

## D7.1

### Plan for dissemination and exploitation including communication activities

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<b>Project title</b>	Advanced modelling and characterization for power semiconductor materials and technologies
<b>Start date of the project</b>	1 <sup>st</sup> January 2023
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<b>Abstract</b>	This deliverable presents the AddMorePower communication kit, including the project's visual identity as well as communication and dissemination materials. It also briefly outlines the exploitation plan.
<b>Keywords</b>	Communication kit, collaborative tools, infrastructure, website, homepage, internal communication.



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## Executive Summary

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

The AddMorePower 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.

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

Scientific research is communicated via standard channels including submission of research results as papers to journals and conferences, active participation at these venues as presentations or workshops at prestigious conferences with focus on semiconductors, power electronics, characterisation and modelling.

Detailed lists of past activities and planned ones for the rest of the calendar year 2023 are provided in Appendix A – Past dissemination activities.

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## Chapter 1 Introduction

This deliverable provides an overview of the AddMorePower 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. In addition, in M18 D7.2 will be created, addressing the AddMorePower exploitation roadmap. As thoroughly described in our initial plan of dissemination (D), communication (C) and exploitation (E) activities (DoA – Section 2.2) our activities are clustered into three main phases, as illustrated in Figure 1.

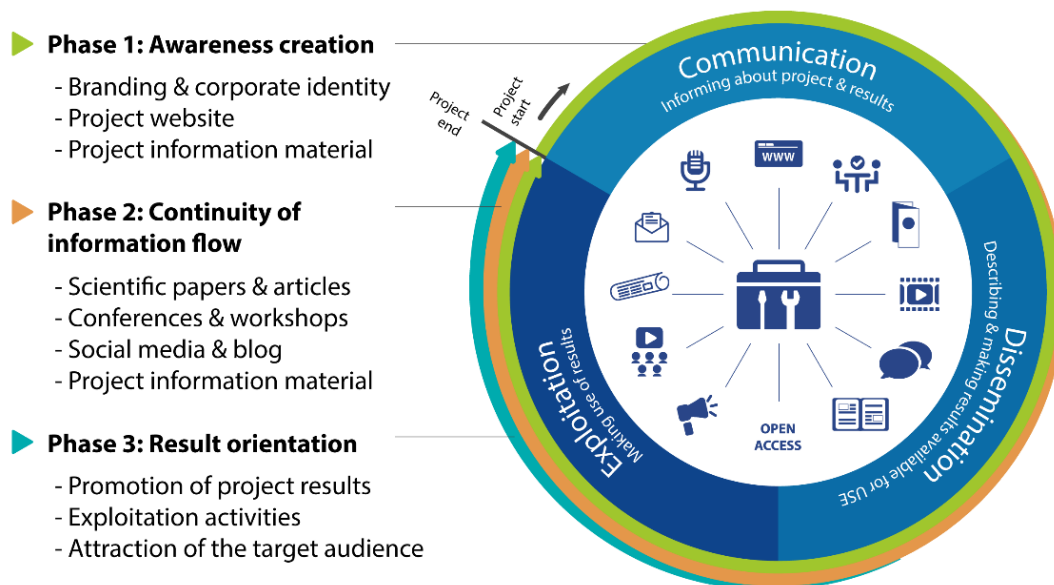


Figure 1: AddMorePower communication, dissemination and exploitation phases

The first phase is called “awareness creation” and consists of building up the AddMorePower branding and corporate identity, as well as establishing the AddMorePower website and additional project information material, such as standard templates for project documents and presentations.

In the second phase, the consortium partners will 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 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. Twitter, 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.

This deliverable constitutes the first essential communication kit regarding the AddMorePower project's activities, including a narrative text, photographs, slides and any other suitable communication material, complemented with copyright licences for the European Commission. This kit will be updated in D7.3 "Final plan for dissemination & communication of results, and Report on Standardisation activities". The external IT communication infrastructure constitutes a guideline for presenting the AddMorePower project to external target groups including conferences, dissemination and communication channels.

A whole set of tools are established for the cooperation within the project and help enable the dissemination of project results to the general public. The main components of the knowledge management infrastructure include the following:

- *Repository Service*: A log-in protected shared file server is provided for easy synchronization and collaboration on project activities and deliverables.
- *Mailing Lists*: For efficient communication there are several mailing lists, created e.g., administrative, technical, financial, legal and WP mailing lists.
- *Public Website*: A public dissemination website running on the Wordpress content management system (CMS).

The project repository used (iShare) for shared documents and collaborative editing for technical and similar deliverables is protected with log-in credentials and managed by IFAT.

## Chapter 2 Dissemination and communication strategy

A clear communication and dissemination strategy is essential and a forerunner for the execution of a dissemination and communication plan. Therefore, the AddMorePower project has set out a clear strategy for dissemination and communication (Figure 2). The strategy defines the audiences the project aims to target and details why such audiences should be targeted, and by which means.

While talking about communication the goal is to highlight the benefits of the AddMorePower project for society, e.g., by showing the public society and media the impact of our project on everyday lives. When it comes to dissemination the goal is to transfer knowledge and make project results available to an audience that may take an interest.

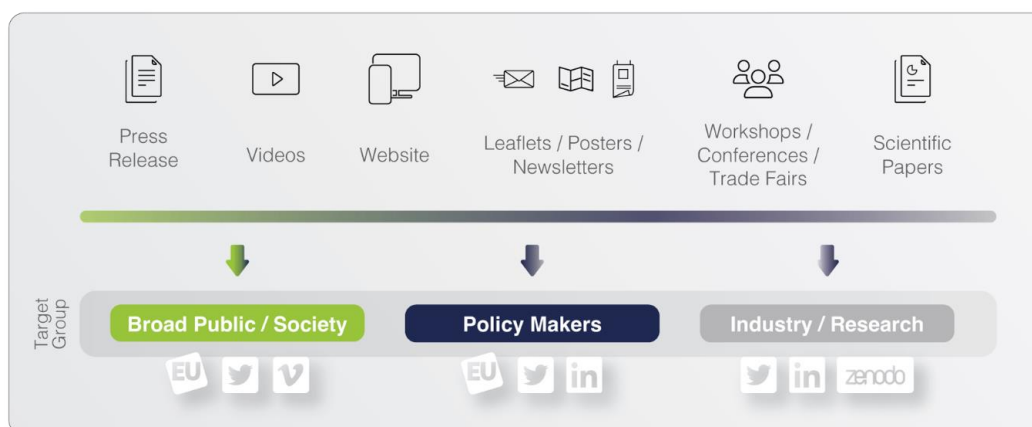


Figure 2: The AddMorePower Dissemination & Communication strategy

### 2.1 Visual identity of the project

The creation of a corporate visual identity plays a significant role in the way the AddMorePower 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.

#### 2.1.1 Project logo

To improve its visibility, the AddMorePower project has adopted a project logo. TEC 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. The two versions of the logo, in horizontal and vertical format, are shown in Figure 3:



Figure 3: AddMorePower project logo in vertical and horizontal format



## 2.1.2 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. Examples of templates are shown in Figure 4 and Figure 5:

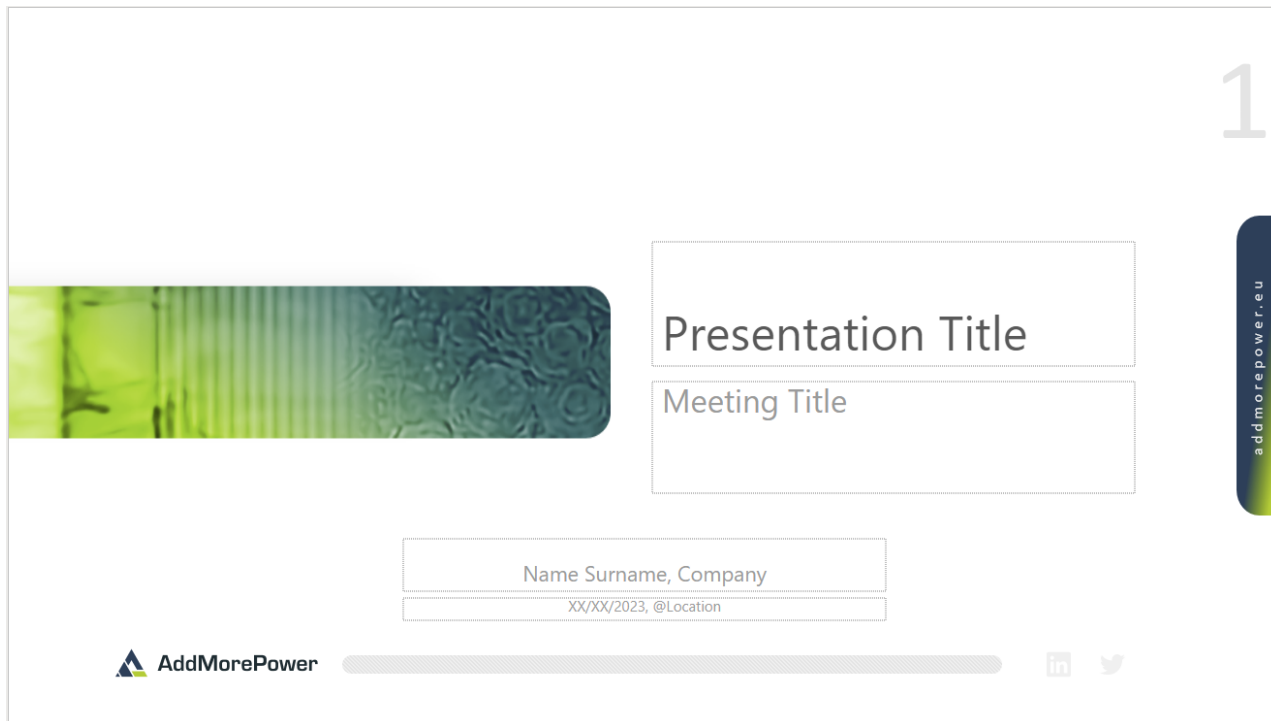
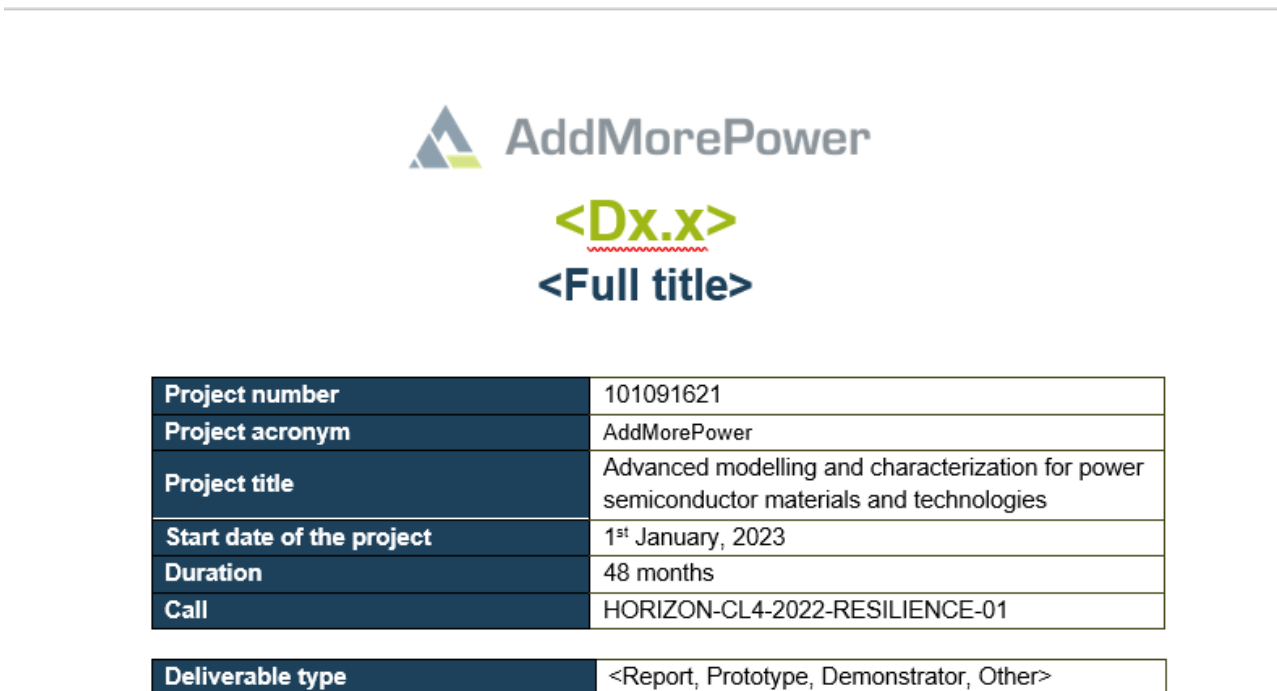


Figure 4: AddMorePower Power Point template



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<b>Deliverable type</b>	<Report, Prototype, Demonstrator, Other>

Figure 5: AddMorePower deliverable template

## Chapter 3 Dissemination and communication targets

During the proposal phase of AddMorePower, an initial communication, dissemination and exploitation plan was already set up, stating different audiences, what the objective of reaching the audience would be and what the impact of reaching them will be. This plan is the basis for D7.1 and can be found in Section 2.2 of the DoA.

In order to assess the effect of the dissemination and communication activities on the target audience, a number of Key Performance Indicators (KPI) have been selected, allowing to measure progress towards fixed goals for dissemination activities. These KPIs are repeatedly referenced in the document. The following table collects the selected KPI:

*Table 1: Key performance indicators for dissemination and communication activities*

Dissemination activity/ channel	KPI	KPI-Target
<b>AddMorePower website</b>	<ul style="list-style-type: none"> <li>• Number of visits</li> <li>• Number of new and returning visitors</li> </ul>	At least 5000 visits per year
<b>Newsletter</b>	<ul style="list-style-type: none"> <li>• Number of contacts</li> <li>• Number of downloads</li> </ul>	At least 1000 subscribers, twice a year
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Number of postings</li> <li>• Number of follower/contacts</li> <li>• Engagement rate</li> </ul>	At least 500 views per post
<b>Scientific journals and conferences</b>	<ul style="list-style-type: none"> <li>• Number of publications per year</li> <li>• Number of views per publication</li> <li>• Number of attendees</li> <li>• Number of citations</li> <li>• Feedback received</li> </ul>	At least 15 scientific papers during the project
<b>Presentations, workshops, summer/winter school</b>	<ul style="list-style-type: none"> <li>• Number of attendees</li> <li>• Number of events</li> </ul>	50-60 participants

## Chapter 4 Dissemination and communication kit

This chapter describes the AddMorePower 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. All these materials are freely accessible for download on the project website. Additional materials, which will be created throughout the duration of the project, will be added in D7.3 “Final plan for dissemination & communication of results, and report on standardisation activities”.

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 sentence:



*“Funded by the European Union under grant agreement no. 101091621. 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 AddMorePower, 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 AddMorePower project website is available on the following link: <https://addmorepower.eu/>

The design of the website is based on the templates and colours of the AddMorePower logo to establish a strong project identity in all communication activities.

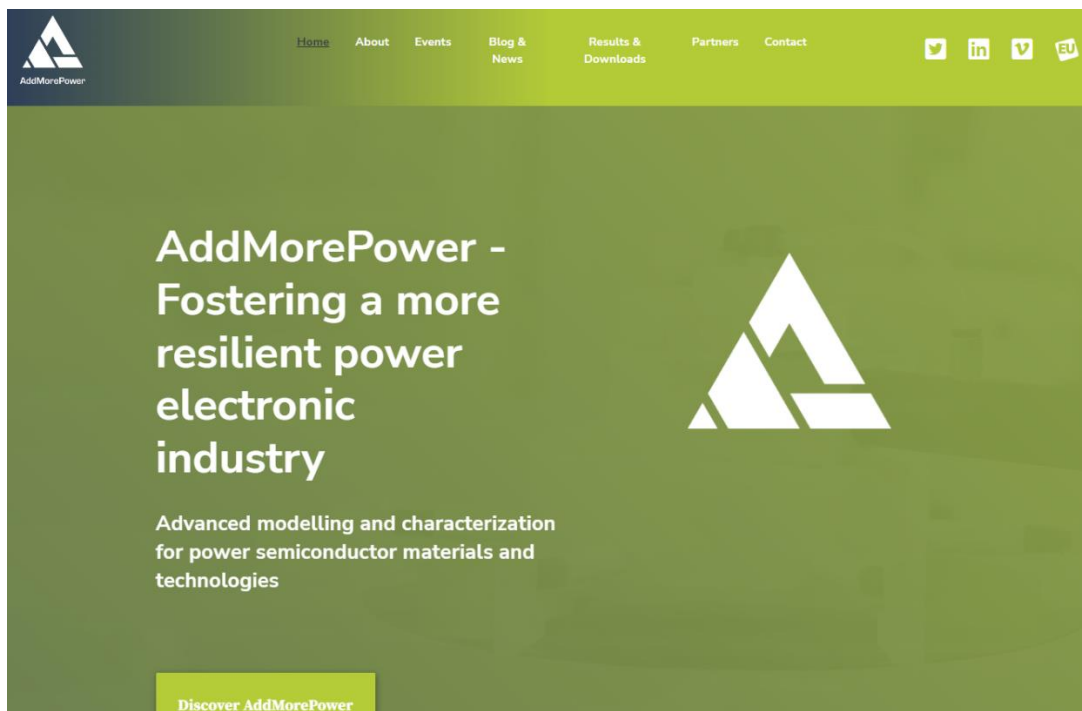


Figure 6: The main page of the AddMorePower project website

Figure 6 illustrates the start page of the AddMorePower website. The main categories on the front page are: Home, About, Events, Blog & News, Results & Downloads, Partners and Contact.

- **Home**  
In the first category, the visitor receives information about the project consortium and the contact persons. Furthermore, the most recent blog entries and events related to the project are shown.
- **About**  
In this area visitors can find an overview of the AddMorePower project. This includes the project's vision, mission and key facts. It also provides an overview of the project's motivation, objectives and work packages as well as the related projects AddMorePower is collaborating with.
- **Events**  
This category shows past and upcoming events related to the AddMorePower project where project partners are involved.
- **Blog & News**  
The consortium members can post relevant information on this blog, which includes a reflection on past events and activities partners participated, call for papers, interviews with partners on events, as well as discussing recent publications.
- **Results & Downloads**  
Here, visitors can see and download project publications, papers, presentations and public technical deliverables. For convenience the section is structured in scientific publications, public deliverables and dissemination & communication.
- **Partners**  
This page presents an overview of the AddMorePower partners and their roles in the project.
- **Contact**  
Using this page, website visitors can send an email directly to the coordinator of the AddMorePower project, e.g., general feedback or questions regarding the project or website.

Each page of the AddMorePower 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 has been successfully tested on several web browsers (e.g., Chrome, Firefox) in January 2023.

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 analyzer distributed with GNU GPL. Some of the available metrics are:

- The number of unique visitors;
- The number of total visits;
- Top 10 downloads;
- The geographical distribution of the visitors' locations;
- The ratio between new and returning visitors.

## 4.2 Announcement Letter

On 2<sup>nd</sup> February 2023 the official AddMorePower announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview about the participating partners. The announcement letter can be found also on the project website: [https://addmorepower.eu/wp-content/uploads/2022/10/AddMorePower\\_Announcement\\_Letter.pdf](https://addmorepower.eu/wp-content/uploads/2022/10/AddMorePower_Announcement_Letter.pdf)

### 4.3 Leaflet

The AddMorePower leaflet was made available to the consortium in M04 (see Figure 7). TEC was responsible for the content and design of it in cooperation with the coordinator IKTS. It is an informative and graphically appealing A5 leaflet, highlighting the AddMorePower 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 AddMorePower project. An electronic version of the leaflet is available on the project website: [https://addmorepower.eu/wp-content/uploads/2023/04/AddMorePower\\_Leaflet\\_web.pdf](https://addmorepower.eu/wp-content/uploads/2023/04/AddMorePower_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;
- Project main goals;
- The consortium members and their country of origin;
- The contact persons for the project.



Figure 7: AddMorePower project leaflet



## 4.4 Videos

The AddMorePower consortium will publish videos and interviews throughout the project. Video material with durations of up to 2 minutes and animated 2D/3D content will be produced by TEC and published on Vimeo. There will be at least one promotional video and one video on the impacts. A short introductory video has also been prepared already.

TEC'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/>, TEC's platform for research innovation.

The links to the videos and interviews will also be published on the different social media channels. These videos will then also be shared on the AddMorePower website and on the project social media channels. The first AddMorePower video introducing the project can already be seen on AddMorePower platforms:

- Short introductory video



Figure 8: AddMorePower introduction video

## 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 Twitter and LinkedIn to this end.

- *Twitter* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 280 characters, known as "tweets". The AddMorePower project is available on: [https://twitter.com/AddMorePower\\_HE](https://twitter.com/AddMorePower_HE)
- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. The AddMorePower project is available on: <https://www.linkedin.com/company/addmorepower-horizon-europe-project-101091621/>

Direct links to the AddMorePower Twitter Account and the LinkedIn page can be found on the AddMorePower website.

## 4.6 Newsletter

The AddMorePower Consortium will publish a periodic newsletter twice a year, informing about the main outcome and results of the project. In fact, newsletters are an efficient communication channel to provide news on the project progress, and to discuss ongoing topics relevant to AddMorePower for internal and external project partners, stakeholders and other interested bodies. In addition, publications and participation in conferences will be promoted in the newsletters. The newsletters can be found in section Blog & News of the AddMorePower website and are posted via the AddMorePower Twitter and LinkedIn accounts to raise further public awareness. The first issue was published in June and is available here:

[https://addmorepower.eu/wp-content/uploads/2023/06/AddMorePower\\_Newsletter\\_issue\\_01.pdf](https://addmorepower.eu/wp-content/uploads/2023/06/AddMorePower_Newsletter_issue_01.pdf).



Figure 9: AddMorePower project newsletter

## 4.7 Collaborative tools

A set of collaborative tools are provided by the coordinator to facilitate the cooperation within the project and to assist in the coordination work among consortium partners. These tools are:

- A project repository (iShare) for shared documents and collaborative editing for technical and smaller deliverables that is maintained and managed by IFAT with the support of KAI.
- Mailing lists information exchange, managed by TEC.
- MS Teams for remote telephone conferences.
- [NOMAD](#) (NOvel MAterials Discovery) repository for sharing and publishing the data under FAIR data principles, managed by KAI with the support of ESRF.

# Chapter 5 Dissemination and communication activities

## 5.1 Past dissemination activities

At the time of writing this document the AddMorePower project is approaching month M06 of the execution. Dissemination activities were focused on activating most of the communication channels and primarily addressed “project awareness” goals. Despite the early stage of project, several research results were generated and AddMorePower presence at the international conferences has started.

Table 2 shows a detailed breakdown of dissemination activities. A more detailed overview of the individual activities is provided in *Appendix A – Past dissemination activities*.

Table 2: Past dissemination activities overview

Category	Activity description
General communication and project awareness	Website – regular updates
	Social media – LinkedIn, Twitter posting
	Press releases by the AddMorePower project and consortium partners
	Flyer – available in electronic version
	Newsletter Issue #1 published in M06
Cooperation with other EU projects	Interaction with other successful projects in our call RES-01-19. So far, the introduction with D-STANDART, KNOWSKITE-X, MatCHMaker and CoBRAIN project has started.



## 5.2 Planned dissemination activities

For the rest of 2023 – project months M07-M12 – the consortium plans to start presenting scientific progress, contribute talks to conferences, and to continue general communication about the project's progress. Table 3 shows an overview of the planned dissemination activities.

*Table 3: Planned dissemination activities overview*

<b>Category</b>	<b>Activity description</b>	<b>Period</b>
Scientific papers	Targeting conferences taking place end of 2023 and beyond	During the project
General communication, project awareness	Continue using already established channels to communicate project progress and milestones (AddMorePower platforms and partners communication channels)	During the project
Newsletter	Start regular newsletter submission, minimum two per year	During the project

## Chapter 6 Exploitation plans

The early stage of the AddMorePower 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 (mostly a topic for 2026 and beyond) we are closely monitoring project outcomes for early exploitation opportunities.

The end of project exploitations will be based around the deliverables and addressed objectives of AddMorePower project and activities there go beyond 2026. 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 course of the AddMorePower project.

Research oriented partners – IKTS, ESRF, CNRS, DXS KUL, UL-LEM3 and IPM - primary focus and interest is to continue research activities in the field of power electronics, modelling and characterization methods.

Industry partners – IFAT, KAI - focus is to deploy the AddMorePower results add the microelectronics industry community aspects.

The AddMorePower project contributes to the creation of a new way of working and collaborating on semiconductor material and technology. It's an innovative way where education and research can be applied on real industry challenges. Industry in rewards is gaining independent expertise from subject matter experts without a need to hire such experts, and end users get more secure products.

## Chapter 7 Standardization

One of the key objectives is to start communication with standardization bodies to make them aware of the paradoxical situation of existing standardization schemas where public availability of implementation details automatically means that such component or device is not secure. We anticipate this is going to be challenging as it has a potential to trigger big changes compared to how standardization works currently.

The consortium is planning to start standardization activities as a part of Task 7.4 that is kicking-off this month (M06). This task aims at providing close bilateral interaction between the project and relevant standardization bodies, particularly with CEN and national bodies via e.g. the EMMC partnership and activities and any standards activity initiated during the execution of the project.

The task will be responsible for closely monitoring relevant standards and feedback news about the latest industry agenda items relating to research topics. It will also manage and disseminate project contributions in these bodies with the particular objective of steering the discussions and direction of the relevant standardization entities towards the technological gains of the project.

## Chapter 8 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 have been established. As the project progresses and individual research related work packages generate deliverables, there will be more specific content for the target audience.

The AddMorePower 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, till month M14 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 9 List of Abbreviations

<b>Abbreviation</b>	<b>Explanation</b>
DoA	<i>Description of Action (Annex 1 of the Grant Agreement)</i>
CEN	<i>European Committee for Standardization</i>
EMMC	<i>European <b>M</b>aterials <b>M</b>odelling <b>C</b>ouncil</i>
FAIR data principles	<i>Open Research Europe framework promoting <b>F</b>indable, <b>A</b>ccessible, <b>I</b>nteroperable and <b>R</b>eusable data</i>
WP	<i><b>W</b>ork <b>P</b>ackage</i>

## Chapter 10 Appendix A – Past dissemination activities

Table 4: Past dissemination activities

No	Type of activities	Main Leader	Title	Date	Place	TG1 <sup>1</sup>	TG2 <sup>2</sup>	TG3 <sup>3</sup>	TG4 <sup>4</sup>	TG5 <sup>5</sup>	TG6 <sup>6</sup>	Type and goal of the event / website	Countries addressed
1	Other	TEC	Project Logo	2.1.2023	Online	N/A	N/A	N/A	N/A	N/A	N/A	Logo will be used for various AddMorePower dissemination activities, deliverables, publications, presentations, etc.	International
2	Website	TEC	AddMorePower Website	28.1.2023	Online	180	120	180	180	100	120	<a href="https://addmorepower.eu/">https://addmorepower.eu/</a>	International
3	Social Media	TEC	AddMorePower LinkedIn Account	31.1.2023	Online	N/A	N/A	N/A	N/A	N/A	N/A	<a href="https://www.linkedin.com/company/addmorepower-horizon-europe-project-101091621/">https://www.linkedin.com/company/addmorepower-horizon-europe-project-101091621/</a>	International
4	Social Media	TEC	AddMorePower Twitter account	1.2.2023	Online	N/A	N/A	N/A	N/A	N/A	N/A	<a href="https://twitter.com/AddMorePower_HE">https://twitter.com/AddMorePower_HE</a>	International
5	Press release	TEC	Announcement Letter	2.2.2023	Online	50	30	70	100	20	250	To inform stakeholders about the project start: <a href="https://addmorepower.eu/wp-content/uploads/2022/10/AddMorePower_Announcement_Letter.pdf">https://addmorepower.eu/wp-content/uploads/2022/10/AddMorePower_Announcement_Letter.pdf</a>	International

<sup>1</sup> TG1: Scientific Community

<sup>2</sup> TG2: Industry (incl. Investors & Costumers)

<sup>3</sup> TG3: Civil Society (e.g. NGOs)

<sup>4</sup> TG4: General Public

<sup>5</sup> TG5: Policy Makers

<sup>6</sup> TG6: Media (e.g. press)

No	Type of activities	Main Leader	Title	Date	Place	TG1 <sup>1</sup>	TG2 <sup>2</sup>	TG3 <sup>3</sup>	TG4 <sup>4</sup>	TG5 <sup>5</sup>	TG6 <sup>6</sup>	Type and goal of the event / website	Countries addressed
6	Flyer	TEC	AddMorePower Leaflet	24.4.2023	Online	150	100	100	120	50	145	<a href="https://addmorepower.eu/wp-content/uploads/2023/04/AddMorePower_Leaflet_web.pdf">https://addmorepower.eu/wp-content/uploads/2023/04/AddMorePower_Leaflet_web.pdf</a>	International
7	Participation to a Conference	KAI	EMMC Workshop	26.4.2023	Vienna	50	15	5	0	10	0	<a href="https://emmc.eu/emmc-2023">https://emmc.eu/emmc-2023</a>	International
8	Newsletter	TEC	Newsletter Issue #1	20.6.2023	Online	40	20	0	10	0	10	<a href="https://addmorepower.eu/wp-content/uploads/2023/06/AddMorePower_Newsletter_issue_01.pdf">https://addmorepower.eu/wp-content/uploads/2023/06/AddMorePower_Newsletter_issue_01.pdf</a>	International