



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement № 951768, project MARVEL

H2020-EIC-FETPROACT-2019
EIC Transition to Innovation Activities



Evolving reversible iMmunocapture by membrane sensing peptides:
towARds scalable extracellular VESicles isolation

Starting date of the project: 01.11.2020
Duration: 24 months

= DELIVERABLE D6.2 =

Project dissemination and communication strategy

Due date of deliverable: 28/02/2021
Actual submission date: 25/02/2021

Responsible WP: Yevhen Horokhovatskyi, WP6, AMI
Responsible TL: Yevhen Horokhovatskyi, AMI
Revision: V3.0

Dissemination level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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DOCUMENT CONTROL

Document version	Date	Change
V1.0	08.02.2021	First draft
V2.0	10.02.2021	Revised by Coordinator
V3.0	11.02.2021	Revised by Exploitation Manager

VALIDATION

Reviewers	Name	Validation date
Work Package Leader	Yevhen Horokhovatskyi	11.02.2021
Project Manager	Yevhen Horokhovatskyi	11.02.2021
Exploitation Manager	Natasa Zarovni	11.02.2021
Coordinator	Marina Cretich	12.02.2021

DOCUMENT DATA

Keywords	Dissemination and communication activities, flyer, website, stakeholders, audience
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Delivery date	12.02.2021

DISTRIBUTION LIST

Date	Document version	Recipients
25.02.2021	V3.0	EC via portal, partners via ownCloud, public via MARVEL website

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EXECUTIVE SUMMARY

Timely and effective communication and dissemination of results are an essential part of every research and innovation project. This ensures that the gained knowledge or exploitable outcomes can benefit the whole society, and that any duplication of research and development activities is avoided.

This communication and dissemination strategy for the MARVEL project has been developed as a preliminary plan to fulfil the aforementioned goals. This strategy ensures, that all possible communication and dissemination routes are identified and used throughout the course of the project. Additional routes will be investigated and if found this document will be updated.

It is vital that the communication and dissemination of the project's achievements should never jeopardise intellectual property (e.g. patent, product design) or further industrial application. In order to address this, before any activity (e.g. publication, presentation, etc.), strict rules of prior notice to all partners will be applied according to EC guidelines and the MARVEL Consortium Agreement. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm their interests.

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1. INTRODUCTION

Deliverable D6.2 *Project dissemination and communication strategy* is part of the task T6.1 *Dissemination and communication*. The task states that partners will define a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project). The dissemination activities and plan will be updated periodically on the “MARVEL recording dissemination and plan” Excel file. Information regarding dissemination will also be included in the periodic reports.

The dissemination and communication strategy outlines the main elements and strategic choices regarding the dissemination and communication activities of the MARVEL project towards the most important stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities in order to achieve the identified main objectives: implementation of communication activities targeted towards different stakeholders, production of publicity materials for project outputs awareness and involvement of the community throughout all phases of the project. Active participation in conferences, workshops, exhibitions, and courses, as well as fostering relationships with other framework projects and initiatives (clustering activities) are key initiatives for this plan.

2. DISSEMINATION AND COMMUNICATION RULES

2.1. Internal communication

Internal communication is one of the most important factors determining the success of a consortium. It is as important as the external communication, although in some cases can easily be overlooked. Some partnerships focus more on external communication with the target groups, neglecting communication flows among themselves. This should be at all costs avoided by institutions who are spread across different countries, and who cooperate on an EU-funded project, since their geographical dispersion alone makes their joint work extremely challenging.

Proper communication flow means that the information is concrete, clear, and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.

The main objectives of internal communication within MARVEL are to:

- Share information among partners.
- Inform constantly about project progress.
- Synchronise activities of the partners and resolve interdependencies.
- Identify problems (if any) and find proper solutions.
- Make decisions on project changes (if any).

Communication among the six partners will be carried out in the following manner: physical meetings are organised every 6 months (pending the Coronavirus health emergency and related travelling restrictions), Project Steering Committee (PSC) teleconferences are organised bi-monthly. Within the individual WPs, the partners communicate on a daily basis. Any problematic issues will be immediately dealt with using appropriate solutions proposed in cooperation with involved partners.

To efficiently exchange information and documents internally, MARVEL uses a cloud-based management and storage platform (ownCloud) hosted by AMIRES. All partners have easy access to ownCloud and therefore to the latest information, documents, and templates therein stored.

2.2. External communication

In relation to the external communication, the dissemination of the project's achievements should never jeopardise the protection of generated intellectual property (e.g. patent, product design) or further industrial application. In order to address this, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm the partner's interests. The Dissemination Manager (Yevhen Horokhovatskyi) in cooperation with the Exploitation Manager (Natasa Zarovni) will follow all the above described approval processes and will act as an internal executive approval body for any dissemination action organised by different partners.

All project outcomes will acknowledge the support of the European Commission as requested by Article 29 (Dissemination of Results, Open Access, Visibility of EU Funding) and Article 38 (Promoting the Action, Visibility of EU Funding) of the H2020 MGA. Unless it goes against their legitimate interests, each beneficiary must 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). This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply. The process of dissemination can be found in more detail (e.g. time schedule for prior notice and partner's approval) in the signed Consortium Agreement.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the submission. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the

notice. If no objection is made within the time limit stated above, the publication is permitted. (Error! Reference source not found.).

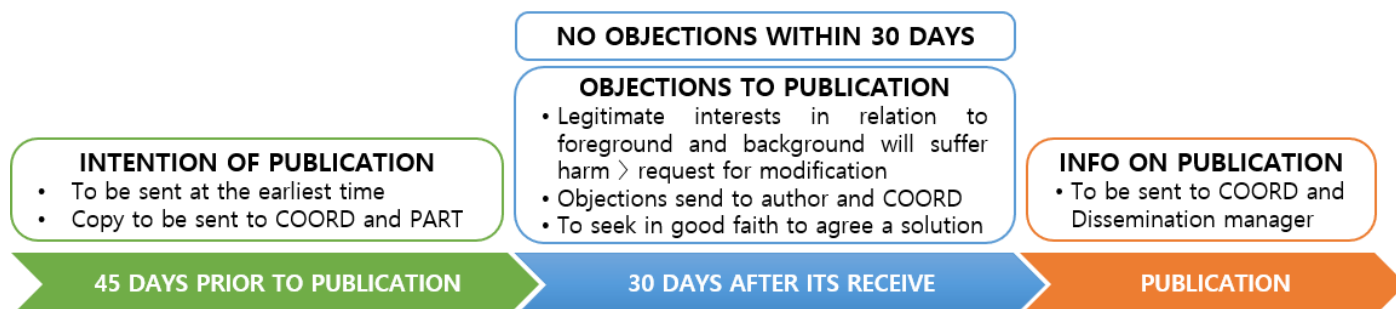


Figure 1. Information and timeline of intention of publication; COORD: Coordinator; PM: project manager; PART: participant planning a dissemination activity.

The following information shall always be stated in any publication about results from the MARVEL project: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement № 951768, project MARVEL”.

The procedures to allow all dissemination materials to be quality assured, including both the content and layout, are established with the aim of checking: (i) the messages transmitted outside of the consortium, including the suitability of the messages for the people addressed, emphasising the benefits and relevance for industry (when applicable); (ii) the technical contents in order to ensure the quality of achieved scientific and research objectives; (iii) that scientific papers and publications contain sufficient reference to the project; and (iv) layout quality and overall suitability.

A role of a Dissemination Manager (WP6 Leader, Yevhen Horokhovatskyi, AMI) has been established in order to plan, follow, undertake and monitor the planned communication and dissemination activities. Regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.

2.3. Guidelines for partners

The European Commission is encouraging the Dissemination Leaders to record, track, monitor, coordinate and report all the project dissemination activities (publications, participation in events, contributions within press and media) with dedicated deliverables and updates within the Periodic Reports. An Excel file has been prepared in order to track each partner’s contribution, keep a complete list of possible future actions and monitor/assess each dissemination activity. This file, created at the very beginning of the project, is composed of three different sheets: Scientific publications, Events and Press & Media. The tables include information about each dissemination activity performed within the project (type and title, URL and references, targeted public and participants, date, location, MARVEL partner responsible for such dissemination, visibility level, etc.) and associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, newsletter, etc., oral presentations, DEMO/video show, stand/booth, press releases, post in social media, interviews and videos, etc.). It is distributed amongst the consortium members and updated internally every 6 months of the MARVEL project duration. This updated information will be inserted in the Periodic report towards the EC.

Dissemination recording: SCIENTIFIC PUBLICATIONS									
Scientific publication (name of the journal/book)	Publisher	D.O.I.	Title of the MARVEL article/abstract/manuscript/thesis	Partner responsible/main author	Authors	Volume and relevant pages	Date of submission	Date of publication	Language

Figure 2. Dissemination recording: SCIENTIFIC PUBLICATIONS

Dissemination recording: EVENTS																
Type of event	Name of event	URL	Date	Place	Partner responsible/participants	Targeted audience	Number of participants	Visibility	DISSEMINATION ACTIVITY							
									Attendance	Abstract submission	Paper submission	Poster submission	Lecture/ presentation	Brochure/ distribution	Video/DEMO ooth/stan	Comment

Figure 3. Dissemination recording: EVENTS

Dissemination recording: PRESS and MEDIA												
Press and Media	URL	Publication date	Partner responsible/author	Targeted audience	Visibility	Language	DISSEMINATION ACTIVITY					Comment
							Publication (press)	Web article	Web post	Visual contents	Interview	

Figure 4. Dissemination recording: PRESS and MEDIA

2.4. Publication policy and open access

Partners agree to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository, for example Open AIRE, and to make their best efforts to ensure open access to these articles, at time of publication or at the latest within six months after publication. The open access will be in line with Article 29.2 H2020 MGA on open access to scientific publication and the “green” (self-archiving) or “gold” (open access publishing) model will be used depending on the strategy of the consortium with regard to the specific peer-reviewed scientific publication.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results (Article 29.2 H2020 MGA). In particular, it must:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim to deposit the research data needed to validate the results presented in the deposited scientific publications.
- Ensure open access to the deposited publication at the latest:
 - upon publication, if an electronic version is available for free via the publisher, or
 - within six months of publication in any other case.
- Ensure open access to the bibliographic metadata that identify the deposited publication.

MARVEL ownCloud is used for internal open access repository. MARVEL Website will provide information about and links to the Open Access Document of all scientific publications generated from MARVEL results.

Various research data and results will be collected and generated throughout the duration of the project. The main research results will be shared with the scientific community and general public through the World Wide Web. The emphasis of data management will be on faithful and reproducible record keeping, with an emphasis on transparency and accountability. The consortium has a preliminary plan with respect to managing products of research; data format and content; data access and sharing; re-use and redistribution; and archiving and preservation of access.

3. MARVEL DISSEMINATION AND COMMUNICATION STRATEGY

3.1. Target audience

Various communication tools will be used and will be tailored to the needs of various stakeholders and audiences. The target audiences will include research community, broad public and media, technology users / customers, standardization & regulation bodies, policy makers and EC. The identified channels and tools for the communication (and dissemination) are introduced in following subchapters. Communication activities will be monitored and followed-up to maximize their impact. The Project Officer will be regularly informed about the communication outcomes and based on her/his decision EC communication channels could be used too.

Table 1. MARVEL Dissemination plan; Target KPIs are given for the duration of the project

Target groups	Measure for dissemination	Target KPI	Impact
Research community / Education	Presentations at international conferences	6	Disseminate technical achievements. Setup collaborations for research activities.
	Publications in international journals	6	
	Stakeholders participating in the final conference	10	
Industries and SMEs	MARVEL final conference	1	Direct contacts with customers at booth. Discussing licensing.
	Exhibitions and trade fairs	4	
	Interest of industrial customers on Technology Exploitation	8	
Broad public and media	Project Website (M4): Number of Visits	1000 100	Create awareness about the project, its objectives and impact on the EU community. Enhance multi-stakeholder learning network for knowledge exchange and for strengthening market competitiveness.
	Public deliverables will be made available: N° of downloads		
	Non-scientific publications (articles, press releases, videos) and posts in social media (e.g. Twitter)	10	
	Flyers/Poster distributed at conferences, workshops, etc.	800	
End-users	MARVEL final conference	1	Technology replicability and business opportunity
	Publications in specialised magazines	3	
	Presentations at specialized events	5	
	Project workshop	1	
Policy makers and EC	Participation in EU commission's consultation & other worldwide regulatory in the field of interest	1	Interaction with EC authorities
	Clustering events	2	
	Final Conference	1	

Planned dissemination at in-person trade fairs, conference and workshops will be possible only depending on the evolution of the Covid-19 emergency. In the meantime, the consortium will pursue dissemination at on-line and virtual events, strictly monitoring the evolution of the crisis.

3.2. Strategy structure

MARVEL communication and dissemination activities are suggested as follows:

- development and maintenance of the project webpage
- preparation of the dissemination materials

- organization of the MARVEL events
 - 1 workshop and a final event
- publication of the MARVEL results
 - at key conferences in Europe
 - in relevant scientific and industrial journals
 - contribution to technology news servers
- EU and national clustering activities
- EAB cooperation

3.3. MARVEL logo

The project logo was prepared by the coordinator (CNR) before the start of the project. It depicts cells communication through extracellular vesicles in the centre of the blue cycle which is surrounded by two red cycles. The logo is supplemented by a short name of the project which is placed in front of the logo. The official MARVEL logo (Figure 5) is also associated with the EU flag and acknowledgment. The project logo is used in all the project related advertising materials including templates, website, leaflets, posters and brochures.



Figure 5. MARVEL logo

3.4. MARVEL webpage

MARVEL project website (<https://marvel-fet.eu>) has been set up in order to increase public awareness in the topic of EIC Pathfinder Pilot Transition to Innovation Activities. The MARVEL website has been operational since November 2020 in a provisional version and since February 2021 in a full version.

MARVEL

Evolving reversible iMmunocapture by membrane sensing peptides: towARds scalable extracellular VEsicles isolation

Call identifier: H2020-EIC-FETPROACT-2019

Topic: FETPROACT-EIC-06-2019 EIC Transition to Innovation Activities

Start date: 01/11/2020

Duration of the project: 24 months

Abstract:

Extracellular vesicles (EV) are submicron membrane vesicles released by most cells with a fundamental role in cell-to-cell communication. Much interest is flourishing towards their exploitation in regenerative medicine and diagnostics. However, the fulfilment of the EV promise is hampered by severe limitations in their isolation, characterization and manufacturing. A particularly arduous task is to move the isolation of specific EV subpopulations beyond the analytical scale and towards scalable processes. In this scenario, our project will leverage on DNA-directed reversible immunocapturing (rDDI), a new technology developed within FET-OPEN project "INDEX". rDDI relies on the reversible EV isolation mediated by immunoaffinity followed by intact vesicles recovery upon enzymatic cleavage of a DNA linker used to anchor antibodies on solid supports. Despite unprecedented efficiency in the recovery of highly pure EVs, limitations inherent to antibodies (high costs, batch-to-batch variation and limited versatility of chemical manipulation) substantially impair the scalability of rDDI for any operating scale exceeding the analytical one. MARVEL targets a paradigm shift from antibodies to peptides as an alternative class of affinity ligands for EV capturing by introducing membrane-sensing peptides (MSP) as novel ligands for the size-selective capturing of small EV, unbiased by differential surface protein expression. MARVEL mission is to combine and implement rDDI and MSP technologies, towards the first and best performing ever affinity-based technology for scalable and reversible small EV (<200nm) isolation. The modularity in scaling-up of the novel protocols and kits will be demonstrated on medium/large sample volumes in relevant environments for therapeutic and diagnostics use of EVs and specifically: 1) In the manufacturing of GMP-grade EVs as a medicinal product for cardiac repair; 2) In urine-based liquid biopsy for bladder cancer diagnostics.

#	Participant organisation name	Short name	Country
1	Consiglio Nazionale delle Ricerche	CNR	Italy
2	Fondazione Cardiocentro Ticino	Cadriocentro	Switzerland
3	Università Vita-Salute San Raffaele	UNISR	Italy
4	HansaBioMed Lifes Sciences OU	HANSABIOMED	Estonia
5	Paperdrop Diagnostics SL	Paperdrop Dx	Spain
6	AMIRE SRO	AMI	Czech Republic

Contact persons:

Project Coordinator:	Marina Cretich, marina.cretich(at)cnr.it
Project Manager:	Yevhen Horokhovatskyi, horokhovatskyi(at)amires.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 951768.

Figure 6. MARVEL webpage, preliminary version

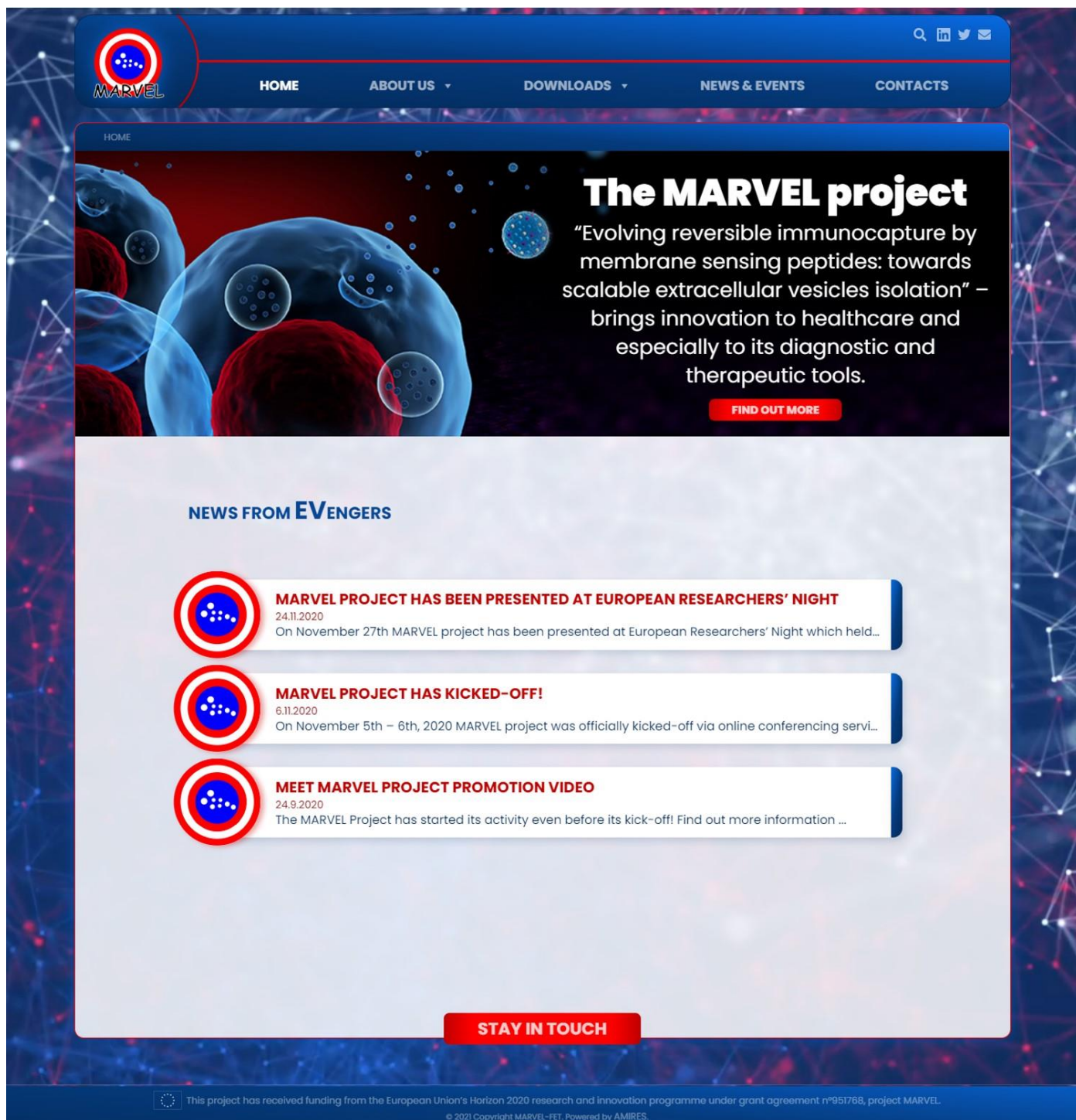


Figure 7. MARVEL homepage

The website has been created in Open-Source software called WordPress. WordPress started as a blogging system but has evolved to be used as full content management system, that is completely customisable and can be used for almost anything within the field of web design. It allows fast and reliable customisation and has a user-friendly back-office environment which is a key for the website updates and file uploads. The website is available for public access and will be actively maintained during the project. The website provides acknowledgement of EU funding as follows: "The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°951768, project MARVEL". The project website is described in detail in D6.1.

The project will also be promoted through MARVEL social media channels (LinkedIn, Twitter), websites of MARVEL partners (e.g. News sections, projects sections etc.), and in the social media channels of the partners.

3.5. MARVEL dissemination materials

Several types of dissemination materials will be prepared during the course of the project in order to inform wide and various audiences on the MARVEL project and its development. These include:

- Project leaflets
- Project Rollups
- Videos

3.5.1. MARVEL leaflet

Project leaflet will be prepared to provide at glance the project overview / goals / impacts / partners to those interested in the topic.

3.5.2. MARVEL roll-up

The roll-up will be prepared and will include general project information, a description of the MARVEL concept and approach including project logo, logos of partners and the webpage link. More roll-ups will be prepared for the partners to use them at events they will attend. Further posters displaying scientific content could be developed by partners and presented during scientific symposia and conferences, demonstrating tangible results along with project achievements.

3.5.3. MARVEL video spot

Short video spot about the project was made and distributed through the project's communication channels and also was broadcasted during the Future Tech Week (<https://futuretechweek.fetfx.eu>). The video is targeted to broad public and contain visual contents.

3.5.4. MARVEL press releases

The aim of the press releases is to attract favourable media attention and provide publicity for the project and its events.

The first project press release was published on Amires website (<https://amires.eu/marvel-project-has-kicked-off/>) just after project start introducing its topic, challenges and consortium partners. Other press releases will be produced during the course of the project and will be connected with important results / milestones achieved. All the press releases published by the project are available on the project website.

Press releases have also been published by individual partners to present their involvement in the project (e.g. CNR).

MARVEL project has kicked-off!

On November 5th – 6th, 2020 MARVEL project was officially kicked-off via online conferencing service where all partners from 6 organizations participated. The project is coordinated by the Italian National Research Council (CNR) SCITEC-CNR, with the participation of ITM-CNR and other 5 European partners from different countries: Vita-Salute San Raffaele University (Italy), Cardiocentro Ticino Foundation (Switzerland), Paperdrop Diagnostics (Spain), HansaBioMed Life Sciences (Estonia) and Amires (Czech Republic).

MARVEL project, whose full name is “Evolving reversible iMmunocapture by membrane sensing peptides: towARds scalable extracellular VEsicles isolation” – will develop new diagnostic and therapeutic tools using extracellular vesicles. This innovative technology can help to detect bladder cancer and provide therapeutic treatment of cardiovascular diseases, which are among leading causes of deaths in the world nowadays.

Extracellular vesicles are membranous particles that are released from a cell. They are found in biological fluids such as blood and urine and they are involved in communication between cells. Extracellular vesicles act as signalling “vehicles” in both physiological and pathological mechanisms. These characteristics make them fundamental in the development of innovative methods in diagnostics, therapy, and industrial biomedical applications. Therefore, MARVEL’s goal is to upgrade the existing technology for reversible extracellular vesicles isolation and move beyond the analytical scale. This is crucial for the manufacturing scale production of extracellular vesicles and further their deployment in cardiac repair and non-invasive diagnosis of bladder cancer.

More information will be shortly available at www.marvel-fet.eu



Figure 8. Extract of MARVEL first press release.

3.6. Social media

Social Media such as LinkedIn and Twitter were created for MARVEL project to engage a wider audience especially to the younger generation and to enable feedback from various audiences. Short news stories about the MARVEL project and its development will be prepared and shared on the identified tools especially during events, conferences, and symposiums. Social media will also be used as a communication channel to disseminate potential clustering activities.

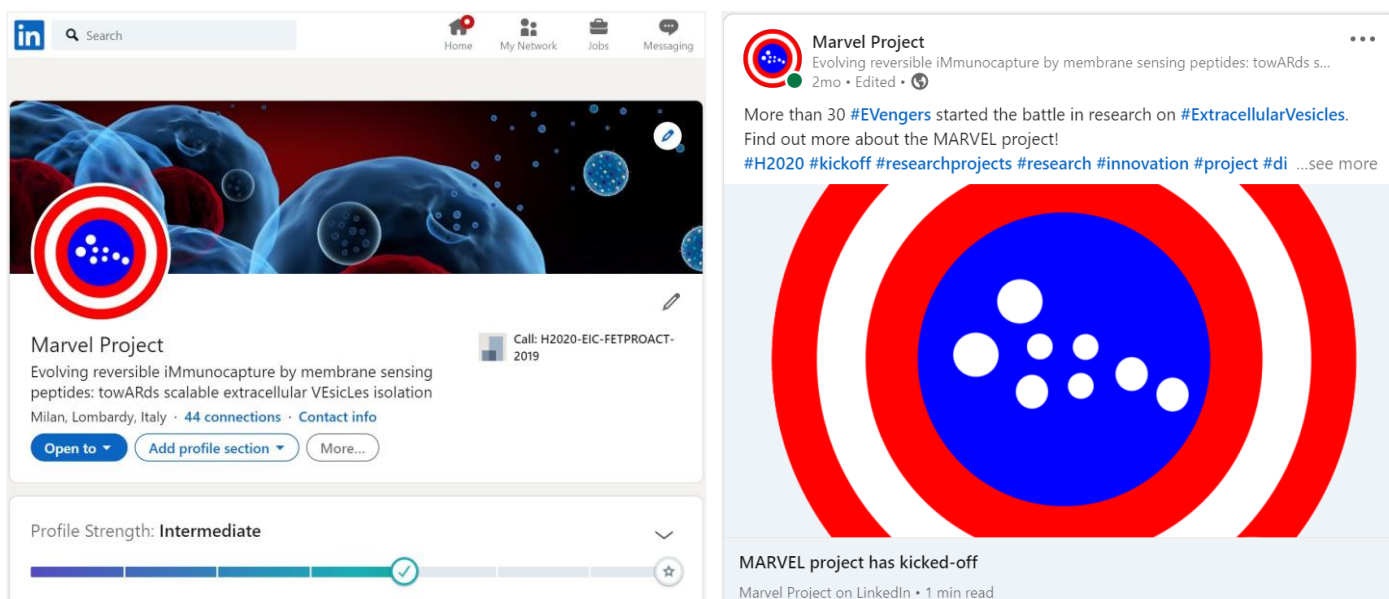


Figure 9. MARVEL LinkedIn profile and example of project promotion.



Figure 10. MARVEL Twitter profile.

3.7. Publication of MARVEL results

Publication of MARVEL results to relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured throughout the whole project lifetime.

3.7.1. Presentation at conferences, symposia, meetings

A set of conferences on extracellular vesicles will be selected and articles, papers and posters will be prepared for them. During these events the representatives of the project will have the possibility to communicate the project's scope and possible interaction and exchange with initiatives and projects in related fields.

Table 2. Examples of conferences, symposia and meetings where presentation on project MARVEL will be considered (the list is not exhaustive).

Event	Description
ISEV2021 ISEV2022	Annual meeting of the International Society for Extracellular Vesicles
MicroTAS2021 MicroTAS2022	Annual International Conference on Miniaturized Systems for Chemistry and Life Science
Biosensors 2022	Bi-annual World Congress on Biosensors
Euromembrane 2021	European Conference on Membranes of EMS
IMSTEC 2022	International Conference on Material Science

3.7.2. Scientific articles in journals

Joint publications from different partners are encouraged during the course of the project. The publications will be submitted to the Open Access Issues of these Journals. Examples of journals, where contributions from MARVEL partners might be expected (the list is not exhaustive):

- Journal of Extracellular Vesicles
- Analytical Chemistry
- ACS Nano
- Advanced Materials
- Journal of Membrane Science

3.7.3. Other forms of publications

MARVEL will comply with knowledge sharing arrangement and will actively contribute to CORDIS - periodically, each time after the latest achievements, at least at the beginning and at the end of the project.

3.8. EAB cooperation

The MARVEL External Advisory Board was created not only to support the consortium during the technical specification phase at the start of the project, validation of results and flawless results exploitation but also to increase the Pan-European concept of this project and provide desirable feedback from other closely related European or national activities in this topic. The communication with EAB members is ensured through regular meetings (in person or through teleconferences).

The current list of EAB members includes the following representatives:

- Edoardo Marchisio, Sales and Marketing Director, Dia.Pro Diagnostic Bioprobes s.r.l.
- Peter Ferdinandy, Founder and CEO, Pharmahungary 2000 Ltd
- George G. Daaboul, Co-Founder and CSO, NanoView Biosciences
- Carolina Egea, Business develop manager, Agarose Bead Technology

4. CONCLUSIONS

This document represents the Deliverable D6.2 Project dissemination and communication strategy and it summarizes the strategy for disseminating the results of MARVEL project and the activities planned to give high visibility to the project, its achievements and partners. The dissemination of the project's achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Manager in cooperation with the Exploitation Manager will follow the approval processes and will act as an internal executive approval body for any dissemination action organized by different partners.

An Excel file was prepared in order to record each partner's contribution to dissemination and guidelines for dissemination and publication of the project contents, with reference to the EC Open Access policy, are provided to partners. List of main journals have been identified by partners. It is the role of the main author to propose fair and equal distribution of co-authorships and determine the order. Each partner is free to choose any national or international event or conference, which may be interesting for showing results from the MARVEL project.

The target audience is defined in the document as well as the corresponding dissemination routes: project website, brochures, multimedia and social media are addressed to broad public; scientific publications, publications in technology news server and participation to conferences are addressed to the scientific community; workshops, events, press releases and newsletters are addressed to potential technology users, policy makers and media, etc.

MARVEL promotional materials will create awareness and inform the wide and various target audiences about the MARVEL project and its development. These materials will be extensively used by MARVEL partners whenever they present at conferences, publish in journals and magazines, establish contacts with media, attend exhibitions, organize workshops, etc.

When disseminating the results of the MARVEL project, the following sentence will always be included: the acknowledgment of the EU funding: "The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°951768, project MARVEL".

5. DEGREE OF PROGRESS

This deliverable (D6.2) is 100% complete.

6. DISSEMINATION LEVEL

The Deliverable D6.2 is public and therefore it will be available to download on the project's website.