

Dynamo



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FIRST DISSEMINATION AND EXPLOITATION PLAN

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Dynamo First Dissemination and Exploitation Plan

Universitat Jaume I

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1. Introduction

The present document is the deliverable D.7.2 First dissemination and exploitation plans of the Dynamo project, funded by the European Commission's European Innovation Council and SMEs Executive Agency (EISMEA), under its Horizon Europe Research and Innovation programme (HE).

The aim of this Communication, Dissemination and Exploitation Plan is to define a path to maximise the impact of the project. Three strategies can be found divided among communication, dissemination and exploitation, as they have different objectives and targets to reach. The plan, especially the exploitation section should be updated, when necessary, through the lifecycle of the Dynamo project as results are available. Whenever the procedures are updated, all partners will be duly informed about the changes made with respect to the previous version, and participants shall agree on including additional information and processes.

2. Communication, Dissemination and Exploitation goals and KPIs

2.1 General objectives and KPIs

In order to demonstrate the aim and effectivity of each marketing goal we have created the following content classification.

CONTENT PURPOSE	CONTEXT	KPIs
Project awareness	It is the probability that society is familiar with the life and main characteristics of the project. It is the degree to which society precisely associates the project with the specific research and activity. Project awareness includes both project recognition as well as project recall	<ul style="list-style-type: none"> • 44 International Dynamo e-newsletter (3 per year and partner except the one corresponding to the months before this plan was established) • 10 Regional local events • 1 International Workshop and Summer School • Industrial Fairs • 5 Synergies with european projects • 20 publications in peer-review

		<p>journals</p> <ul style="list-style-type: none"> • 8 General press articles (2 per year) • Multimedia material
Reputation	It references how society perceives the company, the thoughts that come to people's minds when they hear a company name or see its logo	<ul style="list-style-type: none"> • 1 Project visual identity • 4 Industrial Fairs • 4 Synergies with european projects • 20 Scientific publications in peer-review journals
Leads generation	Is the process of generating consumer interest in your product or service? Lead generation is also important for building your company's visibility and trust in your target audience. Leads will eventually become customers.	<ul style="list-style-type: none"> • 4 FET EC events • 32 International Conferences (2 per year and partner) • 8 Start-up ecosystem contact • 7 SME's contact • 5 Synergies with european projects • Potential Engaged Leads: at least 1 per event • Engaged Leads with NDA: at least 3 at the final of the project
Engagement	Interaction and valuable activities of the audience towards the company's content.	<ul style="list-style-type: none"> • LinkedIn profile and content • Twitter profile and content • Youtube Channel and content • 44 International E-Newsletter (3 per year and partner except the one corresponding to

		the months before this plan was established)
Web traffic	Once all the actions combined together work, they will lead people you the project's webpage where they will find all the information about the research.	<ul style="list-style-type: none"> • Project website • Activity and dissemination in website • Publish 20 blogs during the project lifetime • Attract external audience to Dynamo website

Table 1: Communication, Dissemination and Exploitation KPI's

Each objective will be classified in one of these categories according to its purpose towards the company.

The main goals (2021-2025) for the next 4 year period will be:

- Increase 70% project awareness
- Increase 59% reputation of the company
- Generate 48% more leads
- Increase 46% engagement
- Increase 45% Web traffic

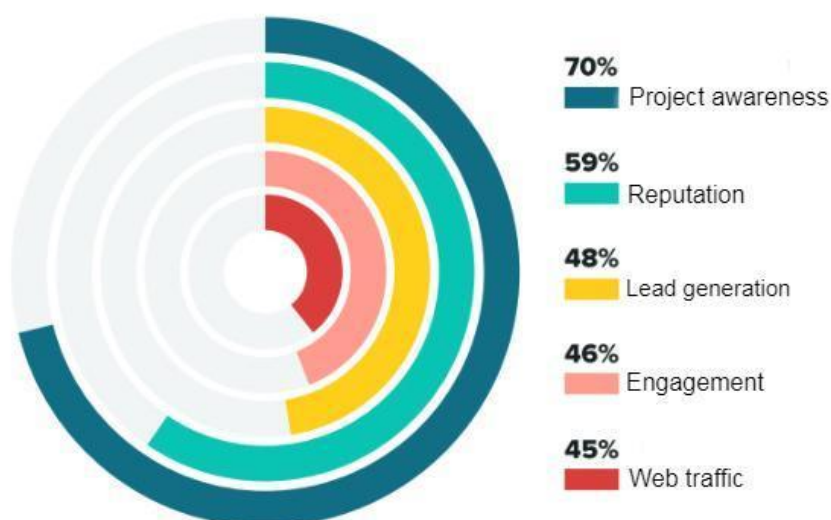


Figure 1: Objectives diagram

2.2 Communication objectives

(March 2022-August 2022)

Project Awareness	<ul style="list-style-type: none"> • Make the project known to at least 4 interest groups • Create social media profiles.
Lead Generation	<ul style="list-style-type: none"> • Create content on social media • Start following potential customers and audience
Web Traffic:	<ul style="list-style-type: none"> • Create project website • Increment web traffic 18%

(September 2022- March 2023)

Project Awareness	<ul style="list-style-type: none"> • Mass media participation on newspaper and radio. • Follow and get follow back with 50 more related entities
Lead Generation	<ul style="list-style-type: none"> • Get >180 followers on social media profiles • Get 9% more potential investors businesses following company's social media profile
Engagement	<ul style="list-style-type: none"> • Reach >100 total likes on social media content (among all publications) • Reach >25 total shares on social media content (among all publications)
Web Traffic:	<ul style="list-style-type: none"> • Increment web traffic 22% (4% more than in the previous period)

(April 2023-September 2023)

Project Awareness	<ul style="list-style-type: none"> • Cross fertilization with related European projects and platforms. • Visit 3 local secondary schools institutions.
Lead Generation	<ul style="list-style-type: none"> • Assist to 2 dedicated events • Collect a database of e-mail from people visiting the company
Engagement	<ul style="list-style-type: none"> • Reach >125 likes total on social media content (among all publications) • Reach >18 total shares on social media content (among

	all publications)
Web Traffic:	<ul style="list-style-type: none"> • Publish the company's relevant latest news (participation in events e. g.) • Digital newspaper participation linked to the company's website • Increment web traffic 30% (8% more than in the previous period)

(October 2023-April 2024)

Project Awareness	<ul style="list-style-type: none"> • Make the project known to at least 4 interest groups • Visit 2 local secondary schools institutions.
Lead Generation	<ul style="list-style-type: none"> • Assist to 3 dedicated events • Participate in 2 industrial fairs
Web Traffic:	<ul style="list-style-type: none"> • Publish the company's relevant latest news (participation in events e. g.) • Digital newspaper participation linked to the company's website • Increment web traffic 40% (10% more than in the previous period)

(May 2024-October 2024)

Project Awareness	<ul style="list-style-type: none"> • Make the project known to at least 4 interest groups • Visit 3 local interest groups to present the project such as research centers and universities. • Organize a summer school • Get >200 total followers on social media profiles. (20 followers more than in the previous period) • Create a project presentation video easy to understand to the general public
Lead Generation	<ul style="list-style-type: none"> • Increase 25% e-mail database to send newsletter and latest news • Cross fertilization with related European projects.
Web Traffic:	<ul style="list-style-type: none"> • Publish the company's relevant latest news (participation in events e. g.) • Digital newspaper participation linked to the company's website

(November 2024-February2025)

Project Awareness	<ul style="list-style-type: none"> • Make the project known to at least 4 interest groups • Visit 3 local interest groups to present the project such as research centers and universities. • Create a project presentation video easy to understand to the general public
Lead Generation	<ul style="list-style-type: none"> • Organize a two-day workshop for young researchers • Cross fertilization with related european projects.
Web Traffic:	<ul style="list-style-type: none"> • Publish the company's relevant latest news (participation in events e. g.) • Digital newspaper participation linked to the company's website

2.3. Dissemination and exploitation objectives

(September 2022- March 2023)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> • 4 publication in peer-review journals • 2 Regional local event 	<ul style="list-style-type: none"> • Identify potential stakeholders who have a real interest in the project's results, whether in academia or business. • Start the creation of a contacts database where we can carry out stakeholders analysis
Reputation	<ul style="list-style-type: none"> • 1 Industrial fair • 1 General press article disseminating public results 	
Lead Generation	<ul style="list-style-type: none"> • International conferences • Synergy with a European Project 	
Engagement	<ul style="list-style-type: none"> • 2 E-Newsletter (sept. and jan.) 	
Web Traffic:	<ul style="list-style-type: none"> • Publish company's T-matrix of spheres and pillars results 	

(April 2023-September 2023)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> 4 publication in peer-review journals 	<ul style="list-style-type: none"> Identify potential stakeholders who have a real interest in the project's results, whether in academia or business. Feed the contacts database and continuous analysis
Reputation	<ul style="list-style-type: none"> 1 General press article disseminating public results 1 Industrial Fair 	
Lead Generation	<ul style="list-style-type: none"> International conferences Synergy with a European Project FET EC Event 	
Engagement	<ul style="list-style-type: none"> 2 E-Newsletter (apr. and sept.) 	
Web Traffic:	<ul style="list-style-type: none"> Publish company's equations of eigenvalues of twisted membranes results 	

(October 2023-April 2024)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> 4 publication in peer-review journals 	<ul style="list-style-type: none"> Identify potential stakeholders who have a real interest in the project's results, whether in academia or business. Feed the contacts database and continuous analysis Starts Non-Disclosure Agreements (NDAs) with interested stakeholders
Reputation	<ul style="list-style-type: none"> 1 Industrial Fair 1 General press article disseminating public results 	
Lead Generation	<ul style="list-style-type: none"> Synergy with a European Project FET EC Event 	
Engagement	<ul style="list-style-type: none"> 2 E-Newsletter (jan. and apr.) 	
Web Traffic:	<ul style="list-style-type: none"> Publish company's formulation of multiple scattering results Publish company's algorithm for the density of modes results 	

(May 2024-October 2024)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> 4 publication in peer-review journals 	<ul style="list-style-type: none"> Identify potential stakeholders who have a real interest in the project's results, whether in academia or business. Feed the contacts database and continuous analysis Continue looking for Non-Disclosure Agreements (NDAs) with interested stakeholders
Reputation	<ul style="list-style-type: none"> 1 Industrial Fair 1 General press article disseminating public results 	
Lead Generation	<ul style="list-style-type: none"> Synergy with a European Project FET EC Event 	
Engagement	<ul style="list-style-type: none"> 1 E-Newsletter 	
Web Traffic:	<ul style="list-style-type: none"> Publish company's Spatio-temp maps of optimal twisted samples results 	

(November 2024-February 2025)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> 4 publication in peer-review journals International Workshop and Summer School 	<ul style="list-style-type: none"> Identify potential stakeholders who have a real interest in the project's results, whether in academia or business. Feed the contacts database and continuous analysis Continue looking for Non-Disclosure Agreements (NDAs) with interested stakeholders
Reputation	<ul style="list-style-type: none"> 1 Industrial Fair 1 General press article disseminating public results 	
Lead Generation	<ul style="list-style-type: none"> Synergy with a European Project FET EC Event 	
Engagement	<ul style="list-style-type: none"> 1 E-Newsletter (sept.) 	
Web Traffic:	<ul style="list-style-type: none"> Optimal final device for imaging 	

(March 2025-September 2025)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> International Workshop and Summer School 	<ul style="list-style-type: none"> Identify potential stakeholders who have a real interest in the project's results, whether in academia or business Feed the contacts database and continuous analysis Continue looking for Non-Disclosure Agreements (NDAs) with interested stakeholders
Reputation	<ul style="list-style-type: none"> 1 General press article disseminating public results 	
Lead Generation	<ul style="list-style-type: none"> Synergy with a European Project 1 Industrial Fair 	
Engagement	<ul style="list-style-type: none"> 2 E-Newsletter (apr. and sept.) 	
Web Traffic:	<ul style="list-style-type: none"> Optimal final device for imaging 	

(September 2025-February 2026)

	Dissemination objectives	Exploitation objectives
Project Awareness	<ul style="list-style-type: none"> 1 regional local event Didactic video sharing public results 	<ul style="list-style-type: none"> Identify potential stakeholders who have a real interest in the project's results, whether in academia or business Feed the contacts database and continuous analysis Continue looking for Non-Disclosure Agreements (NDAs) with interested stakeholders
Reputation	<ul style="list-style-type: none"> 1 General press article disseminating public results 	
Lead Generation	<ul style="list-style-type: none"> Synergy with a European Project 1 International Conference 	
Engagement	<ul style="list-style-type: none"> 1 E-Newsletter (jan.) 	
Web Traffic	<ul style="list-style-type: none"> Report on characterization of phononic surfaces 	

3. Defining the target

3.1 Communication target

GROUP	COMPOSED OF	CHANNELS	STRATEGY
Society and general public	General population without scientific background. Special focus on women and girls, trying to create bonds and leads between them and this project	<ul style="list-style-type: none"> - Social media, - Traditional media - Local events. - E-newsletter and website using a tagging system to differentiate it from dissemination content 	The objective is to increase project awareness using easy to understand vocabulary and leaving out technicalities
Associated Partners	<p>Companies or entities from outside of the scientific field that have shown interest in this project. Since these entities are not scientifically related, they are communication and not dissemination target:</p> <ul style="list-style-type: none"> • European Association of Development Agencies (EURADA) • Valencian Institute of Business Competitiveness (IVACE) • Startup Europe Accelerator-Finnov aregio 	<ul style="list-style-type: none"> - Social media - Traditional media - Local events. - E-newsletter and website 	This group is composed mostly by nontechnical professionals who must understand the purpose and benefits of the project in order to contribute to the communication of the project's messages to its own public

Table 2: Communication target

3.2 Dissemination and exploitation target

GROUP	COMPOSED OF	CHANNELS	STRATEGY
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Academic institutions and universities	Universities, academic institutions, scientific institutes, young researchers among others	<ul style="list-style-type: none"> - Website (Disclosing the public results of Dynamo's research) - Peer-review publications - Academic social media (Researchgate and Twitter) - Industrial Fairs - Cross fertilization with European Projects 	By attracting a more specialized target such as universities and academic institutions we will be able to spread Dynamo's innovation and applications through the results. Visiting universities and other researchers
Congresses or scientific events	Researchers, congresses attendants, scientific related professionals in general, researchers from Dynamo's field of study	<ul style="list-style-type: none"> - Website (Disclosing the public results of Dynamo's research) - Congress communications and publications - Stand at scientific event - Industrial Fairs - Academic social media (Researchgate and Twitter) 	Attending many specialized events and participating actively in congresses either with a poster or with oral communications will be essential to spread Dynamo's work, advances and research.
Associated Partners	Some of the associated partners are scientifically acquainted. In this particular case, the strategy is framed in the dissemination messages. The following entities have manifested interest in Dynamo's research: ●HOLOEYE Photonics AG.	<ul style="list-style-type: none"> - Website - E-Newsletter - Dedicated events 	Sending periodical information and updates of the results and events will

	<ul style="list-style-type: none"> ●Laboratoire Kastler-Brossel (LKB)- Universite Pierre et Marie Curie ●Sorbone Universite ●Institut d'Electronique de Microélectronique et de Nanotechnologie (IEMN) ●Foundation for the Promotion of Health and Biomedical Research (FISABIO) 		
Industry (Extended information can be found in annex 1)	<ul style="list-style-type: none"> ● FYLA ● MediCom ● Quantel Medical ● Ekspla 	<ul style="list-style-type: none"> - Website - E-Newsletter - Industrial Fairs and arranging meetings - Dedicated events - Congresses - Scientific articles - Show Tour 	Arranging meetings, keeping the industries up to date with the latest news and results will generate potential investors and leads for the exploitation phase
Universities and research centers (Extended information can be found in annex 1)	<ul style="list-style-type: none"> ● Tongji University ● ICMM (CSIC) ● Institute of Photonics (UEF) 	<ul style="list-style-type: none"> - Website - E-Newsletter - Industrial Fairs and arranging meetings - Dedicated events - Congresses - Scientific articles - Show Tour 	Establishing bonds and contact with universities and research centers will improve the chances of cross fertilization or collaboration with other projects and research groups.
European Platforms (Extended	<ul style="list-style-type: none"> ● European Platform of 	<ul style="list-style-type: none"> - Website - E-Newsletter 	European platforms will help to attract potential

<p>information can be found in annex 1)</p>	<ul style="list-style-type: none"> • Women Scientists (EPWS) • Gender Equality Network in the European Research Area (GENERA) • European Technology Platform Photonics21 • European Photonics Alliance • European Photonics Industry Consortium • Southern European Cluster in Photonics & Optics (SECPHO) 	<ul style="list-style-type: none"> - Industrial Fairs and arranging meetings - Dedicated events - Show Tour 	<p>researchers and future investors to the group as well as spread the project's work.</p>
<p>Sister projects (Extended information can be found in annex 1)</p>	<ul style="list-style-type: none"> • TRIFFIC (Three-Dimensional Integrated Photonic-Phononic Circuit) • SMART-electron (Ultrafast all-optical spatio-temporal electron modulators: opening new frontiers in electron microscopy) 		<p>By organizing different activities in collaboration with these projects we will expect to increase project awareness. This activities will be: Participation in industrial fairs with exhibition and experimentation, games and an articles in common</p>

Table 3: Dissemination target

4. Key messages

Key messages of the brand are divided in two different strategies. On one hand, we have selected some messages with the aim of communicating the essential characteristics of the company using vocabulary accessible to the general public, improving the project awareness by society in general. On the other hand, we also have selected some messages intended for dissemination, used in more academic scenarios and applications. In those, the language will be more specialized and more technical information will be delivered.

We strongly believe that in both types of messages (communication and dissemination messages) the correct tone is friendly, affable and easy to understand language even though those messages targeted to disseminate the project will be formulated with more technical and specific expressions. With this tone and language, the strategy pretends to reach a younger public, junior researchers and reflect the budding spirit of the company.

4.1. Communication Key Messages

COMMUNICATION KEY MESSAGES
<p>1. We are surrounded by displays and imaging technologies are helping us monitoring our health, exploring our environment and in our telecommunications. In Dynamo we will reimagine technology for shaping optical beams changing the game in current image formation technology.</p>
<p>2. The new technology developed by Dynamo would operate one billion times faster than current light-shaping devices. This will improve speed and resolution in a wide range of day-to-day electronic devices such as mobile phones, computer screens or real-time holography.</p>
<p>3. Dynamo is so innovative that we expect an impact beyond the applications we have initially selected.</p>
<p>4. Dynamo will attract both academic and industrial interests for the impact of this technology in spectroscopy, holography, microscopy and much more.</p>
<p>5. Dynamo is an ambitious and integrated project that begins by studying the fundamentals of acoustic wave and ends by developing ultra-fast imaging applications in optics.</p>

<p>6. Dynamo explores synergy between two disciplines that has not been exploited so far: the spatio-temporal modulation of light to form images by means of acoustic waves.</p>
<p>7. Dynamo will be the link for future collaborations in research and training activities involving both research institutions and industries.</p>
<p>8. We are strongly committed to foster gender equality, diversity, sexual orientation and inclusion of our teams during the hiring process, mainly following recommendations from “A Union of Equality: Gender Equality Strategy 2020-2025”.</p>
<p>9. There are a huge number of processes in nature that are too fast to be recorded with conventional cameras, but with the help of the devices that Dynamo will develop, a giant leap in that direction will be made.</p>
<p>10. If you place a ball on the surface of a rippling swimming pool, you can see how it periodically rises and falls, taking practically one second for a complete cycle. The waves that will be studied in Dynamo make the same movement, but at a rate of one billion times per second, which is the speed at which we intend to manipulate the images formed from our 'micro-earthquakes.</p>
<p>11. Our technology will form optical images within nanoseconds.</p>
<p>12. Our advances would create a “game changer” in current image formation technology as this method is about one thousand million times faster than current devices.</p>
<p>13. Creating synergy between two technologies and imaging beyond the optical spectrum is a highly sought-after of researchers, because of the great potential for applications ranging from security screening to biodetection</p>
<p>14. We are not improving current technology, we are reimagining the concept of light modulation.</p>

4.2 Dissemination and exploitation key messages

DISSEMINATION AND EXPLOITATION KEY MESSAGES

- 1.** A SLM with a refresh frequency of 10kHz sends ten thousand patterns per second nanostructured surface, with a set of resonant frequencies separated only by 100kHz, excited with a pulse of one nanosecond, would send the

<p>same number of patterns. Therefore, such a surface would operate about one billion times faster than current light-shaping devices.</p>
<p>2. The key idea is to use the mechanical vibrations emerging naturally in a micro-structure rather than directly modulating the beam with microdevices whose pixels have to be excited artificially. In this micro-structure a large number of patterns can be encoded in a short excitation pulse.</p>
<p>3. The main objective of Dynamo is the development of this new concept of “dynamic” spatio-temporal light modulators based on the complex frequency-dependent vibration states of microstructured surfaces.</p>
<p>4. The shorter the excitation of this micro-structure time, the larger the number of patterns we can send, which gives us a double advantage: shorter pulses means faster imaging capabilities, but also higher spatial resolution, since we are able to send more patterns as well.</p>
<p>5. This is a new technology which changes the sequential behaviour of current light shaper devices by a parallel operation instead of sequentially, where all the patterns are sent within the same interval of time, changing the concept of spatial light modulation from static to dynamic.</p>
<p>6. The key elements needed to launch the technology proposed in Dynamo are: (1) an efficient design tool of resonant microstructures (dynamic pixels), (2) high-throughput fabrication for realistic implementation and (3) efficient excitation mechanisms of these mechanical modes.</p>
<p>7. In Dynamo, we will reimagine the technology for shaping optical beams in two spatial dimensions plus the temporal one. The equivalent refresh rate of the dynamic pixel will start at GHz, although we are confident it will become even higher by the end of Dynamo.</p>
<p>8. Dynamo will develop a breakthrough technology that will send all the possible patterns of the device simultaneously, and encoded in a short pulse of one nanosecond, creating the concept of parallel beam shaping or dynamic spatiotemporal light modulation device.</p>
<p>9. The modulation rate offered by current SLMs is the bottleneck in the acquisition time of the single-pixel detector and this hinders the progress of the technology and most of its applications. Dynamo offers a paradigm shift in how light is modulated and offers unprecedented speeds.</p>
<p>10. Dynamo will revolutionize the single-pixel camera, originating a new area of science aiming to optimize and exploit the concept of spatio-temporal light modulation, since current methods focus on the sequential operation of current devices.</p>

11. Dynamo innovates by marrying together two major disciplines at its core: acoustic fields will be responsible for the modulation of the optical wavefront. This synergy brings a bidirectional flow of knowledge between the domains of phononics and optical imaging

12. Dynamo introduces a disruptive concept for the shaping of the optical field, in which all the modulation patterns are sent at once, so that the equivalent refresh rate is not defined in the usual way, but as the maximum density of frequencies we are able to excite.

13. The ultra-fast capture of images could be a powerful instrument in a vast array of medical applications.

5. Obligations and requirements for communication actions

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public).

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

5.1 Visibility: European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Funded by the
European Union



Co-funded by the
European Union



Funded by the
European Union



Co-funded by the
European Union



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101046489.



Figure 2: European Union funded emblem and statement

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

5.2 Quality of information: Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. In this particular case, the granting authority that regulates activity in addition to the European Union is the European Innovation Council and SMEs Executive Agency (EISMEA) and accordingly, the disclaimer (translated into local languages where appropriate) used will be:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor European Innovation Council and SMEs Executive Agency can be held responsible for them.”

5.3 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced. Such breaches may also lead to other measures. Specific rules for EIC actions:

- The beneficiaries must comply with the additional IPR, dissemination and exploitation obligations set out in the call conditions, in particular:
- Use the EIC MarketPlace platform to exchange information on results (including preliminary findings) and Portfolio activities, in accordance with the Terms and Conditions of that platform
- Clarify all intellectual property issues before the grant is signed and cover them in the consortium agreement (including ownership and co-ownership of results, consortium- internal approval processes for the dissemination of results,

pre-existing technologies, appropriate licensing agreements for background, etc.) and, if requested, provide a copy to the granting authority

- Provide updates to the plan for exploitation and dissemination of the results and information on dissemination or exploitation activities, if requested by the granting authority and for up to four years after the end of the action
- In case of indirect exploitation of the results: give priority to entities established in a Member State or a Horizon Europe associated country to exploit the results
- For beneficiaries that are non-profit legal entities in EIC Pathfinder or EIC Transition actions: EIC Inventors are granted indefinite access rights for exploitation purposes under the following conditions:

1. the access rights are granted on a royalty-free basis, unless the beneficiary provides support to the EIC inventor to exploit the results (in which case the royalties may be shared on mutually beneficial terms, provided this does not make the exploitation by the EIC inventor impossible)

2. the EIC Inventor must inform the beneficiary in due time before any exploitation activity they intend to undertake, and report to the beneficiary on the implementation

3. if the beneficiary considers that the exploitation activity could negatively affect its own exploitation activities (as set out in the plan for exploitation and dissemination), it may request the granting authority to suspend the EIC Inventor's access rights

- comply with dissemination restrictions imposed by the granting authority in the plan for exploitation and dissemination of the results (if any), i.e.:

- Prior protection
- Simultaneous unrestricted dissemination through the EIC Market Place
- For results that qualify for an EIC Transition action or EIC Business Acceleration Services: prior assessment of the innovation potential

- allow the granting authority to also disseminate and promote the exploitation of the results, if they have already been made public by the beneficiary (or with its consent) or if, despite its best efforts, no exploitation has taken place, no interested party to exploit the results through the Horizon Results Platform has been found and it cannot demonstrate an alternative exploitation opportunity

In addition to the obligations, communication and dissemination activities as well as infrastructure, equipment or major results funded under EIC actions must also display the following special logo:



Figure 3: European Innovation Council logo

Plan for the exploitation and dissemination of results including communication activities

Unless excluded by the call conditions, the beneficiaries must provide and regularly update a plan for the exploitation and dissemination of results including communication activities.

6. Branding and corporate visual identity

6.1 Corporate image

The brand is the mark that seals and identifies the company. It is the material sign to distinguish it from others and to give it personality, avoiding plagiarism and counterfeiting.

A corporate image has been created for Dynamo that contains all the values we want to express through the brand. The Dynamo logo has been created with the symbolism that we want to transmit as a company, representing the culture and values of the organization: technology, integrity and transparency.

1. Logotype: Typographic visual element that gives the name to the entity. Dynamo logo by itself without the European logo must not be used whatsoever, here is represented only with illustrative purpose.



Figure 4: Dynamo logo. IT MUST NOT BE DISPLAYED WITHOUT EUROPEAN EMBLEM

2. Design and implementation: All different variations such as the horizontal version of the logo, Dynamo brand logo and slogan or black an white versions of the logo are represented in *Annex 2*

3. Colour: Colour defines a scenario of specific emotional values that must be considered in its application to any communication medium. The main colour of the Dynamo logo is **blue**. The secondary colour of the Dynamo logo is **pink**.

4. Typography: The corporate typeface to be applied in the different texts for “Dynamo” documents is from the font series Roboto. This font has to be used in every corporate document. All different variations of this font application are represented in *Annex 2*.

5. Incorrect uses: **Special care** is recommended to avoid incorrect uses that affect the image of the Corporate Identity. It is key to maintain the logo composition and avoid applying any colour other than its own to the image. Do not distort the image and do not create other versions of the brand. **It is crucial** to respect the margins and not remove elements of the logo. All different examples of this are represented in *Annex 2*.

6. Applications: All different applications such as the logo on a t-shirt, paper bag or a business card are represented in *Annex 2*.

7. Illustrative style: Our illustrations are created based on continuous line strokes always with a fine and elegant thickness with a gradient that maintains the corporate colors. The use of the stroke line helps to build an own and differentiating imaginary in the sector.

Usage of **templates for presentations** should consider the corporate image as well. The template for official slide presentations is attached as *Annex 3*.

6.2 Brand persona

Brand persona is the collection of personality traits, attitudes and values that enables your audience to identify and connect with your organization. A brand persona thus gives “shape” to the collection of tangible presentations or “touchpoints” your company puts out to the world as well as all of the intangible elements. A brand persona can be a

person, character, mascot or idea. We want to introduce you *Dynamo*, *Dynamo's* brand persona:

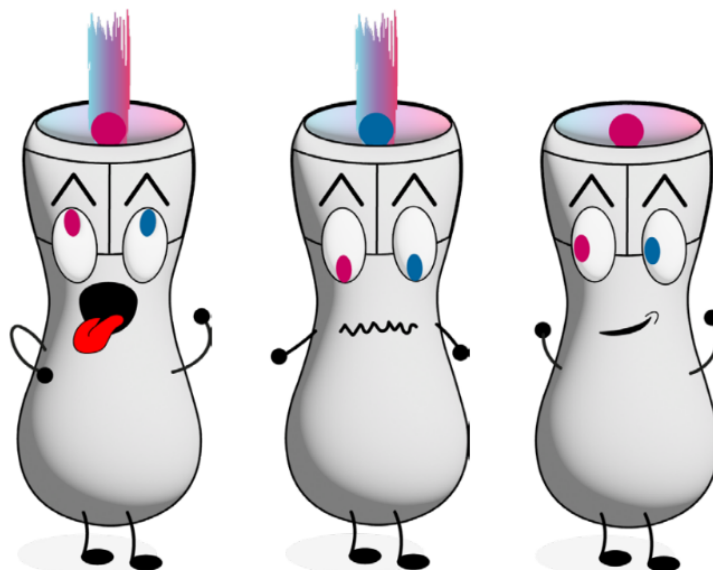


Figure 5: *Dynamo's* brand persona

Dynamo is our proposal for *Dynamo's* brand persona. Since *Dynamo* is a presentation clicker remote with a laser pointer, it represents both the technological and academic characteristics of the company. Its rounded shape contributes to the public perception of friendliness and kindness. As a distinctive feature, *Dynamo* shows heterochromia in its eyes, integrating both red and blue distinctive colors, as a result of the light passing through the crystal in *Dynamo's* research. It could be used on the website as a help resource.

7. Communication strategy

7.1 *Dynamo's* Website

An interactive website hosted by the European Commission has been running since the early stages of the project. The website will follow the mentioned corporate image and it will offer a modern and dynamic experience to the user, according to *Dynamo's* characteristics. Regarding content, the website will include general information and updates on the progress as well as the latest news of the company. The content of the website will be continuously extended and updated. *Dynamo's* website will be a tool for an active promotion of project results, business opportunities, investment opportunities and public awareness. The website will include both a public and a private access restricted area (private intranet). It will also follow the *tagging* system to differentiate the content meant to be used with **communication purposes** from the one intended to be **scientific dissemination**.

Website efficiency will be underpinned by the criteria of:

- Usability. Clear and accessible structure
- Content updating
- Accuracy in the content suitability

7.2 Dynamo's social media for communication

Social media profiles are a very powerful tool in terms of communicating information that reaches a heterogeneous target group. To extend the project target audience, specially towards the general public and not only experts related with scientific fields, we have integrated this tool in Dynamo's communication plan. Using project social media profiles will create a straight communication channel to allow interaction with the audience, increasing project awareness, reputation and engagement with the company. Twitter, Youtube and LinkedIn have been selected as the most appropriate social networks to promote the project achievements, news and outcomes

- Twitter: Usage of this social media profile will be mainly focused on **broadcasting Dynamo's relevant news, calls, events information, information about Workshops, articles, reviews and creating** engagement with general public. **The reachable audience** will be general public and scientific community.
- LinkedIn: This profile will be used to communicate the main updates, news or releases, attract knowledge and generate awareness in order to reach a wider audience as well as to disseminate the progress of the project among the scientific community and professional stakeholders. It also is a great tool to create networking with other entities and organizations. **The reachable audience** will be the scientific community and professionals from related areas.
- Youtube: It will be used to host audio-visual contents that will be shared on other media and platforms. This content will include a series of short videos explaining the most important aspects of the company as well as its line of research and future contributions and uses.

7.3 Press releases

Some offline mass media action is required to reach a wider target audience. Through all the traditional media channels, press releases are the ones that we consider as more appropriate and effective.

Press releases will be issued by all partners during the project coinciding with important milestones like local or European events, launch of call for proposals or publication releases. In addition, they can also be used to inform the general public of

the events attended or organized by the company. Local newspapers and press companies will be selected to deliver this information

7.4 Dynamo's Newsletter

A four-monthly newsletter (every January, April and September) will be sent by electronic channel (email) to the free online subscribers, related entities and stakeholders to spread the work of the project, success stories, news from the partners, upcoming events, synergies with other European projects, etc. It will essentially synthesize the project advancements as well as the latest news and provide links to download the reports and relevant information elaborated. FUE-UJI will ensure the existence of enough materials to be included in the Newsletter and ask other consortium members for their contribution. The main language of the content will be English, but it will be proposed to each partner to be in charge of translating the e-newsletter to its own language.

7.5 Local events

Organization of local events will also be a key aspect of the communication strategy. Through these events, Dynamo will be able to reach a wider audience that are not necessarily experts in the scientific field. These events will be framed in the STEM (Science, Technology, Engineering and Mathematics) system, always aiming to promote the spread of these fields. In addition, the event will also be **specially oriented to reach women and girls interested in science**, trying to contribute to minimize the gender gap existing in these disciplines. One of these events will be MEDNIGHT GTS (goes to school).



Figure 6: MednighT GTS logo

7.6 Organization of a summer school and workshop for junior researchers

A two-day workshop will be organized in the last months of the project with the attendance of international researchers and industrial organizations. A four-day summer school oriented to junior researchers will be organized last summer before the end of the project (summer 2025). Participants will:

- Learn by doing – through interactive lectures and workshops.
- Get an advanced understanding of the possibilities of Dynamo's research contribution

8. Dissemination strategy

8.1 Articles published in research journals

According to Taylor & Francis author services journal, a peer-reviewed publication can be understood as the independent assessment of a research paper by experts in a particular field. Its purpose is to evaluate the manuscript's quality and suitability for publication. According to the application forms a total number of at least 20 publications in high impact factor journals will be published as a direct result of the project activities (5x4 partners). Below, a list of the best well-known journals related to phononic crystals, phononic plates, photonics, disordered structures, nanomaterials, optoacoustics, imaging, spatial light modulators, and compressive sensing:

1. New Journal of Physics (NJP): Publishes important new research of the highest scientific quality with significance across a broad readership. The journal is owned and run by scientific societies, with the selection of content and the peer review managed by a prestigious international board of scientists.

2. Physical Review Applied (PRA): Publishes high-quality papers that bridge the gap between engineering and physics, and between current and future technologies. PRApplied welcomes papers from both the engineering and physics communities, in academia and industry.

3. Nature Communications: Is an open access, multidisciplinary journal dedicated to publishing high-quality research in all areas of the biological, health, physical, chemical and Earth sciences. Papers published by the journal aim to represent important advances of significance to specialists within each field.

4. Physical Review B: (PRB) is the world's largest dedicated physics journal, publishing approximately 100 new, high-quality papers each week. The most highly cited journal in condensed matter physics, PRB provides outstanding depth and breadth of coverage, combined with unrivalled context and background for ongoing research by scientists worldwide.

5. Physical Review Letters (PRL): is the world's premier physics letter journal and the American Physical Society's flagship publication. Since 1958 it has contributed to APS's mission to advance and diffuse the knowledge of physics by publishing seminal research by Nobel Prize-winning and other distinguished researchers in all fields of physics.

6. Applied Physics Letter (APL): Is an open access and Scopus indexed publication that features concise, up-to-date reports on significant new findings in applied physics.

Emphasizing rapid dissemination of key data and new physical insights, APL offers prompt publication of new experimental and theoretical papers reporting applications of physics phenomena to all branches of science, engineering, and modern technology.

Under Horizon Europe, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results. Open access to digital research data means taking measures to make it possible for end-users to access, mine, exploit, reproduce and disseminate the data via a research data repository without any charges for them. In this case, Gold open access will be provided to the scientific publications:

- **Open access publishing** (also referred to as '**gold**' open access) means that an article is immediately provided in open access mode (on the publisher/journal website). Publishers sometimes charge so-called Article Processing Charges (or APCs) to make articles open.

8.2 Dedicated events

8.2.1 FETFX



Figure 7: FETFX logo

FETFX is a HORIZON 2020 FET-Open funded project that aims to connect research and society by strengthening the engagement in the FET world of researchers, policy makers, industrial actors, media and the general public through novel and impactful communication materials and engaging community-building actions. The aim is to make the voice of FET louder than ever and to reach out to previous and new segments of society.

To achieve that, a multimedia communication platform was developed. The platform connects science, industry and society, in order to tell stories about Future and Emerging Technologies and engage directly with the general public across Europe and beyond. The main objective is to foster public understanding of how FET research - seemingly far removed from reality and direct applications - is actually needed to generate innovation and benefit society in the long term.

8.2.2. EIC Pathfinder EC annual events

The next European Innovation Council Summit '22 will be a European deep-tech innovation event of the year, bringing together start-ups, researchers, investors, policy makers and corporates. Attendants will be able to meet other participants and network;

discuss European innovation policy developments and challenges; learn practical tips and tricks by attending workshops and visit exhibitions and talks to EIC beneficiaries and partnering organisations.

More

information:

https://eic.ec.europa.eu/events/european-innovation-council-summit-22-78-december-2022-2022-12-07_en



Figure 8: European Innovation council poster

8.2.3 META

META
metaconferences.org

Figure 9: META logo

META is an international conference series on Metamaterials, Photonic Crystals and Plasmonics features the latest developments in the area of Metamaterials and Nanophotonics. META provides a unique forum for scientists and students to exchange ideas on the current state-of-the-art in the fields of photonics, nanomaterials and advanced electromagnetic materials and to identify new research directions. The number of attendants in 2019 was 900 people and the expected involvement of the company with an oral conference.

Keywords: Machine Learning for Metasurface Design; Topological Light and Matter; Sustainable Materials for Photonics; Photochemistry and Catalysis; Biomedical Imaging; Mechanical and Elastic Metamaterials; Crystal Growth and Assembly.

More information: <https://metaconferences.org/META/index.php/META2022>

8.2.4 METAMATERIALS



The annual International Congress on Advanced Electromagnetic Materials in Microwaves and Optics – *Metamaterials* – comprises a 4-day Conference and a 2-day Doctoral School. Organized by the METAMORPHOSE VI AISBL, The Congress provides a unique forum to share the latest results of the metamaterials research at the international level and bring together the engineering, physics, and material science communities working in the field of artificial electromagnetic materials and their applications from acoustic to optical frequencies.

8.2.5 ETOPIIM



Figure 10: ETOPIIM logo

ETOPIM: International Association for the science of electrical, transport and optical properties of inhomogeneous media - is the premier international society for scientists researching all aspects of the science of Composite Materials. Eleven ETOPIIM conferences have been organized since 1977, with a regular triennial basis since ETOPIIM3. The list of past venues is as follows:

- ETOPIIM12, Besançon, France, July 2022
- ETOPIIM11, Krakow, Poland, July 15-20, 2018

- ETOPI10, Neveh Ilan, Israel, June 21-26, 2015
- ETOPI9, Marseille, France, 2012
- ETOPI8, Crete, 2009
- ETOPI7, Sydney, Australia, 2006
- ETOPI6, Utah, USA, 2002
- ETOPI5, Hong Kong, China, 1999
- ETOPI4, St. Petersburg - Moscow, Russia, 1996
- ETOPI3, Guanajuato, Mexico, 1993
- ETOPI2, Paris, France, 1987
- ETOPI1, Columbus, Ohio, USA, 1977

These conferences have provided a unique forum for experimentalists and theorists to get together and advance our understanding of the electrical transport and optical properties of inhomogeneous media. The aim of the ETOPI12 meeting is to discuss experimental and theoretical developments in the field of inhomogeneous media. In particular, the following topics will be discussed:

- Electromagnetic and optical properties of metamaterials
- Transport and localization in random media
- New types of transport phenomena
- Novel materials
- Nanocomposites
- Non-reciprocity
- Topological insulators
- Space-time microstructures
- Plasmonics
- Magneto-transport,
- Subwavelength resolution in electromagnetic and acoustic imaging,
- Magneto-optics,
- Effective properties of composites and Homogenization theory,
- Cloaking and Limitations to Cloaking,
- Elastic and Acoustic Metamaterials,
- Coupled waves in metamaterials,
- Seismic Metamaterials.

Dynamo will take part in all the conferences ETOPI especially in the moments when there are more results to disseminate to the technical and scientific community.

8.2.6 ICM (International Conference on Materials)

The aim of ICM is to make this event a forum for discussion, knowledge exchange and fruitful interactions among participants in this exponentially growing field. Stakeholders from academia and industry as well as from governments and research institutes are welcome to join this event and share their findings on various topics related to materials, such as:

- Materials Characterization
- Nanotechnology in Material Sciences and Engineering
- Materials Processing and Manufacturing
- Soft and Bio-materials
- Fibers and Membranes
- Optical, Electrical and Magnetic Materials

8.2.7 Phononic Congress

Every two years in June, the international scientific elite meets in Munich to gather information about lighthouse projects in photonics and laser research. The World of Photonics Congress is held in conjunction with the leading trade show in photonics.

All aspects of research—from fundamental and application-based scientific topics to the latest laser and photonics applications in industry and medicine—are presented and discussed in scientific conferences and a practice-oriented series of application panels. The latest milestones in photonics research on the one hand, and a concentrated showcase of the photonics industry on the other: This concept allows participants to experience a unique combination of science, innovative technologies and industrial application sectors.

8.2.8. European Research and Innovation Days



Figure 11: European Research and Innovation Days poster

European Research and Innovation Days is a European Commission event, which brings together policy makers, researchers, entrepreneurs and the general public to discuss and shape the future of research and innovation in Europe and beyond. There are several interesting opportunities to participate in which Dynamo fits very well:

- Learn about and participate in keynote speeches, panels, talks and presentations from thought leaders in science and innovation.
- Advanced networking tools will allow you to search for and connect with attendees with similar interests and even organise virtual meetings.

- Participants will be able to move around an interactive platform that will allow them to raise their hands and speak, chat with specialists and actively participate in live polls during the two-day event.

Participation is open to anyone with an interest in the subject, and is free of charge. This event is also annually, which will let Dynamo to actively participate in all the editions during the project lifetime and after.

8.2.9. Infodays and Brokerage events



Event organised by: BRIDGE2HE with NCPs

#HorizonEU

HORIZON EUROPE BROKERAGE EVENT

05 JULY	HEALTH	CLUSTER 1
02 JULY	CULTURE, CREATIVITY & INCLUSIVE SOCIETIES	CLUSTER 2
01 JULY	CIVIL SECURITY FOR SOCIETY	CLUSTER 3
24 & 25 JUNE	DIGITAL	
01 JULY	INDUSTRY	CLUSTER 4
28 JUNE	SPACE	
07 JULY	CLIMATE, ENERGY & MOBILITY	CLUSTER 5
09 JULY	FOOD, BIOECONOMY, NATURAL RESOURCES AGRICULTURE & ENVIRONMENT	CLUSTER 6

BUILD YOUR CONSORTIUM FOR THE UPCOMING HE 2021 CALLS

THE EU RESEARCH & INNOVATION PROGRAMME 2021 - 2027

EUROPEAN UNION

Figure 12: Horizon Europe Brokerage events agenda

Dynamo will participate in Infodays and Brokerage events at international level to disseminate the project. We will join these events presenting the project as a good practice example as well as having bilaterals meetings with potential partners in order to establish a link with other projects and science initiatives. In this case, infodays are informative sessions organized by official entities that focus on providing and obtaining information about new developments especially in Horizon Europe programme. At these events, participants will be given information on the new clusters of the programme, pillars, and tips on how to collaborate with other EU research and innovation stakeholders. They usually focus on a single cluster, covering all or some of the topics by the different calls, both open and forthcoming.

On the other hand, Dynamo will be present in brokerage events organized by official entities such as the European Commission in Brussels, or national agencies in the different countries of the partners. Brokerage events are workshops that focus on bringing together a group of participants belonging to different organisations and countries, focusing on a specific funding programme. This type of event is based on

meetings with the objective of finding potential partners for proposals, as well as expanding the network of contacts of the participants. They are a great opportunity to look for partners to collaborate with in projects under preparation, as well as in future calls for proposals in which you intend to participate. They usually have a programme that is divided into three main parts, in which Dynamo can fit in the last two parts:

- Information session on the programme grant in which the brokerage event is framed.
- Ideas and capabilities presentation session, where potential partners present ideas at an advanced stage with the aim of finding partners.
- Networking session to identify calls for proposals and encourage the creation of consortia

8.3 Scientific Dissemination Show Tour

The Scientific Dissemination Show Tour will consist of the presentation of the main results laid down in the project to the five most important companies and universities of the region related to the topic of Dynamo. One of the key aspects of this initiative is the in-company practical demonstration of the subject, either through a video or with physical transportation of the items, the idea is to show Dynamo's disruptive and innovative potential. Travelling to the five most important companies and arranging a meeting to present not only the theoretical fundamentals of Dynamo but also the practical application of the research will send a much powerful message to the institutions.

This initiative is also aiming to promote the forthcoming activities and results of the project in order to attract investors and other stakeholders who are interested in future application of the Dynamo results. This strategy is more focused on bringing the science out of the laboratory rather than organizing a conference in the facilities of the partners. The Scientific Show Tour will be implemented two times during the project lifetime, matching it with the moment of more results (midterm and at the end).

8.4 Cross fertilization with European projects, platforms and specialized webpages.

Project name	Grant Agreement number	European Program
PHENOMEN - ALL-PHONONIC CIRCUITS ENABLED BY OPTO-MECHANICS	G.A. 713450	FETOPEN-RIA-2014-2015

PHONOMETA - FRONTIERS IN PHONONICS: PARITY-TIME SYMMETRIC PHONONIC METAMATERIALS	G.A. 714577	ERC-2016-STG
PHONUIT - PHONONIC CIRCUITS: MANIPULATION AND COHERENT CONTROL OF PHONONS	G.A. 756365	ERC-2017-STG
TOPP - TOPOLOGICAL PHONONICS THROUGH NANO-OPTOMECHANICAL INTERACTIONS	G.A. 759644	ERC-2017-STG
FETFX PROJECT - COMMUNICATING FUTURE AND EMERGING TECHNOLOGIES TO ALL	G.A 824753	H2020-FETOPEN-2018-02

Table 4: European projects proposed for fertilization

- PHENOMEN - ALL-PHONONIC CIRCUITS ENABLED BY OPTO-MECHANICS (G.A. 713450) (FETOPEN-RIA-2014-2015)

PHENOMEN is a project at the intersection of photonics, radio frequency (RF) signal processing and phononics. The long-term vision of PHENOMEN is to lay the foundation for a new information technology based on the manipulation of phonons and their coupling with photons and RF electronics.

The project was conceived to build the first practical, optically driven phonon sources and detectors. The experimental implementation of phonons as information carriers on a chip is completely novel and of a purely foundational nature.

The impetus for research on acoustic and elastic (phononic) metamaterials in recent years has been driven by the ability to sculpt the flow of sound waves at will. Thanks to recent advances at the frontiers of phononic metamaterials, active phononic control can be identified as being at the forefront of current phononic metamaterials research.

- PHONOMETA - FRONTIERS IN PHONONICS: PARITY-TIME SYMMETRIC PHONONIC METAMATERIALS (G.A. 714577) (ERC-2016-STG)

The PHONOMETA project created a class of artificial materials known as PT-symmetric systems. PT symmetry is a fundamental concept in quantum mechanics, according to which a system would evolve exactly the same whether time ran forwards or backwards, as it transforms into its mirror image.

In acoustics, symmetric PT systems are artificial materials containing gain units (which amplify sound waves) and loss units (which reduce the amplitude of the wave).

The aim is to explore new properties of sound and the ability to design symmetric parity-time (PT) systems that define a consistent unitary extension of quantum

mechanics. Through innovative means that sculpt balanced loss and gain units, these structures have neither parity symmetry nor time-reversal symmetry, but are nevertheless symmetric in the product of both. PHONOMETA is inspired and driven by these common notions of quantum mechanics which I wish to translate to classical acoustics with unprecedented knowledge for the case of sound.

- PHONUIT - PHONONIC CIRCUITS: MANIPULATION AND COHERENT CONTROL OF PHONONS (G.A. 756365) (ERC-2017-STG)

It is a project of the H2020 call which aims to (1) the realisation of a coherent phonon source and detector; (2) the implementation of phonon calculations using thermal logic gates; (3) the realisation of phonon-based quantum and thermal memories.

For this, it is essential to design nanoscale heterostructures with suitable interfaces, as well as to design the phonon spectrum and the thermal resistance of the interface. Phonons will be launched, probed and manipulated with a combination of pump-probe experiments and on-chip resistive thermal measurements.

- TOPP - TOPOLOGICAL PHONONICS THROUGH NANO-OPTOMECHANICAL INTERACTIONS (G.A. 759644) (ERC-2017-STG)

The project aims to discover the topological behaviour of nanophotonic systems, in particular by breaking time-reversal symmetry through nano-optomechanical interactions. This behaviour is normally alien to both photons and phonons, as they do not interact with magnetic fields, unlike electrons. It can give rise to much sought-after functionalities, such as one-way transport and states protected against disorder scattering. It would therefore be attractive to introduce these principles in nanophotonic and nanomechanical systems, which are rich in applications related to sensing and information processing. Thanks to radiation pressure control techniques and the design of nanoscale systems, we aim to induce the topological behaviour of light and sound at the nanoscale.

- FETFX

FETFX is a developing multimedia communication platform that connects science, industry and society, in order to tell stories about Future and Emerging Technologies and engage directly with the general public across Europe and beyond. The main objective is to foster public understanding of how FET research - seemingly far removed from reality and direct applications - is actually needed to generate innovation and benefit society in the long term. FETFX is a HORIZONTE 2020 FET-Open funded project that aims to connect research and society by strengthening the engagement in the FET world of researchers, policy makers, industrial actors, media and the general public through novel and impactful communication materials and engaging community-building actions. The aim is to make the voice of FET louder than ever and to reach out to previous and new segments of society.

8.5. Influence strategy through the Advisory Board

The AB are key for making Dynamo's results public for the scientific community, as they are really well-known in their field and they have influence on it. We can consider them as a project speaker and project ambassadors who will help us to spread the word in terms of results. The AB is composed by International key experts in the areas of photonics that will participate actively in the project discussions, supporting the consortium with their knowledge and experiences in their areas of expertise:



Figure 13: Philip Engel portrait

Philip Engel.

Holds a Master Degree in Physics with a focus in Optic/Photonics from the Humboldt-University of Berlin. He performed his Bachelor and Master Thesis in the Nanooptik AG (HU Berlin) under the supervision of Prof. Oliver Benson. Parallel to his research activity at the University, he started working in 2010 for the HOLOEYE Photonics AG, specializing in the field of spatial light modulators (SLM) with liquid crystal on silicon (LCOS). He is in charge of the optical and dynamic simulations of LCOS, as well as the design of experiments for characterisation of the SLMs. As Head of LC-related technologies development he is supervising the design, manufacturing and characterisation of the LCOS. Furthermore he is strongly involved in development activities with industrial customers.



Figure 14: Krzysztof M. Abramski portrait

Prof. Krzysztof M. Abramski (Wrocław University of Science and Technology).

He received the M.Sc. and Ph.D. degrees in electronics from the Wrocław University of Technology, Wrocław, Poland, in 1971 and 1978, respectively. At that time, he worked at frequency modulation and frequency stabilization of gas laser radiation and many aspects of spectral properties of laser radiation. During 1983–1984, he was a Research Fellow with Quantum Electronics Group lead by Prof. W. J. Wittemeam, Twente University of Technology, The Netherlands. In 1987, he spent half a year with the Department of Applied Physics, Hull University, U.K., and after that for over four years, till the end of 1992, he was a Visiting Scientist at Optoelectronics and Lasers Engineering Group, Heriott-Watt University, Edinburgh, U.K., in the research group of Prof. Dr. Hall. He spent this time investigating different aspects of RF excited lasers (waveguides, slab waveguides, waveguide arrays, phase locking structures).

He returned to Wrocław University of Technology in 1993, where he started creating the Laser and Fibre Electronics Group. He also initiated the teaching program of optoelectronics and optocommunications for students of the Department of Electronics. He is currently a Full Professor at the Wrocław University of Technology. His current work on optical fibre lasers (cw tunable, femtosecond, combs) and microchip solid-state diode pumped includes optical fibre sensors, free-space, and optical fibre communications.



Figure 15: Vicenta Ferrer Chova portrait

Vicenta Ferrer Chova.

She is a Telecommunications Engineer from the Polytechnic University of Valencia, and PMD – Program for Management Development from ESADE. He has developed his professional career since 1997 in both technological development companies and business development and transformation of companies in productive sectors.

Since 2012 he has been part of the management team of Nayar Systems, currently exercising the functions of COO as the maximum responsible in the coordination and management of processes, guaranteeing the engagement of all areas. He is a member of the innovation committee for business development and internationalization of the company.

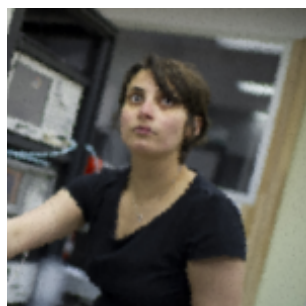


Figure 16: Sarah Benchabane portrait

PhD. Sarah Benchabane.

After obtaining a DEA specialty in Optics and Optoelectronics obtained in 2003 at Jean Monnet University in Saint-Etienne, Sarah Benchabane joined the FEMTO-ST Institute to prepare a doctorate in Engineering Sciences based on work dedicated to the study of waveguiding and filtering in phononic crystals, doctorate which she defended in December 2006. At the end of this thesis, she joined the Optoelectronics group of the Institute of Fotonic Sciences (ICFO) in Barcelona as a contract researcher. She worked there for a year on the development of integrated optical components made of periodically reversed lithium niobate. In January 2008, she joined FEMTO-ST as a CNRS researcher.

Her research activities are mainly focused on the study of the propagation of elastic waves in micro- or nano-structures (phononic crystals and phononic micro- and nano-resonators) and their potential interaction with optical waves.



Figure 17: Sylvain Gigan portrait

Prof. Sylvain Gigan.

Sylvain Gigan obtained an engineering degree from Ecole Polytechnique (Palaiseau France) in 2000. After a Master Specialization in Physics from University Paris XI (Orsay, France), he obtained a PhD in Physics 2004 from University Pierre and Marie Curie (Paris, France) in quantum and non-linear Optics.

From 2004 to 2007, he was a postdoctoral researcher in Vienna University (Austria), working on quantum optomechanics, in the group of Markus Aspelmeyer and Anton Zeilinger. In 2007, he joined ESPCI ParisTech as Associate Professor, and started working on optical imaging in complex media and wavefront shaping techniques, at the Langevin Institute.

Since 2014, he is full professor at Sorbonne Université, and group leader in Laboratoire Kastler-Brossel, at Ecole Normale Supérieure (ENS, Paris). His research interests range from fundamental investigations of light propagation in complex media, biomedical imaging, sensing, signal processing, to quantum optics and quantum information in complex media.



Figure 18: Alastair P. Hibbins portrait

Prof. Alastair P Hibbins is a Professor in Metamaterial Physics.

Born in Taunton, Somerset in 1975, he undertook his undergraduate and PhD degrees at Exeter, and has been a member staff since 2000. He was awarded a prestigious EPSRC Advanced Fellowship in 2004. In 2007 he became a Lecturer, and was promoted to full professor at the end of 2016. He is now Director of the Centre for Metamaterial Research and Innovation and the associated EPSRC Centre for Doctoral Training in Metamaterials, and leads the microwave and acoustics labs in the Physics building.

His interdisciplinary team of researchers work on a wide range of fundamental and industry-inspired projects collaborating with many other academics in the department (e.g. Profs Sambles, Ogrin, Hicken, Drs Horsell, Horsley). Currently the team comprises 6 postdoctoral research fellows and 11 PhD researchers exploring how the energy associated with electromagnetic and acoustic waves and fluid flow can be manipulated using structured materials including metamaterials.

8.6 Social Networks for dissemination

Besides the already mentioned dissemination strategies, we have decided to implement a social media strategy specifically for dissemination of results and academic information. For this purpose, we will start a strategy on Twitter, ResearchGate and LinkedIn delivering dissemination content besides the communication content already mentioned.

According to the platform Orvium, over 53% of people use social media, while 397 million of them use Twitter, so it is no surprise that Twitter contributes to knowledge and information sharing to reach broader audiences. As science becomes more open, social media is continuously considered an important communication platform for scientists. Scientists use Twitter to easily facilitate interactions with the wider public and those outside academia, including journalists, civil society organizations, and politicians. Similar situation happens with LinkedIn, one of the world's largest professional networks, with more than 610 million users in more than 200 countries and territories worldwide.

In the case of Research Gate, according to Revista Comunicar, it is a social network created in 2008 and at the beginning of 2016 it reported more than 9 million professional users around the world. One of the elements that ResearchGate has recently added to its interface has been the *RG Score*. This is an algorithm that grades the authors and gives them a public score, depending on 4 factors:

- **Publications:** Those documents that are associated with high-impact journals increase the score of the author, depending on the assessment that the system provides to that magazine.
- **Questions:** One of the peculiarities of this network is that it has a section Q & A (questions and answers), in which the members of the community can open threads of discussion (forums) requesting information for their academic work.
- **Replies:** the algorithm of the platform also awards points for the number of received replies to a question made by the owner of the profile.
- **Supporters:** In this aspect it is not so important how many followers the account has, but the quality of them (and their RG Score).

8.7 Scientific dissemination units.

Since many of the partner organisations have specialized units, these will be exploited. Among these units we can find the Scientific Culture and Innovation Unit or the Gender Unit at UJI. The same strategy will be applied in the partners organisations, we will make use of the different dissemination units and communication departments in order to spread the word beyond the consortium networks. The task of these specialized entities will involve creating research pitches, articles in newsletters, on-line videos, educational content, etc. Public institution fertilisation will be promoted especially towards primary and secondary schools through entities such as CECAP (Spanish Confederation of Formative Businesses).

9. Exploitation strategy

9.1 General purpose of Exploitation

The exploitation strategy defines application segments of the innovation, economic side of the target markets and their geographic coverage. It identifies potential users and stakeholders and sets objectives for addressing and involving them in the project. It compares their needs to the kind of problem the proposed solution solves and outlines why this solution is better than existing ones in terms of benefits to users and the society at large. It talks about the knowledge (IPR) the project will generate compared to the state of the art or what is commercially available today. Finally, at the end of the project, it shall be clear which further actions shall be taken both in terms of scientific and commercial follow up.

Due to the low TRL of the Dynamo project and the early phase of the project at the moment of the production of this deliverable, exploitation-related information collected is not sufficient to provide a detailed view on target outcome, stakeholders, application fields and user needs. However, we are able to establish the way forward, in coherence of dissemination activities.

Overall objectives of the exploitation task are fostering exploitation by ensuring contacts to stakeholders, collecting needs & requirements, identifying challenges for implementation, summarizing impact, and to developing the exploitation plan and the exploitation strategy.

In general terms, to maximize the impact of the actions, the exploitation plan is defining:

- a) Stakeholders who will use the results of the project and why
- b) Measures to ensure exploitation (patents, licences, etc...)
- c) Who will commercialise the project results
- d) Business Model and Plan
- e) Indicators.

The objective of this first deliverable is to provide an overview of the methodological approach for the development of the exploitation strategy throughout the project and to summarize the first exploitation activities that have taken place so far.

As the project progresses in execution and technical results are obtained, contacts with stakeholders have been made, and it has been verified how the results meet the needs of the market, we will be able to establish a second deliverable planned for the Year 4, according to the Gantt chart of the project.

9.2 Methodology

Following the approach explained before, we establish the following inputs:

- a) A target outcomes table, where the features of the method, materials, product and services are described.
- b) Based on the previous point, the Application Fields must be selected focusing on two or three application areas
- c) Then, a Stakeholders Matrix is described to give a comprehensive idea of the community of researchers, potential users, buyers and influencers in the application field. This information is the basis for defining target groups in dissemination and communication planning.
- d) In addition, a Needs and Requirements table is performed since it's useful for linking stakeholders, use cases, and benefits.
- e) With all of the above, and taking into account that a TRL 3 is expected, we will be able to position the project in the value chain, and carry out a SWOT analysis and a first Business Model, which will serve as a basis to focus the project on the market.

The exploitation strategy continuously evolves throughout the project, following the sequence:

1. Identification of the exploitation target groups, as a consequence of the work made in the Dissemination Plan
2. Needs analysis per target sector/group
3. Summary of projects outcomes / IP generated
4. Task technology fit: needs covered, gaps remaining (internal perspective)
5. Validation and feedback by target groups (external perspective)
6. Plan for the exploitation after Dynamo: funding schemes, other synergies in application areas, collaboration with other projects, type of commercialization.

To gather content for the Dynamo exploitation strategy and related exploitation tools, it is necessary to collect information from various stakeholder groups and through different methodological approaches. The main activities for the development of the exploitation strategy comprise:

- Interviews with different stakeholder groups preferably in person or via phone/internet.
- Organization of and participation in exploitation-related workshops.
- Organization of and participation in exploitation-related training.
- Attending conferences.
- Supporting activities related to the further Use of IP generated in Dynamo.
- Identification of further research areas and promising industry sectors.

More particularly Dynamo exploitation activities will focus on:

- Future industrial and SMEs exploitation.
- Knowledge and academic exploitation. Dynamo consortium will continue dedication to the production of valuable knowledge and research results in the new research areas that will be opened. It will also work on bringing the most important Dynamo's achievements to higher education programs (master's degree and PhD programs). Moreover, Dynamo will promote the potential of modulation of optical beams by enhancing social acceptance and public knowledge and awareness.
- Representatives of the start-up ecosystem. Contact with startup experts and advisors, private investors, and representatives of the start-up community related with the key sectors where Dynamo technology can be applied will be contacted. Special collaboration will be made with start-ups as Teem Photonics, Espaitec (ecosystem), Photon Delta (Integrated Photonics ecosystem) and also EU Photonics 21, a Private-Public Partnership (3.000 members representing 1.700 industry and RDI organisations), European Photonics Industry Consortium (EPIC) or similar in order to analyse exploitation of results and new markets.
- New Market characterization. Indications on the market needs and trends will be brought into Dynamo to ensure that the results correspond with the needs of the industry, recent technology trends, and societal developments (5.000 SMEs in EU, second only to China)
- Future developments. Future technological development of Dynamo technology to bring it closer to the market will be pursued by identifying and applying to new research and innovation projects (e.g. EIC ad hoc grants for complementary activities to explore potential pathways to commercialisation).

9.3 Tools and Approaches to exploitation

9.3.1 The Targets Outcome Table

The target outcome table describes the features of the method, model, materials, process, product and/or services that are intended to obtain. The Technology Readiness Level (TRL) is noted according to the state of the development. Its main characteristics relates to the expected and obtained results, in line with the progress of the results

The Key Performance Indicators, KPI's, make a reference to that which makes it unique or different in a measurable way, in comparison to existing findings or commercial

solutions; they can be targeted at the beginning and updated plus validated with the obtained results along the project.

This is how the Target Outcome Table turns into the Outcomes Table.

	Outcome 1: i.e. WP3 Sample Fabrication	Outcome 2: i.e. WP4 Sample Characterization	Outcome 3: i.e. WP5 Application Development
TRL	TRL2	TRL2	TRL3
Characteristics	<ul style="list-style-type: none"> • Set of calibration samples • Optimal phononic surface • Optimal twisted architectures • Optimal final device for imaging 	<ul style="list-style-type: none"> • Low frequency characterisation set-up • High frequency characterisation set-up • Spatio-temp maps of optimal pillar samples • Spatio-temp maps of optimal twisted samples • Characterization of phononic surfaces with SLM 	<ul style="list-style-type: none"> • Experimental setup • Development of single pixel applications • Report on imaging capabilities for living cells • Report on characterization of phononic surfaces
KPI	To be described by partners once results obtained	To be described by partners once results obtained	To be described by partners once results obtained
Comparison	To be described by partners once results obtained	To be described by partners once results obtained	To be described by partners once results obtained
Application Domain	To be described by partners once results obtained	To be described by partners once results obtained	To be described by partners once results obtained
Comments	To be described by partners once results obtained	To be described by partners once results obtained	To be described by partners once results obtained
Demonstration	To be described by partners once results obtained	To be described by partners once results obtained	To be described by partners once results obtained

Figure 5: Target Outcome Table

Initially, the table shows the expected results from the partners of the project and evolves when it is compared to needs and requirements of potential users and stakeholders, adapting to what is considered accordingly.

9.3.2 Main application fields

The main application fields of Dynamo are described widely in the point 2.1 Innovation potential of the DoA of the project. We currently are able to advance that first field of application in the improvement of SLMs technologies.

In addition, the potential impact of Dynamo covers a broad range of day-to-day electronic devices which require the interaction with images, from advanced displays for mobile phones to cost-effective biosensing devices, including computer screens, high-resolution projectors, real-time holography, plus the vast array of medical applications where the ultra-fast capture of images could be a powerful instrument.

The interdisciplinarity of Dynamo and the synergies generated will be the starting point for new projects under national and EU funding schemes. Furthermore, Dynamo will be the link for future collaborations in research and training activities involving both research institutions and industries.

9.3.3 Stakeholders Matrix. Data Base

The following table shows a typical stakeholders matrix.

TARGET GROUP	KEY QUESTIONS	EXPLOITATION MEASURES
SCIENTIFIC COMMUNITY (Academic Institutions, Research Agencies...)	Which academic or applied research centres should one cooperate with?	Interviews, workshops.
INDUSTRY	<ul style="list-style-type: none"> • Interest in industry: e.g. Suppliers of special components? • Special processing factories for parts/components manufacturing? • How can engineering companies be involved? • Are there any special tools or equipment required for processing? 	

INVESTORS	<ul style="list-style-type: none"> Who invests in laser technology materials design, and processing technology? Who are the main industry players in the selected industries? What are the challenges needs & requirements from an investment perspective for the Dynamo target outcomes? 	
TECHNOLOGY TRANSFER ORGANIZATIONS, CLUSTERS, ASSOCIATIONS	<p>What are potential business opportunities? What are the competing solutions?</p> <p>What are the core competences of the Dynamo foregrounds compared to competition?</p>	
CERTIFICATION BODIES, STANDARDISATION BODIES, INTERNATIONAL AND NATIONAL AUTHORITIES	<ul style="list-style-type: none"> Is the material affected by trade restrictions? Dual Use legislation? REACH directive? 	

Table 5: Stakeholders Matrix example

There are many factors that lead to a more simplified matrix, since the initial info is still not enough to properly work on it. The ultimate purpose of this tool is to have a visual summary report of a stakeholder database that we will build up as Dissemination activities take place. During these activities, and after the analysis of the collected data, we will be able to better focus the Exploitation actions, provoking interest and engagement with the Stakeholders. At the time of the release of this deliverable, the Stakeholders Matrix is as follows:

EXPLOITATION TARGET GROUP	NAME OF ORGANISATION	GEOGRAPHICAL AREA
SCIENTIFIC COMMUNITY (Academic Institutions, Research Agencies, Scientific Journals...)	Tongji University ICMM (CSIC) The Materials Science Institute of Madrid Joint Research Center (JCR) Université de Lile	CH ES EU FR

INDUSTRY		FYLA Industrial Lasers Scintil Photonics Pilot Photonics	ES FR IRL
INVESTORS		To be described as the project evolves (p.e.: BeAble Capital, Sofinnova Partners...)	INT
TECHNOLOGY ORGANIZATIONS, ASSOCIATIONS	TRANSFER CLUSTERS,	European Platform of Women Scientists (EPWS) Gender Equality Network in the European Research Area (GENERA) European Technology Platform Photonics21 SECPHO (SOUTHERN EUROPEAN CLUSTER IN PHOTONICS & OPTICS) European Photonics Industry Consortium (EPIC) European Photonics Alliance	EU EU EU EU EU EU
CERTIFICATION STANDARISATION INTERNATIONAL NATIONAL AUTHORITIES	BODIES, BODIES, AND	To be described as the project evolves (p.e.: ISO - International Organization for Standardization, CEN - European Committee for Standardization, national standardization organisations...)	INT EU NAT

Table 6: Applied Stakeholders Matrix

According the Dissemination and Exploitation activities are performed and the Stakeholders DataBase is carried out, this Matrix will be more and more extensive and it will contribute to the further market analysis (see point 9.4 Future Road Map)

The further the Project evolves and results become more explicit, stakeholders and potential users will be described in more detail and tailored to the Dynamo project results

9.3.4 Needs and Requirements Analysis

In order to foster exploitation, partners will collect inputs on needs and requirements of target industries. The Needs analysis focuses on the following aspects:

1. Situation:
 - A. What are the specific characteristics of the Dynamo product/technology?
 - B. What are the relevant characteristics of comparable product/technology?
 - C. What are the needs and requirements from a user / different stakeholders' perspective?
2. Problems:
 - A. What are problems and potential barriers for implementing this new product/technology?
 - B. What are the limitations of the product/technology?
 - C. What are the limitations of other competitive solutions?
 - D. Implications:
 - E. What are the main implications?
 - F. What is the remaining gap between the characteristics of the Dynamo results, the needs of potential users (technology fit: needs covered / gaps remaining)?
3. Needs:
 - A. What needs to be done in order to overcome the limitations identified?
 - B. What is the economic, social, environmental and legal impact of the Dynamo solution?
 - C. What are important follow-up research projects and exploitation paths for the IP generated in Dynamo?
 - D. What are potential further exploitation options (depending on the product/technology specifications) in other sectors (e.g. medicine, oil and gas, (petro)chemical, processing industry, etc.)?

The methodological approach for the “Needs analysis” includes the summary of the assumptions made in the proposal and the analysis of roadmaps. Furthermore, input is collected in expert interviews and small workshops.

9.4 Future Roadmap

This chapter will outline a strategic plan for the further use of IP generated in the project and for liaising with other initiatives to maximize impact. This will include suggested further research areas, other promising industry sectors, and making use of the extensive network of partners for contributing to strategic initiatives.

The plan summarizes all contents collected in the exploitation activities. It includes recommendations for the further use of IP generated in Dynamo and for liaising with other initiatives and addresses the question “How to make R&I results beneficial – for research, for companies, for new enterprises, for a sector”

In this sense, Dynamo will use the EIC Marketplace, an AI-driven co-creation platform for EIC beneficiaries to share information on their preliminary findings. The EIC Marketplace is foreseen as an AI-driven co-creation platform for EIC beneficiaries to share information on their preliminary findings, stimulate cross-fertilization and serendipity. It will put EIC beneficiaries and other selected users in relation and support them to develop new initiatives out of their ideas.

Thanks to the quarterly reporting, the EIC will collect data from EIC Pathfinder projects. Breakthrough preliminary findings out of those data will be pushed to the EIC Marketplace. Matching functionalities based on a common language, will allow proposing to EIC Marketplace users opportunities outside of their initial searches and expectations. Like this Dynamo consortium will be able to engage and interact with other stakeholders, by disclosing information in a confidential and secured framework. Co-creation spaces, offered on the platform, will facilitate such research and innovation activities.

9.4.1. Market Analysis

Once the product and its characteristics are more defined, a better exploration of the markets can be carried out. Aspects such as Needs and Uses covered by the product prototype, targeted Stakeholders contacted and engaged during this first exploitation period, Sample Characterization plus Application Development, will give us the needed information.

9.4.2 SWOT & CAME Analysis

The SWOT analysis is a tool that allows organisations or projects to know their situation, depending on internal and external factors.

Within the internal factors, we will distinguish the Strengths and Weaknesses that we have at the moment of the analysis, and within the external factors, we will study the Opportunities and Threats:

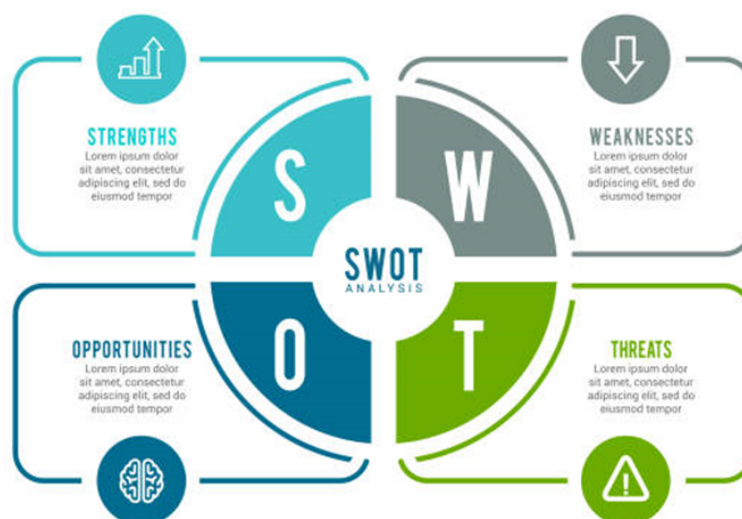


Figure 19 Swot Analysis

INTERNAL FACTORS:

- **STRENGTHS:** Any characteristic where the project excels and has a competitive advantage over its peers.
- **WEAKNESSES:** It's the opposite, any characteristic where the project has a competitive disadvantage over its peers.

EXTERNAL FACTORS:

- **OPPORTUNITIES:** Any aspect of the market that will lead to growth and improvement for the project.
- **THREATS:** Any aspect that poses a risk to the development of the project and its results, or to its further development.

In this way, at the beginning of the project we can observe:

STRENGTHS	WEAKNESS
High potential of final product	Initial lack of knowledge of the project by potential investors

Consortium provides a very robust working team with strong competences in the field.	Initial lack of knowledge of costs resulting from the final product.
Adequate funding provided for the project.	Cost competitiveness for European products
Clear definition of the objectives to reach the final result	
Leading sector companies in Europe	
OPPORTUNITIES	THREATS
The final product is unique in the market	Know-how transfer from Europe to Asia
The final product brings clear improvements to the current alternatives.	Growing share of Asian supplies
The Consortium's extensive network can be used to disseminate and exploit the project and its results.	Weak protection from patent and IPR in general

Table 7: Applied SWOT Analysis

It should be realised that at the beginning of any project, there is a great deal of uncertainty, insofar as the long term of its implementation may cause unexpected changes due to multiple factors.

In project management, the cone of uncertainty describes the evolution of the measure of uncertainty during the course of the project. Uncertainty not only decreases over time, but also decreases its impact on risk management, especially in decision making. When a project starts, little is known about the outputs or outcomes of the project, as well as the estimates, which are also part of a large uncertainty.

CONE OF UNCERTAINTY

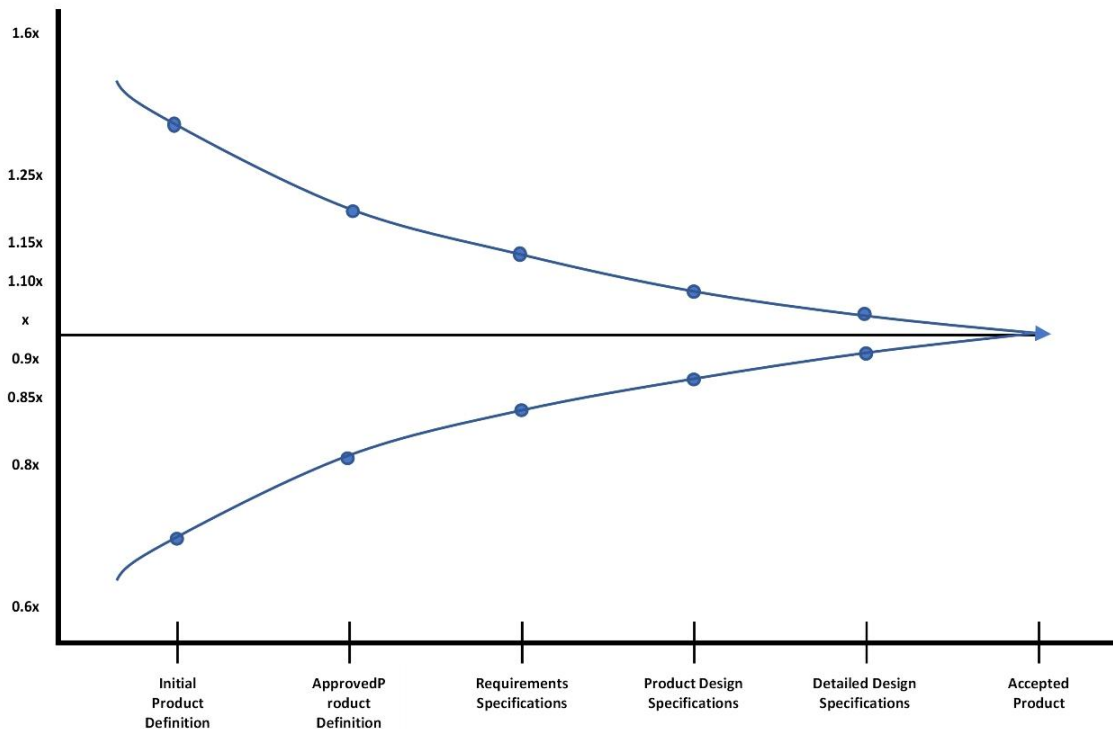


Figure 20: Cone of uncertainty

As we advance in the project, we will be able to have a better understanding of the weaknesses, threats, strengths and opportunities to carry out an internal and external analysis that will allow us to position the results in the market.

Once we have defined SWOT, we are able to perform a Correct – Adapt – Maintain – Exploit analysis (CAME) so that the most appropriate strategy for the future roadmap is defined.



Figure 21: Came Analysis

- a) In this way, we are able to establish initial actions with the SWOT results, so that we can define actions Maintain and even improve the Strengths:

- Communication and Dissemination actions to key stakeholders and public in general to increase contacts
 - Execute the scheduled work package development plan and proper follow-up
- b) Correct the possible Weaknesses:
- Use Communication and Dissemination actions to publicise the project, its objectives and the advantages for the market and the scientific community.
 - By obtaining stakeholders who can economically quantify the go to market process in the future.
- c) Exploit the Opportunities detected as the project advances
- Actively listening to the repercussions of the Communication actions.
 - Taking advantage of all Dissemination actions to exploit the network of contacts to find investment partners for the future.
- d) Adapt the Threats by
- Carry out patent management as soon as possible.
 - Monitoring access to sensitive information as the project progresses

9.4.3 Business Model

We are following the Osterwalder & Yves Pigneur approach for Business Model Generation that provides a clear and up-to-date methodology to establish all the interrelationships between the different stakeholders, and how to define the different steps to follow within a value chain model:

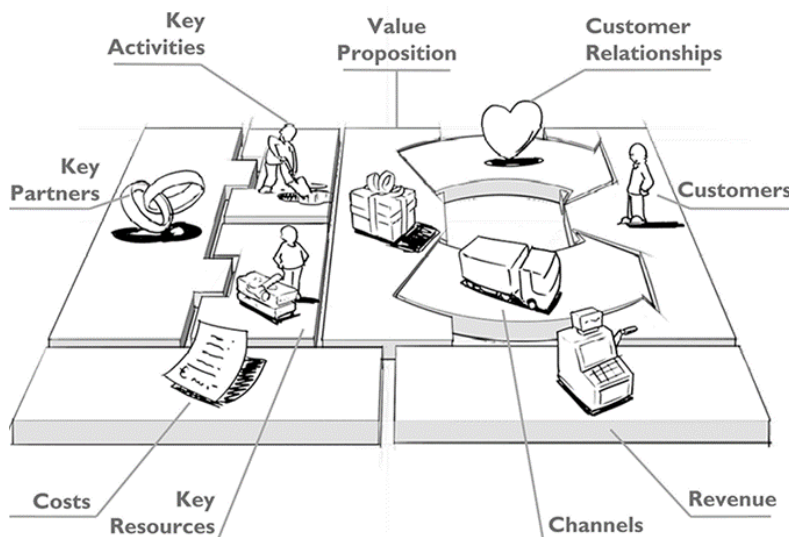


Figure 22 Osterwalder and Pigneur business model

At the moment to release this first Plan, we can define the Canvas model as follows:










<p>Key Partners </p> <p>UNIVERSITAT JAUME I DE CASTELLONSpain FUNDACION UNIVERSITAT JAUME I-EMPRESASpain AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRSFR IMPERIAL COLLEGE OF SCIENCE TECHNOLOGY AND MEDICINEUK AKADEMIA GORNICZO-HUTNICZA IM. STANISLAWA STASZCZA W KRAKOWIEPL ASSOCIATION EUROPEENNE DES AGENCES DE DEVELOPPEMENTBelgium FUNDACION PARA EL FOMENTO DE LA INVESTIGACION SANITARIA Y BIOMEDICA DE LA COMUNITAT VALENCIANASpain INSTITUTO VALENCIANO DE LA COMPETITIVIDAD EMPRESARIALSpain FINNOVAREGIOBelgium Institut d'electronique et de nanotechnologiesFrance UNIVERSITE PIERRE ET MARIE CURIEFrance HOLOEYE PHOTONICS AGGermany SORBONNE UNIVERSITEFrance</p>	<p>Key Activities </p> <p>WP 1. Modelling WP 2 Optimization WP 3. Sample Fabrication WP 4. Sample Characterization WP 5. Application Development WP 6. Management WP 7. Dissemination and Exploitation</p> <p>Key Resources </p> <p>Material Resources: o TBD o TBD o TBD Human Resources: o TBD o TBD o TBD</p>	<p>Value Proposition </p> <p>Modeling optical beams in two spatial plus temporal dimensions. The equivalent dynamic pixel update frequency will start at GHz, although we are confident that it will be much higher by the end of the project.</p> <p>Definition of all the needed characterization of the new technology to build a Pilot Plant to validate it at industrial level and Go to Market</p>	<p>Customer Relationships </p> <p>Newsletters Regional local events International Workshops Summer School Industrial Fairs Synergies with European projects Publications in peer-review journals General press articles International Conferences Show Tour</p> <p>Chanel </p> <p>Web Social media: o LinkedIn o Twitter o Youtube chanel o ResearchGate</p>	<p>Customer Segments </p> <p>SCIENTIFIC COMMUNITY (Academic Institutions, Research Agencies...) SOCIETY INDUSTRY INVESTORS TECHNOLOGY TRANSFER ORGANIZATIONS, CLUSTERS, ASSOCIATIONS CERTIFICATION BODIES, STANDARISATION BODIES, INTERNATIONAL AND NATIONAL AUTHORITIES</p>																																			
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Figure 23 Project's CANVAS model

This analysis will be the base at least to define all the go-to market parameters for the Future Roadmap.

9.5 Knowledge management and protection IPR

9.5.1 Confidentiality clauses.

They are established in the Consortium Agreement during the project duration. Any non-permanent staff and students employed on the project are requiring confidentiality clauses in their employment contracts. When necessary, Non-Disclosure Agreements (NDAs) are put in place and signed with parties outside the Consortium (e.g. associated partners or stakeholders) to protect exploitable knowledge.

9.5.2 Patent applications.

Any patentable results are covered by an IP form (as specified in the Consortium Agreement), and then submitted as a patent application to either a national patent office, EPO or WIPO by the offices that manage the IPR in the partners organisations.

9.5.3 Joint inventions.

If they arise, they are regulated in the Consortium Agreement, and the relevant partners are willing to reach an agreement for the effective management of the jointly-owned results.

9.5.4 Patenting advice.

Potentially exploitable inventions or research results will be managed through the offices responsible for the management of the IPR in the partners organisations.

9.5.5 Open access.

Gold open and peer-review is provided to scientific publications in order to be funded. A specific budget of 31 k€ has been established to cover open access fees.

10. GANTT

A detailed chronogram of the different actions that will take place during the project is attached as Annex 4

11. Dynamo's budget

Table 3.2h: 'Purchase costs' items (travel and subsistence, equipment and other goods, works and services)

1/UJI	Cost (€)	Justification
Travel	43 760	Meetings and conferences (Linked Third Party FUE UJI 3 760 €)
Equipment	96 000	Laser light source, super luminescence diodes, photodetectors. Fast detectors with very low noise and high dynamic range. Camera for beam characterization. DMDs. Optical table. High speed oscilloscope.
Other goods, works and services	92 050	Opto-mechanical materials. Basic electronic equipment: Data acquisition and DMD control systems. High quality function generator. Publications. Audit cost 84 500 (Linked Third Party FUE UJI events 7 550 €)
Total	231 810	
2/CSIC	Cost (€)	Justification
Travel	10 000	Project meetings, research stays at other labs (students) and conferences
Equipment	50 000	O2 plasma cleaner for substrate cleaning, UV lamp for resist curing and photo litho and some lithographic tools
Other goods and services	140 000	Photoresists, elastomers and solvents , Substrates/Masters engraving (20 K€); Publications (K€ 16); chem lab glassware (10 K€). (1000 €) audit services
Internally invoiced goods and services	10000	CSIC issues several expenses of internal services provided by the institute (AFM, SEM, TEM, cleanroom, etc) as "internally invoiced goods and services".
Total	210 000	
3/CNRS	Cost (€)	Justification
Travel	40 000	Project meetings (12 k€); conferences (28 k€).
Equipment	25 150	Linear translations stages 3 axes and controller (25,150 k€);

Other goods and services	37 000	Consumables and small repairs (4 k€), Open access publication costs (12 k€) for 8 articles – 1.5 k€/article). <small>Associated with document Ref. Ares(2022)2909937 - 18/03/20</small>
Total	102 150	
4/AGH	Cost (€)	Justification
Travel	33 500	Conferences (over 4 years for the whole project team);
Equipment	0	No specific equipment planned to be purchased.
Other goods and services	27 500	Open access publication costs (4000 €), software development/implementation and upgrade (16 750 €), computers/computing hardware upgrade (6750 €).
Total	61 000	

Table 8: Project's budget

12. Monitoring

Monitoring is a key aspect to ensure a high-quality communication, dissemination and exploitation strategy execution, as well as to analyse if the objectives proposed at the beginning of this plan have been achieved by the end of the project. As every society, communication, dissemination and exploitation plans are an evolving, organic and changing element. For that reason, monitoring results periodically will help us to redefine, adapt and improve the strategy at every step. Every action will be monitored using dissemination plan worksheet sent to the partners and attached as Annex 5.

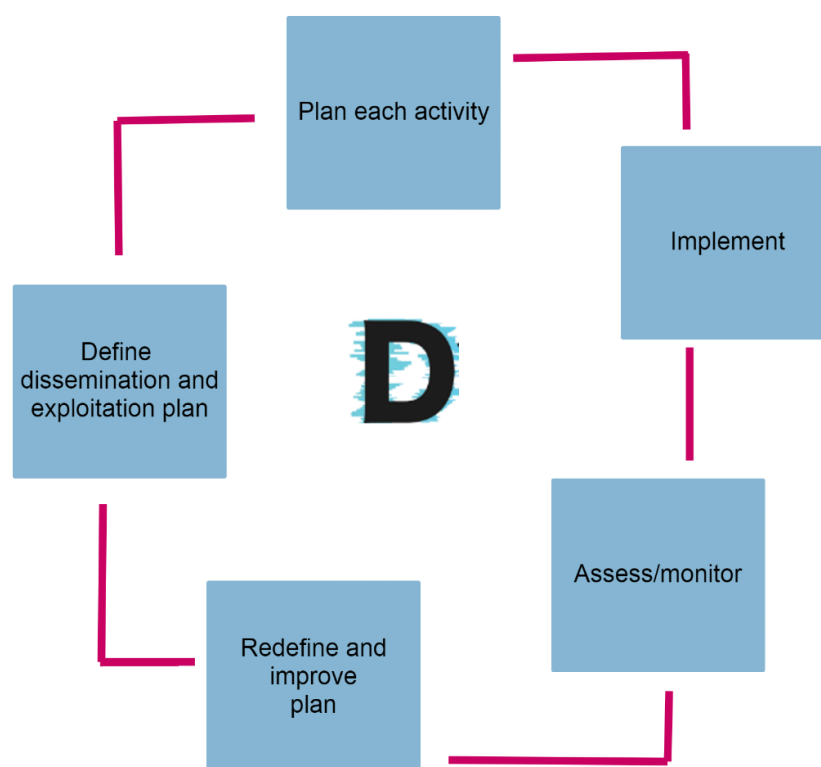


Figure 24: Monitoring diagram

Regarding to offline activities are usually more difficult to monitor than the ones that take place online. However, we still have some tools to measure the impact and the project awareness in an offline scenario.

- **Congress participation:** To monitor the impact of a congress participation we will consider the number of attendants to the congress.
- **Local events:** To monitor the impact of attending each local event we will consider the number of attendants to each particular local event.

- **General press articles:** To monitor the impact of the press articles published within the four years we will take into account the number of daily readers of the selected newspapers
- **Participation in industrial fairs:** The number of industrial fairs attended by representatives of the project and the number of visitors will be used to monitor the impact of the industrial fair participation
- **International Workshop and Summer School:** Number of workshop's participants will be used as an impact indicator. We suggest to perform a survey of the project awareness when finishing the event
- **European project synergies:** number of european project cross fertilizations will be used to measure the impact
- The number of **leads generated** by contacting start-ups, stakeholders and SMEs will be measured by number

In terms of online strategy, we will use an array of tools to measure the effectiveness and the impact of the different actions.

To analyse the impact of the actions that take place **in the website** we will be using Google Analytics, which is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. It allows to track and analyse the performance of the website and access to a wide range of data and reports on website traffic and website visitor behaviour. This data includes:

- a) How users arrive on your website
- b) How users interact with your website content
- c) The characteristics of your website's audience
- d) How many of your website visitors convert

To analyse the impact of the actions that take place in social media profiles, we will be using Twitter Analytics, LinkedIn Page Analytics and Hootsuite.

Twitter analytics: It is a data dashboard that tracks the performance of the account. It can reveal insights that help guide the social media strategy, from identifying the most loyal followers to posting tweets at the right time of day. Some of the key metrics to track with Twitter Analytics are:

1. Top Tweet: it is the best performing tweet with the maximum number of engagements or impressions over a period of time.
2. Tweets: On the Homepage of Twitter analytics dashboard, it can be seen how many tweets have been published in a month. The data will help to keep track of the daily or monthly content publishing goals.
3. Followers: This Twitter analytics enables to track the number of followers gained or lost over a period of time. It can also track the current follower count.

4. Profile Visits: Twitter analytics provides the data about the number of profile visits on the account over a period of time. It is the number of people who visited the Twitter profile and feed.

5. Top Follower: This metric shows the Twitter account having the most significant number of followers that followed the account in a month. Tracking this metric will let us know about your new followers with high reach and influencing potential.

6. Top Mentions: This Twitter analytics metric tells about the tweets that have mentioned your Twitter account and have also received the greatest number of engagements.

7. Impressions: It determines the number of times the Tweet has been seen by other Twitter users organically over a certain period. It also includes retweets and quotes tweets.

8. Hashtag Analytics: it helps to track the number of views your Tweet received. This metric matters because it allows us to assess how many people have viewed the content.

9. Engagements: This metric helps to measure the number of interactions taken place with any one of the Tweet. Similar to impressions, this metric can also be viewed at both overall account level and individual Tweet level.

10. Link Click: It measures the number of times people have clicked on a link inside the Tweet. It helps to track if the audience finds the links that are posting engaging.

11. Engagement Rate: It is the rate at which the audience is interacting with the tweets. Engagement rate can easily be determined by dividing the total Twitter engagements by the total impressions.

LinkedIn Page Analytics is a LinkedIn's module that offers page admins an overview of their page's performance. The key metrics LinkedIn Page Analytics offers are:

1. Unique visitors: The number of **unique visitors** the project's profile has had in the past 30 days
2. New followers: The number of new followers the project's profile has acquired over the past 30 days
3. Post impressions: Information about the project's profile impressions measuring metrics and engagement
4. Custom button clicks: LinkedIn offers various actions the custom button can display. This section of the metrics will show the number of clicks your custom button has received

ANNEX 1 Industries, Universities, Research Centers and European Platforms Information

Industries:

- **FYLA**: Is a company that works on making rock-solid lasers and systems to lead the industry transformation through photonics. The company shares values with Dynamo's team:
 - Focusing on creating lasers and systems as a lever for the development of new sectors and applications.
 - Enhancing attention to detail at every step of our activity to deliver robust and reliable products, all over our value chain.
 - Empowering trust with our clients and stakeholders. Facing challenges together, as our core motivation, in technology, business and life.
 - Leading the industry and society transformation through photonics.
- **MediCom**: Laser systems manufacturer since 1990 and distributor of medical devices since 1995. They offer lasers and devices for aesthetic medicine and dermatology, power urological and surgical lasers, shock waves for orthopedics, rehabilitation, urology and neurology, devices for dermatoscopy and other medical devices.
- **Quantel Medical**: Since 1993 develops, manufactures and markets innovative medical laser and ultrasound solutions. World leader in ophthalmology, its lasers and ultrasounds are designed to diagnose and treat the four main causes of blindness: cataracts, glaucoma, diabetic retinopathy and macular degeneration; and also dry eye disease. Quantel Medical offers a range of Point of Care ultrasound, perfectly designed to meet the latest imaging needs in general medicine, musculoskeletal medicine, emergency medicine and anaesthesia/resuscitation, among others.
- **EKSPLA**: Innovative manufacturer of solid-state and fiber lasers, from customized systems to small and medium OEM series. In-house R&D team and more than 27 years of experience ensure professional laser design, customization and manufacturing of reliable and state of the art products. M76 out of the 100 top universities use EKSPLA lasers. Customers like CERN, NASA, ELI, Max Planck Institutes, Cambridge University, Massachusetts Institute of Technology and Japan University of Science showed trust in Ekspla lasers & systems. The company is leading in the global market for scientific picosecond lasers

Universities and research centers:

- **Tongji University**: One of China's earliest national key universities, is a prestigious institution of higher education that is directly under the Ministry of Education (MOE) and is supported by the Shanghai Municipality. Already in its second centenary, the

University has grown into a comprehensive and research-intensive university with distinctive features and an international reputation. The University was among the 36 Class A universities in the list of Double First Class University Plan released by the central government of China in 2017. According to 2019 Global Universities Rankings by US News & World Report, Tongji University ranks 11th in the Country Rank of China and 35th in Best Global Universities in Asia.

- **ICMM (CSIC):** The Materials Science Institute of Madrid is the largest research centre of CSIC and it's located on the Campus of the University of Madrid. More than 300 people work there, discovering new materials to develop applications in energy, nanomedicine and information technologies that are sustainable and more efficient materials with surprising properties are researched there, materials that help to improve the treatment of diseases, such as nanoparticles to fight cancer cells or biopolymers used for spinal cord regeneration. They also develop advanced nanomechanical devices with which they can study the structure of protein. They are researching nanomagnets for health and energy, smart windows, semiprecious stones capable of producing brilliant colours, and very thin materials extracted from various minerals. They search for new strategies to store energy in a more efficient and environmentally friendly way.
- **Institute of Photonics (University of Eastern Finland):** Is a research group that combines all research and education in optics and photonics at the University of Eastern Finland. It provides a unique combination of expertise and facilities on photonics. Its fields of research include optical sensing and imaging, optical components, coherence photonics, photonics materials and quantum photonics.

European Platforms:

- **European Platform of Women Scientists (EPWS):** International non-profit organisation that represents the needs, concerns, interests, and aspirations of more than 12.000 women scientists in Europe and beyond. EPWS builds a structural link between women scientists and European and national research policy-makers to achieve equal and full participation of women in science and in science policy in order to safeguard European excellence and innovation in research.
- **Gender Equality Network in the European Research Area (GENERA):** Consortium formed with the main goal to address gender equality in Research & Innovation apply a bottom-up approach to enhance gender equality in the field of physics research as a benchmark for other sciences. The consortium proposing the project will be extended to involve other interested major physics research organisations in European countries as associate partners. The GENERA consortium requests funding to support research organisations in implementing gender equality plans and proposes the following coordination and support actions with a focus on physics research and a keen eye on cultural differences throughout Europe.

- **European Technology Platform Photonics21:** The European Technology Platform Photonics21 unites the majority of the leading photonics industries and relevant R&D stakeholders along the whole economic value chain throughout Europe. Today Photonics21 has more than 3.000 members. Photonics21 aims to establish Europe as a leader in the development and deployment of photonics technologies within the various applications fields such as ICT, lighting, industrial manufacturing, life science, safety as well as in education and training. The ETP Photonics21 coordinates photonics research and innovation priorities and provides input to the European research framework programme Horizon Europe.

The Photonics21 supports various projects with the aim of bringing photonics into the education system of Europe. We will create synergies with this platform and with its educational projects:

- **PHABLABS 4.0.:** This project aims to achieve a lasting, positive impact on the way photonics is integrated into the rapidly expanding ecosystem of European Fab Labs and Makerslabs, resulting in a larger and better skilled photonics workforce with superior innovation capacity in photonics to support the next revolution in digitization.
- **Photonics4All:** This project is a European outreach project which was funded by one of the calls under the Photonics Public Private Partnership (PPP) and thus received funding by the European Union.
- **Poetics:** Is a Research and Innovation project aiming to develop novel Terabit optical engines and optical switching circuits and co-package them with digital switching chips to realize Multi-Chip Modules (MCM) for next generation switching equipment with Tb/s capacities and very high energy efficiency. In order to achieve this, POETICS is relying on a photonic integration technology based on a silicon nitride platform, optical polymers, InP electro-absorption modulated lasers (EMLs) and external cavity lasers and on high-speed electronics based on BiCMOS technology.
- **Innoderm:** Project that brings together key photonics and ultrasound technologies and will validate the technical and economic viability of RSOM in dermatology suites for fast diagnosis and skin disease monitoring. The key aspect is that it combines optometry and ultrasound to use it for imaging technology and that's why we believe it can match with Dynamo's research.
- **European Photonics Alliance:** Formed in September 2017, the European Photonics Alliance is an active network of European Digital Innovation Hubs and clusters. Is one of the S3 Industrial Modernisation partnerships created by the European Commission. Each member has deep domain knowledge of light-based technologies. This was one of the 6 key-enabling technologies defined by the European Commission in Horizon 2020.

- **[European Photonics Industry Consortium \(EPIC\)](#)**: The European Photonics Industry Consortium (EPIC) is a not-for-profit association that serves the photonics community through a regular series of workshops, market studies and partnering. EPIC focuses its actions on LEDs and OLEDs for lighting, optical fiber telecommunications, laser manufacturing, sensors, photovoltaics and photonics for life sciences. EPIC coordinates its activities internationally through its membership in the International Optoelectronics Association. Today, more than 500 companies, research organizations, universities, and other industry stakeholders are members of the consortium, making EPIC one of the world's principal industrial photonics organizations.
- **[Southern European Cluster in Photonics & Optics \(SECPHO\)](#)**: is a cluster which brings together companies, technology centres and research groups in the photonics and optics sector. SECPHO gathers more than 180 organizations promoting technological innovation through deep tech in all sectors of our economy.

Sister projects:

- **[Three-Dimensional Integrated Photonic-Phononic Circuit \(TRIFFIC\)](#)**: This project centers its research around the optomechanical interaction between acoustic and optical waves known as stimulated Brillouin scattering (SBS) and how this interaction can enable ultra-high resolution signal processing and narrow linewidth lasers important for next-generation wireless communications, precision sensing, quantum information processing, and many more.
- **[Ultrafast all-optical spatio-temporal electron modulators: opening new frontiers in electron microscopy \(SMART-electron\)](#)**: This project is ushering in a new era of materials' investigation using ultrafast electromagnetic fields to intelligently modulate free-electron wave functions for a step-change in capabilities.

Dynamo

Dynamic Spatio-Temporal Modulation
of Light by Phononic Architectures.



**Funded by
the European Union**

European
Innovation
Council



Corporate Image

This guidelines manual contains instructions for the use of **Dynamo's** identification signs and their application on the organisation's communication media.

In all cases, it is recommended that the greatest possible fidelity to the standards be maintained, as this ensures that the **Dynamo** image is well recognized.

For the use of the basic elements or their applications other than those we contemplate here, or to resolve any doubts about the rules, *dtscreativo* staff should be consulted.

Design:



Table of contents:

- 1 The brand
- 2 Design and Implementation
- 3 The colour
- 4 Typography
- 5 Incorrect uses
- 6 Application
- 7 Illustrative style

1

The brand

1 The brand

The brand is the mark that seals and identifies the company. It is the material sign to distinguish it from others and to give it personality, avoiding plagiarism and counterfeiting.

A corporate image has been created for **Dynamo** that contains all the values we want to express through the brand.

The **Dynamo** logo has been created with the symbolism that we want to transmit as a company, representing the culture and values of the organisation: technology, integrity and transparency.

2

**Design and
Implementation**

1. Logotype:

Typographic visual element that gives the name to the entity.



The word "Dynamo" is rendered in a bold, black, sans-serif font. The letters are filled with a complex, multi-colored digital pattern of blue, purple, and pink, giving it a glitched or data-driven appearance.

Dynamo brand

The word "Dynamo" is rendered in a bold, black, sans-serif font. The letters are filled with a complex, multi-colored digital pattern of blue, purple, and pink, giving it a glitched or data-driven appearance.

Dynamic Spatio-Temporal Modulation
of Light by Phononic Architectures.

Marca Dynamo + slogan

The word "Dynamo" is rendered in a bold, black, sans-serif font. The letters have a distressed, glitch-like appearance with horizontal white streaks and irregular edges, giving it a dynamic and textured look.

Dynamo brand 1 ink

The word "Dynamo" is rendered in the same bold, black, sans-serif font with a distressed, glitch-like appearance as in the previous variation.

Dynamic Spatio-Temporal Modulation
of Light by Phononic Architectures.

Dynamo brand + slogan 1 ink

The word "Dynamo" is rendered in the same bold, black, sans-serif font with a distressed, glitch-like appearance as in the previous variations.

Funded by
the European Union

European
Innovation
Council



Dynamo brand + EU + EIC 1 ink

2

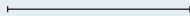
Design and Implementation

Reducibility

Dynamo



24 mm.



90 px.

Whenever possible, the brand name shall be used in its main version.

If this is not possible for technical reasons, the following versions should be used.

Maximum visibility, legibility and contrast must be ensured in all applications.



Brand applied over plain colour background.

This version is suitable to differentiate the logo from heavy backgrounds such as photographs.



Dynamo



Funded by
the European Union

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Innovation
Council



2

Design and Implementation

Right versions

Logo together with the European logo + EIC logo. Horizontal version

Dynamo



Funded by
the European Union

European
Innovation
Council



Dynamo

Dynamic Spatio-Temporal Modulation
of Light by Phononic Architectures.



Funded by
the European Union

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Council



2

Design and Implementation

Right versions

Logo together with the European logo + EIC logo. Vertical version

Dynamo



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Council



3

Colourour

3. Colour

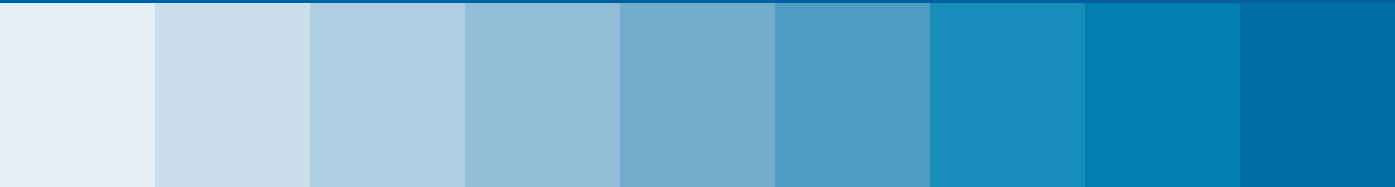
Colour defines a scenario of specific emotional values that must be considered in its application to any communication medium. The main colour of the **Dynamo** logo is blue.

Pantone 3015C

C: 100 / M: 36 / Y: 3 / K: 21

R: 0 / G: 102 / B: 161

HTML: #0066A1



3. Colour

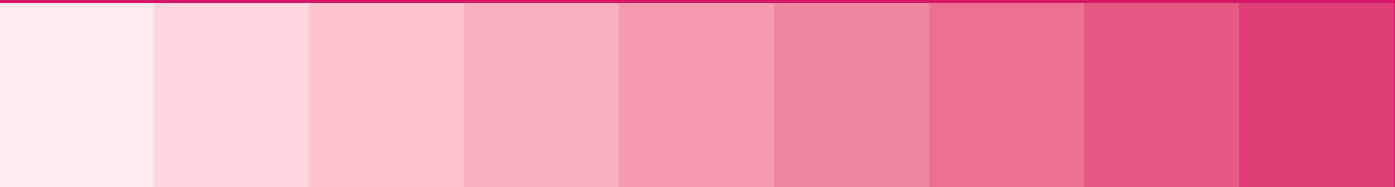
The secondary colour of the **Dynamo** logo is pink.

Pantone 214 C

C: 0 / M: 100 / Y: 24 / K: 4

R:201 / G: 0 / B: 98

HTML: #C90062



4

Typography

The corporate typeface to be applied in the different texts for “**Dynamo**” documents is from the following font series: **Roboto**

Roboto Thin

gq abcdefghijklmnoñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Roboto Thin Italic

gq *abcdefghijklmnopqrstu*
vwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
123456789

Roboto Light

gq abcdefghijklmnoñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Roboto Light Italic

gq *abcdefghijklmnopqrstu*
vwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
123456789

Roboto Regular

gq abcdefghijklmnñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789

Roboto Italic

*gq abcdefghijklmnñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789*

Roboto Medium

**gq abcdefghijklmnñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789**

Roboto Medium Italic

***gq abcdefghijklmnñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789***

Roboto Bold

gq **abcdefghijklmnopqrstu**
vwxyz
ABCDEFGHIJKLMNÑOP
QRSTUVWXYZ
123456789

Roboto Bold Italic

gq ***abcdefghijklmnopqrstu***
vwxyz
ABCDEFGHIJKLMNÑOP
QRSTUVWXYZ
123456789

Roboto Black

gq **abcdefghijklmnopqrstu**
vwxyz
ABCDEFGHIJKLMNÑOP
QRSTUVWXYZ
123456789

Roboto *Black Italic*

gq ***abcdefghijklmnopqrstu***
vwxyz
ABCDEFGHIJKLMNÑOP
QRSTUVWXYZ
123456789

4

Typography

Proper use of typography

HEADLINES AND
HIGHLIGHTS

**Roboto
Black**

Bienvenidos

REVIEWS OR
REMARKS

**Roboto
Medium**

Máxima Resistencia

BODY TEXT FOR
DOCUMENTS

**Roboto
Regular
Bold**

Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem. **To et eume volupta** tumqui valorere, cum solorem percit eum conem aborerferrum nimperit, oditati stibuscil es alitatiis nat estem

EMPHASIS OR
HIGHLIGHTS IN BODY
TEXT

**Roboto
Medium
Medium Italic**

Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem kjsdnals asdfued.
Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem. Icienian tiu

TEXT HEADINGS
AND SUBHEADINGS

**Roboto
Bold
Bold Italic**

Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem.
Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem.

SHORT BODY
TEXT

**Roboto
Light
Light Italic**

Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem.
Icienian tiumet ut dolore aut aut pa velectecab isci tem volorem et qui iur rem.

4

Typography

Textual brand expression

When the **Dynamo** brand is typed, it shall be written as shown in the example.

Correct spelling

Example of how to write the brand name

Dynamo

Incorrect spelling

~~Example of how to spell the dynamo brand dynamo~~

Incorrect spelling

~~Example of how to spell the dynamo brand DYNAMO~~

5

**Incorrect
use**

Special care is recommended to avoid incorrect uses that affect the image of the Corporate Identity.



Maintain the logo composition



Do not apply any colour other than its own to the image.



Do not distort the image



Do not create other versions of the brand



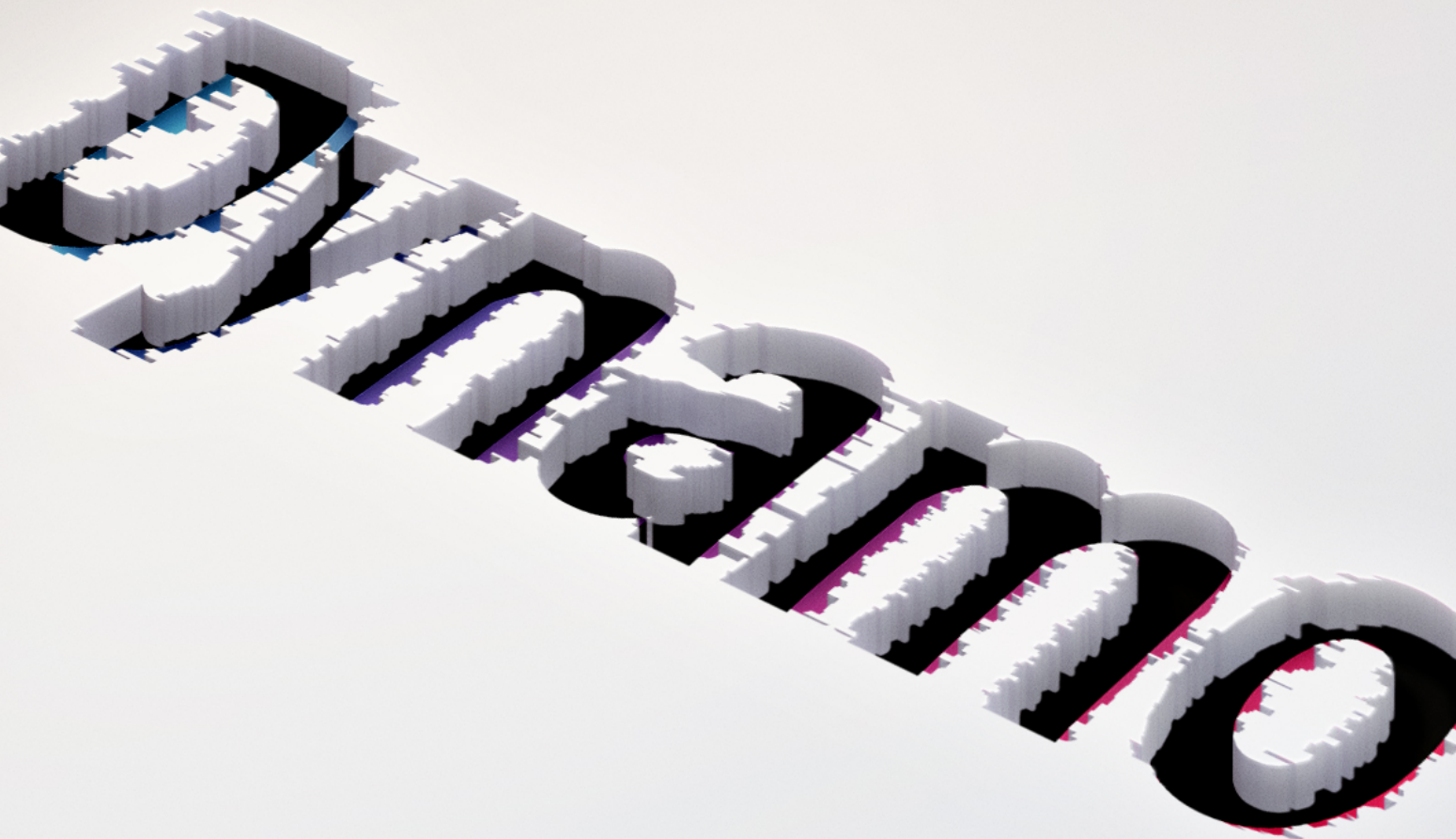
Respect the margins



Do not remove elements of the logo

6

Applications





Dynamo



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European
Innovation
Council



Dynamo



Funded by
the European Union

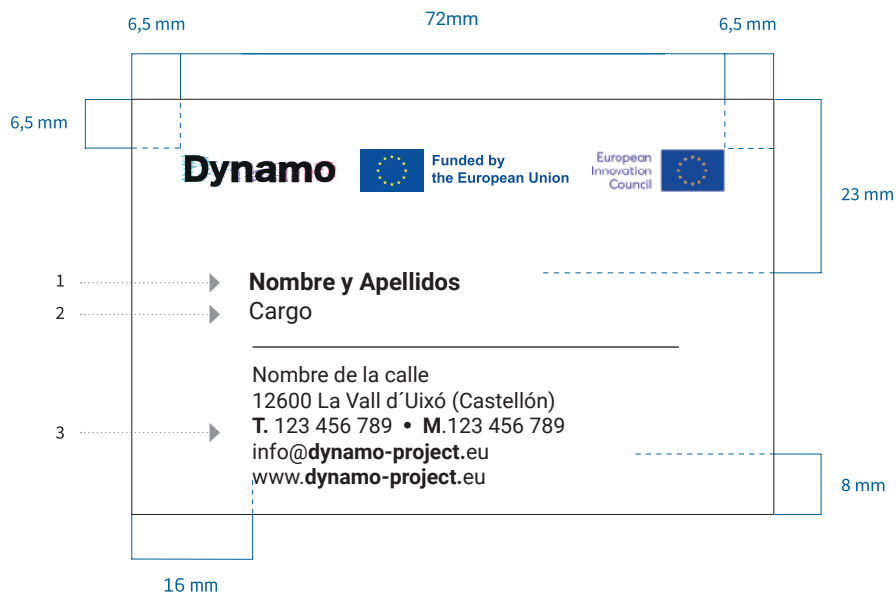
European
Innovation
Council



6 Applications

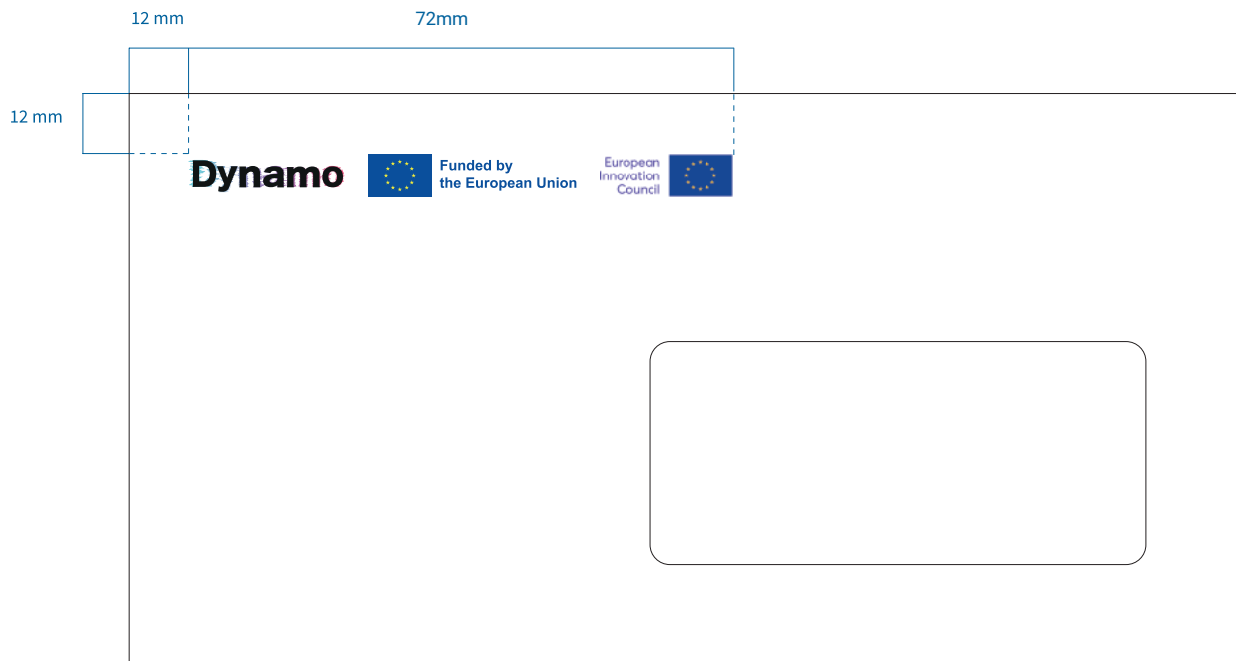
Business card: 85 x 55 mm

1. Roboto Bold Text 9 pt.
2. Roboto Regular Text 9 pt.
3. Roboto Regular Text 8 pt.



6 Applications

American envelope: 225 x 115 mm

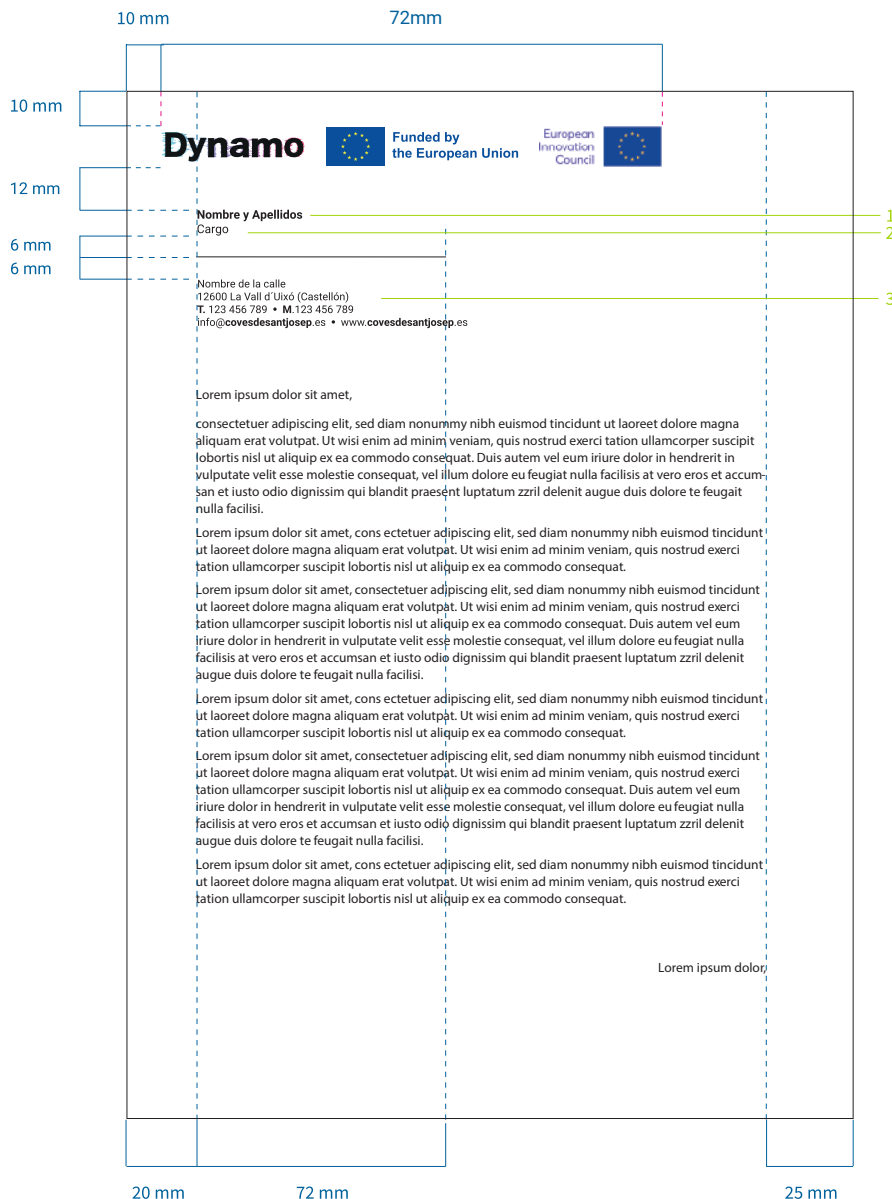


Letter A4: 21 x 29,7 cm

1. Roboto Bold.
 Text 10 pt.

2. Roboto Regular.
 Text 9 pt.

3. Roboto Regular.
 Text 8 pt.



Electronic signature



Inés García Tena
Gerente
+34 987 654 321

Dynamo



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Council



Coves de Sant Josep
CIF: B0000000
C/xxxxxx xxxxxx xxxxxxxxxxxx xxxxxxxx
dynamo-project.eu



Information on the processing of personal data:

Data processor: XXXXXXXXXXXX XXXX XXXX XXX

VAT number: B000000000 / xxxxxx xxxx xxxxxxxxxxxxxxxxxxxx / dynamo@dynamo-project.eu - www.dynamo-project.eu

Purpose: Request for information or sending of information requested via e-mail.

Data management for any person or company that contacts the entity.

Management of the relationship with clients, potential clients, employees, candidates, suppliers and any other person or company interested in any type of information or service that requests information.

Legitimation: Consent of the interested party.

Recipients: The data will not be transferred to third parties except in the case of associates of dtscreativo in order to provide them with the service requested or to carry out diagnostics, and in cases where there is a legal obligation.

Rights: You have the right to obtain confirmation as to whether or not Coves is processing your personal data, therefore, you have the right to access your personal data, rectify inaccurate data or request its deletion (or cancellation or opposition) when the data is no longer necessary. Similarly, you have the right to portability.

To exercise these rights, which are free of charge, you should send an e-mail to the Data Controller info@covesdesantjosep.es attaching a copy of your ID, with the subject: "Data Protection", and in the body of the e-mail an explanation of the right you wish to exercise.

You may consult additional and detailed information on Data Protection by requesting it from the sender of this e-mail or through our website www.covesdesantjosep.es, in the Privacy Policy section.

7

**Illustrative
style**



Illustrative style

One type of line

Our illustrations are created based on continuous line strokes always with a fine and elegant thickness with a gradient that maintains the corporate colours.

The use of the stroke line helps to build an own and differentiating imaginary in the sector.





Dynamo

Dynamic Spatio-Temporal Modulation
of Light by Phononic Architectures.



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www.dynamo-project-eu



ANNEX 5

Dissemination report

From 01/03/2022 to 31/08/2022

Partner	Type of Activity	Short description, titles, etc.	Place, media,...	Date(s)	Level	Characteristics of Target group	Scope	Language	Evidence / link
UJI	Article	The DYNAMO project, coordinated by the UJI, first EIC Pathfinder in the Valencian Community	UJI Website	14/12/2021	regional, national, international	University, researchers, institutes		Spanish, English, Catalan	https://www.uji.es/com/investigacio/arxiu/noticies/2021/12/proyecto-dynamo-EIC-PATHFINDE/
FUE-UJI	Article	The DYNAMO project, coordinated by the UJI, first EIC Pathfinder in the Valencian Community	EuroFUE-UJI Website	16/12/2021	regional, national, international	University, Business	1 reader	Spanish, English, Catalan	http://www.eurofue.com/el-proyecto-dynamo-coordinado-por-la-uji-primer-eic-pathfinder-de-la-comunitat-valenciana/
UJI	Article	Daniel Torrent Consigue un proyecto EIC PATHFINDER del programa Horizonte Europa	INIT UJI Website	17/12/2021	regional, national, international	University, researchers, institutes		Spanish, English, Catalan	https://www.init.uji.es/pin2021-2/
UJI	Article	El proyecto DYNAMO, coordinado por la UJI, primer EIC Pathfinder de la Comunitat Valenciana	Newspaper Vive Castellón	15/12/2021	regional	general society		Spanish	https://www.vivecastellon.com/noticiario/el-proyecto-dynamo-coordinado-por-la-uji-primer-eic-pathfinder-de-la-comunitat-valenciana-37597.html
UJI	Article	El proyecto DYNAMO, coordinado por la UJI, primer EIC Pathfinder de la Comunitat Valenciana	Newspaper elperiodic.com	14/12/2021	regional	general society		Spanish	https://www.elperiodic.com/pcastellon/proyecto-dynamo-coordinado-primer-pathfinder-comunitat-valencian_791016
UJI	Article	El proyecto DYNAMO, coordinado por la UJI, primer EIC Pathfinder de la Comunitat Valenciana	RUVID Mediterráneo newspaper	14/12/2021	regional, national	general society, universities, researchers		Spanish, English, Catalan	https://ruvid.org/el-proyecto-dynamo-coordinado-por-la-uji-primer-eic-pathfinder-de-la-comunitat-valenciana/
UJI	Article	Projecte DYNAMO: imatges ultraràpides en òptica		30/12/2021	regional	general society		Catalan	https://ujiapps.uji.es/ade/rest/storage/0Z1QBc6TP4RX6T0L0SCFKZO289J2QNC?url=/com/revista/base/2021/12/30/noticiesuji6.pdf
FUE-UJI	Article	El proyecto DYNAMO, coordinado por la UJI, primer EIC Pathfinder de la Comunitat Valenciana	FUE-UJI Website	10/01/2022	regional, national	University, Business, International		Spanish, Catalan, English	https://www.fue.uji.es/en/news/the-dynamo-project-coordinated-the-uji-the-first-eic-pathfinder-the-comunitat-valenciana-2137
FUE-UJI	Article	El proyecto DYNAMO, coordinado por la UJI, primer EIC Pathfinder de la Comunitat Valenciana	FUE-UJI newsletter	13/01/2022	regional, national	University, Business	1901 subscribers	Spanish	http://www.elfue.com/boletin163
UJI	Article	El proyecto europeo Dynamo, coordinado por la UJI, inicia su actividad con una primera reunión de socios y colaboradores en Castellón	Newspaper Vive Castellón	01/05/2022	regional	general society		Spanish	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ujiapps.uji.es/ade/rest/storage/JGIEBY0K0UM0YE11PHWGAGOUUWR55CFL?url=/com/revista/base/2022/05/02/noticiesuji44.pdf
UJI	Article	El proyecto europeo Dynamo, coordinado por la UJI, inicia su actividad con una primera reunión de socios y colaboradores en Castellón	Newspaper Castellón Información	01/05/2022	regional	general society		Spanish	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ujiapps.uji.es/ade/rest/storage/GYFOLXD6ZJWTKMTE5ULSO8IK2QGZZ5P?url=/com/revista/base/2022/05/02/noticiesuji6j0502j06.pdf
UJI	Article	El proyecto europeo Dynamo pretende dar un salto exponencial a la óptica coordinado por la UJI	Newspaper Castellón Plaza	01/05/2022	regional	general society		Spanish	https://castellonplaza.com/el-proyecto-europeo-dynamo-pretende-dar-un-salto-exponencial-a-la-optica-coordinado-por-la-uji
UJI	Article	El proyecto europeo Dynamo, coordinado por la UJI, inicia su actividad con una primera reunión de socios y colaboradores en Castellón	RUVID	01/05/2022	regional, national, international	general society, universities, researchers		Spanish, English	https://ruvid.org/el-proyecto-europeo-dynamo-coordinado-por-la-uji-inicia-su-actividad-con-una-primer-reunion-de-socios-y-colaboradores-en-castellon/
UJI	Article	El proyecto europeo Dynamo, coordinado por la UJI, inicia su actividad con una primera reunión de socios y colaboradores en Castellón	UJI Website	02/05/2022	regional, national, international	University, researchers, institutes		Spanish, English, Catalan	https://www.uji.es/com/investigacio/arxiu/noticies/2022/4/reunio-consorci-dynamo/
FUE-UJI	Article	El proyecto europeo Dynamo, coordinado por la UJI, inicia su actividad con una primera reunión de socios y colaboradores en Castellón	EuroFUE-UJI Website	02/05/2022	regional, national, international	University, Business, International		Spanish, English	http://www.eurofue.com/en/the-european-dynamo-project-coordinated-by-the-uji-starts-its-activity-with-a-first-meeting-of-partners-and-collaborators-in-castellon/