



D7.3 – Plan for Use and Dissemination of Foreground (PUDF)

Project Information

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PU	Public	✓
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	



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Document Log

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Glossary of acronyms

ASCII	American Standard Code for Information Interchange
CA	Contact Angle of Water
CB	Coordination Board
CEN	European Committee for Standardisation
DC	Drying coefficient
DM	Dissemination Manager
EDX	Energy Dispersive X-ray Analysis
EM	Exploitation Manager
EP	Exploitation Plan
FTE	Full-time Equivalent jobs
FTIR	Fourier Transform Infrared Spectroscopy
GDP	Gross Domestic Products
GVA	Gross Value Added
HAP	Nano-hydroxyapatite
ICOMOS	International Council of Monuments and Sites
ILCD	International Life Cycle Data
IPR	Intellectual Property Right
LCA	Life Cycle Assessment
LCCA	Life Cycle Cost Analysis
LIBS	laser-induced breakdown spectroscopy
MIP	Pore Size Distribution
NMP	Nanotechnologies, Advanced Materials and Production
Open AIRE	Open Access Infrastructure for Research in Europe
OpenDOAR	Open Directory of Open Access Repositories
PEF	European Product Environmental Footprint
PLM	Polarized light microscopy
PM	Project Manager
PRM	Project Risk Manager
PUDF	Plan for the Use and Dissemination of Foreground
ROAR	Registry of Open Access Repositories
SC	Steering Committee
SEM	Scanning electron microscopy
SEO	Search Engine Optimization
TC	Technical Committee
TEM	Transmission electron microscopy
TG/DSC	Thermogravimetry /Differential Scanning Calorimetry
TRL	Technology Readiness Level
VWP	Water vapour permeability
WAC	Water Absorption coefficient
WP	Work Package
XRF	X-ray fluorescence
XRPD	X-ray powder diffraction



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1 Executive Summary

The **Plan for Use and Dissemination of Foreground (PUDF)** presented here is one of the reports foreseen in Annex I of the Project proposal, corresponding to D7.3, that has to be submitted to the EC. The PUDF summarises the consortium's strategy and concrete actions to disseminate, exploit and protect the foreground generated by a project and should serve as a guideline to the Consortium for the dissemination and exploitation (D&E) activities to be carried out in the context of the NANO-CATHEDRAL project.

This report is the first PUDF release and describes the preliminary stage of the plan set in the project's Description of Action (DoA). It outlines the intended actions as to dissemination and possible exploitation of results as well as the structure of the final plan. For this reason, **the first deliverable is public whereas the following versions will be confidential**. Once approved, the public D7.3. will be made accessible through the NANO-CATHEDRAL project website and shall be used by anybody who wants to know the activities that have been undertaken to publicise the NANO-CATHEDRAL project and make it effective in terms of utilisation of results.

The **two key areas** addressed by this deliverable are the dissemination and the exploitation actions which are separately reported in **Section A** and **Section B**.

Section A describes the dissemination measures and its content will be made available in the public domain thus demonstrating the added-value and positive impact of the project on the European Union. Dissemination activities are going to be performed during the three years of the project (June 2015- May 2018). This initial deliverable aims at the presentation of a suitable dissemination plan for making the project known all over the European territory, including a definition of the term and its interpretation for NANO-CATHEDRAL for the next years. Based on the plan in the DoA, target groups for dissemination in NANO-CATHEDRAL are identified and the subjects and matters of these actions are described. The management as well as the tools and activities are defined and the partner roles are shown. As the resources dedicated to dissemination are restricted, cost-effective ways were chosen to achieve a maximum of publicity for the project and its results.

Section B provides the strategic exploitation plan to be carried out jointly from Consortium partners or by individual partners. This initial deliverable aims at presenting the exploitation scenarios, the plans of industrial partners in the Consortium, and the IPR regulating issues. All these data are public or confidential. The report clearly marks as non-publishable (confidential) the parts that will be treated as such by the Commission. Information under Section B that is not marked as confidential will be made available in the public domain thus demonstrating the added-value and positive impact of the project on the European Union.

Besides this executive summary, the deliverable is structured in **four chapters**:

The introduction, Chapter 2 contains the information about the scope and objectives of the document.

Chapter 3 presents the actions to be performed to disseminate NANO-CATHEDRAL project. This section is divided in different subsections which illustrate the objectives of the dissemination, the target audience, the timing of the activities, the dissemination management policy and methodology, the tools and finally the dissemination plan, the future dissemination activities to be done during the next year.

Chapter 4 focuses on the exploitation plan. This section illustrates the industrial vision of NANO-CATHEDRAL, the exploitation scenarios, the preliminary exploitable foreground and recaps IPR handling procedures stated in the Grant and Consortium Agreements.

Chapter 5 is the references section containing some useful web links for the preparation of this deliverable.

The Appendices contains functional additional material.



2 Introduction

2.1 The NANO-CATHEDRAL project in a nutshell

The project NANO-CATHEDRAL aims at developing new materials, technologies and procedures for the conservation of deteriorated stones in monumental buildings and cathedrals and high value contemporary architecture, with a particular emphasis on the preservation of the originality of materials and on the development of a tailor-made approach to tackle the specific problems related to the different lithotypes. In fact the objective is providing “key tools” in terms of innovative nano-structured conservation materials, for restoration and conservation **on a full European scale, thanks to the research work made onto lithotypes representative of different European geographical areas and styles (Table 1) and of different climate and environmental conditions (Table 2).**

Monument Town	Building period	Architectural Style	Main lithotypes classes
Pisa	Medieval Age	Pisan Romanesque	Mount Pisano marble /black limestones /Apuan marble /Proconnesian marble /calcarenite /granitoid rocks /serpentinite
Koln	Medieval Age (1248–ca. 1520) 19 th Century (1842 – 1880)	Gothic Neogothic	Drachenfels Trachyte / Schlaitdorf Sandstone / Obernkirchen Sandstone / Savonnières Limestone / Volcanic Tuffstones / Basalt lava
Vitoria	Medieval Age 13 th - 16 th Centuries	Gothic	Lumachella from Ajarte /sandstone from Elguea /calcarenite from Olarizu
Wien	Medieval Age (1140-1513)	Late Romanesque and Gothic	Limestones from Leitha-mountains and Vienna, few siliceous sandstones from Lower Austria
Ghent	Medieval Age (942-1038) 14 th -16 th Centuries (1300-ca. - 1569)	Romanesque Brabantine Gothic	Arenaceous limestone belonging to the Lede Formation (Belgium), and Belgian and French limestones as replacement materials (from Gobertange, Euville, Savonnières and Massangis)
Oslo	2003-2007	Contemporary	White Carrara marble

Table 1: main characteristics of monuments involved in NANO-CATHEDRAL

CLIMATE AREA	COASTAL	CONTINENTAL	LATITUDE ¹
South European	Pisa	Vitoria-Gasteiz	42-43°
Central European		Wien	48°
North European	Ghent	Koln	51°
Scandinavian	Oslo		60°

Table 2: selected sites having different climatic conditions in Europe.

The objective of the NANO-CATHEDRAL project will be achieved with a specific survey of the selected monuments, through:

1. Indirect analysis of historical and documental sources.
2. Direct analysis of building materials and their state of conservation.

¹European latitude is in the range 37-70°, with the most populated part being between 37° and 60°.



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For this purpose a general protocol will be defined for the identification of the petrographic and mineralogical features of the stone materials, the identification of the degradation patterns according to ICOMOS documents², the evaluation of the causes and mechanisms of alteration and degradation, including the correlations between the relevant state of decay and the actual microclimatic and air pollution conditions.

Moreover, nano-additives and nano-structured composites will be developed suitable for:

- **Surface consolidation**³ (a material that penetrating by capillarity into the micro-structure of the decayed stone, is able to strengthen it by replacing lost original mineral bridges, and partially recovering lost mechanical properties).
- **Surface protection**³ (a material that penetrating by capillarity into the micro-structure of the stone, is able to prevent the ingress of liquid water, without any change in aesthetical, optical and chemical properties of the substrate).

The preparation and selection will be carried out with the aim of providing the best technological answer for the preservation of different types of stones found in the selected cathedrals representative of the diversity of European architectural heritage.

2.2 Scope and objectives of this deliverable

This deliverable is the first of three deliverables regarding the PUDF of NANO-CATHEDRAL project. The two subsequent reports shall be further elaborated, updated and published at midterm (month 18) and at the end of the NANO-CATHEDRAL project (month 36).

This first deliverable (D7.3) includes formulation of NANO-CATHEDRAL project Dissemination and Exploitation (D&E) **strategy and an action plan for D&E activities** concentrated on the first and second year (Jun 2015 –Dec 2016) of NANO-CATHEDRAL project with a view of the third year (Jan 2017 –May 2018)

The second deliverable (D7.7), published by the end of the second year of NANO-CATHEDRAL project, will include a detailed PUDF report of the D&E activities performed in the first half of the project and an updated D&E plan for the second half of the project. If necessary it also shall include an update of the D&E strategies in accordance with the findings gained during the first two years of the project. **The third and last deliverable (D7.12)** is planned to include the PUDF report for the three years of NANO-CATHEDRAL project with an analysis of NANO-CATHEDRAL project D&E activities and achievements for the entire project.

The Dissemination plan in NANO-CATHEDRAL project represents the strategic vision of the Consortium in terms of communication of the NANO-CATHEDRAL project itself, and of its achievements and outputs as well.

The goal of Dissemination is to make awareness of the NANO-CATHEDRAL project objectives and (main) results to different target groups and to get useful feedback from stakeholders that may be interested in the products of the research, in its exploitable results and – mainly – in future market products the NANO-CATHEDRAL technology might uncover.

This deliverable outlines the NANO-CATHEDRAL dissemination strategy in terms of identification and description of the **dissemination key elements**:

- i) the objectives of the dissemination (mission, vision),
- ii) the subjects of dissemination (what will be disseminated),

²ICOMOS International Council of Monuments and Sites - Scientific Committee for Stone, Illustrated glossary on stone deterioration patterns. Glossaire illustré sur les forms d'altération de la pierre, Atelier 30 Impression, Champigny/Marne (France), 2008.

³Dohene E, Price CA, Stone Conservation. An Overview of Current Research, Getty Conservation Institute, LA (USA), 2010



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- iii) the target audience (to who it will be disseminated), as well as
- iv) the dissemination methods (how it will be disseminated),
- v) the distribution of responsibilities for dissemination (who will perform the dissemination) and rules for planning and performing of dissemination activities are described here.

The Consortium attaches great importance to dissemination. All partners will contribute to that effort and will strive to maximize use of all existing dissemination channels, such as high quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences. Industrial partners regularly participate in workshops, fairs and showcases where technical achievements and prototypes can be shown to stakeholders.

The **Exploitation Plan (EP)** will be designed in order to multiply the impact of the proposed solutions and prepare the transition towards industrial and commercial uptake in order to fully achieve the expected impact. The EP will describe the activities to be undertaken (how and by whom) in order to ensure the exploitation beyond the project itself.

NANO-CATHEDRAL has an industrial Coordinator, which is a renowned worldwide leader of some most relevant market niches for the considered materials and technologies. In this first release of the PUDF a preliminary **overview of potentially exploitable results** is provided.

The exploitation strategy will reflect and will be built-up as a result of sound analysis of the market trends, potential users, and financial sustainability. The target users will be precisely identified and analysed in terms of specific needs and objectives.

For any comments and/or suggestions please contact the Dissemination Manager: Vanessa Mucci vanessa.mucci@warrantgroup.it

Section A: Dissemination plan

2.3 Dissemination strategy

The objective of the dissemination strategy is to identify and organise the activities to be performed in order to maximise the influence of the project and to promote commercial and other exploitation of the project results.

In more detail, **the objectives of the dissemination** are:

- i. To raise public awareness about the project, its expected results and progress within defined target groups using effective communication means and tools;
- ii. To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;
- iii. To disseminate the fundamental knowledge, the methodologies and technologies developed during the project;
- iv. To pave the way for a successful commercial and non-commercial exploitation of the project outcomes.

The dissemination strategy and activities will follow **principles and best practices** successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- Research will be conducted following sound analysis and scientific practice principles, taking into account as much as possible policy requirements and needs.
- All research results/reports will be duly reviewed and a copy will be sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports will refer to other research projects and build on the existing results and literature.



- All partners who will contribute to the project activities will be duly informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible from the project website and usable from all parties who may benefit from them. NANO-CATHEDRAL Website will be the main dissemination channel to wide public audience. Web2.0 tools (social networks) will be also used in the respect of privacy.
- A list of relevant NANO-CATHEDRAL stakeholders will be prompted in the initial phase of the project and regularly updated, according to suggestions and feedbacks from the project partners, to include main interested players (scientific community, industry, associations).
- Using available best communication strategies (details are given later on in this proposal).

2.4 Subject of dissemination

The following general subjects of dissemination have been identified:

1. NANO-CATHEDRAL project itself (general scope, coverage, goals and milestones and plans to reach them)
2. Interim results (reached objectives and achievements)
3. Techniques and methodologies (in respect of IPR issues)
4. Technologies (in respect of industrial IPR issues)

2.5 Target audience

The overall aim is to maximize the utilization of the dissemination potential of NANO-CATHEDRAL consortium. Dissemination activities then must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination channels and dissemination tools.

One of the key elements of the NANO-CATHEDRAL dissemination strategy is the identification of dissemination target areas and audiences.

The target audience to whom the communication is oriented, is detailed below:

Target Group	Examples of stakeholders
Policy makers (at EU, National, local level)	EU, National, and local level Institutions involved in conservation of Cultural Heritage
Industry	Producers and distributors of nano-materials Restoration companies Producers of materials for construction and renovation Tourism industries
Research community	Universities, Research Centres
Scientific communities	Conservators and Researchers in Conservation Experts on restoration on historic monuments
Working Groups	Sectorial groups and sectorial associations Associations in the Field of Architectural Conservation: ICOMOS, IIC, AIC Fabbricerie/European Cathedrals
SMEs and large companies	Potential users of project results
Wider audience	Students and Practitioners from Chemistry, Architecture, Restoration and Arts Universities Consumer's Associations, Foundations (religious and others – dealing with buildings) Artistic foundations for preservation of monuments Financial backers and the agencies responsible for the protection of historic monuments



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Workshops will be held in the 6 considered monuments and dedicated space will be foreseen with information attractive for tourists, thus giving a contribution in increasing the interest towards the monuments.

For all the cathedrals considered in the NANO-CATHEDRAL project an average number of 18.8 million visitors/year can be estimated, thus during its duration (3 years) the project can be potentially disseminated to more than 50 million people coming from all over the world, thus favouring the spreading of EC policies and the beneficial export of high added value products and technologies out of Europe.

2.5.1 Dissemination within the NANO-CATHEDRAL partners (Internal Dissemination)

Ensuring effective internal communication and dissemination among the Consortium partners represents an important key success element for the NANO-CATHEDRAL Project.

Partners' organizations are important for dissemination for two reasons. First, they are potential users of NANO-CATHEDRAL project results themselves and secondly they represent "influencers" because of their huge impact on the associated industrial sectors.

Methods of internal dissemination can vary from providing links from partners' web pages to the NANO-CATHEDRAL website, to seminars or workshops, to showcasing, to articles in partners' internal newsletters and publications etc.

The internal communication strategy also pursues the objective to maintain all partners fully informed about planning, work in progress and existing or potential problems. Besides the requested EC and Internal reporting, all partners are invited to actively communicate with WP Leaders about technical progresses and issues, as well as WP Leaders are invited to keep the PC, PM and DM updated about the activities. All partners are invited to inform them of any Administrative and Legal issues arising. PC and PM – DM are at the partners disposal respectively for any administrative and technical information/issue.

Documents and files for internal communication can be uploaded on the Project Collaborative space. A NANO-CATHEDRAL Project collaborative space has been set-up on the ©DROPBOX Platform as described in the "D1.1 – Project Handbook".

2.5.2 Dissemination beyond the NANO-CATHEDRAL partners (External Dissemination)

External dissemination will address the defined target groups at national, European and international level.

As NANO-CATHEDRAL is a project financed under Horizon 2020 Research and Innovation Programme, the EU is naturally interested in the project results being disseminated worldwide, because one of the most important objectives of this scheme is to develop European research and development potential to improve competitiveness of European industry. Dissemination on European level will require close interaction with the EC and with European initiatives.

NANO-CATHEDRAL partners have interesting and significant links with European and international activities; most of the NANO-CATHEDRAL partners already participated, and currently participates, to EU projects which are related with NANO-CATHEDRAL proposal. This will form adequate basis for transfer of significant knowledge and technology from former RTD projects by strengthening the exploitation of results and create potential spin-off. Moreover, many NANO-CATHEDRAL partners have consolidated pre-existing collaborations between each other (research or industrial), even in funded EU projects. This will certainly strengthen the cooperation within NANO-CATHEDRAL project which is requested to successfully finalize it.

On national level NANO-CATHEDRAL dissemination will be aimed to communicate to all identified sectors and academia and in addition to relevant local public bodies, because they are important regulators and to



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relevant professional associations, because they are important local influencers. Reputable professional associations possess valuable contacts - their involvement in dissemination activities is of great importance as they can inform their members on NANO-CATHEDRAL project and its results. During the course of the project all NANO-CATHEDRAL consortium partners will be encouraged to identify and approach the most important local groups of interests.

2.6 Dissemination activities timing

Dissemination activities are planned in accordance with stage of the development in the project as planned in the Description of Action (DoA).

The dissemination activities will be performed according to the following logical schedule:

- 1) **Initial awareness phase (month 0-3):** this especially includes establishment of NANO-CATHEDRAL project website, analysis of relevant information resources in terms of identification of dissemination opportunities and creation of basic dissemination tools including graphical identity of the project (i.e. project logo, project website, templates for project documents and for project presentations).
- 2) **Targeted dissemination phase (month 4-18):** the consortium will enrich the website, publish a project brochure, issue the first press release and attend selected events. Preliminary project results will be presented to the target audiences.
- 3) **Pre-launch phase (month 19-36):** this represents the period closely before the end of the project, when NANO-CATHEDRAL consortium partners will start preparation of own utilization and business plans for the industrialization of NANO-CATHEDRAL project outputs. This phase will be focused on informing the target audience of the NANO-CATHEDRAL exploitable outputs. Important communication themes in this phase will also be the references gained from realization of NANO-CATHEDRAL demo results.

2.7 Dissemination management

2.7.1 Distribution of responsibilities

According to the Article 29.1 of the EC-GA "Each beneficiary must – as soon as possible – ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)." Therefore, every possible opportunity will be embraced by individual partners or on collective basis through joint appearance by more than one partner to make NANO-CATHEDRAL known among professionals and general public as well.

All partners of the consortium must contribute to the dissemination according to their foreseen role and effort and using all available tools, thus for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking and similar activities and will strive to maximize the existing dissemination channels for the purpose of project result adoption and successful future commercialization of NANO-CATHEDRAL outputs.

In order to manage the external communication and the publication of NANO-CATHEDRAL related text/images/videos in whatsoever form (magazines, newspapers and papers for conferences, workshops and seminars, etc.) the Consortium avails itself of a Dissemination Manager (DM).

The Dissemination Manager is the central contact point for external communication. The DM has been officially appointed during the Project kick-off meeting. Full name and contacts will be mentioned on the website and on any document where it appears to be relevant.

The contact details to be currently mentioned are:



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INSTM and WG, as Coordinator Board, are the central contact point for internal communication.

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2.7.2 Dissemination policy and rules

Dissemination activities in NANO-CATHEDRAL project are deeply wedded with the intellectual property (IP) rights protection which is clearly stated in EC-GA Articles 23a. Practical application of IP rights protection agreed among NANO-CATHEDRAL project partners is adjusted in the Consortium Agreement (CA) in Section 9.

The main aspects of IP rights protection are the following:

- Common agreement on publication of other partners' confidential information or any other information subjected to their IP rights.
- Setting up the dissemination rules and procedures to avoid any potential breach of any partner's IP rights, especially rules and procedures for NANO-CATHEDRAL project results publications.
- Understanding the difference between the interests of academia and industry partners of NANO-CATHEDRAL project. The academia partners tend to publish all information they have at disposal which is caused by academia common motivation systems while the industrial partners' decision whether, when and where to publish depends on commercial considerations.

The basic regulation of the dissemination activities in the CA states that:

Dissemination activities including but not restricted to publications and presentations shall be governed by the procedure of Article 29.1 of the GA subject to the following provisions.

Prior notice of any planned publication shall be given to the other Signatory Parties concerned at least fortyfive (45) days before the publication. Any objection to the planned publication shall be made in accordance with the GA in writing to the Coordinator and to any Party proposing the dissemination within thirty (30) days after receipt of the notice. If no objection is made within the time limit stated above, it is deemed that the Signatory Parties agree to the publication.

Subsequent articles 8.3.1.2 and 8.3.1.3 regulates the justification of raised objection and on ways to agree a satisfactory solution for all the Parties.

For the avoidance of doubt, **no Signatory Party shall have the right to publish or allow the publishing of any data which includes Foreground, Background or Confidential Information of another Signatory Party**, even if such data is amalgamated with the Signatory Party's Foreground, or other information, document or material without the other Signatory Party's prior written approval.

Where publications relate to jointly-developed results, each Signatory Party involved must be asked for its consent to publish and such consent not to be unreasonably withheld, delayed or conditioned.

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All draft articles must be sent to the PC, PM and to the DM before publication or production for reporting and archiving purposes. This will allow checking if they fulfil the dissemination requirements or whether they conflict with other existing papers. Moreover the Coordination Board will decide whether it is appropriate to make the document accessible on the Project website.

A **common graphic identity** has been defined (see Section 3.6) to allow for better visibility and recognition as well as branding of the NANO-CATHEDRAL project. Therefore, all dissemination tools and activities must refer to or include:

- the name of the project: NANO-CATHEDRAL,

to the project's website URL (<http://www.nanocathedral.eu/>), and

- to the NANO-CATHEDRAL project logo (described in section 3.6),
- acknowledgements to EC public funds. The **official EC logo, with the Horizon 2020 indication below**, will be used for any (internal or external) deliverable, report and dissemination tool.

All publications based on work funded by EC within the activities of the NANO-CATHEDRAL Project should acknowledge their affiliation to NANO-CATHEDRAL and bear recognition of the EC funding.

This is generally accomplished by adding the following sentence in the acknowledgements section:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 646178."

2.7.3 Dissemination monitoring and reporting

All consortium partners are encouraged by the partner responsible for dissemination (WG) to report the results of each dissemination activity immediately after they are presented. The reports shall include feedback gathered by the respective partner from the target audience (if applicable), eventually gained contacts to be listed in the contact repository used for further dissemination purposes.

This must be done through the NANO-CATHEDRAL Project collaborative space which contains a specific dissemination section.

All partners are invited to publish the dissemination material on the Consortium private website (this can be a paper, a conference presentation or the audio file of an interview for example). Dissemination documents and files (text, audio, video, etc.) shall be uploaded on the DROPBOX Project Collaborative space.

For monitoring purposes, the dissemination activities will be reassessed regularly by the DM during the project progress meetings that will take place every 6 months.

The information gathered during the entire lasting period will be analyzed by WG and this analysis will be incorporated to the interim PUDF report. This document includes dissemination report of the first two years of NANO-CATHEDRAL project in the form of overview of activities performed in this period. The results of the evaluation will be then projected in the dissemination plan for the upcoming period.

The Final Report to be delivered to the EC at the end of the project will include the final Plan for Use and dissemination of foreground compiled by the Dissemination and Exploitation Manager on the basis of the contributions of all partners.

2.7.4 Evaluation

The project dissemination effectiveness will be internally evaluated using the questionnaire provided in Appendix C: Internal evaluation questionnaire. It will allow the members of the NANO-CATHEDRAL Consortium to check the quality of the project's dissemination plan and policy and the DM to implement



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further actions to improve the dissemination plan. This questionnaire will be submitted to all the partners periodically together with the PUDF draft release and before the related Deliverable submission to the EC.

2.8 Dissemination tools

2.8.1 *Graphic identity: NANO-CATHEDRAL logo*

A project logo (Figure 1) was created when NANO-CATHEDRAL was still at proposal stage.



Figure 1 NANO-CATHEDRAL logo

This logo was presented to and approved by the NANO-CATHEDRAL partners as the official logo of the NANO-CATHEDRAL Project at the kick-off meeting on 4th of June 2015 in Pisa (Italy).

The NANO-CATHEDRAL logo will be used for any (internal or external) deliverable, report and dissemination tools.

2.8.2 *Website*

Project websites are one of the main communication tools of projects funded under the Horizon 2020 Research and Innovation Programme. To ensure maximum visibility to the NANO-CATHEDRAL objectives and results we have set up a project website registered in the “eu” domain and with an intuitive URLs to increase hit rates:

<http://www.nanocathedral.eu/>

The design of the website builds upon the following criteria, taking into account suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010).

2.8.2.1 Public Website

The public section of the NANO-CATHEDRAL website will:

- provide a brief project summary in journalistic style highlighting the objectives, the contents and the structure of the NANO-CATHEDRAL Project including the composition of the NANO-CATHEDRAL Consortium.
- provide a short profile of each of the NANO-CATHEDRAL Partners and a link to its web sites;
- provide access to the project Public Deliverables and abstracts of selected non-Public Deliverables;
- provide copies of publications and presentations done at external conferences in various formats (pdf, MSWord, etc.);
- feature a separate events section where events will be announced and highlighted. It will refer to NANO-CATHEDRAL events such as NANO-CATHEDRAL workshops and Conferences and external events where NANO-CATHEDRAL will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections devoted to present the project to external visitors:



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HOME: the home page of the website shortly introduces the NANO-CATHEDRAL project and gives the important relevant information. The EU co-funding is duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, H2020), and claiming that "The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 646178"

The Homepage focuses on images, a slideshow presents all the Cathedrals involved in the project. Scrolling down, the objectives of the project, the geographical distribution of the consortium and the press release, are highlighted in the Homepage.



Figure 2 – NANO-CATHEDRAL Web Site Home page – Project Details

On the left of the page, it is possible to connect to the links to all the following subpages (at least):

OBJECTIVES: on this pages are described the challenge being addressed, the project objectives, an outline of the methodology, and the expected results and impacts by placing the project in a broader scientific and societal context to help the outside world perceive its relevance.

PARTNERS (Consortium): this webpage section presents a brief description of the project partners, their logos and the links to the respective websites.

EVENTS: this page provides a calendar that presents future and past events. It provides dates and a contact point, especially if an event is of public nature, lists conferences and special sessions during which the project will be presented, and considers web streaming of events or the upload of eventual conference videos.

PUBLICATION: This page will enable interested people to access publications and public deliverables. It also contains the research or technical papers, related to the project, published by partners, with direct links to the documents or to where it is possible to download them. There will be also a link to the project brochure. Such page will be activated as soon as a public document is ready to be published.

PRESS RELEASE: this page shows general audience articles and press reviews about the project.

NEWS: a page dedicated to innovation actions is enabled to further allow information and updates on the project's topic.

CONTACTS: this section enables people to easily get in touch with relevant contact people of the project Consortium.

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SHARE and Social Networks buttons: direct access to the social media (Twitter, Facebook, Google+, Pinterest, LinkedIn – see next section for details).

2.8.2.2 Private area

On the NANO-CATHEDRAL website homepage there is a link allowing to access a private DROPBOX area, a file hosting service which keeps the files safe, synced and easy to share within the Consortium. It will be used for partners' internal communication and project management.

2.8.3 Web 2.0 – Social Media

Web2.0 tools are the emerging platform for innovative creation, sharing and tracking of citizens' needs and wishes on public awareness. Web 2.0 applications, including social networks, are changing and improving the way of how user interacts within the World Wide Web.

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the NANO-CATHEDRAL project in social media will be one of the key actions for dissemination activities.

NANO-CATHEDRAL will be registered in standard platforms like:

RSS feeds

Automatic updates from the project website

Facebook

A Facebook page has been created as one dissemination instrument for reaching the general public. Relevant Facebook groups will be identified and approached for taking part in NANO-CATHEDRAL activities.

Twitter

A Twitter account has been created as further and more instant dissemination instrument for reaching the general public. Relevant Twitter groups will be identified and approached for taking part in NANO-CATHEDRAL activities.

Linkedin

A Linkedin account has been created as further and more instant dissemination instrument for reaching the general public. Relevant Linkedin contacts and groups will be identified and approached for taking part in NANO-CATHEDRAL activities.

The integration between Facebook, Twitter and Linkedin will be achieved by connecting the three social network entries: this will aid in achieving the viral dissemination the NANO-CATHEDRAL project is pursuing.

Pinterest – Flickr - Instagram

Since the NANO-CATHEDRAL project focus is on images, in order to accompany the website and ease the publication of photos of particular interest produced within the course of the project, e.g. photos of related conferences or workshops, a dedicated page on the Pinterest, Flickr and Instagram platforms has been created.

Google +

The channel will contain news, photos and videos that are also embedded into the project main website.

The website has direct access to these social networks by clicking over the icons situated on the footer part of the website. It is easy for every user to participate in this when the website is visited.



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2.8.4 Electronic newsletter

NANO-CATHEDRAL news will be issued periodically **every 6 months** on the project website providing:

- Project-related news (e.g. launch and meetings)
- Announcements of the project's progress
- Dates, details, comments regarding project related conferences, meetings, events or publications
- Lectures, talks, and trainings opportunities
- Etc.

The eNewsletter will address target groups and end-users (internal partners, industrial, scientific, standardization organizations, project beneficiaries) in a style and language appropriate to them. Subscription to this newsletter is open to everyone, using the webpage RSS feeds.

The public section of the NANO-CATHEDRAL website will:

- provide a brief project summary in journalistic style highlighting the objectives, the contents and the structure of the NANO-CATHEDRAL Project including the composition of the NANO-CATHEDRAL Consortium.
- provide a short profile of each of the NANO-CATHEDRAL Partners and a link to its web sites;
- provide access to the project Public Deliverables and abstracts of selected non-Public Deliverables;
- provide copies of publications and presentations done at external conferences in various formats (pdf, MSWord, etc.);
- feature a separate events section where events will be announced and highlighted. It will refer to NANO-CATHEDRAL events such as NANO-CATHEDRAL workshops and Conferences and external events where NANO-CATHEDRAL will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections devoted to present the project to external visitors:

HOME: the home page of the website shortly introduces the NANO-CATHEDRAL project and gives the important relevant information. The EU co-funding is duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, H2020), and claiming that " This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement no. 644669."

The Homepage contains links to all the following subpages (at least):

THE NANO-CATHEDRAL PROJECT: on this pages are described the challenge being addressed, the project objectives, an outline of the methodology, and the expected results and impacts by placing the project in a broader scientific and societal context to help the outside world perceive its relevance.

PARTNERS (Consortium): this webpage section presents a brief description of the project partners, their logos and the links to the respective websites.

PUBLICATIONS: This page will enable interested people to access publications and public deliverables. It also contains the research or technical papers, related to the project, published by partners, with direct links to the documents or to where it is possible to download them. There is also a link to the project brochure.

EVENTS: this provides a calendar that presents future and past events. It provides dates and a contact point, especially if an event is of public nature, lists conferences and special sessions during which the project will be presented, and considers web streaming of events or the upload of eventual conference videos.

PRESS: this page shows general audience articles and press reviews about the project.

FORUM: a public forum is enabled to further allow exchange of information with external stakeholders.

NEWSLETTER: a form to register to the periodic newsletter is available (see following Section 3.6.4).

CONTACTS: this section enables people to easily get in touch with relevant contact people of the project Consortium.



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Social Networks buttons: direct access to the social media (Twitter, Facebook, Youtube – see next section for details).

2.8.5 NANO-CATHEDRAL project brochure

The main objective of the project brochure is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics. To assist the dissemination effort, an attractive and professionally made brochure will be prepared by WG and published on the project website.

The brochure presents the goals of the project and the main (expected) findings. The text is designed taking into account not only experts, but also an interested non-specialist. It introduces the main mission and the goals of the NANO-CATHEDRAL project. Furthermore, it includes the website address and provides basic information on NANO-CATHEDRAL Consortium. All partners' logos are also displayed.

A second version of the brochure will be implemented after month 18. This version will contain an updated content, with an overview of preliminary results, and a new layout for making it more attractive.

On the one hand the brochure can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand also an electronic version (e.g. PDF file) can be circulated. The brochure can be also downloaded from the project website.

Some leaflets may be translated into other languages than English by the Partners located in the local pilot sites, based on a master template which will be provided to the partners. The content of the leaflets has to be clear and easily understandable by the target end users.

2.8.6 NANO-CATHEDRAL poster

The main purpose of the poster is to catch the audience attention. The poster will focus on the visual aspects. The content of the posters has to be clear and easily understandable by the target end users.

To reach this objective an eye catching poster has to be designed. With regard to the layout and design, the poster will show the NANO-CATHEDRAL project's logo and the colours emphasizing the link to the project's graphic.

From the content point of view, the poster of the NANO-CATHEDRAL project will illustrate its objectives and include basic information on the project and on the Consortium, including all partners' logos. It will be possible to download it from the NANO-CATHEDRAL website.

The NANO-CATHEDRAL poster will be published 3 times within the NANO-CATHEDRAL project by CLV:

- once in the initial phase (month 6 at latest), to convey the project approach and objectives;
- then at Month 18, to highlight project achievements in the first half of the project, and
- finally, at Month 24, to include industrial scale results and demo activities (the poster will be presented at the final NANO-CATHEDRAL workshop).

Posters may be translated into other languages than English by the partners located in the different member states and attending local or national events.

2.8.7 Press releases

The official **Press Release** is a formal announcement to the national or specialised/technical press in order to present a short overview of the NANO-CATHEDRAL project to the public.

Usually, INSTM/WG will produce a press release that can then be reused and adjusted by the project partners according to their needs.

Press releases will be published at strategic times when major achievements have been made. They will include e.g. information on NANO-CATHEDRAL events or milestones as well as interviews with experts. All press releases will be published on the NANO-CATHEDRAL project website.

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The press contacts addressed by press releases are included in NANO-CATHEDRAL contacts repository. The primary contact for Dissemination scopes is the DM.

2.9 Dissemination activities

2.9.1 Dissemination Plan

All partners will contribute and will strive to maximize use of all existing dissemination channels, such as high quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences. Industrial partners regularly participate in workshops, fairs and showcases where technical achievements and prototypes can be shown stakeholders.

DISSEMINATION TOOLS	TARGET AUDIENCE		
	Scientific Community	Industry and SMEs	Public at large
Project website	X	X	X
Project material (leaflets/brochures/audio-visual publications on CDs that will be distributed at topical events)	X	X	X
Newsletters (via project website)	X	X	X
Scientific Publications	X	X	-
Participation in topical national/international scientific conferences, technical, industrial fairs and other relevant events	X	X	-
General audience articles (CORDIS news, magazines, etc.)	-	X	X
Radio broadcasting (local/national level)	-	X	X
Press conference and press releases	-	X	X

2.9.2 Publications

The academic partners of the project, but not only, will individually and in collaboration publish and present scientific advances in technical papers as well as in journals (peer reviewed or not) and magazines. Scientific publications are an effective way to disseminate high level project information and to attract the interest of representatives of the various target groups. Publications in specialised magazines, papers sent to related events will attract the attention of researchers as well as to give the opportunity to collaborate within the purposes of NANO-CATHEDRAL.

In order to support this activity, whenever possible, project publications will be archived or linked on the NANO-CATHEDRAL website.

The following journals are especially relevant for the communication strategy of the project:

	Owner	
Selected Scientific/Technical Journals:	Heritage Science, www.heritagesciencejournal.com (Editor in chief R. Brereton) Conservation Science in Cultural Heritage (Ch. Jones)	IATCS
	Bollettino ISCR	ISCR
	Proceedings of International Conference of European Cathedrals	OPAE
	Biofouling, Acta, Biomaterialia	KIT
	Heritage Science, Journal of Cultural Heritage, Environmental Science and Pollution Research, Progress in Organic Coatings, Surface and Coatings	INSTM

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		Owner
	Technology, Construction and Building Materials, Journal of Materials Science & Technology	
Selected Magazines	Industry Il Sole 24 Ore, Ceramic World Review, Il Chimico Italiano	WG

2.9.3 Conferences and events

NANO-CATHEDRAL promotes project presentation at scientific conferences targeting relevant domains for the project. The impact of presentations at this kind of events is very high because of the attendance of scientists and industrial experts. National and international conferences on are an excellent opportunity to share the results with experts in the field and, therefore, to achieve an effective dissemination of the project.

Workshops, meetings and other large events (exhibitions, trade fairs and showcases) represent relevant opportunities for dissemination. The goal of these events will be to disseminate both the techniques developed during the project and the preliminary results of the project to the targeted beneficiaries of the NANO-CATHEDRAL project.

The following events are especially relevant for the communication strategy of the project:

Relevant Conferences and events	NAROSSA International Conference for Renewable Resources and Plant Biotechnology, Magdeburg, Germany	WIED
	International Conference on the Deterioration and Conservation of Stone Technart. Non-destructive and microanalytical techniques in art and cultural heritage (http://technart2015.lns.infn.it/) ChemCH-International Congress on Chemistry for Cultural Heritage (http://www.chemch2014.org/) Hydrophobe Conference (http://www.hydrophobe.org/)	INSTM
	International Conferences organised in the context of the Presidency of the Council of the European Union	WG
Relevant fairs	Restauro, Ferrara, Italy, Salon du Patrimoine Culturel, Paris, France	WIED
	International Fungal Genetics Conference, Asilomar, California (1500 participants), 2015, 2017, 2019 European Fungal Genetics Conference, changing locations in Europe (600 participants), 2016, 2018, 2020	KIT
	Salone dell'arte del restauro e della conservazione dei Beni Culturali e Ambientali – Ferrara Fiere	ISCR
	Annual International Conference of European Cathedrals, Pisa	OPAE

Application partners should carry out local events (small workshops, seminars, etc.) providing tailored information relevant to the local area regarding the NANO-CATHEDRAL project scope and objectives.

2.9.4 Training opportunities

Training activities should contribute to professional development through advanced training of researchers and other key staff, research managers, industrial executives, and potential users of the knowledge generated by the project. In NANO-CATHEDRAL, training is envisaged as that given by and for personnel working in the project.

Different training approaches will be adopted at various levels:

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- Special training workshops to demonstrate the application routines are foreseen in **Cologne, Ghent, Vienna, Pisa** and **Vitoria**. They will demonstrate the restoration action for insiders and interested persons and offer advanced education opportunities for practitioners and participants.
- Simplified workshops could be opened to the interested public (open demonstration workshops).

Sessions cover cross curricula learning; all kinds and levels of tuition, and highly instructive training programs for the scientific community as well as the audience. Workshops and training courses will bridge the gap between specialisation and common application and should promote the acceptance of using the novel materials in general. The special tutorial at the cathedrals' workshops will demonstrate the proper application and handling of the tailor-made materials at each cathedral site with the lithotypes that have been chosen for the test phase. Before the start of the tutorial the restorers and conservators employed, the executive employees and the chief engineers will be interviewed in order to identify their general evaluation of the new products. A second survey will ascertain their expectations towards the effects, which these products might have on their work and their related concerns.

In a second step open **conferences/workshops** will be organized for a wider dissemination to the interested public with the involvement of local press and other media, one of them will be held in **Oslo**.

At the end of the project a **closing workshop conference** will be organized in Pisa, open to both industrial sector, restoration companies, researchers, administration and technological institutes, to disseminate the research carried out under the EU frame project and the results obtained.

2.9.5 Other activities

The objectives set by this dissemination strategy demand different approaches. Also, different target groups require various methods and means. Next table presents the communication tools and channels, as well as the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled, a contingency plan is considered.

Communication tool/channel	How to measure	Objective	Contingency plan
NANO-CATHEDRAL Web site	Number of monthly visits	700	Promoting the web site in Social Networks, e.g. Linked-in groups / Newsletter to target groups
	Duration of visits	2 min average	Re-organize the website to make it easier to find relevant items. Upload more attractive content
	Number of downloads per month	35 for posters, flyers and newsletters 50 for public reports	Foster downloads from partners
	Number of references from external web pages	20 (excluding partner institutes)	Contact more stakeholders and initiatives to agree on the promotion of the site
Social Media: i.e. Facebook , Twitter LinkedIn, You Tube Google Plus	Number of members	100/200	Share the group dedicated to the project in already active forums about European projects.
	Number of follower	1200/1300 Followers	Increase the number of the "following" in order to increase the number of the "followers"



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Communication tool/channel	How to measure	Objective	Contingency plan
Publications Attendance of events	Number of fans	500/600 Fans	Share the Fan Page on already active and existing Fan Pages belonging to projects partners and send subscription requests individually.
	Number of submitted scientific papers	8	Encourage partners to publish papers peer-reviewed and indexed journals, Find appropriate events.
	Number of articles in industry magazines	12	Search for additional channels
	Number of attended conferences with presentations of posters	16	Find alternative events, contact organizers.
Organization of events	Number of attended congresses - oral communication	20	Find alternative events, contact organizers
	Number of flyers to be distributed	400	Ask for permission to distribute leaflets during additional events
	Number of attended fairs	4	Identify further industrial fairs of interest to the project.
	Number of workshops organized	2	Responsibilities and budget have been assigned. Supervise training team
	Number of registered people in the workshop	>30	Responsibilities and budget have been assigned. Invite partner teams to assist

3



4 Section B: Exploitation plan

4.1 Exploitation plan

The Exploitation Plan (EP) will be designed in order to multiply the impact of the proposed solutions and prepare the transition towards industrial and commercial uptake in order to fully achieve the expected impact. The EP will describe the activities to be undertaken (how and by whom) in order to ensure the exploitation beyond the project itself.

The exploitation strategy will reflect and will be built-up as a result of sound analysis of the market trends (WP9), potential users, and financial sustainability.

The target users will be precisely identified and analysed in terms of specific needs and objectives. The exploitation activities will be coordinated by the Steering Committee in collaboration with the Exploitation Manager, Adelheid Wiedemann (WIED).

4.1.2 Exploitable Results

Specific potential exploitable results plans are described below:

Exploitable Result: products, processes and data (Main Partner Involved)	Steps required for actual exploitation	Application/ Target Groups	Time to Exploitation (years after the project)
Application procedures and maintenance of treatments (INSTM)	Additional Studies	Scientific community, industries, SMEs	0,5
Effectiveness and harmlessness of nano-composites (INSTM)	Additional Studies	Scientific community, industries, SMEs, cultural heritage stakeholders	0,5
Knowledge related to the evaluation of consolidation treatments by visual methods (microscopy, SEM, CT) (IATCS)	Additional studies	Contribution to the scientific community	1
Identification of an active antimicrobial hydrophobin fusion protein (KIT)	Toxicological analysis, efficacy under environmental conditions	Coating of stone surfaces for protection	1/2
Consolidating and protecting coating materials for monumental buildings and cathedrals (Industrial Partners COLOR, CS, TECNAN)	Tailor made nano-formulations definition	Restoration companies	1/2
Predictive model for the efficacy of consolidants and protective treatments (INSTM)	Additional Studies	Scientific community, industries, SMEs, cultural heritage stakeholders	2
Guidelines and protocols for use and testing of treatments (ISCR)	Additional Studies	Scientific community, industries, SMEs, cultural heritage stakeholders	2
hydrophobin as supplement for the application of nanomaterials (KIT)	Testing of efficacy towards different nanomaterials	Coating of stone and other materials with nanomaterials	2



Exploitable Result: products, processes and data (Main Partner Involved)	Steps required for actual exploitation	Application/ Target Groups	Time to Exploitation (years after the project)
Consolidating and protecting coating materials for new and refurbished modern buildings and public civil buildings (stone and marble elements) and private monuments (e.g. graves stones) (Industrial Partners COLOR, CS, TECNAN)	Tailor made nano-formulations definition Development of Methodologies enabling the employment of products also on smaller buildings	Building contractors and Specialized workers in the building sectors	2
Protecting coating materials for domestic use (i.e. external paving in natural stones, marble window sills, ...) (Industrial Partners COLOR, CS, TECNAN)	Tailor made nano-formulations definition Application Methods suitable for domestic use	General Public	3
Expertise and experience with application of bio-based products and nanoparticles in conservation (WIED)	Further investigations and extension of networks	Restoration companies Conservation products industries Tourism industries	3
Guidelines for restoration of monuments (HDK, OPAE, FCSM, DBHWIEN, ARCHI, DNO, ISCR, UBAM)	Preparation of specific sites in the cathedrals on the basis of the decay analysis	Agencies for preservations of monuments	3
Guidelines for programmed maintenance (HDK, OPAE, FCSM, DBHWIEN, ARCHI, DNO, ISCR, UBAM)	Internal organization and long term scheduling of restoration activities	Agencies for preservations of monuments	3

4.2 Exploitation management

4.2.1 Structures and responsibilities

The **Exploitation Manager (EM)** is responsible for the exploitation of the Project's results. The Exploitation Manager is a WIED Representative (Ms. Adelheid Wiedemann) and has been officially appointed during the Project kick-off meeting on the 4th of June 2015 in Pisa (Italy).

The Exploitation Manager shall:

- a) Coordinate and implement exploitation activities;
- b) Propose IPR and exploitation strategies and (eventual) associated updates to the CA;
- d) Contribute to proper exploitation of the results by helping industrial Partners to prepare adequate business plans and/or to get, if required, auxiliary funds for further industrialization of products and processes;
- e) Monitor the use of resources for exploitation issues.

The **Exploitation Manager (EM)** will support the PC on exploitation related issues. The potential outcomes of NANO-CATHEDRAL in terms of industrial application are very relevant and strategic for all the industrial partners involved in the Consortium, for this reason the EM should keep in mind the strategic viewpoint of the enterprises (both industries and SMEs) and, whenever required, present such vision to the SC. The EM has to be always updated on the S&T progresses of the project and of current IPR scenario in order to NMP-21-2014 Materials-based solutions for protection or preservation of European cultural heritage



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detect potentially exploitable results. An additional responsibility of the EM is to make sure that technological progress remains consistent with the industrial perspective and assist the PC to evaluate the impact of the project from an industrial point of view.

4.2.2 IPR management

The management of IPR is strictly ruled by the Consortium Agreement (CA) which includes all provisions related to the management of IPR including ownership, protection and publication of knowledge, access rights to knowledge and pre-existing know-how as well as questions of confidentiality, liability and dispute settlement.

In the CA the Partners have identified the background knowledge included and excluded.

The CA regulates the ownership of results (Section 8 of the CA).

The knowledge acquired in the course of the project shall be considered as a property of the contractor generating it, and in this sense the originator is entitled to use and to license such right without any financial compensation to the other contributors. If the features of a joint invention are such that it is not possible to separate them, the contributors could agree that they may jointly apply to obtain and/or maintain the relevant rights and shall make effort to reach appropriate agreements in order to do so.

The CA also regulates the transfer of results ownership (Section 8.2 of the CA).

Each Signatory Party may transfer ownership of its own Foreground following the procedures of the Grant Agreement Article 30

Each Signatory Party may identify specific third parties it intends to transfer the ownership of its Foreground to in Attachment (3) to the CA. The other Signatory Parties hereby waive their right to prior notice and their right to object a transfer to listed third parties according to the Grant Agreement Article 30.1

The transferring Party shall, however, at the time of the transfer, inform the other Parties of such transfer and shall ensure that the rights of the other Parties will not be affected by such transfer.

Any addition after the signature of the CA requires a decision of the Coordination Board and the Steering Committee.



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5 References and useful links

[1] European Research – A Guide to Successful Communication, Luxembourg (2004)

http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf

[2] Science in Society

<http://ec.europa.eu/research/science-society/index.cfm?fuseaction=public.topic&id=1221>

[3] European commission, Communicating EU research (2008)

<http://ec.europa.eu/research/science-society/science-communication/pdf/communicating-eu-research.pdf>

[4] IPR Helpdesk:

<http://www.iprhelpdesk.eu/>

[5] CORDIS FP7 homepage

http://cordis.europa.eu/fp7/home_en.html

[6] Research Participant Portal – H2020 Documents:

http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html

[7] NANO-CATHEDRAL website:

www.nanocathedral.eu



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6 Appendix A: NANO-CATHEDRAL Consortium

N°	Participant legal name	Short name	Country	Type
1 (Coordinator)	CONSORZIO INTERUNIVERSITARIO NAZIONALE PER LA SCIENZA E LA TECNOLOGIA DEI MATERIALI	INSTM	IT	UNI
2	OPERA DELLA PRIMAZIALE PISANA	OPAE	IT	NO-PROFIT
3	WARRANT GROUP SRL	WG	IT	SME
4	MINISTERO DEI BENI E DELLE ATTIVITA' CULTURALI E DEL TURISMO	MBAC	IT	PUBLIC BODY
5	COLOROBIA CONSULTING SRL	COLOR	IT	IND
6	CHEM SPEC SRL	CS	IT	SME
7	METROPOLITANKAPITEL DER HOHEN DOMKIRCHE KLON DOMBAUVERWALTUNG	HDK	DE	NO-PROFIT
8	OTTO-FRIEDRICH-UNIVERSITAET BAMBERG	UNIBA	DE	UNI
9	KARLSRUHER INSTITUT FUER TECHNOLOGIE	KIT	DE	UNI
10	WIEDEMANN GMBH	WIED	DE	SME
11	FUNDACION CATEDRAL SANTA MARIA	FCSM	ES	NO-PROFIT
12	DIPUTACION FORAL DE ALAVA	DFA	ES	PUBLIC BODY
13	TECNOLOGIA NAVARRA DE NANOPRODUCTOS	TECNAN	ES	IND
14	DOMBAUSEKRETARIAT ST STEPHAN	DBHWIEN	AT	NO-PROFIT
15	UNIVERSITAT FUR ANGEWANDTE KUNST WIEN	BI.GEO	AT	UNI
16	TECHNISCHE UNIVERSITAET WIEN	IATCS	AT	UNI
17	ARCHITECTENBUREAU BRESSERS	ARCHI	BE	SME
18	ORGANIC WASTE SYSTEMS NV	OWS	BE	SME
19	STATSBYGG	DNO	N	SME



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7 Appendix B: Dissemination contact points

PARTNER	NAME	EMAIL
INSTM	Andrea Lazzeri	andrea.lazzeri@unipi.it
OPAE	Anton Sutter	arearestauro@opapisa.it
WG	Vanessa Mucci	vanessa.mucci@warrantgroup.it
ISCR	Luciana Festa	luciana.festa@beniculturali.it
COLOR	Laura Nicolai	niccolail@colorobbia.it
CS	Cristoforo Galimberti	galimberti@chemspec.it
HDK	Ulrike Brinkmann	ulrike.brinkmann@dombau-koeln.de
UBAM	Rainer Drewello	rainer.drewello@uni-bamberg.de
KIT	Reinhard Fischer	reinhard.fischer@kit.edu
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8 Appendix C: Internal evaluation questionnaire

No.	Quality criteria	Evaluation score	Comments and suggestions
1	All relevant dissemination subjects are clearly outlined in the dissemination plan		
2	The dissemination activities address all the relevant target groups		
3	Dissemination policy of the project is well elaborated		
4	The individual target groups are addressed by means of proper communication channels and tools (e.g. addressing research community via papers at workshops and conferences etc.)		
5	The number of dissemination activities towards research community is sufficient (i.e. the number of papers in journals, workshop and conference proceedings etc.)		
6	The number of dissemination activities towards the industrial community is sufficient (i.e. number of presentations at industrial events)		
7	The number of dissemination activities towards the general public is sufficient (web activities, articles, papers, presentations)		
8	The consortium communicates and interacts with relevant standard organisations		
9	The web presence of the project (including language versions of the project web site) is of good quality, providing useful content to all the identified target groups (measured by the number of visitors and feedback provided by them)		
10	The press kit is complete and adequate for wide dissemination purposes		
11	Dissemination activities are carried out timely, in accordance with the schedule of principal project outcomes		

Use the following scale for answering the evaluation questions:

- 0 - Not applicable or don't know
- 1 - Strongly disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly agree