	H2020	

COMMUNICATION ACTIVITIES REPORT

FLAIR - FLying ultrA-broadband single-shot InfraRed Sensor
GA732968

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Abstract:
The work package deliverable 7.4 presents the first Communication Activities Report for first project FLAIR year. The document provides overview of the project communication concept, actions performed and summary of future steps.

Document History

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Executive Summary

The dissemination and communication activities in the FLAIR project are carried out within work package 7 (WP7). The aim is to communicate and disseminate project results as widely as possible, targeting communities, including professionals from across Europe, public authorities, academia and the broader public.

The purpose of this deliverable is to report the communication activities carried out during this reporting period (i.e., November 2016 to October 2017) to effectively introduce FLAIR to a wide audience both at local and international levels.

This document presents an overview of FLAIR communication activities in 2017 as well as a summary plan for 2018.

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List of Acronyms

Acronym	Meaning
AGA	Annotated Model Grant Agreement
EAB	External Advisory Board
WP	Work Package

Table 1 – List of acronyms

1. Introduction

FLAIR Consortium members are committed to contribute to the wide dissemination and communication to ensure visibility and impact of the project and its results. FLAIR strategic communication is to draw the attention of national governments, regional authorities and other public; attract the interest of potential partners, encourage talented students and scientists to join partner institutes and enterprises; enhance partners reputation and visibility at local, national and international level; and generate market demand for the product developed.

From the very start of the first project year the majority of FLAIR communication efforts were aimed at raising visibility and awareness about the project for various audience groups.

Project image, project's concept, developments and expected results were disseminated using different messages to general public, potential users, stakeholders and partners in order to involve them in the conceptual and development process and to collect valuable feedback. Another aim was to create awareness about innovative nature and approach which leads to tackle societal challenges such as environmental and climate issues.

2.Communication activities

2.1 FLAIR respond to the Horizon 2020 Grant Agreement and its guidance for communication

According to the Article 38.1 of the AGA[1] - Promoting the action and - Visibility of EU funding: *"The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner."*

In order to define who the audiences are and how the communication and dissemination objectives should be achieved, in January 2017 SenseAir AB introduced a FLAIR Dissemination Strategy Questionnaire which was completed by all consortium members. After that with common agreement the following key messages divided into two groups were selected for transmission to the audience:

I. "Better and pervasive environmental sensing and a safer environment". This group of massages is mostly used to promote project for general public. It is written using simple and understandable terms.

- «FLAIR contributes to a safer environment by providing detailed air quality data»;
- «FLAIR is a novel approach for atmospheric observation – «miniaturized technical laboratory» which can be applied on a flexible platform out in «the real world»;
- «FLAIR allows for measurements outside the established monitoring station network in remote areas and over bodies of water 80 km away from the operator. Operation in maritime environment is possible»;
- «FLAIR is a drone-based flying gas sensor which can detect a wide range of different gases and atmospheric emissions from chimneys, volcanoes, wildfires, chemical fires etc., and also detect dangerous gas concentrations for human health in the atmosphere»;

II. Secured and reinforced industrial leadership in sensing applications for the environment. This group of massages refers to scientific and academic communities, organizations and corporate sector.

- «FLAIR will have superior sensing capability and unique features of the final instrument»;
- «A high-performance air-sampling sensor based on cutting-edge photonic technology mounted on the UAV for pervasive and large area coverage»;
- «FLAIR can operate in remote or dangerous areas and outside of established monitoring networks and during night time due to its active laser based sensor»

[1] Annotated Model Grant Agreement for the Horizon 2020 Framework Programme for 2014-2010 (version 4.1, 26 October 2017);
http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

After common assessment of the stakeholder groups, the expected communication responds for different communities were defined:

Dissemination for awareness - this is targeted to

- Peers, users and generally interested public on environmental topics
- Scientific community (physics/photonics/optics)
- Students

Dissemination for support & favourability

- Environmental lobby organizations, regulatory agencies and other such decision and policy makers
- National governments and communities that want to monitor and follow-up on their environmental initiatives
- Environmental agencies
- Chemical warfare groups
- Metrology institutes
- Dissemination multipliers: other H2020/FP7 projects

Dissemination for involvement, commitment & action

- Environmental researchers and institutions
- Programs (Global Earth Observation System of Systems (GEOSS), ICOS etc.)
- Commercial atmospheric monitoring instrument makers
- Agents for volcanic safety, surveying and alerts
- Companies which offers drone based services
- Companies which offers environmental monitoring and control services
- Industries with regulated / restricted gas emissions
- Natural Disasters and crisis management institutes
- Oil and Gas companies
- Traffic Environmental monitoring and control organizations

Article 38.1.2 Information on EU funding — Obligation and right to use the EU emblem

Dissemination materials and project webpage contain acknowledgement about the EU funding.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732968

Figure 1 – Screenshot of the EU funding acknowledgement

2.2 Visual identity

2.2.1 Project logo

Starting from the project logo, a visual identity for the FLAIR project has been created. The textual part includes the project short name, with red letters “IR” being associated with the infrared optical sensor.

Figure 2 – FLAIR logo

This allowed for finalizing the designs of presentation templates, templates for documents, letters and brochure.

2.2.2 Project description figure

The following picture is used to illustrate FLAIR concept
List of Tables

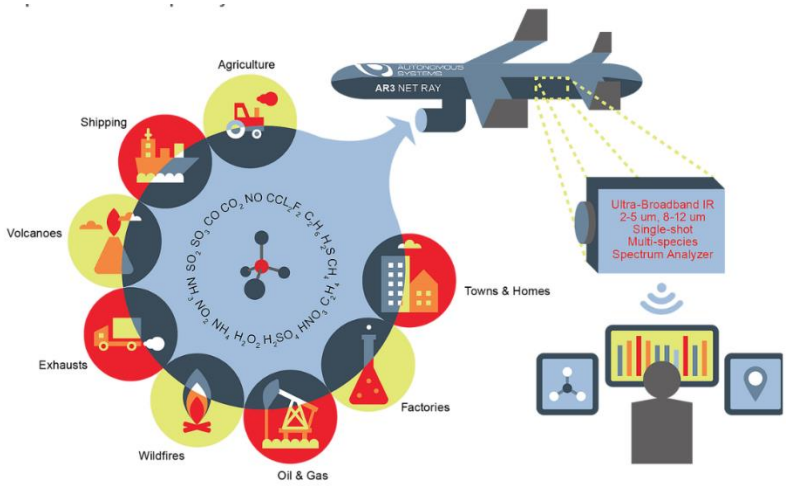


Figure 3 – FLAIR illustration

2.2.3 FLAIR brochure

Official FLAIR brochure was created in May 2017 after progress meeting in Nijmegen. In June, it became available for all partners, online for public on FLAIR website and later in social media. It is used by the consortium members for distribution at conferences, workshops and other events within and outside of the scientific community.

Brochure is available in 3 colours: black, grey and yellow.

Figure 4 – FLAIR brochure photo

FLAIR brochure was presented at one conference by SenseAir and EMPA, and at one exhibition by NIT and NKT. Total number of printed and disseminated brochures is 300 copies.

Figure 5 – FLAIR brochures at SenseAir AB office

Figure 6 – FLAIR brochures at EMPA during GGMT-2017, Dubendorf, August 2017

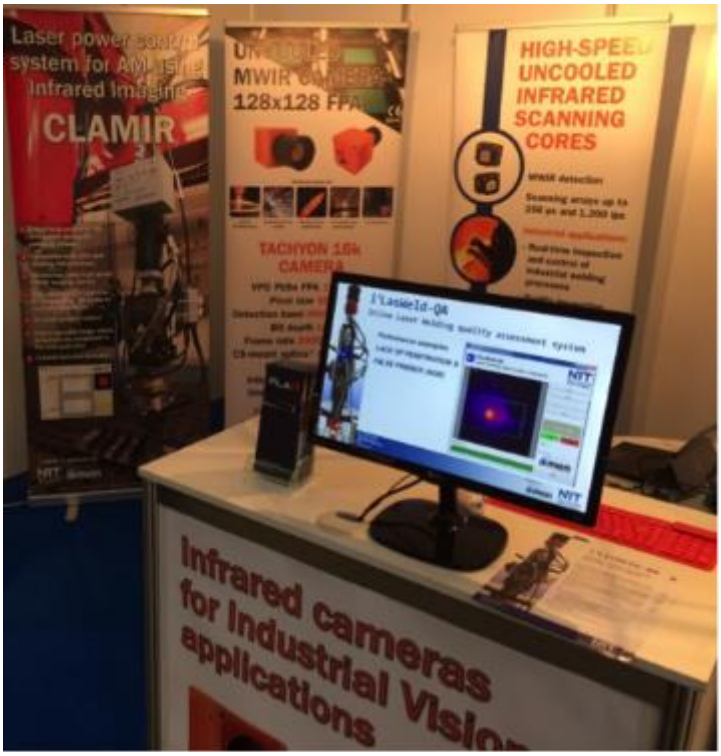


Figure 7 – FLAIR brochures at NIT booth during Laser World Exhibition, Munich, June 2017

All visual identity material can be found in supporting Dissemination kit (Deliverables 7.3 and 7.5)

2.3 Project webpage

A user-friendly webpage with easy navigation was launched in March 2017 for public access. It is available at the address www.h2020flair.eu. The website is written in English.
It is a major item since the webpage has been one of the main FLAIR communication tool, ensuring smooth access to all information available as well as showing public image of the project.
The website gives different audiences access to project's facts and figures, main objectives to be addressed, information about each Consortium member and External Advisory Board members, short description of the work plan, downloadable brochure as well as press releases and other media outputs.

General information about the state-of-the-art of the system and different subsystem's related fields can also be found.

Five main sections composing the website:

- Home (long scrolling down page through the website from start page to the end)
- About (project overview, objectives and expected results, project work packages and EAB)
- Consortium (individual webpages)
- News (news blog, press releases, project newsletters)
- Contacts (links to social networks, project coordinator info)

Website features:

- Web-Stat application to provide visitors statistics
- Newsletter subscription (tracked to evaluate dissemination activity)
- Cookie alert
- Acknowledgement about the EU funding on every page

Screenshots of some website pages are shown below

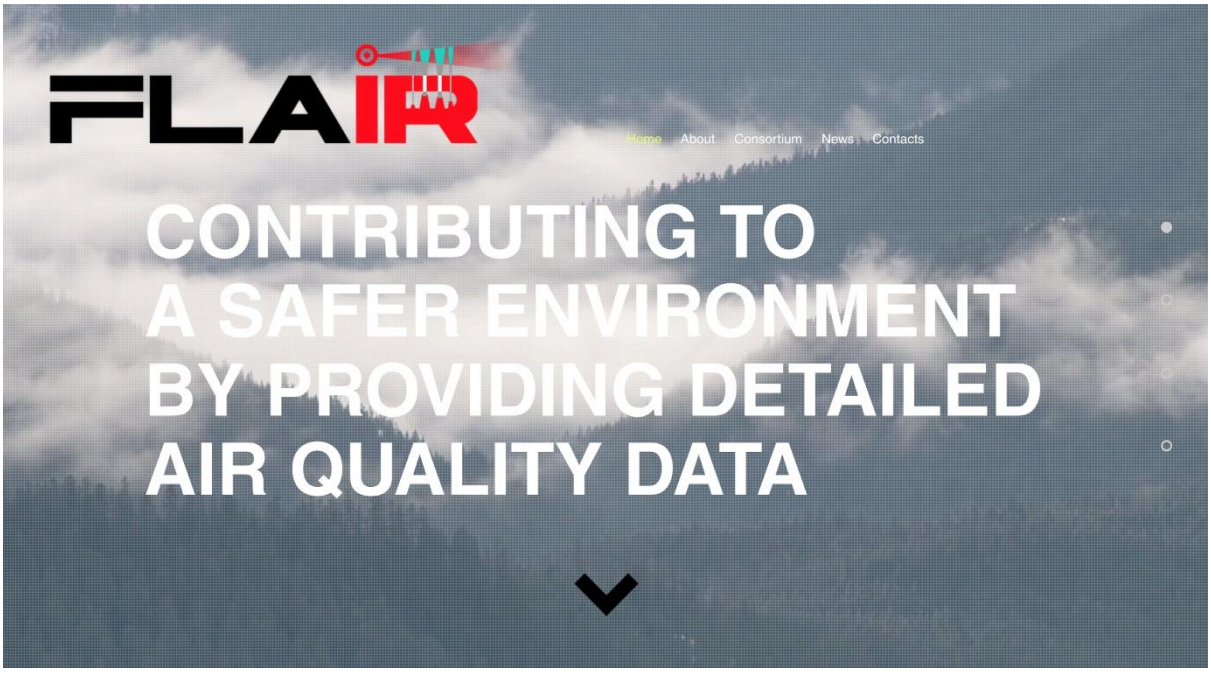


Figure 8 – Screenshot of the welcome page

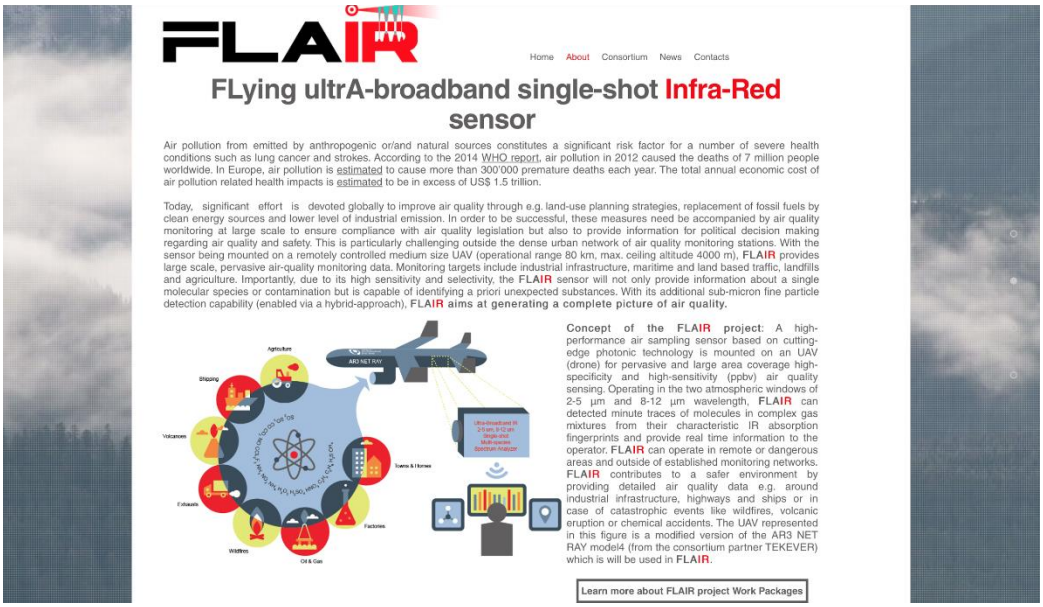


Figure 9 – Screenshot of the 'About' section

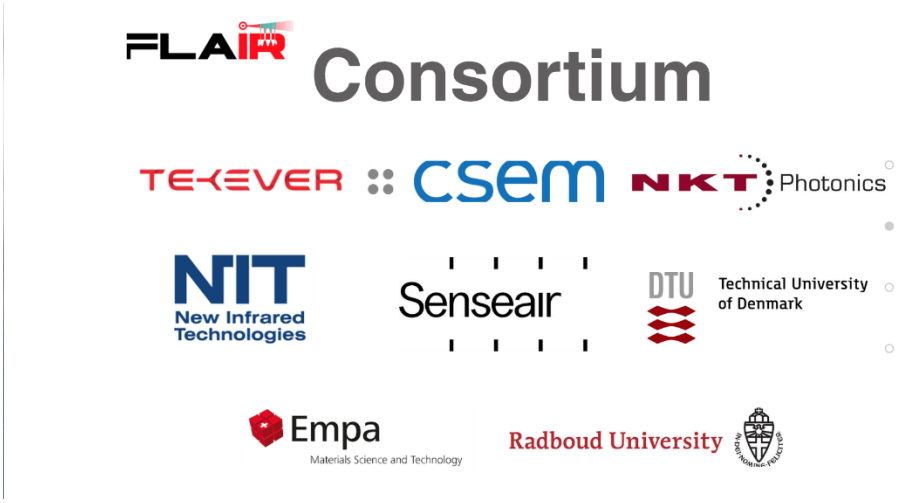


Figure 10 – Screenshot of the 'Consortium' section

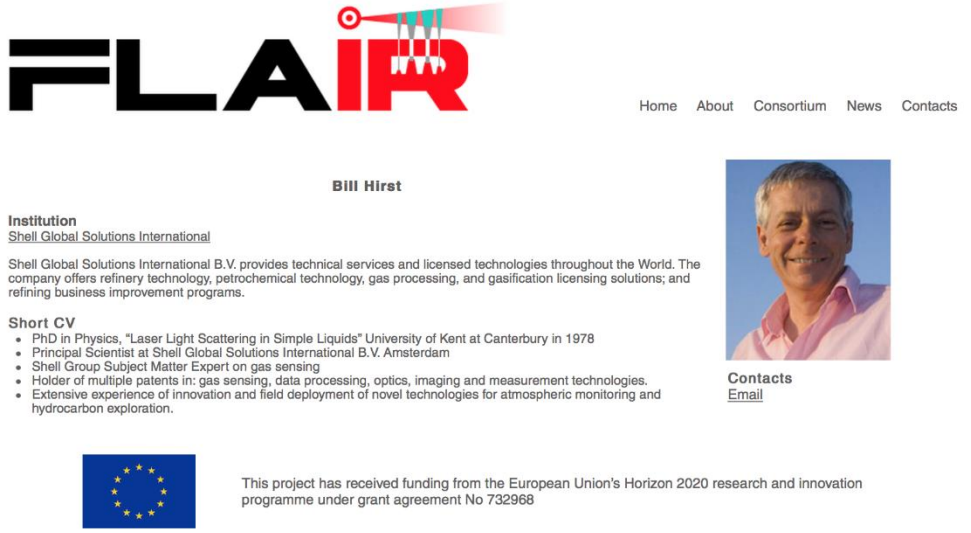


Figure 11 – Screenshot of the 'EAB' section

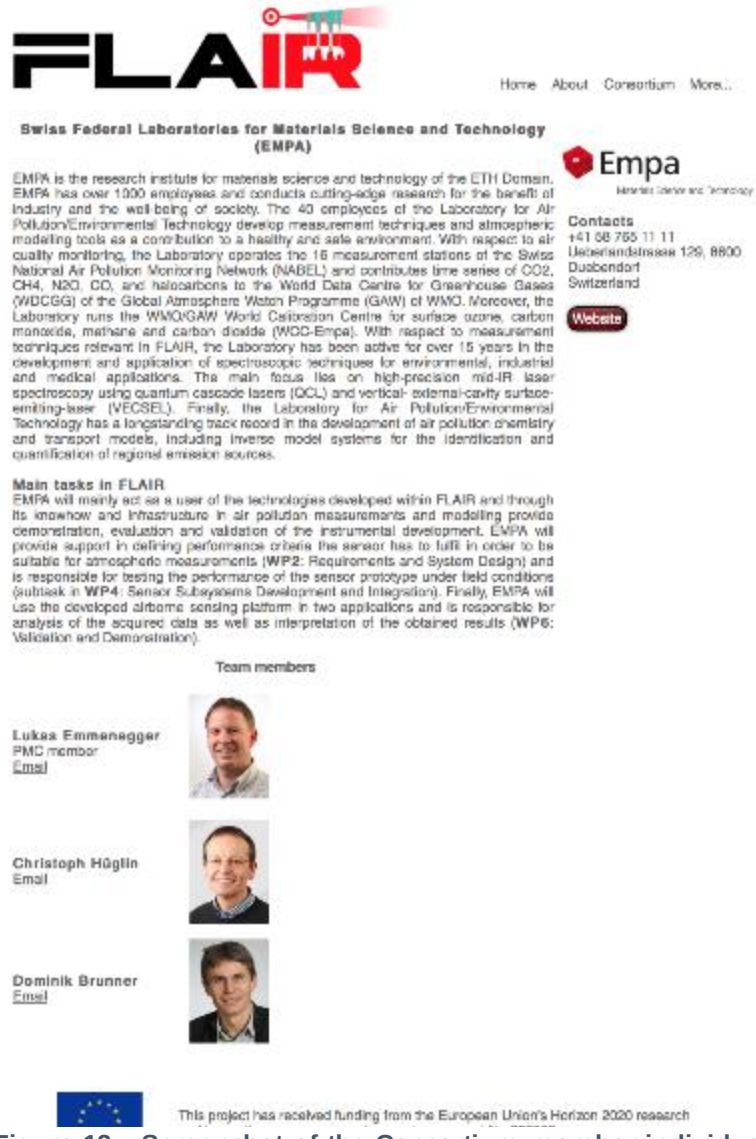


Figure 12 – Screenshot of the Consortium member individual page section

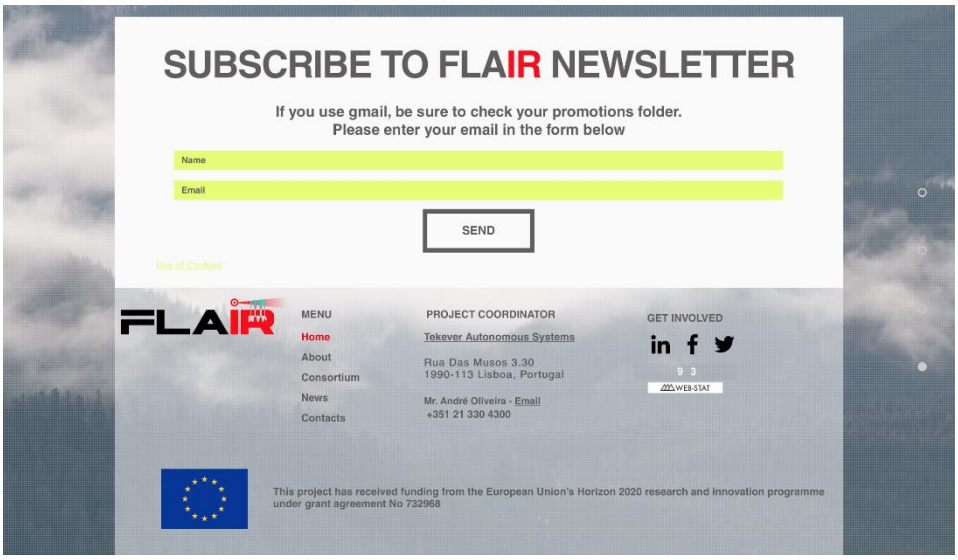


Figure 13 – Screenshot of the newsletter subscription

2.3.1 FLAIR website performance analysis

In this first Communication report, we tried to analyse first 7 months of the FLAIR website with a purpose to see area of improvements and actions needed to increase number of visitors and audience involved in responsiveness such as subscription for newsletter, following FLAIR in social media or reposting news.

The visitors of the website and their behaviour are followed within the Web-Stat application tracker. It allows to extract and monitor real-time web statistics to assess the website visibility, identify most popular webpages and optimize its design for improved user experience.

This statistic is accessible from the Contacts page (button below links to social media).

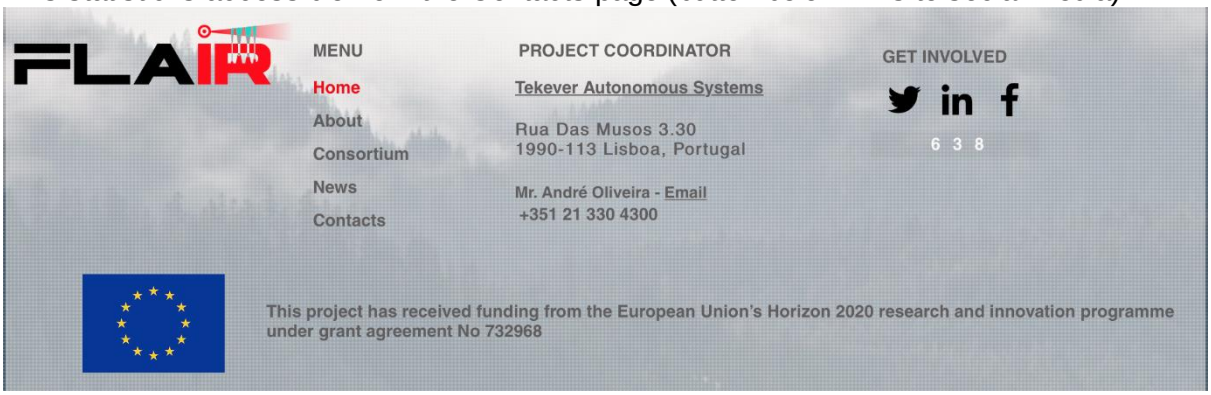


Figure 14 – Bottom of the 'Contacts' page FLAIR website

Some examples of the available statistics are detailed below:

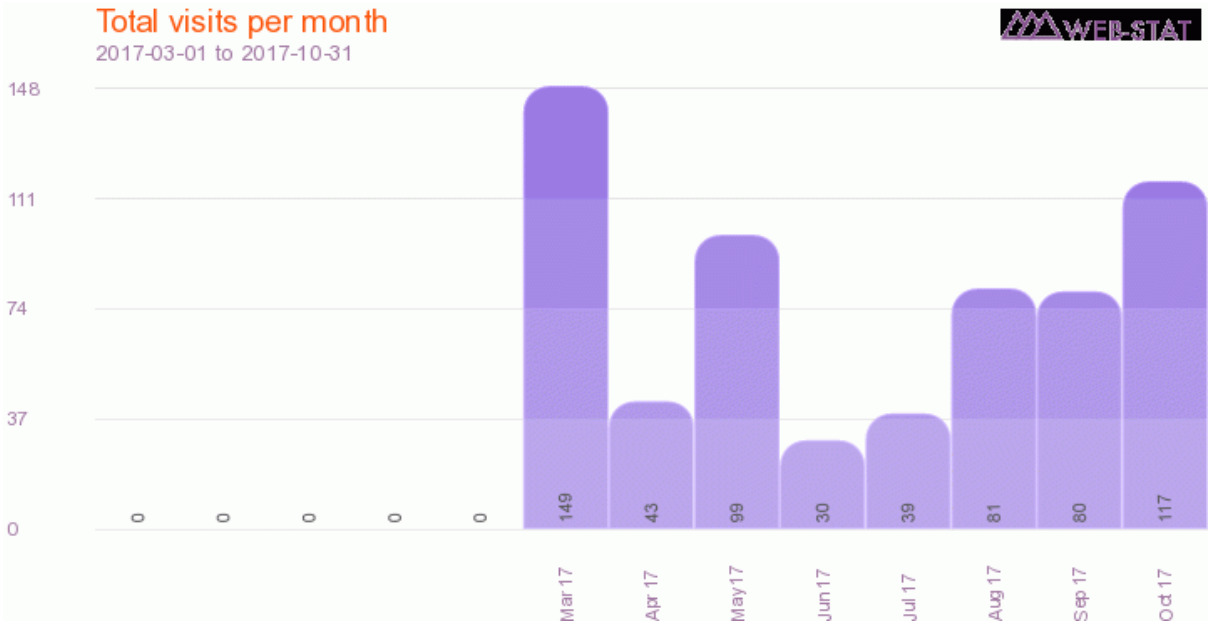


Figure 15 – Total FLAIR webpage visits per month

From March to October over 640 users from 38 countries have visited FLAIR webpage. Top visitors' countries are Sweden, Netherlands, Portugal, Switzerland, Great Britain, United States, Denmark, France, Greece, Italy and Germany.

As shown in ***Figure 16*** and ***Figure 17***, apart from the expected visits from Europe, there have been additional visits from all over the world (America, Asia, Middle East, Africa and Australia).

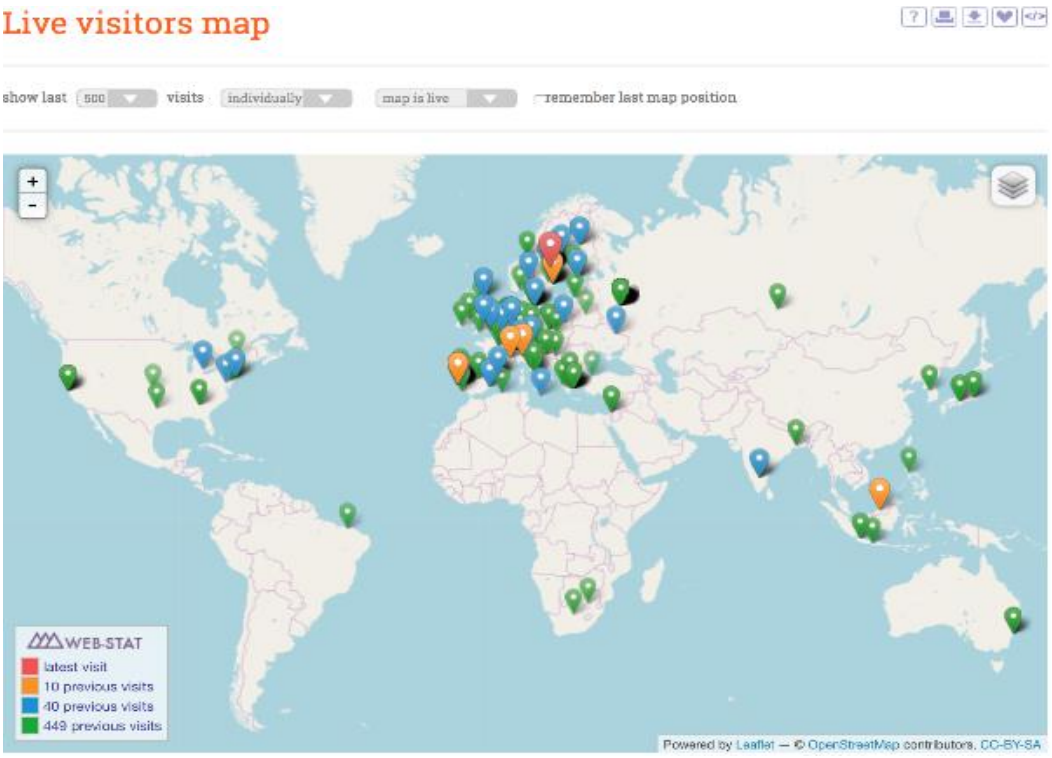


Figure 16 – Geographical distribution of the FLAIR website visitors

Figure 17 – FLAIR webpage total cumulative visitors map

As shown in ***Figure 18*** and ***Figure 19***, during the reporting period the majority of visitors have sent traffic to the website, or rather have referred to the website, through the direct access having FLAIR website address; another group of visitors came to website from Facebook page and Google search.

Top 10 Referrers

show 10 lines from MAR 2017 to OCT 2017 Go

Trend	Referrer ∇Δ	∇Δ Stay	∇Δ Depth	∇Δ Bounce	∇Δ Visits	%
	Direct Access	premium	premium	premium	334	52.4
	editor.wix.com	premium	premium	premium	61	9.6
	m.facebook.com	premium	premium	premium	38	6.0
	google.pt	premium	premium	premium	24	3.8
	google.nl	premium	premium	premium	21	3.3
	facebook.com	premium	premium	premium	19	3.0
	google.ch	premium	premium	premium	19	3.0
	researchgate.net	premium	premium	premium	15	2.4
	fotonik.dtu.dk	premium	premium	premium	8	1.3
	google.se	premium	premium	premium	8	1.3

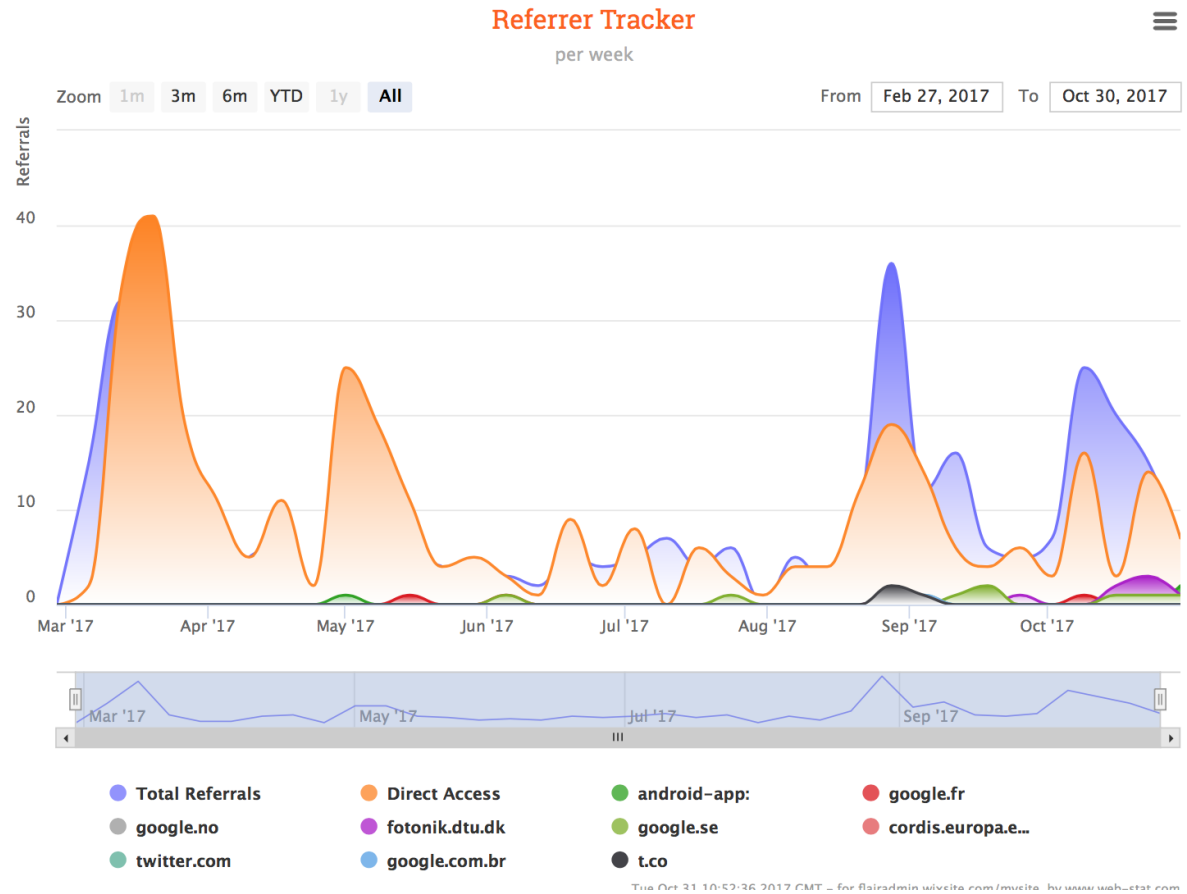
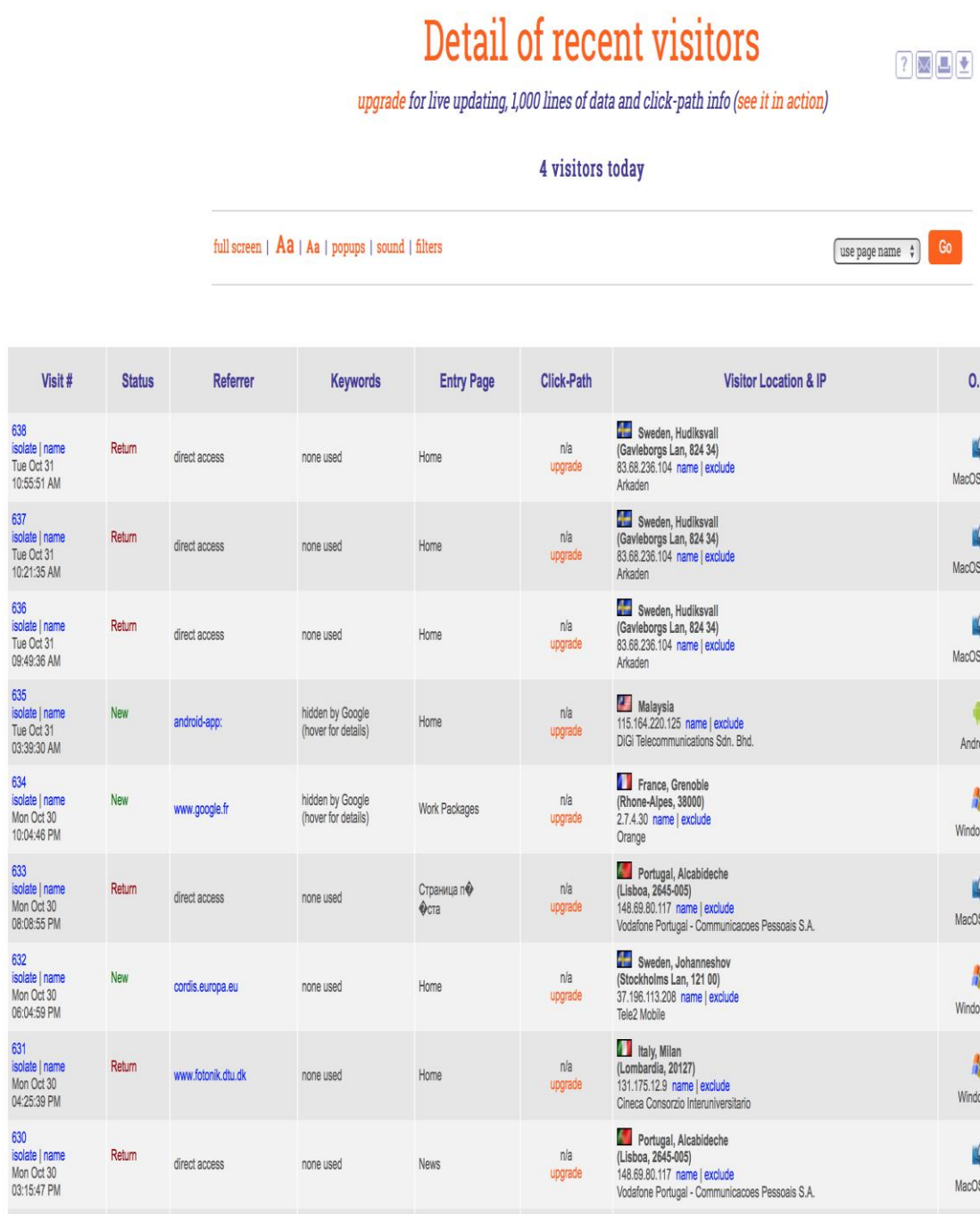


Figure 18 – Top 10 referrers to FLAIR website



Detail of recent visitors

upgrade for live updating, 1,000 lines of data and click-path info (see it in action)

4 visitors today

full screen | Aa | Aa | popups | sound | filters

use page name | Go

Visit #	Status	Referrer	Keywords	Entry Page	Click-Path	Visitor Location & IP	O.S.	Browser	Scr. Size
638 isolate | name Tue Oct 31 10:55:51 AM	Return	direct access	none used	Home	n/a upgrade	Sweden, Hudiksvall (Gavleborgs Lan, 824 34) 83.68.236.104 name | exclude Arkaden	MacOS 10.10	Safari 10	1280x800
637 isolate | name Tue Oct 31 10:21:35 AM	Return	direct access	none used	Home	n/a upgrade	Sweden, Hudiksvall (Gavleborgs Lan, 824 34) 83.68.236.104 name | exclude Arkaden	MacOS 10.10	Safari 10	1280x800
636 isolate | name Tue Oct 31 09:49:36 AM	Return	direct access	none used	Home	n/a upgrade	Sweden, Hudiksvall (Gavleborgs Lan, 824 34) 83.68.236.104 name | exclude Arkaden	MacOS 10.10	Safari 10	1280x800
635 isolate | name Tue Oct 31 03:39:30 AM	New	android-app:	hidden by Google (hover for details)	Home	n/a upgrade	Malaysia 115.164.220.125 name | exclude DiGi Telecommunications Sdn. Bhd.	Android 6	Chrome 61	360x640
634 isolate | name Mon Oct 30 10:04:46 PM	New	www.google.fr	hidden by Google (hover for details)	Work Packages	n/a upgrade	France, Grenoble (Rhone-Alpes, 38000) 2.7.4.30 name | exclude Orange	Windows 10	Chrome 61	1600x900
633 isolate | name Mon Oct 30 08:08:55 PM	Return	direct access	none used	Страница п$ $ста	n/a upgrade	Portugal, Alcabideche (Lisboa, 2645-005) 148.69.80.117 name | exclude Vodafone Portugal - Communicacoes Pessoais S.A.	MacOS 10.9	Chrome 61	2560x1440
632 isolate | name Mon Oct 30 06:04:59 PM	New	cordis.europa.eu	none used	Home	n/a upgrade	Sweden, Johanneshov (Stockholms Lan, 121 00) 37.196.113.208 name | exclude Tele2 Mobile	Windows 10	Firefox 56	1280x720
631 isolate | name Mon Oct 30 04:25:39 PM	Return	www.fotonik.dtu.dk	none used	Home	n/a upgrade	Italy, Milan (Lombardia, 20127) 131.175.12.9 name | exclude Cineca Consorzio Interuniversitario	Windows 7	Firefox 56	1536x864
630 isolate | name Mon Oct 30 03:15:47 PM	Return	direct access	none used	News	n/a upgrade	Portugal, Alcabideche (Lisboa, 2645-005) 148.69.80.117 name | exclude Vodafone Portugal - Communicacoes Pessoais S.A.	MacOS 10.9	Chrome 61	2560x1440

Figure 19 – FLAIR website visitor's details example

Statistical data as average page depth, page views, session length will be presented in future Communication reports.

Through the subscription form was received 25 contacts of people interested in news about FLAIR.

2.4 Social media

Communication tool as social networks is considered to address the potential impact and to have the feedback from various audiences.

Consortium identified several social media channels to promote the project and reach the widest public. In summer 2017 were created three social media profiles for FLAIR:

- Facebook - https://www.facebook.com/h2020.flair
- Twitter - https://twitter.com/h2020_FLAIR
- LinkedIn - https://www.linkedin.com/groups/12037824
- Project hashtag - #h2020_FLAIR

To date, it counts 10 followers in Twitter, 215 on Facebook and 8 in LinkedIn. We tried to communicate FLAIR social media profiles through two promotion campaigns specifically for targeted audience and reached more than 25 thousand people through Facebook. With including people reached by regular posts on Facebook total number is more than 26 thousand people. Some of the Consortium members also increase interaction with public by leaving comments or sharing page with their communities.

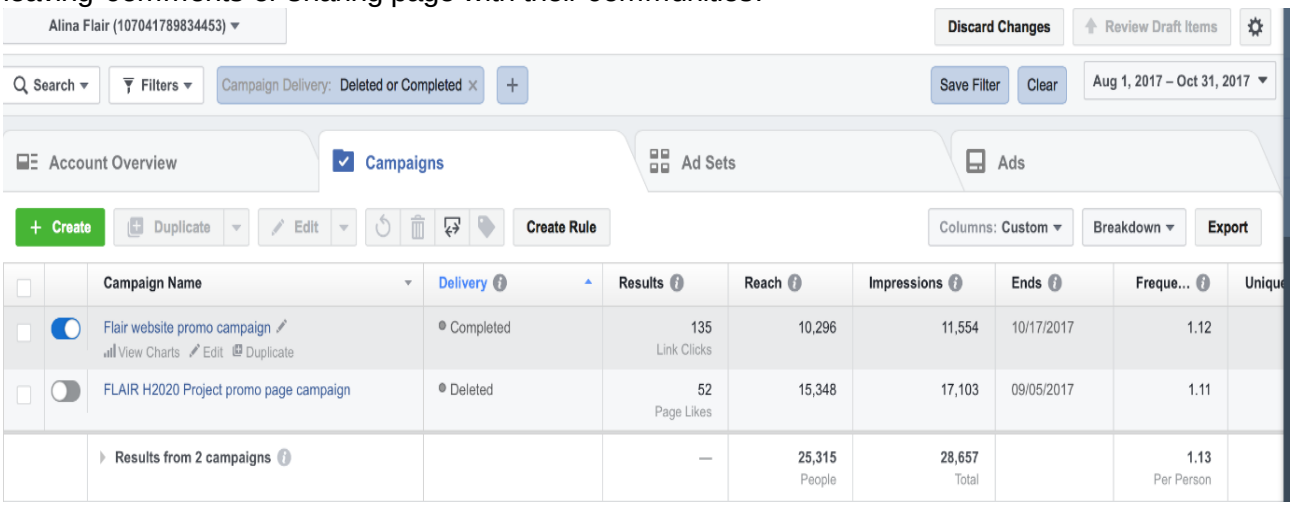
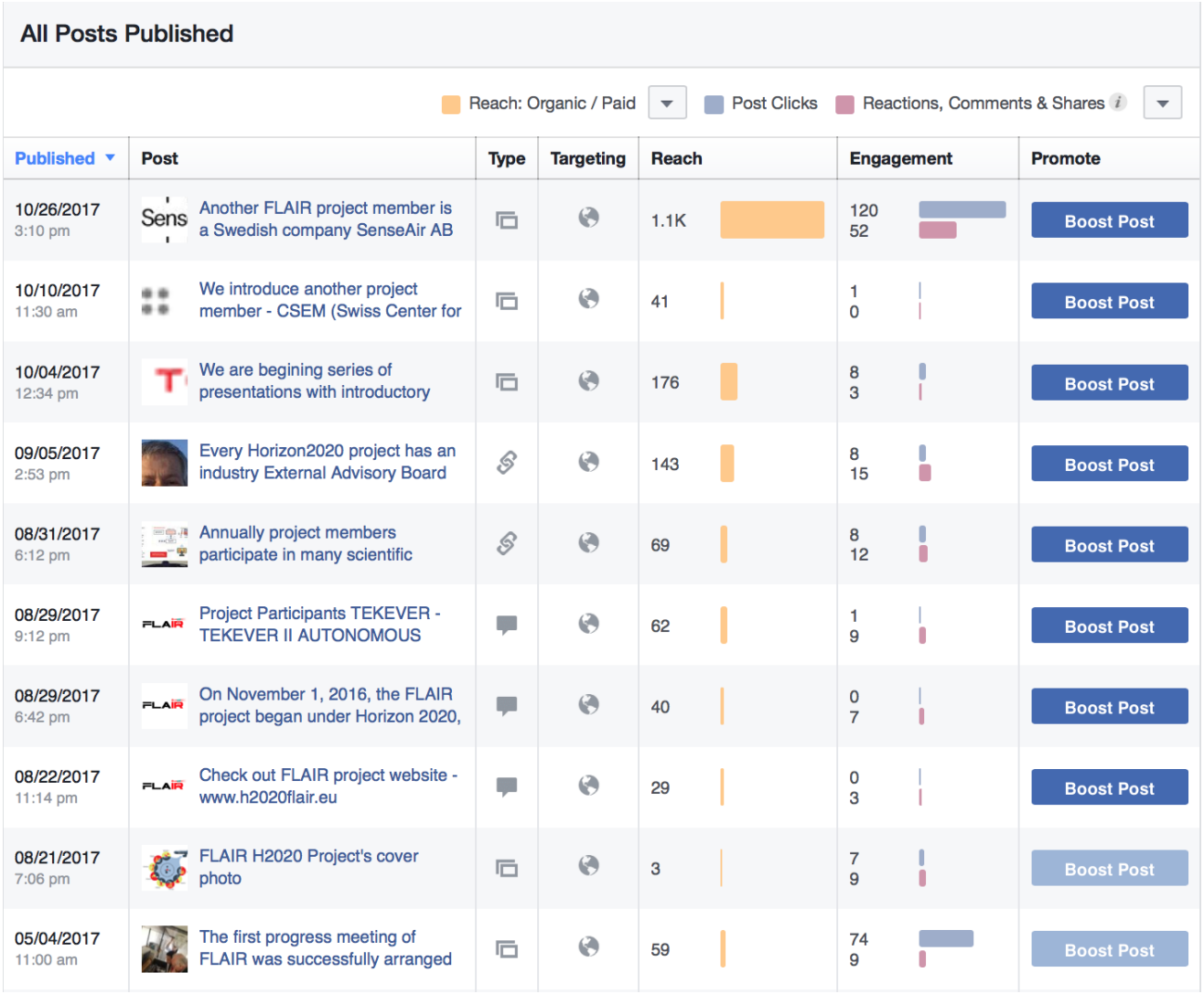


Figure 20 – FLAIR promo campaigns on Facebook

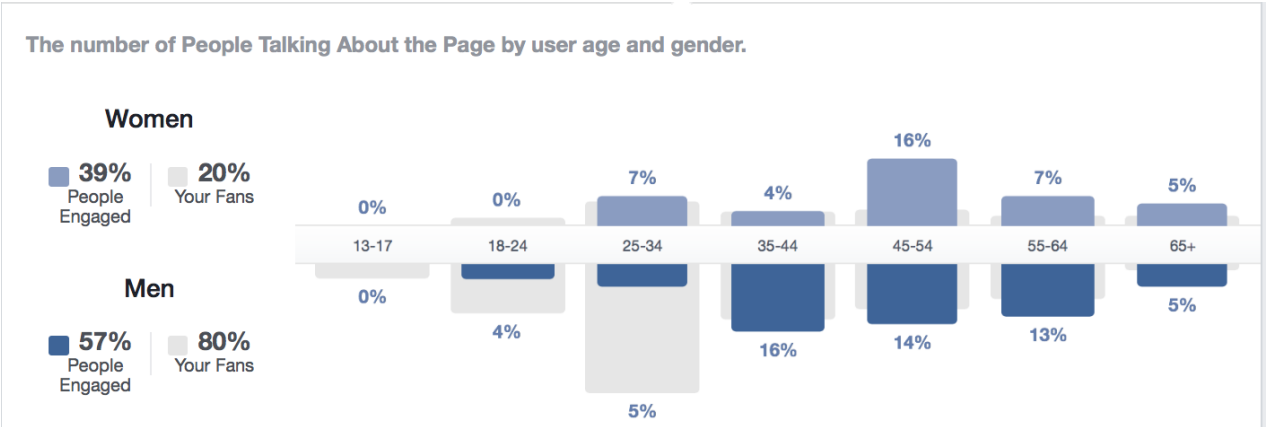


All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/26/2017 3:10 pm	Another FLAIR project member is a Swedish company SenseAir AB			1.1K	120 52	Boost Post
10/10/2017 11:30 am	We introduce another project member - CSEM (Swiss Center for			41	1 0	Boost Post
10/04/2017 12:34 pm	We are begining series of presentations with introductory			176	8 3	Boost Post
09/05/2017 2:53 pm	Every Horizon2020 project has an industry External Advisory Board			143	8 15	Boost Post
08/31/2017 6:12 pm	Annually project members participate in many scientific			69	8 12	Boost Post
08/29/2017 9:12 pm	Project Participants TEKEVER - TEKEVER II AUTONOMOUS			62	1 9	Boost Post
08/29/2017 6:42 pm	On November 1, 2016, the FLAIR project began under Horizon 2020,			40	0 7	Boost Post
08/22/2017 11:14 pm	Check out FLAIR project website - www.h2020flair.eu			29	0 3	Boost Post
08/21/2017 7:06 pm	FLAIR H2020 Project's cover photo			3	7 9	Boost Post
05/04/2017 11:00 am	The first progress meeting of FLAIR was successfully arranged			59	74 9	Boost Post

Figure 21 – FLAIR Facebook post and public engagement



Country	People Engaged
Sweden	37
Greece	5
Portugal	5
United Kingdom	2
United States of America	2
Germany	1
Spain	1
Italy	1
Netherlands	1
Thailand	1

City	People Engaged
Delsbo, Gävleborg Cou...	15
Hudiksvall, Gävleborg ...	4
Ljusdal, Gävleborg Cou...	4
Sörforsa, Gävleborg Co...	3
Stockholm, Stockholm ...	3
Athens, Attica (region), ...	3
Armitage, England, Unit...	2
Bitetto, Puglia, Italy	1
Nijmegen, Gelderland, ...	1
Castro Marim, Faro Dis...	1

Language	People Engaged
Swedish	33
English (US)	6
English (UK)	5
Portuguese (Portugal)	4
Greek	3
Arabic	1
Spanish (Spain)	1
Italian	1
Ukrainian	1
Thai	1

Figure 22 – FLAIR Facebook audience breakdown

2.5 Promotion in events, workshops and major meetings

Project partners did number of talks about FLAIR during other workshops and events.

Project member NIT participated as exhibitor in Laser World of Photonics (Munich, 27th - 29th June). There NIT had the opportunity of distributing FLAIR brochures and disseminate FLAIR project objectives to the booth attendants. According to NIT were covered over 40% of scientific community, 10% of their customers and 50% industry visitors.

DTU gave presentation and talked about FLAIR during DTU-CREOL workshop, October 3, 2017, Central Florida University. Audience: people from our group and CREOL (more than 30 people).

NKT had three presentations with slide mentioning FLAIR during the following events: 9th International Workshop on Infrared Microscopy and Spectroscopy with Accelerator Based Sources, WIRMS 2017 in Oxford, UK; International Workshop on opportunities and Challenges in mid-infrared laser-based gas sensing (MIRSENS4) in Wroclaw, Poland; MINERVA project workshop in Munich, Germany.

RU had chance to cover FLAIR project attending these events:
AMO conference Lunteren, The Netherlands, 11 October 2017
IMM colloquium, Nijmegen, the Netherlands, 10 December 2016
Colloquium Umeå University, Umea, Sweden June 1 2017
Student symposium Nijmegen, the Netherlands 17 February 2017
MINERVA workshop Mid-infrared laser spectroscopy for trace gas sensing" 30 June 2017, Munich, Germany

EMPA and SenseAir were covering FLAIR topic with scientists during GGMT-2017 at Dubendorf, Sitzerland,27-31 August 31

Estimated results of these communication activities are presented at Table 1.

2.6 Internal Dissemination within partners' networks

DTU had Fotonik Lecture at their facilities in November 2016; Audience: the whole department (more than 100 people) and some group meetings every month; FLAIR was mentioned during these meetings since October 2016; Audience: the whole group members (about 20 people). Information about FLAIR project is also available at the Department webpage.

SenseAir made reference to FLAIR using its intranet channel – Yammer. About 100 employees were reached out.

2.7 Media coverage

During this time project coordinator was interviewed by MatterPR for an article in Photonics 21. In October 2017 FLAIR initiated contact with Horizon Magazine for potential collaboration in future months. FLAIR is planning wider coverage in media during 2nd and 3rd years of the project.

2.8 Estimated number of audience reached

Type of audience reached in the context of all dissemination & communication activities	Estimated Number of Persons reached
Scientific Community	> 475
Industry	> 335
Civil Society	2
General Public	> 25 000
Policy makers	1
Media	> 4
Investors	
Customers	65
Others	

Table 2 – Audience reached by FLAIR communication actions

From the tables above, it can be stated that with all activities mentioned in this report FLAIR has reached target multiple audience. For the other two project years FLAIR Consortium will continue its efforts in order to bring its research to the wider attention.

3.Summary plan for 2018

FLAIR consortium aims to enhance project visibility and continue to broaden its audience by placing FLAIR messages in the press, in social media, on web-based news providers, in scientific journals and potentially on TV.

Dissemination for awareness, support & favourability:
The following media sources are planned to be reached out to publish information about FLAIR and its progress:

Source	Description	Link	Intended time for publication (year/month)
Horizon Magazine	The science, research and innovation magazine from the European Union	https://horizon-magazine.eu	Y2 - Y3
Ingeniøren	Danish daily paper and Danish society of engineers	https://ing.dk	Y2/M1
Photonics Spectra Newsletter and Photonics Newsletters	Photonics Spectra magazine has defined the science and industry of photonics, providing both technical and practical information for every	www.photonics.com	Y2/M2
OPN Optics & Photonics News (OPN)	The Optical Society's monthly news magazine	http://www.osa-opn.org/home/	Y2/M3
Southern European Cluster in Photonics and Optics (SECPHO)	A cluster in Southern Europe that brings together companies, technology centers and research groups in the field of photonics and optics	http://www.secpho.org/en/	Y2/M3
Laser Focus World	A monthly magazine for engineers, researchers, scientists, and technical professionals - provides comprehensive global coverage of optoelectronic technologies, applications, and markets	http://www.laserfocusworld.com/index.html	Y2/M6
European Photonics Industry Consortium (EPIC)	EPIC is the industry association that promotes the sustainable development of organizations working in the field of photonics in Europe	http://www.epic-assoc.com	Y2/M6
Swissphotonics	The Swiss National Thematic Network (NTN) for photonics	http://www.swissphotonics.net/home	Y2/M7

Nature Photonics	Nature Photonics is a peer-reviewed scientific journal published by the Nature Publishing Group	https://www.nature.com/nphoton/	Y2/M9
Atmospheric Measurement Techniques (AMT)	International scientific journal dedicated to the publication and discussion of advances in remote sensing, as well as in situ and laboratory measurement techniques for the constituents and properties of the Earth's atmosphere	https://www.atmospheric-measurement-techniques.net	Y2/M10
Atmospheric Chemistry and Physics (ACP)	International scientific journal dedicated to the publication and public discussion of high-quality studies investigating the Earth's atmosphere and the underlying chemical and physical processes	https://www.atmospheric-chemistry-and-physics.net	Y2/M12
World Health Organization (WHO) and WHO Regional Office for Europe	Greenhouse Gas Bulletin/ Newsletters European Environment and Health Process Newsletter	http://www.climatecentral.org/wmo-greenhouse-gas-bulletin-2015 http://www.euro.who.int/en/media-centre/newsletters/european-environment-and-health-process-newsletter	Y3
Journal of Geophysical Research: Atmospheres	JGR publishes articles that advance and improve understanding of atmospheric properties and processes, including the interaction of the atmosphere with other components of the Earth system, as well as their roles in climate variability and change.	http://agupubs.onlinelibrary.wiley.com/hub/jgr/journal/10.1002/(ISSN)2169-8996/	Y3
CORDIS	The EU's primary public repository and portal to disseminate information on all EU-funded research projects and their results in the broadest sense.	http://cordis.europa.eu/research-eu/home_en.html	Y3

Project stories	Articles about selected EU-funded research projects	https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/	Y3
Zenodo	Research data repository. It was created by OpenAIRE and CERN to provide a place for researchers to deposit datasets	https://zenodo.org	Y3
ResearchGate	Social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.	https://www.researchgate.net	Y3
Euronews Futuris channel	Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe.	http://www.euronews.com/programs/futuris	Y3/M12
European Science Events Association (Eusea)	The European association for organizations for European Science Communication Events (SCE).	http://www.eusea.info	Y3/M12

Table 3 – Publications planned for project year 2 and 3

Key external events:

Event	Date/ Project month	Project member for approach	Target audience
Optics and Photonics for Energy & the Environment (E2) Boulder, USA	6-7th November 2017 /M12	RU	people from industry, university, and government to address environmental impacts of energy production and policies to guide its management.
SPIE Photonics West San Francisco, California, USA	27th Jan-1st February 2018 /M15	NKT	biophotonics, laser, optoelectronics, and industrial manufacturers R&D society
The Optical Tomography and Spectroscopy (OT&S) meeting Hollywood, USA	2 -6th April 2018 /M18	CSEM	scientific society interested in diffuse optical tomography (DOT), optical coherence tomography (OCT), photoacoustic tomography (PAT), as well as in new developments in spectroscopic technologies

SPIE Photonics Europe, Strasbourg, France	22-26th April 2018/ M18	NIT	researchers and engineers, leading companies throughout Europe.
CLEO US San Jose, USA	13-18th May 2018/ M19	NIT, RU	international forum for scientific and technical optics, uniting the fields of lasers and optoelectronics by bringing together all aspects of laser technology, from basic research to industry applications
LASYS Stuttgart, Germany	5 -7th June 2018 / M20	NIT	manufacturers, scientists, users and decision-makers from the world of lasers in industrial manufacturing
Laser Applications to Chemical, Security and Environmental Analysis - LACSEA Orlando, USA	25 - 28th June 2018 / M20	RU, CSEM	manufacturers, researchers, industries with regulated / restricted gas emissions, communities that want to monitor and follow-up on their environmental initiatives
Electronica World Fair Munich, Germany	13-16th November 2018 /M25	SA	Manufactures of electronic assemblies/subsystems, R&D society
DTU Fotonik Seminar	TBD	DTU	

Table 4 – External conferences and events planned for project year 3

Additional communication channels and activities may be developed in line with a project lifetime.

4.Conclusion

This deliverable provides information about communication activities carried out by Consortium during first project year. The reported activities show efforts performed to raise project awareness and visibility by communicating it among targeted audience and scientific communities.

FLAIR webpage and social media remains being the main communication tools as a platform to gather available public information on the project. The number of FLAIR website visitors, subscriptions for newsletter and followers in social media slowly but steadily growing.

Project brochures and offline activities such as spreading information about FLAIR during exhibitions and workshops also bring results.

As the end of first project year 12 contributions to conferences and workshops have been performed. We expect these activities to be increased in the next months of the project as more technical results and developments become available. For the next reporting period submission of scientific articles, publications in journals and related media will be one of the primary goals for the communication and dissemination development.

Communication activities is a continuous task. They will be monitored and followed-up to maximise their impact. The content of the Dissemination and Communication strategy will also continue to progress throughout the project life.

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