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D6.3- Updated ICOS Plan for Dissemination, Communication and Exploitation

Project Number: 101092562


Project Acronym: ICOS

Project Title: International Cooperation On Semiconductors

Due date: 30/06/2024

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Revisions

Version #	Date	Type of Change	Lead Author
V1	15/05/2024	Initialization	Milena Boclé
V2	18/06/2024	New inputs and updates	Mathilde Bétend, Pascale Caulier
V3	20/06/2024	Review and complement information	P. Caulier, F. Balestra
V4	28/06/2024	Finalisation	M. Bétend, M. Beric, M. Boclé, P. Caulier

Approvals

Name, Organisation	Role	Validation date
P. Caulier, SiNANO	WP6 leader	28/06/2024
F. Balestra, GINP	Coordinator	28/06/2024





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Executive Summary

The updated Communication, Dissemination and Exploitation plan will report on the accomplished work up to the end of the 1st period (January 2023- June 2024) of the ICOS project and will provide new insights on the strategy to pursue on the following period.

ICOS needs to achieve high visibility across Europe and at international level to have a meaningful impact. Therefore, the project established an initial plan with a detailed strategy fulfilling several goals:

- create awareness and raise visibility of the ICOS brand and its objectives,
- ensure that the project and its outputs are widely disseminated to the appropriate target audiences at appropriate time and with the appropriate methods,
- identify and encourage the participation of those who can contribute to the development, evaluation, and exploitation of project results,
- gather feedback and inputs from the Electronics Components and Systems community beyond the members of the ICOS consortium.

In this document, we present the updated Communication, Dissemination and Exploitation Plan, it is written relying on the D6.2, Initial Communication, Dissemination and Exploitation plan.

1 Overview


1.1 Purpose

The Communication, Dissemination and Exploitation plan is a key element of the ICOS project and serves as a guideline for all communication, dissemination and exploitation activities planned in the project. This document describes the project channels used to achieve its Communication, Dissemination and Exploitation goals, as well as the activities and audience targets.

The goal of Communication activities is to ensure a good circulation of information and documents between all the parties involved, but also to enhance the visibility of the project and the stakes it covers.

Dissemination activities are conducted with the aim to share the method and results of the ICOS project, its involved partners, and to make it understandable by all targeted audiences. It should as well favour networking opportunities with European and non-European potential research partners, enhance possible projects and collaboration by making available the



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research works depending on the ICOS consortium, and facilitating contacts between industrials, researchers and other relevant actors.

The finality of the Exploitation activities is to use efficiently the results obtained through ICOS to favour the development of international cooperation in the field of semiconductors and give precise and relevant recommendations to the European policy makers and European research actors in the field, in order to strengthen Europe’s position and independence on the international stage of the semiconductors value chain.


1.2 Responsibilities

The SiNANO Institute is the ICOS partner responsible for the coordination of Communication and Dissemination activities and is in charge of the elaboration and implementation of the Communication, Dissemination and Exploitation plan.

1.3 Definitions

Term	Definition
ICOS	International Cooperation On Semiconductors
Communication	Promote the project in an open way and cover its updates, create engagement with the public
Dissemination	Sharing methods and research results with potential users and peers, in a more technical way
Exploitation	Exploitation refers to the use of the output and results of the project for further development activities, policy making etc.
KPI	Key Performance indicators. KPIs are used as a target metrics to evaluate the success of an action.
WP	Work Package



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2 Dissemination, Communication and Exploitation

A coherent and efficient strategy forms the basis of the success of the project. Communication activities will mainly focus on raising awareness among the public audience on the current problematics in the field of semiconductors in Europe, the methods and objective of ICOS and the finality of the project itself. Dissemination will target more specific audience and encourage collaboration, networking and project development contributing to strengthening Europe's position in the field of semiconductors, by promoting the ICOS and partners works and results relevant for the project. The aim of the exploitation plan is to ensure the optimal use of the project's outcomes after its completion.

2.1 Strategy

The dissemination efforts focus on the promotion of the project outcomes in order to attract professional and expert audiences, raise their awareness and engage them in project activities, in particular in the workshops and events.


The Communication and Dissemination plan focuses on various targets, reached through different engagement modes or communication/dissemination channels.

Messages must be tailored to the identified target groups and distributed through appropriate media (communication channels) at the right time.

Five target groups have been initially identified which require different modes of engagement.

Target Groups	Mode of engagement
Academics, Researchers, other linked Projects/ Initiatives	Direct contacts through ICOS partners, participation in joint initiatives (e.g. IRDS, IPSR-I,...), category associations (AENEAS, EPoSS,...), meetings with other initiatives (MCSA, StandICT, other CSA's).
Industry associations	ICOS partners are already involved in main associations, also with prominent roles (e.g., AENEAS, EPoSS, ePIXfab, Inside,...).
Industry decision makers	Direct contacts through industrial ICOS partners, and their presence in associations like AENEAS, EPoSS, INSIDE, ESIA and SEMI EU.
Policy Bodies, Standards Associations, EC, National	Direct links of partners with respective Public Authorities and with Commission bodies. Organization of specific events. Planned



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Authorities, Funding Agencies	contacts with the European Semiconductor Board of the European Chips act. Links through the Governing Board of Chips JU. Coordination with standard definition bodies in topics like critical materials, RISC-V, ISO standards for safety, advanced packaging.
General Public	Use of social media channels, website, Preparation of dissemination material for general public. Press releases. National events.

Outputs to be disseminated (with different levels of confidentiality):

- ICOS Digital Platform
- EU and international ecosystems mapping
- Recommendations on technical topics and cooperation
- Matching EU and International Strengths and Gaps

The Exploitation plan focuses on the optimal use of the project's results.

ICOS will take profit of other scientific meetings of the semiconductor supply chain, like Smart Systems Integration, ESSERC, EPoSS Forum, IRDS and IPSR-I meetings, to which will be participating, to promote the ICOS project and results.

2.2 Project Identity and public image


ICOS must be recognizable at a glance and must have its own identity.

For this purpose, several tools or elements were created:

- A logo was designed, together with graphical guidelines (dominating colours, text font and semiconductor-based atmosphere). The logo is included in all materials connected to ICOS (deliverables, press releases, flyers, posters...)
- The project website (described in deliverable 6.1) was set up, as the main platform for communication and dissemination activities.
- The project relevant social networks were also set up: a LinkedIn account and an X account are now actively used for the communication and dissemination activities.
- Standard templates for slides and text documents were designed, which shall be used by all the partners for deliverables, reports but also oral or written presentations made at conferences.

2.3 Communication and Dissemination activities



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2.3.1 Initial press release & ICOS Kick Off meeting

Launch of ICOS in January 2023 in Brussels.

The Kick-Off meeting gathered the ICOS consortium, the project officer and some of the Industrial and International Boards members.

This event was followed by a first official press release explaining the context and objective of the ICOS project and presenting all the partners involved. The press release can be found on the [ICOS website](https://icos-semiconductors.eu).



2.3.2 ICOS Website

The website was set up and published online in the first 3 months of the project. It is accessible at this address: <https://icos-semiconductors.eu>

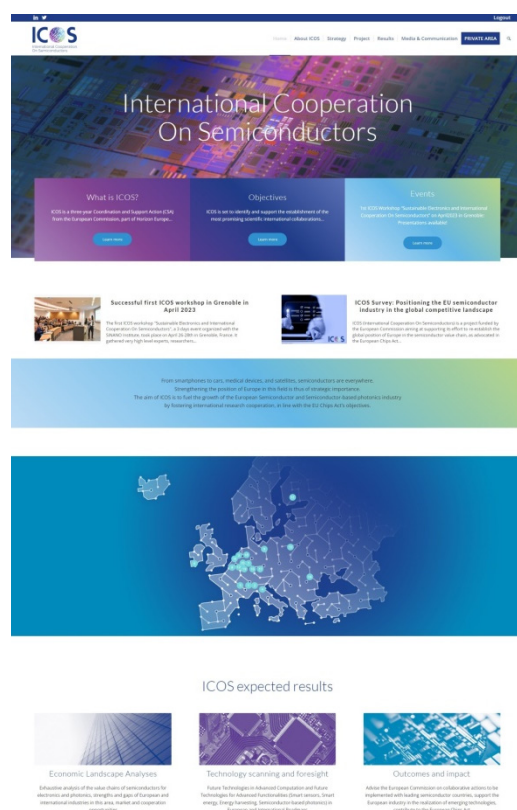
The URL was specifically chosen, adding an extra keyword to avoid confusion with any other existing “ICOS” institutions.

The website works as a platform for both communication and dissemination activities. It includes:

- an open access area that describes the project, the project history, partners, context, objectives, implementation methods, results...It is completed with regularly updated tabs with news, press releases and upcoming events.
- a password protected private area, with different access levels for Consortium Members, Industrial or International Advisory Boards, European Commission Reviewers.


This part of the website is used as a hub for internal project management, for example with restricted-document publishing and exchanging, with a reinforced security level.

More details on the website structure can be found in the deliverable 6.1.



This project has received funding (2023 – 2025) from the European Union’s Horizon and innovation programme under GA No 101092562.

Figure 1 - The landing page of the website

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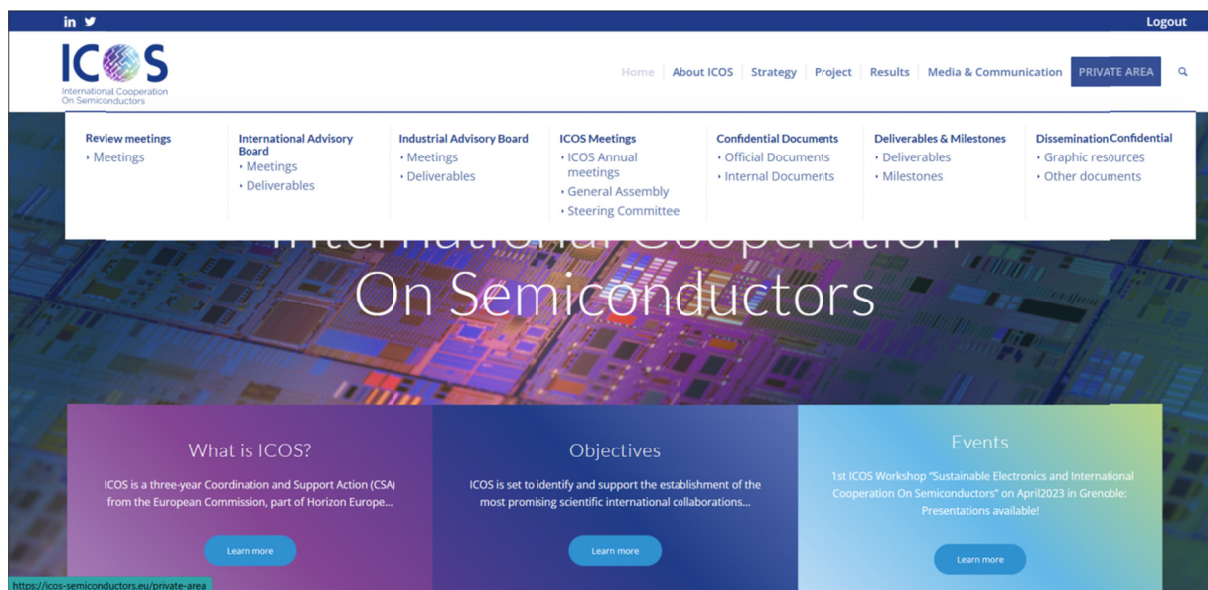


Figure 2 - The private area tabs as seen by a member of the Consortium

The website is regularly updated with news concerning the projects, events and accomplishments.

2.4 Project presentation

2.4.1 Project description

A general presentation of the ICOS project is available on the website both on the homepage and the “About ICOS” page and specific presentations are tailored and sent to the partners depending on the targeted audience and public results available at the time of the events.


2.4.2 Press releases

ICOS plan to publish press releases after the completion of each major milestone of the project and for each worthy and successful collaboration during the second half of the project.

2.4.3 Flyer

An initial flyer was designed to present the ICOS project and involved partners and was particularly used at the first public Workshop on April 2023 in Grenoble to easily explain the goal and methodology. An updated version, including the suggestions received from the audience was designed and used at the ICOS Workshop organised at the ESSDERC-ESSCIRC Conference on September 2023 in Lisbon.



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A new generic flyer was designed at the end of the first period, to advertise the release of the first public results of the project and reviewed generic text on ICOS role and objectives. It is planned to review and update the flyer regularly with the results of the project.




Figure 3 - The ICOS general flyer and updated version

2.4.4 Posters

Posters presenting ICOS and the involved partners were created already at the very beginning of the project and used for the first public ICOS event, the workshop in April 2023. The posters are and will be used at each opportunity (workshop, booth), as they are an efficient way to convey information about the project and trigger interest in meetings attendees.



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Both posters are available on the ICOS website for download.



Figure 4 - the ICOS posters

2.4.5 Social Network profiles


In order to conduct an effective communication and dissemination strategy, profiles were created on two social Medias: LinkedIn and Twitter (X).

- LinkedIn** is mainly dedicated to an audience of researchers, scientists, technical workers, a public with interest for semiconductors or interested by the questions raised by the EU chips act and EU policies linked to the improvement of the semiconductors situation in Europe. It is based on slow communication, with a few posts a month being more than enough to satisfy the algorithm and reach a broader audience.
- Twitter/X** on the other hand finds itself useful to cover live events or communicate to a broader audience using popular hashtags. The messages are much shorter than on LinkedIn and more dynamic in the way it is used.

In the first ICOS period, efforts were made to grow the SN communities.

- ICOS on LinkedIn**



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The ICOS project LinkedIn page can be found here: <https://www.linkedin.com/company/icos-international-cooperation-on-semiconductors/>.

At the end of the first period in June 2024, this number reaches 1123 followers.

The posts are often reshared by the partners or, when it comes to presentations, by the speakers, which contributes to an effective circulation of the information and helps to reach new potential followers.

When an ICOS event is planned, the communication and dissemination actions are structured in 3 parts: first the diffusion of the programme and information over the event, followed by a nearly live coverage of the event, and finally, post-event, the effective circulation of public presentations available on the website.

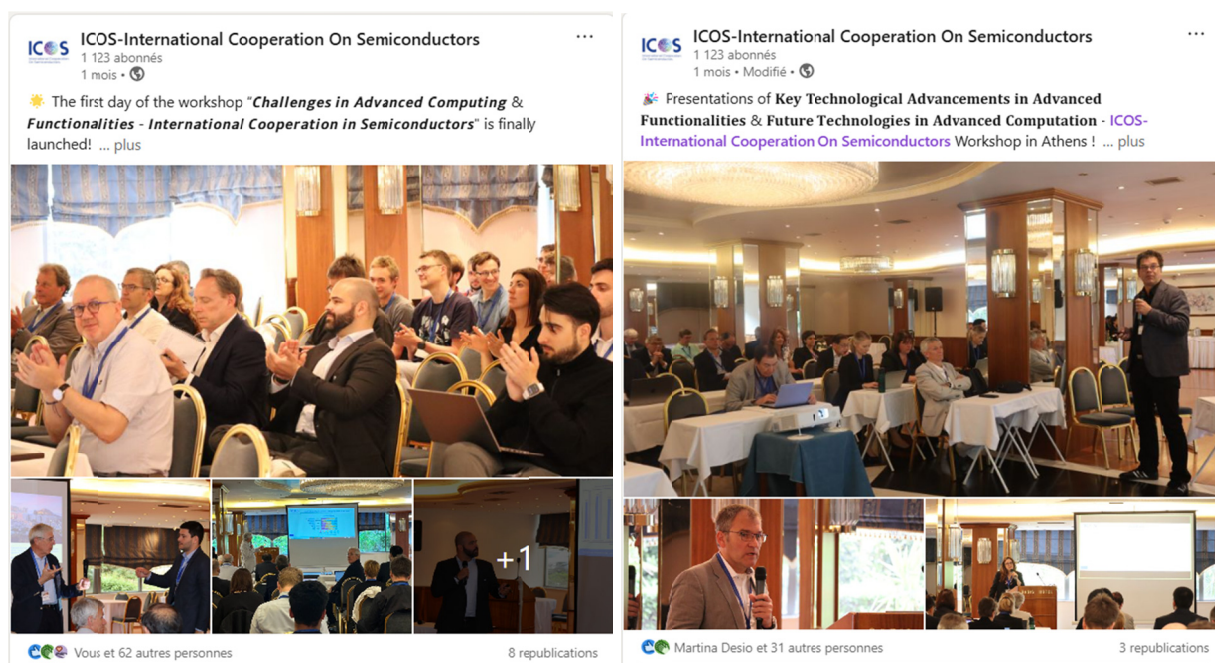


Figure 5 – ICOS publications example for an event coverage and dissemination of the presentation

- **ICOS on Twitter/X**

In June 2024, the page grew to 38 followers. The X network became less popular in the past year after the changes made by its new owner Elon Musk, losing of its already measured attractiveness for the scientific community. Therefore, the X page of the ICOS project has a hard time finding its audience. Our efforts on the platform are subsequently limited, as we chose to focus mainly on LinkedIn where the audience is active and interacts eagerly with ICOS updates. Moreover, the latest updates conducted to statistics being accessible for premium members only, thus we do not have any insights on the communication and dissemination real impact of the ICOS posts on twitter.


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Figure 6 - ICOS page on Twitter

2.5 KPI monitoring

Realistic and achievable target numbers were set in the initial plan, in order to assess the efficiency of our strategy, both for communication and dissemination activities. We display in this section the updated numbers resulting from the KPIs follow-up. It is an update from the table of the initial Dissemination and communication plan. Trend indicate in green a better result than expected, blue is neutral, red is a critical trend calling for correction action.


Dissemination/Communication Tools/Channels	How to measure	Target KPIs	Actual	Trend	Correction action if applicable
Website	N° of monthly visits	300	980	Very good	
	Duration	2,5mn	1,05mn	Good	

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Social Media (LinkedIn)	Followers per year/ likes per post/ impression per post	200/ 10/ 300	+700/15/50 0	Very good	
Social Media (Twitter)	Followers per year/ likes per post/ impression per post	50/2/100	+14/0-1/?	Not good	To try to post more regularly
Press Releases	3: Initial, Intermediate, Final	3	1 (initial)	Good	Planned for the 2 nd period
E-Newsletters	Number, No. of downloads viewed per issue	2, >30%	0	N/A	Planned for the 2 nd period
Links with other initiatives	N. of meetings with other EU CSA's in semiconductors	6	6 INPACE/All pros.eu, ECSA, METIS, PACK4EU	Very good	
Surveys	N° of EU stakeholders	120	3 Surveys: 27 / 104 /61	Very good	
	N° of multipliers addressed	20	17	Good	

Table 1 - Dissemination & Communication channels and KPIs



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Dissemination Tools/ Channels	Schedule	KPIs	Actual
Workshops (WS) with external participants	September 2024, October 2024	20	9 ICOS Grenoble April 2023, ICOS Lisbon Sept. 2023, ASICON online Oct. 2023, EU-Japan Hybrid, Jan. 2024, IEEE LAEDC Guatemala City Feb. 2024, EU-Korea Brussels March 2024, SIE Genova June 2024, SIE online Sept. 2023, MMS online May 2023
European Commission events	M9, M27, M34	5	3 Grenoble April 2023 (with Japan), Brussels Jan. 2024 (with Japan), Brussels March 2024 (with ROK)
ICOS booths at selected events	1 per year	3	0
White Papers	M15	1	1

Table 2 - Dissemination Channels

The following tables summarize the dissemination and communication events of the project using the project outputs and the associated KPIs:

ICOS EXTERNAL Events	Lead	Participants	KPIs (N.)	Actual
Workshop with the EC and selected EU stakeholders	WP4	EC/ Selected EU stakeholders	2	2 (01/24 & 04/24)
Workshop with European stakeholders	WP5	European stakeholders	3	2
Strategic Workshops with the EC	WP5	EC	2	2 (04/23 & 03/24)
Workshop on standardization needs	WP5	EU and International experts European stakeholders	2	Meetings only



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		(StandICT)		
International WS with US, Japan, Korea, Taiwan...	WP6	International experts/ stakeholders	2	3 04/23, 03/24, 05/24
WS with Board (Consortium + ABs) Presentation of the key findings of WP2 (D2.1 and D2.2).	WP2	ICOS Boards Industrial.& International AB's	2	1 Brussels 01/24
Virtual meetings one for each of the Tasks 3.1 and T3.2	WP3	EU Scientific experts	2	2 physical: WS Brussels 01/24 & WS Athens 05/24
Workshops with other European initiatives. Presentation of the key findings of WP2 (D2.3).	WP2 /WP 3	Experts from other Horizon Europe projects	4	6 with METIS, ECSA, INPACE & ALLPROs.eu
Physical meeting joint between T3.1, T3.2 and T3.3	WP3	EU Scientific experts	1	2 (ICOS WS 01/24 & 05/24)
Interim Dissemination event: Presentation of preliminary ICOS results & Recommendations		EC, European stakeholders	1	N/A
Live WS & matchmaking event (with non-EU Research Institutions)	WP6	International experts	3	2 (WS Athens 05/24, Forum EU-ROK Brussels 03/24)
Final dissemination event/ Policy Workshop	WP6	EC, European stakeholders	1	N/A

Table 3 - ICOS External events and KPIs

2.6 Planned Communication and Dissemination activities

2.6.1 Organisation of Open Workshops



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ICOS organised 5 workshops from the start of the project to the end of the first period. Other workshops are already planned, including an open workshop, a workshop with South-Korea and an Open Final Dissemination Event presenting the final ICOS results and recommendations is planned to be organized in M36 (MS6). To mutually benefit from the presence of speakers and limit travel efforts, we strive to organise such events as satellites of EU & International Events and conferences, to combine a wide dissemination action with workshops targeting specific EU stakeholders, for example with other CSA's related to semiconductor technology, digital applications and supply chain.

Whenever possible, workshops involving EU members make use of teleconferencing to avoid travel expenses and to reduce pollution. Target audience is in the range of 30-50 attendees.

2.6.1.1 Official ICOS Interim Workshop at ESSERC 2024 – Bruges

The official ICOS Interim Workshop (MS5) will take place in the framework of the ESSERC2024 conference in Bruges, on September 9th to present the final results on Emerging technologies in Advanced Computation, Advanced Functionalities, Ground-breaking Technologies and their potential Impact on International Cooperation.

This event is co-organised with the SiNANO Institute and the INPACE “Indo-Pacific-European Hub for Digital Partnerships » project. The workshop will tackle the question of emerging technologies and new material and their impact on international Cooperation, through sessions with international speakers from Europe and Japan, South Korea,




2.6.1.2 Other workshops

The project will organize additional workshops related to its themes and in response to the European Commission's requests. Initiatives are currently underway, although they remain confidential at this stage.

An Open Final Dissemination Event presenting the final ICOS results and recommendations is planned to be organized in M36 (MS6). To mutually benefit from the presence of speakers and limit travel efforts, we strive to organise such events as satellites of EU & International Events and conferences.



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Whenever possible, workshops involving EU members will be organised hybridely to avoid travel expenses and to reduce pollution. Target audience is in the range of 50-100 attendees.

2.6.2 Organisation and participation at other international events

Several actions are either planned or under discussions at the time being, as the same level as the initiative “Joint EU-ROK Researchers Forum on Semiconductors” co-organised in March 2024 with the European Commission but remain confidential at this stage.

2.6.3 Participation at key EU Events

EFECS, which is the main international forum of the Electronic Components and Systems value chain in Europe, organized by AENEAS, EPoSS and Inside in association with the Commission in line with the EU Chips Act, presents the best opportunity to combine a wide dissemination action by targeting specific EU stakeholders, for example with other CSA’s related to semiconductor technology, digital applications and supply chain.

A slot is already secured for the participation of ICOS during the next edition in December 2024, which led to a unique occasion to display the ICOS economic analysis and public results to this audience.

Another key event envisioned is the Chips JU event in February 2025.

2.6.4 Presentation and participation at Conferences


2.6.4.1 Presentations

ICOS partners attend conferences and workshop in the field of semiconductors and nanotechnology and use these opportunities to introduce the ICOS project to a receptive audience and engage directly. Many presentations were delivered during the first period in a variety of events and it is planned to further strengthen these participations.

2.6.4.2 Invited talks & panel sessions

Lectures or talks conducted by ICOS partners on the semiconductor value chain and/or relevant topics (skills shortage, EU chips act...) are excellent for the visibility of ICOS, as they provide a direct excerpt of the project and give the possibility to the audience to engage directly with a member of ICOS.

The first period has seen a very high number of such Invited talks and participation in Panel sessions and it is planned to participate more in such events especially with the arrival of new results.

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2.6.5 Newsletters

Two editions of the ICOS newsletter are planned. Its content will inform on the development of the ICOS project and outputs (updates, events...) as well as present some extra insights on the European or International semiconductor ecosystems.

The newsletter will be available on the website and distributed by the ICOS members and partners. It will also be widely disseminated on social networks.

The first newsletter is planned at the beginning of the 2nd period of ICOS, with highlights on the results (economic analysis, white paper, successful workshops and potential collaborations).

2.6.6 Surveys

Three surveys were performed during the first period of the project. No additional survey is planned for the moment.


2.6.7 Booth at conferences/events

Booths are a great opportunity to bring visibility to the project and dynamize networking with interested audiences. ICOS plans to have booths at various international events, in particular at EC related events, and industrial events, to target a more specific audience. A booth usually comprises of a visual presentation and/or a poster/roll-up and flyers to introduce the project and incite to engage with the partners holding the booth.

2.6.8 Links with other initiatives

Several interactions with other initiatives have been initialised in Period 1 of the project (with **ALLPros.eu**, **METIS** and **ECSA** for the Skills, with the **Pack4EU initiative** for the Packaging and with **INPACE** – Indo-Pacific Hub for Digital Partnerships- Horizon Europe project for International Cooperation in the semiconductors areas).

It is planned to further strengthen the interactions with other initiatives and to gather opportunities and forces, by organising joint actions at the semiconductors level e.g. Joint international session planned in September 2024 at the ESSERC Conference in Bruges.

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2.7 Exploitation

The objective of the exploitation activities in ICOS is to ensure that the outcomes of the actions conducted in this project are further used by a range of people, including the scientific community, industry, policymakers, European Commission and governmental authorities.

Within ICOS project we plan 3 levels of exploitation measures.

- Level 1: Exploitation within the consortium

Strong presence of Academia, RTOs, large Industrial Partners and Industry Associations in the Consortium.

All the results of WP2 (D2.1, D2.2 and D2.3) will be shared to the consortium within the course of WP2 in the form of reports and presentations (ppt) in order to collect comments, feedbacks, and improvements of the results.

The outputs of the WP2 and WP3 will be exploited in the WP4 and WP5.

- Level 2: Exploitation with Policymakers: EU and International

Recommendations to Policymakers (EC, Members States, Funding Agencies) in coordination with Industry Associations like AENEAS, INSIDE, EPOSS, ESIA, SEMI EU, and other ETP's, covering joint actions with leading semiconductors countries and standardization needs.

Exploitation by international public authorities for bilateral or multilateral cooperation with EU member states and the EC.


A workshop dedicated to policy makers will be organised in the last month of the project.

All the results of the Work package devoted to the Economic Landscape Analysis will be shared with policy makers in the form of reports and presentations especially the Economic analysis of the EU and international semiconductor ecosystem and the past and existing EU-International cooperation with the Consortium and International Institutions.

- Level 3: Exploitation with Research and Industry: EU and International

The Strengths identified in the Work package devoted to Technology scanning & foresight and the emerging promising Future technologies will be exploited by the Research Community.

Exploitation by EU and International researchers for developing international cooperation, in the form of possible joint projects between partners and leading international Institutions, cooperation visits, exchange or researchers, joint Laboratories, joint roadmap efforts, to

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strengthen European expertise and technology in the field of semiconductors on topics of mutual interest.

The results of the Work package devoted to the Cooperation Framework can be exploited in two ways.

The first public document, which is the *White paper on international cooperation in the semiconductor field*, provide guidelines and methodologies to any stakeholder in the semiconductors field to prepare initiatives for cooperation in this field and to make sure that key considerations are considered.

The non-public deliverables on *Cooperation cases on Advanced Computation*, *Cooperation cases on Advanced Functionality* as well as on *Priorities for cooperation* may help selected stakeholders to prepare specific cooperation.

This will obviously happen as part of ICOS in the Workpackage devoted to Foundation to International Cooperation, but it can also happen on a much broader scale by selected third party stakeholders.

The results can also be exploited by the Industrial and International Advisory Boards and other European initiatives in the framework of joint events and Workshops.

The several ICOS Public deliverables will be exploited by the Stakeholders Community.

As we move to the end of the project, this part of the plan will be updated accordingly.

3 Conclusion

ICOS has successfully managed to preserve a high level on communication and dissemination activities, organising many events at European and international levels during the first Period and will pursue its efforts during the second ones.

This has helped to significantly increase the number of followers on various social media channels, enlarge the research community on semiconductors and enhance international collaborations.

This strategy has been further developed and been updated for the second phase of the project as we will have more ICOS results to share.

