

ReCiPSS

D 8.2-Dissemination Plan

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Therefore the information contained herein may change.**



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List of abbreviations

<i>Abbreviation</i>	<i>Explanation</i>
B2B	Business-to-Business
C-ECO	Circular Economy Solutions GmbH
CIR	CIRBES – Circular Business and Engineering Systems AB
CoremanNet	Core Management Network
DoW	Description of Work
EC	European Commission
EU	European Union
FHG	Fraunhofer Gesellschaft zur Foerderung der Angewandten Forschung e.V.
GOR	Gorenje Gospodinjski Aparati D.D.
HOMIE	HOMIE BV
KTH	Kungliga Tekniska Hoegskolan
MU	Masarykova univerzita
OEM	Original Equipment Manufacturer
PDS	PDSVISION OY
SIG	Signifikant Svenska AB
SIV	Siveco Romania SA
STR	Striebig Logistique
TUD	Technische Universiteit Delft
WP	Work Package

1. Introduction

This document outlines the dissemination plan that has been designed to disseminate the project results and to develop an ecosystem around the project. This includes developing the project communication infrastructure, elaborating and implementing a successful dissemination plan, developing a supporting ecosystem and managing open data and open access publications as well as managing the synergies between the demonstrators.

Taking the activities mentioned in the Description of Work (DoW) as the starting point the plan is to continuously implement innovative ideas to reach wider audience through the course of the ReCiPSS project, which will end by June 2022.

The activities that are mentioned in this document are designed for both collective and partner's individual dissemination with the aim to reach out to the stakeholders (but not limited to) mentioned in Table 1.

<i>Target stakeholders</i>
Original Equipment Manufacturers
Remanufacturers
Suppliers
Spare parts traders
Software community
Academic community
Product designers
Manufacturing associations
Remanufacturing associations
Circular economy associations
Circular economy businesses
Policymakers

Table 1: Stakeholders targeted by ReCiPSS for dissemination.

2. Stakeholder's representation

The ReCiPSS project consists of a diverse consortium of 13 partners, including 4 research and 9 industrial partners. The industrial partners consist of OEMs, technology providers, and knowledge providers. This diverse group is already representing a wide range of stakeholders mentioned in Table 1.

To widen the stakeholder's representation ReCiPSS has formed an advisory board of 6 experts from various fields. Furthermore, the following networks will be used to disseminate the project outlook and results:

- European Remanufacturing Network
- Automotive Parts Remanufacturers Association
- EC initiatives (European Platform on Life Cycle Assessment)
- CoremanNet
- Automotive spare parts distributors and wholesalers in Germany and France

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3. Standard content

To standardise all communication around the project and create a brand identity recognisable to ReCiPSS, a graphic identity has been created. This includes a logo, colour palette, standardised font and key templates that partners can use when communicating about the project.

3.1. Logo

The ReCiPSS logo (see Figure 1) should be used in all communications together with the European Commission logo.

The ReCiPSS logo features the text 'ReCiPSS' in a dark blue, sans-serif font. The letter 'i' is replaced by a green circular icon containing a white recycling symbol (three chasing arrows forming a triangle).

Figure 1: ReCiPSS logo.

3.2. Diagrams

The diagram in Figure 2 shows the overarching material flow of circular manufacturing systems (i.e. raw materials, design, production/remanufacturing, distribution, Consumption/use-reuse-repair, collection recycling).

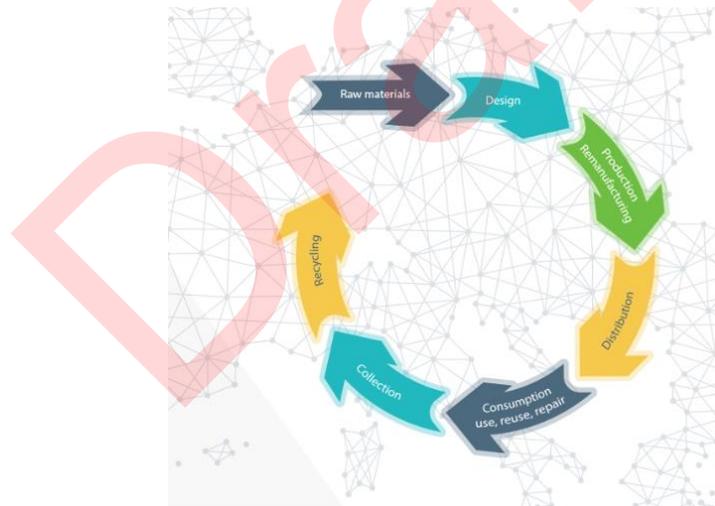


Figure 2: Overarching material flow of circular manufacturing systems.

The work structure that is to be implemented in ReCiPSS in order to achieve the project goals is shown in Figure 3. It also represents the standardized colour scheme that is to be used throughout the project communication.

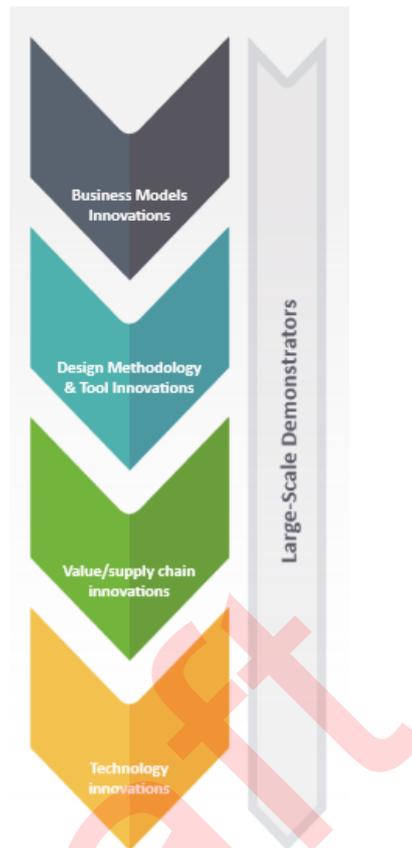


Figure 3: The work structure to be implemented in ReCiPSS.

3.3. Standardised materials

Distribution materials such as a standard leaflet, press release, written document & presentation template and standard overview presentation etc. have been made available to all partners through the Projectplace¹ platform.

3.4. Leaflet

The leaflet presents the key information about the project including aims, approach, reference to the industrial demonstrators and key contact details. This is a useful flyer to hand out at events and conferences, or for audiences that require a quick overview of the project. This leaflet will be updated periodically.

3.5. Document templates

Standardised templates have been created for Microsoft Word and PowerPoint documents to standardise project reports. These include the ReCiPSS and EU logos and the ReCiPSS diagram. A branding guide has been created for using the templates that give guidance for font use, references, titles, and image placement.

¹ ProjectPlace is a project management platform which will be used by the ReCiPSS consortium for information and data sharing as well as communication.

3.6. Website

The website provides the central hub of activity for the ReCiPSS project and was approved by all partners at the project kick-off in June 2018. KTH and SIV are jointly responsible for keeping the website updated and maintain an editorial role over the content. The website will play the role of the project logbook, which includes information such as project overview, partner information & contacts, advisory board members, public deliverables, publications and news.

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4. Dissemination strategy

To achieve the highest impact, the dissemination activities in ReCiPSS will be managed both at partners' level and at the project level. The partners in ReCiPSS do not consider the individual dissemination activities merely as events to disseminate results for ReCiPSS but as the strategy to establish themselves as the major knowledge, technology and service provider in the area of circular manufacturing systems. Each partner has a clear vision on what to reach through the dissemination activities. Their visions are summarized in Table 2.

<i>Partner</i>	<i>Abbr.</i>	<i>Vision with the dissemination activities</i>
KUNGLIGA TEKNISKA HOEGSKOLAN	KTH	<i>Having a strong background in sustainability research KTH's vision is to make the concept of Circular Economy popular in academy, industry as well as in public sectors.</i>
ROBERT BOSCH GMBH	BOSCH	<i>With decades of experience in industrial series remanufacturing and core management, our vision is to be the partner of choice for our internal and external customers in reusing their automotive products as part of a sustainable circular economy.</i>
SIVECO ROMANIA SA	SIV	<i>Participate in specific H2020 events and other relevant events and workshops to present the ReCiPSS platform tools, concepts and methodologies used. Publish news after each release of the ReCiPSS platform. Using internal channels to publish updates regarding the progress of the project targeting a larger audience: company website, company social media account, and other publications. Elaborate 1-2 articles in collaboration with the partners regarding the project's most recent results. Publish news on the project's website and enhance features of the project's website to enhance the dissemination impact. Identify similar projects and collaborate on common areas.</i>
CIRCULAR ECONOMY SOLUTIONS	C-ECO	<i>C-ECO is operating a reverse logistic network for used automotive parts. The service is provided to the remanufacturing industry under the brand name CoremanNet. Now, the business model of C-ECO is based on a B2B reverse logistic for the automotive market with the involvement of a certain number of trade levels. With the ReCiPSS dissemination and exploitation activities, C-ECO focuses on the extension of its provided services also to other trade levels, the enlargement of its product portfolio and to open new markets from other industries outside of automotive.</i>
CIRBES CIRCULAR BUSINESS AND ENGINEERING SYSTEMS AB	CIR	<i>CirBES was founded with the ambition to provide end-to-end services in understanding needs, analysing potential and implementing solutions in going and growing circular. ReCiPSS dissemination activities have the vision to reach out to the manufacturing industry who will benefit from the knowledge and expertise that CirBES can offer.</i>
SIGNIFIKANT SVENSKA AB	SIG	<i>Signifikant aims to be known as a provider of software solutions that enables OEMs to better offer their products and services in a</i>

		<i>sustainable way. Signifikant's software shall be known as innovative solutions for a sustainable aftermarket.</i>
PDSVISION OY	PDS	<i>PDSVision has strong experience in industrial domain in Nordics where Companies are likely to adopt new business models among the first ones in the Europe. We will be presenting ReCiPSS and its development to our prospects and customers during the project to be able to take into account industrial requirements and business models.</i>
HOMIE	HOM	
STRIEBIG LOGISTIQUE	STR	<i>Striebig Logistique will use the results of the ReCiPSS project internally, in order to extent its knowledge and to extend the business also to other new business sectors and industries such as white goods. With the dissemination activities, Striebig Logistique will promote the project and project results through its network in the logistic sector via newsletters, workshops and other communication activities and events.</i>
FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V .	FHG	<i>Fraunhofer is Europe's largest application-oriented research organization. Our vision within ReCiPSS is bridging the gap between scientific research and the large-scale application of technical and logistical solutions towards a circular economy that moves from a paradigm to an application scheme. Disseminating towards peer groups and exploiting the generated know-how is our catalyst to change the industry in the long run.</i>
GORENJE GOSPODINJSKI APARATI D.D.	GOR	<i>Gorenje is a home appliance manufacturer. Our goal within ReCiPSS is to develop and implement a pay-per-wash offering for 300 washing machines, using co-creation methods. Our vision is to demonstrate the successful implementation of circular manufacturing systems where the OEM (Gorenje) is in full control of the entire product throughout all stages (i.e. design, manufacturing, forward supply chain, customer use phase, reverse supply chain, recovery activities and re-distribution).</i>
TECHNISCHE UNIVERSITEIT DELFT TUD	TUD	<i>At the faculty of Industrial Design Engineering at the TUDelft we study, innovate and improve the development of durable products and their related services, on the basis of the balanced interests of users, industry, society and environment. The Design for a Circular Economy research group is a dedicated research group working within the scope of product design, strategic design and the circular economy. The dissemination objective for TUDelft within ReCiPSS is to produce academic publications, tools and methodologies on the cutting edge of the mentioned scope, working closely together with industry partners.</i>
MASARYKOVA UNIVERZITA	MU	<i>MU's vision is to promote an understanding of the Circular economy concept and to contribute to its dissemination and effective application among key stakeholders.</i>

Table 2: Vision of ReCiPSS partners with the dissemination activities

Furthermore, each partner has specified the dissemination activities that are being planned until June 2019. The detailed dissemination plan for each partner is reported in the Appendix. This plan will be updated and followed up periodically to ensure that they get implemented. Partners have listed a wide range of dissemination activities and channels that will be used in ReCiPSS. These activities and channels are elaborated further in the following sections.

4.1. Industrial case studies

Two demonstrators in ReCiPSS will be treated as two case studies in two diverse industrial sectors, i. e. automotive and white goods sectors. This will be highlighted throughout all dissemination activities to demonstrate the applicability of the ReCiPSS ideas in similar industrial sectors. Initially the dissemination activities will be limited to information concerning the progress of the case studies. As soon as the case studies start to produce concrete and presentable results, a more active dissemination will be adopted to create the ecosystem.

Beside standard material, the case studies will be communicated in the form of an animation as well as a story that can be used in various purposes to engage wider audience.

4.2. Social media

ReCiPSS will exploit social media extensively. The ReCiPSS LinkedIn group can be accessed through <https://www.linkedin.com/groups/10391810/>. There is a project created on Research Gate, which specifically targets academics and can be accessed through <https://www.researchgate.net/project/EU-Project-ReCiPSS>. A Twitter account will be created soon to add another dimension. KTH is primarily responsible to communicate the overall project information through these channels. The starting point for these social media groups is the consortium members who are going to spread these through their networks. Furthermore, each consortium member is encouraged to share information about ReCiPSS through their personal webpage, newsletters, social media accounts as well as share the posts that will be put on the ReCiPSS social media pages.

4.3. Website

The ReCiPSS website has been launched in the end of August 2018 and can be accessed at, www.recipss.eu.

The website is the main dissemination platform which is a living site. All information about the project, its progress, consortium, publications and media releases etc. will be first published on the ReCiPSS website. To reach out to a greater number of audience each partner will publish the link of the ReCiPSS website on the website of their organization or official social media page or on both.

4.4. Public deliverables

ReCiPSS has a large number of public deliverables, a way to ensure that the project progress and the outcomes are published regularly. More than 60% of the deliverables in ReCiPSS will be made publicly available, which was intentionally planned to ensure a high level of dissemination. The public deliverables will be made available on the ReCiPSS website (www.recipss.eu) as soon as they are submitted to the EC without any delay.

4.5. Events & conferences

The ReCiPSS consortium members will attend various events and conferences. The presentation contents will be prepared by the partners depending on the type of events/conferences and audience. A standard overview presentation will be made available to the partners to support promotional activities. Furthermore, the consortium partners will also organize event/conferences where ReCiPSS will be the theme in general or theme of specific tracks.

4.6. Scientific publications

Research findings will be published in peer reviewed conference proceedings and journals. Information and results that are less scientific will be published as white papers/report. In both cases ReCiPSS will follow the open access policy of Horizon 2020 by providing on-line access to scientific information that is free of charge to the end-user and that is re-usable.

4.7. Press releases

ReCiPSS will proactively send out press releases in a regular basis to inform the ReCiPSS community about the project updates.

4.8. Open access repository

ReCiPSS will set up a dedicated open access repository, integrated with ResearchGate, Mendeley and/or MyScienceWork. The dedicated open access repository will centralize all project-related publications (scientific articles, pre-prints, patents or conference publications, presentation, etc.) in a dedicated institutional repository, together with automatically populated structured metadata.

4.9. Advisory board

ReCiPSS has an advisory board consisting of highly influential people in their own area of work/profession. They will play a vital role in spreading the words of ReCiPSS in their networks.

4.10. Dissemination channels

The diversity of the consortium is the greatest strength of the ReCiPSS project who can reach a wide audience across interrelated fields. ReCiPSS will target following groups and channels (see Table 3) for the dissemination activities.

Target Groups	Dissemination channels
OEMs & industry	Participation in industry-specific conferences & events
	Link to other European projects
	Distribution on business partners newsletters
	Select articles in business trade media
	Trade fairs

	Presentation of results at OEM workshops
	Participation in international conferences
Scientific community	Submit papers to scientific journals
	Downloadable resources (case-studies) to education networks
	Inclusion in key educational programmes of our partners
Educational institutions	ReCiPSS website
	Articles/blogs on media sites
General public	Social media (Twitter, FB & LinkedIn)
	Graphic identity
	Website
To all the target groups	Social media
	Flyers
	Project place – progress updates
	Website
ReCiPSS consortium (internal dissemination)	Internal emails
	Presentation & document templates

Table 3: list of target groups and channels for the ReCiPSS dissemination activities.

4.11. Referencing and acknowledgement

All publications and dissemination activities based on the work of the ReCiPSS project should acknowledge their affiliation to ReCiPSS and the funding from the European Commission. The standard reference should generally include:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776577-2.”

4.12. The communication team

The ReCiPSS communication team consists of researchers, professional communicators and graphic designers to ensure that all aspects of the dissemination and communication are covered. KTH is primarily responsible for all project level dissemination activities. KTH has employed a professional communicator who will follow up the dissemination plan and update the activities. Each partner has their own communication responsible who will support this communication team. The graphic design team is provided by SIVECO who is also supporting the project level dissemination activities.

5. Discussions

This document outlines the higher level dissemination plan that is necessary in order to ensure that the ReCiPSS project is heard, seen and followed. As mentioned earlier, this is an initial draft of the plan which will be followed up and updated regularly. Beside the project level dissemination, each partner is responsible and committed to take the initiative to disseminate ReCiPSS in the best possible way. Each partner is also responsible to ensure that the dissemination activities mentioned in the Description of Work are followed. In case the plan activities are not followed due to unavoidable circumstances, the respective partners are responsible to provide an explanation of why certain activities did not take place and should come up with an equivalent dissemination action.

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6. Appendix

This appendix lists the dissemination activities that have been planned by the consortium partners until June 2019.

6.1. Dissemination activities planned by KTH

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Scientific publication	Journal	TBD	Academician		December 2018
2	Scientific publication	Journal	TBD	Academician		June 2019
3	Scientific publication	Book chapter		Academician		February 2019
4	Presentation	Conference	<i>World Circular Economy Forum</i>	Academician, policy makers, industry and general.	100+	Oct 22-24
5	Other	Other	3 PhD students to join the project			
6	Other	Other	Topic for student projects	Under grad., grad. and post grad. students	50+	autumn 18- spring 19

6.2. Dissemination activities planned by Bosch

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Brochures	Fair		all	TBD	June 2019
2	Report/white paper	Other		all		Bi-yearly
3	Presentation	Public website		all		1st Q. 2019

6.3. Dissemination activities planned by SIV

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Publish project updates	website	company's web-site	general public	100	http://www.siveco.ro/en/about-siveco-romania/press/press-releases/siveco-steps-along-revolution-circular-economy-no-more
2	Elaborate the digital brochure			general public	consortium level	Elaborated in September 2018
3	Participate in events organised by EC /competent organisations/similar projects for circular economy/ similar platforms	conference/work shops	to be identified	similar projects	20	2019(After first version of the platform)

6.4. Dissemination activities planned by C-ECO

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Presentation	Fair	Automechanika 2018	Industry	100+	11-15/09/2018
2	Presentation	Conference	Future Car	Industry, Universities, Organisations, Policy makers, etc.	50+	2018-10-17
3	Other	Other	Press release	Publicly available	1000+	2018-11-06
4	Presentation	Fair	ReMaTec	Industry	100+	June 2019
5	Presentation	Other	TU Dresden	Students, Academics, etc.	100+	2018-11-01

6.5. Dissemination activities planned by CIR

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Seminar	Other	Regular breakfast seminar	Academician, policy makers, industry and general.	30+	Spring 2019
2	Newsletter	Magazine	Swedish Local Magazine	Industry	1000+	Spring 2019

6.6. Dissemination activities planned by SIG

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Presentation	Public website	company's web-site	general public	100	2019
2	Presentation	Social media	Linked in and company's web site	general public	100	End 2019
3	Workshop	Conference	to be identified	similar projects	20	2019

6.7. Dissemination activities planned by PDS

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Seminar	Seminar	PDS Forum	General public	50	Q2 - 2019
2	Demonstration	Fair	Alihankinta 2019	General public	300	Sep - 2019
3	Workshop	Workshop	PTC Forum 2019	Partners	30	Nov - 2019
4	Newsletter	Social media	LinkedIn	General public	1000+	Q3 - 2019

6.8. Dissemination activities planned by HOM

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Presentation	Conference	New Retail Champion Awards	general public	200+	Q4 2018
11	Presentation	Seminar	Aalborg University Copenhagen campus	academics	35	Q4 2018
12	Presentation	Conference	Kennismakers - Belgian scientific funding board - 90 year anniversary event	Academician, policy makers, industry and general.	1300+	Q4 2018
3	Presentation	Seminar	Sustainable Finance event The Green Village	general public	200+	Q1 2019
2	Newsletter	Social media	Homie customer newsletter & website	general public	1000+	Q2 2019
7	Workshop	Workshop	The Green Village Test Lab	academics	10+	Q2 2019
10	Presentation	Conference	NBS	academics	500	Q2 2019 (annual conference)
10	Presentation	Seminar	UC Berkeley USA, Open Innovation Seminars (Henry Chesbrough)	academics	50+	Q2 2019

6.9. Dissemination activities planned by STR

To be added

6.10. Dissemination activities planned by FHG

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Presentation	Conference	World Remanufacturing Conference	Scientists and Industry	100+	19.-20.09.2018
2	Presentation	Fair	Rematec	Industry	100+	23. - 25.06.2019
3	Scientific publication	Conference	ICOR	Scientists	100+	23. - 25.06.2019

6.11. Dissemination activities planned by GOR

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Presentation	Conference	<i>World Circular Economy Forum</i>	Academician, policy makers, industry and general.	100+	Oct 22-24
2	Report/white paper	Journal		All	100+	June 2018
3	Report/white paper	Public website		All	1000+	October 2018
4	Presentation	Social media	LinkedIn	All	100+	Q2/2019
5	Presentation	Other	Interview - September 26, 2018 RTV SLO1 Studio at 17h. - Innovators	All, Slovenia	1000+	26th of September 2018

6.12. Dissemination activities planned by TUD

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Other	Other	1 post-doc to join the project		N/A	June 2018
2	Other	Other	1 PhD to join the project		N/A	June 2018
3	Presentation	Conference	CARE innovation conference 2018	Academics	30	November 2018
4	Other	Other	2-3 students projects	Under grad., grad and post grad. students		Februari 2019
5	Scientific publication	Journal	TBD	Academics	N/A	May 2019
6	Scientific publication	Conference	TBD	Academics	N/A	September 2019
7	Scientific publication	Conference	TBD	Academics	N/A	Oct 2019

6.13. Dissemination activities planned by MU

Key activities		Dissemination channel		Audience		Planned Time
No.	Activity type	Channel type	Specify channel	Category	Target number	
1	Scientific publication	Journal	RCR	academician		March 2019
2	Scientific publication	Journal	IJLM	academician		June 2019
3	Scientific publication	Conference	ERS 2019	academician, policy makers, industry and general	200	May 2019
4	Other	Conference	Ifkad 2019 - session	academician, policy makers, industry and general	250	June 2019
5	Other	Other	1Ph.D. students to join the project			