

**EUROPEAN COMMISSION**

**HORIZON 2020 PROGRAMME**

**TOPIC H2020-LC-SC3-2019-RES-IA-CSA**

**Increase the competitiveness of the EU PV manufacturing industry**

**GA No. 857793**

**High-performance low-cost modules with excellent environmental profiles for a competitive EU PV manufacturing industry**



**HighLite- Deliverable report**

**D2.7- Communication Plan**

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## About HighLite

The HighLite project aims to substantially improve the competitiveness of the EU PV manufacturing industry by developing knowledge-based manufacturing solutions for high-performance low-cost modules with excellent environmental profiles (low CO<sub>2</sub> footprint, enhanced durability, improved recyclability). In HighLite, a unique consortium of experienced industrial actors and leading institutes will work collectively to develop, optimize, and bring to high technology readiness levels (TRL 6-7) innovative solutions at both cell and module levels.

## HighLite consortium members



## Document information

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## Dissemination level<sup>ii</sup>

PU	Public	X
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## Publishable summary

D2.7 – “Communication Plan”, is a public deliverable related to the Dissemination, exploitation and communications activities (WP2) of the HighLite project (grant agreement No 857793).

This document describes the communication plan for the HighLite project, including the different tools, channels and means of communication that will be implemented throughout the project duration. This report also describes the target groups of the communication strategy and it outlines the key dates related to planned actions and events. It contains the project visual identity and specific materials and channels, and the main strategic and operative guide that shall govern the overall project dissemination and communication activities. These guidelines will help to ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means.

The Data Management Plan and Dissemination Plan will be described in more details in two upcoming deliverables (respectively D2.1 which is due by M6 and D2.2 which is due by M12).

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## List of acronyms, abbreviations and definitions

Abbreviation	Definitions

## 1. Introduction

This document describes the communication plan for the HighLite project, including the different tools, channels and means of communication that will be implemented throughout the project duration. This report also describes the target groups of the communication strategy and it outlines the key dates related to planned actions and events. It contains the project visual identity and specific materials and channels, and the main strategic and operative guide that shall govern the overall project dissemination and communication activities. These guidelines will help to ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means.

The project coordinator, imec, will lead the dissemination activities with the support of all partners. The dissemination activities will be continuously monitored during the project.

The main objective of the dissemination and communication activities is to maximize the general impact of the project.

## 2. Objectives

The objectives of the communication plan are to:

- Identify the target groups, communication tools and distribution channels for the project dissemination and communication activities.
- Create an identity to the project through graphically coherent material including the development of a website and logo.
- Plan how to share the knowledge gained in the project, i.e. to which target groups each activity and results are relevant, as well as the adequate channels to address these.
- Define the period for communication activities and the responsible partner for the implementation.
- To communicate and disseminate results to regional, national and international channels.
- Define how to engage the community into adopting the results of the project.
- Interact with a wide audience through the internet, promotional materials and events.

## 3. Target groups and stakeholders

The target groups and stakeholders are:

- Members of the EU PV manufacturing industry (feedstock supply, equipment and material manufacturing, cell and module production).
- Members of the EU PV downstream industry (PV installation, grid integration, operation & maintenance).
- International PV companies buying EU-made technology, equipment and materials.
- The R&D and academic PV communities.
- Decision makers of the Member States and the European Commission.
- The general public.

## 4. Project identity

The communication and dissemination strategies will be implemented through a combination of an effective visual identity and specific materials and channels (website, leaflets, etc.) that will follow the same style and pattern.

Primary dissemination starts with the project visibility. Templates to be used for presentations, reports, and public deliverables will be provided by imec to all partners as a Communication Toolkit.

The visual identity of HighLite revolves around the logo and the templates. The logo created for the project will be used in all dissemination and communication activities. Different HighLite logo versions for web, print and image will be available on the HighLite SharePoint document centre, hosted by imec. Detailed guidelines for using the logo and its different versions of the logo are also available.

### 4.1. Logo concept

The logo is using the project name HighLite (see Figure 1). The integrated symbol is inspired by the assembly of cut solar cells which is a major part of the HighLite project. The integrated symbol is coloured in shades of blue as this colour is associated with crystalline silicon solar cells which are the focus of the project. Two shades of blue were chosen for the HighLite acronym to make it visually more appealing.



*Figure 1: HighLite logo concept*

### 4.2. Project Templates

The visual identity of the project will be reinforced by using specific project templates. In this sense, HighLite has produced \*.docx and \*.ppt templates that should be used for all project reports, publications and presentations. There might be slight adaptations of the templates as the project progresses, based on the practical experience from using them or for other reasons like a partner changing its logo etc.

### 4.3. Acknowledgement of EU funding

All partners must comply with a contractual obligation (see article 29.4 of the Grant Agreement) to use the EU emblem (see Figure 2) in every communication together with a disclaimer acknowledging the funding of the EC: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857793”.

The project is also obliged (see article 29.5 of the Grant Agreement) in any dissemination of results to indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

The disclaimers will be added to any publication related to HighLite.



*Figure 2: EU emblem to be used in every communication of HighLite project*

## 5. Communication and dissemination channels

The communication and dissemination activities will be implemented using different approaches in order to diversify and maximise the outreach to the target groups, stakeholders and general public.

### 5.1. Online visibility

Online communication includes all channels through which the target groups can reach the project by surfing on the Internet. These include the project website, social media communication and newsletters. In addition, online press will be used for the release of articles. The executive board will monitor the results achieved in the project and will ask the responsible project partner to prepare newsletters in due time. Moreover, the project coordinating team will constantly update the website with news about upcoming HighLite events, such as the workshops and announce them several weeks before the events take place. The newsletter and press releases will be distributed via the project website as well as via Mailchimp to the network of contacts in the stakeholder database.

#### **Project Website**

The HighLite website is a key channel to disseminate the project contents and at the same time a communication tool to promote the project and its visibility.

The project website will be set-up at the very beginning of the project. The website will be used as the entry point to assess the achievements of the project. It aims at making the project's information publicly available, offering easy access from anywhere in the world and working as a strong dissemination tool addressing all target groups. It will initially inform about the scope and objectives of the project and be progressively populated with contents covering, among others, public deliverables, articles, events and news.

The website will be managed by the project coordinating team. The registered domain is [www.highlite-h2020.eu](http://www.highlite-h2020.eu). As a preliminary structure, the HighLite website will include the following features:

- A Project section featuring several sub-sections about the project (Introduction, Objectives, Concepts and Approach, Facts and Figures, Links to sister projects, Partners)
- A Results section with the links to all public deliverables reports and publishable summary reports of confidential deliverables.

- A News/Events section with news from the project, relevant events, press releases, success stories, the call to action to subscribe to the Newsletter and the e-Newsletters already published
- A Publication sections with links to all publications published throughout the project.
- An automatically updated Twitter feed from everyone using the hashtag #HighLite\_h2020.
- It will be available from every device (smartphone, tablet, desktop).

The launch of the website is planned by end of month 2 (end November 2019) and no significant delays are expected. A screenshot is shown in Figure 3.

The website will be maintained for at least two years after the end of the project. This will increase the impact of the project, making the results widely available and remaining a hub for knowledge exchange between interested stakeholders across Europe.

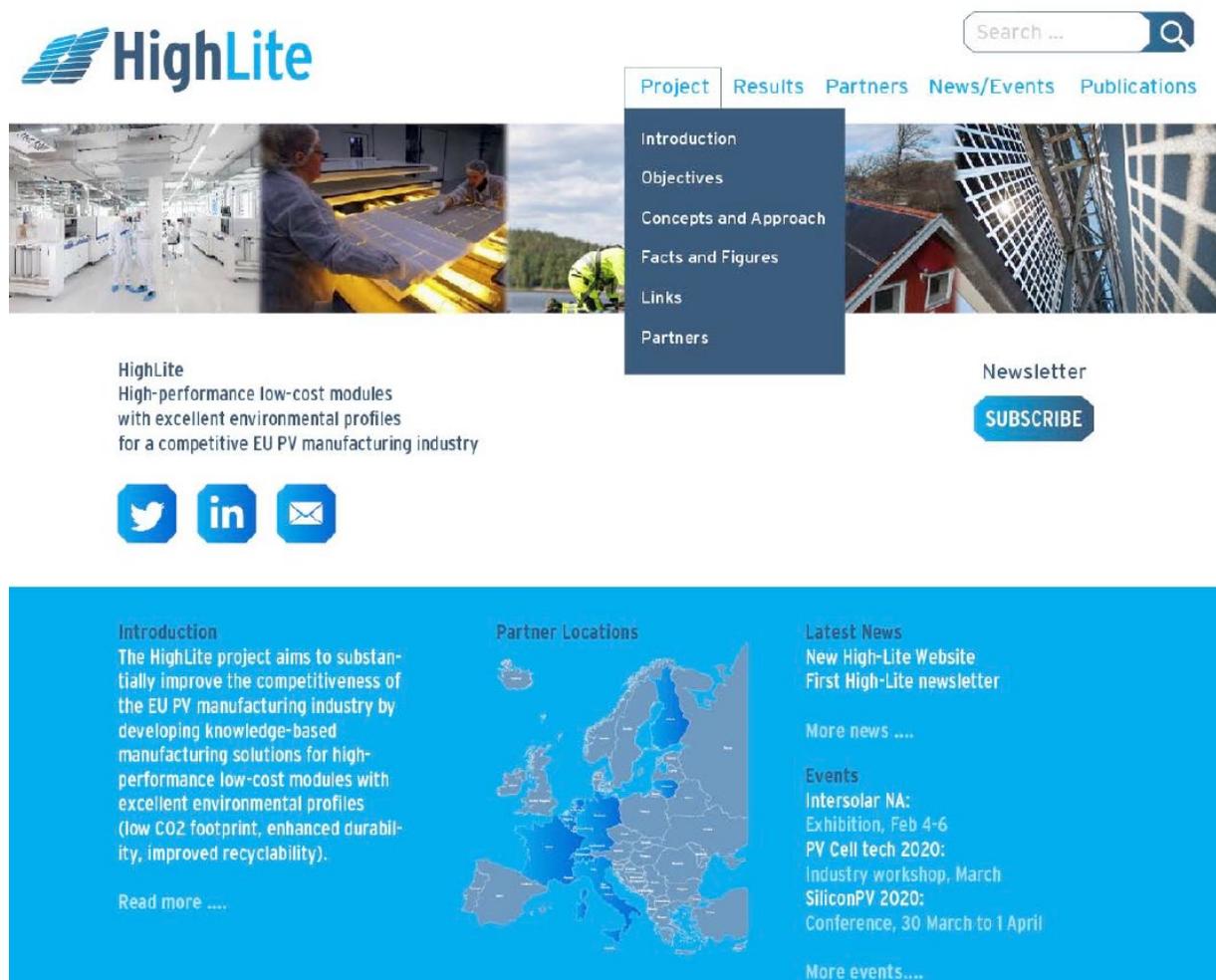


Figure 3: Screenshot of HighLite project website (online by end November 2019)

## Newsletter

A periodic e-Newsletter will be produced by the Executive Board with input and support of all HighLite partners: e-Newsletters will provide information on project progress and results as well as links to public deliverables, articles, news, events and support to the corporate communication campaigns of industrial partners for their announcements relevant to the Implementation Plan. Subscription to the newsletter will be possible from the website.

Newsletters will be made available on the project website, in order to improve visibility of the project via electronic means and sent-out to consortium members and their networks, industry, policy makers at European, national and regional level. The production and release of the e-Newsletter will be under the Executive Board responsibility. Nevertheless, all the consortium partners will be informed about the editorial plan and will be asked to contribute by highlighting relevant news and events for inclusion.

The newsletter will be distributed through the online platform Mailchimp and will be delivered to the community of stakeholders and all people registered to the HighLite website. The structure of the newsletter could include the following sections:

- Editorial
- News (from the website)
- Latest Results / In the spotlight
- Events /Matchmaking events

## Social Media

Social media is nowadays a strong mean of communication in all fields and sectors. Therefore, the presence in social media channels will be reinforced. HighLite's Coordination team will create and maintain linked LinkedIn and Twitter accounts. The project partners will continue to make use of their own institutional social media accounts (LinkedIn, Twitter) to distribute news on the HighLite project on regular basis using the hashtag #HighLite\_h2020. These accounts will be used as additional distribution channels for the project results, news and updates.

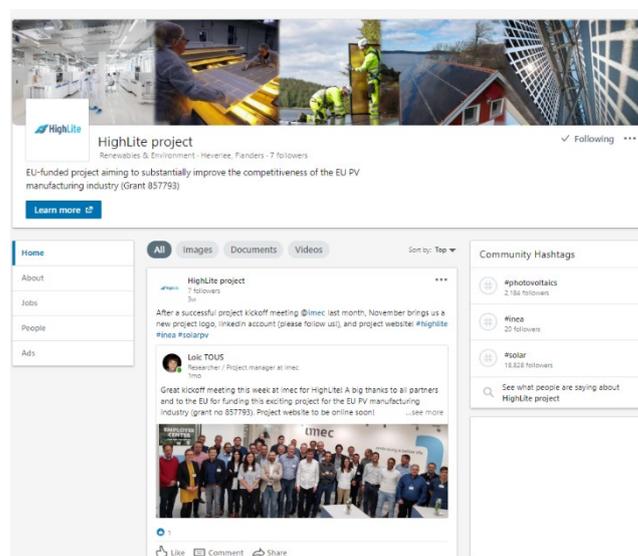


Figure 4: Screenshot of HighLite project account on LinkedIn.

## 5.2. Project Leaflet

The Executive Board, together with the Project Coordinating Team, will produce a project leaflet to inform relevant stakeholders about the project, such as its main objectives, expected impacts and the benefits. The leaflet will be elaborated with input from all partners and will be distributed at the most relevant events for the PV community.

## 5.3. Press Releases

Media is known to be an effective way to reach not only stakeholders, but also the general public. When relevant, press releases will be produced and distributed during the 36 months of project duration to draw attention to the project or to communicate significant achievements.

Press releases may be issued either by the Executive Board or by any partner in the consortium. They will be distributed to the press contacts of the HighLite partners, published on the project website and promoted via social media.

Press releases will be written (non-exhaustively) on the outcome of the first project results, or at least, the first high-profile one; announcements of the workshops and invitations to register and non-confidential general information of the actions carried out there.

## 5.4. Articles in specialized journals

Specialized journals are an effective way to reach to the R&D and academic PV communities. The HighLite partners will look for opportunities to publish articles about the project in leading journals about Photovoltaics such as: Solar Energy Materials and Solar Cells, Progress in Photovoltaics, IEEE (Institute of Electrical and Electronics Engineers) Journal of Photovoltaics, Nature Energy, Journal of Applied Physics, etc. Since several of these journals are not available in open-access, a significant budget (around 9.000 euros) has been foreseen by imec to publish selected articles about the project in gold open-access.

In addition, the HighLite partners will look for opportunities to publish articles about the project in open-access journals such as AIP (American Institute of Physics) Conference Proceedings, Journal of Renewable Energy, and EPJ (European Physics Journal) Photovoltaics.

Also ResearchGate will be used to share information with the scientific audience.

## 5.5. Articles in specialized magazines

The HighLite partners will look for opportunities to publish articles in specialized magazines such as PV magazine, Photovoltaics International, PV tech Power which are distributed freely during important events such as Conferences or Exhibitions. In addition, the HighLite partners will look for opportunities to publish in HighLite partners' magazines which are distributed to as wide audience such as the imec magazine or, the EPFL magazine.

## 5.6. Events

To maximise the impact of HighLite outside its network, the documents prepared within the frame of the project will be disseminated at the most relevant events for the targeted groups and stakeholders. A preliminary list of such events for 2020 is given in Table 5-1 and it will be updated in the Dissemination Plan (D2.2) which is due by M12.

Table 5-1: Preliminary list of 2020 targeted events to disseminate HighLite project results.

Event name	Event type	2020 dates	2020 venue	Abstract deadline
Intersolar NA	Exhibition	Feb 4-6	San Diego, USA	-
PV Cell tech 2020	Industry workshop	March	Penang, Malaysia	Invited talk
SiliconPV 2020	Conference	30 March to 01 April	Hangzhou, China.	15-Nov-19
nPV 2020	Industry workshop	April 1-2	Hangzhou, China.	Invited talk
BiFi PV 2020	Industry workshop	April 3-4	Hangzhou, China.	Invited talk
SNEC 2020	Conference & (large) exhibition	May 25-27	Shanghai, China	April 2020 ?
IEEE PVSC 2020	Conference & (small) exhibition	June 14-19	Calgary, Canada	24-Jan-20
Intersolar EU 2020	Exhibition	June 17-19	Munich, Germany	-
European Sustainable Energy Week	EU commission	June 23-25	Brussels, BE	January 20
EUPVSEC 2020	Conference & (small) exhibition	September (early)	Lisbon, Portugal	February 2020 ?
Solar Power International 2020	Industry workshop	September (end)	USA	-
MIW 2020	Industry workshop	4-5 <sup>th</sup> October	Genk, Belgium	March 2020 ?
PV module tech 2020	Industry workshop	October (end)	Penang, Malaysia	Invited talk
16th CSPV	Conference (Chinese oriented)	November (end)	?, China	September 30 ?
International Conference on Advanced Building Skins	Industry workshop	December 07-08	Kuala Lumpur, Malaysia	?
Set Plan Conference	EU commission	November	?	?

## 5.7. HighLite workshops

The Coordinating Team will organize 2 HighLite workshops, a first one in Month 18 and a second one in Month 36, at the end of the project. The objective of both workshops will be to disseminate the latest HighLite project results to the main targeted groups and stakeholders. Because of this, we will target to have the first workshop organized closely to the 2021 SiliconPV/nPV workshops (which is typically attended by industry and academic PV specialists) and the second workshop organized closely to the 2022 European Photovoltaic Solar Energy Conference and Exhibition (which is attended by all targeted groups and stakeholders). The 2021 SiliconPV/nPV workshops will be hosted by ISFH who also happens to be part of the HighLite consortium and so we will investigate the possibility to organize the 1<sup>st</sup> HighLite workshop together with the 2021 SiliconPV/nPV workshops.

## 6. Data processing

The rules governing data processing are collected in HighLite’s Data Management Plan (D2.1, due month 6 (April 2020)). No personal information beyond name, corporate email address, company address, and telephone number will be stored. The whole consortium and the Commission services will have access to this information. No use of this information unrelated to the project will be done.

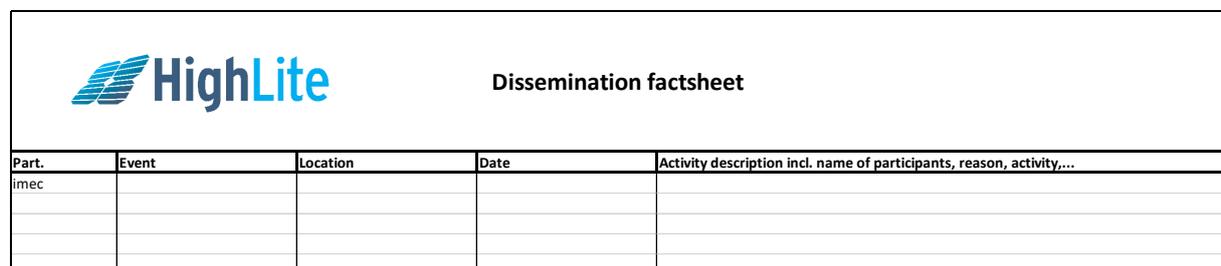
HighLite will ensure that the communication and dissemination tools used will comply with the General Data Protection Regulation (GDPR) that entered into force in May 2018.

Data storage will be secured safe so that the data cannot become accessed to unwanted third parties and to be protected against disaster and risk. The data will be stored in a secure environment on a server. The server will be in a physically secured environment. All servers have an incremental daily as well as weekly backup policy, as well as firewall and antivirus services installed.

The consortium of HighLite will follow the guidelines outlined in the following document: Guidelines on FAIR Data Management in Horizon 2020.

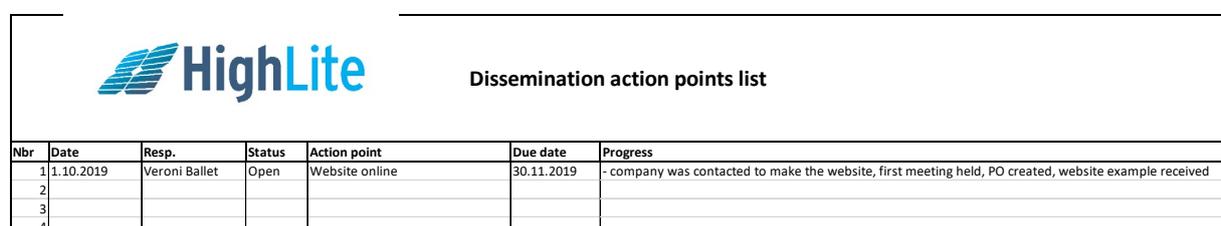
## 7. Monitoring

The Coordinating Team will develop a spreadsheet to document all the dissemination activities carried out during the project and to monitor them using different metrics (e.g. DOI of publications, number of visits to the project website, number of leaflets distributed). The spreadsheet will be available in IMEC’s SharePoint of the project and can be edited by all partners at any time.



HighLite Dissemination factsheet				
Part.	Event	Location	Date	Activity description incl. name of participants, reason, activity,...
imec				

Figure 5: Screen shot of the monitoring sheet: registration of the dissemination activities.



HighLite Dissemination action points list						
Nbr	Date	Resp.	Status	Action point	Due date	Progress
1	1.10.2019	Veroni Ballet	Open	Website online	30.11.2019	- company was contacted to make the website, first meeting held, PO created, website example received
2						
3						
4						

Figure 6: Screen shot of the monitoring sheet: action points around the dissemination activities.

## 8. Role of the partners

The Coordinating Team in close cooperation with the consortium, will be responsible of the project’s dissemination and communication activities, guaranteeing consistency in the message delivered. All partners will contribute to the implementation of the stakeholder and public engagement

strategy and play a key role in networking with stakeholders. Specifically, the consortium will be responsible for:

- Bridging between the project and the networks they are involved in;
- Providing input to the content of the project's website, communication materials and media channels;
- Disseminating the activities and results of the project through to their social media channels;
- Disseminating the activities and results of the project at specific events/fairs.

## 9. Conclusions

In this document, all means related to the communication about the HighLite are addressed. The actual messages around the HighLite project need to follow the approval cycle as detailed in the HighLite Consortium Agreement (chapter 8.4).

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### <sup>i</sup> **Deliverable Type**

Please indicate the type of the deliverable using one of the following codes:

R Document, report

DEM Demonstrator, pilot, prototype

DEC Websites, patent filings, videos, etc.

OTHER

ETHICS Ethics requirement

ORDP Open Research Data Pilot

DATA data sets, microdata, etc.

### <sup>ii</sup> **Dissemination level**

Please indicate the dissemination level using one of the following codes:

PU Public

CO Confidential, only for members of the consortium (including the Commission Services)

EU-RES Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)

EU-CON Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)

EU-SEC Classified Information: SECRET UE (Commission Decision 2005/444/EC)