



NextGEM

Next Generation Integrated Sensing and Analytical System for Monitoring and Assessing Radiofrequency Electromagnetic Field Exposure and Health

D8.2: Dissemination and communication plan

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Glossary of terms and abbreviations used

Abbreviation / Term	Description
BioEM	Bio Electromagnetics conference
CENELEC	European Committee for Electrotechnical Standardization
CLUE-H	European Research Cluster on EMF and Health
DMP	Data Management Plan
EC	European Commission
EMF	Electromagnetic Field
ETAIN	Enhancing the investigation of RF-EMF and its possible effects on human health and biodiversity
EUCAP	European Conference on Antennas and Propagation
EUROTOX	European Societies of Toxicology
GA	Grant Agreement
GOLIAT	5G expOsure, causaL effects, and rIsk perception through citizen engAgemenT
ICNIRP	International Commission on Non-Ionising Radiation Protection
GLOBECOM	IEEE Global Communications Conference
ICOH	International Commission on Occupational Health Conferences
IEEE-ICC	International Conference on Communications
IEEE-ICES	International Committee on Electromagnetic Safety
IEEE-MeditCom	IEEE-International Mediterranean Conference on Communications and Networking
IEEE-MELECON	IEEE Mediterranean Electro-technical Conference
ISES	International Society of Exposure Science
ITU	International Telecommunication Union
NIKH	NextGEM Innovation & Knowledge Hub
RIVM	National Institute of Public Health and the Environment
RF-EMF	Radio Frequency Electromagnetic Field

SEAWave	Scientific-Based Exposure and Risk Assessment of Radiofrequency and mm-Wave Systems from children to elderly (5G and Beyond)
SRA	Annual Meeting of Society for Risk Analysis
URSI	International Union of RadioScience
WHO	World Health Organization
WP	Work Package

Executive Summary

This Dissemination and Communication Plan describes the NextGEM strategy to achieve the dissemination and communication goals defined in the project Grant Agreement, ensuring an optimal impact in external communication, dissemination and outreach. The plan also considers the management of internal communication.

After introducing the vision and objectives for dissemination and communication, the plan addresses the targeted audiences, the key messages, the information diffusion channels and the internal protocols established to manage the project knowledge outputs.

Dissemination activities include publications in scientific journals and organizing scientific conferences and training workshops independently as well as jointly with other projects funded within the HORIZON-HLTH-2021-ENVHLTH-02-01 call, such as the Horizon Europe CLUE-H cluster projects (ETAIN, GOLIAT, SEAWave) and other entities.

NextGEM communication will focus on the following relevant stakeholders: academia, telecommunication providers, citizens and competent authorities. Planned communication channels to reach those targeted audiences include a public website, factsheets, policy briefs, promotional videos, press releases, having a strong presence on social media and participate in local outreach events.

The expected impact, monitoring and reporting of the dissemination and communication activities are defined.

The plan is intended as a guideline to be used throughout the project duration and to assist the project partners in the planning and execution of the NextGEM dissemination and communication activities.

1 Introduction

This document defines the Dissemination and Communication Plan designed to achieve the goals defined in NextGEM Work Package 8 – Impact Maximisation through Stakeholder Engagement and Awareness Activities, in full alignment with the project Grant Agreement. Task 8.1 consists of implementing the dissemination and communication actions for the NextGEM project outputs according to the present plan. The plan will:

- Define guidelines to ensure efficient external communication throughout the project, building synergies with different stakeholders.
- Involve media, engage scientific and technological communities, public authorities, industry, and funding agencies, and reach out to the public at large.

The main actions to achieve such objectives are identified and categorized to define this Plan. The target audiences are specified together with the dissemination and communication channels to get our message across.

Having clear objectives is key to define the messages that we want to convey, from whom do we expect to receive them, and through which channels they are going to be communicated, to make sure our information is received and makes an impact on our audience. For this reason, a main goal of the Dissemination and Communication Plan is defining:

- The objectives of the activities
- The targeted audience
- The available tools
- The expected impact
- The monitoring and reporting of the activities

All dissemination and communication efforts will include a statement acknowledging the EU funding: “This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement number 101057527” and/or the European Union emblem, as specified in next sections.

Deliverable D8.2 “Dissemination and Communication Plan” is part of Work Package (WP) 8 “Impact Maximisation through Stakeholder Engagement and Awareness Activities”. It specifically reports on the activities and expected impact of the dissemination and communication activities of the NextGEM project. This is the second deliverable of task T8.1 “Dissemination, communication plans and activities and joint workshops with other peer and ongoing projects”, being in total, four: D8.1, D8.2, D8.5 (Report on dissemination, communication activities - Initial report), D8.11 (Report on dissemination, communication activities - Final report).

Task 8.1 is strongly connected with the other tasks of WP8, which are Policy recommendations, guidelines & risk communication (T8.2), exploitation activities (T8.3) and Quality criteria and international guidelines (T8.4), since all WP8-tasks are aimed to maximize the impact of the project through stakeholder engagement and communication activities.

1.1 Mapping NextGEM Outputs

The purpose of this section is to map NextGEM’s Grant Agreement (GA) commitments, both within the formal Task description and Deliverable, against the project’s respective outputs and work performed.

Table 1: Adherence to NextGEM's GA Tasks and Deliverables Descriptions

TASKS	
Task Number & Title	Respective extract from formal Task Description
Task 8.1 - Dissemination, communication plans and activities and joint workshops with other peer and ongoing projects	A dissemination and communication plan will be implemented at the outset of NextGEM involving all the partners in the activities mentioned in Section 2 (coordinated by CSIC). This will define guidelines to ensure an efficient external communication throughout the project, building synergies with different stakeholders; involve media; engage scientific and technological communities, industry, and funding agencies; and reach out to the public at large. Planned activities include implementing a public website; producing factsheets, policy briefs, promotional videos, and press releases; have a strong presence in social media; and organize conferences and workshops jointly with other projects funded within the HORIZON-HLTH-2021-ENVHLTH-02-01 call.
DELIVERABLE	
<p>Deliverable D8.2: Dissemination and Communication Plan (M)</p> <p>This deliverable includes the dissemination and communication plan of the project, including the objectives, target audiences, available channels, expected impact and monitoring and reporting.</p>	

1.2 Deliverable overview and report structure

Based on the objectives and work carried out under Task 8.1, the document starts with the Executive Summary followed by the introduction of the document in Section 1.

Section 2 provides the dissemination and communication objectives.

Section 3 includes the target audiences of the dissemination and communication activities.

Section 4 is about the communication (4.1) and dissemination (4.2) channels, including as well statistics of social media, a list of the dissemination, communication and outreach activities carried out during this period, and a press clipping.

Section 5 defines the expected impact, monitoring and reporting.

Finally, Section 6 concludes the deliverable.

2 Objectives

The Dissemination and Communication goals presented here are the driving force for the actions taken to disseminate and communicate everything related to the NextGEM project, always mindful of the methods, channels, and targets of each effort. The effectiveness and impact achieved will depend on having comprehensive and oriented information addressed to the target group, which fulfils specific needs and interests.

One of the aims of NextGEM is using the extensive investigations regarding the potential causal effects between RF-EMF and health to provide adequate scientific communication to improve awareness among authorities, employers and citizens. Therefore, the dissemination and communication activities will have this main objective in mind when being designed and prepared.

2.1 Dissemination Objectives

Dissemination activities are actions targeting the scientific, technology and industry communities, as well as regulatory bodies, and are intended to disseminate the research results.

We have identified the following dissemination goals, which are directly related to the projects' objectives and categorized according to specific target audience:

- To disclose project results that can be used by specific target audiences to progress in their own work and build upon the knowledge generated by NextGEM.
- To maximize the visibility and impact of the results within the scientific community.
- To be in the forefront of scientific knowledge on the topic of the project, by publishing the project results in international journals and organizing and participating in scientific conferences.
- To inform young researchers on the topic of the project.
- To collect all the information related to the results achieved within the scope of the project for future reference and create a repository with all the results and outcomes of the project.
- To disseminate relevant information that could be useful to legislation and governmental bodies.

2.2 Communication Objectives

Communication activities are actions directed to the general public or for other audiences different from the scientific community. They are intended to communicate the project itself, the progress of the project, the different outcomes, and also the general science behind the project.

The communication goals are directly related to the project as a whole (objectives, consortium, results, etc) and categorized according to specific target audience:

- To define guidelines to ensure an efficient communication throughout the project.
- To achieve a broad online presence in order to establish the project's brand in front of all of our targets. The public identity of the project is linked to the Horizon Europe cluster on health and EMF, CLUE-H.
- To create awareness of the project within the field of research audiences, different from the scientific community and the industrial sector, as well as the civil society.
- To attract potential stakeholders from every part of the value chain and end users that could be interested in the process and results of the project.
- To produce communication materials (profiles, activities, material, etc.) that can aid partnering institutions and researchers to communicate this project and their alignment with it.
- To maximize the visibility and impact of the results in relation to the projects' Exploitation Strategy.
- To reach out to different stakeholders, like media, industry, funding agencies and the public at large.

2.3 Internal Communication Objectives

Internal communication is the communication that takes place between the project team members. In a project with 20 partners and 4 years of duration this is the key to achieve a good coordination between all the partners and share all the information generated to obtain the best possible results.

Internal communication tools and channels have a tremendous impact on the project members' productivity, teamwork, and engagement.

The Internal communications objectives in this project are:

- Partner's coordination to lead to an effective information flow and collaboration among the project participants.
- To share the information and knowledge generated.
- To help among partners to solve challenges and problems that might arise during the project.
- To advance at the same pace, always knowing the project status.
- To create a friendly atmosphere between the project partners fostering fruitful collaborations and synergies.
- To introduce channels and tools to communicate between the project members and make it easy to meet and work together.

3 Target Audiences

NextGEM dissemination and communication activities will target several specific groups, coming from many different fields: from researchers, industries, funding agencies, to the general public. The major groups of interest are listed in the following sections.

3.1 Dissemination Audiences

The dissemination activities will essentially target audiences related to the scientific and technological research professionals and possible end-users of the project results:

1. The broader scientific community: including university researchers, research organizations, experimental and computational facilities as well as other R&D centers.
2. Industry, investors, professional and business organizations, with a focus on members related to EMF and health.
3. Other European and International platforms with activities related to the NextGEM project, such as the Horizon Europe CLUE-H cluster projects (ETAIN, GOLIAT and SEAWave). Our dissemination actions should highlight the benefits of collaborative efforts.
4. Associations and organizations that affect relevant sectors: including International Commission on Non-Ionising Radiation Protection (ICNIRP), WHO, IEEE-ICES.
5. Standardization bodies like the European Committee for Electrotechnical Standardization (CENELEC).
6. Citizens and students from high school to university levels, as well as community organizations.
7. Government and policy makers, especially European Commission and Member State representatives.
8. Competent authority and policy makers (international, EU and national) i.e in radiation protection, occupational safety, health care.
9. Advisory national bodies, such as the National Institute of Public Health and the Environment (RIVM) and the National Health Council in the Netherlands, the Superior Health Council (section non-ionizing radiations) in Belgium, Anses in France

3.2 Communication Audiences

The communication activities will essentially target audiences beyond the relevant application end-users, since a central ambition of NextGEM is to attract the interest of government and policy makers:

1. SMEs and industry from the EMF domain
2. Mass media (press, radio, television, internet) and social media consumers
3. Technology clusters
4. Citizens and students from high school to university levels, as well as community organizations.
5. Professional and business organizations
6. Government and policy makers, especially European Commission and Member State representatives.
7. Competent authority and policy makers (international, EU and national) i.e in radiation protection, occupational safety, health care.
8. Science journalists, freelance or working for specialized websites or mass media (press, radio, television, internet)
9. General public, families, group of friends, primary school students, etc.

3.3 Internal Communication Audiences

The internal communication takes place between the project team members, which are also the audiences of the internal communication. Internal communication can be structured and it will follow defined roles based on the principle that, while it is the responsibility of all partners to deliver high-quality project results, there are several Management Committees with allocated specific responsibilities streamlining the project quality.

The organisational structure of the consortium is comprised by the following Consortium Bodies:

- The General Assembly (GAs) as the ultimate decision-making body of the consortium.
- The Executive Board (EB) as the supervisory body for the execution of the Project consisting of the WP leaders, which shall report to and be accountable to the General Assembly.
- Project Management Board (PMB) consisting of the Project Coordinator, Scientific and Technical manager,
- Assurance and Risk Manager and Ethics Manager

Each work package (WP) leader plays a crucial role in coordinating the activities within their assigned WP. They begin by creating a well-designed work plan that outlines the tasks involved, timelines, and expected outcomes, all of which were initially defined by the WP leader. Once the plan is in place, the WP leader monitors the progress of the partners involved, ensuring that tasks are completed within the predetermined timeline.

It is also the responsibility of the WP leader to identify any deviations from the schedule, assess the impact on other tasks, and take corrective measures as needed to keep the project on track. This ensures that the project implementation is efficient and accurate, leading to the desired outcomes.

Furthermore, the WP leader is responsible for assessing and reporting on milestones and deliverables, ensuring they meet the expected quality. They regularly provide feedback to the Project Management Board (PMB), as per the reporting strategy adopted, regarding the development and progress of work. Additionally, they advise on known or potential problems that require management action and suggest changes to future plans.

Overall, the WP leader plays a vital role in managing their respective work package, ensuring effective project implementation and meeting the desired objectives.

Finally, internal communication channels will be established so that all the project members can communicate between them in an easy and simple way and ensure an effective communication.

4 Dissemination and Communication Channels

This plan combines interpersonal, two-way dissemination and communication channels, like live events and conferences, as well as mass media, one-way communication channels, like social media and scientific journals, thus combining the benefits from both: the interactive nature and higher effectivity from the former and the potentially larger audience of the latter.

Not all audiences are meant to be approached by each of the dissemination and communication channels available to us, and a degree of specificity in each channel will help make our messages more effective. The table below (Table 2) illustrates which of these audiences are the objective of each channel:

Table 2: Some dissemination and communication channels for each target audience

Target Audience	Website	Scientific Journals	Attendance to events	Mass media	Social media	NIKH
Scientific community	✓	✓	✓		✓	✓
Industry & investors	✓	✓	✓		✓	✓
Other platforms	✓	✓	✓		✓	✓
Associations & organizations	✓		✓	✓	✓	✓
Standardization bodies	✓	✓	✓		✓	✓
Citizens and general public	✓			✓	✓	✓
Students	✓	✓	✓	✓	✓	✓
Professional organizations	✓	✓	✓		✓	✓
Government & policy makers	✓	✓	✓	✓	✓	✓
Competent authorities	✓	✓	✓	✓	✓	✓
Advisory national bodies	✓	✓	✓		✓	✓

The use of such different channels will allow for the tailoring of the message, choosing where to communicate information in ways that are appropriate and relevant to the segment of the audience that is being targeted.

We will be differentiating our dissemination channels from our communication channels (see sections below). Dissemination channels exclusively refer to the publication and disclosure of the scientific results within the context of the project and on activities for the scientific community (publications, workshops, etc). Communication channels are meant to promote the project and its results and to build awareness, and are directed to many different audiences, including the general public. Both dissemination and communication channels can sometimes be two-way channels.

4.1 Dissemination Channels

4.1.1 Scientific Journals

The expected scientific results are a key element of the project's dissemination actions, ranging from RF-EMF exposure modeling and measurements, experimental studies and biological effects of RF-EMF, to possible causal links between EMF and potential health and environmental effects or about the Innovation & Knowledge Hub (NIKH).

These findings will be published in relevant high-impact journals like International Journal of Radiation Biology, Radiation Protection and Dosimetry, Health Physics, Sensors and Environmental Research, Bioelectromagnetics; International Journal of Environmental Research and Public Health; Biophysical Journal; Scientific Reports; Redox Biology; Frontiers in Public Health; Risk Analysis; Environment International; PlosOne, Exposure and Health, Journal of Chemical Health Risks, Journal of Biology, Current Biology, Biomedical Journal, Journal of Biomedical Science, Industrial Health, to name a few.

All the publications will be published in Open Access immediately after publication, if possible, or within the first 6 months after publication. Gold Open Access will be ensured when possible (publications available directly from the publisher). Green Open Access will be always ensured ("self-archiving" on institutional repositories). Research data associated to these publications will be also made available in open access, either together with the corresponding publication deposited on the institutional repositories, on other archives or alternative methods, according to the Data Management Plan (DMP). Authors are requested to include the following sentence in the "acknowledgement" section of all the scientific publications that are produced in the framework of the project:

"Authors acknowledge funding from the NextGEM project from the Horizon Europe Research and Innovation programme under Grant Agreement No 101057527. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

4.1.2 Events

The members of NextGEM project will both attend and organize networking events in live settings and also online, which are considered very effective ways to communicate the developments of the project as well as results achieved. This channel also allows for a more direct interaction with relevant agents that surround the project and have similar interests, like the other CLUE-H Horizon Europe projects. There are three types of events that NextGEM members will be a part of:

4.1.2.1 *Scientific conferences and workshops*

The NextGEM project partners will collaborate with all 4 funded projects in HORIZON-HLTH-2021-ENVHLTH-02-01 in the organization of scientific conferences and workshops. NextGEM will co-host at least one international workshop/conference together with the European Research Cluster on EMF and Health (CLUE-H) cluster projects, ETAIN, GOLIAT and SEAWave, where stakeholders from the industry and European associations will be invited as keynote speakers and asked to provide feedback to the project progress and outcomes.

In addition, the academic partners of the project will individually and in collaboration publish and present scientific advances at leading conferences and workshops. A non-exclusive list of selected conferences and workshops include: IEEE Global Communications Conference (GLOBECOM), International Conference on Communications (IEEE ICC), Annual BioEM Conference; International Union of RadioScience (URSI); European Conference on Antennas and Propagation (EUCAP); IEEE-International Mediterranean Conference on Communications and Networking (IEEE-MeditCom); IEEE Mediterranean Electro-technical Conference (IEEE-MELECON); European Societies of Toxicology (EUROTOX); Electromagnetic Fields Medical Conference; Annual Meeting of Society for Risk Analysis (SRA); International Commission on Occupational Health (ICOH) conferences; International Society of Exposure Science (ISES).

The aim is to present NextGEM's results via oral contributions, posters, or tutorials in at least 20 occasions and to do about 6 conference demonstrations (presentation, experimental demonstration, flash-talk, etc).

4.1.2.2 *Workshops and schools*

One of the important activities of the NextGEM project is to keep updated with the latest techniques and to take advantage of the expertise of the different partners to collaborate and learn from each other. This is why, the project

includes the organization of scientific events, such as technical workshops and summer/winter schools open to the partner members and to the scientific community interested in the topic. These events are also used to present intermediate and final project results and achievements.

4.1.2.3 *Training and teaching events and programs*

The NextGEM consortium plans and organizes training events, as well as tutorials, training and webinars. The idea is to have all the online events, and the presentations on NextGEM scientific topics publicly available through the project's website. NextGEM aims young researchers to participate in training events, which will be open to all the undergraduate and MSc students, and PhD and Postdoctoral researchers of the partner institutions.

4.1.3 *Dissemination activities:*

The dissemination activities since July 2022 to March 2023 (M1-M9) are presented below:

4.1.3.1 *Publications*

- A Simple and Low-Cost Technique for 5G Conservative Human Exposure Assessment. Fulvio Schettino, Gaetano Chirico, Ciro D'Elia, Mario Lucido, Daniele Pinchera and Marco Donald Migliore. Appl. Sci. 2023, 13(6), 3524.
<https://doi.org/10.3390/app13063524>
- Measurement studies of personal exposure to radiofrequency electromagnetic fields: A systematic review. Raquel Ramirez-Vazquez, Isabel Escobar, Guy A.E. Vandenbosch, Francisco Vargas, David A. Caceres-Monllor, Enrique Arribas. Environmental Research 218 (2023) 114979.
<https://doi.org/10.1016/j.envres.2022.114979>
- Comments on “What is the radiation before 5G? A correlation study between measurements in situ and in real time and epidemiological indicators in Vallecas, Madrid”. Alberto Najera, Rebeca Ramis, Fernando Las-Heras Andes, Concepcion Garcia-Pardo, Jose I. Alonso, Jesus Gonzalez-Rubio, Antonio Hernando, Javier Lafuente Martinez, Francisco Vargas Marcos. Environmental Research 212 (2022) 113314.
<https://doi.org/10.1016/j.envres.2022.113314>
- Critical thinking applied to science journalism. Science with a conscience: critique and debate. Francisco Vargas Marcos, Fernando Rodríguez Artalejo, M^a Aranzazu López Franco. Revista Española de Salud Pública 96, 1/2/2022.
- Comparison of Low-cost 5G Electromagnetic Field Sensors. K. Deprez, L. Colussi, E. Korkmaz, S. Aerts, D. Land, S. Littel, L. Verloock, D. Plets, W. Joseph, and J. Bolte, Sensors. *Submitted*.
- A Low-cost EMF Field Sensor for 5G EMF Exposure Measurements. Erdal Korkmaz, Stephan Littel, Marco Spirito and John Bolte. *Submitted*.
- A Testbench Driven FR2 EMF Sensor Development and Validation. Stephan Littel, Erdal Korkmaz, John Bolte and Marco Spirito. *Submitted*.
- NextGEM: Next Generation Integrated Sensing and Analytical System for Monitoring and Assessing Radiofrequency Electromagnetic Field Exposure and Health. Nikolaos Petroulakis et al., International Journal of Environmental Research and Public Health (IJERPH). *Submitted*.
- Controllable Local Propagation Environment to Maximize the Multiplexing Capability of Massive MIMO Systems. Electronics. *Submitted*.

4.1.3.2 *Scientific reports*

- Trends in the incidence of brain cancer in Spain between 1985 and 2015 and its possible relationship with the use of mobile phones. Spanish Network of Cancer Registries (REDECAN) [Tendencias de la incidencia de los cánceres del encéfalo en España entre 1985 y 2015 y su posible relación con el uso de teléfonos móviles, Red Española de Registros de Cáncer (REDECAN)]. December 2022.
- Mortality due to leukemias, non-Hodgkin's lymphomas and tumors of the Central Nervous System in Spain.

2001-2020. [Mortalidad por leucemias, linfomas no Hodgkin y tumores del sistema nervioso central en España. 2001-2020] Centro Nacional de Epidemiología (CNE), Instituto de Salud Carlos III (ISCIII). CIBERESP. González Recio P, Echave Heras N, Fernández Navarro P, Talaván González C, Fernández de Larrea Baz N, Pérez-Gómez B. Madrid, 2023.

- Designing NIKH: the NextGEM Innovation and Knowledge Hub to Access Next Generation Radio Frequency EMF Exposure and Health Data. Nikolaos Petroulakis*, Panos Chatziadam*, Mats-Olof Mattsson, Myrtil Simko, Vasileios Theodorou, Andrianos M. Yiorkas, Andreas Gavrielides, Andreas Miaoudakis, Maria Rosaria Scarfi, Olga Zeni. 2022 IEEE Conf on Standards for Commun and Networking. December 2022 <https://doi.org/10.1109/CSCN57023.2022.10051109>

4.1.3.3 Conferences presentations

- Designing NIKH: the NextGEM Innovation and Knowledge Hub to Access Next Generation Radio Frequency EMF Exposure and Health Data. IEEE Conference on Standards for Communications and Networking (CSCN). 28-30 Nov 2022, Thessaloniki, Greece.
- Methodological approaches in NextGEM - Next Generation Integrated Sensing and Analytical System for Monitoring and Assessing Radiofrequency Electromagnetic Field Exposure and Health. Bio Electromagnetics conference (BioEM 2023) 18-23 June 2023, Oxford, UK. *Accepted*.
- A Testbench Driven FR2 EMF Sensor Development and Validation. Bio Electromagnetics conference (BioEM 2023) 18-23 June 2023, Oxford, UK. *Accepted*.
- NextGEM Practical Guidelines for RF-EMF exposure awareness and preventive actions: goals, definitions, and procedure. Maarten Velghe, Mathieu Pruppers, Sam Aerts, Erdall Korkmaz, Andreas Gavrielides, Olga Zeni, Maria R. Scarfi, Eduardo Sudah, Fulvio Schettino, Marco D. Miglior, Francisco Vargas, Raquel Ramirez-Vazquez, Loek Colussi, Mats-Olof Mattsson, Myrtil Simkó, Dan Baaken, Nikolaos Petroulakis, and John Bolte. URSI General Assembly and Scientific Symposium 2023, 19-26 August 2023, Sapporo, Japan. *Accepted*.

4.1.3.4 Workshops organized

- First technical workshop on NextGEM expertise (Barcelona, CIMNE facilities, 26 Oct 2022).
- Propose to co-organize a workshop at the BioElectromagnetics conference (BioEM 2024) in Chania, Crete, 16-21 June 2024

4.1.3.5 CLUE-H related activities

- CLUE-H Kick off meeting 22 September 2022.
- CLUE-H WG 2 Data management and exchange: online meeting 31 March 2023.
- CLUE-H WG 3 Communication and dissemination strategy: online meeting 27 March 2023.
- CLUE-H WG 4.1 Exposure assessment: online meeting 13 January 2023.
- CLUE-H WG 4.2 Experimental Studies: online meetings 9 January 2023, 13 February.
- CLUE-H WG 4.5 Risk perception and communication: online meetings 10 January and 20 February 2023.

4.1.4 Online open access repository

The project deliverables will be archived in an online repository. It is expected that the project generates a number of deliverables. Some of the deliverables will be available in the online repository at the NextGEM website and open to everyone interested (Public), while others, with more sensitive results, will be private for the project members and evaluators and the EC.

4.1.5 NextGEM Innovation & Knowledge Hub (NIKH)

The NextGEM project will implement the NextGEM Innovation and Knowledge Hub (NIKH) for EMF and Health offering a standardised way for European regulatory authorities and the scientific community to store and assess project outcomes, and provide access to FAIR data.

The NIKH will be accessible through the project website. New functionalities will be added ad hoc according to the project needs to provide access to NIKH and connection to its functions.

NIKH will monitor, store, share and access EMF exposure and biological data with SOPs for lab experiments and engineering solutions to maintain compliance with safety standards, minimize exposure levels in set environments and contexts, and increase citizen's awareness on EMF information and research.

The NIKH platform will be based on an open-source framework integrating detailed codebook and metadata for biological data in a micro-services architecture containing the computational tools required for the above-mentioned functionalities and allowing flexibility and interoperability to embody diverse business processes and scenarios.

We will encourage the other CLUE-H projects to be added to the NIKH platform, targeting to share scientific results, recommendations, and practical guidelines to improve citizens' awareness.

The NIKH will include a mobile app for final users. The development of the mobile app application should involve a multidisciplinary team comprising experts in various fields, including EMF exposure assessment, mobile app development and user interface design. This team will work together to ensure that the app is scientifically accurate, user-friendly, and effective in promoting self-awareness of EMF exposure.

To support user engagement, the app should also include personalized recommendations for reducing EMF exposure. The user interface of the mobile app should be designed to be intuitive and user-friendly, making it easy for users to understand their EMF exposure levels and take appropriate actions to reduce their exposure. Finally, to ensure the effectiveness of the mobile app in promoting self-awareness of EMF exposure, it should be rigorously tested and evaluated using scientific methods. This will involve conducting user testing and measuring user engagement, behavior change, and health outcomes. The app should also be updated regularly based on user feedback and new scientific findings to ensure that it remains accurate and effective in promoting self-awareness of EMF exposure.

4.2 Communication Channels

4.2.1 Website

The NextGEM website is the main channel to concentrate and organize all information related to the project and was submitted as Deliverable 8.1 at M01.

URL: <https://www.nextgem.eu/>

It provides an overview of the project's objectives, activities, partners, publications and other dissemination activities as well as direct private access (secured with a password) to the NextGEM repository for exchange of documents within the project. Since it is the main channel to find all the public information of the project, the other channels do, to some degree, link back to it (especially social media).

The website information is categorized according to the following sections:

- News & Events
- About: Background & Motivation, Concept & Methodology, Objectives, Consortium
- Innovation & Knowledge Hub (NIKH)
- Dissemination & Communication: Public Deliverables, Workshops & Demos, Publications, Brochures & Flyers, Press releases & Newsletters, Video clips
- Contact

The expected number of unique visitors is 1,000 by M12 (after a year of being online), and 2,000 by M36, three years after. Check Figure 1 for the website users between M1 and M9 and Figure 2 to see the distribution per country of the website users.

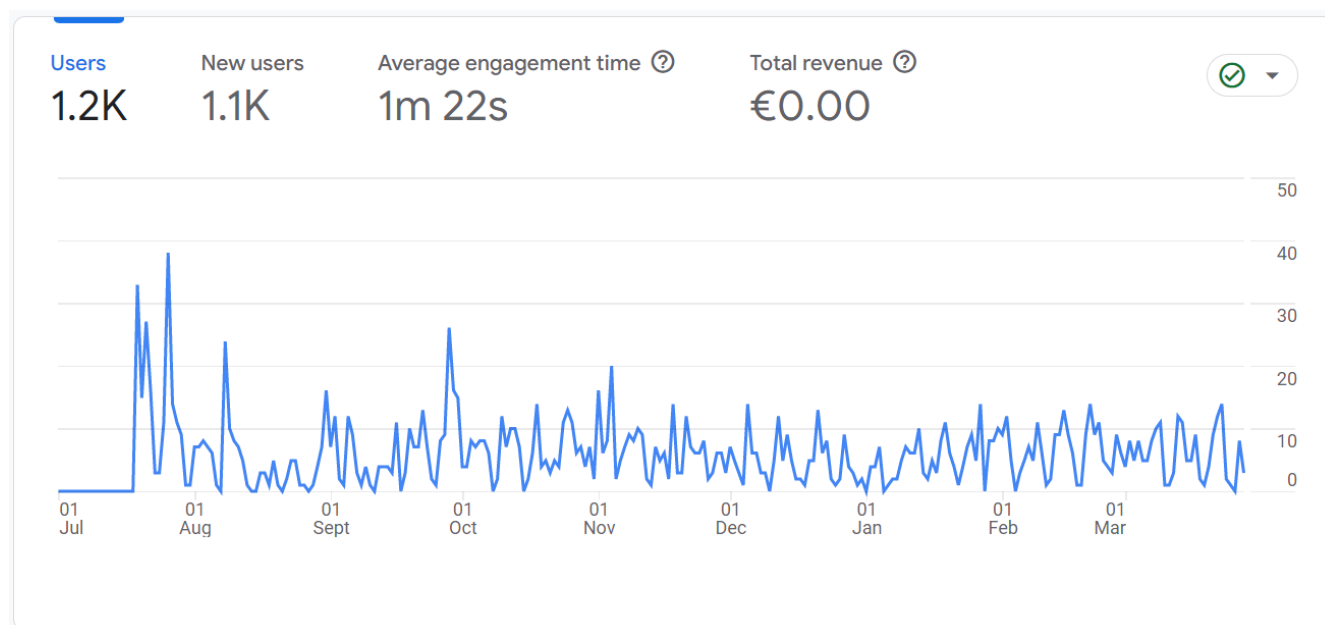


Figure 1. User Acquisition from M1-M9 of the NextGEM project website.

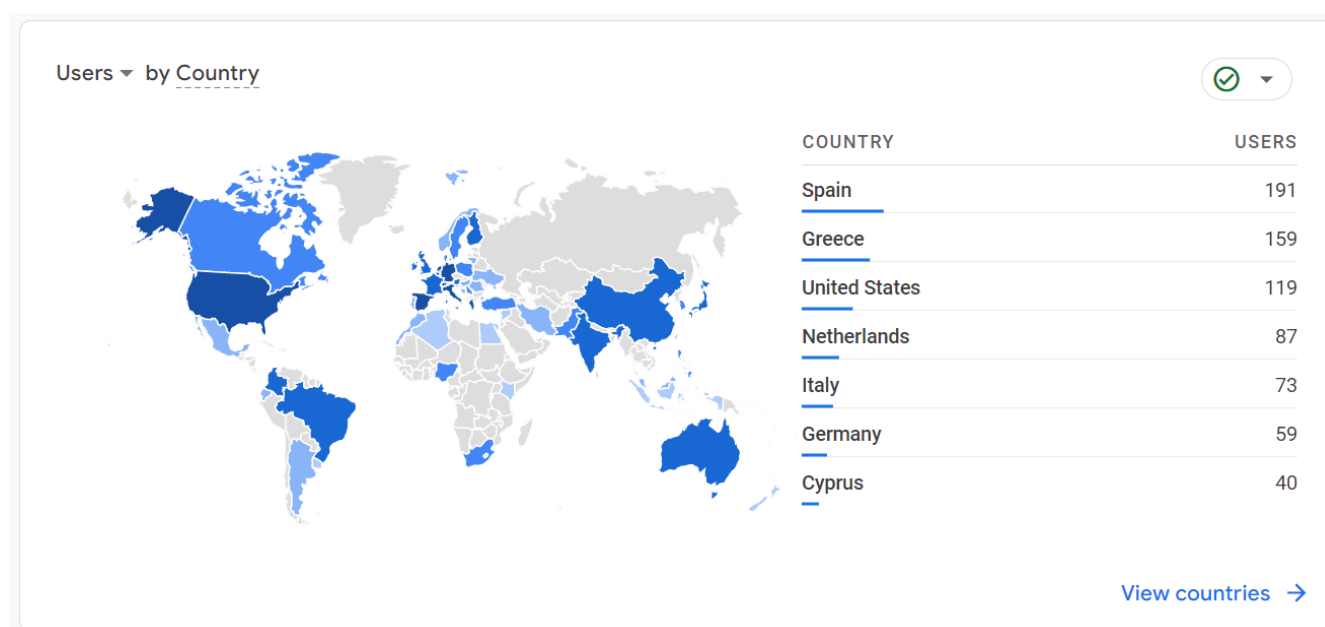


Figure 2. User distribution per country from M1-M9 of the NextGEM project website.

4.2.2 Networking events and conferences

NextGEM partners are active in several European platforms that organize different networking events, industrial exhibitions and business conferences. These serve as opportunities to present to other groups and individuals the outcomes of the projects, specifically the data standard and testing protocols as well as the online tools and databases provided by the consortium to relevant industry and end users. These events gather different stakeholders from private and public institutions and policymakers at any level (e.g. UN, WHO, Planning Commission, European Commission,

Advisory Bodies, National Politicians, Political Advisors, government representatives, National, Regional and Local Public Authorities and Agencies, representatives and international civil servants).

The following events are indicative: European EMF Forum Conference; ITU Virtual Forum on Human Exposure to EMF due to digital technologies or Puzzle X (Frontier Global Event for Technology and Future).

4.2.3 Communication materials

In order to reach the mass media, journalists, potential stakeholders and a general audience, the key results of the NextGEM project that are of relevance will be communicated through press releases, interviews and popular science articles and activities. Different types of actions are considered, such as press releases, local popular science events, videos or newsletters.

4.2.3.1 *Press releases and Newsletters*

NextGEM plans to send press releases to the media and to create newsletters to send to potential stakeholders, mass media, scientific community and other target audiences, for the duration of the project. Press releases show major achievements of the project and attempt to reach television, radio and the general public. Newsletters provide information regarding the project activities, achievements and results, targeting cross-fertilization to foster inter-communication with other relevant research actions, projects and technical communities.

The first three press releases highlighted the project kick-off in July 2022, the European Research Cluster on EMF and Health (CLUE-H) kick-off, in September 2022, and the announcement in February 2023 that NextGEM support the organization of BioEM2024 (in Chania, Crete, between the 16th – 21st of June 2024).

4.2.3.2 *Promotional material: factsheets, brochures and flyers*

Factsheets, brochures, flyers, posters and banners are a very useful platform to bring to networking events, fairs, brokerage events, scientific conferences, school visits and more. They can be technical or only informative. In NextGEM we plan to do a flyer to explain the main goal, motivation, objectives and consortium members of the project, and technical factsheets of the #EMF exposure and effects to raise awareness of the project topic on the population. See Figure 9 for an example of the first flyer proposal.

4.2.3.3 *Video clips*

Some of these efforts to increase awareness and knowledge of the project are the production of a series of video clips in which the different researchers talk about their role in the project. These short videos will be found in our YouTube channel but disseminated through our social media, such as Twitter or LinkedIn.

In addition, a video explaining the objective and goals of the project with preliminary results, and a short informative animated video that will describe the project in a clear and comprehensive way is planned.

4.2.3.4 *Public engagement events*

NextGEM encourages all partners to participate in public engagement events, such as the European Researchers' Night, visits to schools and universities, open days of their organizations, and events of their local cities and centers. These events are important to raise awareness of the EMF exposure and effects in the population and to clarify some concepts, such as risk assessment, dose, hazard or health effects to the citizens.

4.2.3.5 *Social media*

Without doubt, social media is today one of the most effective tools to engage general public. This is especially true for young generations, which are future end-users of the NextGEM results and might be future talent to be attracted to the field of EMF health-effect related activities.

Our two social media channels, LinkedIn and Twitter, have been created as main tools for quick communication with the general public in a more casual manner. Their primary function is to notify people on news related to the project and link back to our website that contains more thorough information. This is achieved through the consistent publication of breakthroughs, scientific publications, project events, updates and reminders of key dates, etc.

The two accounts created are expected to exceed 500 unique followers through social media, with more than 40 posts on LinkedIn and 500 re-tweets on Twitter. Currently there are 159 followers on LinkedIn and 96 followers on Twitter.

Apart from Twitter and LinkedIn, a YouTube channel has been created as a repository for the videos of the project.

4.2.3.5.1 *Twitter*

A Twitter account was created on July, 2022 as the main social media platform to share information about NextGEM under the handle @NextGEM_eu (see header in Figure 3).

This account will be used for the external communication of all project activities and is considered a strong influential aspect to make NextGEM known to society. All NextGEM members are strongly encouraged to post relevant tweets to promote the brand. While this channel is, as most social media, a point-to-multipoint communication system, which is appealing for large potential audiences, it also offers the opportunity for more casual communication between NextGEM members, as well as with members from other projects or other interested entities on an international scope who might not have the opportunity to interact face to face. In this sense, the NextGEM twitter account doubles as a community hub where people with shared interests can interact not only with the project but also among themselves. All NextGEM members are encouraged to share their day-to-day research through their personal accounts and interact with @NextGEM_eu.

A link to the Twitter account can also be found in the website, next to the different section names.



Figure 3. Twitter header on 24 March 2023.

4.2.3.5.2 *LinkedIn*

A LinkedIn account was created in July 2022 (<https://www.linkedin.com/company/nextgem-project/>) (see header in Figure 4).

This channel is specialized in professional networking and communication, and it was chosen for NextGEM over other channels as a hub to concentrate any professional inquiries related to the project. This includes open position offers, the announcement of seminars and webinars, opening of project calls, among others.

Since this channel is focused on professional relationships, it also offers us valuable information on the profiles of those who follow the project and are interested in it, including the professional positions that interact with the project the most.



Figure 4. LinkedIn header on 24 March 2023.

4.2.3.5.3 Statistics of social media

The statistics (followers and impressions) of Twitter and LinkedIn since the beginning of the project (M1) up to February 2023 (M8) are presented in the following figures.

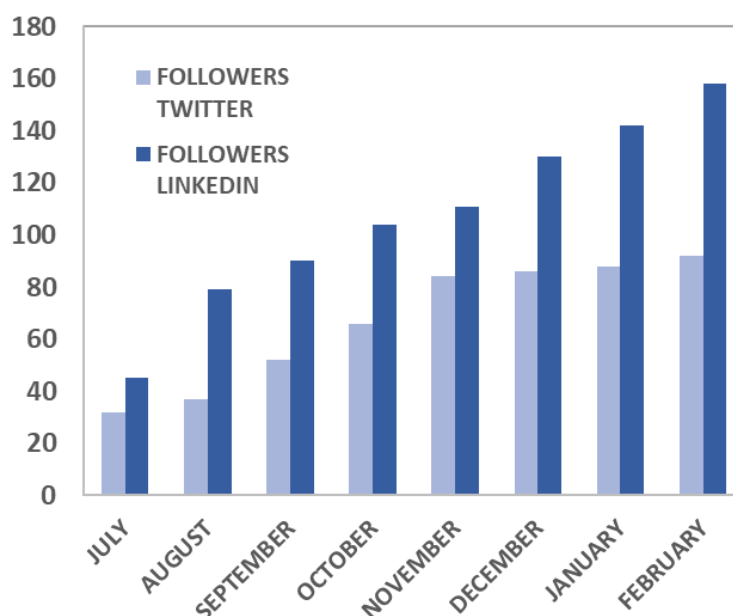


Figure 5. Followers on Twitter and LinkedIn between July 2022 (M1) and February 2023 (M8).

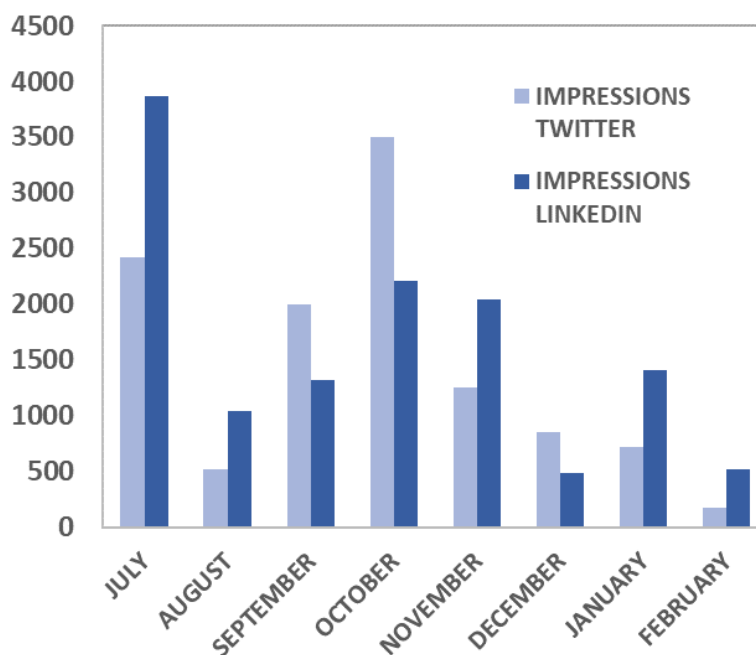


Figure 6. Impressions on Twitter and LinkedIn between July 2022 (M1) and February 2023 (M8).

4.2.4 Logo & Branding

The NextGEM logo is the main piece of branding for the NextGEM project (Figure 7). The design was commissioned during the project's creation. As explained in D8.1, the image of the logo is specifically designed to represent the 20 project partners and their role in the consortium as well as the necessary interactions that are key to the success of the project. The inner part of the core is closer to the bio direction and the partners that are involved in it. The middle layer expresses the transmission layer where the different partners are focused as well.



Figure 7. The official NextGEM logo and color palette.

Thus, the outer layer has been designed to have a dual interpretation of representing either the source of EMF exposure, or the knowledge and data collection and exchange. This union is represented by the maze, which can be interpreted as either the connecting tissue and central nervous system and the brain, or even the EMF exposure in cells or nematodes for experimental studies that will be achieved with the unique expertise that each partner brings to the project.

In this direction, NextGEM will apply research on new EMF exposures and their capability to move inside the maze. Finally, NextGEM vision is also depicted in the logo showing the exchange of knowledge between layers within project and with the rest of the world.

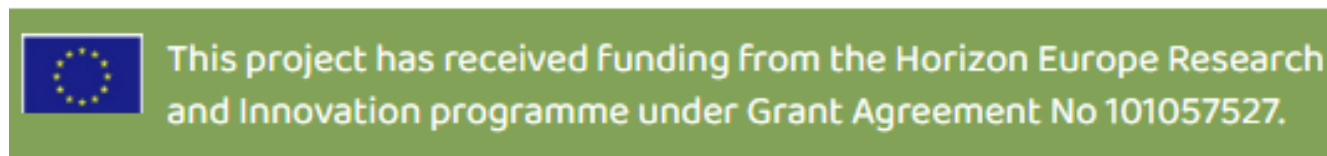


Figure 8. EU emblem with the text referring to Horizon Europe funding.

The NextGEM logo and the EU emblem (Figure 8) will be used by all project members at any dissemination and communication action, in order to facilitate identification and recognition of NextGEM.

Templates for reporting, deliverables and slides have also been created to be used by all the partners and throughout the project.

4.2.5 Communication activities

The communication activities since July 2022 to March 2023 (M1-M9) are presented below:

4.2.5.1 Press releases

- Launch of the European project NextGEM to investigate new generation EMF exposure and possible health effects (31 August 2022).
- A Cluster of Four Horizon Europe Projects will Assess Exposure and Risks of Radiofrequency Electromagnetic Fields (EMF), including those of 5G (28 Sept 2022).

4.2.5.2 Press clipping

- El proyecto europeo Nextgem analizará el impacto de los campos electromagnéticos en la salud y el medio ambiente (PharmaMarket, 3 Sept 2022) (Spanish)
- Seguridad al utilizar tecnologías con campos electromagnéticos (Revista Nuve, 2 Sept 2022) (Spanish)
- ¿Cuál es el impacto de los campos electromagnéticos en la salud? (15 Sept 2022) (Spanish)
- Españoles se embarcan en el estudio del impacto de los campos electromagnéticos en la salud (Salud Digital, 18 Oct 2022) (Spanish)

4.2.5.3 News in websites of the Consortium or Cluster members

- Project GOLIAT Sets Off to Investigate Potential Health Effects of Exposure to 5G (ISGlobal, 15 July 2022) (English, Spanish, Catalan).
- CIMNE participates at NextGEM, an EU-project promoting safety in EMF-based telecommunication technologies (CIMNE, 21 July 2022).
- Launch of the European project NextGEM to investigate new generation electromagnetic field (EMF) exposure and possible health effects (FORTH, 29 August 2022).
- Un projecte europeu analitzarà l'impacte dels camps electromagnètics en la salut i el medi ambient (CSIC Catalunya, 31 August 2022) (Catalan and Spanish).
- Un proyecto europeo analizará el impacto de los campos electromagnéticos en la salud y el medio ambiente (CSIC, 31 August 2022) (Spanish).
- ICMA B participates in the new NextGEM European project to investigate new generation electromagnetic

field (EMF) exposure and possible health effects (ICMAB, 31 August 2022).

- Smart Sensor Systems research group to be a partner in European research on 5G (The Hague University of Applied Science, 29 Sept 2022).
- ICMAB at the 2nd plenary meeting and 1st technical workshop of the EU project NextGEM (ICMAB, 17 Nov 2022).
- NextGEM, the European project to clarify the risks of radio frequency electromagnetic fields (IREA, CNR).
- Next Generation Integrated Sensing and Analytical System for Monitoring and Assessing Radiofrequency Electromagnetic Field Exposure and Health (EBOS).
- El Ministerio de Sanidad participa en el proyecto europeo NextGEM para monitorizar los campos electromagnéticos (Ministerio de Sanidad, 20 Feb 2023).
- Potential health impacts of 5G systems (NextGEM) (The Hague University of Applied Science).
- NextGEM - Next Generation Integrated Sensing and Analytical System for Monitoring and Assessing Radiofrequency Electromagnetic Field Exposure and Health (Sciensano).
- The health service takes part in European NextGEM project to monitor electromagnetic fields (La Moncloa, 20 Nov 2022).

4.2.5.4 Outreach activities

- Martí Gich (ICMAB, CSIC) participates in the European Researchers' Night in Barcelona with a talk on "Are we surrounded by electromagnetic waves?" for the general public (Barcelona, 29 September 2022).

4.2.5.5 Flyers

- NextGEM project



Next Generation Integrated Sensing and Analytical System for Monitoring and Assessing Radiofrequency Electromagnetic Field Exposure and Health

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Consortium

FORTH, eBOS, CIMNE, SP7, Sphynx Technology Solutions, THE HAGUE, INTRACOM, TIM, ICMAB, CSIC, TU Delft, sciensano, Universität Zürich

NextGEM

NextGEM is a 4 year project funded under the call "Exposure to electromagnetic fields (EMF) and health" (HORIZON-HLTH-2021-ENVHLTH-02-01)

Funded by the European Union under Grant Agreement no. 101057527

Background & Motivation

The NextGEM project's vision is to ensure EU citizens' safety when employing existing and future EMF-based telecommunication technologies. This will be accomplished by generating relevant knowledge that identifies appropriate control measures of EMF exposure in the residential, public, and occupational settings. Fulfilling this vision will provide a healthy living and working environment, under safe EMF exposure conditions, trustable by people and in line with the regulations and laws issued by the public authorities

Innovation & Knowledge Hub (NIKH)

The NextGEM Innovation & Knowledge Hub (NIKH) is a tool which will be used to:

1. Store the innovations and research outputs produced within the project
2. Include external scientific knowledge obtained from past research or synergies
3. Offer a network to EMF stakeholders
4. Enable security, trustworthiness and GDPR compliance

While emerging wireless technologies that use radio-frequency electromagnetic fields (RF-EMF) are vital for the European way of life, particularly in telecommunications, there is an increasing consideration of their possible adverse effects on human health and the environment, which may be potentially exacerbated by aggregation of different types of EMF signals

Objectives

1. Measure and model single and multiple RF sources, in changing EMF exposure patterns, based on innovative monitoring technologies
2. Assess health effects and elucidate action mechanisms of different and combined EMF exposure patterns by experimental and human studies
3. Identify causal links and perform risk assessment regarding EMF exposure and selected health outcomes while providing FAIR (Findable, Accessible, Interoperable, Reusable) data
4. Develop NextGEM Innovation Knowledge Hub (NIKH) and validate it through real-life case studies
5. Maximise NextGEM's impact through wide dissemination, communication, standardisation, exploitation, capacity building and clustering activities

Overall Concept

The project is characterised by the following two dimensions:

- The assessment of causal exposure-outcome associations will be based on:
 - An integrated appraisal of the evidence provided by various horizontal research activities encapsulated in the Case Studies
- NextGEM Technological Dimension
 - The NIKH will collect and store information on EMF measurements, research data and risk assessment presented through effective means of communication to stakeholders

Methodology

The methodology of NextGEM is structured on the following pillars:

- Sensing and data source**
 - Data for EMF exposure assessment will be collected from literature and/or experimentally measured in different real-life scenarios through the case studies conceived and developed during the project.
- Analytics and experimentation**
 - The combination of multiple approaches from real-life case scenarios, exposure assessment and umbrella reviews of epidemiological data in combination with experimental in vitro, ex vivo, in vivo and human studies will help to elucidate possible interactions and their mechanisms between EMF and biological systems related to health effects.
- Applications, tools and services**
 - NextGEM will provide novel exposure assessment methods and protocols, and risk assessment tools that are integrated into the NIKH, representing the main key exploitable outcomes.

Figure 9. NextGEM flyer to show the project objectives and consortium.

4.2.5.6 Poster

NextGEM poster was created to be shown in scientific events, where NextGEM partners participate. The poster will be regularly updated, following the developments of the project. Distribution will also include a high-quality electronic version in portable document formats (e.g., PDF), which will be downloadable from the website so each partner can download and reproduce it.

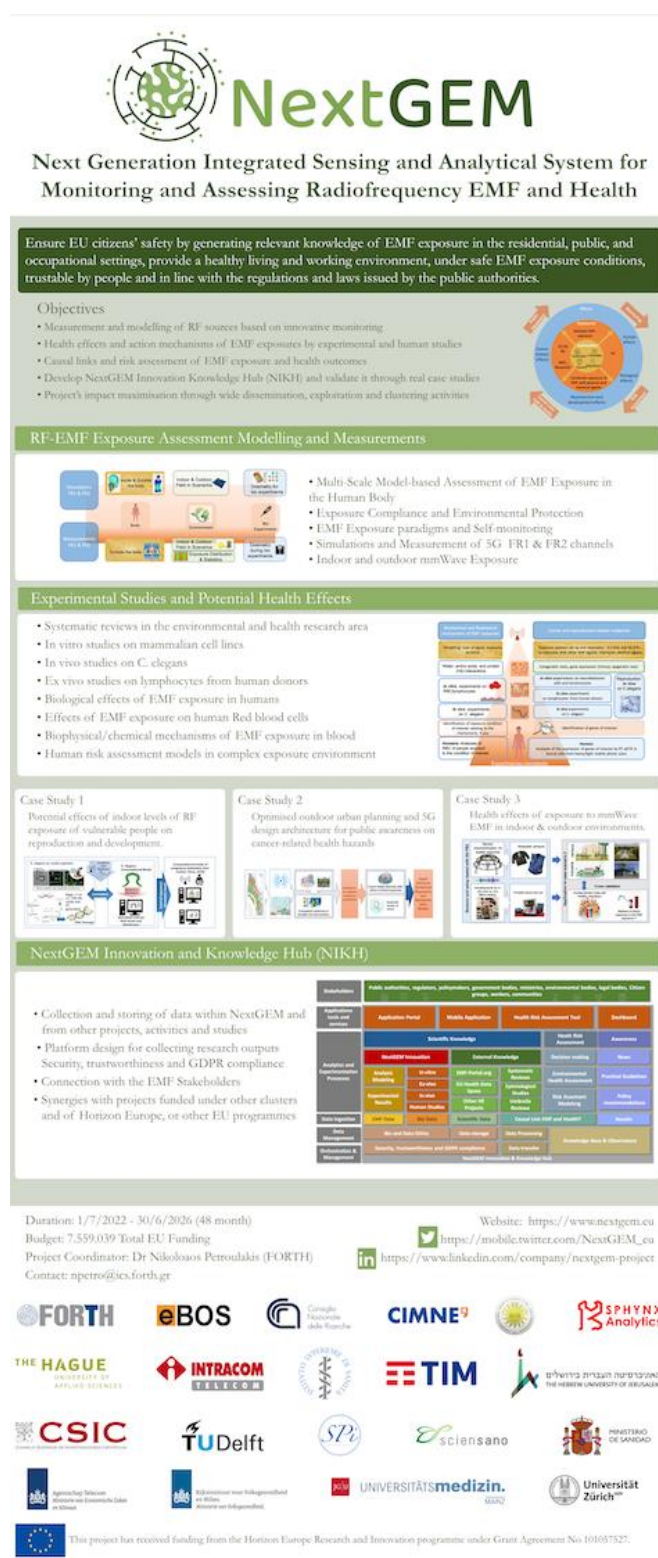


Figure 10: NextGEM poster to show the project objectives and consortium.

4.3 Internal Communication Channels

4.3.1 Mailing lists

The project have established different mailing lists created to communicate between the coordinator and all the partners and to communicate within each work package (WP).

Common practices include:

- Sending the emails to the corresponding links, instead of multiple recipients
- Answering only to the sender and not include all the list for simple topics
- Avoid sending files through the email. Instead, uploading them in the internal repository and share the link in the mail (i.e. added file to TaskX.Y in folder of WPX)

4.3.2 Internal repository

The project has an internal repository, in which all the documents generated by the project are found, such as deliverables, meeting documents (presentations, agenda, photos...), communication material (templates, banners, logos...) and other material. The repository is stored in the following order:

- Grant Agreement and Consortium Agreement
 - o Consortium Agreement
 - o Description of Action
 - o Grant Agreement
- Templates
 - o NextGEM docx template
 - o NextGEM presentation template
- Consortium meetings
 - o Kick-Off Meeting Heraklion 19-21 July 2022
 - Minutes, Photos, Pictures&Videos, Presentations, Social
 - o 2nd Meeting Barcelona 25-26 October 2022
 - Logistics, Photos, Presentations, Agenda, Participants List
 - o 3rd Meeting Naples 9-10 May 2023 (Planned)
- Work Packages
 - o WP1 – Project Management and Coordination
 - o WP2 – Requirements Analysis, Specification and Design
 - o WP3 – Innovative Model- and Sensor-based Technologies for Exposure Monitoring and Assessment Human Studies
 - o WP4 – Experimental approaches for assessing biological and health-related effects of EMF
 - o WP5 – Hazard and Risk Assessment
 - o WP6 – Development of NextGEM Innovation & Knowledge Hub
 - o WP7 – Case Studies Evaluation and Impact Assessment
 - o WP8 – Impact Maximization through Stakeholder Engagement and Awareness Activities
 - o WP9 - Ethics
- Media

- Figures and Images
- Poster
- Press Releases
- Cluster
 - Kick-Off Meeting Thessaloniki 22 September 2022

In order to harmonize the documents generated by the project, the repository includes a series of templates that can be adapted to each case, especially for the presentations of the internal meetings and for the deliverables.

The internal repository is used to share all the information of the project among the project participants, and thus, reduce the amount of mails received in the inbox, and avoid heavy emails. It is recommended to upload the file in the repository and send the link in the email to let the other participants know its location.

4.3.3 Online recurring meetings

Apart from the mailing lists to communicate, and the online repository to share files, each WP organizes internal WP meetings that are carried out online through any type of online meeting platform, such as Teams, Meet, Zoom or other. Meetings between all partners or between different participants of different institutions are also carried out online, usually, since they are more efficient.

4.3.4 Project internal meetings and technical workshops

The NextGEM consortium organizes periodical Project Meetings and Technical Workshop, to take place twice a year. These meetings are a great opportunity to put together the work done, to plan future work, and to share experiences and techniques. Also, these meetings are necessary as organizational tools, to decide what should be included in the project, monitor the state of the deliverables and milestones, and monitor the dissemination and communication activities.

The kick-off meeting took place on the FORTH premises in Crete (Greece) on 21-22 July 2022. The 2nd Project Meeting and 1st Technical Workshop took place on 25-26 October 2022 in Barcelona, at the CIMNE facilities and were co-organized by ICMAB-CSIC.

The 3rd Project Meeting will take place in May 2023 in Naples (Italy), and from then on, twice a year, possibly every October and April until the end of the project, they will take place in different locations: Israel, Belgium, the Netherlands, Cyprus, Hungary and Switzerland.

In each internal meeting, the project coordinator and each WP leader make a presentation (using the template) with the following: scope, objectives, description, deliverables, technical aspects and steps, methodology, diagrams, results, conclusions, further work. The meetings take place in-person, although there is also the possibility to connect remotely. However, attendance in-person is encouraged to favor the networking among partners.

4.3.5 Reporting of Dissemination and Communication activities

To generate content for social media (Twitter, LinkedIn and YouTube), content for the website (news) and communication printed material (flyers, rollups, banners, posters), the project partner should report to WP8, in charge of the “impact” of the project, the products generated by them during the project, and the activities in which they participate: publications, conferences, book chapters, outreach activities, radio interviews, patents, etc.

These generated activities are reported using an internal form. Once every month, the WP8 leader, during the WP8 monthly meeting, reminds the members to keep reporting the results and activities to WP8.

To effectively disseminate the project’s results, a Communication Team has been formed, with at least one representative from each partner organization. This team will ensure that there is at least one connecting link to each partner and that all activities under WP8 are kept on track. A form is generated to collect data from each partner to create the Communication Team. Name, mail, organization, and a short description of each individual organization, which are used in posts in social media.

5 Expected Impact, Reporting and Monitoring

All the dissemination and communication activities undertaken by the project members will be monitored for reporting via the Horizon Europe participant portal. An electronic form was created on the NextGEM repository for partners to input all necessary information.

Analytics will be achieved through data collection on the number of registered participants and attendees to events, as well as followers, users and engagement on the website and the two social media accounts. Web analytics results, published news and all dissemination activities will be presented in further deliverables related to Task 8.1 (D8.5, D8.11) to be submitted at M27 (intermediate) and M48 (final report). The aim is to assess the targets reached and the impact generated in general society vs. the initial performance indicators set.

Moreover, the links established with major international and national organizations, working groups and standardization bodies, and the events organized with the 4 funded projects of the CLUE-H cluster will also count as measurement of success of the project.

6 Conclusions

This Dissemination and Communication Plan has been elaborated to promote effective dissemination and communication activities derived from the NextGEM project, as part of the CLUE-H cluster and Horizon Europe.

The main objectives, target audiences, channels, expected impact and reporting actions that will define the dissemination and communication strategy have been described. All the dissemination and communication activities are designed to establish an efficient channel of exchange of information and a relationship with audiences. Therefore, an ongoing feedback through their involvement is generated.

During the project, and with the next deliverables related to this task, the monitored and efforts will be done to achieve dissemination and communication objectives within the project duration.