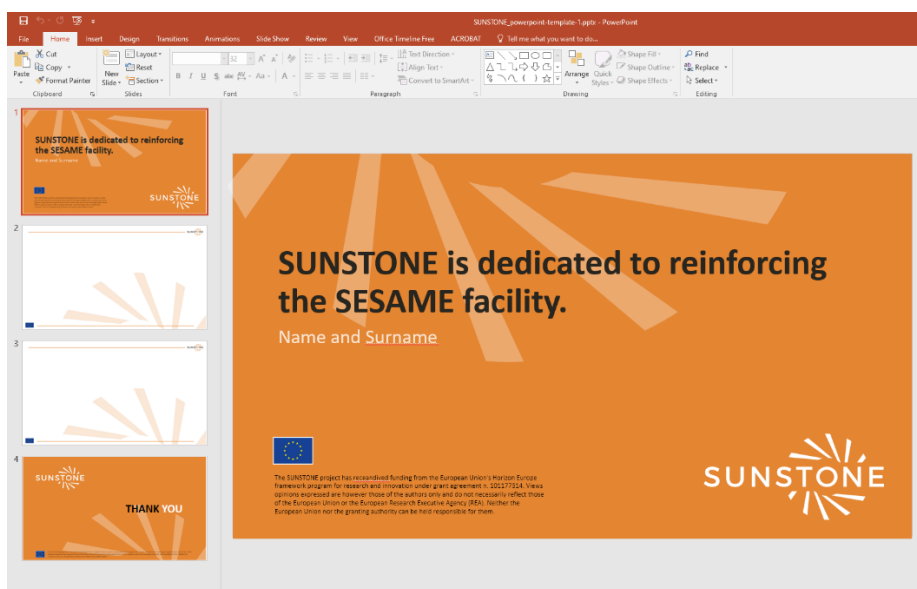


Figure 2. SUNSTONE project logos and PowerPoint template.

3.2 Website

The SUNSTONE website and project logo have been developed based on the experience gained from the OPEN SESAME project, replicating the strategic web communication design process used there. This approach has proven to be particularly suitable given the many similarities between SUNSTONE and the previous OPEN SESAME project. Additionally, it helps reinforce the link between the SUNSTONE project and the SESAME facility.

However, to give the SUNSTONE project a unique visual identity, the Montserrat font has been used, maintaining a strong visual connection as it is the same font selected for both the SESAME and OPEN SESAME websites.



Figure 3: SUNSTONE project – website homepage screenshot.

For the website development, the graphical customisation of an HTML template and its integration into the Umbraco CMS have been proposed, with the adaptation of the latest version of Umbraco. Hosting, CookieBot service, domain registration and maintenance, HTTPS certificate renewal, and CMS updates within the installed major version are guaranteed for six years (2024–2030).



Figure 4. SUNSTONE Website – Screenshots.

The website is structured in five main sections:

- **The project**, with all the SUNSTONE general info as per screenshots above;
- **Consortium**, with the info about the project partners and associates;
- **Training**, dedicated to WP3 activities (lectures, training school, webinars);
- **News and Events**, for the latest updates about the project;
- **Deliverable and results**, to publish and disseminates the SUNSTONE results such as deliverable, milestones and all the relevant project achievements.

Grant agreements and link to the social media accounts (LinkedIn and X for the SUNSTONE project and YouTube for Sesame) are reported in the website footage. The website was delivered on 30 August 2024 (<https://sunstone.sesame.org.jo>) and went live on 2 September 2024. Consortium partners have been informed, and the launch has been announced on both LinkedIn and X. The official project email address is sunstone@sesame.org.jo.

3.3 Social Media

The SUNSTONE social media accounts of X (@SUNSTONE_eu) and LinkedIn (SUNSTONE Project EU) were set up in June 2024, whilst for YouTube the existing SESAME channel will be used to share and disseminate the recordings of lectures, trainings, webinars and other similar activities. The network within the project will ensure a highly effective re-sharing of news stories via the SUNSTONE partner social media channels.

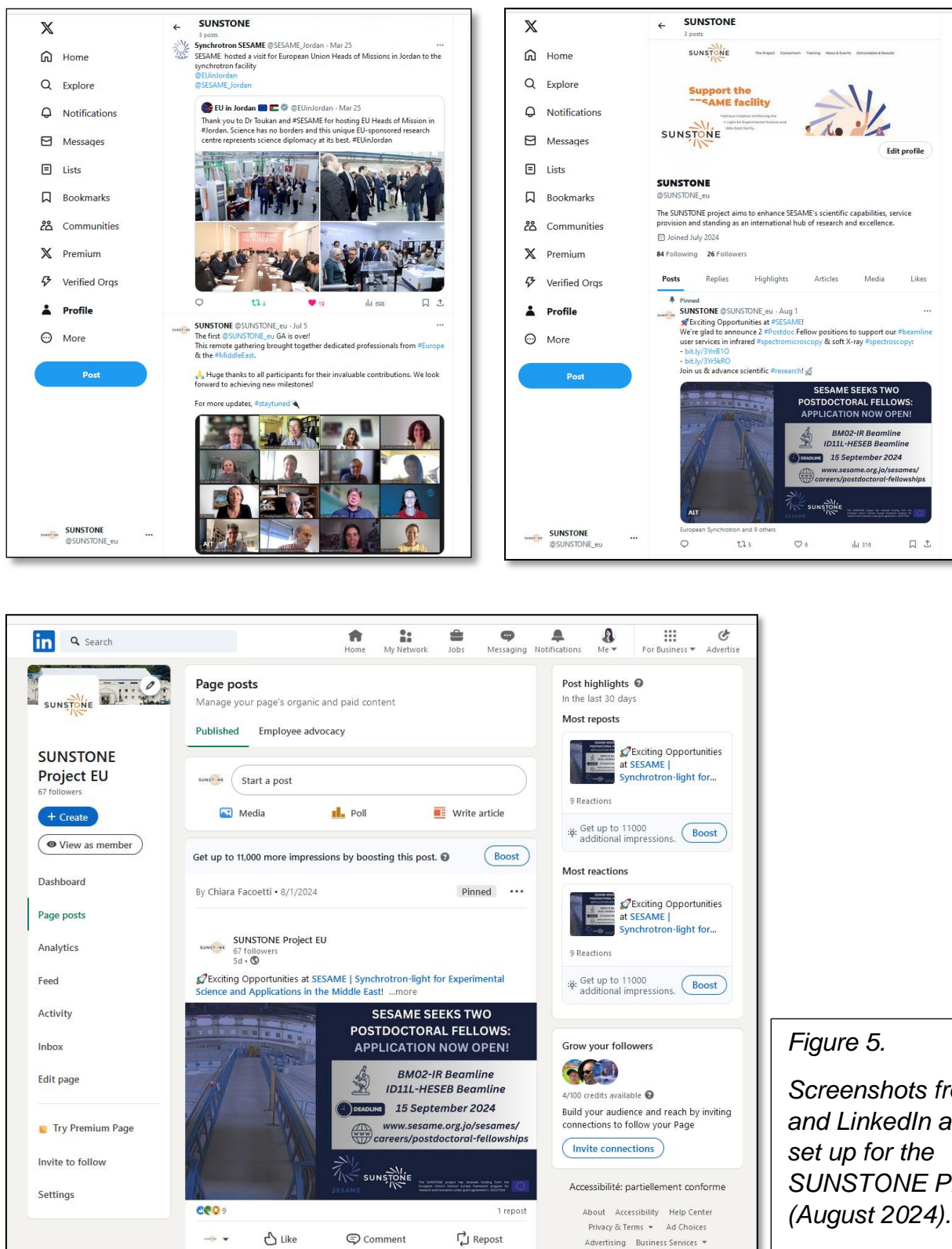


Figure 5. Screenshots from X and LinkedIn accounts set up for the SUNSTONE Project (August 2024).

4. Communication and Dissemination Activities

The SUNSTONE proposal relates to the Horizon Europe Work Programme: in this context, the work is specifically targeting the SESAME synchrotron light source hosted in Jordan and where much of the training and support activities (workshops, hands-on training, conferences, etc) will take place.

Activities may also take place in SESAME member countries (Cyprus, Egypt, Iran, Israel, Jordan, Pakistan, Palestine and Turkey) as well as countries targeted by SESAME for membership such as UAE and Kuwait.

As per reported in the Grant Agreement, Table 2 shows the recap table with a summary of the foreseen SUNSTONE Communication activities:

Target Group	Type	Needs Identified	Communications route	Expected impact
Project team	Implicated staff at the beneficiaries (including those on exchanges)	Information on project, logistics information, events, training materials	Project web site, email lists, general assembly and work package meetings, internal facility newsletters and project posters displayed at the partners	More efficient project operation and interest in the project
International RI community	Research infrastructure scientists, LEAPS representatives	Information on the project, events, training materials	Coverage on <i>lightsources.org</i> and <i>wayforlight.eu</i> , visual identity tools, LEAPS email lists and meetings, appropriate conferences such as ESFRI and ICRI	Project awareness and role of EC support, possible synergies
Broader scientific community	Scientists in non-research infrastructure areas	Information on the project	News articles in scientific journals, leverage visibility through conference presentations by project team, visual identity tools	Project awareness and role of EC support
Future and present SESAME user communities	Scientists, students, early career researchers, academic institutes across the Middle East and Africa	SESAME information, training events and materials	SESAME Member Liaison contacts, EU facility "alumni" in Middle East, European Synchrotrons SESAME user email lists, user meetings	Increased interest in SESAME and enlarged user community
Government officials, policy	SESAME member	SESAME information, high	1:1 discussions, targeted	Increased and maintain interest

makers, funding agencies and philanthropists	state stakeholder, prospective members, EC and wider policy makers	profile science and technology impact	comms materials, dissemination via SESAME management, advisory bodies and high-level partners	in SESAME, potential new members/funding sources
Business partners, industry	SMEs and larger companies in the region and in Europe	Raise awareness regarding business opportunities	Flyers, targeted communication to companies	Foster an efficient choice of suppliers, broaden supplier data base
Broader general public	Interested public, students	Information on the project and role of SESAME	Media/press visits to SESAME, articles on <i>lightsources.org</i> and <i>wayforlight.eu</i> , visual identity tools	Societal impact of RIs, Middle East-EU collaboration
All targets	Scientists, policy makers, funding agencies, general public, students	Information on the project and role of SESAME	Mainstream media, visual identity tools	Societal impact of RIs, Middle East-EU collaboration

Table 2. SUNSTONE communication activities – Table recap (as per Grant Agreement).

4.1 Internal Meetings

On 5 July 2024, the first General Assembly was held remotely, bringing together key partners and stakeholders to launch this ambitious initiative. During the GA, participants outlined the project's goals, strategies and timelines, emphasising collaboration and innovation. This initial meeting set a solid foundation for the project, ensuring all partners are aligned and ready to tackle the ambitious targets ahead.

One GA per year is planned until the end of the SUNSTONE project, along with regular internal meetings at the WP and/or Task leader level. These meetings will maintain constant communication and updates among internal stakeholders, ensuring the smooth continuation of the project, the completion of tasks and milestones, and the implementation of related communication actions.

Executive Team meetings are expected monthly at project start-up to assure regular team updates and exchange on news and possible communication activities. Thereafter the meetings will move to every three months, with ad hoc meetings as required.

4.2 Training, Lectures and Webinars

As per mentioned in the Grant agreement, WP3 will deploy a three-step education and training path as an overall training school:

- a. **Online/Onsite general lectures for a broad community** (50 participants)
- b. **Thematic virtual training events together with a series of hybrid hands** – on workshops or practical, for smaller groups (18 participants)

c. High level one-to-one twinning sessions promoting the realisation of a real proposal
(six participants)

The training targets academia and industrial users from the Middle East region, Africa, and the wider world. SUNSTONE plans to reach both current and potential new users. Training is directed towards young students or junior researchers, as well as established senior scientists seeking to exploit SESAME's facilities for their research needs. The training will mix academic and industry participants to support networking. These activities will also foster capacity development and enhance regional career opportunities.

SUNSTONE will seek permission from tutors and lecturers to record and/or distribute presentation slide decks to training programme participants and via platforms such as YouTube (primarily SESAME's account, but project partners are welcome to re-share/re-post if relevant for their RIs, the topic, and the target audience). This will provide a lasting project legacy for the training activities and support the trained researchers in their role as SESAME ambassadors.

4.3 Other events (such as conferences, workshops)

SUNSTONE will culminate in a premier showcase event, potentially hosted at SESAME, in Brussels or another fitting venue. This forum will shine a spotlight on SESAME's regional and global influence as a beacon of scientific excellence. It will also highlight the substantial support from the European Union and other contributors, which has been instrumental in elevating SESAME's impact.

Other events or workshops may be organised throughout the project, and the main communication channels (both for SUNSTONE and from the partners) will be used to cover the announcements and promotion. This will boost visibility and maximise the impact of these events.

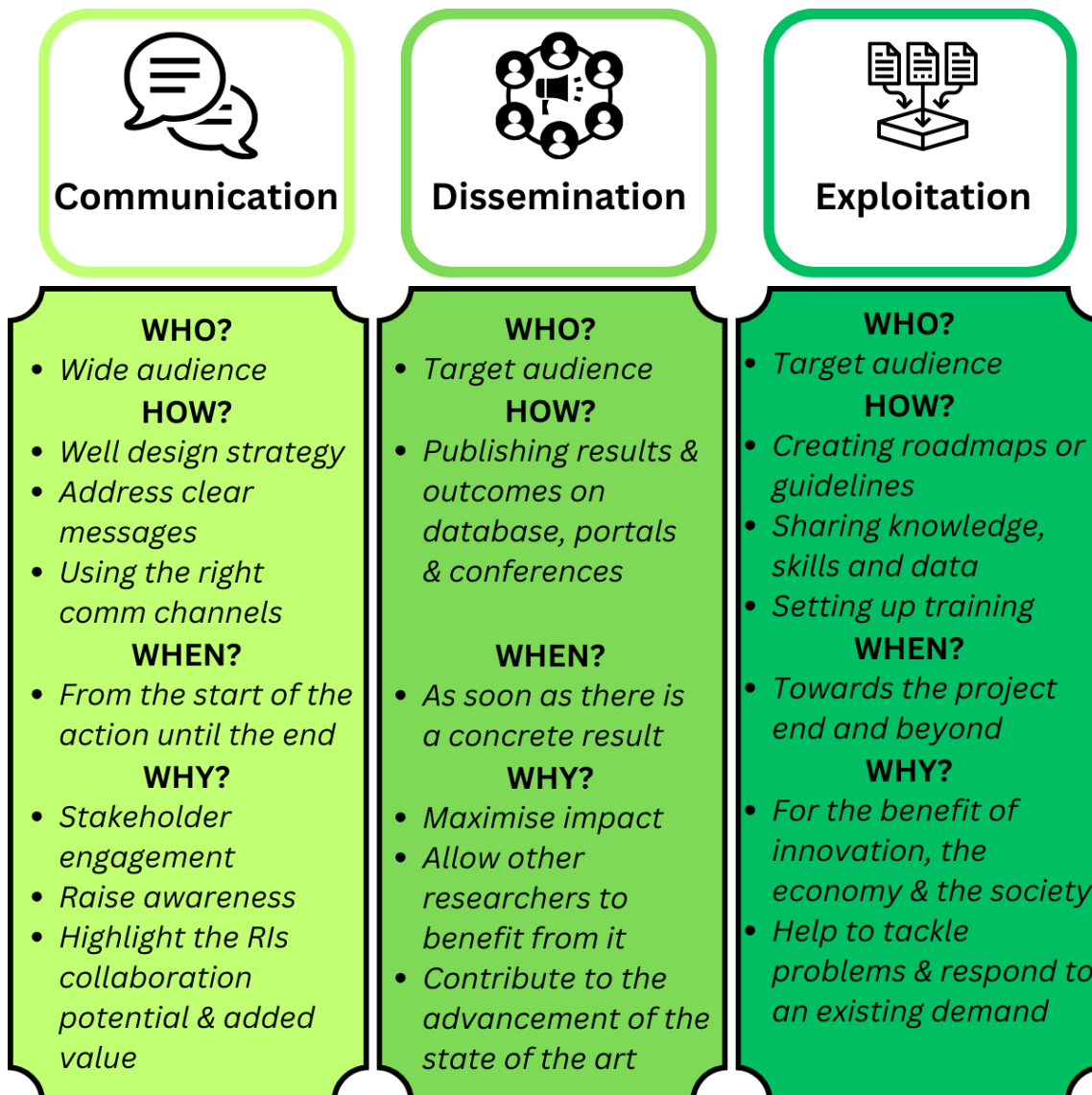


Figure 6. SUNSTONE project – Communication, Dissemination and Exploitation phases.

5. Annex – Dissemination Register

As part of the ongoing efforts to ensure transparency and track the dissemination of information related to the project, an annex is included presenting the Dissemination Register. This register is maintained as an Excel file where all publications, including those on the website and social media, as well as events, workshops and activities related to the project, are grouped and listed.

It is essential to keep this file updated regularly as it serves as the official record of the main communication and dissemination actions. This register will be used to monitor the reach and impact of dissemination activities and to provide a comprehensive overview during project evaluations and audits.

The Dissemination Register is attached as Annex 1 and below is a screenshot of one of the sheets.

DisseminationRegister_SUNSTONEProject_07082024.xlsx - Excel

chiara.facoetti

File Home Insert Page Layout Formulas Data Review View Help Acrobat Tell me what you want to do

Clipboard Font Alignment Number Conditional Formatting Styles Cell Styles Insert Delete Format Cells Sort & Find & Filter Select Editing Create PDF and Share link Share via Outlook Adobe Acrobat

E6 https://www.linkedin.com/feed/update/urn:li:activity:7224700215272898561

	A	B	C	D	E	F	G	H	I	J	K
	TITLE/DESCRIPTION	TYPE OF COMMUNICATION ACTIVITIES	Date of publication	Focus of the post	Note/Link to post						
1											
2											
3	SUNSTONE First GA - Screenshot	Twitter post	05/07/2024	First GA	https://x.com/SUNSTONE_eu/status/1809168226728792182						
4	SUNSTONE First GA - Screenshot	LinkedIn post	05/07/2024	First GA	https://www.linkedin.com/feed/update/urn:li:activity:7214930396923228160						
5	Postdoc Fellow positions at SESAME to support beamline user in spectromicroscopy and soft X-ray spectroscopy.	Twitter post	01/08/2024	Postdoc Fellow job openings	https://x.com/SUNSTONE_eu/status/1818936383349678521						
6	Postdoc Fellow positions at SESAME to support beamline user in spectromicroscopy and soft X-ray spectroscopy.	LinkedIn post	01/08/2024	Postdoc Fellow job openings	https://www.linkedin.com/feed/update/urn:li:activity:7224700215272898561						
7											

Overview Website **Social Media** Events Youtube

Ready 100%

Figure 7. SUNSTONE Dissemination Register – Screenshot.