



Project Title	Open data and industry-driven environment for multiphase and multiscale Materials Characterisation and Modelling combining physics and data-based approaches
Project Acronym	MatCHMaker
Grant Agreement №	101091687
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Duration	42 months

## Deliverable

### D6.2 Report on dissemination, communication and training activities

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Lead Beneficiary	TU Wien
Contributors	All partners
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## Executive Summary

Deliverable 6.2 – Report on dissemination, communication and training activities – of the MatCHMaker project is within the Work Package (WP) 6, Dissemination & Communication, Exploitation, Standardisation and Training. The objective of this report is to reflect on the dissemination and communication (D&C) and training activities carried out until M21 of the project. The dissemination and communication (D&C) strategy and plan (D6.1) serve as the basis document for this report, which lays out the objectives and measures to promote the actions.

Essential to WP6 is to maximise the project's impact by promoting visibility and awareness of its objectives, development, results, products and services, knowledge transfer among Consortium partners and with external stakeholders, and building synergies with relevant EU and international projects and initiatives. While dissemination activities aim to share project results and make the project outcomes accessible to targeted end-users, communication activities enhance the visibility of the MatCHMaker project and awareness of the goals, topics, and relevance among target audiences and the general public.

This report lays out the developments and accomplishments of the project within tasks T6.1, T6.2 and T6.5 in a detailed manner and also considers areas of improvement.

### Version History

Version	Date	Description
V0	24.06.2024	Summary and structure
V1	02.08.2024	First full draft
V2	05.08.2024	Comments from WP6 lead
V3	26.08.2024	Feedback from consortium
V1.0	27/08/2024	Final

### Validation Process

	Name	Affiliation	Role
Responsible person	Xiran Dong	TU Wien	Task leader for T6.1, 6.2 and 6.5
Reviewer #1	Nadja Adamovic	TU Wien	WP6 Leader
Reviewer #2	Ludovic Jason	CEA	Project Coordinator



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## 1. Overview

The **MatCHMaker** project aims to support the European manufacturing industry with advanced characterisation methods and computational modelling In line with the **European Green Deal**. With the main goal to decarbonise the EU economy for a better quality of life, designing and developing **more sustainable materials** and using existing materials in new applications are key to achieving it. Requirements on multiphase and multiscale materials coming from **construction, energy and mobility** sectors are being translated into specific tasks that can be addressed by an integrated approach for a reproducible and efficient way of reducing development costs, time and risks while improving sustainability. Knowledge transfer, data sharing and full interoperability between characterisation and modelling “communities” will be facilitated using data-related standards and by creating an open repository with a direct connection to design and manufacturing processes.

Within **WP6 Dissemination & Communication, Exploitation, Standardisation and Training**, TU Wien (ISAS) is dedicated to ensuring an efficient promotion and communication of the project developments and results, a carefully designed D&C strategy and plan (D6.1) was created to raise visibility and awareness to the relevant communities and stakeholders, as well as the broader public. It serves as guidance to the consortium to achieve the project’s endeavours in making the impacts of the project visible and knowledge sharing with target groups This report can be considered as a follow-up to reflect the developments and accomplishments in this regard while also addressing points of improvement for more impact. This report will provide:

- A comprehensive overview of the D&C channels and tools in use;
- A detailed account of events participated, presentations and publications;
- A description of the achieved outreach to target audiences;
- A report of internal and external training activities;
- A SWOT analysis of D&C channels and activities.



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## 2. Dissemination and Communication Activities

Dissemination is defined as “sharing research results with the scientific community, commercial players, civil society and policymakers”.<sup>1</sup> Activities include publishing in scientific journals and presenting at conferences, workshops, webinars, etc., to promote the impact of the action. Knowledge sharing is essential to advance research and the MatCHMaker project actively participated and continues to be involved in onsite and online events and activities to this endeavour.

Communication encompasses all activities that promote the project and its visibility towards target audiences including the general public. A mix of mediums and formats, understandable language and appealing visualizations are key aspects for successful outreach. In this section, the channels and activities in the context of what has been achieved will be presented.

### 2.1 D&C Channels and Tools

For the successful dissemination and communication of project developments and outputs, a wide range of channels and tools have been chosen and applied (see Table 1Table 1).

#### 2.1.1 Website



Figure 1 MatCHMaker project homepage <https://he-matchmaker.eu/>

The creation of a project website was a top priority in order to establish an online presence and collect all project-related information. It serves as the main source of information from the project to its audiences and provides details about the project, links to the project’s social media platforms and is regularly updated with news and events. The website aims to convey the objectives and messages of

<sup>1</sup> European Research Executive Agency, Communicating about your EU-funded project. Available at: [https://rea.ec.europa.eu/dissemination-and-exploitation\\_en#what-is-dissemination-and-exploitation](https://rea.ec.europa.eu/dissemination-and-exploitation_en#what-is-dissemination-and-exploitation) [Last accessed: 08.07.2023]



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the project as clearly as possible, and the user interface has been designed according to contemporary best practices.

On the homepage, visitors have the option to sign up for the newsletter ('Stay in the Loop') immediately to keep informed about the project. The description of the project, goals and use cases are presented, with the option to learn more on a detailed page. All project partners' logos are displayed and linked to their websites. A short description of each of the partners can be found under the 'Partners' menu.

The menu of the 'Project' page expands to specific topics such as the objectives, applications, collaborations and a glossary with often-used abbreviations. New developments, events, training, and results are published and updated in a timely manner under 'Results' and 'News'.

As of August 2024, the website has documented 17301 pageviews from 6048 visitors in total.

### 2.1.2 Outreach Materials

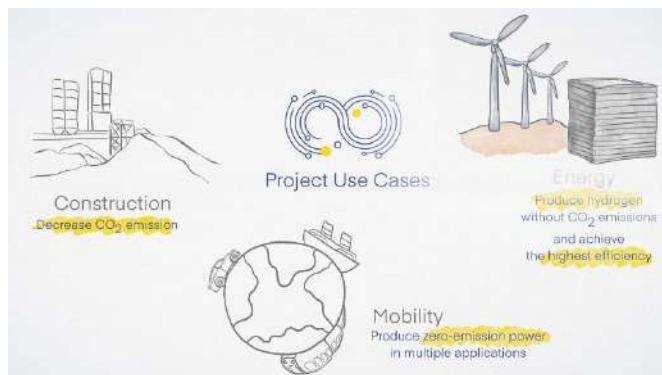


Figure 2 A snap-shot of the project video

A project [video](#) was successfully created in collaboration with an external agency and published in May 2024. It summarises the project's objectives, use cases and impact in an easily comprehensible and visually appealing way.

In addition, interview recordings from in-person meetings are transformed into videos with questions directed at the people behind the project and answers from consortium partners. So far, five interviews have been conducted and three videos are already publicly accessible on [YouTube](#).

To communicate the project to different target groups, TU Wien (ISAS) designed a general poster. When not in use at conferences and events, the general poster is hanging in the corridor of TU Wien opposite the student body of the faculty of electrical engineering where students pass by regularly. With contributions from AIMEN, CEA and Heidelberg Materials, a technical poster was also created for the scientific peers. In addition, a flyer was designed and printed to be distributed at events.

The posters and flyer can be viewed and downloaded from the website: <https://he-matchmaker.eu/publications/>. As of July 2024, the website registered 100 downloads of diverse outreach materials.



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### 2.1.3 Newsletters

Another outreach mechanism is the publication of regular newsletters. So far, three newsletters have been published in an interval of six months. They are sent to subscribers' emails directly via a WordPress plugin and released on the website under 'Results' (<https://he-matchmaker.eu/results>). For a better reading experience, the periodic newsletters take on different formats depending on the channel/tool. In the email to subscribers, they are displayed as flowing text and images with links to websites. For the website, they are converted into digital flipbooks (see Figure 3). Furthermore, they are available as PDF files for download.



Figure 3 Digital newsletters in a flipbook format

Table 1. Outreach Materials, videos and newsletters

Outreach Material	Link
Project video	<a href="https://he-matchmaker.eu/result/matchmaker-project-video/">https://he-matchmaker.eu/result/matchmaker-project-video/</a> <a href="https://www.youtube.com/watch?v=dBrzUXg5Tos">https://www.youtube.com/watch?v=dBrzUXg5Tos</a>
General poster	<a href="https://he-matchmaker.eu/wp-content/uploads/matchmaker_general_poster_final.pdf">https://he-matchmaker.eu/wp-content/uploads/matchmaker_general_poster_final.pdf</a>
Technical poster I	<a href="https://he-matchmaker.eu/wp-content/uploads/matchmaker_emmc2023_technicalposter.pdf">https://he-matchmaker.eu/wp-content/uploads/matchmaker_emmc2023_technicalposter.pdf</a>
Flyer	<a href="https://he-matchmaker.eu/wp-content/uploads/matchmaker_flyer_final-1.pdf">https://he-matchmaker.eu/wp-content/uploads/matchmaker_flyer_final-1.pdf</a>
Interview I	<a href="https://he-matchmaker.eu/result/interview1/">https://he-matchmaker.eu/result/interview1/</a> <a href="https://www.youtube.com/watch?v=HplQ13ZssPs">https://www.youtube.com/watch?v=HplQ13ZssPs</a>
Interview II	<a href="https://he-matchmaker.eu/result/spotlight-on-aimen/">https://he-matchmaker.eu/result/spotlight-on-aimen/</a> <a href="https://www.youtube.com/watch?v=fAIEvuQmyQ&amp;list=PL15NbTT6vW0hp_Xc4LcdjWqua04-5K2Zs">https://www.youtube.com/watch?v=fAIEvuQmyQ&amp;list=PL15NbTT6vW0hp_Xc4LcdjWqua04-5K2Zs</a>



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Interview III	<a href="https://he-matchmaker.eu/result/spotlight-on-heidelberg-materials/">https://he-matchmaker.eu/result/spotlight-on-heidelberg-materials/</a> <a href="https://www.youtube.com/watch?v=A_CVMpr1mb4&amp;list=PL15NbTT6vW0hp_Xc4LcdjWqua04-5K2Zs&amp;index=3">https://www.youtube.com/watch?v=A_CVMpr1mb4&amp;list=PL15NbTT6vW0hp_Xc4LcdjWqua04-5K2Zs&amp;index=3</a>
Newsletter I	PDF: <a href="https://he-matchmaker.eu/wp-content/uploads/matchmaker_newsletter_issue1.pdf">https://he-matchmaker.eu/wp-content/uploads/matchmaker_newsletter_issue1.pdf</a> Flipbook: <a href="https://he-matchmaker.eu/result/matchmaker-newsletter-1/">https://he-matchmaker.eu/result/matchmaker-newsletter-1/</a>
Newsletter II	PDF: <a href="https://he-matchmaker.eu/wp-content/uploads/matchmaker_newsletter_2.pdf">https://he-matchmaker.eu/wp-content/uploads/matchmaker_newsletter_2.pdf</a> Flipbook: <a href="https://he-matchmaker.eu/result/matchmaker-newsletter-2/">https://he-matchmaker.eu/result/matchmaker-newsletter-2/</a>
Newsletter III	PDF: <a href="https://he-matchmaker.eu/wp-content/uploads/matchmaker_newsletter_3.pdf">https://he-matchmaker.eu/wp-content/uploads/matchmaker_newsletter_3.pdf</a> Flipbook: <a href="https://he-matchmaker.eu/result/matchmaker-newsletter-3/">https://he-matchmaker.eu/result/matchmaker-newsletter-3/</a>

#### 2.1.4 Social Media

MatCHMaker is present on LinkedIn, X, and YouTube. The project envisions collaborating with the official accounts of all project partners to receive support from existing networks. All partners are highly encouraged to engage with and share the communication materials designed for the project when attending events and on their respective social media channels. Furthermore, existing EU social media channels are reliable sources for curated content and engagements with them will be pursued.

##### **LinkedIn**

The first online appearance of the MatCHMaker project was on LinkedIn, in March 2023. To reach targeted stakeholders with a scientific background, professionals in relevant fields, and people interested in research and science, LinkedIn is the most suitable platform. Through the sharing mechanism, audiences from other fields can also easily access the content through their networks. LinkedIn supports different content formats, and pictures, illustrations and videos, as well as short animations, are being integrated into the posts to capture attention. On average, four to five posts per month are published on LinkedIn, including reposts of relevant accounts and information.

Target audiences: scientific community and researchers, industry, ICT/AI/Data analytics developers, EU councils and clusters, standardisation bodies and policymakers, general public

MatCHMaker on LinkedIn: <https://www.linkedin.com/company/he-matchmaker/>

Joined: March 2023

Current followers: 177



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#### About

MatCHMaker is a Horizon Europe project funded by the European Union supporting excellence in research on methods and tools for advanced materials development towards a low-carbon and clean industry with new and sustainable materials.

The ambition of MatCHMaker is to validate project results on three Use Cases: Construction, Energy and Mobility.

Coordinated by the French Alternative Energies and Atomic Energy Commission (CEA), the project involves 12 partners from 9 European countries.

#### Project Overview:

Grant Agreement № 101091687

Duration 42 months (starting from December 2022)

Topic Advanced materials modelling and characterisation (RIA)

HORIZON-CL4-2022-RESILIENCE-01-19

Figure 4 MatCHMaker LinkedIn and X accounts

## X

The MatCHMaker project joined the X (formerly Twitter) platform three months after LinkedIn. Discussions are more likely to happen on Twitter through retweets and comments. Especially during conferences and workshops, quick updates of the events are most easily shared via X and interactions with other participants can be established.

Target audiences: scientists and researchers, industrial end-users, ICT/AI/Data analytics developers, general public

MatCHMaker on X: [https://x.com/HEU\\_MatCHMaker](https://x.com/HEU_MatCHMaker)

Joined: June 2023

Followers: 309

Posts: 83



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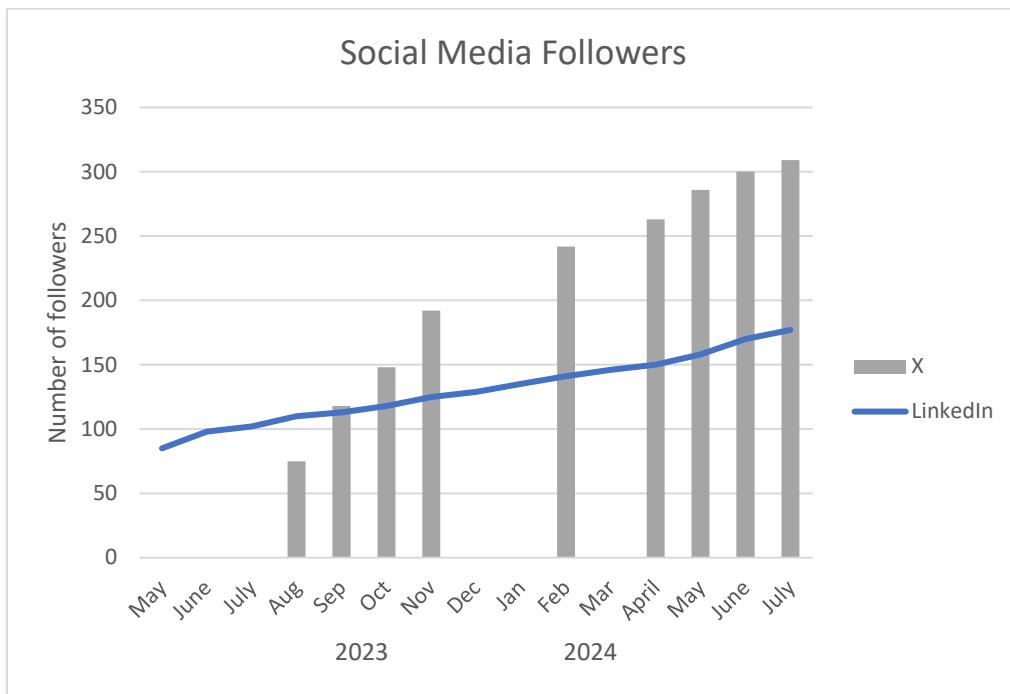


Figure 5 Social media follower statistics

## YouTube

YouTube is one of the most dominant platforms for video content. It also provides a streaming service and enables users to engage with the content providers. Especially for project videos, interviews and webinar recordings, YouTube is suitable for the MatCHMaker project. So far, a project video and three interviews have been uploaded, accumulating 2191 views and impressions (August 2024).

Target audiences: scientists and researchers, industrial end-users, ICT/AI/Data analytics developers, EU councils and clusters, standardisation bodies and policymakers, general public

MatCHMaker on YouTube: [https://www.youtube.com/@HEU\\_MatCHMaker](https://www.youtube.com/@HEU_MatCHMaker)

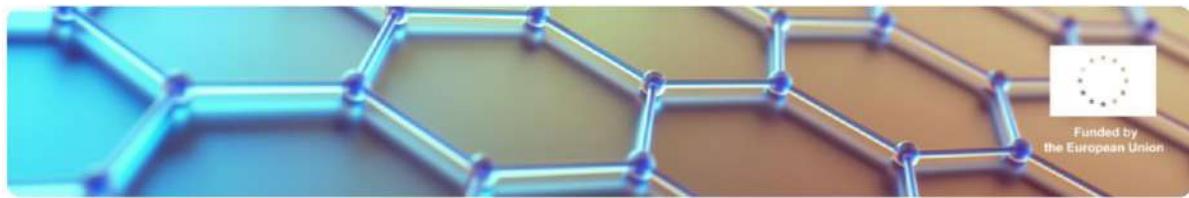
Joined: April 2024

Videos: 5

Views: 90



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## HorizonEU MatCHMaker



@HEU\_MatCHMaker • 4 Videos

MatchMaker is a Horizon Europe project funded by the European Union supporting excel... [mehr](#)

[he-matchmaker.eu](#) und 2 weitere Links

[Abonnieren](#)

Übersicht Videos Playlists



**Videos** ► Alle wiedergeben

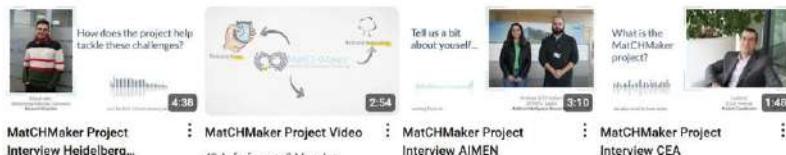


Figure 6 YouTube page of MatCHMaker

## 2.1.5 Content Calendar

To capture key dates to post specific content, e.g., to promote events and milestones or follow trends related to holidays and anniversaries, a yearly social media calendar has been created and maintained with the support of all beneficiaries. Additionally, collaborations between the communications departments of each project partner are being sought to maximise the effect.

Monthly content plans serve the purpose of preparing and documenting the content (text and pictures/videos) planned and published on the website and social media channels. It also facilitates the planning of digital campaigns, prior to an event, for example. Updated content plans are shared in a timely manner via email and the internal collaboration platform provided by the project coordinator and are always accessible for the consortium partners as well as contact persons from their respective communication/PR departments. Collaboration with project partner institutes/companies has been fostered to improve the quality and coherence of D&C activities within the project.



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Date	Texts in English	Call-to-Action	Hashtags	Copyright Status Pictures/Videos	Comments	Picture & Video Source
07.03.2023	The Horizon Europe project "MatCHMaker" aims to contribute to the sustainable development of advanced materials. The project started with the kick-off meeting from 6-7 December 2022 in Paris, France. Coordinated by the CEA, the project involves 12 partners from 9 European countries in supporting the advancement towards a low-carbon and clean industry. Interested to learn more about the project? → <a href="https://lnkd.in/e2NJU8Yu">https://lnkd.in/e2NJU8Yu</a>	Click the EC Cordis page with the official fact sheet of the project	#horizoneuropa #researchandinnovation #materialsengineering #materialsdesign #materialsustainability		Approved by project coordinator	
08.03.2023	International Women's Day Repost: <a href="https://www.linkedin.com/posts/european-institute-of-innovation-and-technology-eti_irif2023-womeninnovation-diversityinnovation-activity-7039158001013776385-oSQC/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/european-institute-of-innovation-and-technology-eti_irif2023-womeninnovation-diversityinnovation-activity-7039158001013776385-oSQC/?utm_source=share&amp;utm_medium=member_desktop</a>				Approved by project coordinator	
09.03.2023	Today, the MatCHMaker project will be presented among our sister projects #AddMorePower #CoBRAINE #KNOWNSITE-X and #D-STANDARD during the First Meeting of Characterisation Projects with the #European Commission. The programme under the topic Advanced Materials Modelling and Characterisation (RIA) aims to: - enhance the design and development of advanced materials and products through characterisation methods, models and simulation tools. The focus lies on use cases in low-carbon and clean industry applications; - reinforce traceability, integrity and interoperability of data through data documentation, exchange procedures and ontologies; - develop standards, test guidance or guidance documents; - combine theory with computational screening such as artificial intelligence and machine learning; - promote reusability of existing research results and uptake of new project results; - contribute to the objectives of the EMCC and EMMC  We are excited about future collaborations and results, stay in the loop!		#horizonEU #researchandinnovation #researchproject #advancedmaterials #materialsustainability #interoperability #materialscharacterisation #materialsmodelling #EMMC #EMCC		Approved by project coordinator	

Figure 7 Content plan example

## 2.2 Journals

Relevant project results are aimed to be publicised in relevant peer-reviewed scientific journals. The time of publication is difficult to foresee but first papers are already in progress. The table below shows targeted journals for scientific publications proposed by Consortium partners and will be updated according to the developments of the project.

Table 2 Targeted scientific journals

Scientific Journals	Involved Partners
IEEE Transactions on Pattern Analysis and Machine Intelligence	AIMEN
npj Computational Materials	AIMEN
Applied Intelligence	AIMEN
Journal of Applied Physics	AIMEN
Cement and Concrete Research	CEA Saclay, HM TU Wien IMWS
Cement and Concrete Composites	CEA Saclay, HM, TU Wien IMWS
Construction and Building Materials	CEA Saclay, HM, TU Wien IMWS
Applied Energy	CEA Liten, GENVIA
Journal of Power Sources	CEA Liten, GENVIA
International Journal of Hydrogen Energy	CEA Liten, GENVIA
Nature Energy	CEA Liten, GENVIA

Publications will be ensured to be openly accessible and the MatCHMaker project has opened a [Zenodo](#) account for this purpose.



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## 2.3 Events

The MatCHMaker project is committed to contributing and participating in relevant conferences and events at the international, EU and national levels.

Table 3 Conferences, Workshops and Webinars

Events	Involved Partners	Date	Material
RES-01-19 Projects First Meeting	CEA	March 2023	
<b>EMMC International Workshop</b> <a href="https://emmc.eu/emmc-2023/">https://emmc.eu/emmc-2023/</a>	AIMEN, CEA, HM, SINTEF, TU Wien	April 2023	<a href="#">Poster</a>
<b>ICIAM</b> <a href="https://iciam2023.org/">https://iciam2023.org/</a> <b>10. International Congress on Industrial and Applied Mathematics</b>	HM	August 2023	
<b>ICCC Conference</b> <a href="https://www.iccc-online.org/archive/">https://www.iccc-online.org/archive/</a> <b>International Congress on the Chemistry of Cement</b>	CEA, HM	September 2023	
<b>OntoTrans Second Open Workshop</b> <a href="https://ontotrans.eu/ontotrans-2nd-open-workshop/">https://ontotrans.eu/ontotrans-2nd-open-workshop/</a>	TU Wien, SINTEF	September 2023	
Joint Workshop Advanced Materials Characterisation and Modelling Projects	CEA	February 2024	
<b>MS2024 SIAM Conference on Materials Science</b> <a href="https://www.siam.org/conferences/cm/conference/ms24">https://www.siam.org/conferences/cm/conference/ms24</a>	HM	May 2024	<a href="#">Abstract</a>
<b>CEN Workshop</b> <b>Revision of CWA 17815:2021: "Materials Characterisation - Terminology, Metadata and Classification"</b> <a href="https://www.cencenelec.eu/news-and-events/news/2024/workshop/2024-04-22-nano/">https://www.cencenelec.eu/news-and-events/news/2024/workshop/2024-04-22-nano/</a>	ASRO, SINTEF	May 2024	
<b>MaterialsWeek 2024</b> <a href="https://materials-week.org/">https://materials-week.org/</a>	TU Wien, SINTEF	June 2024	<a href="#">Flyer</a>

## 2.4 Collaborations and Synergies

The MatCHMaker project explored synergies and collaboration with sister projects within the same topic area (RESILIENCE-01-19-Advanced materials modelling and characterisation (RIA)) on several occasions. The European Commission has organised two online workshops to learn more about all projects. The first one took place on March 9, 2023, and each project presented its objectives, methodologies, structures and use cases. At the 2023 EMMC International Workshop, MatCHMaker and sister projects gave presentations and participated in a discussion round, officially introducing themselves to the other projects and stakeholders.

The second joint workshop was held on February 26, 2024. This workshop aimed to familiarise the projects with the EMMC and EMCC Councils and the DIGIPASS CSA as well as present state-of-the-art workflows and interoperability. Another sister project which started in September 2023, AID4GREENEST, gave a short presentation on the topic of our call. Then, each topic was introduced again on 1-2 slides and discussed the possibilities and expectations for synergies of this project cluster.



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Since January 2024, the MatCHMaker project has been part of a project cluster called 'CODEX' (Collaborative Open Data Exchange for Advanced R&I). The project cluster is benefiting from the Horizon Results Booster service [Portfolio Dissemination & Exploitation Strategy](#)<sup>2</sup> and has already identified overlapping elements and potential synergies. The projects support each other in dissemination and communication activities and regular meetings are held to discuss updates.

Table 4. Collaborations with EU-funded Projects

Sister Projects	Project Cluster 'CODEX'
AddMorePower	DOME 4.0
AID4GREENES	Charisma
CoBRAIN	OntoTrans
D-STANDART	OpenModel
KNOWSKITE-X	MUSICODE
	NanoMECommons

More information on the project groups and the projects involved can be found on the MatCHMaker website subpage on collaborations: <https://he-matchmaker.eu/project/collaborations/>

MatCHMaker has also established dialogue with EMMC and EMCC to contribute relevant output to both Councils' objectives. Through both Councils, the project has access to a wide pool of research and commercial stakeholders working in the field of materials modelling and characterisation. In close contact with EMMC, participation in relevant Focus Areas and a new Task Group tailored to the needs of the MatCHMaker project is planned. Outreach efforts from the EMMC side with a wider community and followership have also contributed to more visibility of the project. Several EU-funded projects started to discuss synergies and topics of common interest that will be jointly elaborated within EMMC Task Groups. These dissemination and communication channels (e.g., EMMC website, posts on social media, EMMC newsletter) help to further spread the word about the project.

Another important synergising activity was the participation of the MatCHMaker project in MaterialsWeek 2024. EMMC had a stand with promotional materials, and we were also able to raise the visibility of our project there. Around 200 participants from the R&I communities, especially in advanced materials, gathered at the conference. Many showed significant interest, and it was a valuable opportunity to talk to participants, distribute flyers and show the project video at the EMMC stand.

## 2.5 Stakeholders and Target Groups

In D6.1, the target audiences have been mapped and outlined. This section elaborates on the internal and external stakeholders reached and the approaches to strengthen stakeholder involvement and enhance engagement.

<sup>2</sup> <https://www.horizonresultsbooster.eu/ServicePacks/Details/6>



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### 2.5.1. Internal Stakeholders

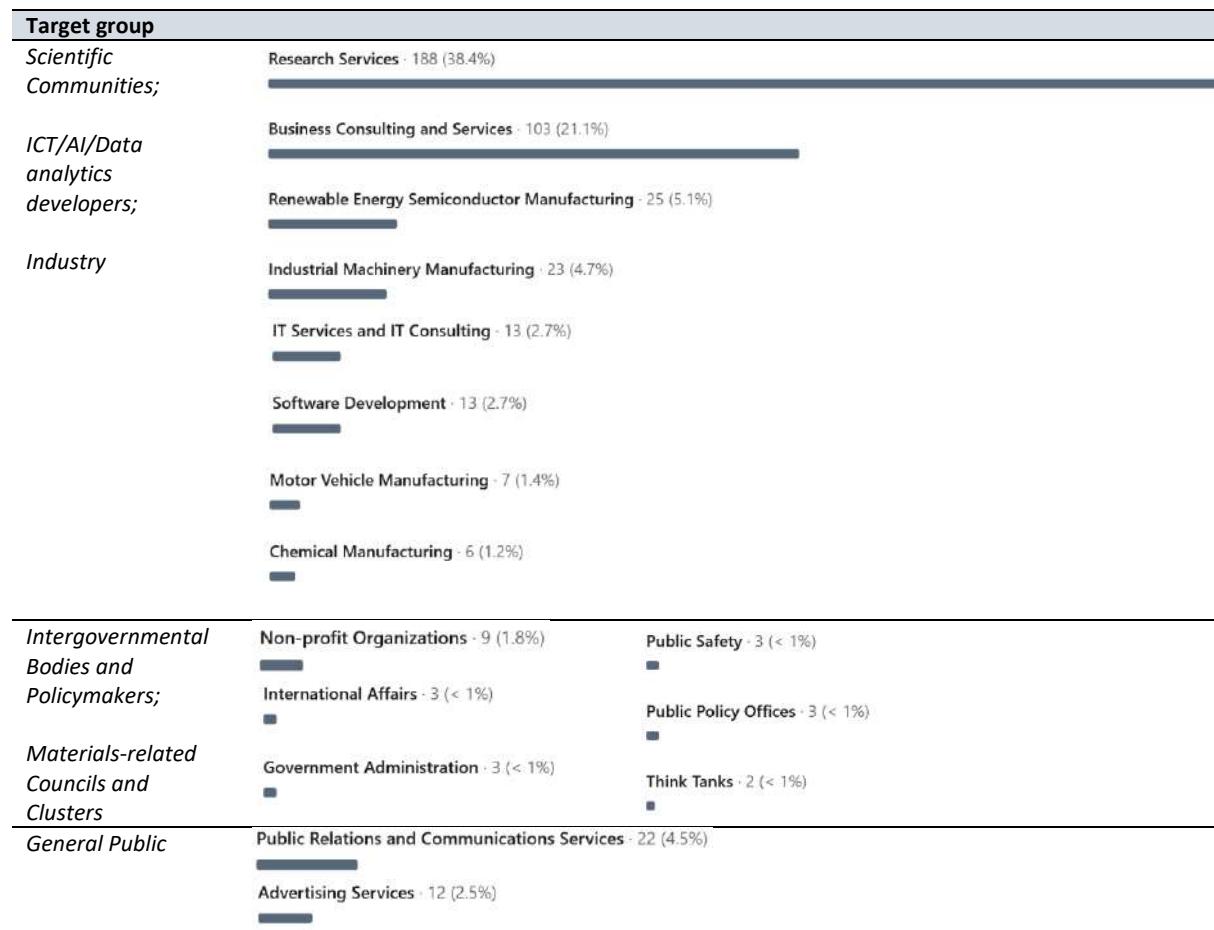
All project partners of the consortium, as well as the MatCHMaker Advisory Board comprising high-level experts, are considered internal stakeholders. They are actively involved in the project development, contributing to the success and impact of the project. Every year, the consortium and advisory board come together either onsite or online for the General Assembly meeting to exchange achievements, describe further steps and give each other feedback. The steering committee (WP leaders) meet every six months to provide updates.

Within WP6, regular meetings are held on a monthly basis. Ideas and input are gathered from partners during these meetings. Project partners are highly encouraged to actively communicate information and reach out regarding planned activities and attended events. To better document the activities, an online survey for internal use has been created and all partners are asked to fill it out before each consortium meeting. Additionally, an Excel file documenting all activities accessible to partners is on the internal collaboration platform and is being updated regularly with the contributions of all partners.

### 2.5.2. External Stakeholders

External stakeholders are important target groups of the MatCHMaker project. Apart from onsite events, they are being traced with the help of social media analytics, especially via LinkedIn.

Table 5 Visitor demographics from LinkedIn analytics (August 2023 to July 2024)





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From the analytics, it becomes evident that the research communities and industries are well-represented among the visitors. Correspondingly, most LinkedIn followers come from research services, higher education, and IT. International organisations and people from other fields are, in comparison, less present, though the former is better represented in the analytics of the followers.

### 2.5.3. Demographics

The project website registered visits from 50 distinctive countries over the past 21 months. Most visitors to the project website are based in Europe (96,6%), mostly in Germany. North America is ranked second with almost 3%, mainly from the U.S.

— Visits

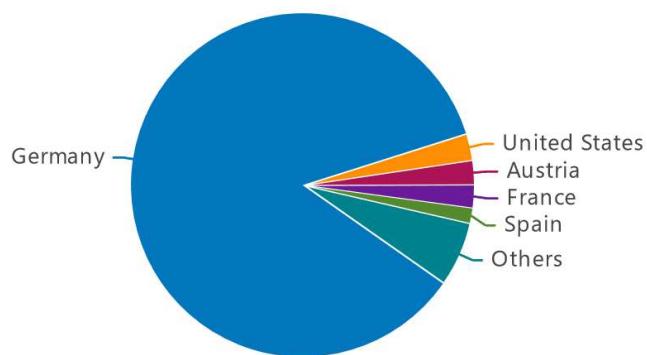


Figure 6 Countries of project website visitors



Figure 7 Locations of website visitors



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LinkedIn provides most insights regarding the visitors' and followers' demographic information. Most LinkedIn visitors in the past year are based in Spain, France, Austria, Italy, Norway and Romania. From outside of Europe, visitors from Canada also appeared. 50,7% of the visitors are entry-level or in training, while 46% are at senior level (including directors, managers and partners). In contrast, most LinkedIn followers are at the senior level (53,1%), and 32,2% are entry-level. These data provide insights into who finds the project content interesting and relevant, but also which target groups still need to be better reached.

### 3. Training Activities

Given the current maturity of the project, more focus has been put on internal training. Very early into the project, in February 2023, an internal webinar was organised by TU Wien ISAS to brief consortium partners on Horizon Europe communication and dissemination guidelines. Another internal webinar followed in November 2023, held by ASRO, giving an introduction to standardisation. Both webinars have been recorded and are available for partners on the internal collaboration platform.

**EU Visibility**

Acknowledgement:  
The emblem must be displayed at least as prominently and visibly as the other logos

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**STANDARDIZATION TRAINING**

*Introduction to Standardisation*

The first external training activity was co-organised with the EMMC in June 2023. Several partners have expressed a wish to learn more about ontologies, their role and benefits. The webinar on ontology aimed to bridge the knowledge gap and it was also a synergising activity with the sister projects who were invited to join.





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At the first in-person General Assembly in Spain, in November 2023, WP6 task leader RINA led a workshop on exploitation. During the session, partners were familiarised with the characterisation tables, which are tools to collect information on exploitable results identified in the project. A second workshop is planned for the upcoming in-person General Assembly in October 2024.

## 4. Evaluation

The D&C strategy and plan set the basis for effective and timely activities to ensure that the project's messages reach the targeted audiences. There are three main phases, each with a different focus. Currently, the project is at the beginning of Phase II: Exploitation-oriented dissemination of results. Partners are in the course of drafting papers aimed to be submitted and accepted by the targeted scientific journals.

**Phase I: Raising interest among stakeholders (M1-M15)**

First, a unique visual identity and consistent communication style will be associated with the project to create visibility and facilitate recognition. The project and its preliminary results will be launched during a dedicated opening event to which representatives from the other sister projects will be invited. This event will take place in the first year in concomitance with a relevant EU/EMMC/EMCC event. In this phase, stakeholders are engaged to collect insights for the optimal design of MatCHMaker innovations.

**Phase II: Exploitation-oriented dissemination of results (M15-M30)**

Once the results are mature enough to clearly show the beneficial impacts of the MatCHMaker project, activities such as publishing papers and articles in peer-reviewed journals and at relevant conferences, workshops and other events will increase. The training plan will also start in this phase.

**Phase III: Promotion of the overall outcomes beyond the project (M30-M42)**

The final phase aims to stimulate the engagement of potential future clients. MatCHMaker will use the communication channels of EMMC and EMCC to reach large stakeholder groups working in the field of materials modelling and characterisation as well as materials producers, software developers and product manufacturers in general.

### 4.1 Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) are quantifiable indications to measure the outputs of dissemination and communication activities. Outcomes refer to the effectiveness of outreach reflected in the number of audiences reached, exposure rate, publicity volume and deliverables<sup>3</sup>. Before each consortium meeting and reporting period, all partners are asked to fill out an online survey regarding dissemination and communication activities. The results will then be added up and flow into the evaluation of KPIs.

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<sup>3</sup> European Commission. Communication Network Indicators. Available at: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/dg-comm-communication-network-indicators\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/dg-comm-communication-network-indicators_en.pdf) [Last accessed: 08.03.2023]



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The table below summarises the key components of the D&C strategy and plan together with the performance indicators where applicable.

Table 6 Communication channels, objectives and targets

Means/Channel	Objective, target and quantifiable indicators
Project visual identity and public image	Development of a common public image/branding for the project to allow an easier identification by the public and ensure visibility and recognition. MatCHMaker will adopt a <b>captivating project logo</b> and common <b>graphics</b> for the project template and promotional items.
Digital Marketing Strategy	<b>A captivating website</b> will be developed, and social media profiles (LinkedIn, YouTube etc.) and newsletter will be activated since the early beginning of the project, creating worldwide scale visibility and synergies with other initiatives and partners' profiles. They will contribute to increasing the number of visitors to the website and the visibility of the results. ❖ Visits per year: <1000 = poor; 1000-5000 = good; >5000 = excellent ❖ Material downloads per year: <100 = poor; 100-250 = good; >250 = excellent
Project communication toolkit materials (brochure, flyers, posters, banners)	Promotional project brochure, leaflets, and flyers for the large non-specialist community and the community of relevant stakeholders developed. A general project poster along with banners/roll-ups will also be developed to be used for events and exhibitions, while a first leaflet/brochure shortly after the beginning of the project, oriented to raise awareness and provide visibility ❖ Shared flyers: <500 copies/yr=poor; 500-1000 copies/yr=good; >1000 copies= excellent
Project video and/or audio-visual interviews	Two <b>project videos and/or audio-visual interviews with a storytelling approach</b> will be created, presenting 1) The project's objectives and vision; and 2) How to use MatCHMaker (training-based) ❖ Video promotion via the website and social media
Project media presentation	The opportunity to present the project on generalised and/or specialist media such as local or national press, magazines, radio and TV programmes will also be sought.
Training	Online webinars and external training to inform on the project results, to reach the general public and internal training to inform and educate project partners in multi-disciplines, support understanding and collaboration ❖ 5 internal training sessions (M6-M42) ❖ 3 external training sessions (M21-M42)
Open Workshops	Together with other related projects, the project will contribute to EMMC international workshops organised every two years.

Online surveys for partners and one-to-one meetings are the mechanisms to collect relevant information. In the survey (see Figure 8), partners are asked to indicate the activities and outreach scale of the activities. The questions are tailored to the performance indicators outlined in the strategy and plan. The collected data are summarised and flow into the KPI evaluation.



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#### Publications and Events



#### 3. Publications within peer-reviewed journals and scientific conferences \*

Yes  
 No

#### 4. In which of the following journals did you publish project-related papers? (below are journals proposed in the Grant Agreement, please feel free to add by clicking 'Other') \*

Applied Energy  
 Applied Intelligence  
 IEEE Transactions on Pattern Analysis and Machine Intelligence  
 International Journal of Hydrogen Energy  
 Journal of Applied Physics  
 Journal of Power Sources  
 npj Computational Materials  
 Cement and Concrete Research  
 Cement and Concrete Composites  
 Construction and Building Materials  
 Nature Energy  
 Other

#### Distribution of outreach materials



#### 5. MatCHMaker Newsletter distribution: Number of recipients (0-1000)

0

#### Additional comments

e.g. if number of recipients larger than 1000

#### 6. MatCHMaker Video distribution of information to stakeholders about MatCHMaker (0-1000)

0

#### Additional comments

e.g. if number of recipients larger than 1000

#### 7. Distribution of project flyer (physical or digital) (0-1000)

0

#### Additional comments

e.g. if number of recipients larger than 1000

Figure 8 Preview of the internal KPI survey

As Table 6 below demonstrates, the project has achieved excellent results in the

Table 7 MatCHMaker KPIs (Key Performance Indicators)

Dissemination and Communication Channels	Status M21
MatCHMaker Project website ❖ Visits per year: <1000 = poor; 1000-5000 = good; >5000 = excellent ❖ Material downloads per year: <100 = poor; 100-250 = good; >250 = excellent	Visits: 6048 Downloads: 110
Distribution of outreach materials (flyer, posters, newsletters...) ❖ Shared flyers: <500 copies=poor; 500-1000 copies =good; >1000 copies= excellent	Views: 1398
MatCHMaker Video distribution	Views: 2191
Project events and presentations	Events participated: 9 Presentations: 6
Social media posts (followers and impressions)	LinkedIn: 177/20742 Twitter: 309/3249
Training sessions (>5 internal and >3 external)	3 internal trainings 1 external webinar



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## 4.2 SWOT Analysis

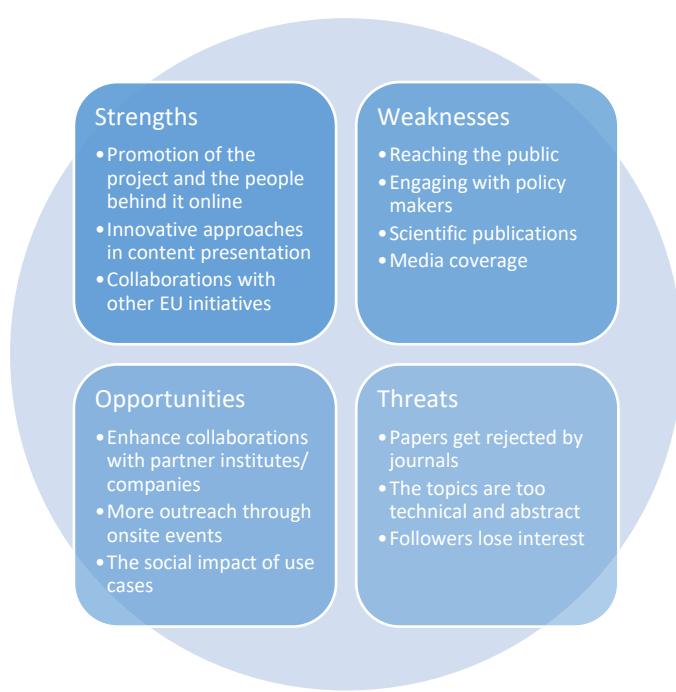


Figure 9 SWOT analysis of the D&C activities

As a conclusion, the MatCHMaker project has successfully established a solid online presence with constantly growing followers. Engagements with the Councils and project clusters further contribute to the interconnectivity with other EU projects and initiatives. The various content presentations have captured awareness, especially among the research community and relevant industries. However, the outreach to the general public shows room for improvement and attention will be paid to events engaging with the general public as well (such as the Austrian Long Night of Research taking place every two years). The challenge is to translate the technical concepts into easily understood language, in a similar manner to the project video.

Keeping the weaknesses and threats in mind, the current phase is dedicated to making the first project results public via peer-reviewed journals. More communication with policy- and decision makers should also be sought, especially in regard to standardisation activities. Furthermore, press releases should be drafted and made available. Partner institutions and companies have underexplored potential to promote the project and more collaborations will be pursued.

## 4.3 D&C Assessment

D&C activities are assessed periodically by the responsible team for Dissemination and Communication at TU Wien (ISAS). According to the agreed plan, assessments will take place in the following timeframes:

- M4 Deliverable D6.1 – Dissemination and Communication Strategy and Plan



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- M18 First Review Meeting
- M21 Deliverable D6.2 – Report on dissemination, communication and training activities
- M30 Mid-term Review Meeting
- M42 Deliverable D6.5 – Report on the collaboration and contributions to EMMC & EMCC
- Final meeting

## 5. Conclusion

This Deliverable (D6.2) reports on the accomplished dissemination, communication and training activities within the Horizon Europe Project MatCHMaker. It contains a detailed overview of the channels and tools used to promote the project and its developments, stakeholders and audiences reached, and training activities. Furthermore, it provides an analysis and evaluation of the performance of the endeavours, including a SWOT analysis. The D&C strategy and plan (D6.1) have been the basis for the activities and implementations.

The report will be updated in collaboration with relevant consortium members to correctly reflect the dissemination and communication activities in M42.