



**European Laser Research Infrastructures serving
Science and Industry**

Grant Agreement N° 101131771

WP 2

Communication and outreach

D2.1

Dissemination and Exploitation Plan

Lead Beneficiary: Laserlab-Europe AISBL (LLE-AISBL)

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About Lasers4EU

Lasers4EU is incorporating major laser research institutions in a large number of European member states into a comprehensive virtual distributed laser research infrastructure that is offering to a broad user community, from academia and industry, access to an exceptional portfolio of technical and scientific capabilities. This unique set of instruments together with the specific scientific expertise at the host facilities allows Lasers4EU users to carry out high-level research in an extremely wide range of high-impact topics.

Laser technology has recently experienced remarkable advances and breakthroughs and is now a key innovation driver for highly diversified societal applications and products, thereby substantially contributing to economic growth and to solving challenges in the areas of health, environment and energy. Through its strategic approach, Lasers4EU aims to strengthen Europe's leading position and competitiveness in this area. It facilitates long-term coordination of the laser research activities within the European Research Area and provides concerted and efficient services to scientific, industrial and medical researchers. The main objectives of Lasers4EU are to:

- provide coordinated access to high-quality services based on a coherent and comprehensive consortium of 27 leading European laser installations offering to users from academia as well as from industry cutting-edge performances at the forefront of the laser technologies,
- structure the European landscape of laser Research Infrastructure through enhanced access, extended geographical coverage, novel science diplomacy activities, improved synergies with other European networks and projects,
- increase European human resources in the field of laser science by implementing training activities towards researchers from new domains of science and technology and from geographical regions where laser communities are still less developed.

Disclaimer

This document is part of the deliverables from the project Lasers4EU, which has received co-funding from the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

1 Introduction and objectives

The present “Dissemination and Exploitation Plan” is a key document developed within Work Package 2 “Communication and outreach”. It provides an overview of Lasers4EU’s strategy for dissemination, exploitation, and communication, including outreach activities. The plan defines objectives, identifies target groups, outlines tools and activities, and establishes criteria for monitoring and evaluating the project’s dissemination and exploitation activities.

The difference between dissemination, exploitation and communication determines the underlying strategies:

- **Communication** aims to inform, promote and communicate the project’s activities and results while reaching out to and engaging with multiple target groups from project start to finish.
- **Dissemination** focuses on making the project’s knowledge and results public in scientific journals, at conferences or via databases, not only to scientists but also to everyone who can learn from the results, as soon as the project delivers results.
- **Exploitation** targets concrete use of the project’s results for commercial, societal and political purposes, as soon as the project has produced exploitable results, which is expected rather during the second half or towards the end of the project.¹

The central goal of the Work Package 2 “Communication and outreach” is to ensure efficient internal and external communication and to increase the European and international use of the transnational access offered by Lasers4EU through targeted outreach activities.

The specific objectives are:

- to raise awareness and visibility of the project and to establish Lasers4EU as a central contact point for the European Laser Research Infrastructures,
- to present and promote the complementary services and access opportunities of the Lasers4EU access providers,
- to increase the awareness of laser-based applications offered by the consortium, targeting a wide audience, from fellow researchers, young scientists and students to potential academic and industrial users, including from neighbouring scientific areas, and to the general public,
- to encourage access to the Lasers4EU laser infrastructures for users from under-represented countries, i.e. those having very small laser user communities,
- to ensure that the impact of the activities is identified and exploited to the fullest extent possible, and

¹ <https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en> (Published: 13 June 2023)

- to provide feedback on the relevance and contribution of the project to EC policies for research infrastructures in Europe.

It is important to note that dissemination and outreach activities are embedded naturally with the other work packages offering transnational access, trainings and expertise to users as well as services from facilities to facilities.

2 Target audiences and communication aims

In Table 1 target audiences and corresponding communication and dissemination activities are described. The main aim of these actions is to reach (potential) users accessing to Lasers4EU facilities, the scientific community and the general audience, fostering awareness of laser technology and the European Commission’s investment in the Lasers4EU project.

To effectively reach these audiences, a diverse range of channels will be utilised during the project duration and beyond. A key component is the continuous publication of research in open access journals. Additionally, outreach will be conducted through the Lasers4EU website and social media channel, biannual newsletters, Science & Technology webinars, and dedicated user meetings. Further engagement will be achieved through promotional materials distributed at major international conferences and fairs.

Target group	Activities	Aims
Academic, industrial and medical (user) communities in Europe and internationally	<ul style="list-style-type: none"> • Websites and social media channels of Lasers4EU and consortium partners • Promotion of research activities by consortium partners and Lasers4EU users in topical bi-annual newsletter Laserlab Forum • Publication in international peer-reviewed journals with open access practices • Openly accessible user publication database on the Lasers4EU website • User representatives’ outreach activities • Presentation at conferences and workshops showcasing the research supported by Lasers4EU • Topical workshops, user meetings and training events for users and staff • Regular webinar series “Laserlab-Europe Talks” and “Lasers4EU webinars” • Lasers4EU conference promoting the results of the project • Lasers4EU User Awards • Communication with other networks and fora in different fields including the Laserlab-Europe association’s network 	<ul style="list-style-type: none"> • Increasing the awareness of laser-based applications to enlarge the user community and stimulate interdisciplinary collaborations • Educating next generations of users and staff • Fostering synergies between national laser infrastructures in Europe • Identifying common challenges • Sharing knowledge • Initiating future collaboration • Promoting scientific advances in a broad range of applications

Target group	Activities	Aims
Communities in under-represented regions, incl. Ukraine	<ul style="list-style-type: none"> Set up a network of contact points in under-represented countries Institutional partnerships of consortium partners: collaborating with universities, research institutes, and innovation hubs in target regions to promote access to laser research infrastructures Regular webinar series “Laserlab-Europe Talks” and “Lasers4EU Webinars” 	<ul style="list-style-type: none"> Two-way exchange on research potential and need Strengthened bonds Initiating future collaboration
European Laser Research Infrastructures (consortium)	<ul style="list-style-type: none"> Lasers4EU website and social media Promotion of research activities of consortium partners and Lasers4EU users in topical bi-annual newsletters Laserlab Forum Regular webinar series “Laserlab-Europe Talks” and “Lasers4EU Webinars” Regular emailings updating on project activities Annual consortium meetings In-person and online project meetings 	<ul style="list-style-type: none"> Fostering synergies between national laser infrastructures in Europe Increasing the awareness of laser-based applications to enlarge the user community and stimulate inter-disciplinary collaborations Educating next generations of users and staff
Young scientists from all scientific fields	<ul style="list-style-type: none"> Lasers4EU website and social media User training schools and meetings Experience exchange through staff exchanges Lasers4EU Webinars 	<ul style="list-style-type: none"> Raise specific interest for the scientific field of the project as future working area in academia and industry, including opportunities to start spin-offs
RI staff, operators & managers	<ul style="list-style-type: none"> Lasers4EU Website Technical workshops Staff exchanges 	<ul style="list-style-type: none"> Enhance exchange of experience and knowledge for improved facility operation and access opportunities
Industry, SMEs	<ul style="list-style-type: none"> Industry-section on Lasers4EU website Topical newsletter 2025 Exchange of experience in Industrial Advisory Committee Industrial participation in Lasers4EU webinars, Laserlab-Europe Talks, and further Lasers4EU events 	<ul style="list-style-type: none"> Two-way knowledge exchange, taking into account needs of industry Offering technology transfer and expertise Enhancing future collaboration
Policy stakeholders	<ul style="list-style-type: none"> Lasers4EU website Newsletter “Laserlab Forum” Policy feedback and recommendations through active project presentation by representatives engaging in national bodies and fora, collaboration in Laserlab-Europe AISBL and in ARIE 	<ul style="list-style-type: none"> Raising awareness about relevance of research infrastructures and about the benefit of investing in fundamental research
General public	<ul style="list-style-type: none"> Dissemination of results in a general language to a variety of media and interested public through the project’s website and LinkedIn account Use of websites and social media channels of all consortium partners National/local press releases Participation in local outreach events 	<ul style="list-style-type: none"> Creating public understanding and enthusiasm for the scientific field of the project and societal impact of research

Table 1 – Lasers4EU target groups for communication, activities and aims

3 Communication tools and activities

3.1 Visual identity

The visual identity of the Lasers4EU project was developed at the start of the project in order to create a clearly identifiable and easy to recall image of the project, supporting communication and dissemination activities such as publications and all types of written as well as visual communication about ongoing and completed research activities.

The project's visual identity consists of the project logo, colours, fonts and templates that are to be used on all communication and dissemination materials representing the project.

The design of the logo was guided by the symbolic representation of the content of the project with a focus on the following key words: laser beam/pulse/wave, EU flag. The logo (see Figure 1) will be used in all communication materials (press releases, presentations, written deliverables, etc.) to increase the visibility of the project. Depending on where the logo will be used, there are several versions available, as shown in Figure 2 and Figure 3.



Figure 1 – Lasers4EU logo



Figure 2 – Negative version of the Lasers4EU logo



Figure 3 – Black and white version of the Lasers4EU logo

The chosen primary colours and corresponding hex codes are indicated in Figure 4. The colours are an important part of the visual identity and support the idea of an easily identifiable logo. Moreover, the primary colours are used in the design of the website and will be used in all communication materials.



#015697



#fbaa00

Figure 4 – Lasers4EU primary colours

3.2 Lasers4EU website

The Lasers4EU website (www.lasers4.eu) is one of the project's main tools for overall project communication, dissemination and exploitation, as it is usually the first point of contact for anyone interested in the project.

The design of the website reflects the main principles of usability, clarity, and simplicity in order to provide the general public, stakeholders and interested users with easy access to information about the project's services and outcomes. The website operates using WordPress with the Divi Builder, which is a visual drag and drop page builder. It is fully responsive, allowing smooth user navigation from tablets and smartphones. The website will be continuously maintained and updated by LLE-AISBL, as new results, events, publications and news related to the project emerge.

The look of the Lasers4EU website is currently as shown in Figure 5 and follows the visual identity of the project. The main page provides a concise description of what Lasers4EU offers, project news and upcoming events, and an overview of the consortium. The link to the project's social media channel is also included.

The screenshot shows the Lasers4EU website front page. At the top, there is a navigation menu with links for 'About', 'Become a user', 'Training', 'Activities', 'Industry', 'Publications', and 'News & Events'. Below the navigation is a main heading: 'Your central platform for accessing European laser research infrastructures', followed by a button 'Find out how to access'. The 'What we offer' section lists four key services: providing access for users and industry, training the next generation of scientists, fostering collaborations between facilities, and structuring the European landscape of laser RIs. Below this are sections for 'News' and 'Upcoming events'. The 'News' section features four articles with dates and 'read more' links. The 'Upcoming events' section lists two talks with dates and a 'View all events' button. A 'Consortium' section displays a circular diagram of member logos. At the bottom, there is a footer with social media icons, a 'Co-funded by the European Union' logo, contact information for Sylvie Jacquemot, and the Lasers4EU logo.

Figure 5 – Lasers4EU website front page

The Lasers4EU website serves as a central entry point and provides targeted communities with information about different access offers and calls (WP3), training opportunities (WP4 and 5) and technologies provided by the consortium as well as outreach activities. News, user access highlights and announcements of supported events will be published on this website. Dedicated webpages for the technical work packages have been set up to support their activities.

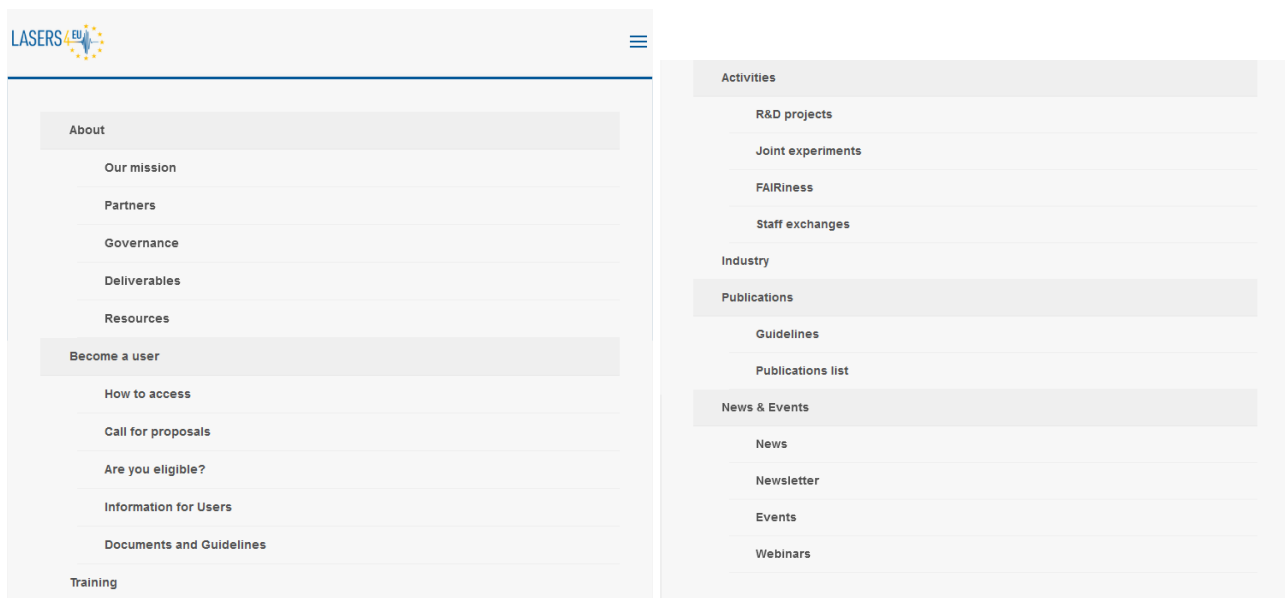
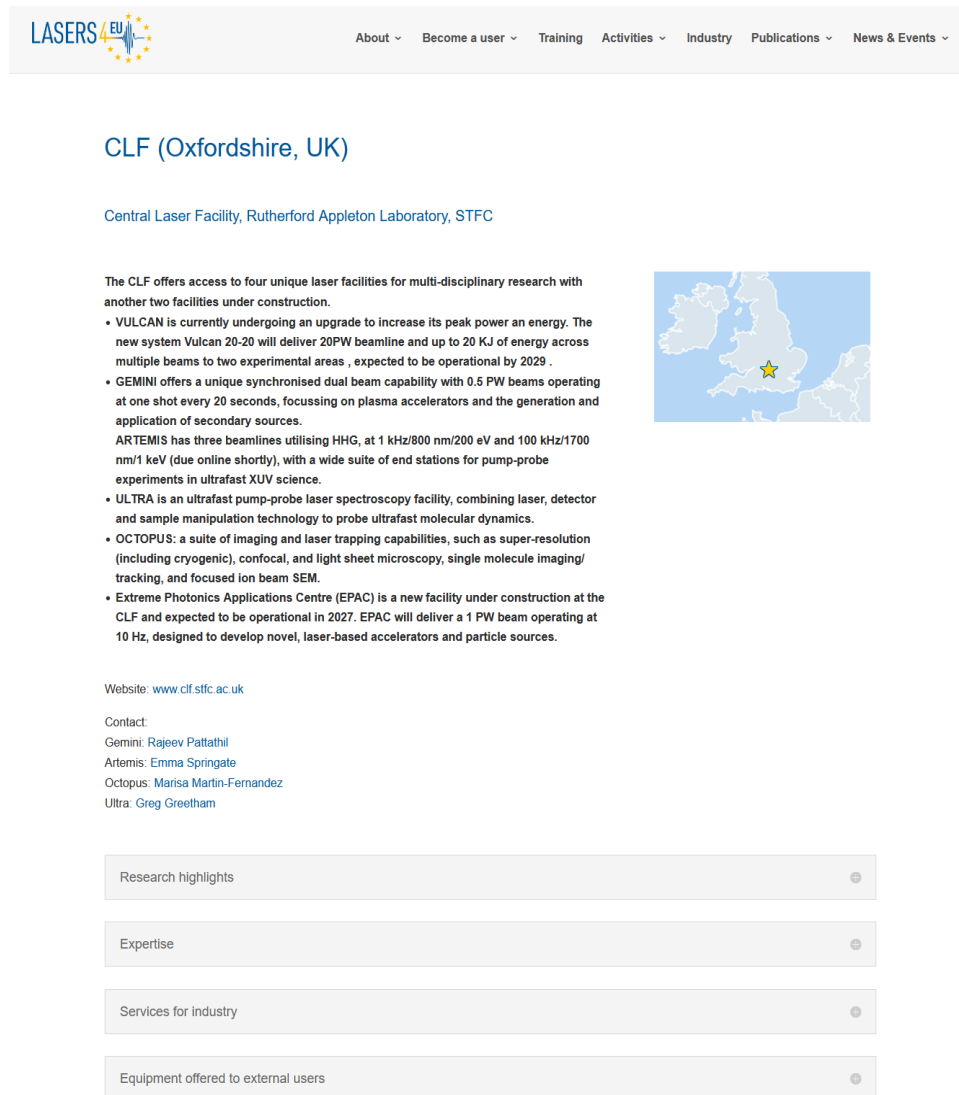


Figure 6 – Lasers4EU website structure

Each consortium partner has a dedicated partner profile listed in [About/Partners](#) where the infrastructure describes its offer to external users (see Figure 7). The laboratories provide information on research highlights, expertise, services for industry and equipment offered to users.



CLF (Oxfordshire, UK)

Central Laser Facility, Rutherford Appleton Laboratory, STFC

The CLF offers access to four unique laser facilities for multi-disciplinary research with another two facilities under construction.

- VULCAN is currently undergoing an upgrade to increase its peak power an energy. The new system Vulcan 20-20 will deliver 20PW beamline and up to 20 KJ of energy across multiple beams to two experimental areas , expected to be operational by 2029 .
- GEMINI offers a unique synchronised dual beam capability with 0.5 PW beams operating at one shot every 20 seconds, focussing on plasma accelerators and the generation and application of secondary sources.
- ARTEMIS has three beamlines utilising HHG, at 1 kHz/800 nm/200 eV and 100 kHz/1700 nm/1 keV (due online shortly), with a wide suite of end stations for pump-probe experiments in ultrafast XUV science.
- ULTRA is an ultrafast pump-probe laser spectroscopy facility, combining laser, detector and sample manipulation technology to probe ultrafast molecular dynamics.
- OCTOPUS: a suite of imaging and laser trapping capabilities, such as super-resolution (including cryogenic), confocal, and light sheet microscopy, single molecule imaging/ tracking, and focused ion beam SEM.
- Extreme Photonics Applications Centre (EPAC) is a new facility under construction at the CLF and expected to be operational in 2027. EPAC will deliver a 1 PW beam operating at 10 Hz, designed to develop novel, laser-based accelerators and particle sources.

Website: www.clf.stfc.ac.uk

Contact:
 Gemini: [Rajeev Pattathil](#)
 Artemis: [Emma Springate](#)
 Octopus: [Marisa Martin-Fernandez](#)
 Ultra: [Greg Greetham](#)

Research highlights

Expertise

Services for industry

Equipment offered to external users

Figure 7 – Lasers4EU partner profile example of CLF

In 2025, an "Access Search Tool" will be available to allow interested users to search among the 27 Access Providing Infrastructures and select those that offer the technologies they need.

It is further planned to include an ‘Online inventory platform’ as part of task 2.2 “Outreach and Science diplomacy”, where consortium partners can offer their second-hand equipment for donation. It will permit inoperative equipment to be reused for research and training, within the consortium or by external less-favoured laboratories, if feasible.

All consortium partners are requested to publish information about Lasers4EU and how to apply for transnational access on their websites. This information must be regularly updated and linked to the

Lasers4EU website. The partners’ websites serve as gateway to facilitate access to the project. The partners are strongly invited to publish news and information about the project’s progress on their websites and other channels.

3.3 Social Media

Social media play an important role in promoting the access offer and outcomes of the Lasers4EU project among target audiences and consortium partners, and in enabling participation and interaction. Lasers4EU will focus on activities in research- and industry-related networks, e.g. LinkedIn, to ensure reaching its targeted communities: www.linkedin.com/company/lasers4eu.

The LinkedIn account will also be used to announce news and events, thus allowing for further communication of relevant project updates, increasing the public visibility of the project and enabling direct communication with interested users. In addition to the Lasers4EU social media accounts, the accounts of the project partners will be used to further disseminate the content of the project.

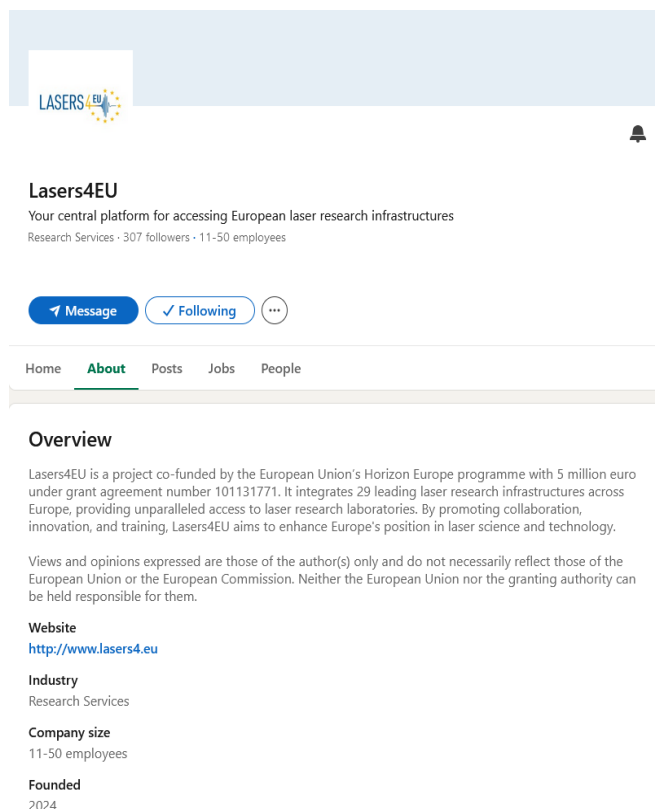


Figure 8 – Lasers4EU LinkedIn profile

Easy access to additional online activities, such as webinars, will be guaranteed through the Lasers4EU website and the [Laserlab-Europe YouTube channel](#). Thus, Lasers4EU will allow

individuals and communities to share, create, and discuss information related to the project on such highly interactive platforms in order to, consequently, enhance the visibility of the project's service offers.

3.4 Promotional materials

Promotional material, including flyer and posters, representing Lasers4EU, its objectives, activities, offers and achievements, have been set up and reported as Milestone 4. In order to present and promote Lasers4EU, the material will be displayed at major international scientific and technological laser events and trade fairs (e.g. CLEO/Europe, SPIE Optics +Optoelectronics) and at conferences organised by related consortia (e.g. ELI ERIC or FELs of Europe). The members of the consortium will also use the material for national advertisement campaigns. Press and media releases will be prepared on special occasions.

Posters and rollups

Promotional materials like posters and rollups are created for focused and effective communication, dissemination and engagement outcomes. These will include general information on the Lasers4EU project with a focus on the transnational access offer: a short description of the project, its aims and goals, its services for the community and the logos/map of the partners.

Presentation

In order to provide a homogeneous image of the project to the external audience and especially to interested users, a template for presentations, a general set of slides on all project activities as well as a single slide highlighting the access offer were prepared to be used by all partners in internal meetings and external events and conferences. They are openly accessible at the project website: lasers4.eu/about/resources/.

3.6 Internal project communication

Efficient internal project communication will be ensured by the organisation of a regular communication and information flow through electronic means, including cloud services for joint work on documents.

All consortium partners received a link and password for the Lasers4EU cloud space. Task leaders have been invited to actively use this space.

Distribution lists have been set up for different target groups within the consortium covering the

- full consortium,
- boards,
- access contacts,
- FAIR representatives (T4.5), and
- representatives working on standardised performance assessment (T4.4).

The communication with the Project Officer and the EC is based on the specific communication tool in the EC Participants Portal, but also other forms of communication are used, e.g. via social media by including the relevant tags of REA in posts, and specifically informing the Project Officer about relevant events or activities with media impact.

4 Dissemination tools and activities

4.1 Publications, knowledge management and open access

The dissemination tools and activities aim at effectively sharing project outcomes with diverse target audiences through engaging and tailored approaches.

Dissemination of research results is a matter of strong importance and high scientific ethics in publicly funded research. Hence, dissemination and publication activities, together with communication, are subject to a dedicated work package (WP2 “Communication and outreach”).

Publication of research results (from user experiments and from cross-facility activities) is mostly within the responsibility of the consortium partners concerned; they will take a very active role in spreading them in their own communities and countries. Publications will be listed in the publications database on the Lasers4EU website, including DOI references for easy access.

Guidelines for open access publication are available on the Lasers4EU website:

<https://lasers4.eu/publications/guidelines/>.

Users and consortium partners are instructed to include the following acknowledgement in their presentations and open access publications:

“Funded by the European Union under HE-GA 101131771 Lasers4EU. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The European Union cannot be held responsible for them.”

If applicable, they are asked to add the ID of the access project after Lasers4EU in brackets. Information about the Open Access policy and implementation will be spread regularly and support will be offered in order to ensure high compliance.

Open Access to peer-reviewed publications and datasets resulting from the project’s activities will be supported by the use of a Zenodo repository, in addition to institutional and community repositories.

Lasers4EU has established guidelines for data management facilitating their application by the participating installations and by users as a step towards realizing the EU’s open science policy. The activity is conducted within Task 4.5 “FAIRness”, which includes the drafting of a user-oriented data management plan. For further information, please see deliverable D4.1 ‘Data Management Plan’.

4.2 Newsletter ‘Laserlab Forum’

Dissemination of results will further be promoted through a biannual newsletter, the ‘Laserlab Forum’. This established newsletter is a continuous activity of the Laserlab-Europe research infrastructure projects and has attracted more than 3,200 subscribers from which Lasers4EU will benefit.

The newsletters will be published at least every eight months and will showcase news from the consortium partners, access opportunities and recent research highlights. The newsletter is a well appreciated tool to foster the exchange of information within the consortium and address potential users, especially those from other disciplines (industry, medicine, etc.). Focus sections will highlight successful access projects and new services made available. Such highlights will also be posted on the Lasers4EU social media.

The first newsletter will be published in June 2025 (D2.2 in M9).

4.3 Lasers4EU events

Different types of dissemination events are planned by the Lasers4EU consortium: S&T webinars, non-technical webinars, user-oriented events and the Lasers4EU conference. Further events, more related to reaching out to user communities, are listed as well.

Science & Technology webinars

Experience acquired within the [Laserlab-Europe project](#) shows that regular webinars are a valuable tool to present and promote research and applications enabled by laser-based technologies. As these webinars are recorded and made available on the Laserlab-Europe YouTube channel, they are a sustainable tool to reach wider user communities and build reliable and constant ‘relationships’ with stakeholders.

Lasers4EU continues the successful format ‘Laserlab-Europe Talks’ with more than 1,300 subscribers. The Talks take place on a monthly basis. At the beginning of the project, the Talks will be used to promote the research and access offer available at consortium partners. Later on, these regular webinars will also promote breakthrough and leading-edge research conducted thanks to Lasers4EU access projects. The combination of different technologies and cross-disciplinary fertilisation, facilitated by the multi-instrument access route, can thus be actively demonstrated. Webinars also make learning convenient and efficient as they allow academic and industry experts to present not only their scientific achievements but also the procedures they have followed, which is of high value for young researchers or novices. The whole consortium will be involved in this activity.

The scientific presentations will be recorded and openly accessible at the Laserlab-Europe YouTube channel: <https://www.youtube.com/@laserlabeurope>

All webinars will be listed on the Lasers4EU website: <https://lasers4.eu/events/category/webinars/>.

Since the beginning of Lasers4EU, six webinars have been implemented or planned involving Lasers4EU consortium partners and/or laboratories collaborating with the partners:

Date	Title of the Talk	Speaker	Laboratory
02.04.2025	Boosting multiphoton 3D printing for biomedical engineering: small features, high impact	Irina Paun	INFLPR/CETAL
05.03.2025	Revealing bacterial subcellular structure with three-dimensional multicolour super-resolution microscopy	Chiara Caldini	LENS
29.01.2025	Laser-surface processing for green Hydrogen and energy storage applications	Panagiotis A. Loukakos	IESL-FORTH
16.12.2024	From Telescopes to Fusion Powerplants: Real-Time Adaptive Optics for High-Power Lasers	Jonas B. Ohland	GS1
20.11.2024	Compressive Raman imaging: a computational framework for high-speed chemical microscopy	Hilton B. de Aguiar	CNRS/LKB
16.10.2024	Next generation time-domain diffuse optics using superconducting nanowire detectors	Lisa Kobayashi	ICFO

Table 2 – Laserlab-Europe Talks overview

Lasers4EU Webinars

More practical questions will also be addressed through the Lasers4EU Webinar series. The webinars will cover topics such as diversity and inclusion, intellectual property rights, open science, data management or patenting and technology transfer. They will allow the Lasers4EU staff to gain insights into possible career paths and to gain a better understanding of the relationship between research and innovation, important aspects for a successful spin-off or start-up business. Webinars, taking into account inclusion criteria, may also provide opportunities to identify inspiring role models. The whole consortium will be involved in this activity.

These presentations will also be recorded and openly accessible at a dedicated playlist at the Laserlab-Europe YouTube channel: <https://www.youtube.com/@laserlabeu>

Two webinars are planned for 2025:

- 26 March 2025: [Technology transfer and patenting: from fundamental research to a business model. The example of LaserLeap Technologies](#) by Carlos Serpa (LaserLeap Technologies)
- September 2025: Open science and the societal impact of scientific research by Susana Jarmelo (University of Coimbra)

All webinars will be listed on the Lasers4EU website: <https://lasers4.eu/events/category/webinars/>.

User training schools

To realise breakthrough applications, it is fundamental to enable non-specialised users coming from a variety of backgrounds to use efficiently the complex laser technologies offered by Lasers4EU. The scope of the user training schools (task 5.1) is thus to overcome the technical and scientific barriers faced by external users as well as to attract new users from different fields.

These training schools are organised by annual calls during the whole project duration. They will consist of theoretical lectures and hands-on training. Collaboration with industrial partners is encouraged. As Lasers4EU aims at promoting female role models in science, participants at training activities will also experience teaching bodies as diverse as possible.

The school materials (e.g. lecture records, slides, tutorials) will be published online, if possible, and made available through the Lasers4EU website, contributing to the outreach activities of Task 2.2.

More information on training schools are available here: <https://lasers4.eu/training/>

Lasers4EU Conference

A Lasers4EU Conference will be organised towards the end of the project period to showcase the Lasers4EU results, spreading information and knowledge among all members of the consortium. Invited external speakers and sessions devoted to specific application areas, notably industry, will enhance dissemination and exploitation within the laser community and beyond.

The conference will also provide an opportunity for the recipients of the **Lasers4EU User Awards** to present their work: The quality and the impact of the user projects will be acknowledged by two Lasers4EU User Awards, one for the curiosity-driven projects and one for the industrial projects. The selection will be based on publications or on feedback reports, with excellence- and potential-based criteria. In case of a tie, additional criteria (inclusion and training) will be used. Considering the delay between project completion and publication, the prizes will only be awarded at month 30 and at month 42.

User Meetings

User Meetings will be organised every 18 months at the consortium level, bringing together past and potential users to facilitate and foster exchanges across disciplines and with the access providers. Two meetings will be organised, at month 18 and at month 30, with the support of the User Representatives and of the Industrial Advisory Committee. The first one will especially target industrial users; it will be organised in a place where strong industrial clusters exist; the programme will take into account proper identification of hot topics and trends of local industries, which will be invited to discuss their needs; round tables will allow Lasers4EU presenting how the consortium can assist in solving these issues.

5 Exploitation tools and activities

The main objectives of the cross-facility activities (WP4) are the improvement of the combined research capacity of the consortium and the creation of new or improved access opportunities for users. Exploitation of the results along these lines has been common practice in Laserlab-Europe for a long time, and is one of the foundations of its scientific reputation and success. It will thus be applied also in Lasers4EU. The exploitation includes the internal dissemination of research results and of equipment-related know-how among the partners in order to raise the overall level of their facilities.

Short-term R&D projects and joint experiments may also lead to new technologies; the Industrial Advisory Committee will provide, in addition to local valorisation entities, valuable guidance to commercially exploit them through patents, licensing agreements or spin-offs.

Intellectual Property Management

IP management has been defined and confirmed in the Lasers4EU Consortium Agreement by all beneficiaries before the start of the project. Following the recommendations of the Guide to Intellectual Property Management in Horizon Europe, published in November 2022, this Consortium Agreement includes detailed agreements on the management of knowledge and of intellectual property rights, arising from joint activities, such as the short-term R&D projects and the joint experiments, and on the handling of conflicts. Any conflict related to the adherence to these regulations will be reported to the Management Board for support in solving the issue.

As far as the access programme is concerned, the data collected is the property of the users. However, it is essential to define appropriate and common criteria for data management to ensure that the FAIR principles can apply, i.e. that data is Findable, Accessible, Interoperable and Reusable. Lasers4EU has established guidelines for data management and facilitating their application by the participating installations and by users as a step towards realising the EU’s open science policy. The activity is conducted within Task 4.5 “FAIRness”, which includes the drafting of a user-oriented data management plan. For further information, please see deliverable D4.1 ‘Data Management Plan’.

6 Monitoring and evaluation of strategy and activities

The results of the dissemination, exploitation, communication and outreach strategy will be constantly monitored in order to assess their effectiveness and progress, and identify and formulate change requirements where necessary. The following performance metrics have been identified:

1) Communication and outreach indicators (awareness and outreach)

Tool	Performance metrics
Website traffic and engagement	<ul style="list-style-type: none"> • Number of visits • Number of pages visited • Average time spent on the website
Social Media metrics for LinkedIn	<ul style="list-style-type: none"> • Number of followers • Number of posts

Tool	Performance metrics
Media coverage and news posts	<ul style="list-style-type: none"> • Number of press releases in national and international media • Number of news posts
Attendance at Lasers4EU-supported conferences and events	<ul style="list-style-type: none"> • Number of conferences and workshop attendances
Promotional materials	<ul style="list-style-type: none"> • Number of copies distributed

Table 3 – Performance metrics on communication and outreach activities

2) Dissemination indicators (knowledge transfer and scientific impact)

Tool	Performance metrics
Scientific publications	<ul style="list-style-type: none"> • Number of publications in scientific journals
Open access data	<ul style="list-style-type: none"> • Number of shared datasets
Presentations at conferences and events	<ul style="list-style-type: none"> • Number of presentations given at conferences
Technical workshops	<ul style="list-style-type: none"> • Number of workshops • Number of participants by gender
Training sessions	<ul style="list-style-type: none"> • Number of sessions • Number of participants by gender • Number of home countries of participants
Webinars	<ul style="list-style-type: none"> • Number of webinars held • Number of registrations by gender • Number of YouTube views
Newsletters	<ul style="list-style-type: none"> • Number of newsletters • Number of subscribers • Open and click rates

Table 4 – Performance metrics on dissemination activities

3) Exploitation indicators

Tool	Performance metrics
Intellectual property and patents	<ul style="list-style-type: none"> • Number of patents filed

Table 5 – Performance metrics on exploitation activities

7 Conclusion

This deliverable offers an overview on the dissemination, exploitation and communication plan. With regard to the communication and dissemination activities, it includes the description of what is to be used for internal and external communication, focusing on the elements that are significant for effective implementation of the communication and dissemination activities within the Lasers4EU project. At the time of writing, some of the described communication tools are under development (posters, flyers), while others are already active and constantly updated (website, social media). With regard to the exploitation activities and tools, the document provides an overview for each expected outcome of its exploitation potential. Considering this plan as a living document, updates and improvements are foreseen.

8 Annex

8.1 Communication guidelines

The purpose of this set of guidelines is to help all partners to present Lasers4EU in the most effective and clear way possible, and to maximise the outcome of the communication strategy. To this end, we invite all partners to:

1. Inform the leader of Task 2.1 on communication (LLE-AISBL) in advance when presenting Lasers4EU in any online or physical event,
2. Notify LLE-AISBL when you wish to publish news on the Lasers4EU channels (website, LinkedIn),
3. Share the Lasers4EU website and social media with all your relevant networks in order to maximise the outreach of Lasers4EU.
4. Always use the logos and templates provided for PowerPoint presentations, Word documents and other materials that are available on the Lasers4EU website:
<https://lasers4.eu/about/resources/>
5. If you come across any articles in the press (online or offline) on Lasers4EU, please send a copy or the URL to LLE-AISBL.

Rules for non-scientific communication

Each Lasers4EU partner is entitled to communicate about its participation in the project through non-scientific channels, such as press releases or social media posts, on already published information. If possible, please link to the project's website www.lasers4.eu.

Rules for scientific publications

For any publication or presentation resulting from any transnational access project or Lasers4EU cross-facility activity, it is mandatory to indicate the following disclaimer:

Funded by the European Union under HE-GA 101131771 Lasers4EU. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The European Union cannot be held responsible for them.

If applicable, please add the ID of the access project after Lasers4EU in brackets.

European flag and funding statement

The following acknowledgment has to be included in all communication activities of the beneficiaries²:

Lasers4EU is co-funded by the EU's HORIZON EUROPE programme under grant agreement number 101131771.

² For details see: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en