AMUSENS

D11.1

Plan for dissemination and exploitation incl. communication activities

Project number	101130159
Project acronym	AMUSENS
Project title	Adaptable multi-pixel gas sensor platform for a wide range of appliance and consumer markets
Start date of the project	1st June, 2024
Duration	48 months
Call	HORIZON-CL4-2023-RESILIENCE-01-TWO-STAGE

Deliverable type	Report
Deliverable reference number	D11.1
Work package contributing to the deliverable	WP11
Due date	November 2024 (M06)
Actual submission date	20/11/2024

Responsible organisation	TEC
Editor	Magdalena Rauter
Dissemination level	PU
Revision	1.0

Abstract	This deliverable presents the AMUSENS communication kit, including the project's visual identity as well as communication and dissemination materials.
Keywords	Communication kit, collaborative tools, infrastructure, website, homepage, internal communication, standardisation

Editor

Magdalena Rauter

Contributors (ordered according to beneficiary numbers)

Patrick Leczek (TEC)

Reviewer

Renaud Leturcq (LIST)

Ivan Romanytsia (Ellona)

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Executive Summary

This document provides detailed information about the AMUSENS project communication, dissemination and exploitation strategy plans, with examples of outcomes implemented from start of the project until M06.

The AMUSENS project is currently at the end of M06, the partners have clear plans defined and are executing these plans. Defined communication, dissemination and exploitation mechanisms are available and utilised by consortium partners from early stages on. Most dissemination activities so far were focused on general project awareness building and scientific research output.

AMUSENS is using mostly online presence and social media for general awareness, actively searching for synergies with other EU projects. Leaflets for printing are available for offline support of the project at physical events. The project website, LinkedIn, X and Vimeo are among the main platforms utilised.

The established environment enables state-of-the art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work. The AMUSENS communication and dissemination plan provides an essential benefit for all project partners and all stakeholders are able to access all project relevant information and documents.

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Chapter 1 Introduction

This deliverable provides an overview of the AMUSENS communication, dissemination and exploitation plan as well as a first report on activities, which includes communication and dissemination material that were created and used within the project. D11.1 also addresses standardisation and training activities and plans for the upcoming project months. As thoroughly described in our initial plan of dissemination (D), communication (C) and exploitation (E) our activities are clustered into three main phases, as illustrated in Figure 1.

Phase 1: Awareness creation
- Branding & corporate identity
- Project website
- Project information material

Phase 2: Continuity of information flow
- Scientific papers & articles
- Conferences & workshops
- Social media & blog
- Project information material

Phase 3: Result orientation
- Promotion of project results
- Exploitation activities
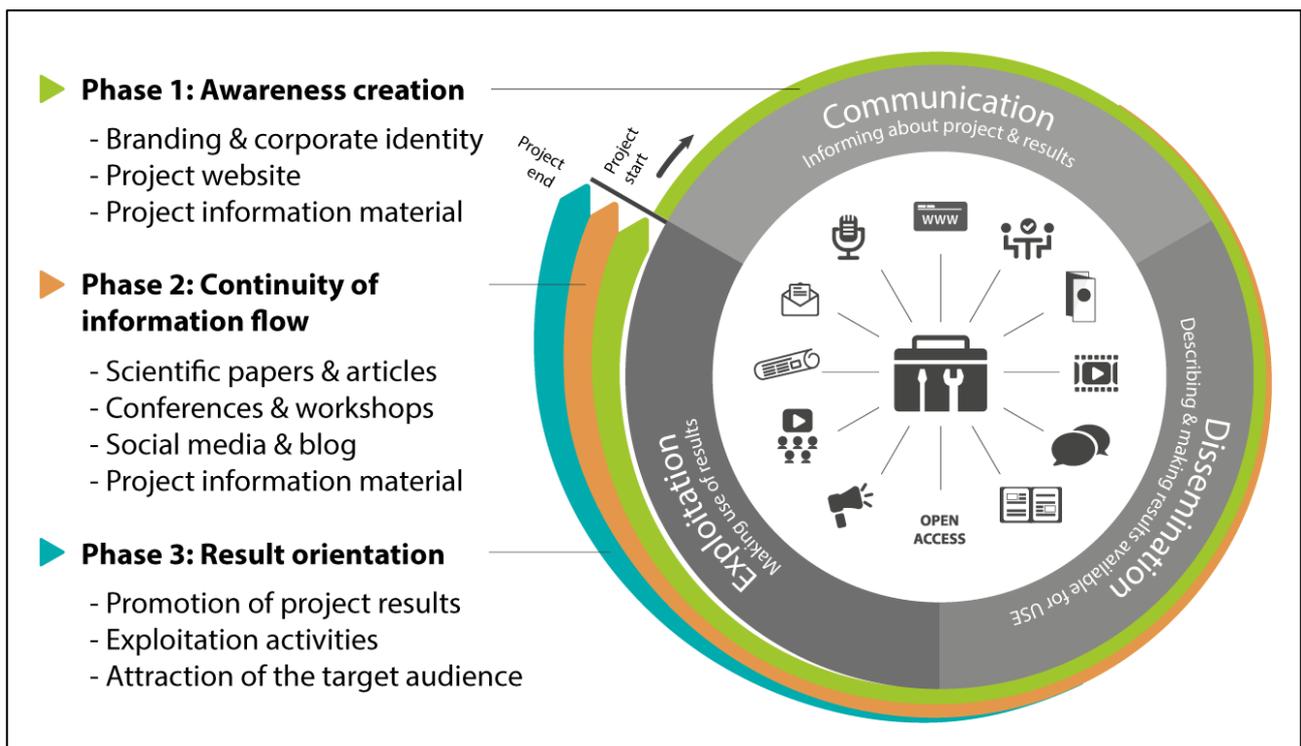- Attraction of the target audience

Figure 1: AMUSENS communication, dissemination and exploitation phases

The awareness creation phase took place during the first months of the project, in which the AMUSENS consortium consolidated its branding and corporate identity. During this time, it also established project information material, as well as several communication tools, such as document templates and manuals; a shared platform through which all partners can exchange information; and a project website, on which the latest news and status of the project are made available to the public.

In the second phase, the consortium partners work on scientific papers to be submitted to conferences and journals to discuss the scientific results of the project. This will give the consortium the opportunity to make presentations at conferences and workshops as to further raise awareness among the scientific and industrial stakeholders. This will facilitate lively discussions on the project's topics at these events by providing new insights and feedback on the project's progress to project partners. This feedback will contribute to the project's success and possibly also to follow-up research activities. Furthermore, scientific publications and a selection of deliverables (those that are public) will be published on the project website to keep interested parties informed about the latest progress. X, LinkedIn and the blog associated with the project will be constantly updated to reach a wider and diverse audience and increase their interest. Besides that, videos, (video) interviews, newsletters, press releases, posters, information about workshops and conferences, among others, are an integral part of this dissemination phase to enable a highly interactive

communication within and outside the consortium. Finally, we expect to publish additional press releases and newsletters as soon as significant milestones are reached or for specific project events.

In the third phase, dissemination activities will feed into exploitation, which means using the results for commercial purposes or in public policymaking. There will still be some ongoing dissemination activities after the project has ended to promote the project results (e.g., the project website will be online for further several years, and similarly, social media, and cooperation activities with other projects, talks at conferences and follow-up projects, will be kept alive), and the main focus will be to exploit them and attract the target audience group.

Chapter 2   Dissemination and communication plan

The following chapter states the initial dissemination plan according to the DoA, lists the actual dissemination activities in form of a report and finally states some updates on the initial plan. The strategy is illustrated in Figure 2.
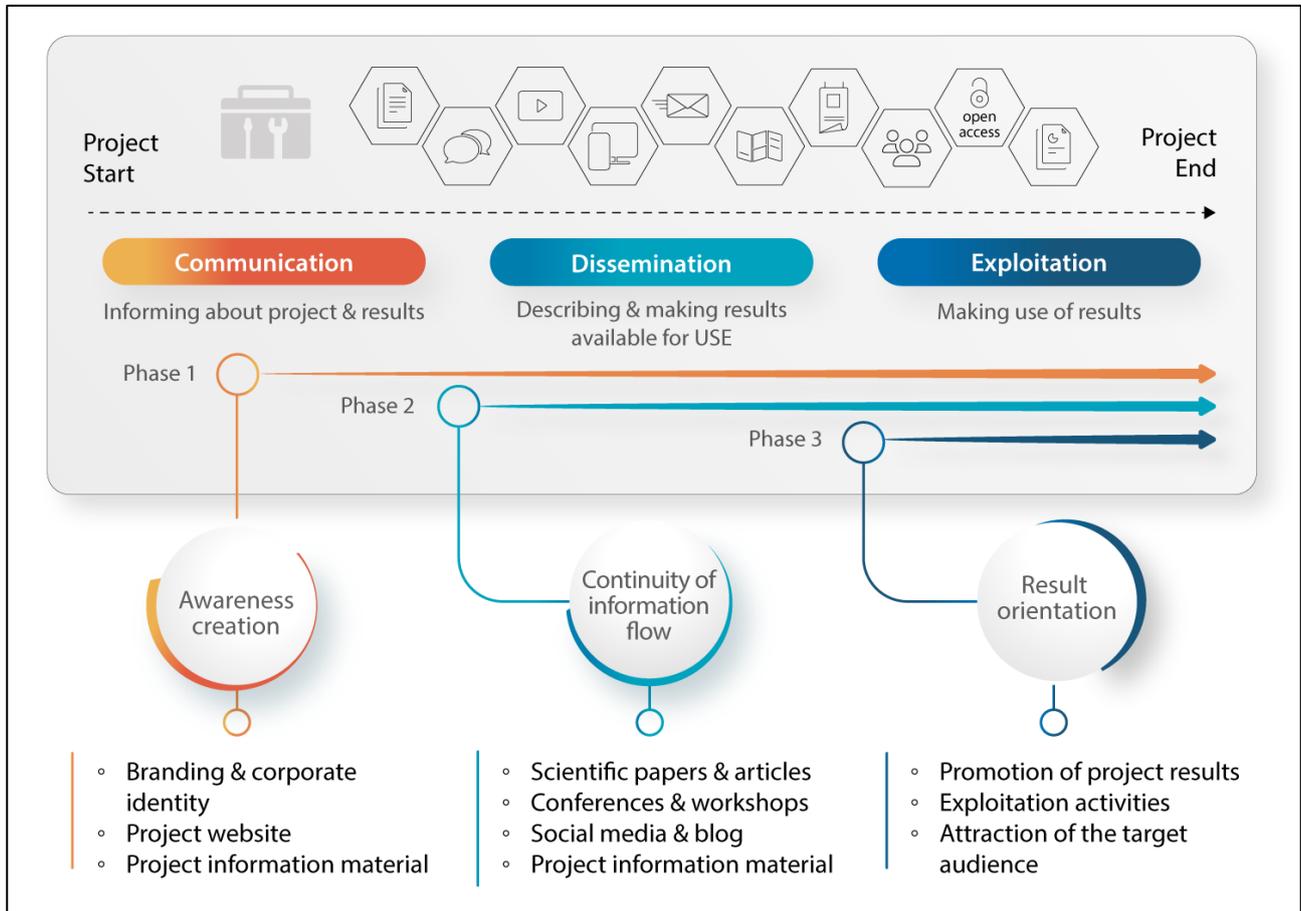

Figure 2: Communication, dissemination and exploitation strategy

2.1 Visual identity of the project

The creation of a corporate visual identity plays a significant role in the way the AMUSENS project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics. Our corporate visual identity provides the project with visibility and "recognisability". It is of great importance that people are aware of the project and remember its name and core objectives at the right time. The following subchapters present the actions which were taken to create a visual identity of the project.

2.2 Project logo

To improve its visibility, the AMUSENS project has adopted a project logo, which is shown in Figure 3. Technikon was responsible for the design of the project logo, including the colours, fonts and icons. This logo will be used in all dissemination tools from internal documents and reporting templates to external communication tools such as the website, presentations and brochures. This consistent graphical identity will support effective communication and recognizable dissemination activities.

Figure 3: AMUSENS project logo in vertical and horizontal format

2.3 Project templates

The project identity is reflected in all documents created by the consortium for internal as well as for external use. The project management team established templates for different formats as MS-Word, MS-Excel and MS-Power Point. The templates for documents and presentations are accessible to all project members. The templates are important to ensure a coherent theme and a consistent visual appearance of the project. An example of a template is shown in Figure 4.
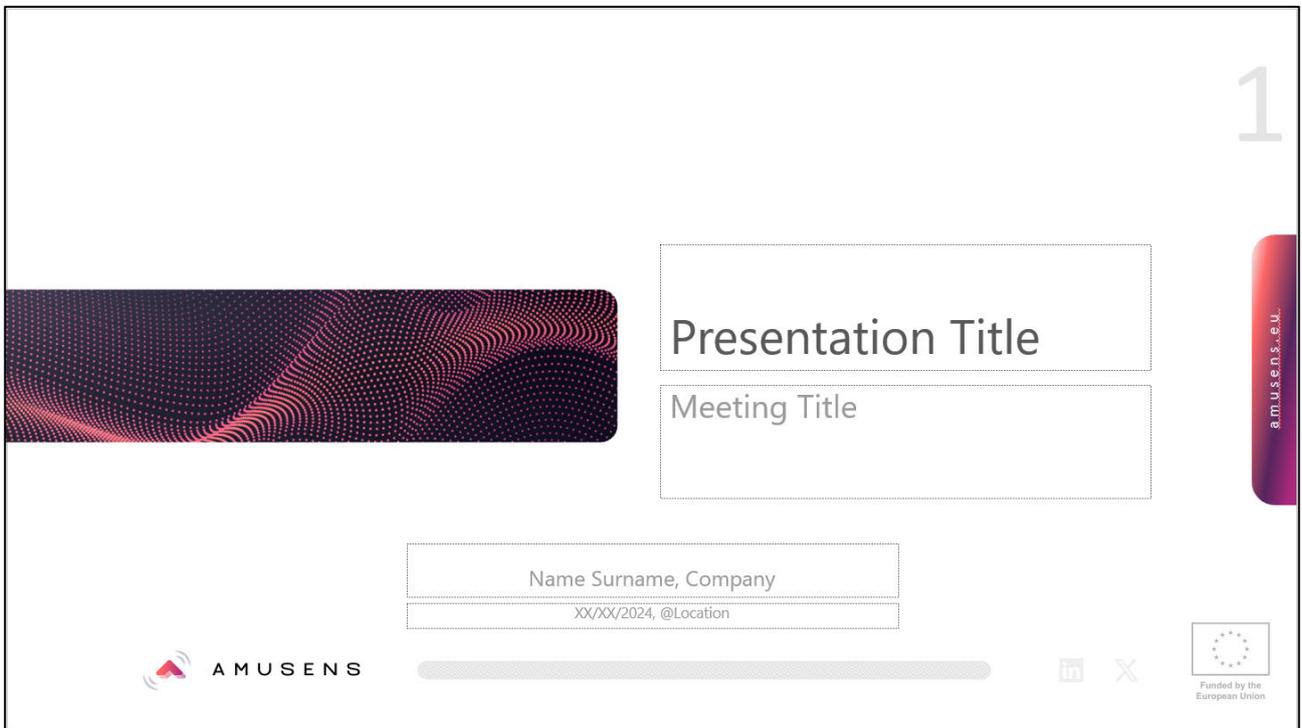

Figure 4: AMUSENS power point template

2.4 Dissemination plans

In the following table the different dissemination activities that have been planned in the DoA can be observed. Dissemination activities are considered key enablers for the success of the AMUSENS project. The goal of dissemination is to make many stakeholders aware of the AMUSENS approach and results. The AMUSENS project has carefully developed a clear strategy for the concise and targeted dissemination, communication and exploitation of project information and results. The consortium identified five target groups:

- Scientific community, higher education (TG1)
- Policy makers, financial actors (TG2)
- Standardization actors (TG3)
- End users, commercial actors (TG4)
- General public, society (TG5)

In the table below (Table 1), the activities are categorized as *completed, in progress, ongoing or planned*. While an overview of key communication activities is provided here, a detailed account of dissemination activities can be found in the appendix. This structure ensures thorough documentation and facilitates easy access to all relevant information for future reference.

Table 1: Plan for the dissemination (D) and exploitation (E) including communication activities (C)

Type of activity / material[1] –- Timeframe	Target audience / main message	KPI / channels / means to measure KPI
Phase 1: Awareness creation		
Announcement letter (C), (D) *Within first 2 weeks of project* *(completed)*	Potential stakeholders informed about project start. (**TG1-TG5**)	<u>KPI</u>: reach at least 5,000 people via press releases in public and social media, on project website and on partners' websites / project website and social media statistics
Press release (C) *Within first 2 weeks of project* *(completed)*	Public at large, scientific community and end-users informed about the project start. (**TG1-TG5**)	<u>KPI</u>: reach at least 5,000 people via press releases in public and social media, on project website and on partners' websites / Website & social media statistics
Project website (C), (D) *2nd month of project* *(completed)*	Interested stakeholders worldwide informed about the project and its results, by publishing news such as conference visits, publications & deliverables, involved partners, links, etc.). (**TG1-TG5**)	<u>KPI</u>: reach at least 5,000 people per year / website statistics
Project branding (C), (D) *2nd month of project* *(completed)*	Increased awareness of the project among all interested stakeholders and its impact on Europe. The brand is used in all public documents. (**TG1-TG5**)	N/A
Leaflet, Poster (C), (D) *2nd month of project* *(completed)*	Information material to raise awareness among all interested stakeholders on project targets, opportunities and partners which can be distributed via various channels (**TG1-TG5**)	<u>KPI</u>: distribute targeted handouts at relevant events / website and social media statistics, amount of copies distributed
Animated Video, Real Video (C), (D) *Within first 6 months of the project* *(in progress)*	Public at large aware of the main objectives of the project. (**TG5**)	<u>KPI</u>: reach at least 1,000 hits for each video, project website and social media channels /Video platform statistics, website statistics, social media statistics
Phase 2: Continuity of information flow		

Newsletter (C), (D) *Throughout the project* *(ongoing)*	Increased awareness among scientific community, end users and public at large on technological and scientific progress; distribution via public and social media and project website. (**TG1-TG5**)	KPI: reach at least 1,000 people with each press release /newsletter (at least 2 newsletters per year) / website and social media statistics
Organization of workshops involving potential users to identify needs and testing. (C), (D), (E) *Between M6 and M9* *(planned)*	Involve potential users of the final product (workers needing personal monitoring, citizens for breath analysis) for the co-design of the gas sensors products. (**TG5**)	KPI: at least 50-60 participants in total / Actual number of participants
Organization of a workshop involving end-users, standardization actor and responsible persons from other European projects (C), (D), (E) *Between M6 and M9* *(in progress)*	Involve potential future end-users and standardization actors in the definition of the requirements for the adaptable gas sensor platform. Awareness and acceptance of the new strategy for gas sensor design. Connection with other European projects on gas sensors. (**TG1-TG4**)	KPI: at least 50-60 participants / Actual number of participants
Participation in conferences or trade fairs (C), (D), (E) *Throughout the project* *(ongoing)*	Interest of stakeholders attracted, comparison with international research and with competitors from the market, potential for international cooperation identified. **Events:** Eurosensors, IFA (Berlin) PITTCON (USA) ANALYTICA, POLLUTEC (**TG1-TG4**)	KPI: 5.000 persons reached during events (depending on size of event) / Feedback from participating partners and being involved/present in at least 25 (international) conferences.
Publication of scientific papers in high impact factor journals and presentations to conferences (D), (E) *Throughout the project* *(ongoing)*	Project results disseminated and made accessible to end users and scientific community. (**TG1**) **Journals:** e.g. Sens. Act. B, ACS Sens., Appl. Mat. Today, Acta Materialia, Nano Mat, Science, ACS Nano	KPI: publish at least 16 scientific papers, including 8 involving at least two partners / Number of publications, download statistics of repository (e.g. Zenodo, citations of papers). KPI: at least 30 presentations to international conferences / Number of presentations (oral, poster)

	Conferences: e.g. Eurosensor, Sensors, MRS, E-MRS, EMPC IEEE, ESTC IEEE, EPTC IEEE	
Social media (C), (D) *Throughout the project* *(ongoing)*	Scientific community, end users & public at large updated on technical & scientific progress/achievements by sharing e.g. public deliverables, publications, other project-relevant content. (**TG1-TG5**)	KPI: reach at least 500 views of each posting, 2 posts per month / Social media statistics
Audio-visual media productions (C), (D), (E) *Throughout the project* *(planned)*	Public at large and end users informed about project activities and results relevant for the European society through an interview series with project partners telling about their role in the project, the expected outputs etc. (**TG1-TG5**)	KPI: 2-4 video/podcast interviews published on relevant platforms, project website and social media channels; at least 1,000 hits each / platform statistics, website statistics, social media statistics
Targeted e-mails or face to face meetings (C), (D) *Throughout the project* *(ongoing)*	Input provided for discussions and recommendations exchanged among the EU-involved countries. (**TG2**)	KPI: Actual number of policy makers reached via e-mail or face to face
Reports and deliverables (D), (E) *Throughout the project* *(ongoing)*	Reports and deliverables sent to the EC and end users to inform about project results. (**TG1-TG4**)	KPI: feedback received from EC or policy makers / Number of reports and deliverables delivered
Related projects (C), (D), (E) *Throughout the project* *(ongoing)*	Exchange information/feedback about project objectives and results with research projects from the same field via e-mails, conference calls, or face-to-face meetings. (**TG1**)	KPI: feedback received from related projects, potential for collaboration activities / Number of collaboration activities carried out
Phase 3: Result orientation		
Co-organisation of summer school/ workshop on gas sensor technologies (C), (D) *Towards project end*	Students/scientists/people from industry and research community taught about tools/methodology developed within the project. Connection with other European projects on gas sensors for future activities.	KPI: at least 50-60 participants / Actual number of participants

(planned)	(**TG1-TG4**)	
Final project workshop (C), (D) *Towards project end* *(planned)*	Overview of the project results given and future work discussed to scientific community and end users. Speakers working on related topics invited. (**TG1-TG4**)	KPI: at least 50-60 participants / Actual number of participants (expected in M42)
Final press release (C), (D) *Last month of the project* *(planned)*	Overview of the project results and their impact on European society for the public at large, end users and the scientific community. (**TG1-TG5**)	KPI: reach at least 10,000 people via public and social media, project and partners' websites / Social media and website statistics

Chapter 3   Scientific Publications

This deliverable offers an overview of the ongoing project and highlights the initial publication generated to date. It focuses on presenting the current progress of the project and its emerging scientific contributions. As the project is still in its early stages, the first publication has been completed, with further research and publications expected as the project advances.

The initial publication, titled *"Advanced wafer singulation techniques for miniaturized metal-oxide (MOX) micro-hotplates based gas analyzer,"* represents the first significant contribution of the AMUSENS project. It explores various wafer singulation methods for fully functionalized MOX micro-hotplate gas sensor wafers, focusing on the challenges posed by fragile sensor components and the need for precise cutting techniques. Moving forward, the project plans additional publications that will cover various aspects of AMUSENS, from sensor design and materials to integration methods. These publications aim to present new methodologies and insights, further enriching the field of gas sensor technology. The research team continues to gather data and conduct analysis to support the upcoming contributions.

In conclusion, this deliverable serves as a starting point for the project, providing the first publication and outlining the planned publications that will contribute to the project's goals. The project team is enthusiastic about further research and looks forward to sharing valuable insights and outcomes through the upcoming publications.

Chapter 4   Dissemination and communication kit

This chapter describes the AMUSENS overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. In general, we grant open access to all communication and dissemination materials. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly.

All the project material will be marked with the following acknowledgement disclaimer:

Funded by the European Union under grant agreement no. 101130159. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

4.1 Project website

For a better visibility of AMUSENS, the project website was launched in the first month of the project. As already recalled, the project website constitutes the main communication tool and will be used to disseminate most of the project information and dissemination materials. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System, which has been configured as to allow the site to be accessed by the main public.

The AMUSENS project website is available on the following link: amusens.eu

The design of the website is based on the templates and colours of the AMUSENS logo, as shown in Figure 5, to establish a strong project identity in all communication activities.
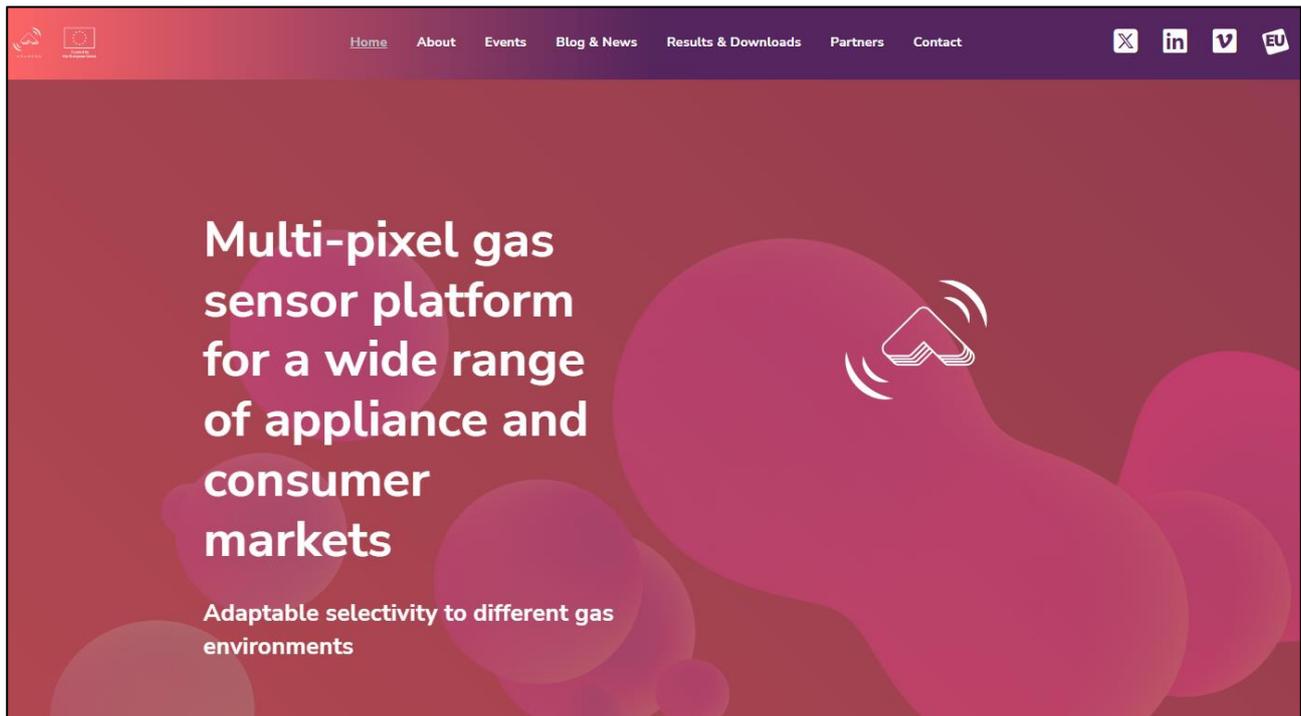
Figure 5: The main page of the AMUSENS project website

- **Home**

On the homepage, visitors are introduced to the AMUSENS project through an objectives video, providing a visual summary of the project's mission to develop adaptable gas sensors. Information about the project consortium and contact persons is also available, along with recent blog posts, news, and upcoming events that keep visitors updated on the project's progress.

- **About**

This page offers a detailed overview of the AMUSENS project, outlining its vision, mission, and core objectives. Visitors can also find key project facts, the motivation driving the initiative, and a summary of the work packages involved. It serves as a concise introduction to the project's focus on technological innovation.

- **Events**

The events section lists both past and upcoming events where AMUSENS project partners are actively involved. It provides details on important conferences, workshops, and meetings related to the project's objectives, offering visitors a chance to stay updated on relevant activities.

- **Blog & News**

This section features blog posts and news updates related to AMUSENS. Visitors can read reflections on past events, interviews with partners, discussions on recent publications, and calls for papers. It provides a dynamic snapshot of the project's activities and contributions.

- **Results & Downloads**

Here, visitors can access and download various project outputs, including scientific publications, public technical deliverables, and presentations. The section is organized into categories such as scientific publications, public deliverables, and dissemination materials, making it easy to navigate

- **Partners**

This page presents a list of the project partners and their respective roles within AMUSENS. Visitors can gain insight into the consortium's composition and understand the specific expertise that each partner brings to the project.

- **Contacts**

On the contact page, visitors can directly reach out to the AMUSENS project coordinator via email. It provides a straightforward way for users to ask questions, provide feedback, or request more information about the project.

Each page of the AMUSENS website includes at the bottom the web site menu, the disclaimer, the legal notice, the privacy policy and the feedback form. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and a few years afterwards.

The website backend is updated by TEC on a regular basis, in particular as soon as major updates are made available by the developers of the WordPress CMS. For collecting statistics, TEC uses AWStats (https://www.awstats.org/) a free real-time web log analyser distributed with GNU GPL.

4.2 Announcement Letter

On June 30, 2024, the official AMUSENS announcement letter was published on the project's website (see Figure 6). This letter outlines the main goals and objectives of AMUSENS, focusing on the development of innovative gas sensor technologies. It also provides an overview of the key partners involved in the project. The announcement letter can also be found on the project website: AMUSENS_Announcement_Letter.pdf

Figure 6: AMUSENS announcement letter

4.3 Leaflet

The AMUSENS leaflet was made available to the consortium in M02 (see Figure 7). TEC was responsible for the content and design of it in cooperation with the coordinator LIST. It is an informative and graphically appealing A5 leaflet, highlighting the AMUSENS vision, main goals, key technological aspects as well as background information. It can be used for distribution at conferences or certain other dissemination events to provide further visibility to the AMUSENS project. An electronic version of the leaflet is available on the project website: AMUSENS_Leaflet_web.pdf

In particular, the project leaflet covers the following aspects of the project:

- Project details, such as duration, funding and Grant Agreement number;
- Project vision, mission and motivation;
- The consortium members and their country of origin;
- The contact persons for the project.

Figure 7: AMUSENS project leaflet

4.4 Videos

The AMUSENS consortium will release several videos and interviews throughout the project, with durations of up to several minutes in length, featuring 2D/3D animated content produced by Technikon. These videos will be published on Vimeo, with plans for at least one promotional video and another showcasing the project's use cases and applications. A short introductory video is already available on the project website (see snapshot in Figure 8), providing an overview of AMUSENS's goals and activities. website: amusens.eu. An explainer video is currently in preparation.

Figure 8: Introduction Video to AMUSENS

Technikon's media department will produce and record interviews at the project meetings or remotely and host them on the Vimeo platform. They will be then shared via https://euvation.eu,Technikon's platform for research innovation.

Links to the videos and interviews will be shared across various social media channels and also featured on the AMUSENS website. These videos include interviews with consortium members, who discuss the project's challenges and opportunities. By sharing this content on both the website and AMUSENS' social media accounts, we aim to increase visibility and engagement with a broader audience.

- In talk with Renaud Leturcq (Technical Lead and Coordinator, LIST)
  AMUSENS - Interview with Renaud Leturcq auf Vimeo (see snapshot in Figure 9)

- In talk with Simone Saporito (JLM)
  AMUSENS - Interview with Simone Saporito auf Vimeo

- In talk with Dario Zappa (UNIBS)
  AMUSENS - Interview with Dario Zappa auf Vimeo

- In talk with Inci Boehme (Sciosense)
  AMUSENS - Interview with Inci Boehme auf Vimeo

- In talk with Ivan Romanytsia (Ellona)
  https://horizon-6gtandem.eu/talk-with-buon-kiong-lau/ *AMUSENS - Interview with Ivan Romanytsia auf Vimeo*

Figure 9: AMUSENS video interview preview

4.5 Social media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the entire project to disseminate the project's ideas and results. In particular, the project will use X and LinkedIn to this end.

- *X* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The AMUSENS project is available on: **X**
- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. The AMUSENS project is available on: **LinkedIn**

Direct links to the AMUSENS X Account and the LinkedIn page can be found on the AMUSENS website.

From the outset of the AMUSENS project, the team has developed and continuously refined a comprehensive social media strategy. This includes the creation of a detailed posting plan, with posts scheduled several weeks in advance to maintain a consistent digital presence. Content is proactively prepared or sourced from project beneficiaries, ensuring a steady flow of relevant updates. Various initiatives, such as individual partner presentations and their roles within the project, have been successfully implemented. For each post, relevant hashtags are carefully selected to optimize visibility, while broader tags like #AMUSENS, #HorizonEurope, #AI, #GasSensors, #Technology, #EnvironmentalMonitoring, #Healthcare as well as #IndustrialSafety are consistently used to create a cohesive and recognizable online presence for the project.

4.5.1 Insights into AMUSENS' Communication Strategy

The following section outlines the communication strategy for the AMUSENS project, where an internal social media posting plan plays a key role in supporting the broader dissemination efforts. This plan is continuously developed and adapted to align with the project's evolving progress and objectives.

- **Strategic and Adaptive Social Media Activity**

Our social media strategy ensures consistent, strategic activity across all platforms, allowing flexibility to capitalize on short-term opportunities such as events, conferences, and key project milestones. This adaptability is essential for generating public interest in the AMUSENS project, showcasing its impact, and maintaining ongoing engagement across our social media channels. By leveraging this approach, we aim to reach a wide and diverse audience, including policymakers, industry stakeholders, and the general public.

- **Continuous improvement**

The social media plan is dynamic and regularly reviewed to incorporate the latest insights and project developments. This living document allows us to stay relevant and engaging, ensuring that our social media presence effectively supports AMUSENS' objectives while resonating with our target audiences.

- **Objectives**
    a. **Enhance Public Awareness:** Increase visibility and generate interest in the AMUSENS project and its milestones.
    b. **Foster Engagement:** Encourage active interaction and feedback on social media platforms.
    c. **Adapt to Changes:** Maintain the flexibility to swiftly integrate new opportunities and insights.
    d. **Engage a Broad Audience:** Reach a wide and diverse group, including policymakers, industry leaders, the public, and other stakeholders.

By implementing a thoughtfully designed and continuously evolving social media strategy, AMUSENS demonstrates its commitment to maintaining a responsive, impactful social media presence that aligns with the project's overall goals.

- **Representative Visual Materials (Selected Samples)**

As part of AMUSENS' communication strategy, a wide variety of visual materials have been shared across social media platforms to increase engagement and raise awareness. These materials offer diverse content to engage different audience segments. For instance, visuals include Partner Statements, where each project partner briefly introduces themselves, outlines their role in the project, and highlights their contributions. These statements provide informative snapshots, offering the audience a clear understanding of the consortium's collective expertise. Another key example is the Project A-Z series, which presents a creative approach to explaining key concepts related to the AMUSENS project. Each letter of the alphabet is paired with a specific term relevant to the project, visually illustrating and explaining the concept in an accessible manner for a broad audience. This initiative is designed to generate interest and capture attention, making complex topics easier to understand while increasing engagement with the AMUSENS social media channels.

These examples, however, represent just a small selection of the broad array of content produced to support AMUSENS' dissemination efforts. Selected examples of these visual materials are presented in Figure 10, showcasing how they effectively communicate the project's goals, progress, and relevance to a wider audience. These examples illustrate the range of creative content developed to support AMUSENS' broader communication and outreach strategies.

Figure 10: Representative Visual Materials (Selected Samples)

4.6 Newsletter

The AMUSENS consortium will publish a biannual newsletter to share key project updates and outcomes. These newsletters will serve as an essential communication tool, keeping both internal and external stakeholders informed about the project's progress and relevant developments. The newsletters will feature project highlights, such as updates from recent consortium meetings, newly published research, and participation in conferences. Available in the Blog & News section of the AMUSENS website, the newsletters will also be shared on the project's X and LinkedIn accounts to enhance visibility and public engagement. The first issue is currently under preparation and will be issued in December 2024.

4.7 Collaborative tools

A set of collaborative tools are provided by the coordinator (LIST) as well as the coordinator support (TEC) to facilitate the cooperation within the project and to assist in the coordination work among consortium partners. These tools are:

- A mailing list system for information exchange
- MS Teams (for shared documents and collaborative editing for technical and smaller deliverables and remote telephone conferences)

Chapter 5   Exploitation plans

The early stage of the AMUSENS project naturally starts with the focus on individual goals and objectives of underlying work packages. Although the most active exploitation phase of the project results is towards the end of the project, we are closely monitoring project outcomes for early exploitation opportunities.

The end of project exploitations will be based around the actual deliverables and addressed objectives of AMUSENS project beyond 2028. Our early exploitation approach is based on scientific research and publications as well as prior experience of the consortium to shorten the feedback loop and get inputs from experts during the AMUSENS project.

For the AMUSENS project, the research-oriented partners – **Luxembourg Institute of Science and Technology**, **University of Liège**, **Università degli Studi di Brescia**, and **Institut Mines-Télécom** – focus primarily on advancing gas sensor technology through multidisciplinary research and innovation. Their main objective is to develop a versatile gas sensor platform that leverages artificial intelligence and multi-pixel sensor technology. By combining expertise in nanotechnology, additive manufacturing, and environmental sensing, these partners aim to address critical challenges in industries such as healthcare, environmental monitoring, and occupational safety. Through this collaboration, they contribute to creating adaptable, cost-effective, and high-performance gas sensors that can be seamlessly integrated into various applications, from personal devices to industrial systems. This joint effort not only furthers the academic and technological knowledge in gas sensing but also enhances the synergy between academia and industry, ensuring faster market deployment of innovative solutions that meet real-world need

AMUSENS' industry partner – **Sciosense Germany GmbH**, alongside SME partners – **Technikon Forschungs- und Planungsgesellschaft mbH**, **Atlant 3D Nanosystems Aps**, **JLM Innovation GmbH**, **Ellona SAS**, and **Science for Change, SL** – are focused on translating the project's innovations into commercially viable products. These partners aim to leverage the cutting-edge multi-pixel sensing technologies and additive manufacturing techniques developed in AMUSENS to create more selective, cost-effective, and scalable gas sensors. By doing so, they contribute to the rapid market adoption of these solutions, while also promoting the benefits of flexible, high-performance sensors across industries. This collaboration allows the partners to not only reduce development costs but also to demonstrate the long-term sustainability and adaptability of the AMUSENS gas sensor platform in real-world applications.

The AMUSENS project contributes to the development of a new approach to gas sensor technology and its integration into real-world applications. By focusing on **advanced gas sensing platforms using multi-pixel sensors and artificial intelligence**, AMUSENS enables innovative collaboration between education, research, and industry. This approach allows research to directly address industry challenges without the need for traditional barriers or permissions. In return, industry benefits from the expertise of independent specialists without the need to hire in-house experts, while end users receive more reliable and adaptable sensor products, enhancing safety and performance across various sectors.

Chapter 6   Summary and Conclusion

The project dissemination activities and plans are at an excellent level in relation to the project maturity. The technologies are in place and communication channels has been established. As the project progresses and individual research related work packages generate deliverables, there will include more specific content for the target audience.

One area discussed in the report is the dissemination and communication plan. Extensive discussions were held at the partner level to develop a well-defined plan that ensures the wide distribution of project findings. The report also provides a detailed examination of the current status of dissemination and communication tools utilized within the project. This includes an analysis of websites, social media channels, newsletters, and conferences used to disseminate information. Lastly, the report presents an overview of the project's exploitation plans. It outlines strategies for leveraging project outcomes and intellectual property to maximize their commercial potential.

The AMUSENS project covers a very wide area so we expect that communication and dissemination of individual work packages must be tailored for the target audience, mostly by selection of conferences and scientific journals. For early project phases, until M18 at least, the dissemination focus will be on general project awareness and target audience building via continued research and scientific papers publication, and presence at conferences and specialized workshops, emphasized by social media and online presence.

Chapter 7   List of Abbreviations

Abbreviation	Translation
AB	*Advisory Board*
AI	*Artificial Intelligence*
DoA	*Description of Action (Annex 1 of the Grant Agreement)*
KPI	*Key Performance Indicators*
SME	*Small and Medium-sized Enterprises*
WP	*Work Package*

Chapter 8   Appendix – Dissemination Activities

Table 2: Past Dissemination Activities

No	Type of activity	Main Leader	Title	Objective(s) with reference to a specific project output	Target audience[1]	Date	Location
1	Announcement Letter	TEC	Publication of AMUSENS Announcement Letter	Raise Awareness and Interest in the project	TG1-TG5	01.06.2024	online
2	Leaflet	TEC	Publication of Leaflet	Raise Awareness and Interest in the project	TG1-TG5	01.06.2024	online
3	Website	TEC	Publication of project website	Platform for dissemination and communication of the project, it's results and providing access to scientific publications	TG1-TG5	01.06.2024	online
4	Video	TEC	AMUSENS objectives video	Introduction to the AMUSENS project and it' objectives	TG4	01.06.2024	online
5	Social media	A3D	Social Media and website post on the project.	The objective is to bring awareness of the existance of the project.	TG4	23.08.2024	online
6	Press release	LIST	LIST to help develop gas sensors for everyday	Raise awareness about the project, its main objectives	TG1-TG5	01.06.2024	online

- *[1] Scientific community, higher education (TG1)*
- *Policy makers, financial actors (TG2)*
- *Standardization actors (TG3)*
- *End users, commercial actors (TG4)*
- *General public, society (TG5)*

No	Type of activity	Main Leader	Title	Objective(s) with reference to a specific project output	Target audience[1]	Date	Location
			products under new Horizon Europe project				
7	Media Article, Interview	LIST	Risques professionnels : le LIST innove pour protéger les salariés	Raise awareness about the project to a wide audience in Luxembourg (French-reading)	TG5	01.06.2024	Luxembourg (paper) + online
8	Conferences	LIST	Eurotox: poster on SSbD, mentioning Amusens	Raise awareness of SSbD, LIST involvement in EU projects with SSbD component	TG1	08.09.2024	Copenhagen
9	Media Article	SFC	New european project: AMUSENS	Raise awareness about the project, its main objectives	TG2, TG4	18.09.2024	online
10	Social media	IMT	Social Media and website post on the project.	The objective is to bring awareness of the existance of the project and highlight the role of IMT in the different WP	TG1	03.09.2024	online
11	Website	TEC	Blog post	Recap and highlight the successful AMUSENS kick-off meeting (09.-10.09.2024, Luxembourg)	TG1-TG5	10.09.2024	online
12	Interview	TEC	Video Interviews @kick-off meeting	To provide interesting insights into the projects and it's goals and to introduce the partners and their specific backgrounds.	TG1-TG5	09.09.2024	online
13	Newsletter	TEC	AMUSENS Newsletter Issue No 1	Raise awareness and create interest in the project and it's outcomes, providing an overview of past and current developments	TG1-TG5		
14	Website	ELLONA	News	Update on innovation activity Raise Awareness on AMUSENS project and involved partners	TG1-TG5	10.10.2024	online
15	Social Media	ELLONA	Posting	Raise Awareness on AMUSENS project and involved partners	TG1-TG5	16.09.2024 16.10.2024	online

Table 3: Planned Dissemination Activities

No	Type of activity	Main Leader	Title	Objective(s) with reference to a specific project output	Target audience	Date	Location
1	Events (conference, workshop, meeting, round table, etc.)	JLM	Presentation at ISOCS Short Course Winter 2025	Raise awareness and create interest in the project and it's outcomes. Establish links to other research organization	TG1	02.02.2025	Bormio, Italy
2	Video	TEC	AMUSENS use case video	To introduce the various application methods of AMUSENS to the target group.	TG4		online
3	Print material (brochure, leaflet, poster, etc.)	TEC	AMUSENS Factsheet	Raise awareness and create interest in the project and it's outcomes.	TG4, TG5		online