



# MILADO

## D9.1

### Plan for dissemination and exploitation inc. communication activities

Project number	101134891
Project acronym	MILADO
Project title	Multiwavelength Laser for fast Diagnostic in biomedical and manufacturing applications
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Duration	36 months
Call	HORIZON-CL4-2023-DIGITAL-EMERGING-01

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Abstract	D9.1 presents the MILADO communication kit constituting the launch of the internal and external communication infrastructure (e.g., mailing lists, website, social media). Furthermore, it describes the detailed plan for the project's dissemination strategy and outlines how the different stakeholder communities will be targeted.
Keywords	Communication, infrastructure, dissemination, internal communication, external communication, exploitation



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## **Disclaimer**

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## Executive Summary

D9.1 provides an overview of the MILADO dissemination, communication and exploitation plan and activities. Communication and dissemination activities that took place in the first six months of the project are outlined and further plans are described. The MILADO infrastructure includes the project website as well as all communication and dissemination materials, which are used within the project. Additional materials, which might be created during the project, such as photos, illustrations, will be presented in D9.2 “Updated plan and report on dissemination and exploitation incl. communication activities and intermediate report on standardization” and D10.1 “Final exploitation roadmap, including dissemination and communication activities”.

Chapter 1 outlines the aim of D9.1 and gives an overview of the planned communication and dissemination concept within the MILADO project.

Chapter 2 describes the corporate visual identity of the project, which provides visibility and “recognisability”. The subchapters present the actions taken to create a visual identity of the project and to raise its awareness, such as to easily remember its name and core objectives. It includes the project logo and its relatable colours and how to use them.

Chapter 3 presents the communication kit, consisting of the project website, which constitutes the major communication tool, the announcement letter, an overall PowerPoint presentation, the project leaflet, as well as Social Media Channels.

Chapter 4 to Chapter 9 deals with the communication and dissemination strategy as well as exploitation and standardization plans, which describes the purpose, the tools for successful implementation and the necessary steps to be applied in each of the three years of the project. Press releases, e-Newsletter and other publications (e.g. scientific publications) planned during the project and strategies for conducting workshops aimed at promoting the results of the project and building an active stakeholder group complete the picture.

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# Chapter 1 Introduction

This deliverable provides an overview of the MILADO dissemination (D) and exploitation (E) plan as well as a first report on communication (C) activities and created material until project month 06. Figure 1 illustrates the clustering of the C, D, and E activities planned within MILADO.

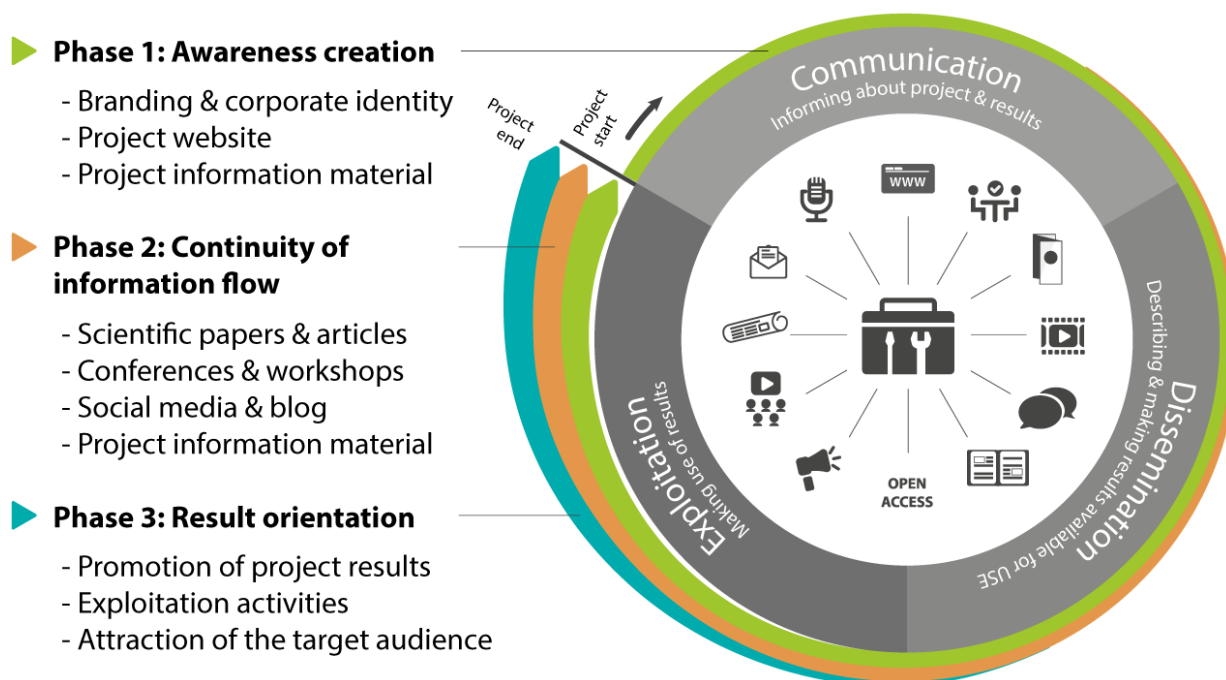


Figure 1: communication, dissemination, and exploitation phases in MILADO

**Phase 1**, awareness creation, took place during the first months of the project, in which the MILADO consortium consolidated its branding, corporate, and visual identity. Project information material and communication tools such as document templates and manuals, a shared platform to ensure efficient information and data exchange within the consortium as well as the project website which acts as the main communication tool of the MILADO project, were established.

In the **second phase**, the consortium partners will work on scientific papers to be submitted to conferences and journals to discuss the scientific results of the project. With the participation at conferences and workshops the consortium will raise further awareness on MILADO for the scientific and industrial stakeholders. Such participations are expected to facilitate lively discussions on the project's topics also providing new insight and feedback on the project's progress for the MILADO consortium. This feedback will contribute to the project's success, sustainability and possibly to post project follow-up research activities. Furthermore, scientific publications and all public deliverables will be published on the project website to keep interested parties informed on the latest progress. MILADO's social media presence on X, LinkedIn as well as the Blog on the project website will be constantly updated to reach a wider and diverse audience and increase their interest. Besides that, press releases, newsletters, posters, videos, video-interviews and information about workshops and conferences among others, are an integral part of this C and D phase to enable a highly interactive communication within and outside the consortium.

In the **third phase** towards the project end, dissemination activities will feed into exploitation by utilising results and findings for commercial, post-project sustainability, and/or public policymaking purposes. After the official project end, some ongoing C & D activities will continue promoting project

results (e.g., project website, active engagement on social media, collaboration with other projects, presentations at conferences and follow-up projects). The focus will be on the exploitation of results, to keep audiences involved and to attract more target audience groups.

D9.1 constitutes the first essential communication kit regarding the MILADO project's activities, including a narrative text, photographs, slides and any other suitable communication material, complemented with copyright licences for the European Commission (EC). This kit will be updated in D9.2 "Updated plan and report on dissemination and exploitation incl. communication activities and intermediate report on standardization" and D10.1 "Final exploitation roadmap, including dissemination and communication activities".

## Chapter 2 Visual Identity of the project

The creation of a corporate visual identity plays a significant role in the way the MILADO project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics providing visibility and “recognisability” of the project. It is of great importance that stakeholders and target groups are not just aware of the project but also remember the name and core objectives.

### 2.1 Project Logo

To improve visibility, the MILADO project has adopted a project logo (Figure 2). Technikon (TEC) was responsible for the design of the project logo, including the colours, fonts, and icons. This logo will be used in all dissemination tools from internal documents and reporting templates to external communication tools such as the website, presentations, and brochures. This consistent graphical identity will support effective communication and recognizable dissemination activities.



Figure 2: MILADO project logo

### 2.2 Project Templates

The project identity is reflected in all documents created by the consortium for internal as well as for external use. TEC established templates for different formats as MS-Word, MS-Excel, and MS-PowerPoint. The templates are accessible to all consortium partners and are pivotal for ensuring a coherent theme and a consistent visual appearance of the project. In Figure 3 an example of the PowerPoint template and in Figure 4 an example of the word template for deliverables is shown.



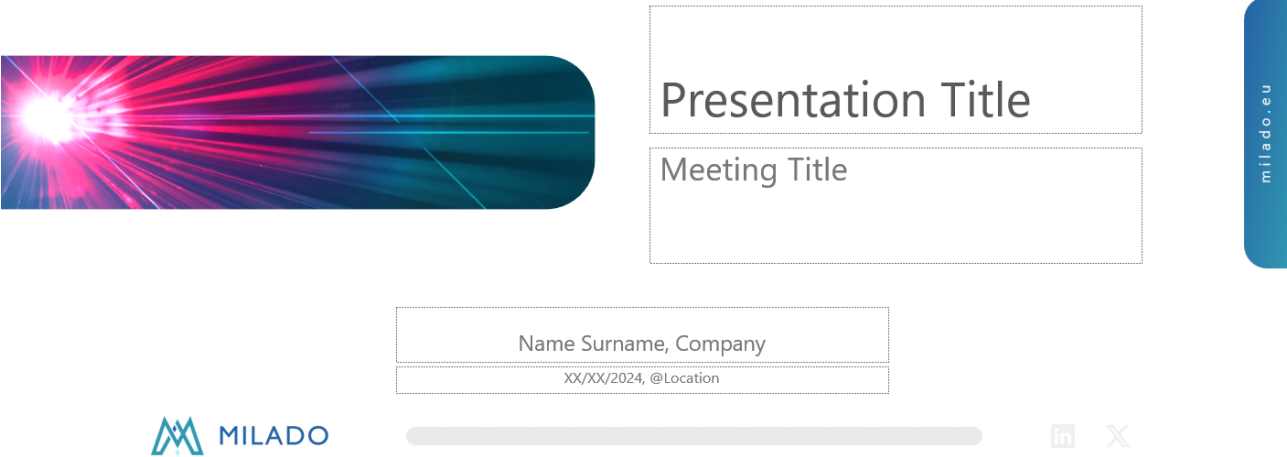



Figure 3: MILADO Power Point template



# MILADO

## Dx.x

### <Full title>

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Deliverable type	<Report, Prototype, Demonstrator, Other>
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Figure 4: MILADO Microsoft Word template for deliverables

## 2.3 Design Guidelines

To maximize the project's impact on the different stakeholders and target groups it is important to follow and respect the visual identity of the project by using the colours of the corporate design (Figure 5). This ensures a uniform external image of MILADO and creates a recognition value.



Figure 5: Style guide of the MILADO logo and corporate design (font, colour code)

## Chapter 3 Communication Kit

This chapter describes the MILADO overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. All these materials are freely accessible for download on the project website. Additional materials, which will be created throughout the duration of the project will be added in D9.2 “Updated plan and report on dissemination and exploitation incl. communication activities and intermediate report on standardization” and D10.1 “Final exploitation roadmap, including dissemination and communication activities”.

Open access is granted to all communication and dissemination materials. If, in a certain case, other licence requirements must be taken into account, this will be marked accordingly. All the project material will be marked with the following statement:



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### 3.1 MILADO Project Website

In month 2 of the project the official MILADO website was launched to ensure better visibility of MILADO. The project website constitutes the main communication tool and will be used to disseminate most of the project information and dissemination and communication materials such as press releases, newsletters, leaflet, videos, publications, etc. The website has been designed to provide a user-friendly and informative environment based on the templates and colours of the MILADO logo to establish a strong and coherent project identity in all communication activities (Figure 2). It is based on the WordPress Content Management System (CMS), which has been configured to allow access by the public. The MILADO project website is available under the following link: <https://milado.eu>. The design of the website is based on the templates and colours of the MILADO Logo to establish a strong project identity in all communication activities.

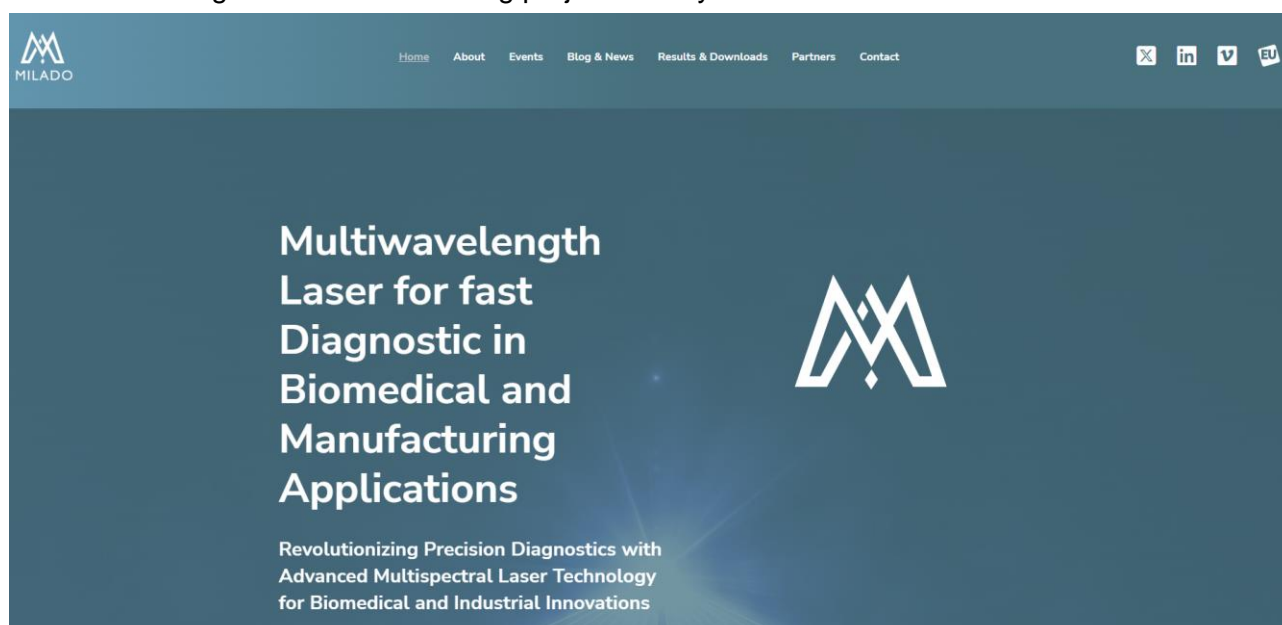


Figure 6: start page of the MILADO project website

Figure 6 illustrates the start page of the MILADO website displaying the main categories of the front page: Home, About, vents, Blog & News, Results and Downloads, Partners and Contact. The homepage also provides an overview of the project, including information about the project's vision, motivation, mission & objectives as well as the technical approach (work packages).

- **Home**

Here, the visitor receives information about the project consortium and the contact persons. Furthermore, blog entries and upcoming events related to the project are shown. Also, on the main page of the website, quotes will include comments on the mission and activities of the MILADO project.

- **About**

Here visitors find an overview of the MILADO project. This includes the project's vision, mission and objectives, motivation, work packages and key facts of the project.

- **Events**

Here upcoming events related to the MILADO project are shown.

- **Blog & News**

Relevant information from the consortium partners is posted here, including a reflection on past events and activities partners participated, call for papers, interviews with partners on events, as well as discussing recent publications. Currently there are two blog entries available. Figure 7 shows the latest blog post regarding the MILADO Kick-off meeting.

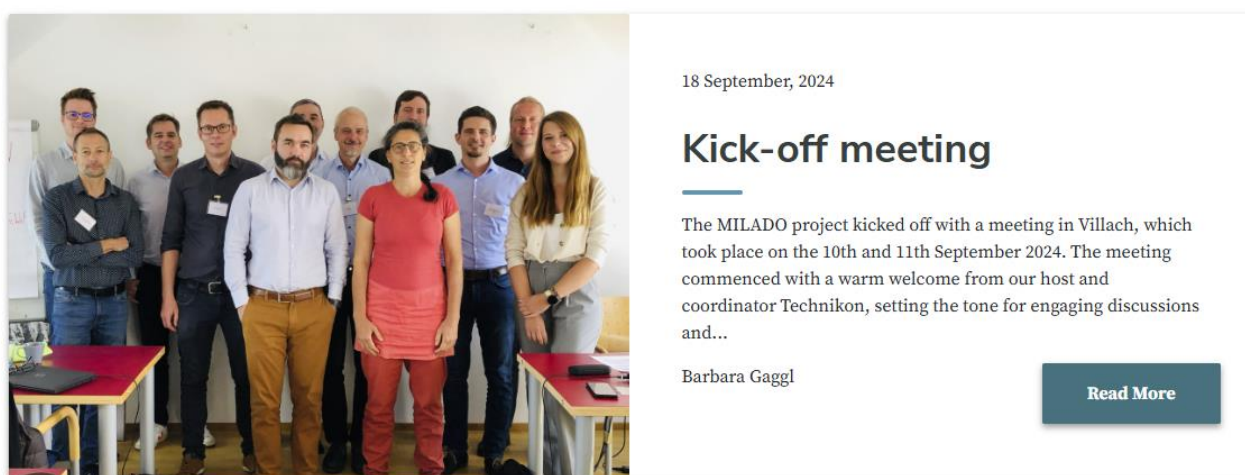


Figure 7: MILADO project blog post

- **Results & Downloads**

Here, visitors can see and download project publications, papers, presentations, and public technical deliverables. For convenience, the section is structured in scientific publications, public deliverables, and dissemination & communication.

- **Partners**

This page presents an overview of the MILADO project partners and their roles in the project.

- **Contact.**

Here, visitors can send an email directly to the coordinator of the MILADO project, e.g, general feedback or questions regarding the project or website.

Each page of the MILADO website includes at the bottom a disclaimer, the legal notice, the privacy policy and the feedback form. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and at least 5 years afterwards. The efficiency of the website is ensured by the following criteria:

- The content is always kept up to date.
- The focus is on user-friendliness. This means that attention is paid to a clear structure with low hierarchical depth.
- The working language if the website is English
- All partners will provide content for the website.

The website backend is updated by Technikon on a regular basis, in particular as soon as major updates are made available by the developers of the WordPress CMS. For collecting statistics, TEC uses Google Analytics. Some of the available metrics are:

- The number of unique visitors
- The number of total visits
- Top 10 downloads
- The geographical distribution of the visitor's location
- The ratio between new and returning visitors



### 3.2 MILADO Announcement Letter

On June 13<sup>th</sup>, 2024, the official MILADO announcement letter (Figure 8) was published on the project social media accounts and also on the website in July. This letter recalls the aims and objectives of the project and gives an overview about the partners within the consortium. The announcement letter can be found on the project website: [MILADO Announcement Letter.pdf](#)

## Novel low-cost sensors for biomedical and manufacturing applications



**The Horizon Europe Project “MILADO” will provide a robust and universal technology platform for low-cost and large volume fabrication of mid infrared (MIR) lasers enabling novel sensors in medicine and production.**

June 2024



Mid-infrared laser technology enables novel and sensitive sensors for all kinds of spectroscopic applications. Quantum Cascade Lasers (QCLs) are the source of choice for many of these applications. However, the high costs of the QCLs are the major bottleneck for large market penetration and limit their application to high-priced niche markets. The goal of the MILADO project is the development of a mid-infrared laser source technology merging III-V and Silicon photonics, enabling cost-efficient sensors with superior analytical performance. This will pave the way for new biomedical and manufacturing applications. The key innovations and aims of the project are:

- The technology upscale of the QCLs epitaxy on large area substrates and the development of concepts for direct III-V-epitaxy on silicon.
- Merging of III-V and Si photonics technologies by integrating QCL and Si-based MIR photonics using Complementary Metal Oxide Semiconductor (CMOS) based technology.

in June 2024. The consortium consists of seven partners including highly qualified and experienced SMEs (Technikon, ADMIR, Eclypia, Gasera), high research ranked academic partners (Commissariat à l'Energie Atomique et aux Energies Alternatives, Fraunhofer Gesellschaft zur Förderung der Angewandten Forschung EV, Research Center for non destructive testing GmbH). With our strong team of SMEs, academic and research partners we are convinced that MILADO will enable the technology upscale of novel sensors in medicine and production.

About the coordinator: Technikon is a private research service company in Austria. Technikon's range of expertise makes it Europe's leading private company for technical requirements the coordination and dissemination of technology-based collaborative European research projects.

Figure 8: MILADO announcement letter

### 3.3 MILADO Leaflet

The MILADO leaflet (Figure 9) was made available to the consortium in M02 and published on the project website on the 11<sup>th</sup> of July. TEC was responsible for the content and design of it in cooperation with all project partners. The leaflet is informative and graphically appealing in A5 format highlighting the MILADO vision, main goals, key technological aspects as well as relevant background information. Additionally, the leaflet contains information on project details such as duration, funding and grant agreement number as well as the consortium members and their location. An electronic version of the leaflet is available on the project website: [MILADO Leaflet.pdf](#). Hard copies can be used for distribution at conferences, workshops or other dissemination events to provide further visibility to MILADO.



**Partners**

The MILADO consortium consists of 7 highly qualified business and applied research partners from four different countries (France, Germany, Austria, and Finland) who combine the know-how that is necessary to implement the project.

**Facts**

- Budget**  
€ 4.9 Million  
100% EU-funded
- Consortium**  
7 Partners  
4 Countries
- Duration**  
36 Months  
06/2024 - 05/2027

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**Partners:**

- TECHNIKON**  
Technik Forschung und Planungsgesellschaft mbH  
Austria (Vilsbiburg)
- ADMIR**  
ADMIR Active Digital Multi-Spectral imaged  
France (Vaux)
- ECLYPIA**  
Eclipsa (ECCL)  
France (Grenoble)
- anastasia**  
Gosens OT (GAS)  
Finland (Turku)
- red**  
CEA-LET is a technology research institute of Commissariat à l'Énergie Atomique et aux Énergies Alternatives  
France (Grenoble)
- Fraunhofer**  
Fraunhofer Gesellschaft zur Förderung der angewandten Forschung eV  
Germany (Reibburg)
- RECENDYT**  
Research Center for Non-Destructive Testing  
Germany, Austria (Linz)

**Laser Precision, Multispectral Diagnostic Revolution**

MULTIWAVELENGTH LASER FOR FAST DIAGNOSTIC IN BIOMEDICAL AND MANUFACTURING APPLICATIONS

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Figure 9: MILADO leaflet

### 3.4 MILADO Social Media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the entire project to disseminate the project's ideas and results. In particular, the project will use X (Figure 10) and LinkedIn. X (Figure 11) is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 280 characters, known as “tweets”. The MILADO project is available on: [\(1\) MILADO\\_HE \(@MILADO\\_HE\) / X](#). LinkedIn is a social networking site for people in professional occupations or simply a social network for business. The MILADO project is available on: [MILADO Horizon Europe project 101134891 | LinkedIn](#). Direct links to the MILADO X and LinkedIn pages can also be found on the project website.

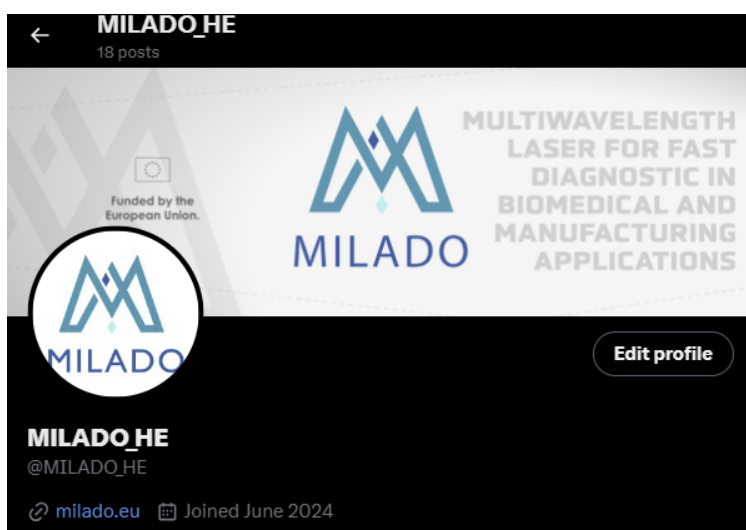


Figure 10: MILADO X account



## MILADO Horizon Europe project 101134891

Multiwavelength Laser for fast Diagnostic in biomedical and manufacturing applications

Figure 11: MILADO LinkedIn account



## Chapter 4 Communication & Dissemination Strategy

### 4.1 Overview

This chapter presents a general overview of the MILADO C & D activities that will be carried out until the end of the project. Instructions and recommendations are also provided on how to prepare these tools and activities to ensure that all the partners communicate and disseminate the project information in the most effective and appropriate way.

A clear communication and dissemination strategy is essential and a forerunner for the execution of a dissemination and communication plan. Therefore, the MILADO project has set out a clear strategy for dissemination and communication (Figure 12). The strategy defines the audiences the project aims to target and details why such audiences should be targeted, and by which means.

While talking about communication the goal is to highlight the benefits of the MILADO project for society, e.g., by showing the public society and media the impact of our project on everyday lives. When it comes to dissemination the goal is to transfer knowledge and make project results available to an audience that may take an interest.

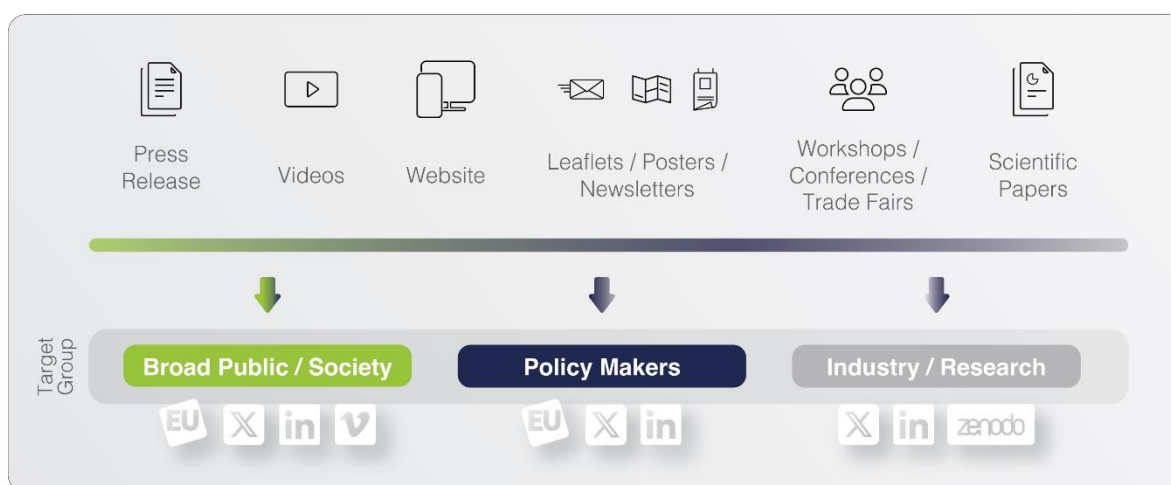


Figure 12: Communication and Dissemination strategy of MILADO

Within the MILADO project, three main audience groups can be defined:

- (A) Broad public society
- (B) Policy Makers
- (C) Industry/Research

The channels and the forms of their application have been described in the previous sections. What is going to be published on the different channels and which audience groups are planned to be reached will be described in more detail in the next sections. The further plans of the partners are also explained in more detail.

## 4.2 MILADO Newsletter

MILADO plans to publish an electronic newsletter at least twice a year to inform about the main outcome and results of the project. Within MILADO, newsletters are considered an efficient communication material to provide news on the project progress, and to discuss ongoing topics relevant to MILADO for internal and external project partners, stakeholders and target groups. In addition, publications and participations in conferences will be promoted in the newsletters. TEC will organise, compile and edit the newsletters with content contributed by each project partner. The newsletters can be found on the MILADO project website and are posted via the MILADO X and LinkedIn pages to raise further awareness. The first MILADO newsletter is planned to be published in Dezember 2024, project month M07.

## 4.3 MILADO Press Releases

Press releases (PR) will be produced to distribute information for the media around key MILADO milestones, major achievements, solutions, pilots, and stories. These will be distributed through the networks, platforms and PR contacts of the project partners and further multipliers.

## 4.4 MILADO Videos

The MILADO consortium will publish videos and interviews throughout the project. Video material with durations of up to two minutes and animated 2D/3D content will be produced by TEC and published on the MILADO project website via Vimeo and shared on the social media pages. At face-2-face project meetings TEC will record and produce interviews of project partners and host them on the Vimeo platform. Additionally, these videos will be shared via EUVATION (<https://euvation.eu/>), TEC's platform for research innovation as well as on the MILADO website and social media pages. As of now, a first video about the objectives (Figure 13) of MILADO has been posted on the website: [milado.eu/milado-objectives-video/](https://milado.eu/milado-objectives-video/).



Figure 13: MILADO objectives video

During the MILADO Kick-off Meeting in September, the first four partner-interviews were recorded (Figure 14):

- In talk with Marko Härtelt (Technical Lead, Fraunhofer IAF)  
<https://vimeo.com/technikon/milado-interview-haertelt?share=copy>
- In talk with Maeva Doron (CEA Leti)  
<https://vimeo.com/technikon/milado-interview-doron?ts=0&share=copy>
- In talk with Tuomas Hieta (Gasera)  
<https://vimeo.com/technikon/milado-interview-hieta?share=copy>
- In talk with Markus Brandstetter (Recendt)  
<https://vimeo.com/technikon/milado-interview-brandstetter?share=copy>



Figure 14: MILADO partner interviews

## 4.5 Conferences and Workshops

To effectively ensure the visibility of the project and to establish important networks and contacts, the MILADO partners will organise and/or participate in several events, ranging from conferences and exhibitions to workshops, webinars and meetings, targeting different target groups and stakeholder and bring the project to the attention of public and private entities. Webinars for example are suitable for inviting various target groups or stakeholders to dialogue, share knowledge and best practice. The webinars will also present MILADO's outputs to target audiences and enhance the uptake from local, European Union (EU) and international markets.

## 4.6 Scientific Publications

The main project achievements and results will be presented in relevant journals. These publications will cover both the technical/technological developments achieved and the new knowledge gained during the project. Possible journals in which the project partners could submit their papers were defined:

- Translational Biophotonics
- MDPI Molecular Sciences
- PLOS ONE
- Analytical chemistry
- Scientific Report
- Nature Communications
- Optics Express
- Journal Crystal growth
- Semiconductor Science and Technology
- Applied Physics Letters

As soon as a paper has been published, the consortium is committed to provide open access via the EU compliant repositories Zenodo (<https://zenodo.org/communities/milado/records?q=&l=list&p=1&s=10&sort=newest>). Zenodo is convenient to access and easy to use. This repository allows to share research results in a wide variety of formats including text, spreadsheets, audio, video, and images across all fields of science. Further, each uploaded publication and dataset receives a persistent identifier (e.g., digital object identifier - DOI), which ensures long term preservation. If relevant, also underlying research data will be made publicly available and linked to the specific publication.

## 4.7 MILADO Social Media and Website Engagement

Social media and the project website are a very powerful tool to communicate and disseminate information and to effectively let people know about the activities we carry out in MILADO. Both, X and LinkedIn pages are updated regularly, and a posting plan was created to help organize upcoming content. In addition to that there is also the blog on the project website. Internal guidelines have established that social media must be only used for non-controversial content unless it has been agreed within the consortium in advance. In situations of uncertainty TEC in the role as coordinator should be contacted.

#### 4.7.1 X

Since the beginning of the MILADO project in June 2024 until project month M06, 19 tweets were published, mainly used for communication activities, including the announcement of the project website, press release, leaflet and Kick-off meeting.

#### 4.7.2 LinkedIn

Since the project start, the MILADO team has established a good network on LinkedIn over the first six project months. The MILADO account has currently 61 followers and 19 postings regarding meetings and general communication activities have been published so far. For the upcoming project months, regular postings regarding publications, deliverables, conferences, workshops etc. are planned. The goal is to further increase the number of followers and build a network interested in the results of MILADO. Figure 15 gives an overview of the statistics of postings on impressions and engagement rate.

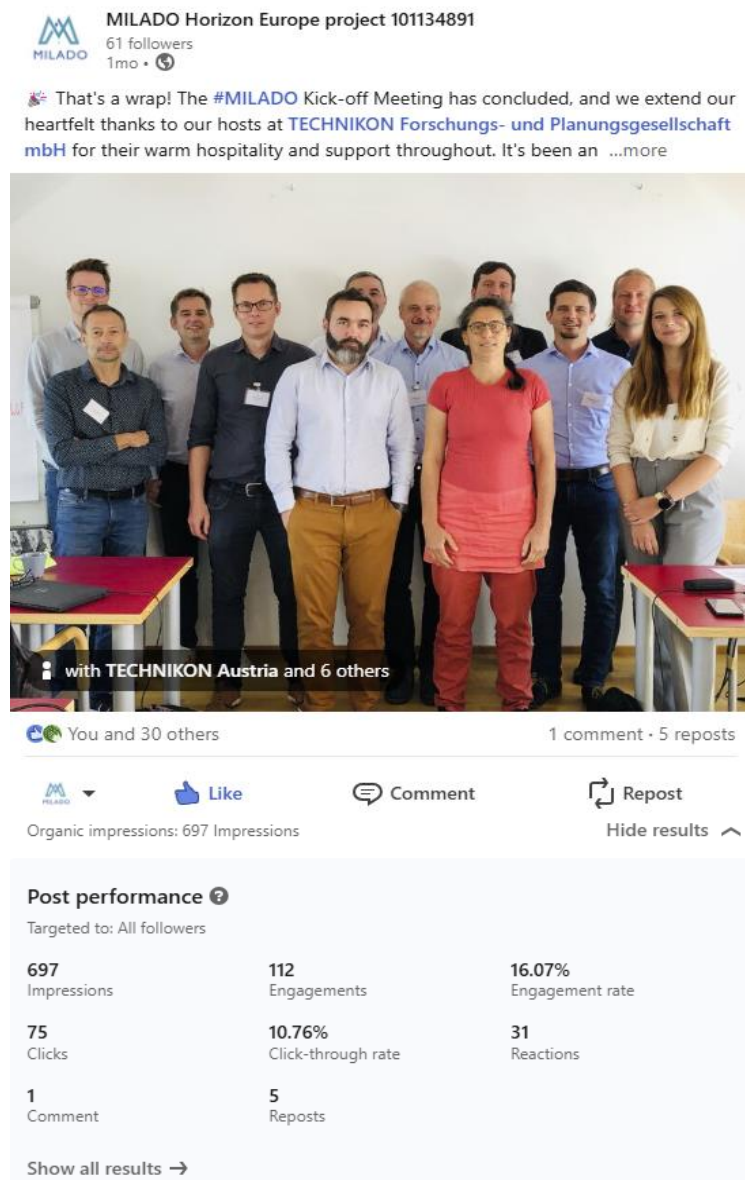


Figure 15: LinkedIn statistics example

### **4.7.3 MILADO Website**

According to Google Analytics, the MILADO website was looked in 5906 times (visits) from its launch until end of M06 (November 2024). The average session duration is 1:52 minutes. The target is to reach at least the Key-Performance indicator (KPI) of 12000 visits. We always refer to the website (e.g., in social media and in dissemination material) and hope to boost it more in the upcoming months. A good opportunity of this are upcoming workshops, which we will announce on the website.



## Chapter 5 Dissemination & Communication Targets

### 5.1 Dissemination & Communication KPIs

During the MILADO proposal phase, a detailed strategy for communication and dissemination was developed including an initial communication, dissemination and exploitation plan that considered already target audiences and relevant stakeholders. This strategy is the basis for D9.1 and can be found in Section 2.2. of the Description of Action (DoA).

To assess the effect of the dissemination and communication activities on the target audience, several KPIs have been selected, allowing to measure progress towards fixed goals for dissemination activities. These KPIs are repeatedly referenced in the document. Table 1 collects the selected KPI:

Table 1: Key Performance indicators for communication and dissemination activities

Dissemination activity/ channel	KPI	Target
MILADO website	<ul style="list-style-type: none"> <li>Number of visits</li> <li>Number of new and returning visitors</li> </ul>	reach at least 5,000 people per year
Newsletter	<ul style="list-style-type: none"> <li>Number of contacts</li> <li>Number of downloads</li> </ul>	reach at least 1,000 people with each newsletter
Social media	<ul style="list-style-type: none"> <li>Number of postings</li> <li>Number of followers/contacts</li> <li>Engagement rate</li> </ul>	reach at least 500 views of each posting, 1-2 posts per week
Scientific journals and conferences	<ul style="list-style-type: none"> <li>Number of publications per year</li> <li>Number of views per publication</li> <li>Number of attendees</li> </ul>	publish at least 10 scientific papers,
Presentations, workshops,	<ul style="list-style-type: none"> <li>Number of attendees</li> <li>Number of events</li> </ul>	50-200 persons reached during events

## 5.2 MILADO Stakeholders

All the planned communication and dissemination activities aim at reaching out at several different target groups (TG) with specific messages based on relevant interests' areas. The target groups were already defined in the proposal phase and can be found in section 2.2 of the DoA. The following table provides the detailed MILADO impact and benefit for each target (Table 2).

Table 2: Target groups of MILADO stakeholders

Stakeholder Target audience	Benefit from MILADO
<b>TG1: Industry, especially high-tech SMEs</b>	Primary target group are manufacturers of analytical sensors and instruments in gas, liquid and solids sensing pursuing greater sensitivity, selectivity and smaller form factor. Other major target industries are imaging and defence who also benefit from cheaper price and smaller form factor of the new Si-QCLs.
<b>TG2: Academia and scientific community</b>	Universities, research facilities and platforms where knowledge is created, gathered and shared. Such institutions will use the projects results for further research in photonics and electronics
<b>TG3: policy makers</b>	Members of a government department, legislature, or other organization, who are responsible for making new rules, laws, and regulations. In MILADO we will aim at collaborating and contributing to Photonics21 PPP, established within the European Partnership for Photonics.
<b>TG4: Broad public</b>	MILADO offers great benefits indirectly as a provider of key enabling technology to grand applications such as health and environmental sensing.



## Chapter 6 Past dissemination and communication activities

Within the first six months of the MILADO project, the following C and D activities (Table 3) have been performed within the “awareness creation phase” (Figure 1).

Table 3: Past dissemination and communication activities

No	Type of activities	Main Leader	Title	Date	Place	Type and goal of the event/website	Countries addressed
1	other	TEC	Project Logo	June 2024	Online	<a href="https://milado.eu">milado.eu</a>	International
2	Social Media	TEC	MILADO X account	June 2024	Online	<a href="#">(1) MILADO_HE (@MILADO_HE) / X</a>	International
3	Social Media	TEC	MILADO LinkedIn account	June 2024	Online	<a href="#">MILADO Horizon Europe project 101134891   LinkedIn</a>	International
4	Website	TEC	MILADO website	June 2024	Online	<a href="https://milado.eu">milado.eu</a>	International
5	Press release	TEC	Announcement letter	01.06.2024	Online	<a href="#">MILADO Announcement Letter.pdf</a>	International
6	Print material	TEC	Leaflet	11.07.2024	Online	<a href="#">MILADO Leaflet.pdf</a>	International
7	Video	TEC	Objectives Video	13.09.2024	Online	<a href="https://milado.eu/milado-objectives-video/">milado.eu/milado-objectives-video/</a>	International
8	Social Media	TEC	Project ABC	ongoing	Online	<a href="#">MILADO Horizon Europe project 101134891   LinkedIn</a>	International
9	Video	TEC	Marco Härtelt interview	October 2024	Online	<a href="#">MILADO auf Vimeo</a>	International
10	Video	TEC	Maeva Doron interview	October 2024	Online	<a href="#">MILADO auf Vimeo</a>	International
11	Video	TEC	Tuomas Hieta interview	October 2024	Online	<a href="#">MILADO auf Vimeo</a>	International
12	Video	TEC	Markus Brandstetter interview	October 2024	Online	<a href="#">MILADO auf Vimeo</a>	International

1 3	Social Media	REC	Promotion of the MILADO Project on RECENDTs LinkedIn profile	June 2024	Onli ne	<a href="#">(3) RECENDT GmbH - Research Center for Non- Destructive Testing: Posts   LinkedIn</a>	Internatio nal
1 4	Social Media	GAS	Promotion of the MILADO Project on GASERAs LinkedIn profile	June 2024	Onli ne	<a href="#">(3) Gasera Ltd.: Posts   LinkedIn</a>	Internatio nal
1 5	Social Media	FHG -IAF	Promotion of MILADO Project on FHG-IAFs LinkedIn profile	June 2024	Onli ne	<a href="#">(3) Fraunhofer IAF: Posts   LinkedIn</a>	Internatio nal
1 6	Social Media	ECL	Promotion of MILADO Project on ECLsFs LinkedIn profile	June 2024	Onli ne	<a href="#">(3) Jean-Guillaume Coutard   LinkedIn</a>	Internatio nal
1 7	Exhibiti on	ECL	Leti innovation days	Juni 2024	Face 2 Face	<a href="#">(3) Post   Feed   LinkedIn</a>	Internatio nal

# Chapter 7    Planned                      Dissemination                      and

## Communication Activities

In the upcoming project months, the MILADO consortium is going to continue and extend its communication and dissemination activities to reach all target groups in a proper manner. In the upcoming months also the participation in conferences, workshops and events will increase and the first publications of the project are planned (Table 4).

Table 4: planned dissemination and communication activities

No	Type of activities	Main leader	Title	Date	Place	Countries addressed
1	Social Media	TEC	Project ABC	M07 and ongoing	Online	International
2	Social Media	TEC	Factsheets	M07 and ongoing	Online	International
3	Video	TEC	Partner Interviews	M06 and ongoing	Online	International
4	Video	TEC	Use case Video	First half 2025	Online	International
5	Events	All partners	Participation in events like Consumer Electronics Show, Photonics West Exhibition, SENSOR+TEST, Laser World of Photonics	2025	Online and Face-2-Face conferences	International
6	Publication	All partners	Submission of papers to journals like Translational Biophotonics, MDPI Molecular Sciences, PLOS ONE, Analytical chemistry, Scientific Report, Nature Comm, Optics Express, Journal Crystal	2025	Online	International

			growth, Semiconductor Science and Technology, Applied Physics Letters			
7	Conferences	All partners	Participation in conferences like European Congress on Digital Pathology, Photonics West, Infrared and Terahertz quantum workshop, International Conference on Molecular Beam Epitaxy, Cleo Europe,	2025	Online and f2f participation	International

## Chapter 8 Exploitation Plans

Besides dissemination and communication activities, another important aspect of MILADO's activities pertain to the exploitation opportunities of the various technical advancements mid-infrared (MIR) Quantum Cascade Lasers (QCLs) can bring to several sectors as MILADO aims to bring QCL-based MIR spectroscopy from the lab to the market. The main objective of an efficient exploitation strategy is to ensure that the results and benefits of the developed project outputs are attractive and well-known in the industry. As such, the objectives of the MILADO exploitation plan are to:

- Establish and maintain mechanisms for effective exploitation,
- Inform stakeholders of the project development and encourage interactions/networking (example: Identify potential licensees in relevant industries, Identify and start discussion with experienced manufacturers to scale production.,
- Coordinate all levels and types of exploitation of the knowledge and outputs produced by the project, (example: collaborate on supply chain optimization and cost reduction).
- Ensure that information is shared with appropriate audiences in a timely manner and by the most effective means and medium.

Alongside the dissemination of the project results, exploitation of the achievements of MILADO is of crucial importance and is recognized as one of the key elements for the success of MILADO as underpinned by its significant industrial participation. The common goal is to create knowledge, research new solutions and pave the way for successful commercial product innovation. Individual exploitation plans, if not sensitive, as well as a common project exploitation roadmap, will be presented and updated in D9.2 and finalized in D10.1 at the end of the project's activities.

The early stage of the MILADO project naturally starts with the focus on individual goals and objectives of underlying work packages. Although the most active exploitation phase of the project results is towards the end of the project (mostly a topic for 2026 and beyond) we are closely monitoring project outcomes for early exploitation opportunities.

Research oriented partners, CEA Leti, FHG, share a primary focus and interest in leveraging the outcomes of the MILADO project. Their common objective is to disseminate the results through various avenues including publishing scientific findings in high-impact journals and presenting them at renowned conferences. They also emphasize the importance of technology transfer and cooperation with industry partners, aiming to establish bilateral agreements and facilitate knowledge exchange.

Industry partners, ADMIR, GASERA, RECENDT, ECLYPIA, share a common focus in leveraging the outcomes of the MILADO project to target market and drive advancements in their respective fields. ADMIR aims to investigate medical systems for biopsy analysis. GASERA seeks to develop medical gas sensing devices for breath analysis. RECENDT aims to develop a system for flexible sensing of multiple chemical parameters in liquid process streams. ECLYPIA strives to address wearable medical devices for continuous glucose measurement. Together, these industry partners drive technological advancements and open doors to assess market potential and growth trends in each of their respective market.

## **Chapter 9     Standardization Activities**

As the project is in an early stage, also standardization activities are still in a planning phase. However, since the technology developed within MILADO will replace traditional assembly of individual, separated devices by monolithic integration, upscaling and standardization of the technology are essential as it will decrease costs, increase reproducibility and raise the technology level. Therefore, a wide range of applications for QCLs will benefit. Especially the standardization of the fabrication of MIR passive devices on Si structures that will advance the state of the art in the areas of low-cost volume production of MIR lasers is of interest, as this will open new markets by significantly reducing fabrication costs.

So far, the consortium discussed on and established a process of how to tackle standardization within MILADO. To do so, in a first step industry as well as research partners familiarized with already existing standardization bodies and initiatives in their respective field. This step will be followed by regular consortium meetings exclusively dedicated to standardization every 4 - 6 weeks during project months M06 and M10. The work on standardization will be reported and updated within D9.2 and finalised within D10.1.

## Chapter 10 Summary & Conclusion

The project dissemination activities and plans have been just setup, the progress has just started. The technologies are in place and communication channels have been established. One area discussed in the report is the dissemination and communication plan. Extensive discussions were held at the partner level to develop a well-defined plan that ensures the wide distribution of project findings. The report also provides a detailed examination of the status of dissemination and communication tools utilized within the project. This includes an analysis of websites, social media channels, newsletters, and conferences used to disseminate information. Lastly, the report presents an overview of the project's exploitation plans. It outlines strategies for leveraging project outcomes and intellectual property to maximize their commercial potential. As the project progresses and individual research related work packages generate deliverables, there will be more specific content for the different target audiences. MILADO and its consortium partners cover a wide area so we expect that communication and dissemination of individual work packages must be tailored for the target audience, mostly by selection of conferences and scientific journals. We also plan to offer several social media activities for the broad public. For early project phases, till month M12 at least, the dissemination focus will be on general project awareness and target audience building via continued research and scientific papers publication, and presence at conferences and specialized workshops, emphasized by social media and online presence.

## Chapter 11 List of Abbreviations

Abbreviation	Translation
C	Communication
CEA Leti	Commissariat à l'énergie atomique et aux énergies alternatives
CMS	Content Management System
2D	Two dimensional
3D	Three dimensional
D	Dissemination
D9.1	Deliverable 9.1
D9.2	Deliverable 9.2
D10.1	Deliverable 10.1
DoA	Description of Action
DOI	Digital object identifier
E	Exploitation
EC	European Commission
ECL	Eclypia
EU	European Union
FHG	Fraunhofer Society
KPI	Key Performance Indicator
M	Month
MIR	Mid infrared
MS	Microsoft
PR	Press Release
TEC	Technikon
TG	Target Group
QCL	Quantum Cascade Laser
X	Former Twitter