

Dissemination Plan

Matching H2020 project

January, 2017

Danila Cumbo, Enel

Elena Tocci, Francesca Macedonio, Adele Brunetti, ITM



Introduction

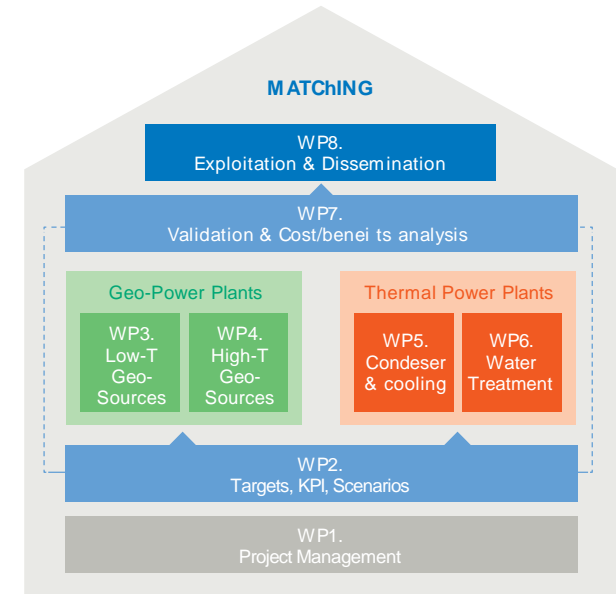
Dissemination of results is regulated by the article 29 of the GA.

According to Article 29.1 of MATCHING Grant Agreement:

“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)”.

MATCHING Partners have dedicated a work package (WP8) to the dissemination and exploitation of the Project results.

The following list of Deliverables are foreseen in WP8:



Deliv Number	Title	Lead Ben	Due date (month)
D8.1	Project visual identity and web site	DTI	3 – released
D8.2	Final Guidebook	EIR	42
D8.3,8.4,8.5	First, Second and Final report on dissemination activity	ITM	15,30,42

Introduction



MATChING Partners wish to describe in the present document the actions that will be undertaken by the Consortium to disseminate the project findings and fulfil technology transfer of MATChING outputs in the industrial domain.

Starting from the plan for dissemination described here, Deliverables D8.3, D8.4 and D8.5 will provide an update of the actions undertaken by the Consortium.

As dissemination is a living process and not all the opportunities for dissemination can be foreseen at this stage, this document will be updated regularly during the process in line with D8.3, D8.4 and D8.5.

Dissemination Plan: CONTENT

- Who/What/To Whom

- How: Communication Activities & Dissemination materials

- When: Plan for dissemination

- Dissemination plan for partners in the project



Who, What, To Whom:

Main Actors, Key Messages and Recipients

Who: MATCHING PARTNERS

Partners in Work Package 8

EIR, ITM, DTI



Plan for dissemination
for WP8

All the Other Partners



Plan for dissemination
for ALL

Who/What/to Whom

Actors

Key Messages

Technology providers and R&D organization

Technology performance, technical improvements and applications in both investigated contexts (fossil fuelled and geothermal power plants).

Utilities

Findings about **optimal operation and management of MATCHING technologies.**
Impact of technologies in their generation fleet and in turn provide this data to the technology providers to determine market size.

MEMBERS OF USERS' GROUP

Users' Group will be constantly informed of the activities and outcomes of MATCHING as well as of publishable results. Their feedback to the project outputs is expected related to policy and regulation, KPI, and to business cases

PARTNERS OF Sister Projects

Provide recommendation, with the final aim to converge in a synergic way to the best technological solutions.

Who We Want To reach

Policy makers

Public Bodies

Other End Users

Market

MATCHING PARTNERS

OTHERS

Who: USERS GROUP – Communication Flow

MATCHING PARTNERS

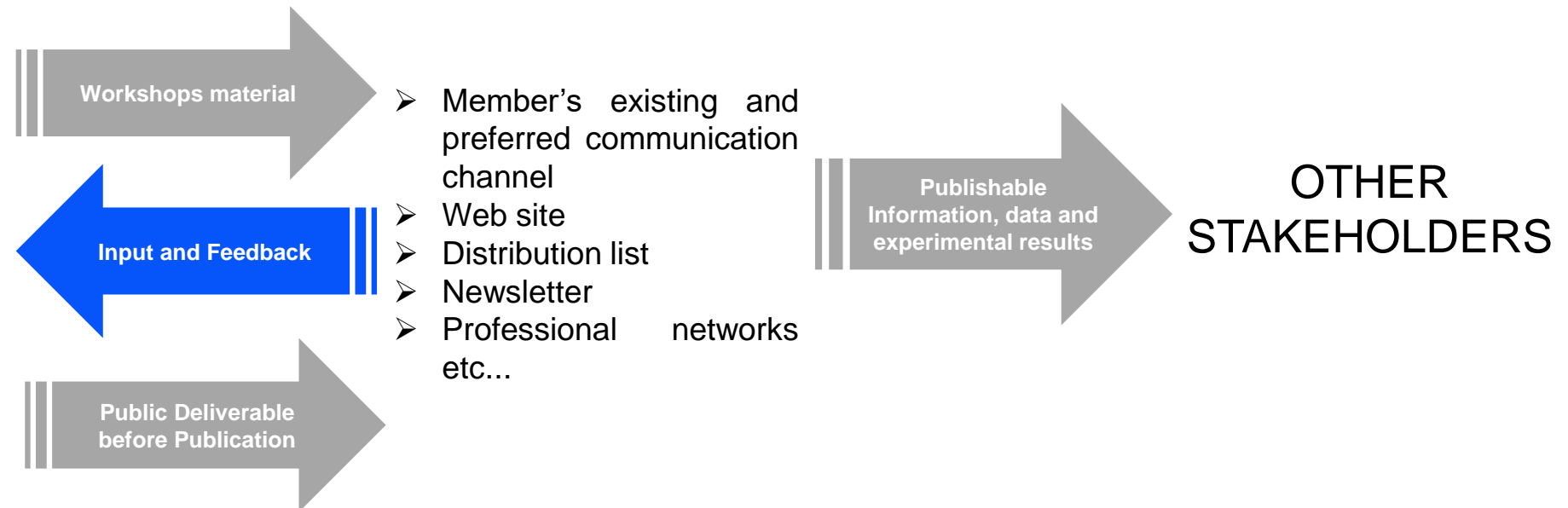
- **Workshops** preferably at **MATCHING demonstration site.**

At least 4 along the project execution. WP leaders (EIR, LBE, VITO, EGP, ENDESA, DNV) will be in charge to organize periodically workshops, also through the web, to discuss the experimental activities and the project results.

The first workshop will be organized to discuss the Key performance indicators (KPI's) of MATCHING technologies

- **14 Public Deliverables** are foreseen in the project. For each WP there will be a final Public Deliverable resuming results of that WP.

USERS GROUP



Who: SISTER PROJECT - Communication Flow

MATCHING PARTNERS

➤ **Joint Workshops** will be organized with other projects treating topics like:

- Water treatment technologies;
- Advanced materials and coatings for thermal and geothermal application
- Energy-water nexus

Workshops material & presentations

Workshops material & presentations

At least 2 along the project execution

SISTERS PROJECT

➤ **Joint Workshops** will be organized with other projects treating topics like:

- Water treatment technologies;
- Advanced materials and coatings for thermal and geothermal application
- Energy-water nexus

Workshops material & presentations

At least 2 along the project execution

OTHERS

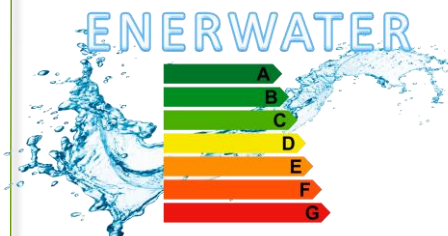
Workshops will be open.
In principle
MATCHING
stakeholders group
and Sister Project
stakeholders will
be invited

Who

MATCHING USERS GROUP



EU H2020 Projects addressing topics of interest for MATCHING



Coordinator	Universidad de Santiago de Compostela
# Partners	9
Start date and duration	March 2015-March 2018
Topic	Improve the overall energy performance of Wastewater Treatment Plants



Coordinator	Enel Green Power
# Partners	7
Start date and duration	May 2015-may 2018
Topic	Novel drilling technology



Coordinator	FUJIFILM Manufacturing Europe B.V. (the Netherlands)
# Partners	10 partners
Start date and duration	May 2016 - April 2020
Topic	Low energy solutions for drinking water production by a REvival of ElectroDialysis systems



Coordinator	Duch Polimer Institute
# Partners	19
Start date and duration	Gennaio 2014-December 2017
Topic	Coatings to contrast Marine biofouling



How:

Communication Activities

How: Communication Activities

A. Website creation and updating

Possibly 3 separate areas: private, public and for USERS GROUP.

Aim is to target at least 25.000 individual site visits during the duration of the project.

B. Scientific & technical publications

Aside from the public deliverables, a total of at least 30 publications are aimed for. Publications include those in peer reviewed magazines as well as oral presentations in international conferences

C. WORKSHOP AND FINAL CONFERENCE

Four workshops will be organized all along the project duration. A final international conference will be organised in Brussels **The conference aims to attract more than 50 key organizations / parties.**

D. PRESS MEDIA

Press media will include general presentation of the project and more technical press releases in occasion of important event. **At least two press releases on the EU continental scale are envisaged,** target size >250.000.

E. SIX MONTHLY

Newsletter

Every six months a newsletter will be released illustrating the main achievements and will be primarily distributed to the group of stakeholders. The newsletter will be also available on the website

F. SOCIALS

A LinkedIn page will be set up and continuously updated

G. VIDEO

A couple of Technical videos and a video of project presentation will be produced and put on the website

H. BROCHURE/ POSTER

Brochure presenting the project overview will be ideated, printed (around 1000 copies) and distributed during conference/workshops/events. Every year a poster with the main project outcomes will be made available on the website.



When:

PLAN FOR DISSEMINATION 2016-2019

When: Plan for dissemination: 2016

	2016					
	Jan-Feb	March-April	May-June	July-Aug	Sept-Octob	Novemb-Decemb
A. Website creation and updating			Website On-line		Web-site continuous improvement	
B. Scientific & technical publications	11th PICWS meeting (Power Industry Cooling Water Specialists), Chatou, France		18th ICMCF (International Congress on Marine Corrosion and Fouling), Toulon, France CLIMA 2016 (12th REHVA World Congress), Aalborg, Denmark		11th Annual ExPPERTS Europe Conference, Krakow, Poland Chemistry in Power Plants 2016 with Technical Exhibition VGB conference	
C. Workshop and Final Conference		First Workshop & Kick off Meeting Pisa			Workshop on KPI - Chatou	
D. Press Media					Project Presentation in the magazine: ICP	Project Presentation in the magazine Modern Power Systems
E. SIX MONTHLY Newsletter					Issue n01 - November 2016	
F. SOCIALS			MATCHING LinkedIn Group			
G. Video						
H. Brochure & Poster				MATCHING POSTER 2016	MATCHING Brochures 1000 copies	
H. Brochure & Poster				MATCHING POSTER 2016	MATCHING Brochures 1000 copies	
G. Video						
F. SOCIALS			MATCHING LinkedIn Group			
E. SIX MONTHLY Newsletter					Issue n01 - November 2016	

When: Plan for dissemination: 2017

	2017					
	Jan-Feb	March-April	May-June	July-Aug	Sept-Octob	Novemb-Decemb
A. Website creation and updating	<div>← Web-site continous improvement →</div>					
B. Scientific & technical publications		European Coatings Show conference,	Heat Exchanger Fouling and Cleaning XII - 2017 Italy-Korea Workshop		19th International Sol-Gel Conference 2017	
C. Workshop and Final Conference					Workshop in MADRID?	
D. Press Media		Sole 24 ore-Platinum edition?			IGUA Spanish magazine: Article on installation of MD in As Pontes?	ICP: Summary of first findings on water treatment (?)
E. SIX MONTHLY Newsletter			Issue n02 -May 2017		Issue n03 - November 20167	
F. SOCIALS	<div>← MATCHING Linkedyn Group continous update →</div>					
G. Video		General video for Project presentation		Technical video		
H. Brochure &Poster				MATCHING POSTER 2017		

When: Plan for dissemination: 2018 - 2019

	2018						2019			
	Jan-Feb	March-April	May-June	July-Aug	Sept-Octob	Novemb-Decemb	Jan-Feb	March-April	May-June	July-Aug
A. Website creation and updating	← Web-site continous improvement →						← Web-site continous improvement →			
B. Scientific & technical publications	← TO BE DEFINED →						← TO BE DEFINED →			
C. Workshop and Final Conference		General Assembly in?			Workshop in PISA/NUOVA SA MARTINO WITH DESCRAMBLE?		General Assembly in?	Final Conference in BRUXSELLES		
D. Press Media	← TO BE DEFINED →						← TO BE DEFINED →			
E. SIX MONTHLY Newsletter			Issue n04 -May 2018		Issue n05 - November 2018				Issue n06 -May 2019	
F. SOCIALS	← MATCHING Linkedyn Group continous update →						← MATCHING Linkedyn Group continous update →			
G. Video					VIDEO with ENEL TV?					
H. Brochure &Poster				MATCHING POSTER 2018					MATCHING POSTER 2018	

Dissemination plan for EIR

Dissemination Activity	Description
A. Website creation and updating	EIR is responsible for the continuous update and improvement of the website in terms of content/organization of pages/update of the news etc... The practical implementation is under DTI responsibility.
B. Scientific & technical publications	EIR will promote the Project in several conferences all along project life. EIR together with ITM is also responsible for keeping record of presentations and publication from other partners. Rules for publication are described in D8.1. Publications in peer reviewed magazines will be put in OPENAIRE and ZENODO.
C. Workshop and Final Conference	At least 4 workshops will be organized by EIR together with WP leaders. All Workshops will be open for MATCHING stakeholders and some of them could be also open for other interested stakeholders upon invitation. EIR will actively contribute to the organization of the final project conference together with ITM to be held in Brussels.
D. Press Media	Two/ three press releases for project presentation will be done in the first 18 months of the project. A couple of articles will be released in cooperation with concerned Partners in correspondence of specific events (like Nuova San Martino Hybrid tower installation). Two/Three articles will be released in correspondence of the final conference.
E. SIX MONTHLY Newsletter	EIR is responsible for the Project six monthly newsletter. Contribution from different partners will be collected in due time for newsletter release. It will be distributed to project stakeholders and put on the web site for public information.
F. SOCIALS	EIR will create the MATCHING LinkedIn group, will invite people to join and will participate to the discussion
G. Video	A promotional video for project presentation will be prepared.
H. Brochure &Poster	Brochure and Posters for project presentation will be prepared.

Dissemination plan for DTI

Dissemination Activity	Description
A. Website creation and updating	DTI is responsible for the practical implementation of website improvements and updates following EIR and ITM suggestions. DTI is also responsible for putting on-line the Project publishable content (publication/papers/news/newsletters/video etc...)
B. Scientific & technical publications	DTI as all the other MATCHING partners will take every chance to disseminate the project results through participation to conferences, workshops trade fairs, and through publication in peer reviewed magazines
C. Workshop and Final Conference	DTI as all the other MATCHING partners will actively participate in the workshop and final conference organization. DTI gives his availability to present his own results during such events.
D. Press Media	
E. SIX MONTHLY Newsletter	DTI as all the other MATCHING partners will collaborate to MATCHING six monthly newsletter providing an update on the progress of its activity within the project
F. SOCIALS	DTI will join MATCHING LinkedIn group. DTI will invite his contacts to join MATCHING LinkedIn and will initiate and participate to the discussion.
G. Video	
H. Brochure &Poster	DTI will participate to the brochure and poster preparation

Dissemination plan for ITM

Dissemination Activity	Description
A. Website creation and updating	ITM is responsible for the continuous update on the website of the section « NEWS and EVENTS»
B. Scientific & technical publications	ITM is responsible for keeping records of the participation of Partners at conferences and events. ITM will also promote conferences of interest for the project that will be announced on the project website and distributed to all the partners to keep them informed.
C. Workshop and Final Conference	ITM is responsible for the organization of the final conference in Bruxelles
D. Press Media	ITM will collaborate with EIR for the dissemination through international magazines of MATCHING approach and results
E. SIX MONTHLY Newsletter	ITM as all the other MATCHING partners will collaborate to MATCHING six monthly newsletter providing an update on the progress of its activity within the project In addition to that ITM will write in all the Newsletter edition the section related to the «Forthcoming Events»
F. SOCIALS	ITM will join MATCHING LinkedIn group. ITM will invite his contacts to join MATCHING LinkedIn and will initiate and participate to the discussion.
G. Video	ITM will check internally the possibility to produce a technical video showing experiments at ITM lab.
H. Brochure &Poster	ITM is responsible for the yearly poster showing the most interesting MATCHING results every year.

Dissemination plan for all the other Partners



B. Scientific & technical publications

Partners will take every chance to disseminate the project results through participation to conferences, workshops trade fairs, and through publication in peer reviewed magazines

C. Workshop and Final Conference

Partners will actively participate in the workshop and final conference organization giving their availability to present their own results during such events.

E. Six Monthly Newsletter

Partners will collaborate to MATCHING six monthly newsletter providing an update on the progress of their activity within the project

F. Socials

Partners will join MATCHING LinkedIn group, will invite their contacts, initiate and participate to the discussion.

G. Video

Partners, in particular those involved in lab and pilot plants installations, will check the possibility to make video of their activities.

Dissemination plan for all the other Partners

B. Scientific & technical publications

In order to reach as many people as possible, **Partners that will give an oral or poster presentation** in a conference will be asked to:

- Provide the publishable material;
- Provide some pictures of the event;
- Publish the news on MATCHING LinkedIn group

News

MATCHING website

Latest news

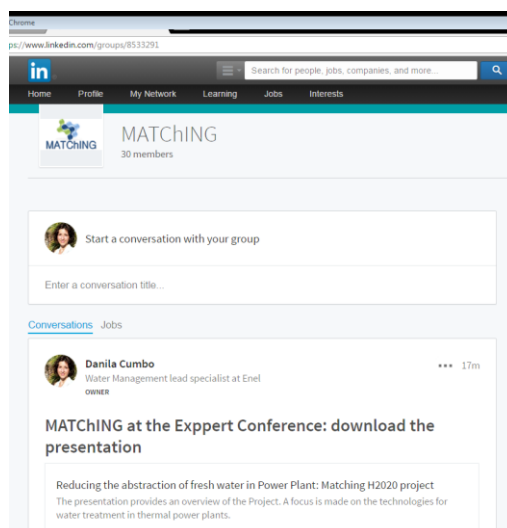


First MATCHING workshop in Chatou (near Paris) was a great success.

The project's first workshop on *Key Performance and Success Indicators* took place on September 21, 2016 at EDF's Research Center. 45 participants from both partners and stakeholders shared results and visited EDF's demonstration facilities.

[Read more](#)

Linkedin



Publishable material

MATCHING website

Publications / conference presentations

Click on title to open a pdf-file (if available)

Publications in technical magazines

E. Melone (2016) Ridurre l'acqua nel Power: tecnologie a confronto. ICP magazine December 2016, 90-94 (in Italian)
(Page 90-91)
(Page 92)
(Page 93-94)

Peer-reviewed publications

Conference presentations

07-08 September 2016 11th Annual EXPERT'S Europe Conference, Krakow, Poland
"Reducing the abstraction of fresh water in power plants: Matching H2020 project" by D. Cumbo (Enel)
19-24 June 2016 18th IMCF (International Congress on Marine Corrosion and Fouling), Toulon, France
"Preventing biofouling in steam condensers: The MATCHING approach" by R. Ordenerwater (Materia Nova)
22-25 May 2016 CLIMA2016 (12th REHVA World Congress), Aalborg, Denmark
"Coatings to prevent frost" by S. Holberg (CTI)
28-29 January 2016 11th PICWS meeting (Power Industry Cooling Water Specialists), Chatou, France
"The EU Project MATCHING: Materials & technologies for performance improvement of cooling systems in power plants" by D. Cumbo (Enel)

ZENODO



This project has received funding from
the *European Union's Horizon 2020*
research and innovation programme
under grant agreement N° 686031.



The content of this presentation reflects the
author's view. The *Commission is not*
responsible for any use that may be made of the
information it contains